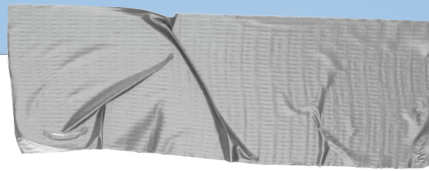


Navigating Information in the Age of AI

AHML - Steven Slavick / Info Services Librarian



Agenda

1. Identifying Media Literacy
2. Evaluating Sources
3. Media Bias
4. Algorithms
5. Artificial Intelligence
6. AI Fakes & Scams
7. Questions

Literacy in the United States

- 21% of adults in the US are illiterate.
- 54% of adults have a literacy rate below a 6th grade level. (78% of the US residents are 18 or older.)
- “Everyone is using social media to gather their information. If you can’t even read, or you don’t know how to look for [more authoritative] information, how can you understand what’s AI generated?”

Four Main Types of Media Literacy

Information Literacy - recognize when info is needed and locate, evaluate, and use it effectively.

News Literacy - judge the credibility and reliability of info found in the news.

AI Literacy - recognize and think critically about media that is created by AI.

Social Media Literacy - encompasses the above to address physical and mental health, safety, and wellness.



Misinformation:
You think it's true,
but it's not.



VS

Disinformation:
You know it's not true,
but you say it anyway.



How to Distinguish Between Them



Misinformation

- Mistake
- Misguided
- Misconstrue

Disinformation

- Dishonest
- Distrust

Why Do We Believe Lies?



- Less trust in media and government
- Trusting family and friends
- No fact-checking necessary to post
- “News” feed mixes friends posts with stories
- Certain stories appeal to our emotions
- Implicit bias/Confirmation bias
- Laziness

Evaluating Sources

- Author Credentials/Expertise
- Institution
- Funding
- Informative vs. Persuasive
- Intended Audience
- Emotions



Locating Trustworthy Sources



The CRAAP Test

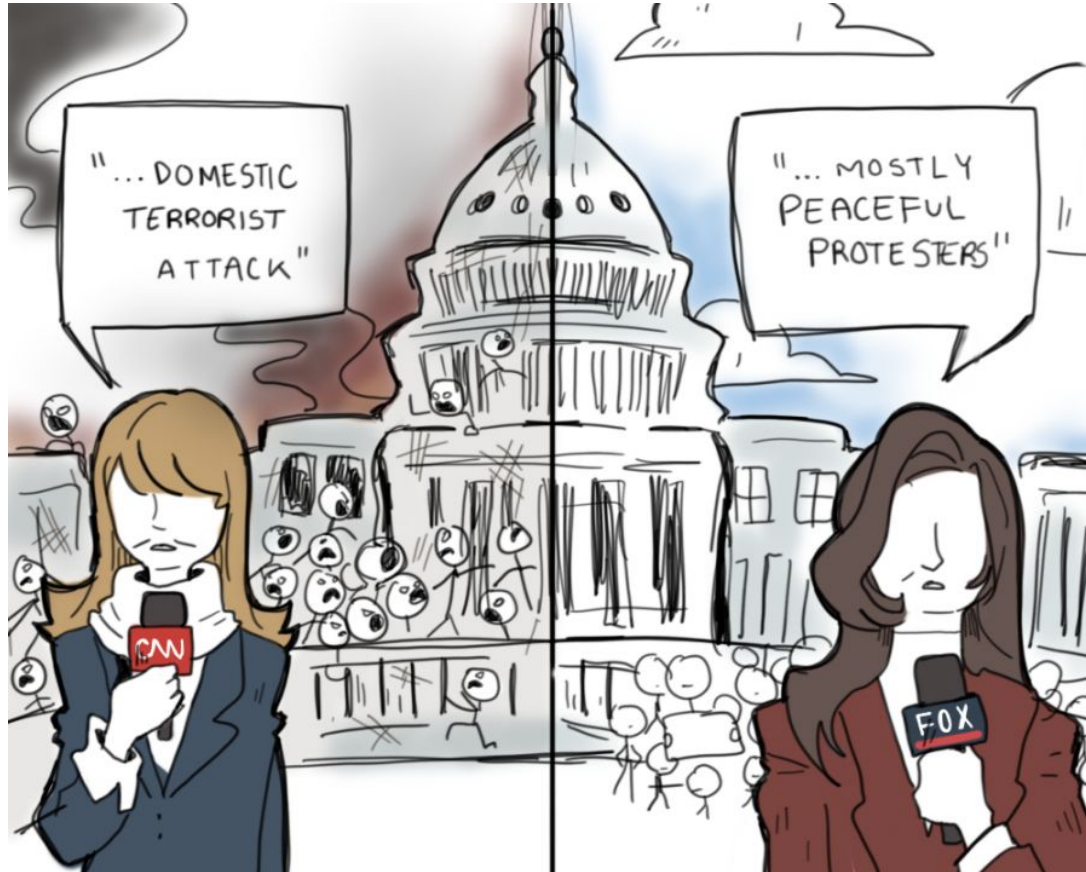
- Current
- Relevant
- Authoritative
- Accurate
- Purpose

