



NAZARBAYEV  
UNIVERSITY

# FACTS MATTER

*How to Get Away with Infobesity during Infodemic?*

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**Senior Expert /**

**Information Literacy Coordinator**

**Nazarbayev University Library**



PHILIPPINE ASSOCIATION FOR  
MEDIA AND INFORMATION LITERACY

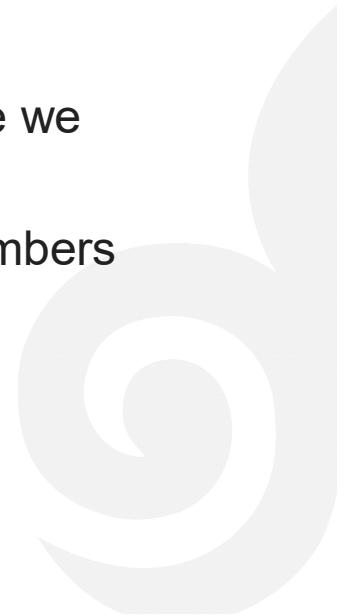


**GAPMIL**  
GLOBAL ALLIANCE FOR PARTNERSHIPS  
ON MEDIA AND INFORMATION LITERACY

## Objectives

As MIL practitioners, we are expected to be critical evaluators of media sources and information, thus this presentation aims to strengthen our skills and attitudes to:

- help us identify and evaluate the legitimacy of the source before we do something about it;
- exemplify as role models to our students, peers, and family members by acknowledging facts rather than propagate misleading information;
- find ways to control infobesity when we are exposed to it.

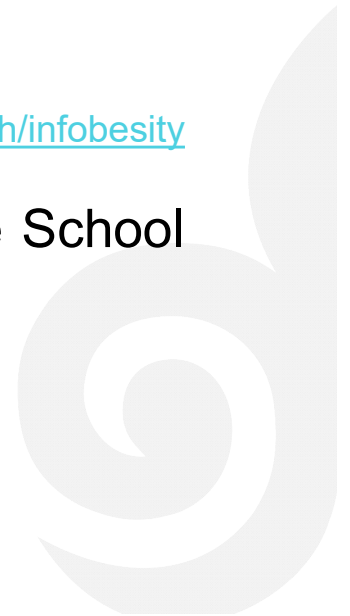


## What is Infobesity?

an excess of information, especially when this makes it more difficult or impossible to make rational decisions.

(Macmillan Dictionary) <https://www.macmillandictionary.com/dictionary/british/infobesity>

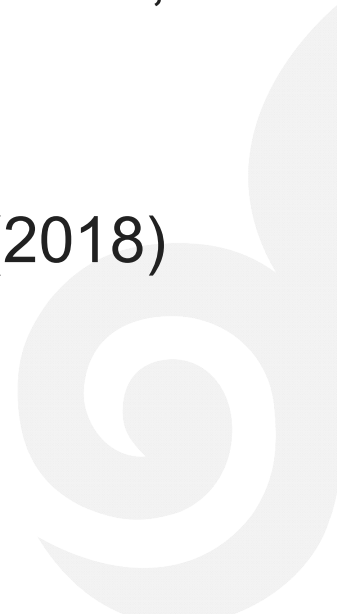
A term coined by James Morris in 2004, the Dean of the School of Computer Science at Carnegie Mellon University.



## Infodemic

“rapid spread of information of all kinds, including rumors, gossip and unreliable information”

– World Health Organization (2018)



## MIS/DIS/MALINFORMATION (Kujawski, 2019)

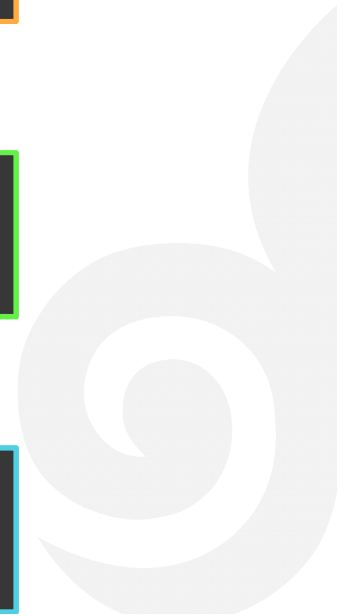
<b>MISINFORMATION</b>	<b>DISINFORMATION</b>	<b>MALINFORMATION</b>
false or inaccurate information that is spread unintentionally	intentionally disseminating false information	information that is based on reality, used to inflict harm on a person, organization or country
parody or satirical sites / distorted headlines / memes / clickbaits	someone who creates manipulated story (a story that never happened)	recorded video for private consumption (used to blackmail someone)

