

Media Literacy for Adults: Architecture of the Internet

February 24, 2021

About the Classroom



Microphones

Only our presenters have microphone access.



Questions?


Type them in the Q&A box! There will be time at the end for questions.



Tech Issues?

Send a message through Q&A.

Welcome



**MEDIA LITERACY EDUCATION
IN LIBRARIES FOR ADULT AUDIENCES**

A project of the American Library Association

Blackburn Alum & Current Students

Media Literacy Education in Libraries for Adult Audiences is made possible in part by the Institute of Museum and Library Services grant LG-13-19-0089-19.

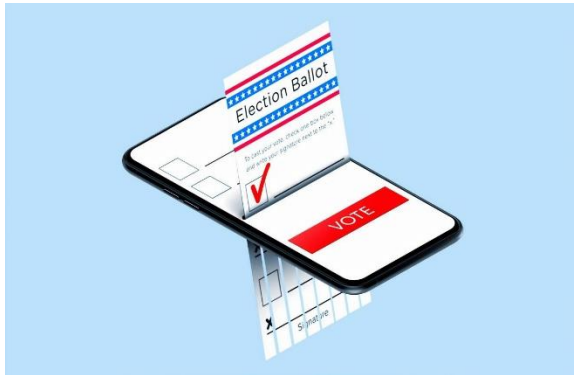


About the Project



MEDIA LITERACY EDUCATION IN LIBRARIES FOR ADULT AUDIENCES

A project of the American Library Association



Today's Presenter



Natasha Casey

Associate Professor of Communications
Blackburn College
Carlinville, IL



@NatashaCaseyIRL

<http://linkedin.com/in/natashacaseyirl2019>



www.natashacasey.com

Architecture of the Internet

1. Introduction & Context
2. Big Ideas: Cookies & Algorithms
 - a. Program Starters
3. Big Ideas: Filter Bubbles & Confirmation Bias
 - a. Program Starters
4. Questions

Introduction

Information literacy “is the set of integrated abilities encompassing the reflective discovery of information, the understanding of how information is produced and valued, and the use of information in creating new knowledge and participating ethically in communities of learning”

(Association of College and Research Libraries, 2015)

Media literacy “is the ability to access, analyze, and communicate information in a variety of forms, including print and non-print messages. Media literacy empowers people to be both critical thinkers and creative producers of an increasingly wide range of messages using image, language, and sound. It is the skillful application of literacy skills to media and technology messages”

(National Association for Media Literacy Education, 2001)

Commonalities = discovery, production, value, use, creation, analysis, evaluation

What's Different In the Digital Age?

- Information overload
- New technologies to create and widely share information
- The conflict between speed and accuracy has escalated
- Technology makes it much easier to select only the information that supports our preexisting beliefs, reinforcing rather than challenging them

