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**Impact of Social Media Information Disorders in Librarians'
Community**

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A blue ballpoint pen is positioned diagonally on a document. The document features a bar chart with several blue bars of varying heights. The pen has a blue grip and a silver-colored barrel. The background is a light blue color with a subtle grid pattern.

Outline

- Introduction
- Statement of the Problem / Objectives
- RRL Highlights
- Methodology
- Results
- Discussion
- Conclusion
- References

Introduction (1/2)

Social media are increasingly accepted in libraries as communication methods to reach out to users. It is an accessible way to connect to all types of users especially the new generation of social media users.

Publishing and sharing of information became quick using free popular social media platforms thus giving perpetrators an easy way to do a sham business online.

This became a serious challenge for librarians on how to properly navigate legitimate sources circulating in social media.

Introduction (2/2)

Use	In the early days of social media use, librarians' challenges are how to understand the concept of news sharing and social media (Kümpel, A. S. et al., 2015).
Time	As time pass by in an online environment, false and fake information became rampant in social media.
Identify	One challenge is to identify accurate information.

Statement of the Problem / Objectives

- The status of librarians in society matters thus, their expertise to identify fake news is part of their professional identity.
- If we talk about civic librarianship as a professional identity, it attempts to substantiate the notion of being "accountable to society" (Pedersen, 2006).
- Librarians' commitment to ensuring information credibility is a key aspect of their authority. However, their expertise in evaluating information also makes them susceptible to the risks associated with false information.
- What is the impact of information disorders on the community of Filipino public librarians?
- The study investigates the impact of information disorders on the communities of Filipino public librarians.

RRL Highlights

Libraries can use their influence to help students and librarians to spot misinformation and caution others against spreading it. Libraries are key players to combat false information (Coward, 2018).

Lack of confidence of the public librarians in exercising social authority (McCabe, 2001). McCabe emphasizes the need for a shift towards a more confident leadership style. Grants them the responsibility to share this knowledge and advocate for the library's role in education and community development.

Bringle & Wall noticed that civic skills can be composed of civic professionalism, social responsibility, and participatory democracy as meanings that elicit civic education that is all related to scholarship, practice, and research (Bringle & Wall, 2020).

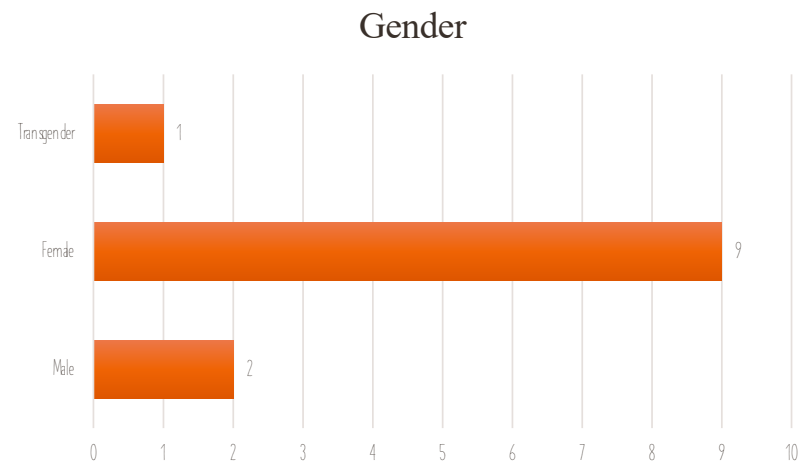
The civic role of librarians encompasses intellectual freedom and their role is to exercise their social authority (McCabe, 2001).

Methodology

- This study describes the novel phenomenon of information disorders circulating in social media as experienced by Filipino librarians and how it impacts their profession.
- Responses are organized by themes and followed by a discussion of analyzing the content of interview.
- Discourse analysis allows the discovery of librarians' civic duties and how it is related to their professional identity. The messages conveyed during the interview will understand the extent of civic roles of librarians in terms of acknowledging information disorders and its harmful threat in social media.
- Purposive sampling was used to identify the participants of the study. With the current list of librarians who received an award from the National Library of the Philippines.
- Data was analyzed using Nvivo 14 (1.7.1), a qualitative data analysis (QDA) computer software package.