## Issues/Symptoms of Infobesity (1/3) (Kwanya, 2016)

Information Consumption

Fear of Missing Out

Tolerance Levels

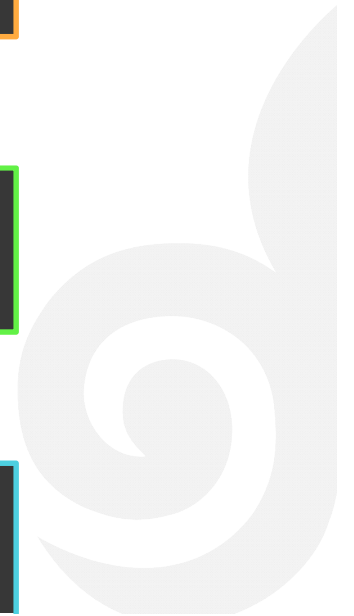


## Issues/Symptoms of Infobesity (2/3) (Kwanya, 2016)

Information Universe

Information Format

Information Mind-Set



## Issues/Symptoms of Infobesity (3/3) (Kwanya, 2016)

Information Analysis

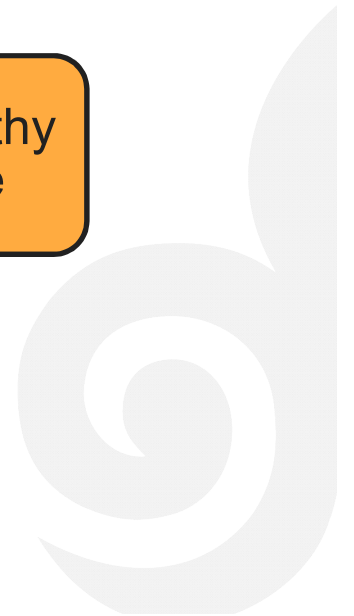
Know-It-All Attitude

Attention Span

Physical/Psychological Condition



How do we separate helpful from harmful information? Apply SIFT



# Ways to Control Infobesity: Focus on Facts

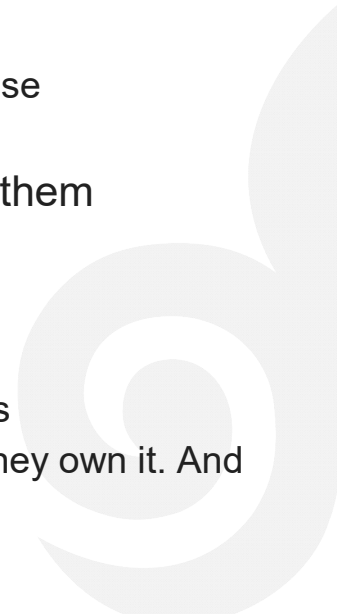
- Based on SIFT skills, identify if the information source is a:
- LIE
- RUMOR
- CONSPIRACY
- MIS/DIS/MAL INFORMATION

Investigate the authority of the source:

- Professional background, reputation
- Are they knowledgeably qualified for this topic/discipline?
- Look at their level of expertise

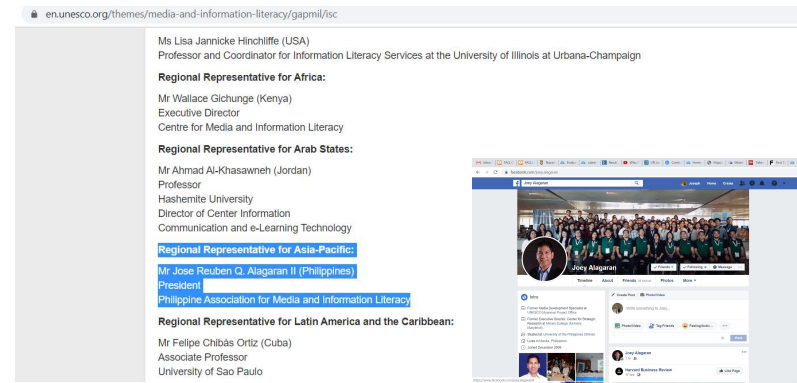
Links to sources that make them credible:

- Go to the primary source
- Is it backed-up by sources/citations/references
- And if there are mistakes, they own it. And correct it.



