

Information: Truth or Fiction?



How do you know?
For that matter, what is truth?

© Copyright 2000-2001, University of Washington



Why Do We Search for Information?

- ❖ Information is that which reduces uncertainty in our lives
 - ❑ One could say, then, that misinformation can be information (temporarily) 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 or changes our knowledge on some topic
 - ❑ 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.

© Copyright 2000-2001, University of Washington



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)

© Copyright 2000-2001, University of Washington



What is Truth? Knowledge?

- ❖ Truth to you may be fiction to a person in another class, another culture, another city, etc.
- ❖ Knowledge?
 - ❑ One definition could be:

**Justified
True
Belief**

© Copyright 2000-2001, University of Washington



Trust and Credibility

- ❖ 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

© Copyright 2000-2001, University of Washington



Problem Solution?

- ❖ 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?

© Copyright 2000-2001, University of Washington



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

© Copyright 2000-2001, University of Washington



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.

© Copyright 2000-2001, University of Washington



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

© Copyright 2000-2001, University of Washington



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

© Copyright 2000-2001, University of Washington



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

© Copyright 2000-2001, University of Washington



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

© Copyright 2000-2001, University of Washington



Professional Feel

- ❖ No typographical errors
- ❖ Site is always available
- ❖ All the links work

© Copyright 2000-2001, University of Washington



Trust and Deceit on the Web

Big Al's Investments

P.O. Box 83737
Bahamas

Make a Million in a Month

We did it, you can too!

Invest now!
Type your credit card #

Trusted Securities

On the web since 1993
Approved by SEC

Visit our 240 investment centers
or online service assistants
or call 1-800-TRUSTED
Over 80,000 customers - see
their ratings and comments

Read our Customer Protection
and Privacy Policy

© Copyright 2000-2001, University of Washington

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

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

Wednesday, January 23, 2002

Site Tour Watch List

Quick links...

Solutions for Individual Investors

- Online Brokerage
- Mutual Funds
- Retirement Center
- Rollover IRAs
- Employee Stock Plans
- College Planning
- Annuities
- Insurance Center
- Funds Manager Program
- Wealth Management & Trust
- Charitable Gift Fund™
- The Fidelity Difference

Why Choose Fidelity?
We can help you see yourself succeeding™

Start Here

- [Welcome Center](#) Trade, Plan, and Manage Your Finances
- [Click - Open and Fund an Account Online - Trade Today](#)
- [Call - Talk to a Representative at 800-FIDELITY](#)
- [Visit - Find an Investor Center](#) Near You

This Week at Fidelity.com

- [Need a Comprehensive Review of Your Portfolio?](#)
- [Are You Benefiting From the New Tax Law?](#)

e401k - A solution designed just for small businesses

Fidelity Investments

Site Map
Important Legal Information © 2001-2002 FMR Corp. All rights reserved.
Fidelity's Commitment to Privacy
This site is for persons in the US only
Fidelity Brokerage Services LLC, Member NYSE, SPC

© Copyright 2000-2001, University of Washington

Fidelity.com LOGIN Home | Give Money | Ask Gr SEARCH GIVE

ADVICE Grace & Trade GRACE & Research GRACE & Retirement Products & Services Service to Grace

Wednesday, January 23, 2002

Site Tour Watch List

Quick links...

Solutions for Individual Investors

- Donate to Grace
- Buy From Grace
- Give to Grace's Retirement
- Get Less for your money
- Employee Stock Plans
- Pay Grace's College Loans
- Annuities
- Insurance Center
- Funds Manager Program
- Wealth Management & Trust
- Charitable Gift Fund™
- The Fidelity Difference

Why Choose Fidelity?
We can help you see yourself succeeding™

Start Here

- [Welcome Center](#) Trade, Plan, and Manage Your Finances
- [Click - Open and Fund Grace's Account Online - Trade Today](#)
- [Call - Talk to a Representative at 800-FIDELITY](#)
- [Visit - Find an Investor Center for Grace Near You](#)

This Week at Fidelity.com

- [Need a Comprehensive Review of Your Portfolio?](#)
- [Are You Benefiting From Giving Money to Grace?](#)

e401k - A solution designed just for small businesses

Fidelity Investments

Site Map
Important Legal Information © 2001-2002 GBW Corp. All rights taken for granted.
Grace's Commitment to Privacy and Taking Your Money
This site is for persons interested in giving up cash to Grace only
Fidelity Brokerage Services LLC, Member NYSE, SPC

© Copyright 2000-2001, University of Washington



Trust online

- ❖ Researchers (Rand) checked out 6 health Web sites and 12 sites dedicated to specific diseases.
- ❖ How frequently Web sites are complete and accurate:
 - ❖ **Breast cancer** 63%
 - ❖ **Depression** 44%
 - ❖ **Obesity** 37%
 - ❖ **Childhood asthma** 33%

© Copyright 2000-2001, University of Washington



Misunderstanding = Misinformation?

- ❖ 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/Partial Facts
 - + 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....

© Copyright 2000-2001, University of Washington



Bert is Evil ! Bert & Osama bin Laden

Previous rumors of Osama bin Laden (he was believed to be hiding in the World Trade Center in New York City, Khobar Towers in Saudi Arabia, and U.S. Embassy 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>>

Voordelbannen

- nieuws**
- Voorpagina
- Tentsele
- Dossiers
- ANP Nieuws
- Fotoalbumen

Service

- Beleggen
- Begroeven
- Familiebeschichten
- Forum
- Gartenboek
- Hotels in Torento
- Paal
- Puzzel
- Reizen
- Restaurants
- Sportlink
- Telefoonids
- Verkeer
- Weer
- Zoek op Internet

Huren of kopen?

Huren of kopen?

Huren of kopen?

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. Tegens een bijeenkomst in de oostelijke provincie Khost hebben Taliban-functionarissen gedreigd de huizen in brand te steken van iedereen die de voormalige koning Mohammad Zahir Shah steunt, zo meldde de radiodienst van de Taliban donderdag.



Na het voorbijgaan vrijdagochtend is er in Bagdadish tijd voor een gezamenlijk protest en steunbetuiging voor Bin Laden.
(foto ANP)

OFIHE

De diepere oorzaak van het ontstaan van terrorisme is in de wereld

- de onrechtvaardigheid
- godsdienstwisten
- afgeze ten opzichte van het wisten
- anders

→ stem

Kies het mooiste en leukste gebouw



Berieuwd hoe uw krant wordt gemaakt?

De Twentsche Courant Tubantse houdt zaterdag 20 oktober open dag. U bent van 10 tot 16 uur van harte welkom in ons hoofdkantoor aan de Giefertsingel 41 / hoek Zuiderval in Enschede. Meer informatie kunt u

© Copyright 2000-2001, University of Washington



FIT 100 Truth or Fiction?

[Rent-A-Stalker](#)

[Aluminun Foil Deflector Beanie](#)

[Pol Pot Exile](#)

[Aids Facts](#)

[Americans with No Abilities Act](#)

[The Taxonomy of Barney](#)

© Copyright 2000-2001, University of Washington

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

© Copyright 2000-2001, University of Washington