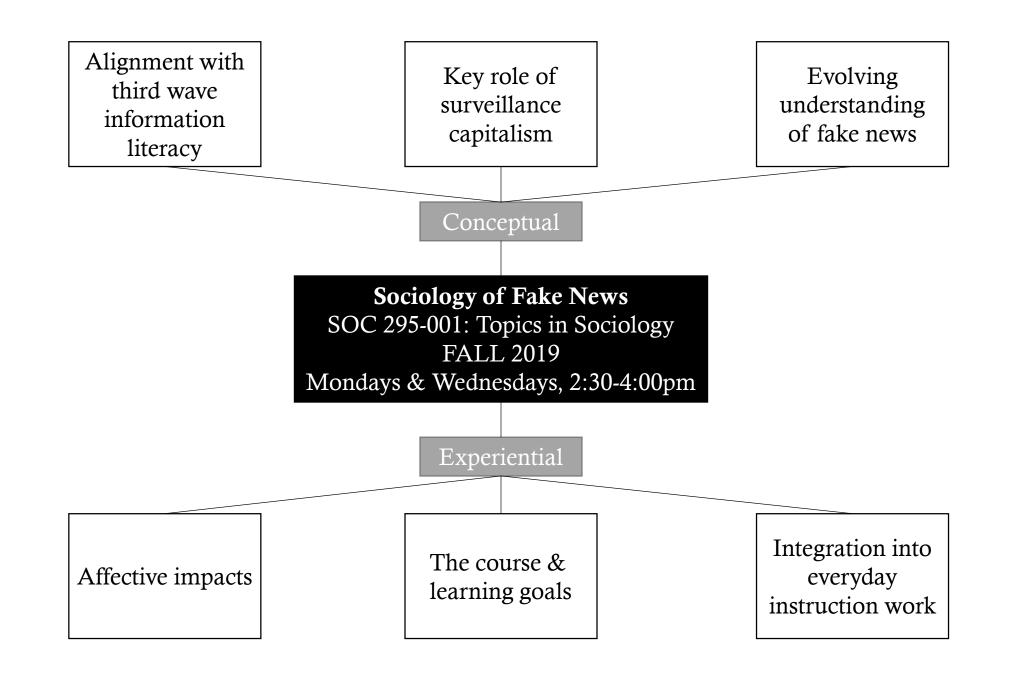
We Can Teach It! Third Wave Information Literacy, Fake News, and Surveillance Capitalism

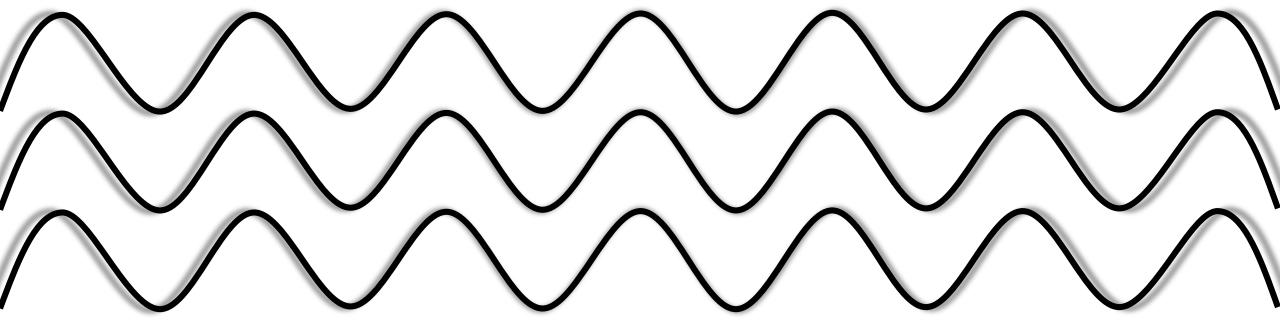
Hailey Mooney
Psychology & Sociology Librarian
University of Michigan

LOEX 2020 - May 8, 2020

https://tinyurl.com/MooneyLOEX2020















1

2

3

Suffrage

Cultural and social norms

Intersectionality





Information Literacy's Third Wave by Barbara Fister // Feb. 14, 2019







1

2

3

Bibliographic Instruction

- Physical library (1880s+)
- Library tools
- Library orientation

Information Literacy

- Emergence of computers and the Internet (1980s-90s-00s)
- Skills and conceptual learning
- Lifelong learning; learning how to learn

(Critical) Information Literacies

- The Social Web, The Internet of Things (2000s present)
- Metaliteracy and metacognition
- Multifaceted: digital, news, media, visual, data, algorithmic...