# Verifying Profiles

- Do a background check. Play the role of an investigator. Don't fall for pseudonyms.
- Search for profiles in multiple sources. Do not settle for one account only.



en.unesco.org/themes/media-and-information-literacy/gapmil/fsc

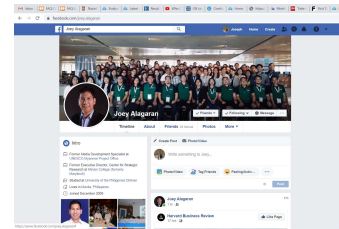
Ms Lisa Jannicke Hinchliffe (USA)  
Professor and Coordinator for Information Literacy Services at the University of Illinois at Urbana-Champaign

**Regional Representative for Africa:**  
Mr Wallace Gichunge (Kenya)  
Executive Director  
Centre for Media and Information Literacy

**Regional Representative for Arab States:**  
Mr Ahmad Al-Khasawneh (Jordan)  
Professor  
Hashemite University  
Director of Center Information  
Communication and e-Learning Technology

**Regional Representative for Asia-Pacific:**  
Mr. Jose Reuben Q. Alagaran II (Philippines)  
President  
Philippine Association for Media and Information Literacy

**Regional Representative for Latin America and the Caribbean:**  
Mr Felipe Chibás Ortiz (Cuba)  
Associate Professor  
University of Sao Paulo



pup.edu.ph/coo/history

institutes were launched in 1996 through the collaborative efforts of PUP, International Organizations of Journalists (IOJ), National Union of Journalists in the Philippines (NUJP) and International Institute of Journalism - Berlin (IJIB). The said training institutes were the Willie Vicoy Institute of Photojournalism for Asia (VIPA) and Asian Center for Broadcast Journalism (ACBJ). PUP - CLMC hosted the training while NUJP and IJIB provided the professional and technical expertise, and the IOJ supported the training program through its equipment and other resources.

In November 1997, Prof. Maria Lourdes DP Garcia was appointed as the fourth Chairperson of the Department of Mass Communication while Prof. Wihelmina N. Cayanan was designated as the CLMC Dean in 1998.

Through the initiative of Prof. Jose Reuben Q. Alagaran II, faculty of DMC and president of the Faculty Club, the PUP Open University offered Bachelor in Broadcast Communication and Master in Mass Communication in partnership with the Philippine Information Agency (PIA) and Public Relations Organization of the Philippines (PROP). Prof. Alagaran was appointed as the Chairperson for both programs in the PUP-OU System.

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## Region IV-B

MIMAROPA

**Regional Office**

**Mr. Jose Reuben Q. Alagaran II**  
Regional Head  
3rd Flr. PIA Bldg

## Verifying geolocations: Google maps





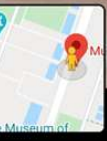
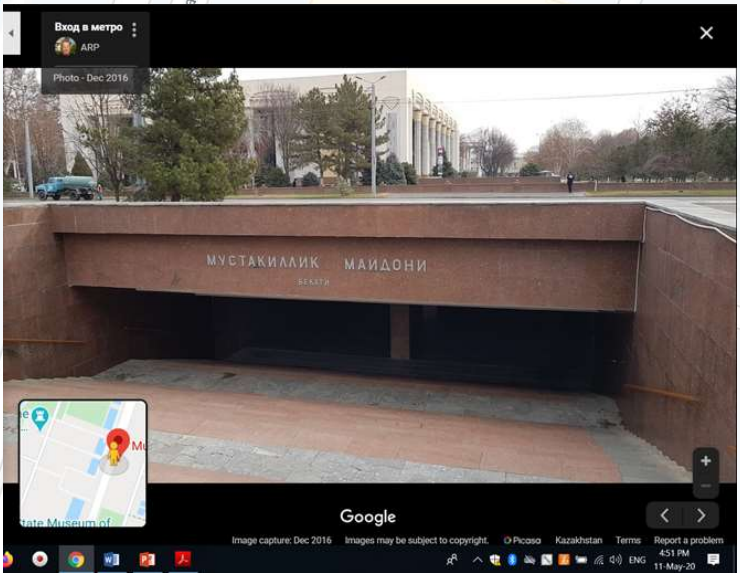
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# Use reverse image searching

PHILSTAR HOME | THE PHILIPPINES

HOME HEADLINES OPINION

COVID-19: FACILITIES FOR EMERGENCIES LIVE: COVID-19 IN THE PHILIPPINES

The Department of Education announced last week that the new school year will open in August as the country continues to contain the spread of the novel coronavirus.

