Teaching Social Information Literacy to Undergraduates

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MLA Annual Conference

October 4, 2013

ISLT 1111

- Weekly for-credit research skills and information use class at the University of Missouri
  - Grew out of a library-use instruction course
- Week 15: Social Media
  - Why?

Why Teach Social Media with Information Literacy

- Your students get a lot of information through social media
- Bring information literacy to passive information behavior
- Opportunity to bring in visual literacy
- Social structures are increasingly being brought into all sorts of information seeking tools
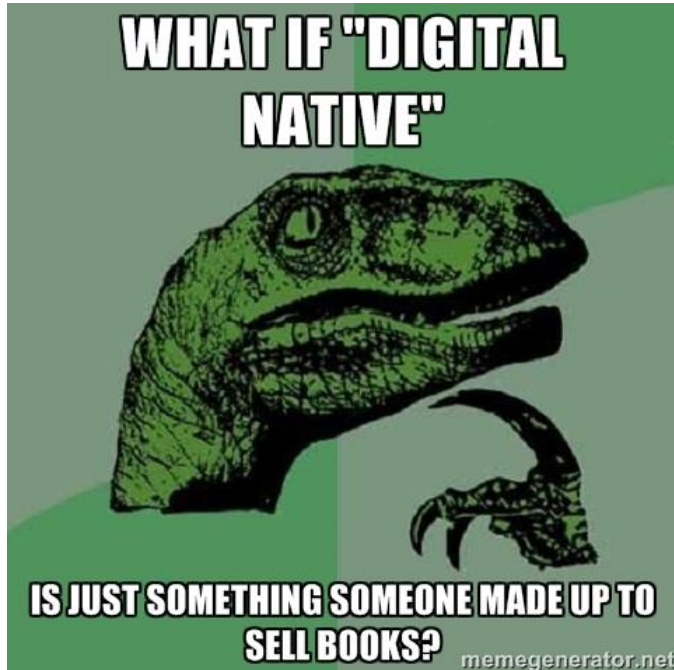
Impediments to Teaching

Fear of the

Digital Native

Don't Fear the Digital Native

WHAT IF "DIGITAL NATIVE" IS JUST SOMETHING SOMEONE MADE UP TO SELL BOOKS? memegenerator.net

- Actual comfort levels of students with social technology will rely on a variety of factors[1]
- Just because they know how to use something does not mean they know how to use it critically or effectively[2]

1) Bennett, S., Maton, K., (2011). Intellectual field or faith-based religion: Moving on from the idea of "digital natives". In M. Thomas (Ed.), *Deconstructing digital natives* (pp. 169-185). New York: Routledge.
2) Combes, B. (2009). Digital natives or digital refugees? Why we have failed gen Y? *International Association of School Librarianship.Selected Papers from the 38th Annual Conference,* , 1-12. Retrieved from http://search.proquest.com/docview/236051593?accountid=14576

Platform Fragmentation

- Everyone has a Facebook profile and they use it the most, but teen users increasingly dislike it
- After that, there is a variety of different sites and services that are used
    - Twitter clear number 2 and is growing among teens (used by 24%, up from 16% in 2011)
    - What they use varies a lot by different socio-economic factors (African Americans more likely to use Twitter, women more likely to use Pinterest, etc.)
- Solution: create lesson that could apply across platforms

Duggan, M., & Brenner, J. (2013, February 14). The demographics of social media users — 2012. Retrieved from Pew Internet website: http://pewinternet.org/Reports/2013/Social-media-users/The-State-of-Social-Media-Users/Overview.aspx

Madden, M., Lenhart, A., Cortesi, S., Gasser, U., Duggan, M., Smith, A. , & Beaton, M. (2013, May 21). Teens, social media, and privacy. Retrieved from Pew Internet website: http://www.pewinternet.org/Reports/2013/Teens-Social-Media-And-Privacy/Summary-of-Findings/Teens-Social-Media-and-Privacy.aspx

