Information: Truth or Fiction?

**FIT
100**

How do you know?

FIT 100 Why Do We Search for Information?

❖ Information is that which reduces uncertainty in our lives
  ☐ One could say, then, that misinformation can be information because it can reduce uncertainty for someone at the time-even if it isn't correct

❖ Information gives us a deeper understanding of the world
  ☐ Misinformation may give us a skewed view of the world
  ☐ But remember, information to one person/culture may be misinformation to another

❖ We have an immediate need for information
  ☐ A research paper, a project, etc.

FIT 100 Where do we go to find the Information we need?

❖ Our friends

❖ An expert

❖ A bookstore
  ☐ Either in person or through the web

❖ The library
  ☐ Again, either in person or through the web (e.g. UW Gateway)

❖ The Internet
  ☐ Search Engines (Google)
  ☐ Directories (Yahoo)

FIT 100 The "Trust and Credibility" Problem

❖ You decide to go to the Web to get your information

❖ The Web consists of billions of Web pages

❖ These Web pages are written by several million individuals
  ☐ Professional Web Designers
  ☐ Researchers, doctors, scientists, lawyers and other professionals
  ☐ High school students, elementary school students
  ☐ General Public

❖ Who decides what gets published? Nobody.
  ☐ If you have access to web server space and an IP address-you're on!
  ☐ There are no controls for who publishes, what is published or the quality of the content put out on the Web

FIT 100 The "Credibility" Problem

❖ The billions of pages that are out there are searched by several hundred million users

Question:
How does a user know which sites to believe?

FIT 100 Really, how does a user decide?

❖ You tell me

❖ Take out a piece of paper, write your name on it

❖ Answer the question for yourself.

❖ We'll collect at the end of class

❖ You will not be graded on you answer

FIT 100 What is Credibility?

❖ According to BJ Fogg and his research partners at Stanford, credibility is a perception based on 2 factors:
  □ Trustworthiness and Expertise
    http://www. webcredibility.org/

❖ Highly credible web sites have high levels of *perceived* trustworthiness and expertise

❖ Different kinds of credibility:
  □ Presumed
  □ Reputed
  □ Surface
  □ Experienced

FIT 100 What do People think makes a web site credible?

❖ In 2001, a report* was released by BJ Fogg and his colleagues from Stanford University

  □ Web survey results were studied to identify what is people think makes them think a web site provides credible information

  □ The results broke down into the following categories…

*Fogg, BJ, et al. (2001). What makes Web sites credible? A report on a large quantitative study. Conference Proceedings of CHI 2001. NY, New York: The ACM Press.

FIT 100 Is anybody there or am I just talking to myself?

❖ Evidence that they are connecting to a real person or organization…

  ☐ Site provides quick response to users (e.g. sending an email to confirm a transaction)

  ☐ Physical address is listed

  ☐ Phone number is listed

  ☐ Email address is listed

FIT 100 Ease of Use and Show of Expertise

❖ Ease of Use
  ☐ Ability to search archives (past content)
  ☐ Arranged in a way that makes sense to you

❖ Evidence of Expertise
  ☐ Site lists the authors credentials
  ☐ Site lists citations and references

FIT 100 Trustworthiness, Currency…

❖ Evidence of trustworthiness in a web site
  ☐ Linked to by a site you think is believable
  ☐ States its policy on content
  ☐ Represents an organization you respect

❖ Evidence of Currency
  ☐ Site is frequently updated

FIT 100 No More Ads, PLEASE!

❖ Commercialism of the site is at a minimum
  ☐ It is easy to distinguish ads from content
  ☐ No automatic pop up windows with ads

Slide 1

Professional Feel
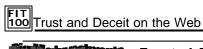
- No typographical errors

- Site is always available

- All the links work

Slide 2

Trust and Deceit on the Web

Big Al's Investments   **Trusted Securities**

P.O. Box 83737   On the web since 1993
Bahamas   Approved by SEC

Make a Million in a Month   Visit our 240 investment centers
                                  or online service assistants
We did it, you can too!   or call 1-800-TRUSTED
                                  Over 80,000 customers - see
Invest now!   their ratings and comments
Type your credit card #
_____   Read our Customer Protection
                                  and Privacy Policy

Slide 3

Fidelity.com LOGIN Home | Open an Account | Help SEARCH GET QUOTE

My Fidelity | Accounts & Trade | Quotes & Research | Planning & Retirement | Products & Services | Customer Service

Wednesday, October 10, 2001

Quick links...