The STAR/Boy Santos, file

## DepEd: Private schools may open in June, but no face-to-face learning earlier than August 24

(Philstar.com) - May 11, 2020 - 12:58pm

MANILA, Philippines — Private schools will be allowed to open the next school year between June to August, but no face-to-face classes will be allowed earlier

[www.tineye.com](http://www.tineye.com)

tineye.com/search/9b0315e06d620e992ed1017fd53f282af1c2d1f?page=1

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**philstar.com**  
headlines/2018/05/29/1819745/philippi... - First found on Oct 06, 2018  
Filename: gen4-teachers-student-school-boysantos\_2018-10-06\_23-01-2... (686 x 392, 60.7 KB)

**bworldonline.com**  
2019/06/03/ - First found on Dec 08, 2019  
Filename: class-students-teachers-060419.jpg (825 x 450, 31.2 KB)

June 3, 2019 | 10:30 pm



Font Size A A A



PRESIDENT Rodrigo R. Duterte plans to honor his campaign promise of higher salaries for public school teachers and will engage them in dialogue to address their pay demands, the President's spokesperson Salvador S. Panelo said.

"A dialogue, we will arrange for that. I'll talk with the President about that," Mr. Panelo said in a briefing at the Palace.

When asked for an update regarding the planned salary increase for teachers, he said: "The

Advertisement

### SPOTLIGHT



**Think long-term for your financial security**

Some opportunities only come once in a lifetime. With the



The Department of Education announced last week that the new school year will open in August as the country continues to contain the spread of the novel coronavirus.

The STAR/Boy Santos, file

## DepEd: Private schools may open in June, but no face-to-face learning earlier than



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Possible related search: teachers philstar

www.philstar.com > headlines > 2019/12/20 > public-sc...

### Public school teachers to get P6,000 pay hike | Philstar.com

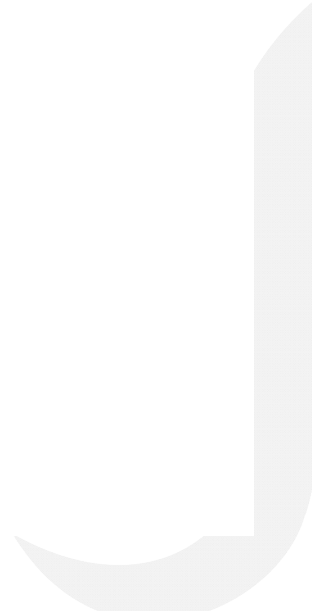
Dec 20, 2019 - Public school teachers will receive a salary increase of P6,000 in the new four-year pay adjustment program in the government, a leader of the ...

www.facebook.com > philstarnews > photos

### Philstar.com - Alliance of Concerned Teachers' chair ...

Feb 20, 2020 - Alliance of Concerned Teachers' chair Joselyn Martinez called on DepEd to ban the release of teachers' and students' personal data to PNP.

