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DIGITAL Literacy

(MIS)INFORMATION & AI

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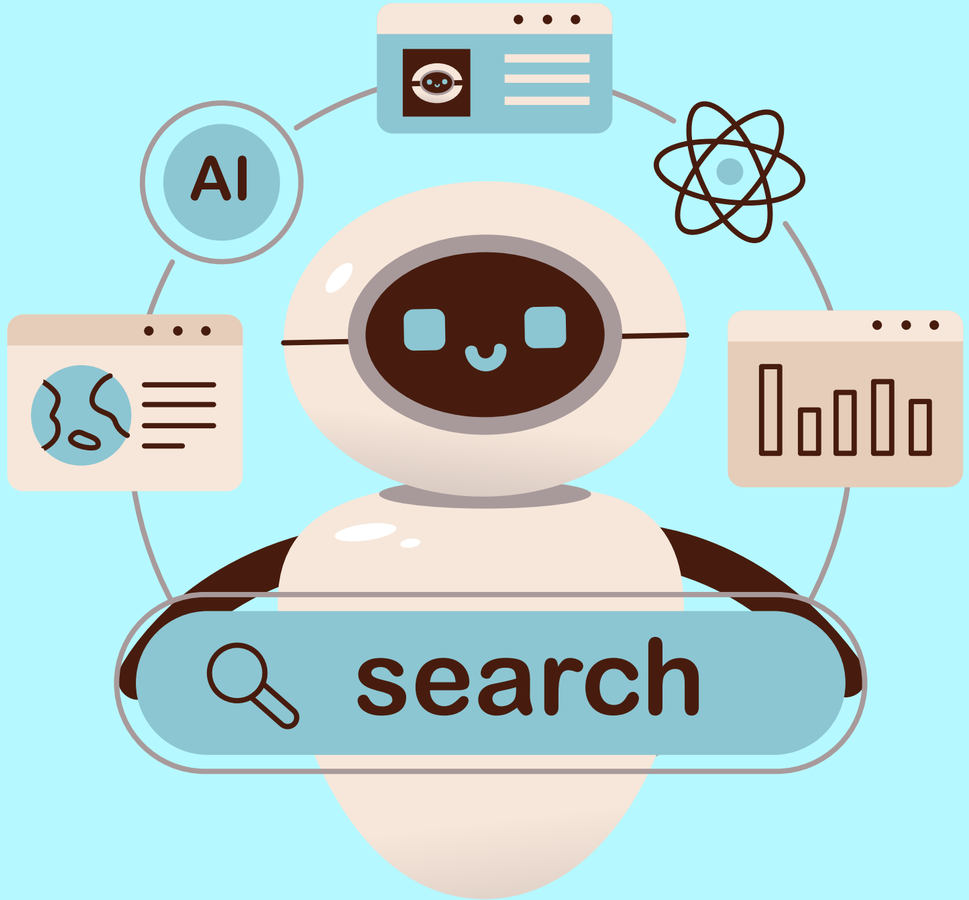
TOPICS:

- Information & Media Literacy
- Artificial Intelligence (AI)
- Misinformation & Hoaxes
- Confirmation Bias
- Algorithms & Personalized Feeds
- Evaluating Sources



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INFORMATION & MEDIA LITERACY:

What is media literacy?



The ability to find, understand, question, and evaluate information you see online.

Examples of Credible Media Sources:

Research & Scientific Sources: Google Scholar, peer-reviewed journals, and scientific orgs
Educational Institutions (.edu)
Government Websites (.gov)
Established News Organizations
(consider biases and whether the article is an opinion piece or evidence-based)

⚠ **A credible website doesn't automatically mean every piece of information on it is correct.**

Students should still:

- Verify the author's expertise.
- Look for evidence and citations.
- Check the publication date.
- Compare the information with other reliable sources.

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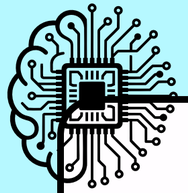
ARTIFICIAL INTELLIGENCE (AI)



What is Artificial Intelligence?

Artificial Intelligence (AI) is technology that enables computers to analyze information, recognize patterns, make predictions, understand language, and generate new content.

Predictive AI

AI that analyzes information, recognizes patterns, makes predictions, or recommends things based on data.

Examples: Google Search, Google Search, Youtube, Netflix, Gmail Filters, Spotify

Generative AI

AI that creates NEW content based on patterns learned from large amounts of data, and prompting from the user.