Solutions for
Individual Investors
Online Brokerage
Mutual Funds
Retirement Center
Rollover IRAs
Employee Stock Options
College Planning
Annuities
Insurance Center
FundsManager Program
Wealth Management & Trust
Charitable Gift Fund℠
The Fidelity Difference

Test Drive Fidelity
3 months of free
research, tools, and
more.

Customer Update
- A Perspective on the Market from Peter Lynch
- Market Analysis and Insight
- Account Assistance for Those Affected by Recent Events
- News for Charitable Gift Fund Donors about Relief Efforts
- Retirement Seminars Can Help You Plan a Better Future

New to Fidelity? A guide to getting started

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Dow Jones Industrial
9,250
9,200
9,150
9,100
9,050
9,000
10 11 12 1 2 3
DJIA 9,224.40 +172.02
NASDAQ 1,817.40 +47.21
S&P 500 1,079.52 +22.77
FTSE 100 5,153.10 +143.30
3:15 PM ET 10/10/2001
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Other Fidelity Sites
Employers
Investment Professionals
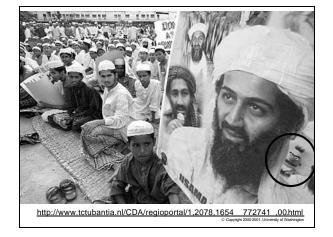Using an Advisor
International
Inside Fidelity
Careers

Slide 4

Misunderstanding Off the Web

- One sees misinformation passed in many forms. Some might be:
  - Incorrect facts regarding historical information
    - But who writes history?

  - Inaccurate financial information related to "scams" and other shady business dealings

  - Gossip
    - A fact starts out accurately and is slowly skewed each time it is repeated

  - Not enough depth to the coverage of the topic

  - Inaccurate associations based on lack of understanding of the environment….

Bert is Evil !
Bert & Osama bin Laden

Previous rumors of Osama bin Laden (the man believed to be behind the World Trade Center in New York City, Khobar Towers in Saudi Arabia, and U.S. embassies bombings in Kenya and Tanzania) and Bert being Partners in terrorism have now been Confirmed!

This TOP SECRET picture obtained by MSNBC and now in sole possession by the U.S Government was intercepted by My Man in the field, J-roen. The U.S Government believes that Bert is an informant for Bin Laden, telling Him when and Where to attack. U.S officials have not been able to talk to Bert about this possible connection cause of His Muppet Immunity.

Thanks to,
J-roen
for risking his life to get us this picture

<<PREV | HOME | NEXT>>

Taliban mobiliseren steun in Afghanistan

ISLAMABAD (AP) - Het Taliban-regime van Afghanistan heeft vertegenwoordigers het land in gestuurd om zich te verzekeren van de steun van lokale bestuurders, vooral die van invloedrijke stamhoofden. Tijdens een bijeenkomst in de oostelijke provincie Khost hebben Taliban-functionarissen gedreigd de huizen in brand te steken van iedereen die de voormalige koning Mohammad Zaher Shah steunt, zo meldde de radiodienst van de Taliban donderdag.

Na het wekelijkse vrijdaggebed is er in Bagladesh tijd voor een gezamenlijk protest en steunbetuiging voor Bin Laden (foto ANP)

http://www.tctubantia.nl/CDA/regioportal/1,2078,1654__772741_,00.html

FIT 100 **Will the real WTO please come forward…**

WTO
http://www.wto.org

WTO
http://www.gatt.org

http://zapatopi.net/afdb.html

http://www.improb.com/airchives/classical/cat/cat.html

http://www.tass.net/

http://www10.cnn.com/US/9804/10/fringe/peep.science/index.html

http://147.129.1.10/library/research/AIDSFACTS.htm

FIT 100 Summary

- ❖ Information is NOT Democratic.
  - □ Not all equal
  - □ Some Information IS better than others (more credible)

- ❖ Take into consideration WHY you want the information when you go out to search for it
- ❖ Since there are no checks on general web content, if you REALLY need accuracy, double check it against other sources
- ❖ We have ways to evaluate sites using criteria covers all forms of credibility
  - □ But many of these can be exploited
- ❖ Misinformation spreads like wildfire, on and off the web
- ❖ We judge two things on sites:
  - □ The information provided
  - □ The person or organization represented

FIT 100 Readings/Assignment

- ❖ Chapter 7 in the FIT course pack for Wednesday

- ❖ Assignment 2 will be up this afternoon on the site
  - □ Due next Monday

- ❖ Project 1, Part 1 due Friday by noon
  - □ Bring hardcopy to class OR
  - □ Turn in to Information School Student Services Office
    - ≡ MGH 470