### Visually similar images



# Recognizing fake photos



@newwieenthu\_

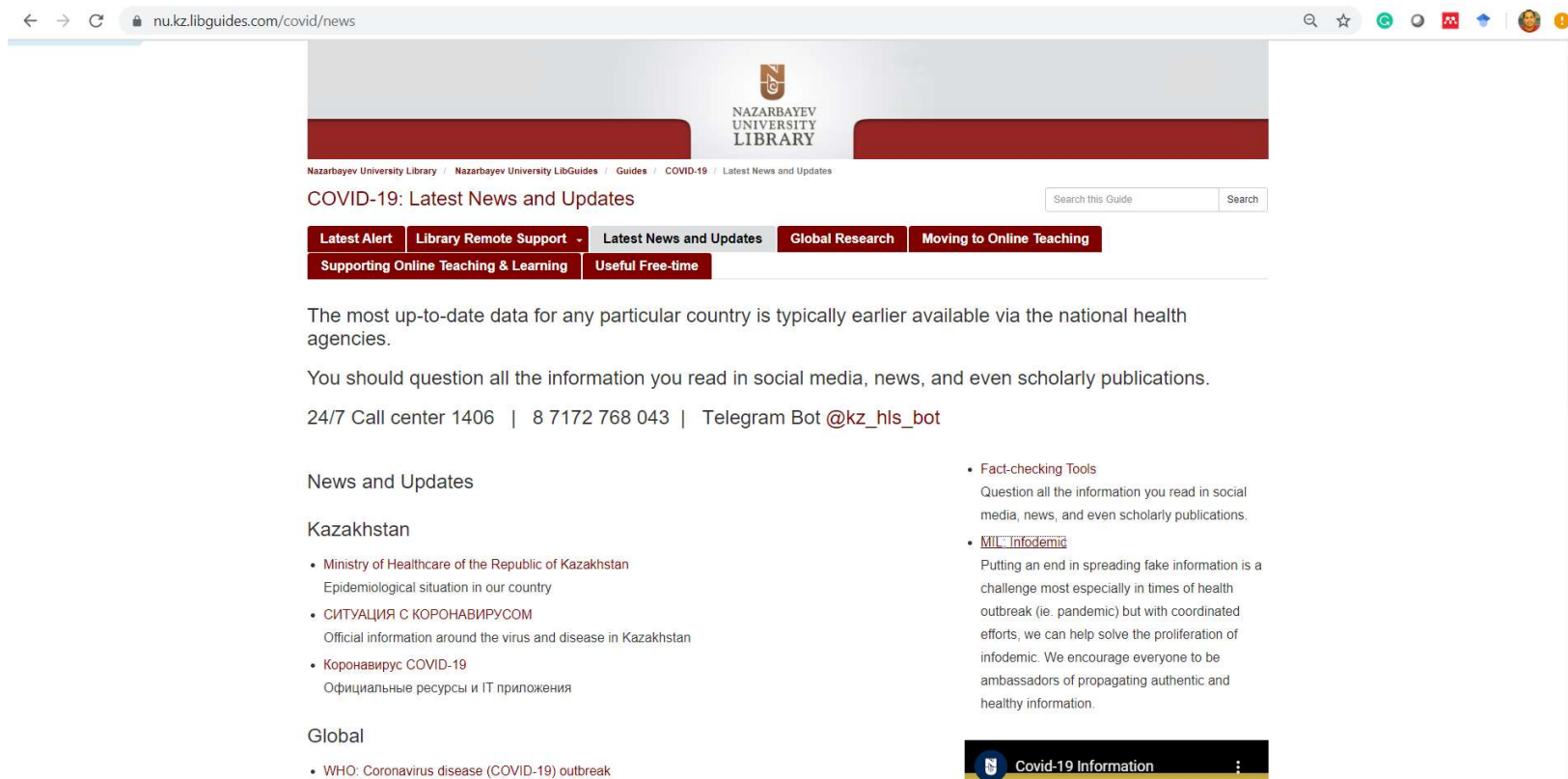
# As a democratic society, we can share what we want, and express ourselves, but let's be cautious.

- Let's not share false content. If you are brave, call out friends or family members and tell them emphatically.
- Do not use misleading information as a weapon to misinform others.
- Avoid emotional skepticism.
- Be mindful when sharing graphic images that may cause panic.
- Do not engage in hate speech.

Always check reliable sources and verify if the claim is true.

Support or build a fact-checking team. Report any misleading information.

# What Libraries Can do?



The screenshot shows a web browser window with the URL [nu.kz.libguides.com/covid/news](http://nu.kz.libguides.com/covid/news). The page header features the Nazarbayev University Library logo and navigation links: [Nazarbayev University Library](#), [Nazarbayev University LibGuides](#), [Guides](#), [COVID-19](#), and [Latest News and Updates](#). The main heading is "COVID-19: Latest News and Updates" with a search bar. Below the heading is a navigation menu with buttons for "Latest Alert", "Library Remote Support", "Latest News and Updates" (active), "Global Research", "Moving to Online Teaching", "Supporting Online Teaching & Learning", and "Useful Free-time".

