

Take responsibility

Inform yourself

Think critically

“At the heart of [fake] news is the inability to think critically about the information that surrounds us and to perform the necessary due diligence and research to verify and validate....

Today we have access to all the world's information, yet we take no advantage of that information to be more informed citizens of the world.”

-Kalev Leetaru, *Forbes*

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Escaping the Filter Bubble

- Clear your search history
- Use different search engines
- Search anonymously (private or incognito mode)
- Opt out of being tracked when possible
- Turn off predictive search (Google Instant Predictions):

Look for



Click on “search settings”

Choose “Never show Instant results”

Google Instant predictions

When should we show you results as you type?

- Only when my computer is fast enough
- Always show Instant results
- Never show Instant results

“We clearly prefer news stories that are likely to reinforce our existing views rather than challenge them.”

-Kartik Hosanagar, *Wired*

What Is Fake News?

Fake news is misinformation. Often it is intended to mislead and designed to spread.

Fake news may not be 100% fake; it may be a mixture of real and fake, or it may be strongly biased, providing a slanted or incomplete perspective on a topic.

How Does Fake News Spread?

“Misinformation is perpetuated because people aren’t taking the time to evaluate sources before they accept it as truth and/or pass it on to others.”

-Professor Nicole A. Cooke,
University of Illinois School of
Information Sciences

- “Clickbait” headlines are designed to provoke a strong response.
- People share, “like,” and forward fake news through social media.
- People pay more attention to stories that they agree with, and disregard stories that have a different point of view.
- Social media becomes an “echo chamber” of agreement, so people don’t see opposing viewpoints.
- Search engines personalize results based on past searches and clicks.

What is the Filter Bubble?

Not all search results are the same.
When you search online, the results are personalized, based on what the search engine knows about you. You are less likely to encounter points of view you disagree with, and risk becoming isolated in your own cultural “bubble.”

“The contents of a page of search results can influence people’s views and opinions.”

-Carole Cadwalldr, *The Guardian*

What Can I Do?

How can I tell if it’s true?

- Consider the source: Who wrote the article, who published it?
- Is it an ad?
- Check the date: Is it an old article being “recycled”? Has new, better information emerged recently?
- Triangulate: Check multiple sources. Do they agree? Do they cite evidence or only offer opinion?
- Use a fact checker like Snopes.com, FactCheck.org, or Politifact.com
- Think critically!

Triangulate: Check more than one source.