Information Society
Information Age

Post-industrial society

Agrarian society

Industrial society

Socio-techno-economic transformation

Mass production Information / Knowledge economy

Feudalism Industrial Capitalism

Financial Capitalism

Surveillance Capitalism

Internet Revolution

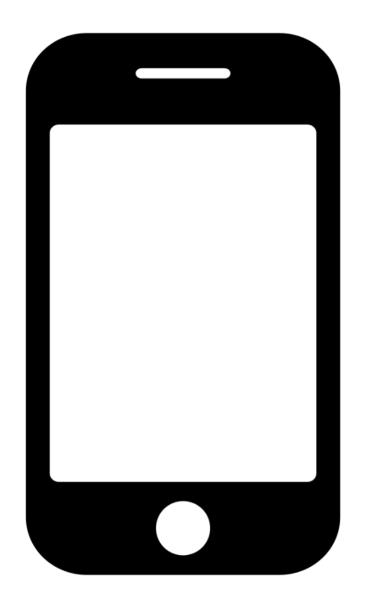
Networked Society

Age of the Algorithm

Times they are a changing; technology has changed our everyday lives and experiences of the world...

...And it has changed our notions of information literacy





"The world is reborn as data and the electronic text is universal in scale and scope" (Zuboff, 2015, p.77)



"Surveillance Capitalism unilaterally claims

human experience as free raw material for translation into behavioral data. Although some of these data are applied to product or service improvement, the rest are declared as a proprietary behavioral surplus, fed into advanced manufacturing processes known as "machine intelligence," and fabricated into prediction products that anticipate what you will do now, soon, and later. Finally, these prediction products are traded in a new marketplace for behavioral predictions that I call behavioral futures markets. Surveillance capitalists have grown immensely wealthy from these trading operations, for many companies are eager to lay bets on our future behavior." (Zuboff, 2019, p. 8)

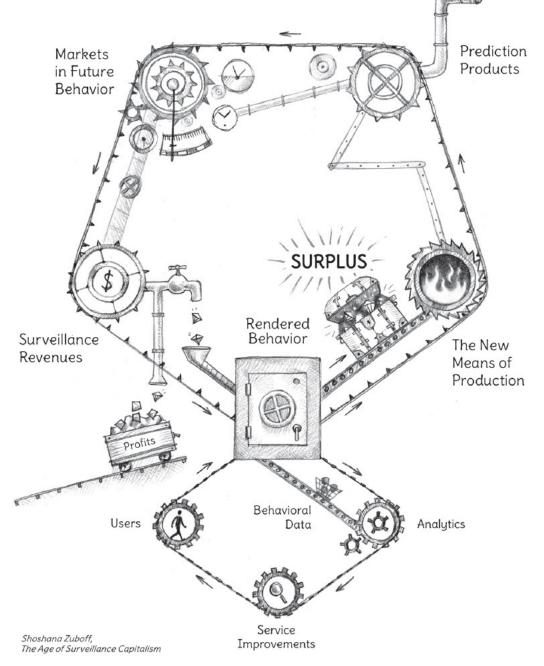
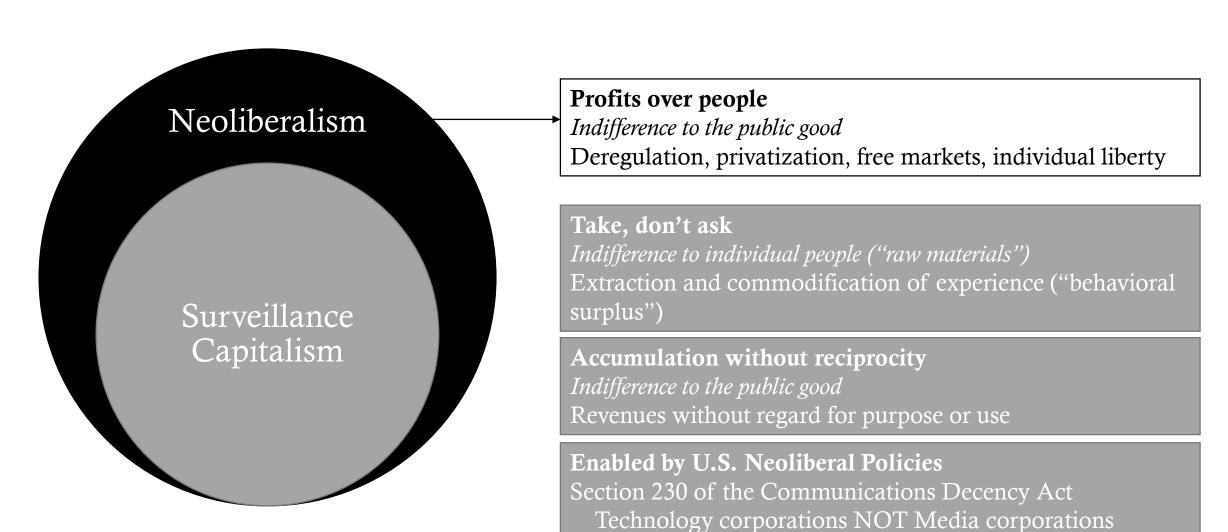