The most up-to-date data for any particular country is typically earlier available via the national health agencies.

You should question all the information you read in social media, news, and even scholarly publications.

24/7 Call center 1406 | 8 7172 768 043 | Telegram Bot [@kz\\_hls\\_bot](#)

### News and Updates

#### Kazakhstan

- Ministry of Healthcare of the Republic of Kazakhstan  
Epidemiological situation in our country
- СИТУАЦИЯ С КОРОНАВИРУСОМ  
Official information around the virus and disease in Kazakhstan
- Коронавирус COVID-19  
Официальные ресурсы и IT приложения

#### Global

- WHO: Coronavirus disease (COVID-19) outbreak

- [Fact-checking Tools](#)  
Question all the information you read in social media, news, and even scholarly publications.
- [MIT: Infodemic](#)  
Putting an end in spreading fake information is a challenge most especially in times of health outbreak (ie. pandemic) but with coordinated efforts, we can help solve the proliferation of infodemic. We encourage everyone to be ambassadors of propagating authentic and healthy information.

At the bottom right, there is a "Covid-19 Information" button with a menu icon.



## Media and Information Literacy: Infodemic

This guide will prepare the academic community to be competent individuals in the area of Media and Information Literacy (MIL).

Search this Guide Search

- Introduction
- Historical Timeline of MIL
- MIL Competencies
- Five Laws of MIL
- MIL Tips
- Infodemic
- Other Sources

### Fighting Misinformation and Disinformation During a Health Outbreak

Putting an end to spreading false information is a challenge most especially in times of health outbreak (i.e. pandemic) but with coordinated efforts, we can help solve the proliferation of infodemic. We encourage everyone to be ambassadors of propagating authentic and healthy information. Visit the following pages, watch the videos below, and remember to fact check before sharing any information.

- Coronavirus Disease (COVID-19) Advice for the Public: Myth Busters  
WHO's advice for the public.
- Coronavirus Situation in Kazakhstan  
Official health information and coronavirus situation in Kazakhstan
- COVID-19 Resources for Reporters  
SoLine is hosting a series of online briefings for reporters on different aspects of the COVID-19 story. It is also tracking common science questions that reporters have about the coronavirus pandemic.
- Credible Resource List  
Includes myth busters, safety tips, and staying healthy to avoid being infected by coronavirus. This list is presented in different languages.
- Fake News on the Coronavirus Pandemic: What Do Central Asians Believe in?  
A list of common coronavirus fake information in Central Asia.
- Fighting Disinformation: Official Sources of Information about COVID-19  
Provides official list of information sources in the EU and beyond as well as from relevant EU and international organisations.
- Fighting the Infodemic: The #CoronaVirusFacts Alliance  
Led by the International Fact-Checking Network (IFCN) at the Poynter Institute, the #CoronaVirusFacts unites more than 100 fact-checkers around the world in publishing, sharing and translating facts surrounding the new coronavirus.
- The MIL Alliance Response to COVID-19  
A cooperative effort between UNESCO and GAPMIL to address disinformation and misinformation during pandemic.

### Addressing Stigma and Misinformation - IOM Experts Tackle COVID-19



### COVID-19: The Facts





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April 28 at 9:41 PM

"Fighting Misinformation and Disinformation During a Health Outbreak"  
This guide created by NU librarian and it will prepare the academic  
community to be competent individuals in the area of Media and Information  
Literacy (MIL). - more information on  
<https://nu.kz.libguides.com/MIL/infodemic>  
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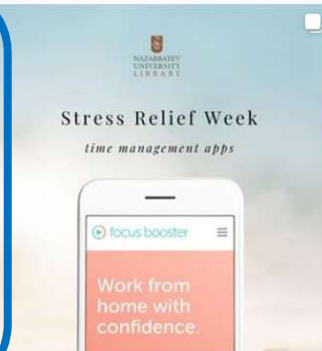
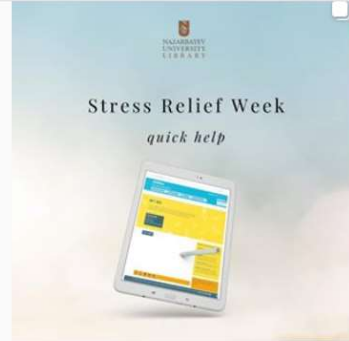
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# Useful Sources