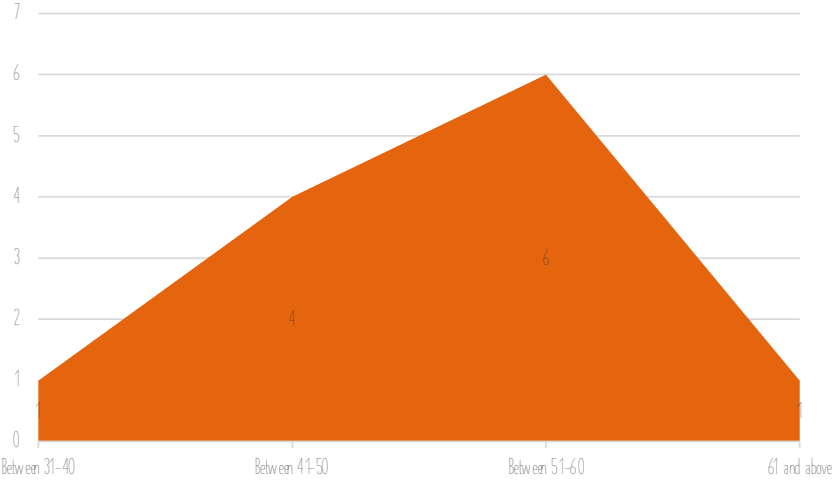
Results

- A total of twelve participants agreed to be interviewed online for a period of eight months.





Age



Themes

Themes	Description
Credibility Threat	This emphasizes the risk false information poses to the believability of reliable sources.
Detrimental and Problematic	Detrimental emphasizes the harmful aspects of something. Problematic suggests there are issues that need to be addressed.
Unfounded Claims	This cluster emphasizes the absence of evidence or a clear source for the information.
Promoting Truthful Information	This cluster highlights the importance of sharing accurate and reliable information.
Exploitation and Manipulation	Highlights the potential harm caused by self-proclaimed experts who commit fraud. This could involve financial exploitation, wasted time or resources, or even physical harm depending on the context.

Themes

Credibility Threat

Participant 4

"Fake news has become an unaccepted term. the term maritessing or maritess has become, you know, or chismis. Before we call it chismis, when we say chismis, it's an informal term. It's information that is not true, but it spreads throughout."

"Fake news has become an unaccepted term. Similarly, 'maritessing' or 'marites' has become synonymous with gossip, you know, chismis. But chismis itself is an informal term. It's just unverified information that spreads quickly, whether true or not."

Gossip/Rumor

Themes

Detrimental
Problematic

and Participant 10

"So siyempre po parang nakakakonsyensya kung halimbawa na i-post ito tapos mali naman pala."

"Sharing something that might be wrong would definitely make me feel guilty afterward"

Ethical concern

Themes

Unfounded Claims

Participant 10

"Kasi pag sinabing fake news, usually yung pinagmulan parang hindi mo matrace kung saan nanggaling."

"The term "fake news" typically applies to information spread by sources with no regard for its source or veracity."

Untraceable

Discussion

Detrimental to Self

- Participant 10: "Sharing something that might be wrong would definitely make me feel guilty afterward."
- Context: For a librarian to share a misleading information, there is a sense of responsibility or regret for spreading falsity.
- The dissemination of false information can lead to negative consequences for both the information itself and the credibility of the person sharing it. It takes a lot of time to achieve a clear knowledge practice so as not to harm the credibility of a professional librarian. For Barclay (2018), librarians should develop techniques to identify information disorders and policies for deterring their spread

Discussion

Unfounded Claim

- Participant 2: "It's true I might be biased in my self-evaluation, but my gut feeling tells me it's inaccurate. That's interesting, because it doesn't feel like I'm being forced to believe something."
- Context: The librarian acknowledges there might be bias when evaluating information online. There is a pre-conceived personal belief that affects critical engagement with information.
- Westerwick (2017) discussed a phenomenon known as confirmation bias. The preexisting prejudices and actions of social media users present librarians with an extra challenge. Decision-making and the processing of information can be influenced by social media environments.

Discussion

Being Truthful and Sharing What is Right

- Participant 1: "The immense influence of social media underscores the critical role of professional librarians in disseminating accurate information promptly."
- Context: The librarian understands using social media can also contextualize who they are and their professional identity. The librarian who is present in social media whether for promotional, educational, or informational reasons must keep the expectations of their users.

Conclusion



In LIS, librarians take the responsibility of providing trusted sources of information. As librarians face infodiversity, they can cultivate critical thinking skills when consuming or sharing content.



Librarians express concern about the prevalence of rumors and unverified information, often referred to as 'fake news.' They highlight the role of gossip ('chismis') in Filipino culture as a potential source of misinformation.



Given the widespread dissemination of false information, librarians, as information professionals, are uniquely positioned to play a significant role in combating this issue. (Yap et al., 2024).



Librarians can play a pivotal role in addressing the crisis of credibility by sharing expert advice and advocating for the value of accurate information. This can help to enhance their professional standing and contribute to public trust.



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Thank you for your
attention 😊

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