Figure 2: The Discovery of Behavioral Surplus

Formal and Radical Indifference



"Neutral" platforms → *Indifference*

Predication Products for Behavioral Modification

Persuasion

Digital Information Architectures (Shaping the Information We See to Direct Our Attention and Behavior)

Personalized Public Information Algorithms

Personality-customized Targeted Advertising

Judgement

Algorithmic Decision Making

Credit & Loans

Hiring & Admissions

Policing & Criminal Justice

Control

Monitoring

Contract Enforcement

Employee Productivity

Fake News Captures Attention

The Internet operates as an Attention Economy

using the logic of Surveillance Capitalism

Your attention is for sale

Direct \$
Purchase prediction products

Indirect \$
Game algorithmic information flows



Prediction products & Behavioral futures markets

Persuasion

Open attempt to influence by appeal to rational thought and evaluation

VS.

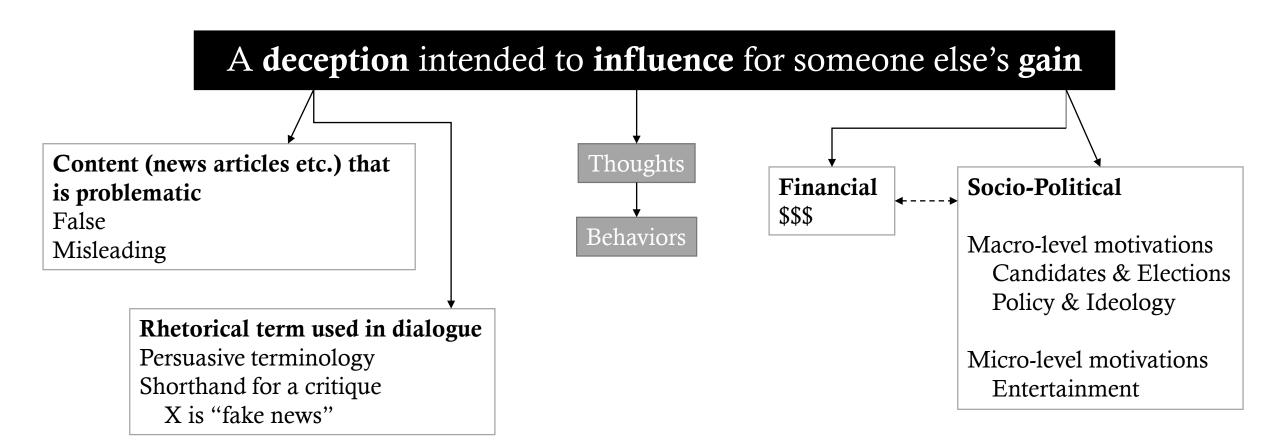
Online Manipulation

"the use of information technology to covertly influence another person's decision-making, by targeting and exploiting decision-making vulnerabilities" (Susser, Roessler, & Nissenbaum, 2019, p. 6)

Threat to **Autonomy**

Ability for independent thought and action Competent critical reflection Authentic personal choice Self-determination

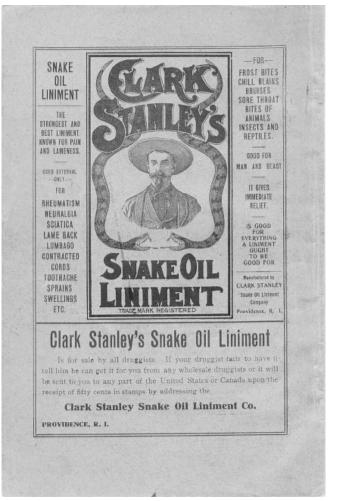
Fake News is a Manipulation





1. Problematic content created with specific intent to make money (sell something)



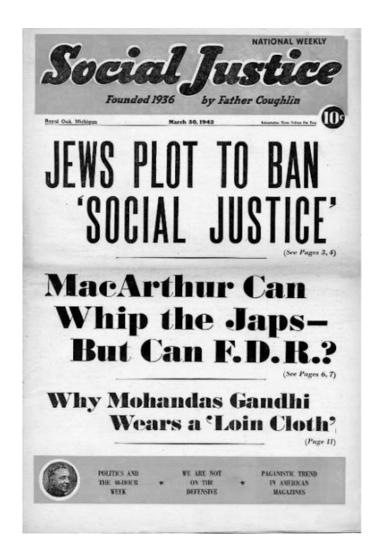




2. Highly ideological or partisan news sources promoting opinions over facts



Father Coughlin





3. Rhetorical devices: creation of narratives designed to de-legitimize and annihilate opposition

AMERICANS..... DON'T PATRONIZE REDS!!!!

