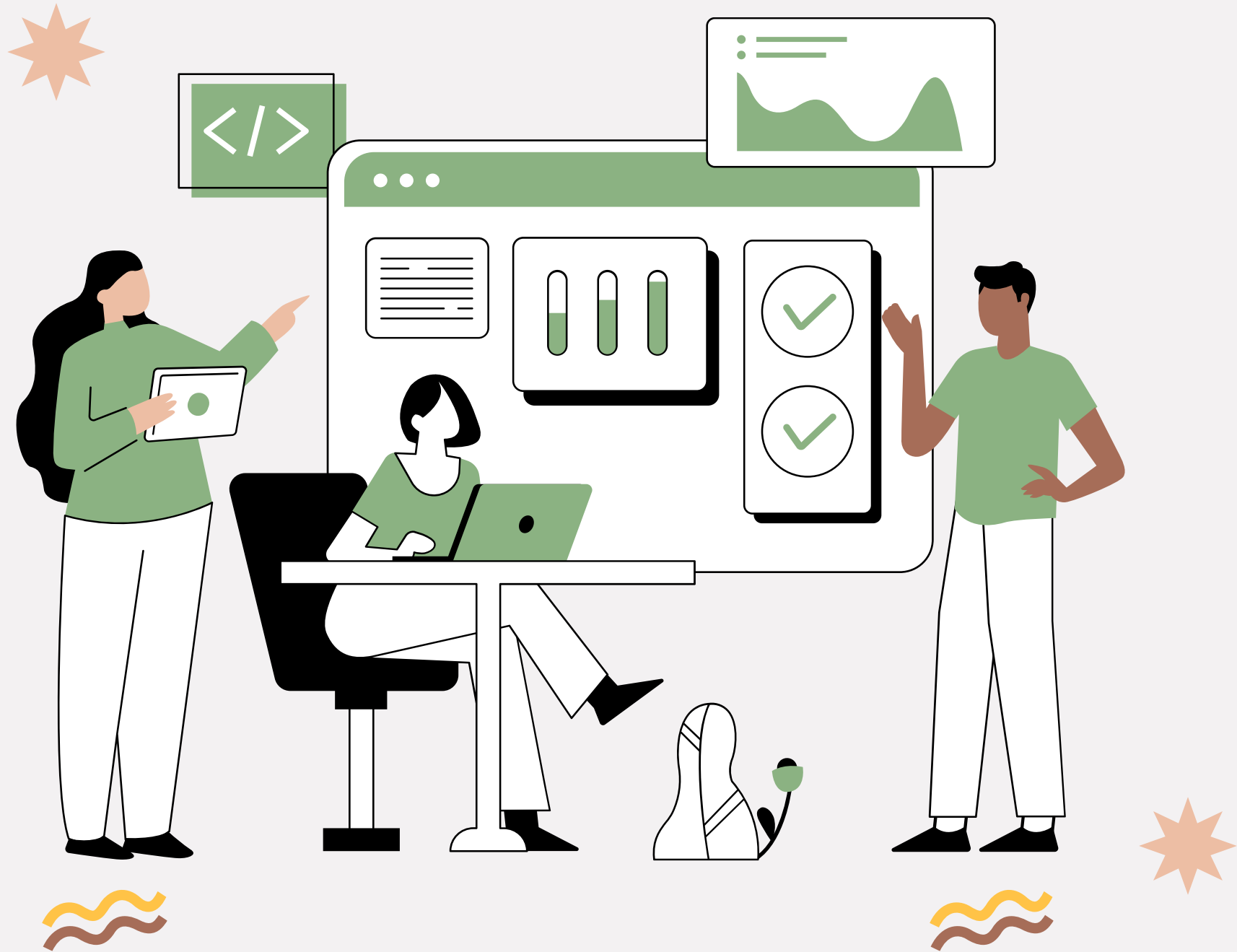




# USE YOUR D.E.V.I.C.E.

SCALABLE METALITERACY FRAMEWORK



# KIM LIEPERT

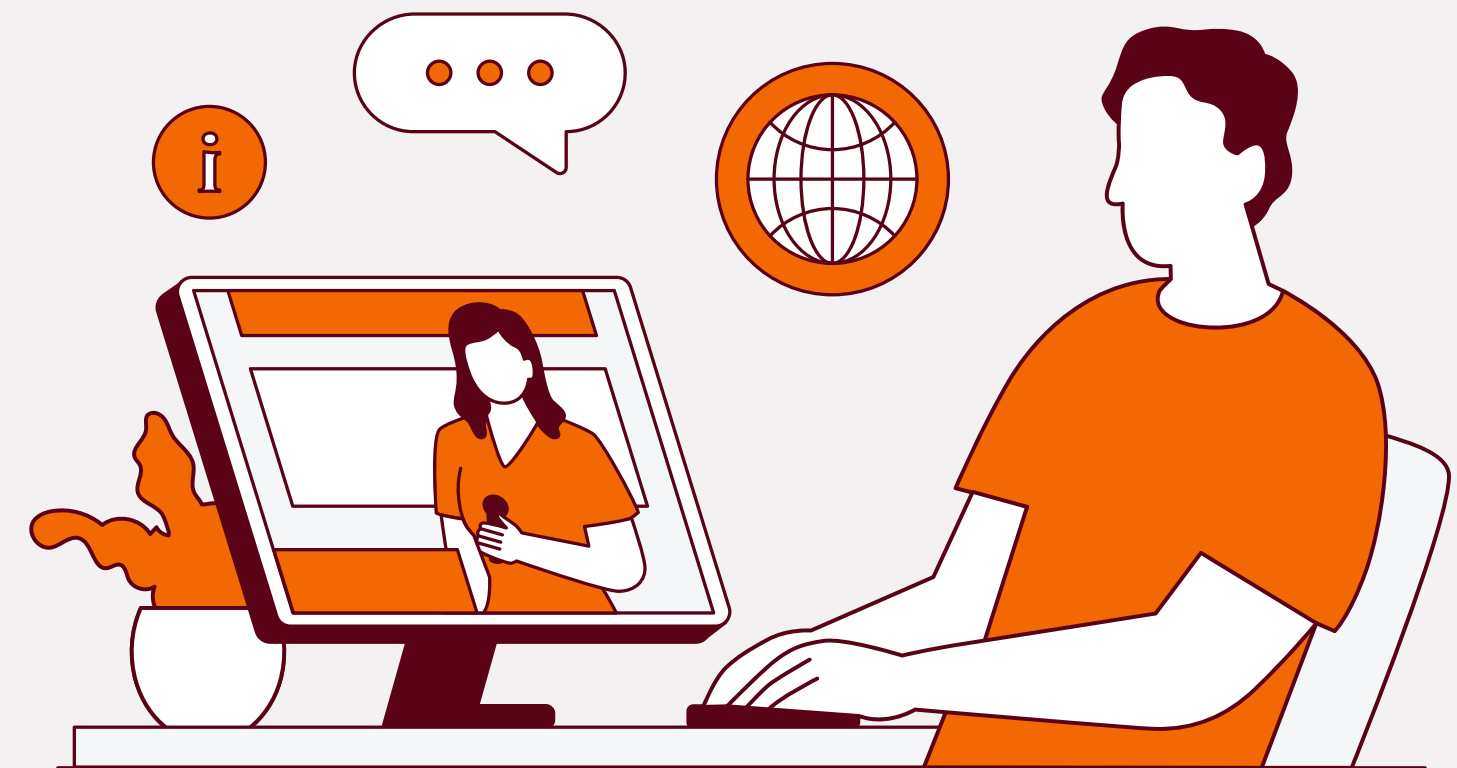
**UW – Milwaukee Graduate Student  
Library Instructional Technology Lead  
Pilgrim Park Middle School – Elmbrook**

# MADDEN SWAN

**UW – Milwaukee Graduate Student  
Senior Content Strategist  
Northwestern Mutual**

# ICEBREAKER

Two Truths & a Lie



# MANIPULATION VERSUS INFLUENCE

**Manipulation:** “to control or play upon by artful, unfair, or insidious means, especially to one’s own advantage; to change by artful or unfair means to serve one’s purposes.”