What to Teach (and How)
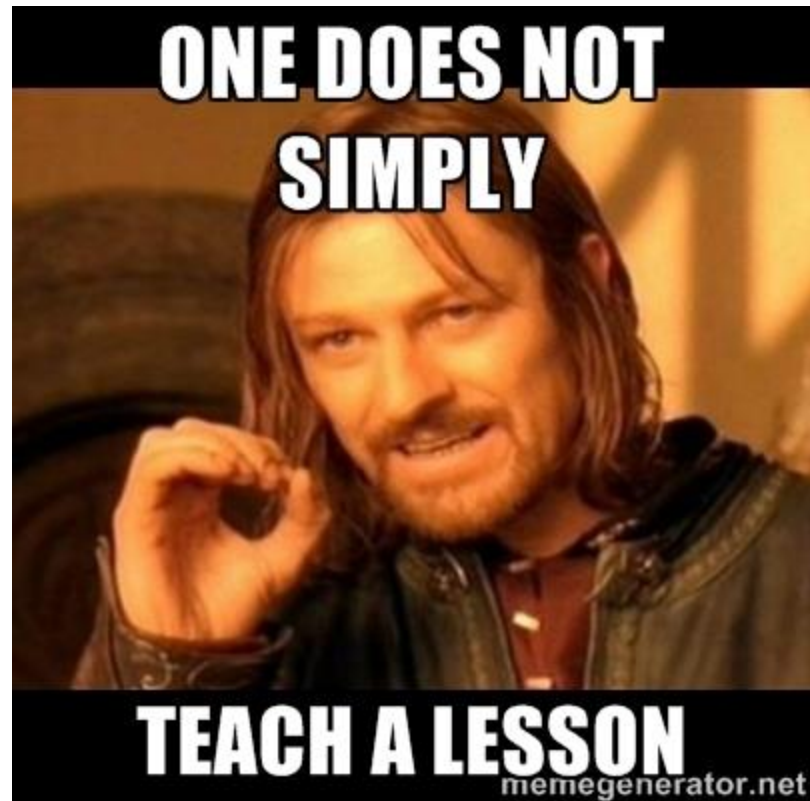
Filter Bubbles & Selective Exposure

- Most information literacy is about information seeking, but using social media is a passive information behavior
  - Major decision making comes in who to follow – affects quality and bias in information received
- Filter bubbles: tools
- Selective exposure: personal decisions

Case, D. O. (2002). *Looking for information: A survey of research on information seeking, needs, and behaviors.* New York: Academic Press.
Pariser, E. (2011, May) Beware online "filter bubbles" [Video file]. *TED Talks.* Retrieved from
http://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles.html

Images:
Do You Believe Your Eyes?

"Don't believe everything you read on the Internet just because there's a picture with a quote next to it."

—Abraham Lincoln

Class Activity: #HurricaneSandy

LinkedIn page linked to on her Twitter account says she lives in Kansas City and works in public relations. Does not claim to have taken the picture herself.

Madrigal, A. C. (2012, October 29). Sorting the real Sandy photos from the fakes. *The Atlantic*. Retrieved from http://www.theatlantic.com/

Posted by a reporter for NBC New York who covers New Jersey. Account is not verified, but his official page on NBC New York's website links to this account.
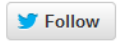
Sent from a verified account for National Public Radio.

Taken by the owner of a painting service. The painting service is based in New York, and the Twitter account gives a location in Brooklyn. Claims to have taken the picture himself.

Publish, Then Filter

- Tendency to post things and let the online community point out errors

- Corrections happen later—what happens when you miss them?

- Good to pivot to after #HurricaneSandy

- What happens when it's less benign?

The Old Guard
@The_Old_Guard
Follow

@tjortenzi Thanks for posting the pic about @The_Old_Guard, but that is not from today. This one is goo.gl/OC5lz

Reply   Retweet   Favorite   More

Shirky, C. (2008). Publish, then filter. In *Here comes everybody: The power of organizing without organizations* (pp. 81-108). New York: Penguin Press.

Where else could you add social?

Q&A

- **Want to chat some more?**
  - cshtfc@mail.missouri.edu
  - Twitter: @CarlSHess
  - www.slideshare.net/carlstephenhess