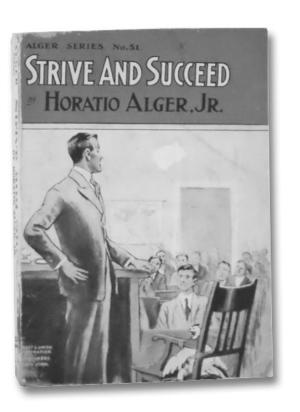
YOU CAN DRIVE THE REDS OUT OF TELEVISION, RADIO AND HOLLY-WOOD

THIS TRACT WILL TELL YOU HOW.

WHY WE MUST DRIVE THEM OUT:

So REMEMBER — If you patronize a Film made by RED Producers, Writers, Stars and STUDIOS you are aiding and abetting COMMUNISM . . . every time you permit REDS to come into your Living Room VIA YOUR TV SET you are helping MOSCOW and the INTERNATIONALISTS to destroy America!!

"Communist"



"Pull yourself up by your bootstraps"



4. Content sponsored and orchestrated by an undisclosed entity appearing in an otherwise legitimate news source

"All the News That's Fit to Print."

The New York Times.

Showers and warmer today: tomorrow clear and colder. Temperature yesterday-Max., 60; min., 40

VOL. LXXVIII..... No. 26,000

NEW YORK, MONDAY, APRIL 1, 1929.

TWO CENTS in Greater | THREE CENTS | FOUR CENTS Elsewhere New York | Within 200 Miles | Except 7th and 8th Postal Zone

EASTER SUN FINDS THE PAST IN SHADOW AT MODERN PARADE

Lone Prancing Team in Stream of Gleaming Motors in 5th Av. Recalls Bygone Days.

TOP HATS GLINT IN CROWDS

Throngs, Bigger Than Ever, Are a Riot of Color as Churches Let Out to Music of Organs.

PARADE OF JOBLESS PUT ON

Group of Girls Puff at Cigarettes as a Gesture of "Freedom"-

It was noon in Fifth Avenue and the sidewalks were a bright medley of color yesterday as an unbroken stream of glinting automobiles moved in the sunshine. The churches were from the dim interiors, banked with ENDORSES R blossoms and fragrant with the per-

Modern, prosperous New York was But Says Offer celebrating Easter. The models of the machines were 1929. The fashions on display were those of the future. A group of young women, who said they were smashing a tradition and not favoring any particular brand, strolled along the lane between the tlered skyscrapers and puffed cigar-

One Fleeting Note of the Past. There was nothing to suggest the Charles E. Mitchell is president. The bygone days. Then all a town as assorts that the National Mr. Harvey as it with disconser

Frenchman in Autogiro Flies Eighty-six Miles in an Hour

Special Cable to THE NEW YORK TIMES. PARIS, March 31 .- An autogiro of the type designed by the Spanish inventor Juan de la Cierva, piloted by the French aviator Massot, flew from Paris to Troyes, a distance of 137 kilo-

meters (about

Orly Field with

senger and a r

rolling about to

the ground alm

Troyes, where

been organized.

crowded with p

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vertical landing

out shock and

but M. Massot st

in an hour's time

HARVEY TO OUST 50 FROM JOBS IN FIGHT

Monaco Citizens Urge French Protectorate As Prince Ends Council and Bars Election

electors of the diminutive principality and cartridge to be served to all his Monaco-700, to be exact-are up troops. The latter are few in numn arms for the second time within ber and until now their duties have month. The latest difficulties are been wholly ornamental. said to be so serious that a definite The electors charge that the sus

AT ESCALON CLAIMED PARIS, March 31 .- The proud; said to have issued orders for ball

surgents Report Taking 400 Prisoners and Killing eneral Ortiz.

BIG REBEL VICTORY

AT MACHINE GUN

ay, They Routed Rebels.