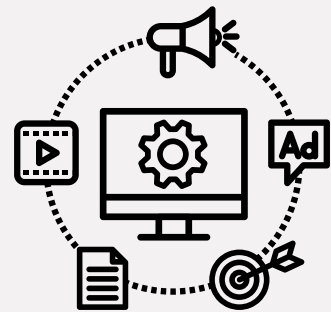
**Influence:** direct and above-board influence in the service of the target’s best interests and needs. (parent-child, teacher-student, therapist-patient)

## WHY DO WE LIE?

- Promise of *Big Gain*
- Avoidance of a big loss, fear, or another negative dreaded event
- Playing a game and/or because they want to



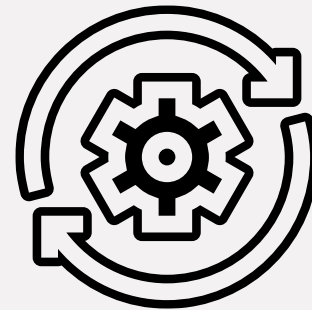
# TERMINOLOGY



**MIS VS DIS VS MAL  
INFORMATION**



**CRITICAL  
LITERACY**



**METALITERACY**



# WHERE DO WE GO NEXT?

## ✓ COMMON MANIPULATION TACTICS

Say what we mean. Mean what we say.

## ✓ PROBLEMS WITH EXISTING TOOLS

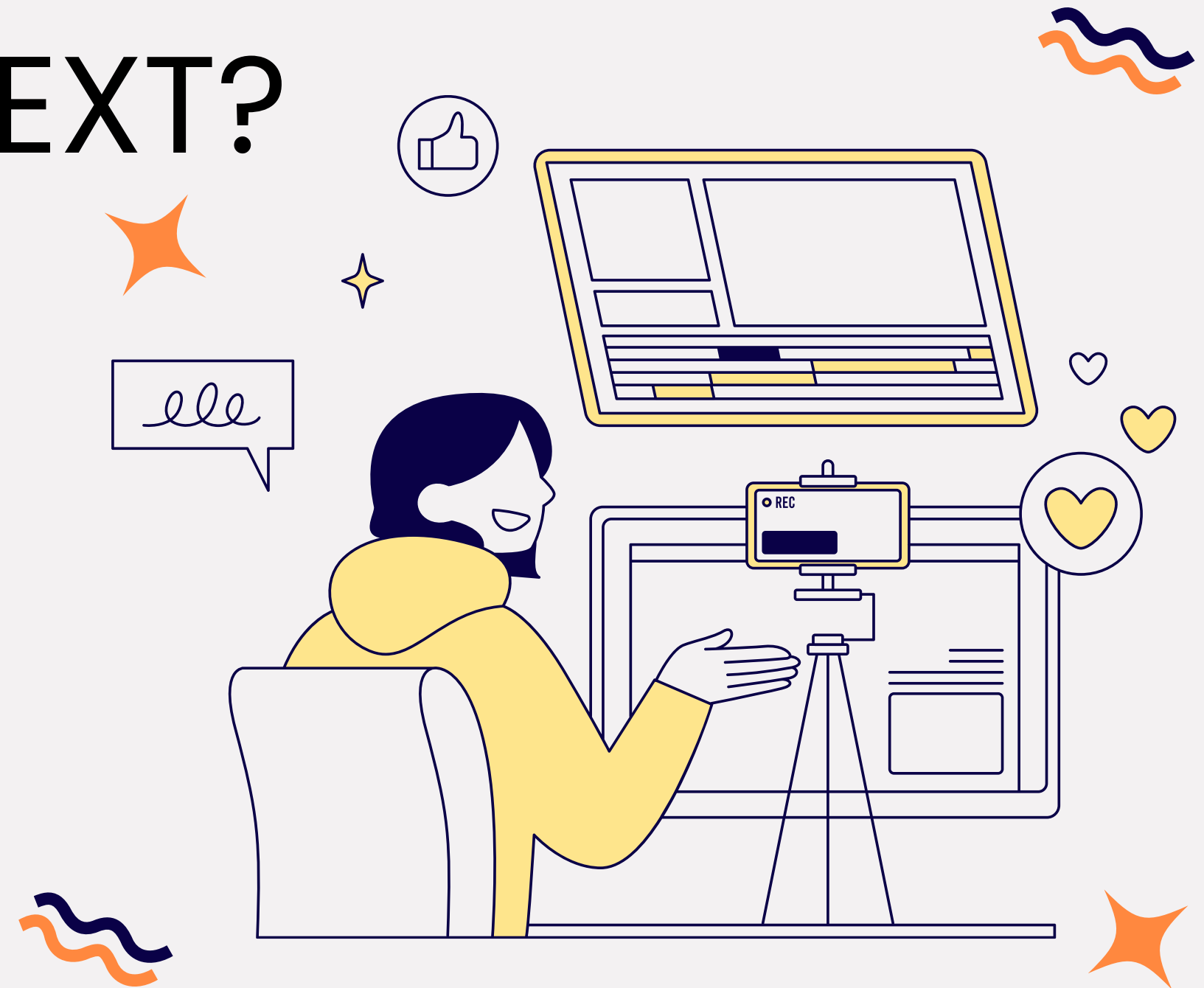
Explore issues with CRAAP Evaluation Tools. What else is out there?

## ✓ METALITERACY AT SCALE

Intergenerational toolset, lifelong use. Students become the teachers?

