

Using the CRAP Test to Identify False News, Misinformation, and Alternative Facts Online

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Changing to Learn, Learning to Change

22nd TCC ONLINE CONFERENCE
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Participating Since 2009 (9th Year)

Presentation Objectives

- * Share useful resources to distinguish reliable online information from false, fake and alternative facts.
- * Define CRAP Test and updated C.R.A.A.P Test
- * Present CARP Checklist and QUICK Review to rapidly check websites for usefulness and reliability.
- * Apply the easy-to-use, rapid reliability testing tools into online courses.



Alternative Facts & Embellished Info

- * Many of the health science fields—medicine, health, nutrition and fitness—are overrun with websites created by people with little to no science or health background and questionable credentials.
- * They are often the best at SEO optimization, not facts.
- * Alternative facts, embellished and misinformation have been used in growing numbers by those in nutrition, health, supplement and fitness industry and most recently in government sources.

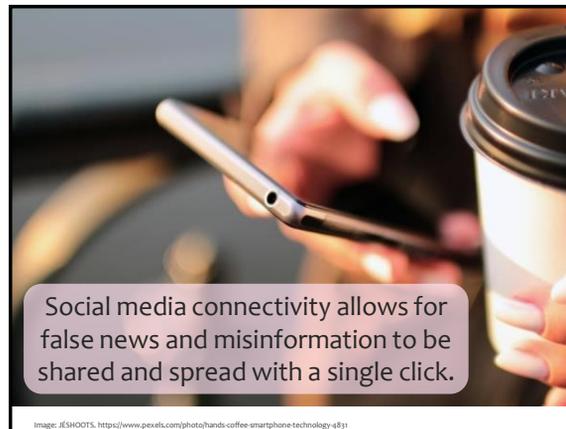
False/Fake News, Misinformation & Alternative Facts

- * **False, Fake or Hoax News** – Fabricated stories that have been presented as truth. News with no basis in fact, but are presented as fact and believed to be factually accurate.
- * **Misinformation** - False or inaccurate information, especially that which is deliberately intended to deceive.
- * **Alternative Facts** – Statements used to describe demonstrable falsehoods. Also known as “alternative information.”

False, Fake, Hoax News, Wikipedia, Fake News: How to Spot It, Enoch Pratt Free Library, Misinformation, Google Definition; Alternative Facts, Wikipedia

False News can Spread Quickly

- * Fake news and misinformation can spread at an alarmingly rapid rate thanks to the rise of social media.
- * This is particularly true if a story or an article goes “viral”.
- * Being correct or accurate are not important.
- * Just because an article, photo or post is liked and widely-shared does not mean it is true.



How False News Can Spread



Tavlin N. August 27, 2015. How false news can spread. TED. Available at <http://ed.ted.com/lessons/how-false-news-can-spread-noah-tavlin>

HOW TO SPOT FAKE NEWS

CONSIDER THE SOURCE Click away from the story to investigate the site, its mission and its contact info.	READ BEYOND Headlines can be outrageous in an effort to get clicks. What's the whole story?
CHECK THE AUTHOR Do a quick search on the author. Are they credible? Are they real?	SUPPORTING SOURCES? Click on those links. Determine if the info given actually supports the story.
CHECK THE DATE Reposting old news stories doesn't mean they're relevant to current events.	IS IT A JOKE? If it is too outlandish, it might be satire. Research the site and author to be sure.
CHECK YOUR BIASES Consider if your own beliefs could affect your judgement.	ASK THE EXPERTS Ask a librarian, or consult a fact-checking site.

How to Spot Fake News

- * Consider the Source
- * Read Beyond
- * Check the Author
- * Supporting Sources
- * Check the Date
- * Is it a Joke?
- * Check your Biases
- * Ask the Experts (librarian or a fact-checking site)

False, Misinformation in Nutrition

- * The explosion of false health and nutrition information online makes it important to quickly evaluate a website in a few minutes.
- * We're seeing a rise in what used to be termed “snake oil peddler,” someone who knowingly sells fraudulent goods or who is themselves a fraud, quack, or charlatan.
- * Many of these modern salespeople have dubious, suspicious or even non-existent credentials.
- * They are selling questionable services and products supported by pseudo-science with a lot of social media, SEO (Search Engine Optimization) and marketing hype.

Dyer K. February 21, 2017. False Information, Hyped Sales and Snake Oil Salespeople. CBIOL-50. Nutrition.