The Associated Press Z. Chihuahua, March 31. the official rebel bulletin he first battle of the caminst Mexican Federal forcer ops under personal comman al José Gonzalo Escobar, the revolutionary commander. to have defeated a large

the battle General Escobar ly manned a machine gun of ty-fourth Battalion in the fighting, according to the

tionary forces participating battle were the Eleventh. California Senator Cites Chance Twenty-fourth and Twenty-seventh battalions. Federal losses were heavy, the bulletin from revolutionary headquarters said.

AMBASSADOR HERRICK DIES SUDDENLY IN PARIS AT 74; FRANCE JOINS IN OUR GRIEF

Coolidge Mourns Herrick As Public Servant and Friend

By The Associated Press. NORTHAMPTON, Mass., March 31.-Former President Coolidge expressed sorrow today at the death of Ambassador Herrick, whom he said he would miss "not only because he was a public servant of distinction, but because he was my friend.

"It is a great shock to hear of the passing of Ambassador Herrick," Mr. Coolidge said. "Since coming home here I have had a letter from him. He had been our representative in Paris for many years, where he was very much loved and respected.

"His service had not only been long, but had been pre-eminent in its usefulness to both the United States and France. He had a most pleasing personality in addition to great ability.

'His going will remove an important international landmark."

EDUCATOR, IS DEAD

Victim of Influenza at 77 Years at Home Here After a Stroke Two Years Ago.

WAS ILL IN BED ONLY A DAY

Envoy's Cold Had Been Aggravated by Fatigue of Foch Funeral.

DIES WITH SMILE ON LIPS

End Follows Heart Attack-Body May Be Brought Home on French Cruiser.

HOOVER EXPRESSES GRIEF

Washington Sees Possibility of Reorganization of the Diplomatic Service.

By CARLISLE MacDONALD. cial Cable to THE NEW YORK TIMES PARIS, March 31 .- With a sudden ness which shocked all France, Ambassador Myron T. Herrick, the most beloved envoy whom the United States ever sent to this country, died at the embassy at 5 o'clock this eve-

ning with a smile on his lips. Mr. Herrick did not realize the seriousness of his condition, although Among the officers reported killed HAD LONG LITERARY CAREER French specialists hastily summoned

Girls Puff at Cigarettes

Gesture of "Freedom"— About a dozen young women strolled back and forth between St. Thomas's Patrick's while the parade ON BORDER, BOMBED was at its peak, ostentatiously smokasked which brand they favored, and they named it. One of the group explained the cigarettes were "torches of freelighting the way to the day women would smoke street as casually as men.

7 REDIS

for Rise to

Market Here Fear of M

eral Reserve rediscount rate, an ad- The latest move of Mr. Harvey

vance of 1 per cent, is made in the against Mr. De Bragga is expected April review of economic conditions to bring in its train another political of the National City Bank, of which upheaval. The designation of Mr. te that the National Mr. Harvey as

Representative and Also Michaelson.

of Hostile Ruling on Case of the I'm Alone as Warning.

Image Credit: ProQuest Historical Newspapers



5. News reporting practices of selective representation and framing; reinforcing elite narratives and entrenched power structures
e.g., reliance on official (elite) sources and narratives



"To many people, these girls are public enemy number one. Like most American teenagers, they started having sex by the age of 15 or 16. Now a taxpayer sitting at home will say, 'Why should I pay for your mistake?"





Principles for the Concentration of Wealth & Power

(Chomsky, Requiem for the American Dream)

- Shape Ideology
 - "Anti-American" as a slur aimed at those promoting ideas of social welfare that criticize concentered state and corporate power
- Attack Solidarity
 - Defund public goods such a public education
- Engineer Elections
 - When money equals freedom of speech, the best marketing campaign wins
- Manufacturing Consent
 - Public opinion must be shaped by responsible men through advertising and public relations strategies
 - Create uninformed consumers and electorates who will make irrational choices
- Marginalize Populations
 - Adam Smith's vile maxim, "All for myself, nothing for anyone else."
 - Identity politics and hyper-partisan information that splinters populations into antagonistic groups

Changes in the Information System

Information Overload Information Epistemological Crisis in Overload in Over Information Overload Information Overload

"This saturation of social attention is jeopardizing our critical skills.

Critical skills are not a natural given, but a product of intellectual evolution through history. The cognitive faculty we call 'critique' is the individual's ability to distinguish between true and false statements, as well as the ability to distinguish between good and evil acts, and it only develops under special conditions. In fact, in order to distinguish critically, our mind needs to process information, then consider, then decide. Criticality implies a rhythmic relation between information stimulus and elaboration time.

Beyond a certain level of intensity, information is no longer received and interpreted as a complex set of statements. Rather, it is perceived as a flow of nervous stimulations, an emotional assault on the brain. ...