## ✓ ATTITUDE INOCULATION / PRE-BUNKING

Build defenses against unwanted persuasive appeals



# COMMON MANIPULATION TACTICS



- **Lying**
  - **Overt**
  - **Omission**
  - **Distortion**
- **Feigning Innocence**
  - **unintentional**
  - **honest mistake**
  - **Feigning Ignorance or Confusion**
  - **playing dumb**
- **MINIMIZATION**
  - **JUST / ONLY**
  - **TRIVIALIZE**
- **PLAYING THE VICTIM**
- **VILIFY THE VICTIM**
- **Selective (In)Attention**
- **RATIONALIZATION**
- **DENIAL**
- **DIVERSION**
- **EVASION**
- **GUILT-TRIPPING**
- **SHAMING**
- **SEDUCTION**
  - **CHARM**
  - **FLATTERY**
  - **VALUED & NEEDED**
- **PLAYING THE SERVANT**
- **PROJECTING BLAME**
- **BRANDISHING ANGER**



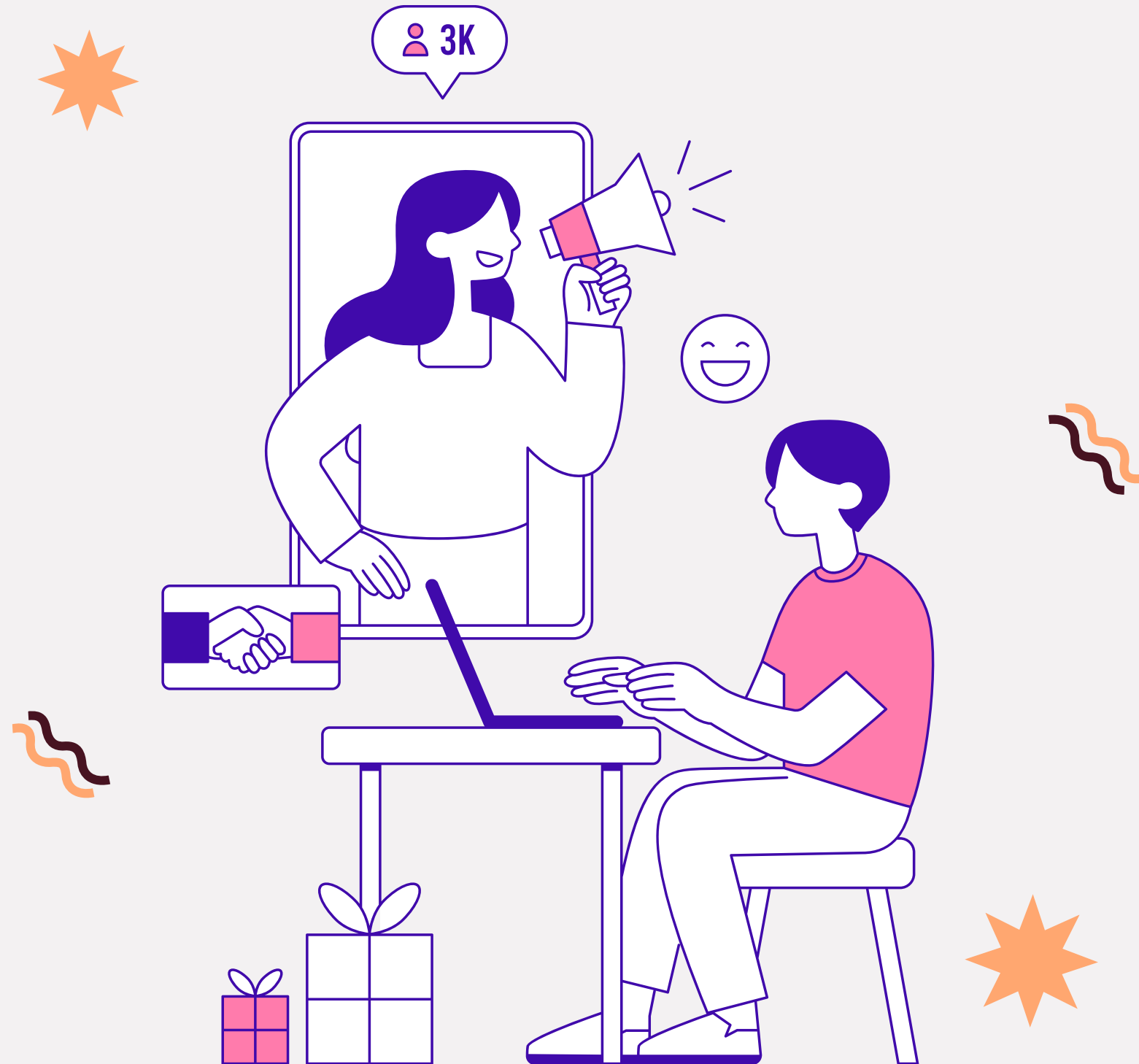
# INFORMATION OVERLOAD

## ✓ Social Media as a Credible Source?



**Who Is Most Vulnerable to Misinformation?**  
We're still trying to understand the psychology behind misinformation.  
Posted December 7, 2022 | Reviewed by Tyler Woods

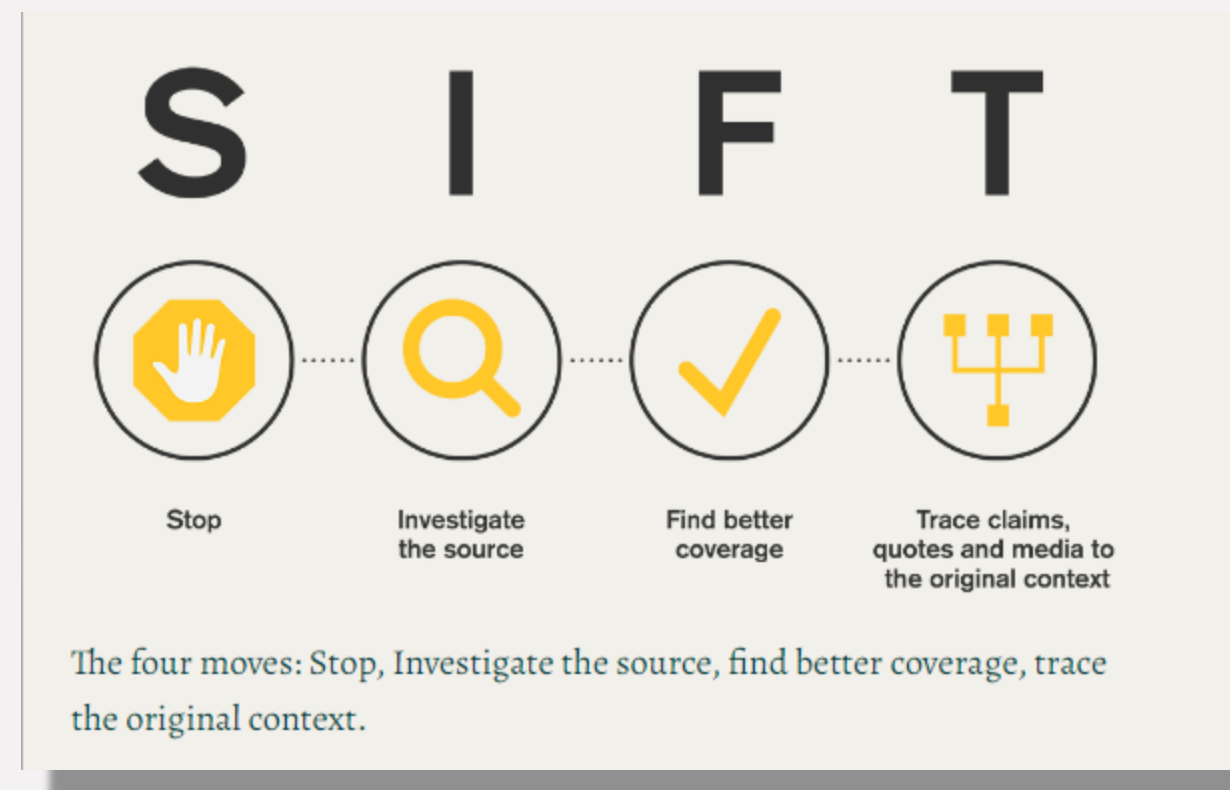
## ✓ Artificial Intelligence as co-creator?