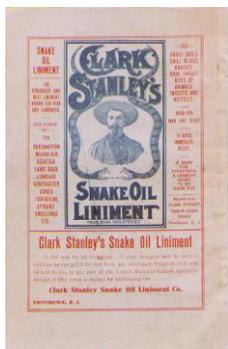
Student Consumers Must be Alert

- * Students and health consumers need to be alert for bogus claims on food, nutrition, health, fitness, medical, herbal and supplements websites that are selling false information and/or products.
- * Using easy-to-use tools to quickly evaluate online websites and articles can help in determine website reliability and finding trustworthy information.

Dyer K. February 21, 2017. False Information, Hyped Sales and Snake Oil Salespeople. CBIOL-50. Nutrition.

At first glance, science and snake-oil may not always look all that different on the Net.

William M. Silberg,
George D. Lundberg, MD,
Robert A. Musacchio, PhD
JAMA, April 16, 1997



Snake Oil Liniment Label: <http://www.nlm.nih.gov/exhibition/ephemera/medshow.html>

Vitamins and Supplements Online

- * Federal law does not require dietary supplements to be proven safe before they are marketed.
- * For most claims made in the labeling of dietary supplements, the law does not require the manufacturer or seller to prove to FDA's satisfaction that the claim is accurate or truthful before it appears on the product.

Additional Advice from the FDA

- * Be wary of hype and headlines.
- * Learn to spot false claims.

FDA. July 23, 2015. FDA 101: Dietary Supplements. Available at: <https://www.fda.gov/ForConsumers/ConsumerUpdates/ucm056893.htm>

“GOOP [Wellness] is entering into what are perhaps the most oversold, under-regulated health products in America.

What could go wrong?

Supplement makers don't need to prove their products are effective or even safe before putting them on store shelves.”

Julia Belluz



Belluz J. March 20, 2017. Gwyneth Paltrow is now in the poorly regulated, often scammy online vitamin business. What could go wrong? Vox. Available at: <http://www.vox.com/2017/3/20/14654348/gwyneth-paltrow-vitamins-goop>

Sharing Tools to Find Reliable Info

- * Finding reliable online information and dependable resources can be challenging for students, faculty and the public at large.
- * Teachers, professors, researchers and librarians can help by sharing useful easy-to-use research tools for students and the public to use for evaluating online websites and articles.

Please do not confuse your Google search with my Nutrition, Medical Nursing, Science Library, Education Teaching Degree

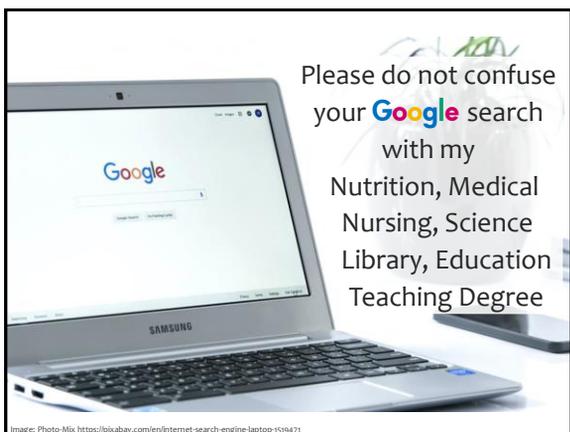


Image: Photo-Ma <https://pixabay.com/en/internet-search-engine-laptop-151947/>

Fostering Savvy Internet Consumers

- * Been teaching students online searching and sleuthing skills to be savvy Internet and healthcare consumers since the course started in 2005.
- * Assignments – Using Website Evaluation Tools:
 - * Nutrition in the News
 - * Website Review/Critique
 - * Research Paper Assignment

CRAP and C.R.A.A.P. Tests

<p>CRAP Test</p> <ul style="list-style-type: none"> * Currency * Reliability * Authority * Purpose/Point of View 	<p>C.R.A.A.P Test</p> <ul style="list-style-type: none"> * Currency * Relevance * Authority * Accuracy/Appropriate * Purpose
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Both Tests help in distinguishing real from fake news.

Currency
The timeliness of the information

- When was the information published or posted?
- Has the information been revised or updated?
- Does your topic require current information, or will older sources work as well?
- Are the links functional?