Lateral Reading

- What are other sources saying?
- Different sources can emphasize different aspects of the same story.
- In what way are they the same or different? And why?



Types of Bias



- Spin/Vague
- Opinions as fact
- Flawed logic
- Omitting information
- One-sided
- Headlines that lead you

Film, Images, and more...

- Why have they chosen that media?
- How does it make you feel?
- How and why was it shared?
- Should I share it?



Different Media = Different Perspectives



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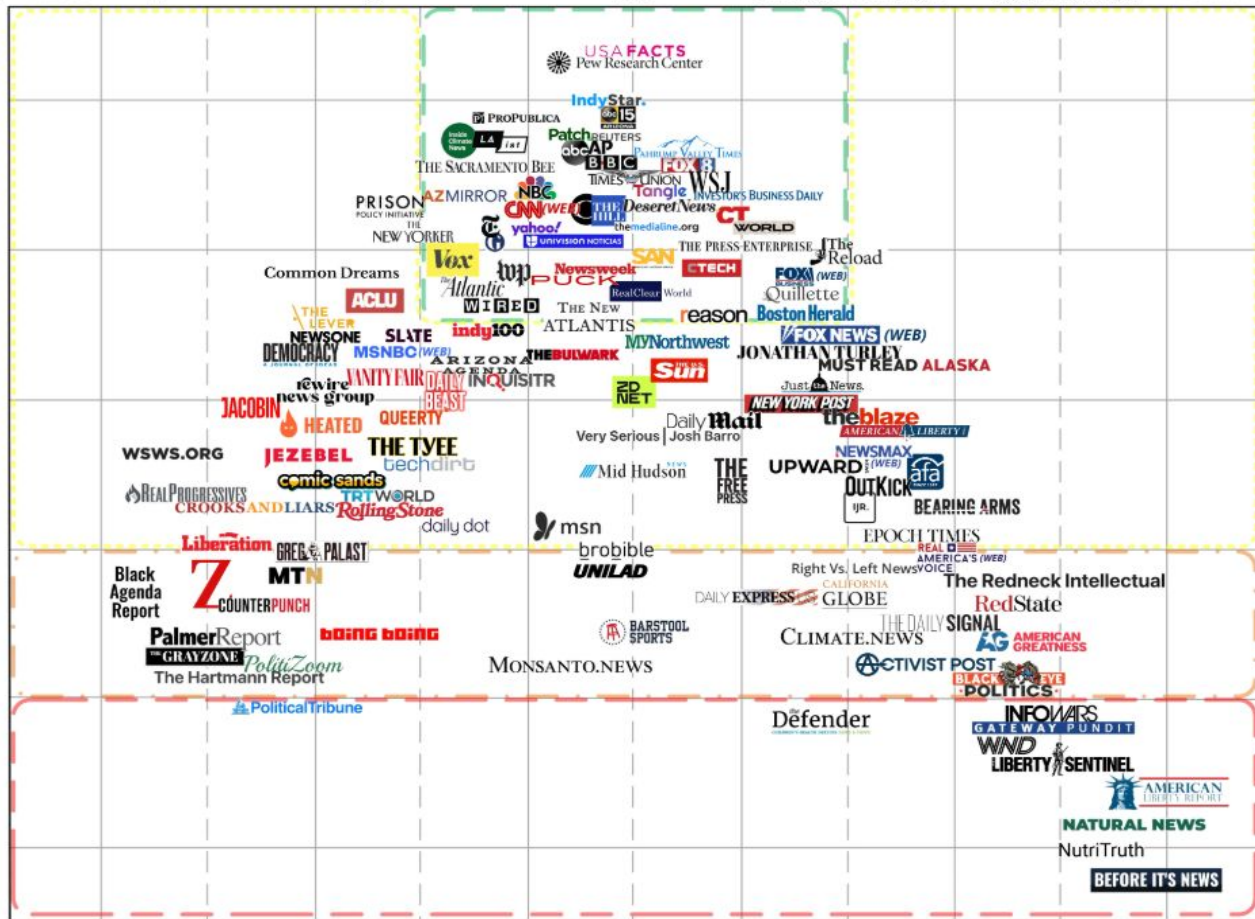
- My media might not be your media.
- We may not agree on facts
- What can we do about that?