# EXISTING TOOLS

## C.R.A.A.P. TEST

The CRAAP test is a test to check the objective reliability of information sources across academic disciplines. CRAAP is an acronym for Currency, Relevance, Authority, Accuracy, and Purpose. Due to a vast number of sources existing online, it can be difficult to tell whether these sources are trustworthy to use as tools for research.



## T.R.A.A.P. TEST

TRAAP is an evaluation tool which can help you assess the credibility of a source. TRAAP is an acronym which stands for Timeframe, Relevance, Authority, Accuracy and Purpose. Each of these headings has a set of related questions that help you to decide whether the source is suitable for academic research.

The TRAAP questions are meant to serve as a guide rather than a checklist. The importance of each set of criteria will vary depending on your topic and the kind of evidence you are looking for.



# D.E.V.I.C.E.

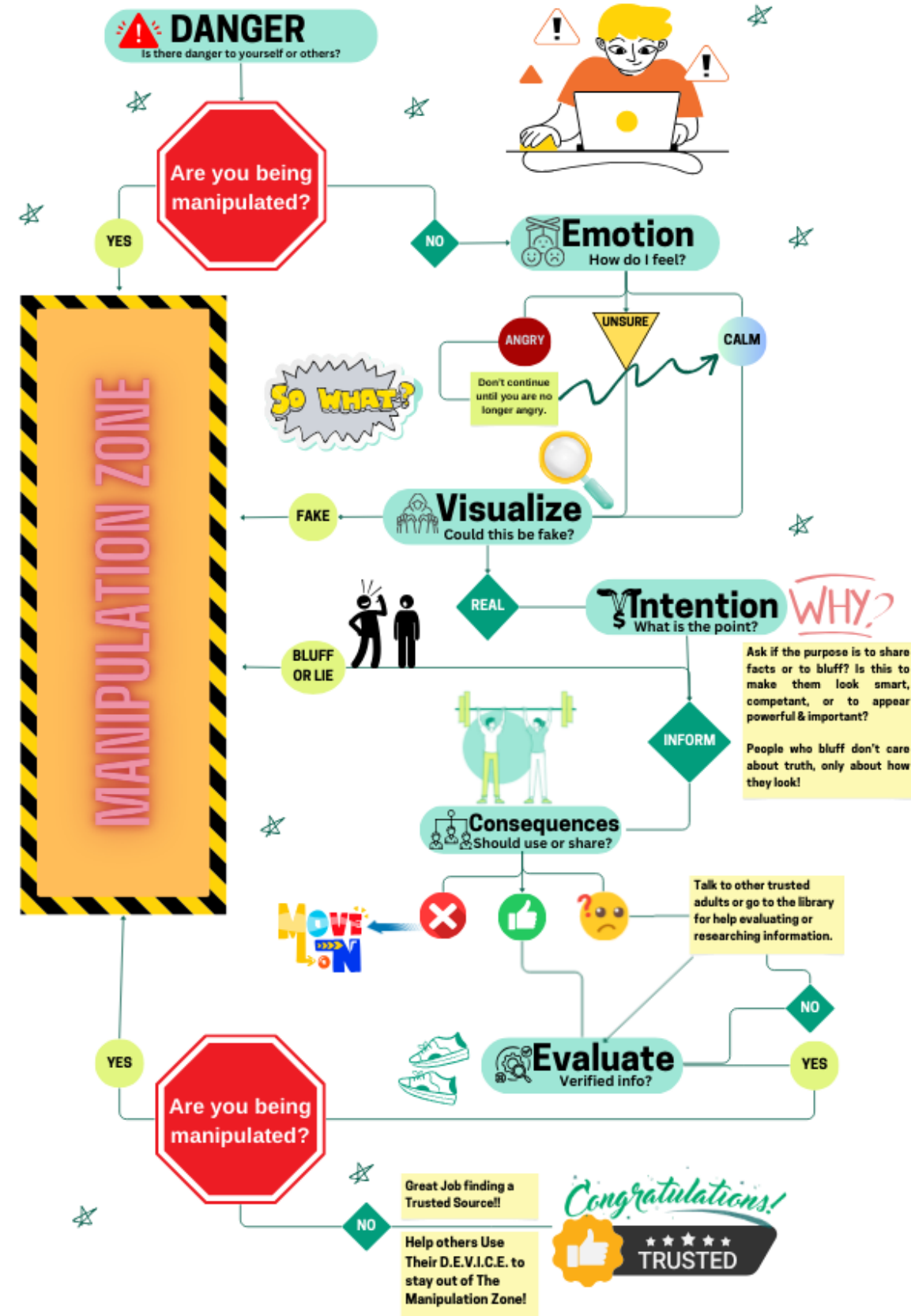
## GOAL

In the process of exploring critical librarianship in context of addressing misinformation and fake news, I believe there is a gap for preparing students to interact with information in an informal learning environment.

By breaking down the key areas, I was able to identify a core set of questions that can be asked by (almost) any age in real time to avoid or acknowledge manipulation tactics from multiple information sources including social media, traditional news sources, and even conversations with acquaintances, friends, and family.



# USE YOUR D.E.V.I.C.E.



 **DANGER**  
Is there danger to yourself or others?





# Emotion

How do I feel?

