

# Search, Find, Make Up Your OWN Mind!

*California Libraries & Media Literacy*

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**Topic:**

**How do libraries  
position themselves  
as key providers in  
information literacy in  
the new media age?**

# What is **Information Literacy?**

**Digital  
Citizenship**

**Digital  
Information  
Literacy**

**Digital  
Literacy**

**Research  
Skills**

**Media  
Literacy**



# What is **Media Literacy?**

**“Media Literacy is the ability to identify different types of media and understand the messages they’re sending”.**

Common Sense Media

# Why Media Literacy?

## Pope Francis Shocks World, Endorses Donald Trump for President

Reports that His Holiness has endorsed Republican presidential candidate Donald Trump originated with a fake news web site.

By Dan Evon

Published 10 July 2016



## Burned to death because of a rumour on WhatsApp

By Marcos Martinez  
BBC Monitoring

© 12 November 2018



CNNews3.com

stated on February 6, 2017 in an Internet post:

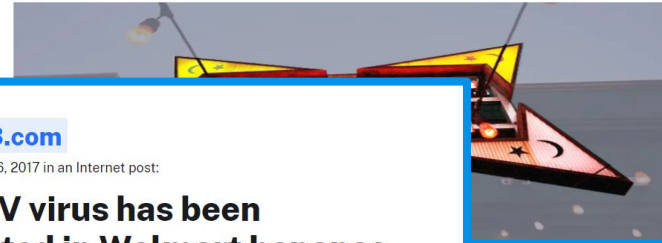
**The HIV virus has been "detected in Walmart bananas after 10 year old boy contracts the virus."**

Esquire

## Years After Being Debunked, Interest in Pizzagate Is Rising—Again

Here are ten key things to know about the bizarre conspiracy theory. ▸

By Michael Sebastian and Gabrielle Bruney Jul 24, 2020



The Washington Post  
*Democracy Dies in Darkness*

D.C., Md. & Va. The District Maryland Virginia Local Crime & Public Safety Local Education Obituaries Local Transportation Weather

Local

## Pizzagate: From rumor, to hashtag, to gunfire in D.C.

# Why Media Literacy?

“Never have we had **so much information** at our fingertips. Whether this bounty will make us **smarter** and **better informed** or more **ignorant** and **narrow-minded** will depend on our awareness of this problem and our educational response to it. At present, we worry that **democracy is threatened** by the ease at which **disinformation** about civic issues is allowed to spread and flourish.”

# Who is our Target Audience?

Personal Finance Economy Markets Watchlist Lifestyle Real Estate Tech TV Podcasts More : Login Watch TV

RETAIL · Published July 10

## Wayfair denies Reddit human sex trafficking conspiracy theory

Forum user speculated that expensive cabinets with human-style product names were a front

People are suspecting that they're selling people in these large boxes/ storage cabinets on Wayfair. They all are the same product but have different names, all female names. And they are all priced \$10-15k more than the cabinet sold elsewhere.

#ChildTrafficking

Neriah Storage Cabinet by WFX Utility™ \$14,499.99 FREE Shipping	Yaritza Storage Cabinet by WFX Utility™ \$13,799.99 FREE Shipping	by WFA Utility™ \$12,899.99 FREE Shipping	by WFA Utility™ \$14,711.00 FREE Shipping
Aanya Storage Cabinet by WFX Utility™ \$10,999.99 FREE Shipping	Anabel S - Shelf Storage cabinet by WFX Utility™ \$10,899.99 FREE Shipping		

Melissa Perez: @NooRemorse · 33m  
WAYFAIR literally deleted the cabinets that were up for more than 10k to hide their sex trafficking scandal!! The internet busted a front line tracking operation right in front of our eyes  
SHARE SHARE SHARE, open your eyes people!!! This is bigger than you know. #pizzagate

Samiyah 5 -Shelf Storage cabinet by WFX Utility™ \$12,899.99	Missing from Ohio, 17 year Samiyah Mur SUBMITTED BY PHILIP STEAR
Yaritza Storage Cabinet by WFX Utility™ \$13,799.99	Yaritza Castro Missing Since: Jun 10, 2020 Missing From: Harwinton, CT Age: 16

Newsweek

U.S. World Business Tech & Science Culture Newsgeek Sports Health Opinion Experts Vantage Search Q

## CULTURE

### Kids Shipped in Armoires? The Person Who Started the Wayfair Conspiracy Speaks

BY ANDREW WHALEN ON 7/10/20 AT 12:37 PM EDT

THE SUN A NEWS UK COMPANY

HOME NEWS ENTERTAINMENT LIFESTYLE SPORT

All News US News World News UK News

## EERIE What are the Wayfair conspiracy theories about child trafficking circulating on Twitter and Reddit?

Danielle Cline  
Jul 10 2020, 18:05 ET | Updated: Jul 18 2020, 11:26 ET

# Target Audience: Teens 14-19



- ◎ Future voters.
- ◎ Lacking in media literacy skills.
- ◎ Influenced by social media and fake news.
- ◎ Critical thinking skills not yet fully developed.
- ◎ Parents ill-equipped to teach these skills.