The acceleration of info-flows led to the saturation of attention, so that our ability to discriminate between what is true and what is false becomes confused, and disturbed; the storm of info-stimulation blurs the vision..."

(Berardi, 2019, pp. 94-96)



Climate Crisis

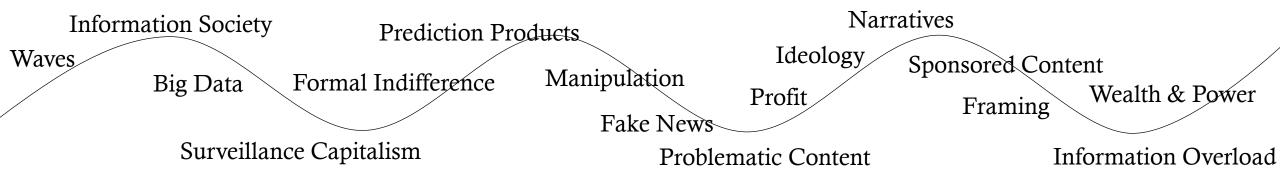


An aerial photograph of one of Amazon's data centers near Dulles International Airport in northern Virginia. (Carolina Journal photo by Don Carrington)

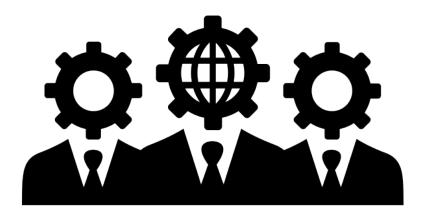


Servers light up in our St. Ghislain, Belgium data center. (Google Data Centers Photo Gallery)

-Pause for Questions-

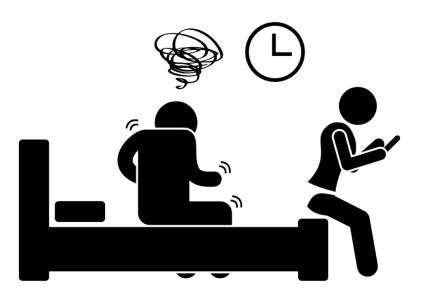






How does that make you feel?









INFORMATION LITERACY IN THE AGE OF ALGORITHMS

Student experiences with news and information, and the need for change

Alison J. Head, Ph.D. Barbara Fister Margy MacMillan



"It's a horrible totalitarian hellscape, but it's kind of the best we can reasonably expect." (p. 16)

Resignation

Indignation

Resignation

Definition

Giving up something to an authority
Relinquishing
Surrendering
Submitting
Complying

Psychology

Emotion	Sadness (longer duration: Depression or Grief)
Cause	Mourning a loss
Feels	Passive and vulnerable
Adaptive function	Allows for reflection and analysis

Indignation

Definition

Righteous anger based on mistreatment
Wrongful
Injustice
Wickedness

Psychology

Emotion	Anger	
Cause	Having been hurt or wronged, frustration, pain, thwarting of goals	
Feels	Active	
Adaptive function	Self-defense and overcoming obstacles, motivation	



Inability to Unplug

due to requirements of modern daily life; unable to take action to change the situation

Faustian Pact

your data for your life; surveillance in exchange for digital participation

resignation

Powerlessness or Ignorance

indignation

Psychic Numbing

"That's just how it is"
"I don't have anything to hide anyway"
Inevitable and unescapable

Alienation

"Alone together" Estranged and disconnected from self, others, environment

How do we heal psychic numbing?