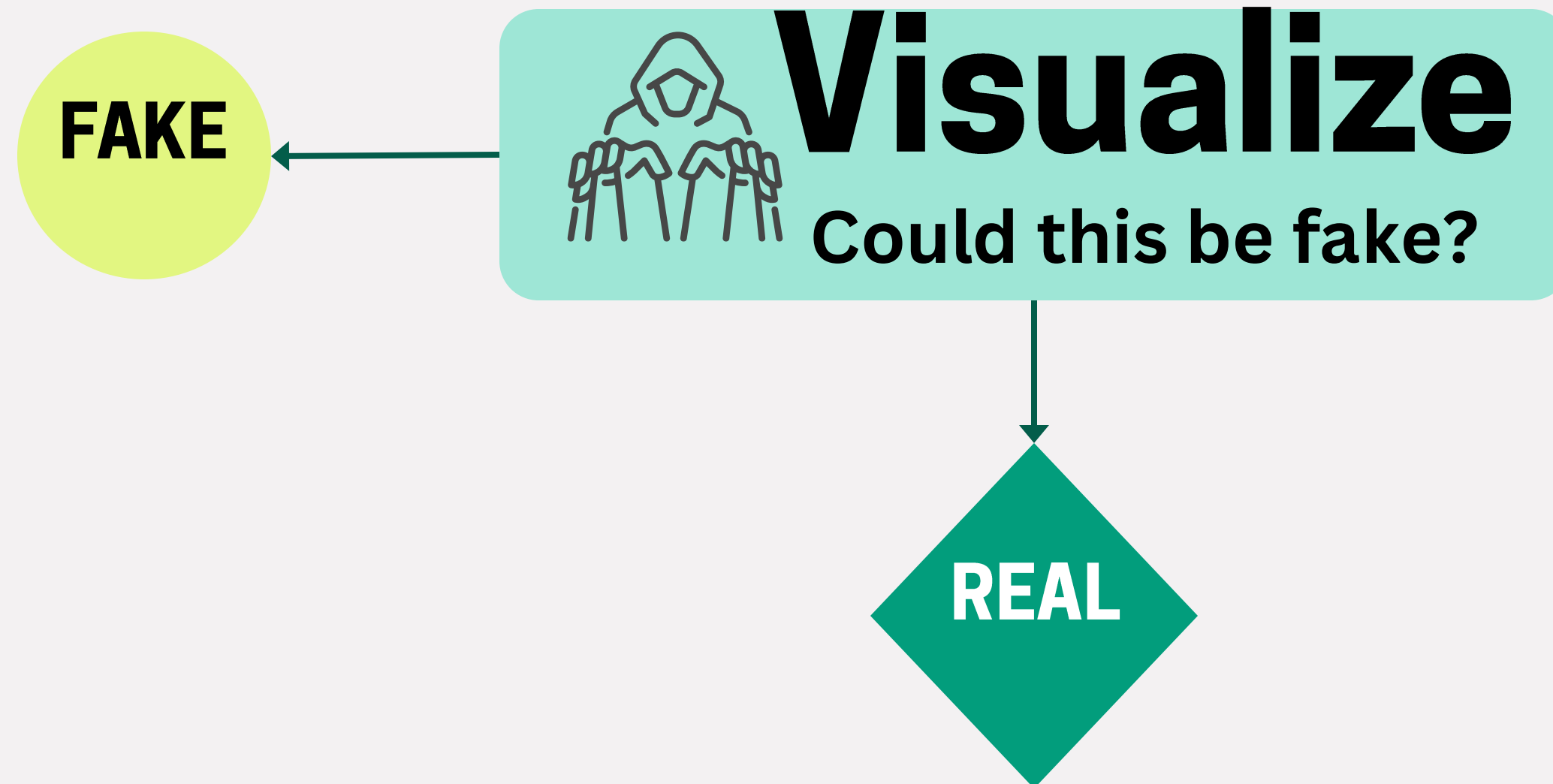
**ANGRY**

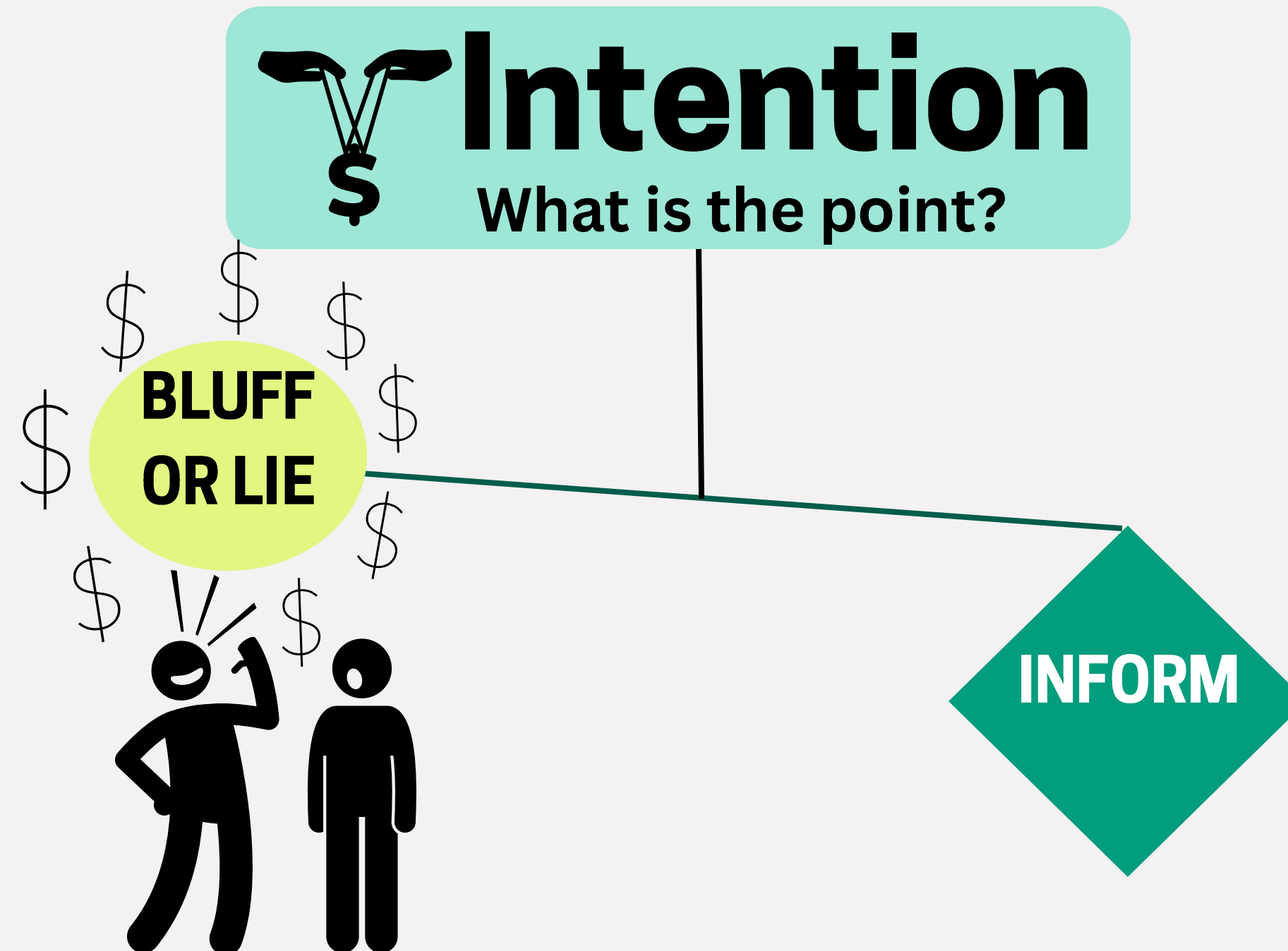
**UNSURE**

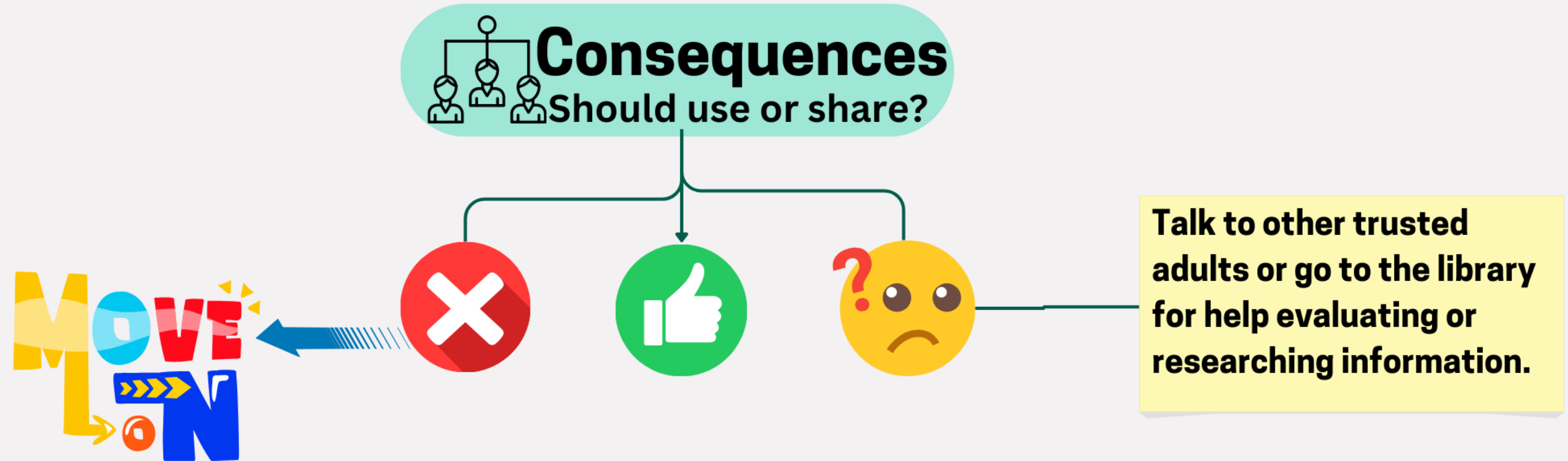
**CALM**

Wait until you  
are no longer  
angry.

- Bias?
- Stereotypes?









 **Evaluate**  
Verified info?

**Talk to other trusted adults or go to the library for help evaluating or researching information.**

**NO**

**YES**

**LATERAL THINKING TIME!**



**MANIPULATION ZONE**



# EVALUATE ALL THE INFO

LIBRARIANS & OTHER TRUSTED ADULTS