R
Relevance
The importance of the information for your needs

- Does the information relate to your topic, or answer your question?
- What is the author's/creator's/producer's point of view?
- Is the information at an appropriate level (i.e. not too elementary or advanced for your reading)?
- Have you looked at a variety of sources before determining this is one you will use?
- Would you be comfortable citing this source in your research paper?

A
Authority
The source of the information

- Who is the author's/creator's/producer's organization?
- What are the author's/creator's/producer's affiliations?
- Is the author qualified to write on the topic?
- Is there contact information, such as a publisher or email address?
- Does the site, online posting, or other source of information have a reputation for accuracy?
- Are there any other sources you can use?

A
Accuracy
The reliability, truthfulness and correctness of the content

- Where does the information come from?
- Is the information backed up by evidence?
- Can you verify any of the information in another source or from personal knowledge?
- Does the language of the text seem objective and free of bias?
- Are there spelling, grammar, or typographical errors?

P
Purpose
The reason the information exists

- What is the purpose of the information? Is it to inform, teach, sell, entertain or persuade?
- Do the author/sponsors make their interests or purposes clear?
- Is the information backed up by evidence?
- Does the point of view appear objective and impartial?
- Are there conflicts of interest, financial, religious, ideological or personal biases?
- Are there other sources you can use?

- * Currency
- * Relevance
- * Authority
- * Accuracy
- * Purpose

How can I tell if this information is useful and trustworthy?

CRAAP TEST IT!

C urrency	When was it created?
R elevance	Is it on my topic?
A uthority	Is the creator an expert?
A ppropriate	Can I comprehend the words?
P urpose	Why was it created?

Source: https://twitter.com/IM_ChelseaSim/status/39194815560577024

Nutrition in the News

- * Students search for news items, web articles and other timely tips about Nutrition to review and post.
- * Required to do a CRAP assessment for each of their review posts to determine if the article reviewed is from a reliable source.
- * Required to review classmates' posts using CRAP checklist or QUICK review to determine whether or not their website meets a reliable source guidelines.

CRAP Test

Currency · Reliability · Authority · Purpose

<p>Currency</p> <ul style="list-style-type: none"> * How recent is the information? * Is it current enough for your topic? <p>Reliability</p> <ul style="list-style-type: none"> * Is content of the resource opinion or fact-based? * Is it balanced or biased? * Does the creator provide references or sources for data or quotations? 	<p>Authority</p> <ul style="list-style-type: none"> * Who is the creator or author? What are their credentials? * Who is the publisher or sponsor? Are they reputable? * What is the publisher's interest (if any) in this information? <p>Purpose/Point of View</p> <ul style="list-style-type: none"> * What is the purpose of the article/website? * Is the creator/author trying to sell you something? * Are there ads on the website?
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Simple CARP Checklist

Cost · Author · Reliability · Purpose

<p>Cost</p> <ul style="list-style-type: none"> * Is the website or article author trying to sell something? * Is there a cost to see information on the site e.g. subscription, pay to view article? <p>Author (Authority)</p> <ul style="list-style-type: none"> * Who is the author or creator or the site/article? * What are their credentials? (Check the about page) * Are they real or reputable credentials? 	<p>Reliability</p> <ul style="list-style-type: none"> * Is the information reliable? * Are there reference citations for data from credible sources? <p>Purpose</p> <ul style="list-style-type: none"> * What is the purpose of the article/website? * Is the information fact-based or opinion?
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QUICK Review

Quality · URL · Investigate · Cost · Key

Quality

- * Info > Ads or Ads > Info

URL (Universal Resource Locator)

- * Is the URL a top-level or preferred one e.g. .edu, .gov, .org, .net, or .mil. ?

Investigate (Next Slide)

Cost/Current

- * Is there a cost to access the site or is the site selling something?
- * Is the site current and up-to-date?

Key/Knowledge

- * What is the key reason for the site? Is it to provide knowledge/information, to sell or persuade?

QUICK Review

Quality · URL · **Investigate** · Cost · Key

Investigate/Inquire

- * Can you find an author?
- * Do they have the background to be making the claims they are making (especially important with food, nutrition, health, fitness, medical, herbal, supplements)?
- * Are they making any embellished, false or fabricated claims?
- * Are they genuine & legitimate or a 'snake oil' salesperson?
- * Where are their credential from?
- * Are their credentials from reputable or real programs?