Most
Extreme

Contains
Inaccurate/
Fabricated Info

SET



Bias

RIGHT

Social Media Algorithms

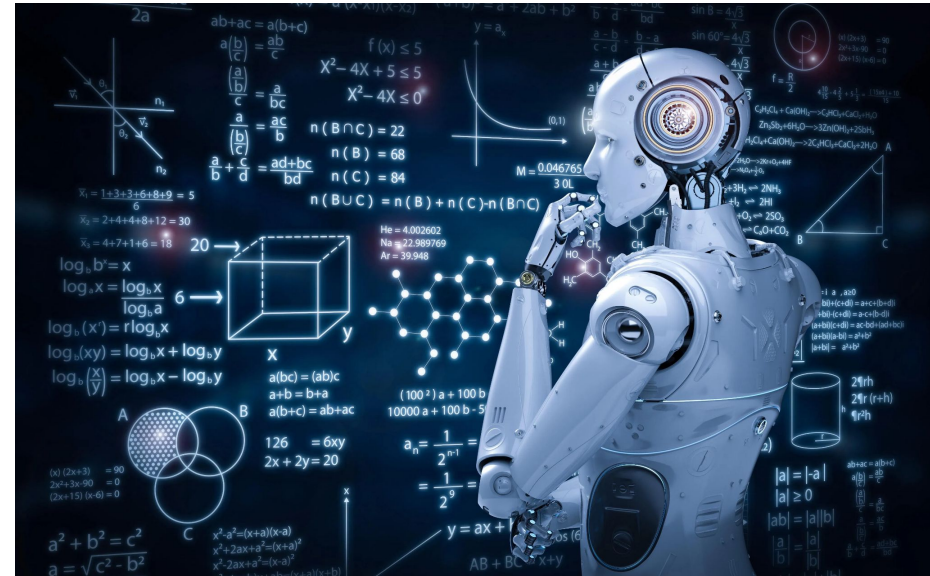
- Take your personal data
- Sort and rank that content
- Give recommendations
- To keep you engaged...
- Polarizing content ranks higher
- Connect with like-minded people/beliefs



AI Algorithms

Sometimes created by biased data...

- Dependent upon people/AI
- Incomplete
- Skewed
- Unconfirmed
- Amplify divisiveness
- Suppress or reinforce content/viewpoints



More on Algorithms...

- Optimize for engagement, time spent, and growing user base.
- Social feeds not about connection, but discovering new content.
- Not what users want, what's accurate, or what they need.
- Pushing people apart and making small, siloed bubbles of reality.
- Perfectly attuned to your interests. Everyone else? Completely different platform.
- Also about what they don't show you.



Everyone is Using AI

- Digital assistants (Alexa, Siri, etc.)
- Search engines (Gemini, Copilot, ChatGPT)
- Websites - product recommendations
- GPS (predictions: ETA, road conditions)
- Smart home devices
- Chatbots - websites, phone



AI is Creating the News

1. Over 1,270 AI generated news and information sites in 16 languages.
2. They have generic names like iBusiness News or Ireland Top News.
3. Sites operate with little to no editorial oversight.
4. Churned out articles on politics, medicine, technology, travel, and entertainment.