Center for News Literacy



STONY BROOK UNIVERSITY SCHOOL OF JOURNALISM

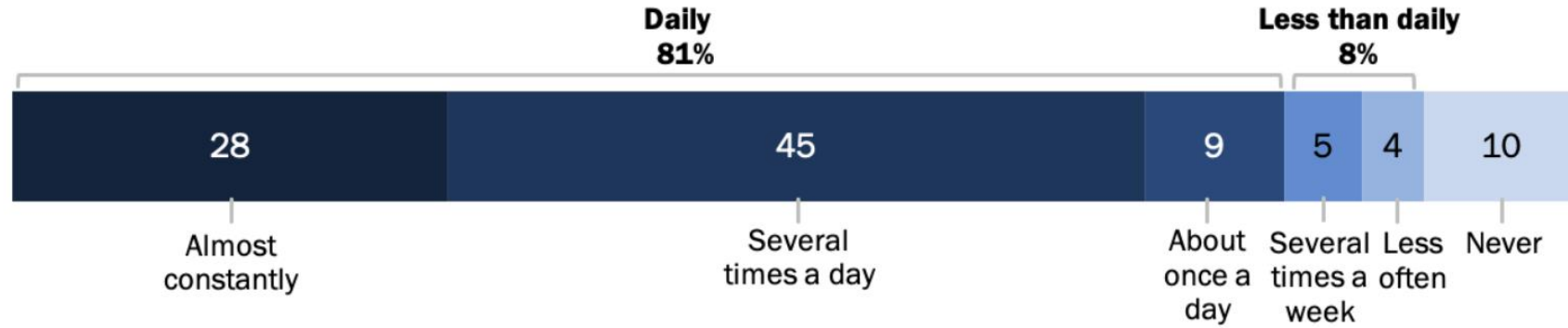


American adults spend over 11 hours per day listening to, watching, reading, or generally interacting with media

<https://www.nielsen.com/us/en/insights/article/2018/time-flies-us-adults-now-spend-nearly-half-a-day-interacting-with-media/>

Roughly eight-in-ten U.S. adults go online at least daily

% of U.S. adults who say they go online ...



Note: Figures may not add up to 100% due to rounding.

Source: Survey conducted Jan. 8- Feb. 7, 2019.

PEW RESEARCH CENTER

<https://www.pewresearch.org/fact-tank/2019/07/25/americans-going-online-almost-constantly/>

Architecture of the internet

Architecture of the internet reveals how the digital environment functions and its impact on users.

netizen noun

 Save Word

net·i·zen | \ 'ne-tə-zən  also -sən \

Definition of *netizen*

: an active participant in the online community of the Internet





Big Ideas

Cookies & Algorithms



Cookies

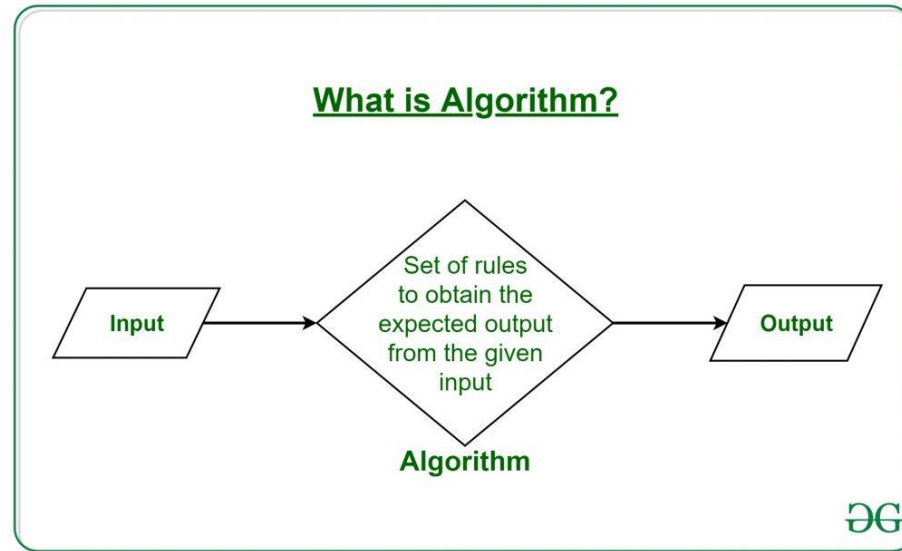
- **Cookies:** A small data file stored on a user's computer or mobile device by a website to enable the site to "remember" user preferences, such as what language and currency preferences the user has, or what items they have purchased. It also helps websites to enhance their navigation and to track and analyze site usage so they can improve the website.



Program Starters: How Cookies Work

Cookies 101: Screen the YouTube video “[Website Cookies Explained | The Guardian Animations](#)” created by The Guardian, one of the UK’s most prominent independent daily news outlets. Then lead a discussion with patrons about how their activities are tracked online.

Algorithms



- Algorithms: A set of instructions to be followed, usually applied in computer code, to carry out a task. Algorithms drive content **amplification**, whether that's the next video on Youtube, ads on Facebook, or things you might like on Amazon or other shopping websites. Also, the algorithms serve a very specific economic purpose: keep you using the app or website in order to serve more ads.