LATERAL THINKING RESEARCH

PRE-BUNKING or ATTITUDE INOCULATION

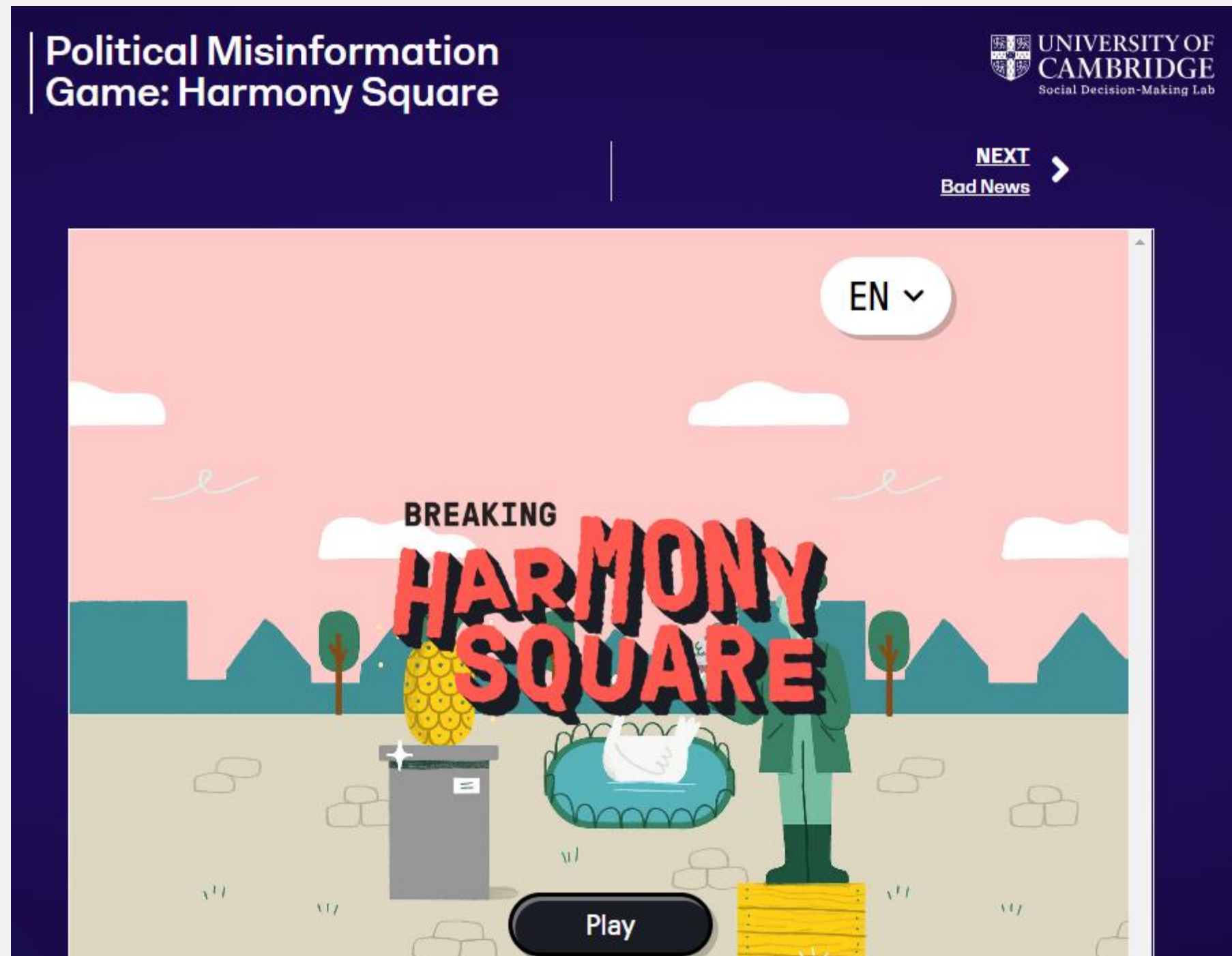
MENU



## Can people be immunized against disinformation?

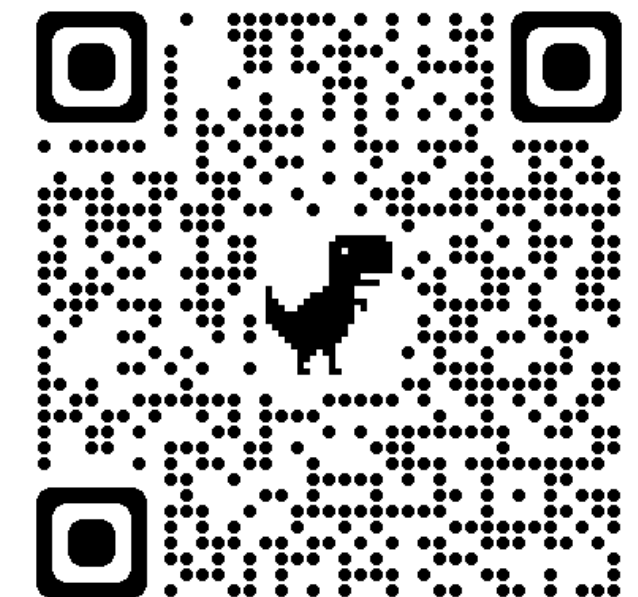
Debunking lies about health and medicine is vital but often occurs too late to change the minds of those who get duped. An expanding strategy, prebunking, exposes people to disinformation tactics so they can recognize and resist false messages.