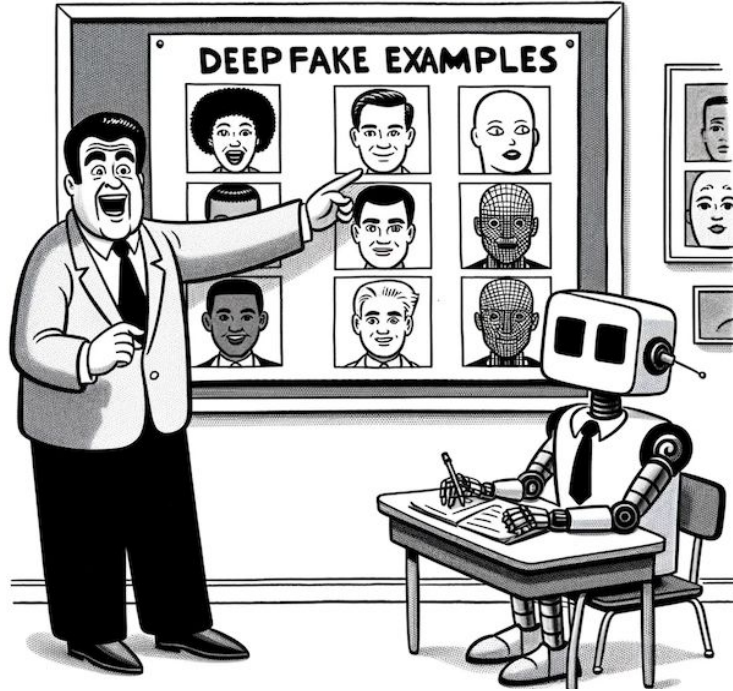


Creating vs. Analyzing

BBC Study asked AI to summarize 100 news stories.

- Experts found that 51% had “significant issues.” 19% introduced factual errors. 13% had quotes that “were either altered...or not present in the article cited.”
- 85% percent of respondents to a 2023 global survey of journalists said that their newsrooms were using or experimenting with generative AI tools.

Visual Deep Fakes



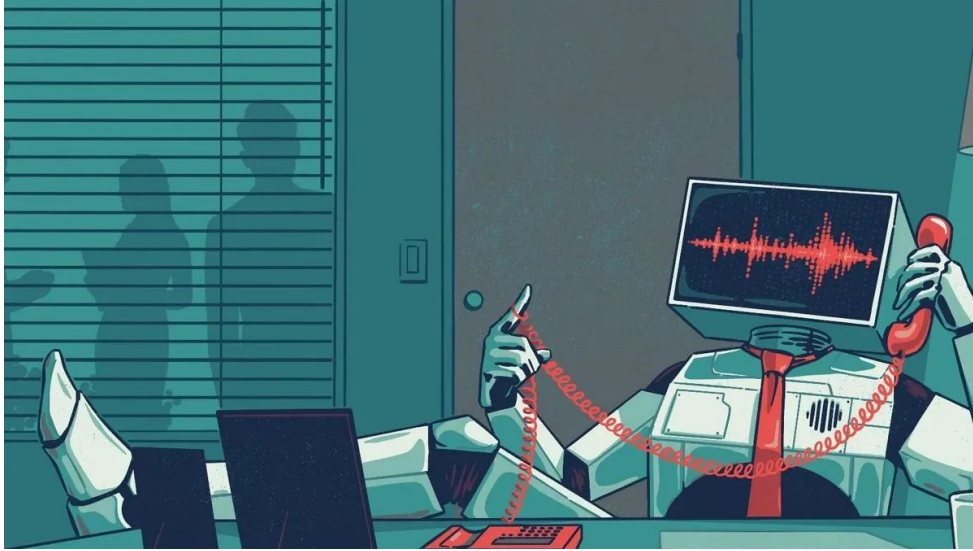
Pros

- Realistic simulations in healthcare/aviation, etc.
- Teach students in visually appealing ways
- More accessible (translations)
- Assistive tech for speech

Cons:

- Misinformation/Disinformation
- Privacy violations
- Personal harm - damage reputation
- Ethical/Legal ramifications (consent)

Audio Deep Fakes



Creation

- 30 seconds to 1 hour to replicate a voice. (8 minutes to create a video)
- Authentic tone, cadence, words, body language.

Tips:

- Slow Down
- Ask why
- Be skeptical

Identifying...Visual Deep Fakes

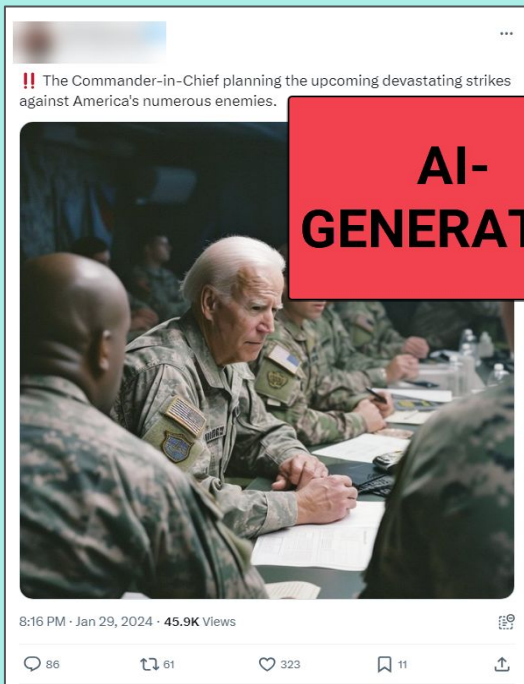
- Body parts mismatched/misplaced
 - Eyes, hands, hair, teeth, etc.
 - Wrinkles, marks (scars, etc.)
- Clothing mismatched/misplaced
 - Buttons, colors, stains
- Background mismatched/misplaced
 - Height
 - Weather - light/dark, wind, rain, etc.