Assignment Outcomes

- * The overwhelming majority (97%) found the three different tools (CRAP, CARP & QUICK) to be **helpful in finding reliable information**.
- * Majority (82%) felt **more confident in recognizing false information** after reviewing own articles and their classmates posts.
- * Vast majority (94%) feel **more confident in finding reliable online resources** after doing the nutrition in the news assignments.

Presentation Objectives

- * Shared useful resources to distinguish reliable online information from false, fake and alternative facts.
- * Defined CRAP Test and updated C.R.A.A.P Test
- * Presented CARP Checklist and QUICK Review to rapidly check websites for usefulness and reliability.
- * **Up to You:** Apply the easy-to-use, rapid reliability testing tools in a variety of courses.



Caveat Emptor
Let the buyer beware

Image: Mizlanitka. <https://pixabay.com/en/health-cure-vitamins-tablets-6-21353>

Be Suspicious & Demand Facts

- * Investigate. Read. Write. Listen. Speak. Think.
- * Be wary of those who disparage the investigators, the readers, the writers, the listeners, the speakers and the thinkers.
- * Be suspicious of those who confuse reality with reality TV, and those who repeat falsehoods while insisting, against all evidence, that they are true.
- * Demand fact(s).

Times Editorial Board. April 3, 2017. Why Trump Lies. <http://www.latimes.com/projects/la-ed-why-trump-lies>

Fake News Resources

- Filucci, S. March, 20 2017. How to Spot Fake News (and Teach Kids to Be Media-Savvy) A post from Common Sense Media. November 2016. Retrieved April 2, 2017 from <https://www.common Sense Media.org/blog/how-to-spot-fake-news-and-teach-kids-to-be-media-savvy>
- ALA Public Programs Office. February 23, 2017. Fake News: A Library Resource. Retrieved April 3, 2017 from <http://www.programminglibrarian.org/articles/fake-news-library-round>
- Fake News: How to Spot it. (n.d.) Enoch Pratt Free Library. Available at: <http://www.prattlibrary.org/research/tools/index.aspx?cat=19941&id=4735>
- How to Spot Fake News. (n.d.) International Federation of Library Associations and Institutions. Infographic. Retrieved April 2, 2017 from http://www.prattlibrary.org/uploadedFiles/www/locations/central/information_services/how-to_guides/How-to-Spot-Fake-News.pdf

CRAP & CRAAP Tests Resources

- Orenic, K. 2008. The CRAP Test. Retrieved January 20, 2017 from <http://loex2008collaborate.pbworks.com/w/page/18686701/The%20CRAP%20Test>
- Ohio University Libraries. The CRAP Test. Retrieved January 19, 2017 from <https://www.library.ohiou.edu/research/the-research-process/evaluating-sources/the-crap-test>
- Staff Writer. May 23, 2012. Librarians Recommend the CRAP Test. Globe University. Retrieved January 24, 2017 from <http://www.globeuniversity.edu/blogs/la-crosse/librarians-recommend-the-crap-test>
- UCSD. March 20, 2017. Evaluating Websites. The CRAAP Test. Available at: <http://ucsd.libguides.com/preuss/webeval>
- Evaluating Information – Applying the CRAAP Test (Original). September 2010. Available at: http://www.csuchico.edu/lins/handouts/eval_websites.pdf
- The CRAAP Test. (n.d.) Bulford Library. Available at: <http://libguides.library.ncat.edu/content.php?pid=53820&sid=394505>

Website Reliability Resources

- Feist, K. (2016). Determine if a Source is Scholarly. University Library, University of Illinois at Urbana-Champaign. Retrieved January 24, 2017 from <http://www.library.illinois.edu/ug/howdoi/scholarly.html>
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- NIH. June 2011. How to Evaluate Health Information on the Internet: Questions and Answers . Office of Dietary Supplements. Retrieved April 2, 2017 from https://ods.od.nih.gov/Health_Information/How_To_Evaluate_Health_Information_on_the_Internet_Questions_and_Answers.aspx
- NCCIH, Pub No. D337. September 2014. Finding and Evaluating Online Resources. (National Center for Complementary and Integrative Health) Retrieved April 2, 2017 from <https://nccih.nih.gov/health/websitesresources>
- Staff Writers. March 2016. Diet in the News – What to Believe? Harvard School of Public Health. Available at: <https://www.hsph.harvard.edu/nutritionsource/2016/03/18/diet-in-the-news-what-to-believe>



Image: Mocho. <https://pixabay.com/en/monitor-isolated-display-white-315011>

Thank You for Participating



Aloha

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