# Test Drive



Inoculation Games. (2023).  
University of Cambridge  
& University of Bristol.

Calling all gamers! Inoculate yourself against political misinformation, fake news, and medical misinformation. These pre-bunking games put you in the shoes of a “misinformation professional” to show you how misinformation is created.



# 'The situation has become appalling': fake scientific papers push research credibility to crisis point

Robin McKie

6-8 minutes

Tens of thousands of bogus research papers are being published in journals in an international scandal that is worsening every year, scientists have warned. [Medical research](#) is being compromised, drug development hindered and promising academic research jeopardised thanks to a global wave of sham science that is sweeping laboratories and universities.

Last year the annual number of papers retracted by research journals topped 10,000 for the first time. Most analysts believe the figure is only the tip of an iceberg of [scientific fraud](#).

"The situation has become appalling," said Professor Dorothy Bishop of Oxford University. "The level of publishing of fraudulent papers is creating serious problems for science. In many fields it is becoming difficult to build up a cumulative approach to a subject, because we lack a solid foundation of trustworthy findings. And it's getting worse and worse."

K. LIEPERT & M. SWAN

USE YOUR D.E.V.I.C.E.

## THE CONSPIRACY CHART 2021

### DETACHED FROM REALITY



### THE ANTISEMITIC POINT OF NO RETURN



### REALITY DENIAL



### LEAVING REALITY



### SPECULATION LINE



### GROUNDING IN REALITY

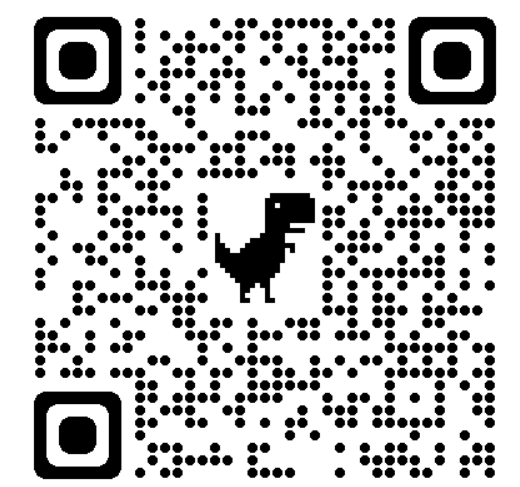
WORLD RULED BY SUPREME SHADOW ELITE, PROMOTES HATRED AND VIOLENCE TOWARD MARGINALIZED GROUPS.

DANGEROUS TO YOURSELF AND OTHERS

UNDOUBTCFULLY FALSE BUT MOSTLY HARMLESS

WE HAVE QUESTIONS

THINGS THAT ACTUALLY HAPPENED



Credit to ABBIE RICHARDS

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For licensing & creative questions: tofology@gmail.com

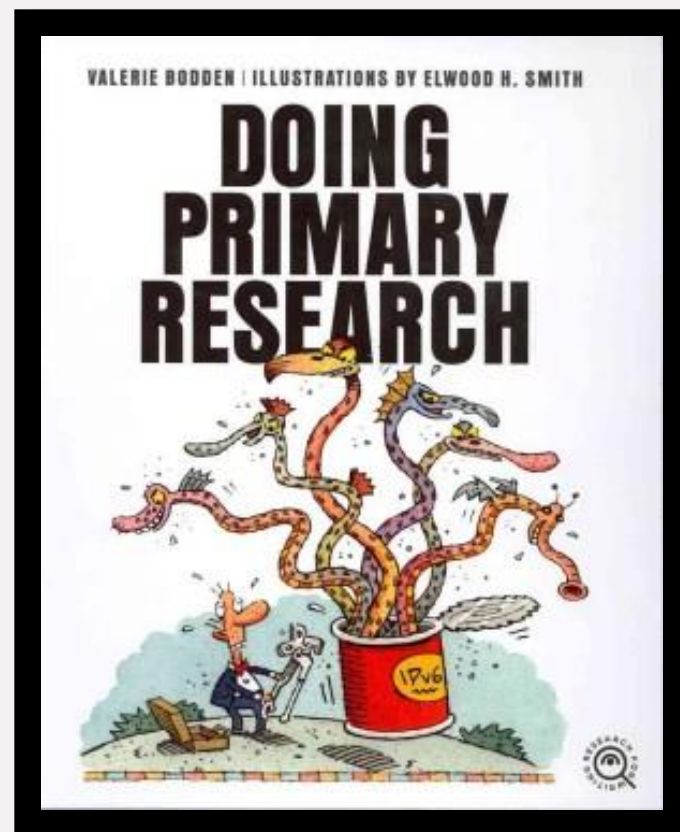
Design: Pieter-Jan Brouwers / @ant\_conspiracy\_memewars



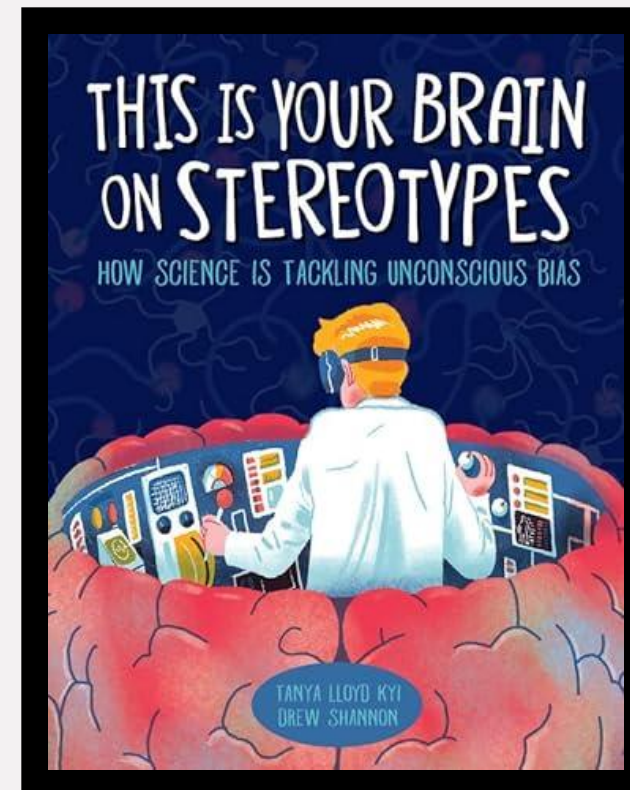
Thank you.