How To Spot a Deepfake

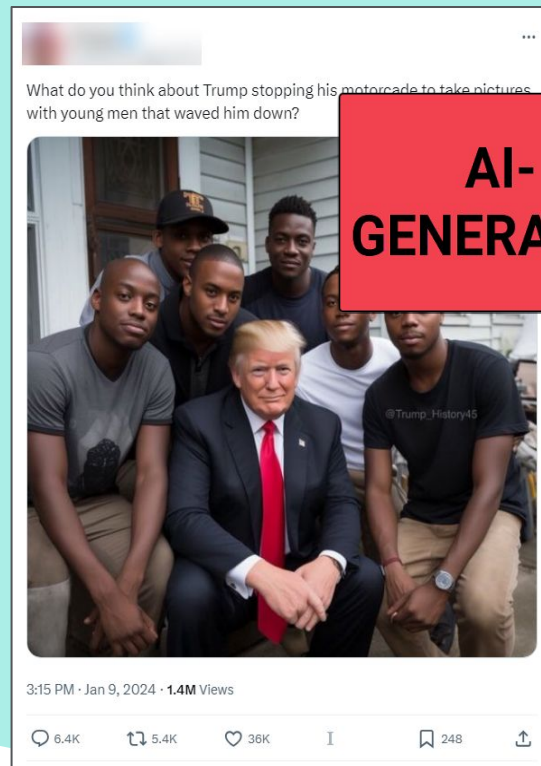


- 1 Glasses may disappear or reflect differently
- 2 Features are positioned incorrectly or move
- 3 The hair and skin of the person looks blurry
- 4 The audio doesn't match the video
- 5 The background may not make sense
- 6 The lighting looks unnatural or strange

Mistaking fake for real...



**AI-
GENERATED**



**AI-
GENERATED**

AI Scams & Spoofs

Spoofs

- Phone calls
- Websites, Social Media platforms
- Products, Reviews, etc.

Scams

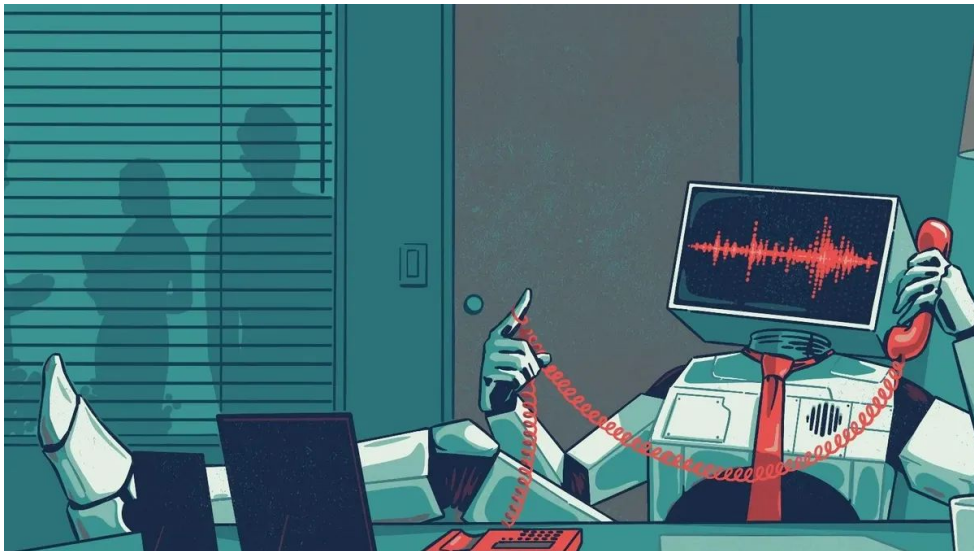
- Time sensitive, limited deals
- Pressure not to contact anyone for help
- Seeking money or sensitive information

Tips:

- Use a code word / password
- Call that person



Hallucinations



- AI uses available info.
- It doesn't know what is true or false
- Wants to be helpful, so it may invent answers

Tips:

- Use it for creation, not retrieval.
- Search for patterns, correlations.

Questions?

