FIGHTING FAKE WITH C.R.A.A.P.
AGENDA

THE PROBLEM

ALL ABOUT C.R.A.A.P.

AUDIENCE ACTIVITY

C.R.A.A.P. CRITERIA

LIBRARIES, LIBRARIANS, & INFORMATION LITERACY

RESOURCES & QUESTIONS
THE PROBLEM.
THE PROBLEM.
WHY C.R.A.A.P.

FAKE NEWS
1. News stories that report false facts/data.
2. Politicians attempt to discredit news agencies that report unfavorable facts/data.

PUBLIC DISTRUST
32% of Americans have "a fair amount" of trust in the Mass Media, eight percentage points down from last year, Gallup poll, Sept. 14, 2016.

ALTERNATIVE FACTS
A phrase used by U.S. Counselor to President Trump, Kellyanne Conway, defending false statements put out by the White House, Jan. 22, 2017.
SPONSORED CONTENT
Stanford’s Graduate School of Education study showed that more than 80% of middle schoolers believed that 'sponsored content' was a real news story.

REAL OR FAKE
Over 80% of the h.s. students had an extremely difficult time differentiating facts from fake. "They didn't ask where it came from. They didn’t verify it. They simply accepted the picture as fact."

TECH SAVVY BIAS
"Many assume that because young people are fluent in social media they are equally savvy about what they find there," the researchers wrote. "Our work shows the opposite."
WHO IS MOST IMPACTED BY UNRELIABLE SOURCES?
WELL...EVERYONE, REALLY.
DISENFRANCHISED POPULATIONS

- Falsified data will often perpetuate stereotypes of racism, xenophobia, Islamophobia, antisemitism, homophobia, and bigotry.

- Effectively evaluating sources, like any other skill, is one that needs to be learned and cultivated in an educational environment, open to all socioeconomic backgrounds.
"After a contentious campaign season filled with divisive rhetoric, we are now hearing from our members and in the news media about incidents of bigotry and harassment within our communities...Libraries provide a safe place for individuals of all ages and backgrounds and for difficult discussions on social issues. Our nation’s libraries serve all community members, including people of color, immigrants, people with disabilities, and the most vulnerable in our communities, offering services and educational resources that transform communities, open minds and promote inclusion and diversity. ALA believes that the struggle against racism, prejudice, stereotyping, and discrimination is central to our mission. As an association representing these libraries, librarians and library workers, we will continue to support efforts to abolish intolerance and cultural invisibility, stand up for all the members of the communities we serve, and promote understanding and inclusion through our work."
ESTABLISHING CREDIBILITY

Most Americans only read headlines and don’t even click on the link before evaluating the usefulness of the data.
- Media Insight Project, 3/17/14

The solution? Teach all Internet users to read like fact checkers; seek additional sources for support and not assume reliability.
WHAT IS C.R.A.A.P.?
RELEVANCE

IMPORTANCE OF INFORMATION FOR THE RESEARCH NEEDS
AUTHORITY
SOURCE OF INFORMATION
ACCURACY

RELIABILITY, TRUTHFULNESS, & CORRECTNESS OF CONTENT
PURPOSE
REASON THE INFORMATION EXISTS
C.R.A.A.P. TEST CRITERIA
LIBRARIES, LIBRARIANS, & INFORMATION LITERACY
UNDERSTANDING INFORMATION SOURCES
Since the 19th century, librarians have conducted library instruction classes to help students evaluate and better understand complex information sources.

THE NEED FOR INSTRUCTION
Beginning in the 1960s, librarians have expanded our role as instructors, accommodating for increased collection size, new technologies, and emphasis on self-directed learning.

WHAT IS INFORMATION LITERACY?
Coined in 1974 by Paul G. Zurkowski, the goal of IL is to equip students with skills required to effectively identify, organize, and cite information.
LIBRARIES ARE FOR EVERYONE

PRIVACY & FREE SPEECH

ACCESS TO INFORMATION

INTELLECTUAL FREEDOM
LIBRARIANS ARE ACTIVISTS!

The Internet can’t replace a trained librarian.

Libraries = Democracy.
LIBRARIANS STAND FOR TRUTH!
RESOURCES & QUESTIONS