“Age of Algorithms”

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



Search Facebook



Natasha Casey



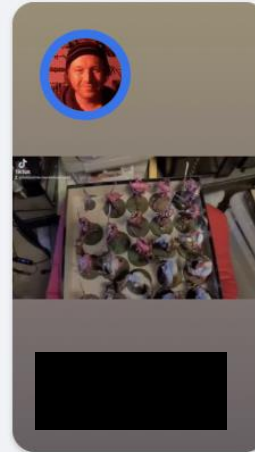
Friends



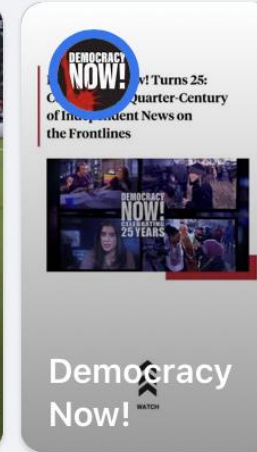
Memories



Pages



Tottenham Hotspur



Democracy Now!



Natasha



Sponsored



Fashion Football Online Boutique
footballtown.com





1. Filtered search results
2. Targeted advertising
3. Differential pricing



MACHINE BIAS

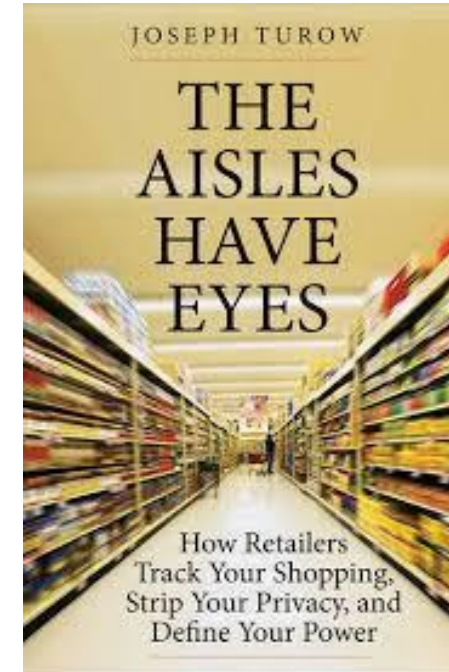


Amazon Says It Puts Customers First. But Its Pricing Algorithm Doesn't



Amazon bills itself as "Earth's most customer-centric company." Yet its algorithm is hiding the best deal from many customers.

by Julia Angwin and Surya Mattu, Sept. 20, 2016, 8 a.m. EDT



Harvard Business Review

Summary. Data gathered on the web has vastly enhanced the capabilities of marketers. With people regularly sharing personal details online and internet cookies tracking every click, companies can now gain unprecedented insight into individual consumers and target them with tailored ads. But when this practice feels invasive to people, it can prompt a strong backlash.

Marke

The go

off-line

ad-tar

party s

someo

when they haven't declared it themselves.

With personalized ads, there's a fine line between creepy and delightful.

If marketers avoid those tactics, use data judiciously, focus on increasing trust and transparency, and offer people control over their personal data, their ads are much more likely to be accepted by consumers and help raise interest in engaging with a company and its products. [close](#)

