

# POST-TRUTH SOCIETY

## LIBRARIES IN A POST-TRUTH SOCIETY

**F**ake news and alt-facts seem to be everywhere these days and library and information professionals help users to understand the signifiers of inaccurate stories that they might come across in their day to day lives.

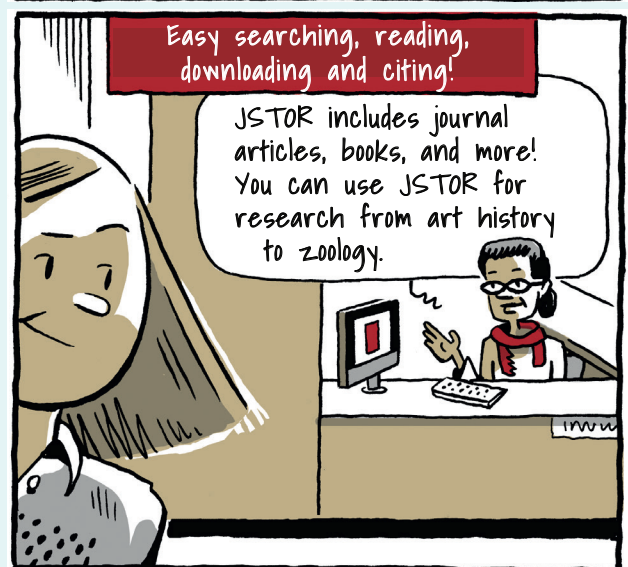
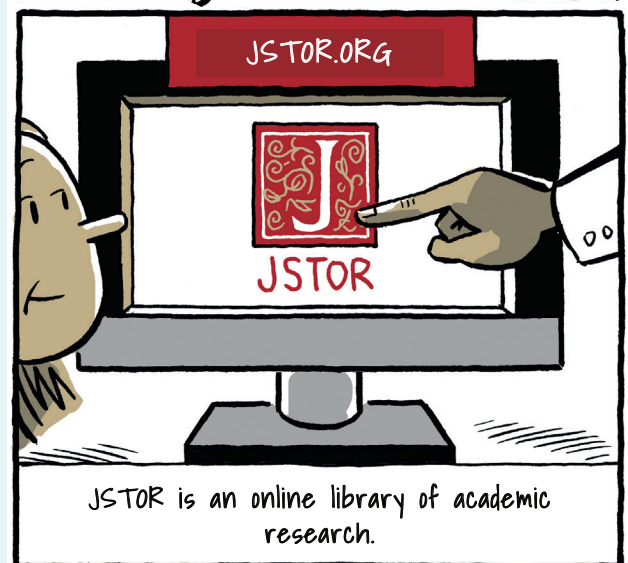
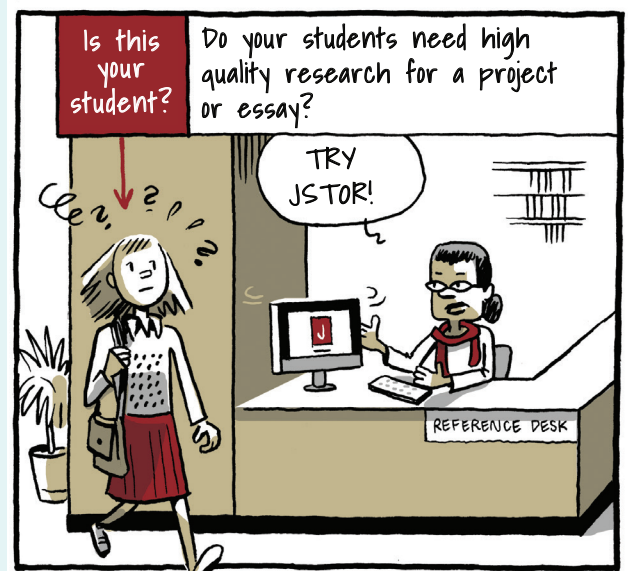
We've all had discussions about fake news and the impact it's having on our communities. As library and information service professionals, ALIA Members have a leading role in the fight against alt-facts and the post-truth movement. Librarians around the world are leading the charge with a new focus on teaching media literacy to the general public.

More broadly, the role of libraries and information professionals in providing assistance with sourcing facts in a post-truth age is put under the spotlight in this issue of *INCITE*. We asked our Members to help us communicate how they help to inform and educate, and the tools they have found useful in helping the public to understand what is accurate and what is false when it comes to the information that they come across in their day to day lives.

Library and information service professionals have always been a key component in the curation of accurate information and our Members have a lot to say on the matter. 🌐

David Clarke presented four fundamental challenges relating to information in a post-truth society (2017, [bit.ly/2Dfz8Dd](http://bit.ly/2Dfz8Dd)):

1. **FAKE NEWS** – false information that is presented to look like news stories whether this be playful hoaxes, satirical content, opinion-based content, sincere misinformation, deliberate disinformation, clickbait, or 'socialbots'.
2. **FILTER BUBBLES** – a consequence of personalised search, leading to 'autopropaganda indoctrinating us with our own ideas'.
3. **SPONSORED CONTENT** – advertisers paying to promote content in search engine results or to deliver selective messages via social media to defined audience segments.
4. **INFORMATION LITERACY** – it is getting harder to determine the origin and authenticity of information, to distinguish fact from opinion and truth from lies'.



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