(Class) Consciousness



Sociological imagination

Ability to see personal troubles as public issues



Personal ability
Individual-level solutions

Resignation → Reflection

Mindfulness and unplugging

Search for meaning

Critical thinking

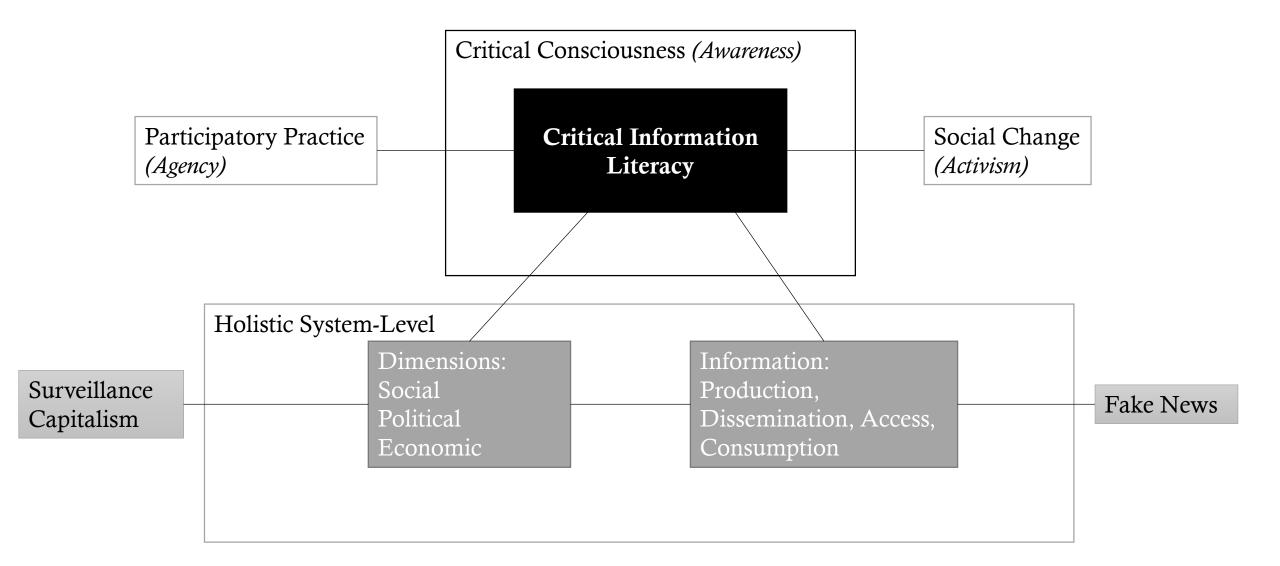
Collective voice Societal-level solutions

Indignation → ActionDiscussion and integrationCounter-culture communities; social movements

Policy change



This is Third Wave Information Literacy



We Can Teach It!

Recommendation:

"Learning about algorithmic justice supports education for democracy" PIL Algo Study Report (Head, Fister, & MacMillan, 2020, p. 34)

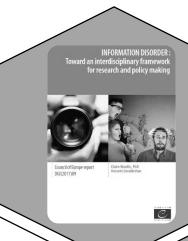
Granular

One-Shot Workshops Reference Consultations Comprehensive

Credit Courses



Sociology of Fake News



Explore how information disorder and fake news are social problems

"Information Disorder" report frames information production and consumption holistically, systemically

Recognize bias in information creators, interpreters, and processes of dissemination

Reflect on personal information behaviors and current awareness strategies, and how they are shaped by social contexts

Navigate information in order to reach an understanding of current events and how our society works

Develop capacity to be informed and knowledgeable

Examine the relationship between information, democracy, and capitalism

Consider "truth" as shaped by social reality; who has power to shape information; tensions of the private vs. public good

Analyze the role of information and information technology in a democratic society

Section A: Background			8	Truth Decay	How does public discourse and the social
1	Information Disorder and Fake News	What is information disorder and fake news?			environment affect individual ability to discern the truth?
2	Threat to Democracy	Why is information disorder and fake news perceived as a threat to	9	Establishing Credibility	How do I know what information to trust?
		democracy?	Section D: The Information Landscape		
3	Why now? This isn't new!	How has the Internet shaped the current fake news problem?	10	Just Google It	How do algorithms impact what we know?
Section B: Information Creators			11	Fakebook	What is the impact of social media on public information?
4	Attack on the Mainstream Media	Are the mainstream media biased?	12	Surveillance Capitalism	What is the extent of digital surveillance and how does it impact information-
5	All Governments Lie	What is the role of journalism in a			seeking and online behavior?
6	Dronogondo	democratic society?	13	Synthesis	What is the relationship between (digital) information and power?
6	Propaganda	Who creates propaganda and why?	14	What now?	Are there any solutions to the problems of
Section C: Information Interpreters			• •	,, 1100 110 VV 0	information disorder? How can I apply
7	This I Believe	What do I believe to be true and why?		knowledge of information life?	knowledge of information disorder to my life?