SHARE

f SHARE

TWEET

COMMENT

EMAIL

[ZEYNEP TUFEKCI](#) BUSINESS 04.22.19 06:00 AM

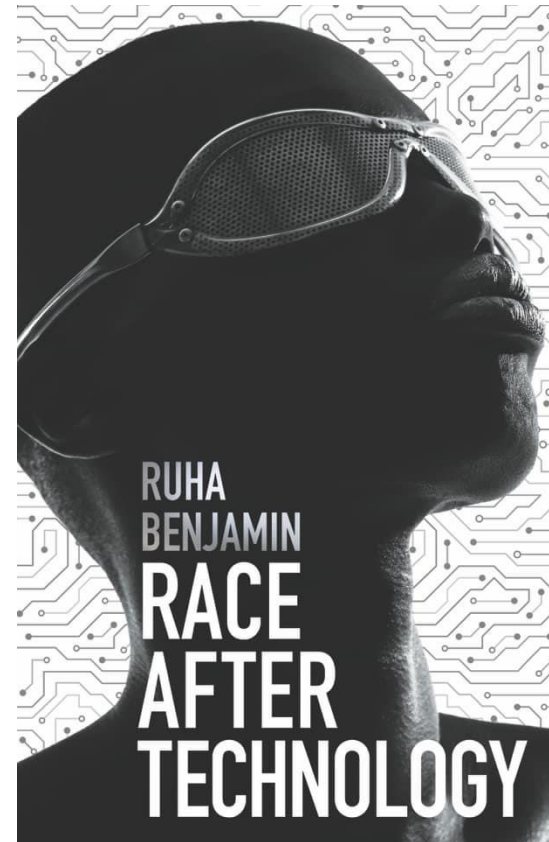
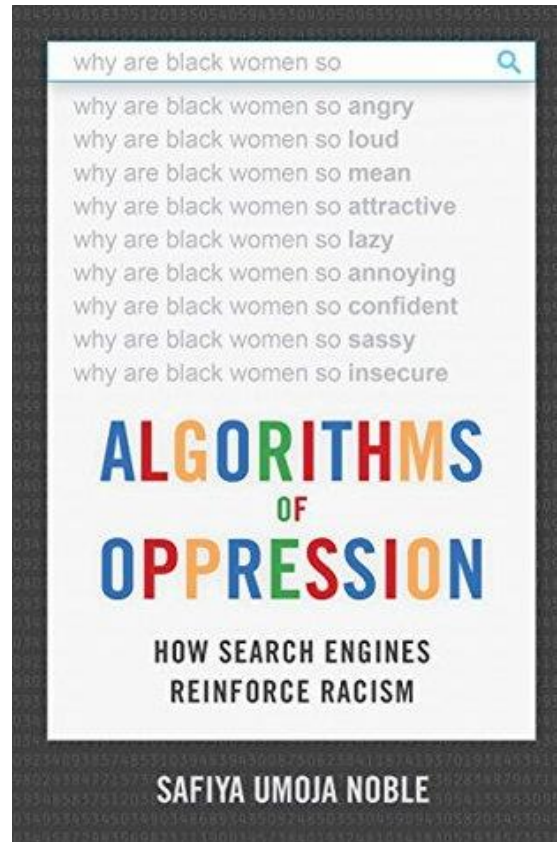
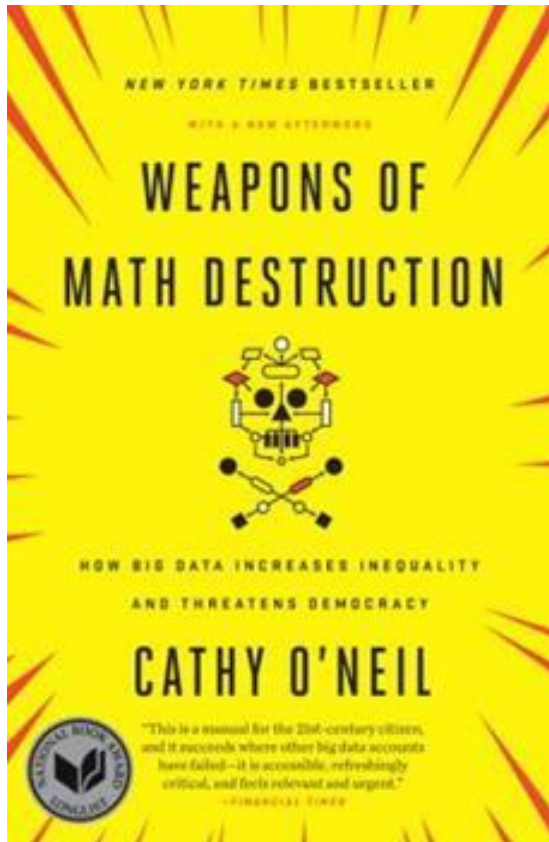
HOW RECOMMENDATION ALGORITHMS RUN THE WORLD