# Why Teens 14-19?

“Our **digital natives** may be able to flit between Facebook and Twitter while simultaneously uploading a selfie to Instagram and texting a friend. But when it comes to evaluating information that flows through social media channels, they are **easily duped.**”

## Challenge Statement:

**Position the library as a trusted and expert provider of credible information resources (aka media literacy) for teens ages 14-19.**



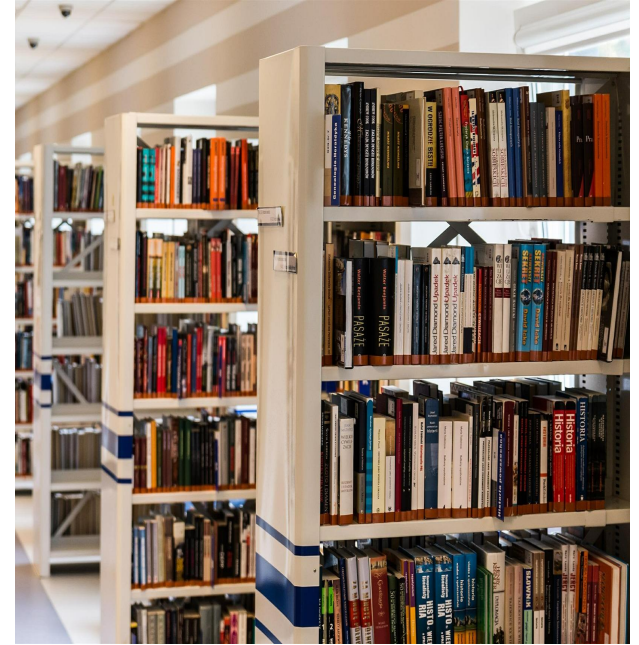
# Critical Questions

- ◎ What is already available?
  - California libraries
  - California schools
  - General media literacy resources
- ◎ How does the digital divide affect media literacy?



# Key Findings: Public Libraries & Media Literacy

- Public libraries currently have no media literacy guidelines.
- People trust the library as a place for lifelong learning.
- Libraries can support educators as a solid resource.



# Key Findings: Schools & Media Literacy

- ◎ K-12 teaches research skills.
- ◎ Media literacy education is inconsistent and sporadic.
- ◎ No standardized or state sanctioned programs.



# Key Findings: Existing Media Literacy Resources

- ◎ Underutilized
- ◎ Hard to find
- ◎ Difficult to determine validity



# Key Findings: The Digital Divide & Media Literacy

- Media literacy is still relevant for those who lack access to computers & the internet





***Libraries have a  
unique opportunity  
to address the  
media literacy  
education gap!***



# Project Outcomes

- ◎ **Teens aged 14-19 become more responsible and informed users of social media.**
  - Develop the skills and confidence to know how and where to find credible information.
  - Have increased awareness of library resources available through familiar devices.
- ◎ Library staff are trained to provide media literacy programs/resources to the public.
- ◎ Standardized guidelines are created to allow libraries to more reliably teach patrons about media literacy.



# White Paper Recommendations

## © Tier 1

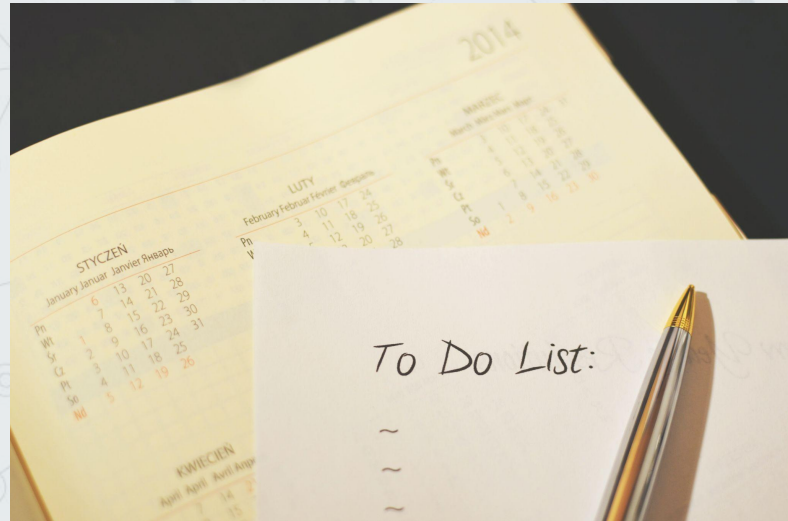
- Toolkit
- Staff training
- High school partnerships

