

## News Literacy Vocabulary

### (for credibility checks)

- *confirmation bias*: the tendency to believe information is credible if it conforms to the reader's/viewer's existing belief system, or not credible if it does not conform
- *container collapse*: my own term for our trouble discerning the original information container, format or information type—blog, book, pamphlet, government document, chapter, magazine, newspaper, journal, or section of the newspaper or magazine or journal—once publishing *cues* are removed and every source looks like a digital page or a printout.
- *content farm* or *content mill*: a company that employs a staff of freelance writers to create content designed to satisfy search engine retrieval algorithms with the goal of attracting views and advertising revenue.
- *echo chamber*: “In news media an echo chamber is a metaphorical description of a situation in which information, ideas, or beliefs are amplified or reinforced by transmission and repetition inside an “enclosed” system, where different or competing views are censored, disallowed, or otherwise underrepresented.” ([Wikipedia](#))
- *fact checking*: the act of verifying assertions either prior to publication or after dissemination of the content
- *filter bubble*: When search tools present with the stories we are likely to click on or share based on our past activity, potentially affirming our biases, we need may be experiencing what Eli Pariser calls a [filter bubble](#),
- *herding phenomenon*: as more journalists begin to cover a story, even more journalists are likely to join the herd, imitating the angle the story initially took rather than developing alternate or original approaches or angles.
- *native advertising*: paid, sponsored content designed to look like the legitimate content produced by the media outlet
- *satisficing*: a portmanteau of the words *satisfy* and *suffice* introduced by Herbert Simon in 1956 to refer to the tendency of people, bounded by time limitations, to select *good enough* information over optimal information
- *triangulation* or *cross verification*: Researchers establish validity by using several research methods and by analyzing and examining multiple perspectives and sources in the hope that diverse viewpoints will can shed greater light on a topic.
- *virality*: the rapid circulation of media from one user to another. When we forward sensational stories, often from social media without checking their credibility in other sources, we increase their virality.

<http://blogs.slj.com/neverendingsearch/2016/11/26/truth-truthiness-triangulation-and-the-librarian-way-a-news-literacy-toolkit-for-a-post-truth-world/>