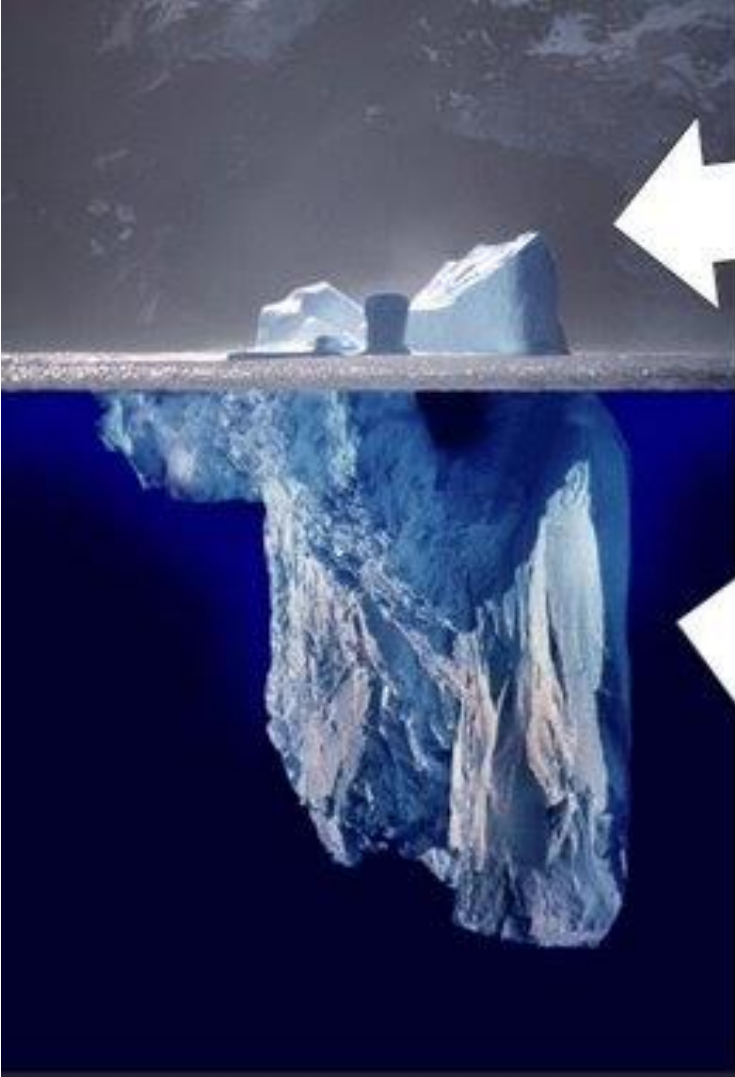


“Today’s internet is ruled by algorithms. These mathematical creations determine what you see in your Facebook feed, what movies Netflix recommends to you, and what ads you see in your Gmail.”

“Wanna Build Your Own Google? Visit the App Store for Algorithms,”
Wired, 11 August 2014







FAKE NEWS

(tip of the iceberg)

Big Data surveillance, Computational psychology, Psychographics, Automated engagement scripts, Emotional manipulation, Personality targeting, Dark post campaigns, Propaganda networks, Hyperbias, Bot Gestapos, Weaponized AI, Sentiment analysis, **Algorithmic curation**, Ideological matrices, Filter bubbles

Table 1: What worries students about computer algorithms?