## © Tier 2

- Media literacy position

## © Tier 3

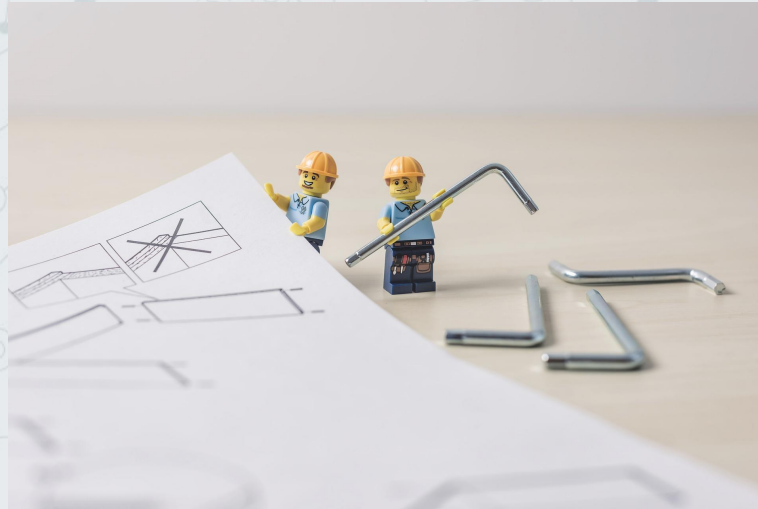
- Partnerships



Tier 1



# Media Literacy Toolkit



Quizzes

## Tier 1



# Media Literacy Toolkit

Media Literacy Websites





## Tier 1

# Media Literacy Toolkit



Library Tools



# Tier 1

**LIVE**  
**HOW TO SPOT FAKE NEWS**

- UNUSUAL URLS OR SITE NAMES
- BOLD CLAIMS WITH NO SOURCE
- NOT COVERED ANYWHERE ELSE
- NO AUTHOR OR A FAKE AUTHOR
- WORDS IN ALL CAPS
- LACK OF QUOTES
- GRAMMATICAL ERRORS
- SENSATIONAL IMAGES

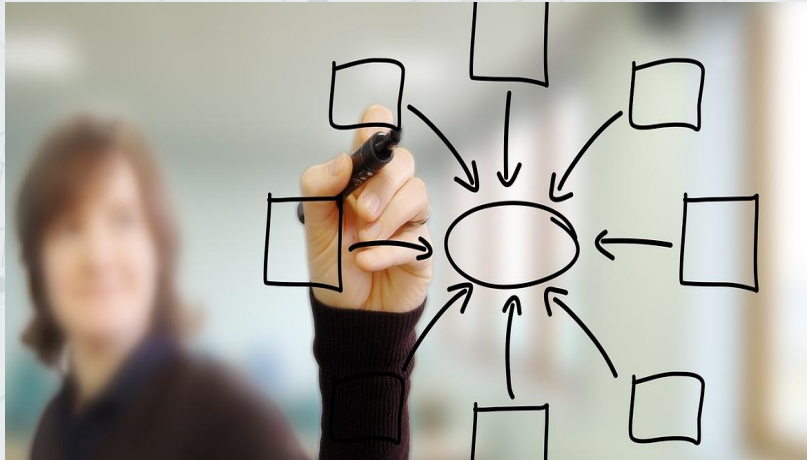
# Media Literacy Toolkit

## Marketing

Tier 1



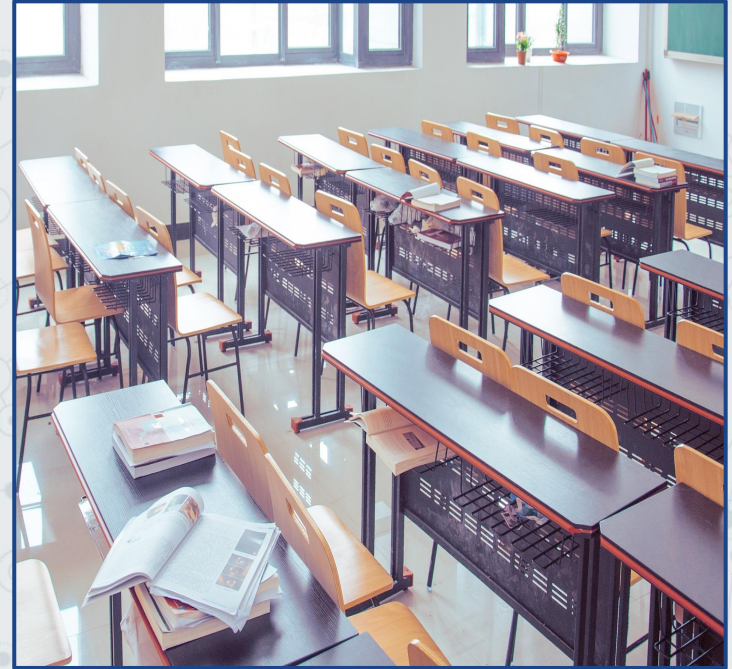
# Media Literacy Training





Tier 1

# Partner With Local High Schools





Tier 2



# Media Literacy State Library Position





Tier 3

# Strategic Partnerships

## Content Providers





## Tier 3

# Strategic Partnerships:



Tech/Social  
Media  
Companies

# What Should the California State Library Do?

1. Invest in toolkits
2. Publicize toolkits
3. Staff training opportunities
4. Create a permanent state-level position
5. Create grant opportunities
6. Approve funding for partnerships