Examples: ChatGPT, Google Gemini, Claude, Canva Magic Studio, Quizlet, Grammarly

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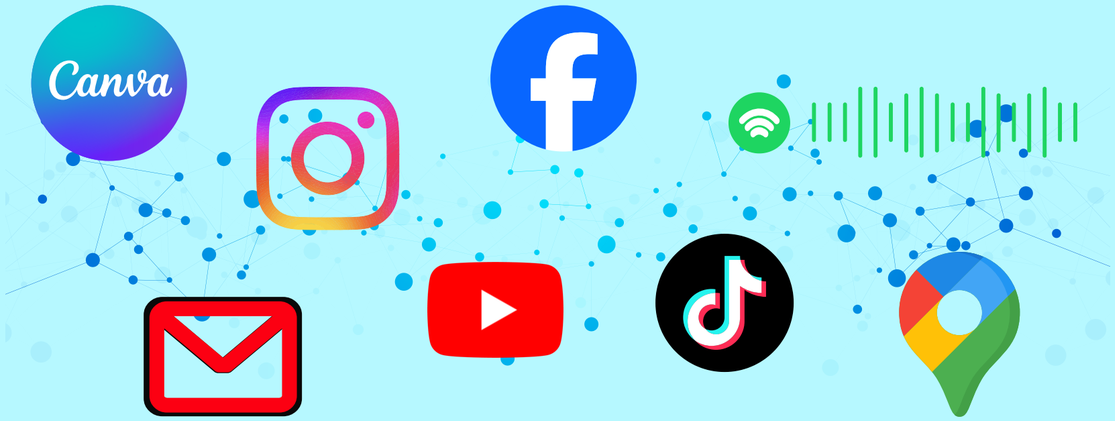
ARTIFICIAL INTELLIGENCE (AI)

Use with a cautious and critical lens:

- AI can make mistakes and provide inaccurate information. *What is the source information that it is pulling from? Is that information credible?*
- AI-generated content can contain bias.
- AI doesn't automatically understand whether information is true or false.
- Just because an app uses AI doesn't mean everything it produces is accurate.

💡 Think about it:

How many apps do you use every day that have AI built into them without you even realizing it?



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ARTIFICIAL INTELLIGENCE (AI)

Privacy & Safety:

- **Protect personal information:** Never share sensitive details like passwords, addresses, financial information, or private documents.
- **Know how your data is used:** Check the AI tool's privacy policies and settings to understand how your information may be stored or used.
- **Think before you share:** Don't assume anything you enter is completely private.

Academic Integrity:

- **If you use AI, use it as a resource, not the final product:** AI can be helpful to brainstorm, organize ideas, and support learning—not to do the work for you.
- **Do not plagiarize:** Submitting AI-generated content as your own is plagiarism. Teachers may provide acceptable AI use guidelines.
- **Give credit when required:** Disclose or properly cite anything produced by AI.

Responsible AI use can support your learning, but should NEVER replace your thinking!

Education is about building critical thinking and creative skills! Don’t let AI rob you of that.

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MISINFORMATION & HOAXES

What is Misinformation?

Misinformation is inaccurate information that people share, intentionally or unintentionally.

Why is it dangerous?

- Spreads rumors & false information.
- Can damage someone's reputation.
- Can influence people's opinions & decisions.
- Can cause fear or confusion.

Examples of Misinformation:

- 🤖 **AI-Generated Content:** Fake images, videos, or audio that look or sound real.
- 🎭 **Deepfakes:** AI-generated media that makes someone appear to say/do something they never did.
- 📰 **Fake Headlines:** Stories designed to get attention but contain misleading/false information.
- 📸 **Altered Images:** Photos edited to make something appear different from reality.
- 🚨 **Online Hoaxes:** Fake stories, rumors, or warnings designed to trick people.

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CONFIRMATION BIAS

What is Confirmation Bias?

Confirmation bias is the tendency to believe or pay more attention to information that supports what we already think or believe.





How does it happen?

- Searching for information that confirms your opinion.
- Ignoring information that challenges your beliefs.
- Trusting posts or videos simply because they support what you already think.
- Sharing information without checking for accuracy.

How to address it:

- Consider different perspectives.
- Look for evidence that challenges your opinion.
- Don't automatically believe something just because you agree with it.
- Check multiple reliable sources.
- Consider: Are you looking for the truth, or just looking for information that proves you're right?

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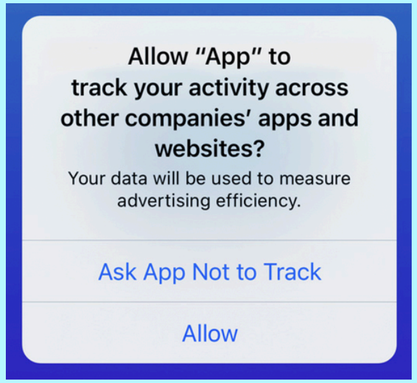
ALGORITHMS & PERSONALIZED FEEDS

What are Algorithms?

Algorithms are sets of instructions that help platforms decide what content to show you based on your online activity and interests.

How do they work?

- Track what you like, watch, search, and interact with.
- Recommend videos, posts, and accounts based on your activity.
- Learn what keeps you interested and engaged.
- Customize your feed to show content they think you'll enjoy.





How can this affect you?

- You may repeatedly see information that supports your existing beliefs.
- You may be exposed to fewer different opinions or perspectives.
- Misleading information can continue appearing in your feed.
- You may develop a filter bubble – an online environment where you're mostly exposed to similar information and viewpoints.

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EVALUATING SOURCES

How can you tell if information is trustworthy or factual?

Evaluating sources means checking where information comes from, who created it, and whether there is evidence to support it.

🛑 S — STOP

Pause before believing or sharing information, especially if an emotional headline pressures you to react.

🕵️ I — INVESTIGATE THE SOURCE

Check who created the content, whether they're trustworthy, and if they have expertise on the topic.

🔎 F — FIND BETTER COVERAGE

Look for other reliable sources reporting the same information instead of relying on the first result/post.

✏️ T — TRACE CLAIMS TO THE ORIGINAL SOURCE

Find where the information originated and check the original study, interview, report, or evidence.

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TEST YOUR KNOWLEDGE:

→ Go to: bit.ly/NSHS-DLQ2-2627