Concerns about Algorithms	Count	Percent
1. (P) Platforms “listening” across devices or platforms.	14	88%
2. (S) Algorithms & automated decision-making reinforcing inequalities.	12	75%
3. (P) Platforms shaping individual content & ads they see.	12	75%
4. (S) Online users not seeing the same reality.	11	69%
5. (S) The next generation.	10	63%
6. (P) Platforms selling personal data to third parties.	8	50%
7. (P) Permanence of data being collected about them.	7	44%
8. (S) Older generations using these technologies & adapting to changes.	5	31%

*Count is based on concerns discussed per 16 student focus groups.
(P = Personal concerns, S = Societal concerns)*



Big Ideas

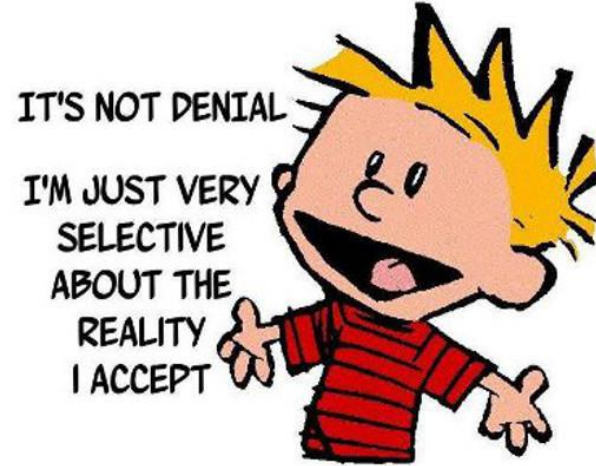
Filter Bubbles & Confirmation Bias



Filter Bubbles & Confirmation Bias

- Filter bubbles: Intellectual isolation that results from information served primarily through search engines that filter results based on personalized data, creating a “bubble” that isolates the user from information that may not align with their existing viewpoints. This term was coined by Eli Pariser in 2011.
- Confirmation Bias: The tendency to prioritize information that confirms or aligns with one’s previous viewpoint and discount the opinions that do not.
- Echo Chamber: “Information can come from many different sources and perspectives. But when you’re only hearing the same perspectives and opinions over and over again, you may be in an echo chamber” (GCF Learn Free)

Confirmation Bias, Echo Chambers & Cognitive Dissonance



“So despite a plethora of diverse perspectives abounding in online digital networks, most individuals stop seeking content when they have found enough information to confirm the views that they are already prejudiced toward”.

Julie Frechette

‘Keeping media literacy critical during the post truth crisis over fake news’

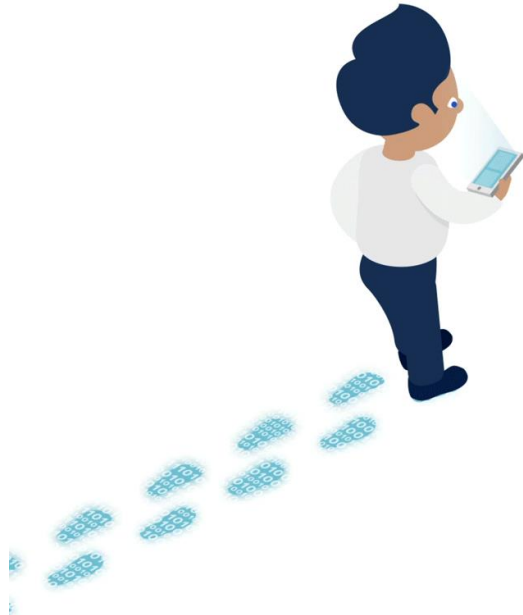
Program Starter: Filter Bubbles



The image shows a YouTube video player interface. At the top left is the TED logo with the tagline "Ideas worth spreading". To the right are navigation links for "WATCH", "DISCOVER", and "ATTEN". The video content features Eli Pariser on stage, with a large screen behind him displaying the word "Gooooooooooooog" in a stylized font. Below the video, the title "Beware online 'filter bubbles'" is shown, along with the speaker's name "Eli Pariser | TED2011". A list of related topics is visible, including "Crisis in Egypt", "Protests of 2011", "Lara Logan", "Travel, Vacation", "Egypt Daily", and "CIA World". The video player includes standard controls like a play button, progress bar (showing 8:58), volume, and settings icons.