Assignments

Reading Reflection Journals

Information Creators

- My News & Media Information Diet
- News Sources Profile
- News Stories Comparison

Information Interpreters

- Fact Checking and Online Verification Tutorial
 - Check Please! Starter Course (Caulfield)

Information Landscape

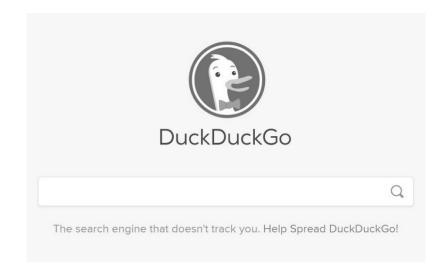
- 8-Day Data Detox
 - Data Detox Kit (Tactical Tech)
 - Social Media Fast

Final Reflection Paper



Google

Google Search I'm Feeling Lucky



V	PsycINFO	Google Scholar
Producer	American Psychological Association (1967-) creates original indexing records; distributed by EBSCO	Google (2004-), crawls WWW
Business model	Library subscriptions	Surveillance capitalism (tracks and sells your search data, advertising)
Scope	Psychology and related fields, curated list of quality publications	All disciplinary areas, standards for publication inclusion unclear
Source formats / types	Scholarly literature - journal articles, book chapters, dissertations	Scholarly literature writ large - journal articles, books, dissertations, manuscripts/preprints, presentations, technical reports, etc.
Subject indexing	Articles tagged with Subject classifications terms	No
Filters	Many available including methodology, subject age, date published, source type, etc.	Date published, case law/patents
Advanced search capability	Many options, such as limiting keywords to the abstract or title, etc.	Limited, can limit to keywords in title
Results ranking	Relevance (proprietary), date (newest or oldest), author, source	Relevance (proprietary), order may vary based on your personal information; date newest



Source Evaluation

Ethos of Science

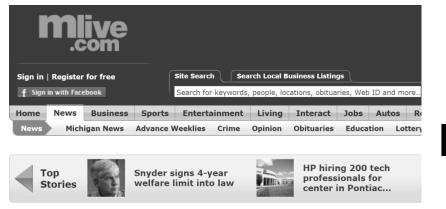
Merton: Accountability through peer review and verification

Latour: Robust networks through which truth is established

Truth is political

Mills: (Scientific) truths are not neutral and undisputed

Primary Sources & Verification



Home > Grand Rapids News

Grand Rapids, West Michigan suburbs both lead nation in growth of residents in poverty

Published: Wednesday, January 20, 2010, 3:19 PM Updated: Thursday, January 21, 2010, 12:01 AM

By Ted Roelofs | The Grand Rapids Press





Challenges

Institutional Norms

Truth is Political

Myth of Neutrality

Chilling Effects

Complexity

Professional Knowledge

Time Constraints

Opportunities

Everything is not okay

Desire for...

Authentic Discussions

Social Change

Personal agency

Collective action

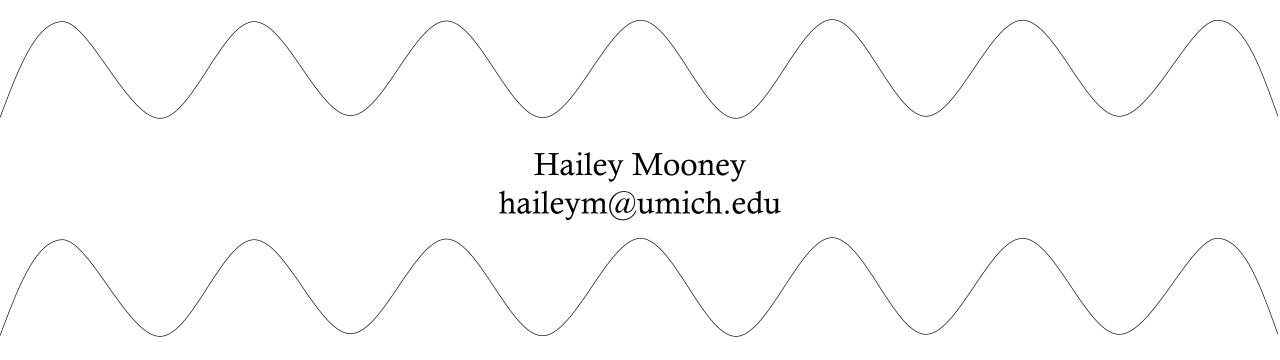
"Neoliberal psychopolitics is a technology of domination that stabilizes and perpetuates the prevailing system by means of psychological programming and steering. Accordingly, the art of living, as the praxis of freedom, must proceed by way of de-psychologization. This serves to disarm psychopolitics, which is a means of effecting submission." (Han, 2017, p. 79)

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Thank You



Presentation Materials (slides, course syllabus): https://tinyurl.com/MooneyLOEX2020

Annotated proto-syllabus:

Mooney, Hailey. 2019. "Sociology of Information Disorder: An Annotated Syllabus for Informed Citizens." Pp. 113–47 in *Libraries promoting reflective dialogue in a time of political polarization*, edited by A. P. Baer, E. S. Cahoy, and R. Schroeder. Chicago: Association of College and Research Libraries. http://hdl.handle.net/2027.42/151764