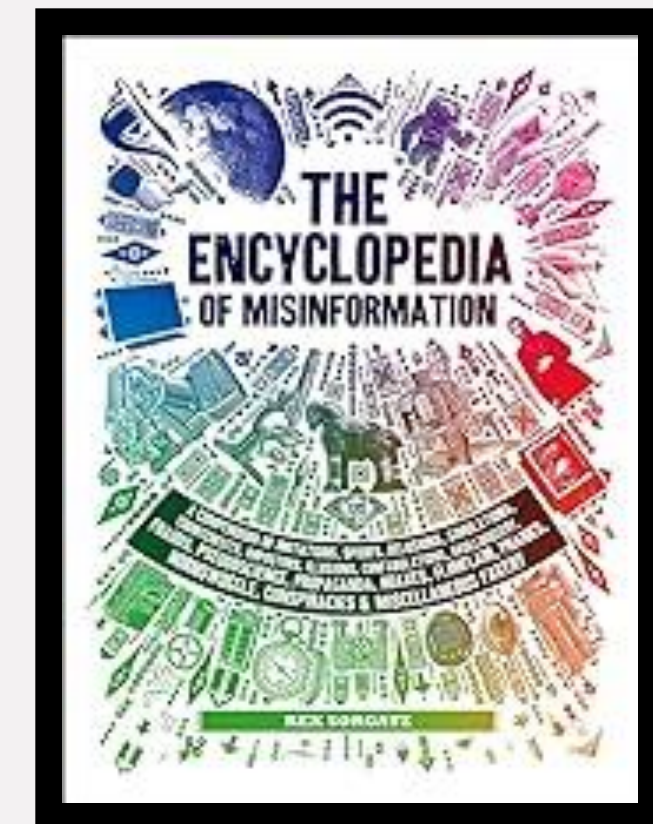
# Book Suggestions



from the publisher: **Grades 4-7; Ages 9-12** From SLJ: **Gr 8-Up**

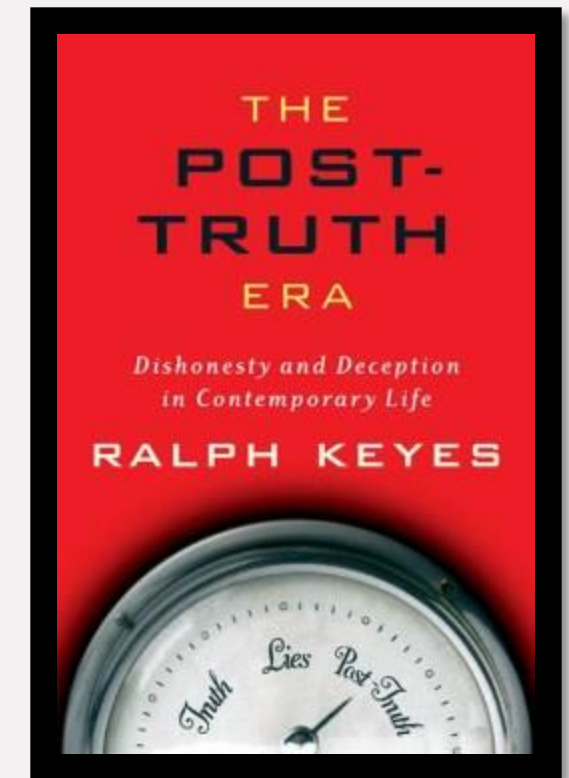
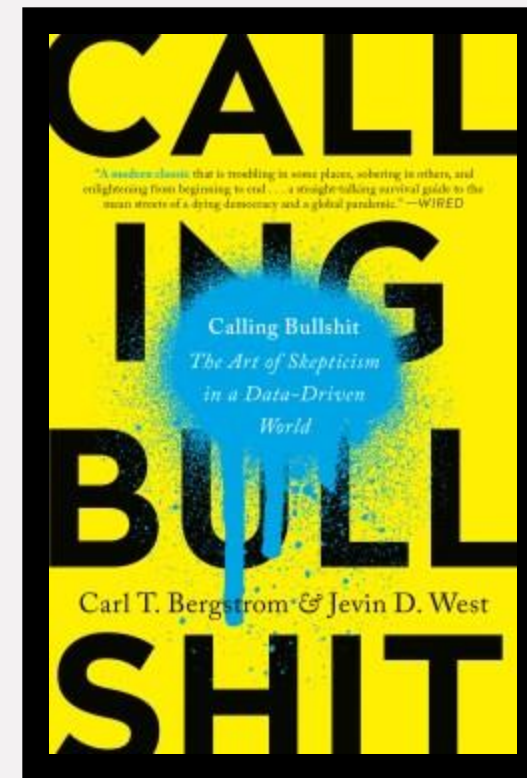
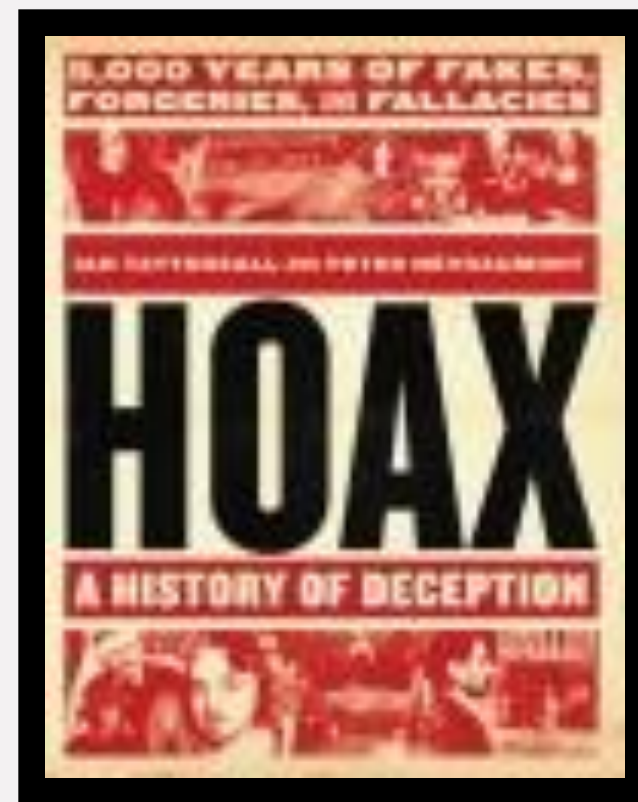
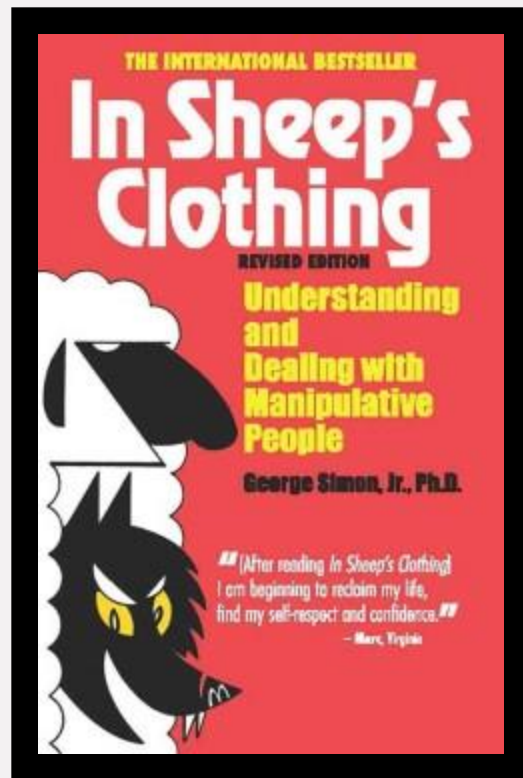


From the publisher: **Grades 6-9; Ages 11-14** From Booklist: **Grades 6-9;** Kirkus: **Ages 10-16; SLJ: Gr 5-8**



Audience: **Young Adult**

# ✦ Adult Suggestions ✦



# ✦ Citations ✦

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