Algorithms, Privacy, Filter Bubbles

- What are the advantages and disadvantages of the personalization of search engines and websites?



- Have patrons do a topic search (using different search engines, such as DuckDuckGo, Google, etc.) and compare the results (just like Pariser). In what ways are the results different? The same?

Program Starter: TV & Privacy



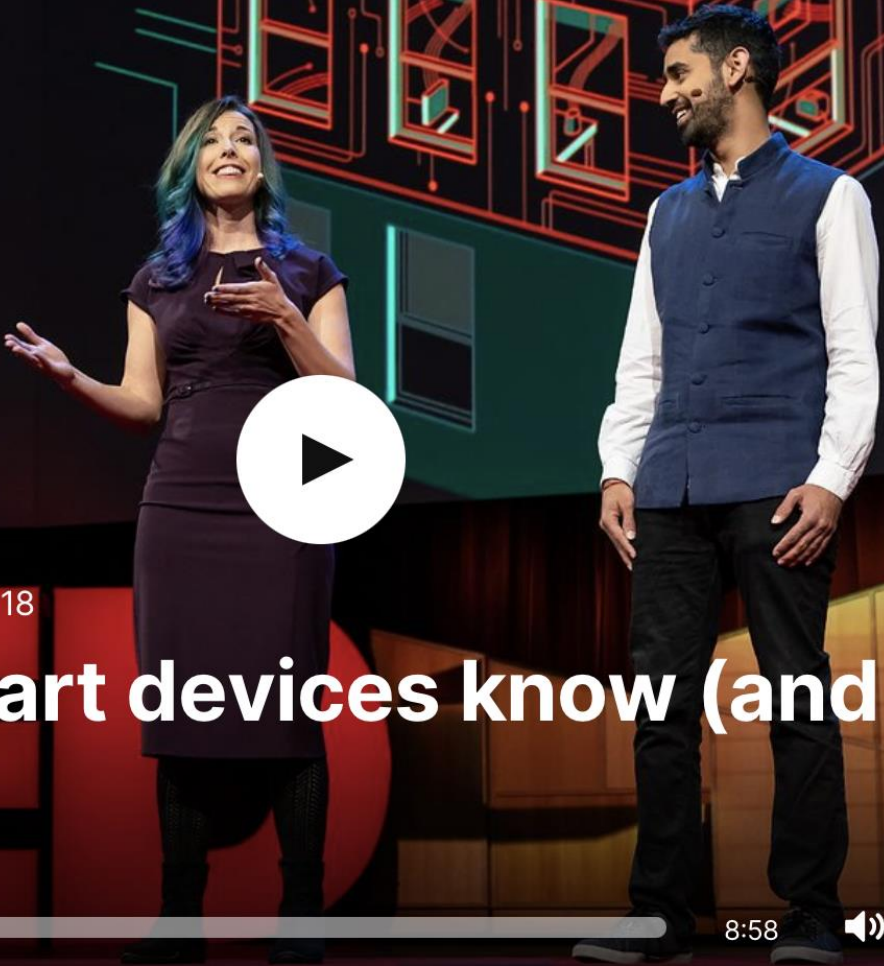
Turn off

- microphone access
- advertising tracker

What else is listed in the privacy settings?



22 23 24 25 26 27 28 29 30



Share



Add to list



Like



Recommend

Kashmir Hill and Surya Mattu | TED2018

What your smart devices know (and share) about you



8:58



Program Starter: Who is Tracking You?