- Fact Check PH: <https://www.facebook.com/FactCheckPhils/>
- First Draft: <https://firstdraftnews.org/>
- Free Online Course on Fighting Fake News by La Concepcion College (Course in TagLish): <https://www.facebook.com/learnatlcc/>
- GAPMIL: <https://en.unesco.org/themes/media-and-information-literacy/gapmil/covid19>
- Navigating Digital Information in YouTube:  
<https://www.youtube.com/playlist?list=PL8dPuuaLjXtN07XYqqWSKpPrtNDiCHTzU>
- Politifact: <https://www.politifact.com/>
- Poynter: <https://www.poynter.org/?s=philippines>
- UNESCO and AU's Media and Information Literacy Course:  
<http://elab.lms.athabascau.ca/>



Navigating Digital Information YouTube



Learning playlist



Learning objectives

Learning objectives

In 10 episodes, John Green will teach you how to navigate the internet! We've partnered with MediaWise, The Poynter Institute, and The Stanford History Education Group to develop this curriculum of hands-on skills to help you evaluate the information you read online. By the end of this course, you will be able to:

- \* Examine information using the same skills and questions as fact-checkers
- \* Read laterally to learn more about the authority and perspective of sources
- \* Evaluate different types of evidence, from videos to infographics
- \* Understand how search engines and social media

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Created by



CrashCourse  
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Crash Course Navigating Digital Information Preview

5:12 • 0 / 1

1 The Basics of Civic Online Reasoning

27:29 • 0 / 2

2 Who's Behind the Information?

42:54 • 0 / 3

3 Evaluating Evidence

39:42 • 0 / 3

4 Checking Other Sources

29:38 • 0 / 2



NAVIGATING DIGITAL INFORMATION  
Who Can You Trust? Crash Course Navigating Digital Information #4  
Learning playlist

- Navigating Digital Information  
CrashCourse - 2 hours, 24 minutes • 11 videos
- SAVED
- The Facts about Fact Checking: Crash Course Navigating Digital Information #1  
CrashCourse  
13:55
  - Who's Behind the Information? 42:54 • 0 / 3
  - Check Yourself with Lateral Reading: Crash Course Navigating Digital Information #2  
CrashCourse  
13:52
  - Who Can You Trust? Crash Course Navigating Digital Information #4  
CrashCourse  
14:46
  - Using Wikipedia: Crash Course Navigating Digital Information #5  
CrashCourse  
14:16
  - Evaluating Evidence 39:42 • 0 / 3
  - Evaluating Evidence: Crash Course Navigating Digital Information #6  
CrashCourse  
13:21



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### References

Awuor, A.S., Kwanya, T., & Nyambok, G. (2019). The influence of infobesity on the information seeking behaviour of undergraduate students in Tangaza University College. In T. Kwanya, J. Kiplang'at, J. Wamukoya, & Dorothy Njiraine (Eds.), *Digital Technologies for Information and Knowledge Management* (pp. 278-286). Nairobi: The Technical University of Kenya. Retrieved from [https://www.researchgate.net/publication/333079226\\_The\\_Influence\\_of\\_Infobesity\\_on\\_the\\_Information\\_Seeking\\_Behaviour\\_of\\_Undergraduate\\_Students\\_in\\_Tangaza\\_University\\_College](https://www.researchgate.net/publication/333079226_The_Influence_of_Infobesity_on_the_Information_Seeking_Behaviour_of_Undergraduate_Students_in_Tangaza_University_College)

Crashcourse. (2019). Navigating digital information [Video]. Retrieved from <https://www.youtube.com/playlist?list=PL8dPuuaLjXtN07XYqqWSKpPrtNDiCHTzU>

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Kwanya, T. (2016). Beware of infobesity. Retrieved from: <https://www.nation.co.ke/oped/opinion/beware-of-infobesity/440808-3431248-8v5bk6z/index.html>

World Health Organization. (2018). Managing epidemics: key facts about major deadly diseases. World Health Organization. <https://apps.who.int/iris/handle/10665/272442>. License: CC BY-NC-SA 3.0 IGO



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THANK YOU

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joseph.yap@nu.edu.kz



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