

Media Literacy Education for Adult Audiences: Navigating the Attention Economy

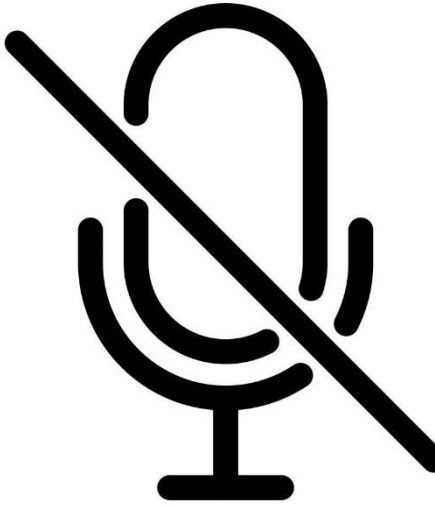
Anna Kozłowska-Barrios, Associate Professor,
Reference and Liaison Librarian, Honors College
Instructor, and Fellow (University of Illinois Chicago)

Monya Tomlinson, reference librarian and
undergraduate success facilitator (Atlanta University
Center Robert W. Woodruff Library)

Announcements

- Today's webinar is a presentation of ALA's Public Programs Office and is the fourth session of five in our *Media Literacy Education for Adult Audiences: Architecture of the Internet* webinar series.
- This project was made possible by the Institute of Museum and Library Services grant number LG-13-19-0089-19.
- Please visit ProgrammingLibrarian.org for program ideas and more free webinars.





Only the presenter has **microphone** access. Enable captions by clicking on “Show captions”.



Use the **Q&A** to ask questions of the presenter or ALA staff. (This includes technical questions.)



Use the **CHAT** to talk with your peers.

One-on-one virtual conversations

- Please complete this Google form if you are interested in participating!

bit.ly/med-lit-convo



Today's Presenters:



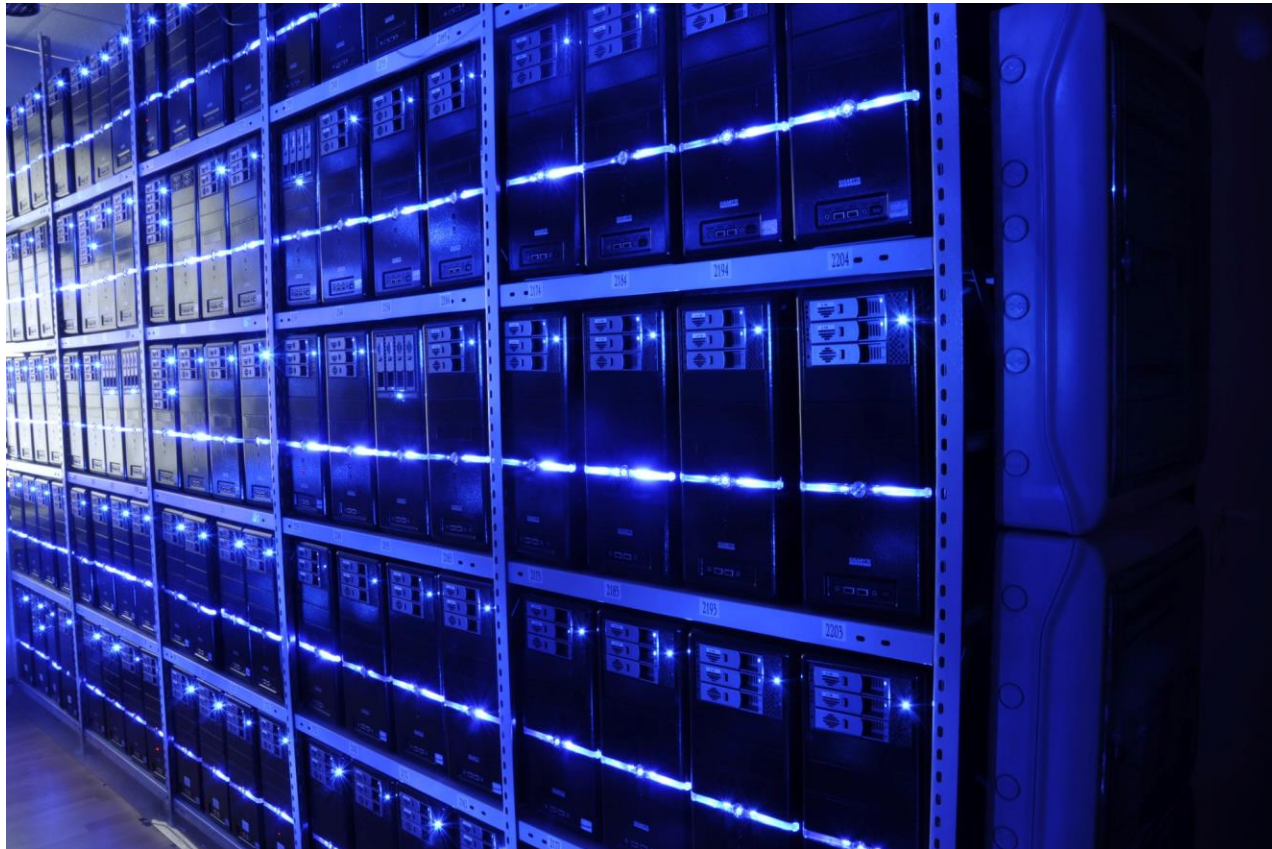
Anna Kozłowska-Barrios
University of Illinois Chicago



Monya Tomlinson
Atlanta University Center Robert W. Woodruff
Library

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Algorithms



Server room of BalticServers/17 March 2013. Wikimedia Commons.
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Algorithm Design

- Objective Setting
- Data Collection
- Modeling and Training
- Testing and Adjustment
- Continuous Optimization

Ranked...based on what?

