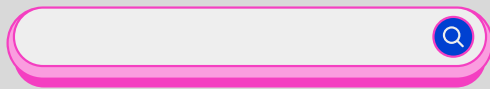


# DIGITAL LITERACY

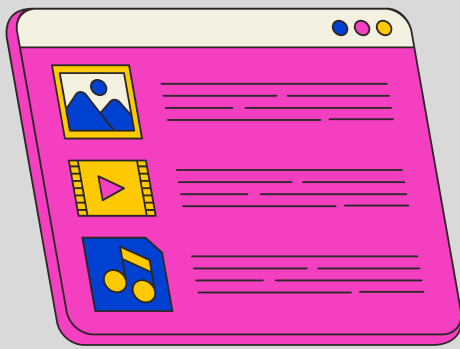
## For College Students



### DID YOU KNOW?

- 44% of college students feel "digitally prepared", but only 18% of surveyed employers report that students are prepared
- 80% of employers found electronic portfolios useful, but only 45% of employers found traditional college transcripts helpful
- Fake news headlines fool American adults about 75% of the time
- The majority of college students don't fact check

### STEPS FOR IMPROVING DIGITAL LITERACY:

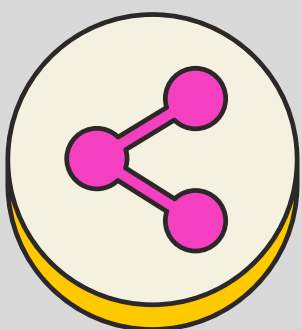


- Identify sources
- Identify authors
- Learn & look for red flags
- Check domain & URL
- Check "About" page
- Check comments
- Check the date
- Reverse image search
- Verify links & quotes
- Consider your own biases
- BE SKEPTICAL

### FALSE DIGITAL INFORMATION

- There is high financial motivation to produce false digital info.
  - False digital info. --> clickbait --> money
- False digital information and fake news play on intrinsic human tendencies
  - We build our own echo chambers
  - When we read inaccurate info., we often remember it later as being true
  - Role of cognitive biases, specifically confirmation bias
  - We also pick up incorrect information from pure fiction

### WHERE TO FACT CHECK?



- Snopes.com
- ABC News
- The Associated Press
- FactCheck.org
- PolitiFact



### HOW TO COMBAT FALSE DIGITAL INFORMATION

- Higher levels of fact-checking from journalists before unverifiable information is released
- Psychological science can help correct the influence of misinformation
- Research on the "psychological vaccine" has shown its ability to combat and prevent the effects of misinformation
  - Exposure to false information in small doses + either general or detailed inoculations against it = more resilience towards false information