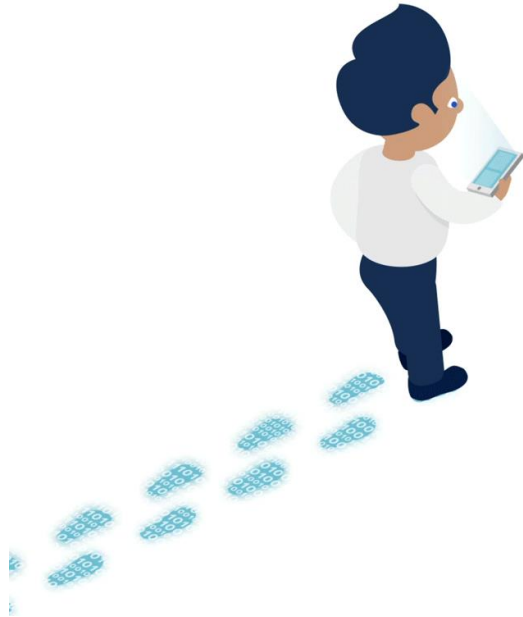
- Visit [Your Ad Choices](#) to run a diagnostic on **your** computer or phone to learn which marketing companies are tracking your online behavior.
- Ask patrons to read the section “Understand Your Choices” and decide what to do. Next, ask them to look up one of those marketing companies to find out more about them.
- Ask: what did you learn? Do you care if you are tracked by Google and other media companies? Why or why not? Do you understand the privacy implications of being tracked online?



Program Starter: Privacy & Your Data

- Screen the film “Terms and Conditions May Apply.”
- Use the discussion and activity guide on the Resources page to organize your program.

Algorithms, Privacy, Filter Bubbles



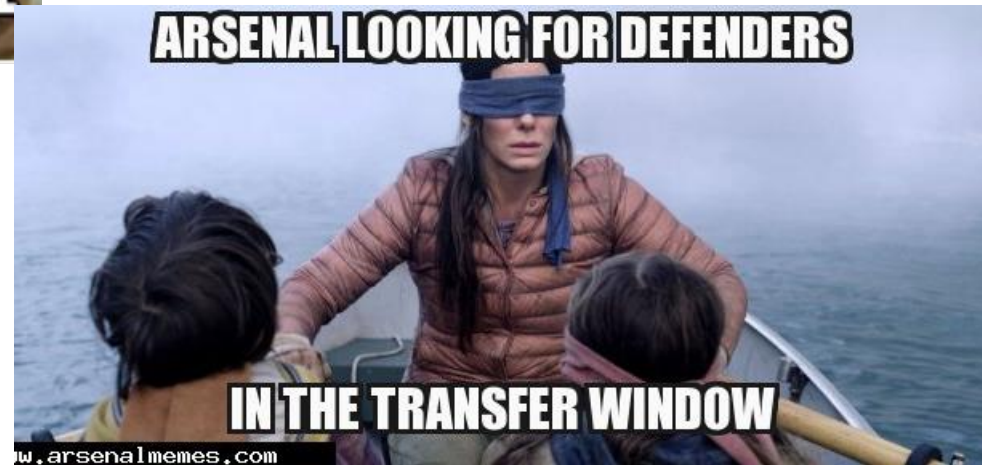
- What is your reaction to being tracked online? Do you care?
- Will you adjust your Internet behavior now that you know how your data is used? If yes, how?
- Do you think your online behavior should be as private as your offline behavior in your own home? Why or why not?

Resources

Electronic Frontier Foundation, <https://www.eff.org/>.

DuckDuckGo, <https://duckduckgo.com/>.

“Surveillance Self-Defense,” Electronic Frontier Foundation, <https://ssd.eff.org/en>.



Questions



@NatashaCaseyIRL
www.natashacasey.com

Media Literacy in the Library Webinars and Guide

Upcoming Webinars

- **March 10:** Civics
- **April 7:** Media Landscape and Economics
- **April 14:** Media Engagement and Creation

Practitioners' Guide



Download a copy of the Practitioners' Guide or register for an upcoming webinar at programminglibrarian.org/media-literacy

Thank you!

Questions? Email publicprograms@ala.org