- How often it's linked to by others
- User location information
- Search history



Created by RULI
from Noun Project

“Google It”

Google Search Overview Our approach How Search works Features Our history

Organizing information **Ranking results** Rigorous testing Detecting spam

Automatically generating and ranking results

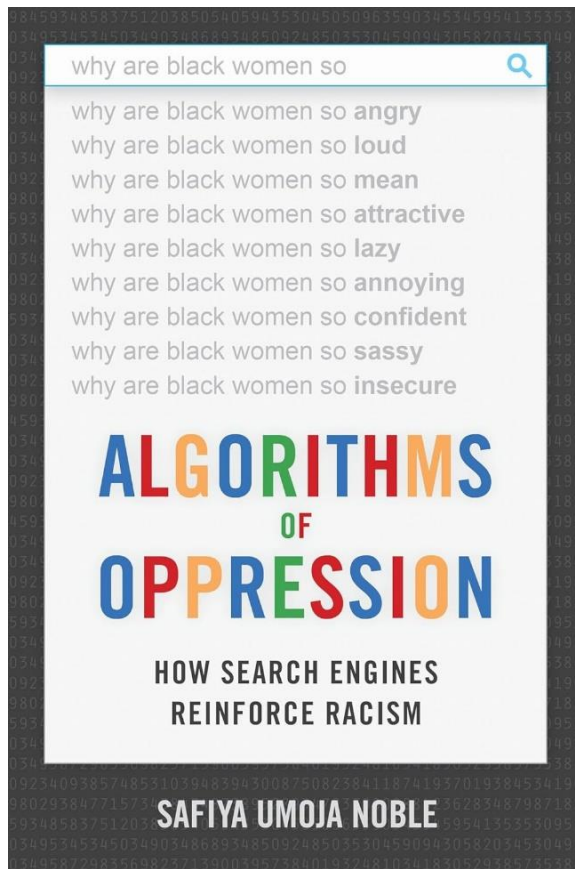
Google's ranking systems are designed to sort through hundreds of billions of webpages and other digital content to present the most relevant, useful results on the first page in a fraction of a second.

How Google Search continues to improve results

3:55

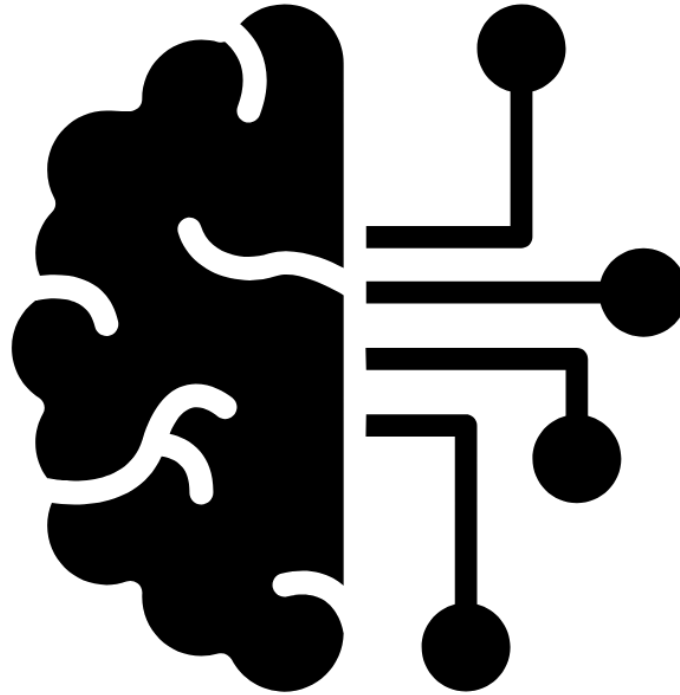
Screenshot of the website that explains Google's page rank algorithm, Page Rank (PR), taken 11.11.2024

The Question of Neutrality



Book covers and film poster from author and producer websites, 2024

A.I. is Here



Created by HAMEL KHALED
from Noun Project

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What Does It Mean?

what does chatgpt mean for libraries and librarians?



ChatGPT and other AI tools present a range of opportunities and challenges for libraries and librarians, reshaping their roles and services in significant ways.

1. Enhanced Patron Services

- **Instant Reference Support:** ChatGPT can assist with answering common patron questions, allowing librarians to focus on more complex inquiries. It could be used as a first-response tool for questions about library hours, account information, or quick research help, enhancing the efficiency of reference services.
- **Accessible Information for All:** With 24/7 AI-powered chat systems, libraries can provide information and support outside traditional hours. This flexibility is especially beneficial for patrons who can't visit the library in person.

2. Support for Research and Information Literacy

- **Research Assistance:** ChatGPT can help patrons find resources, suggest research topics, and even guide them on citation formats. However, the guidance requires librarian oversight to ensure accuracy and adherence to ethical standards.

Message ChatGPT



ChatGPT can make mistakes. Check important info.

- Quality of information is paramount
- Watch for bias
- Protect privacy
- Watch for IP issues

Screenshot of answer for ChatGPT query, “What does chatgpt mean for libraries and librarians?”, 2024

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Please join us for the rest of the series!



Media Literacy Education for Adult Audiences: Free Webinar Series

ALA Public Programs Office

Sep 16, 2024

What determines the information that shows up in online search results? Why do results vary from person to person when the same search terms are used? Why do vacation ads appear across different websites after searching for a travel agent? The answers to these questions point to a set of structures that affect the information we all see and find online.

Join us for the Media Literacy Education for Adult Audiences: Architecture of the Internet webinar series, a five-part series that will focus on shedding light on the often-overlooked aspects of the internet that

<https://bit.ly/media-lit-series>

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