

Online Reference and the Open Web: Boosting Strategies and Sources May 2020

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Some of What I Do Each Day

- ▶ infoDOCKET.com
- ▶ Updated Daily With News, New Resources
- ▶ Also Send Material (via E-Mail) to Specific People
- ▶ A Chunk of My Day is Spent Discovering/Finding New Material to Share
- ▶ In One Form or Another I've Been Doing this Since About 2000
- ▶ Library Journal Took an Interest About 10 Years Ago

Nothing New: Librarian as Curator, Collection Builder

- ▶ What is New: A Never Ending Stream of Material, Global
- ▶ Everyone is a Publisher (Both a Blessing and a Curse)
 - ▶ Share, Multiple Voices
 - ▶ Fake News
- ▶ What We Know: People Need Help, Guidance
- ▶ Principle of Least Effort, “Satisficing”
- ▶ Our Role: Providing Access to Credible Data, Information
- ▶ Library Preemptively, Proactively, Selectively Sharing With Member of Community (Individuals and Groups)

Adding Value: So Much Material, So Little Time

- ▶ Showing People Something They Don't Know
- ▶ Bringing Like Things Together
 - ▶ Timeliness is Important But Not Essential
 - ▶ How We Judge Traditional Print and Digital Tools Applied to Open Web
 - ▶ Material Not Included in Press Reports, Adding Context to the [News, Topics of the Day](#)
- ▶ What's Possible: Indexing, Abstracting, Sharing (Time vs. Effort vs. Reward)
 - ▶ Depends on Resources
 - ▶ Sharing Can be as Simple (and Useful) as a Quick Email to an Individual or Group
 - ▶ Making Others Look Good

Library/Librarian as Community Info Disseminator

- ▶ Adding Value to Community
- ▶ Marketing and Promotion Tool for Your Library
- ▶ Not Just Saying “Use the Library” But **Demonstrating** Library Value with Useful, Relevant Material For Community Members
- ▶ **Demonstrating Your Value**
- ▶ Building Relationships, Word-of-Mouth Marketing

Who to Share With Preemptively, Proactively?

- ▶ Educators (GAO Report Data Mining)
- ▶ Business Community, Chamber of Commerce
- ▶ Authors, Writers, Journalists
- ▶ Parents Groups
- ▶ Restaurant Owners
- ▶ Government Leaders
- ▶ Clergy
- ▶ Share your ideas in Chat!

Government Accountability Office (GAO)



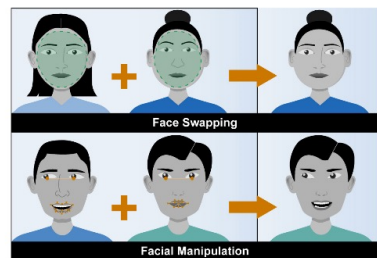
Science, Technology Assessment,
and Analytics

SCIENCE & TECH SPOTLIGHT:

DEEPFAKES

/// THE TECHNOLOGY

What is it? A deepfake is a video, photo, or audio recording that seems real but has been manipulated with AI. The underlying technology can replace faces, manipulate facial expressions, synthesize faces, and synthesize speech. Deepfakes can depict someone appearing to say or do something that they in fact never said or did.



Source: GAO. | GAO-20-379SP

Figure 1. Deepfake videos commonly swap faces or manipulate facial expressions. In face swapping, the face on the left is placed on another person's body. In facial manipulation, the expressions of the face on the left are imitated by the face on the right.

While deepfakes have benign and legitimate applications in areas such as entertainment and commerce, they are commonly used for exploitation. According to a recent report from the company Deeptrace, much of deepfake content online is pornographic, and deepfake pornography disproportionately victimizes women. Further, there is concern about potential growth in the use of deepfakes for other purposes, particularly disinformation. Deepfakes could be used to influence elections or incite civil unrest, or as a weapon of psychological warfare. They could also lead

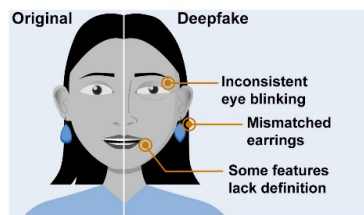
FEBRUARY 2020

WHY THIS MATTERS

Deepfakes are powerful tools that can be used for exploitation and disinformation. Deepfakes could influence elections and erode trust but so far have mainly been used for non-consensual pornography. The underlying artificial intelligence (AI) technologies are widely available at low cost, and improvements are making deepfakes harder to detect.

Deepfakes use different underlying AI technologies—notably autoencoders and generative adversarial networks (GANs). An autoencoder is an artificial neural network trained to reconstruct input from a simpler representation. A GAN is made up of two competing artificial neural networks, one trying to produce a fake, the other trying to detect it. This competition continues over many cycles, resulting in a more plausible rendering of, for example, faces in video. GANs generally produce more convincing deepfakes but are more difficult to use.

Researchers and internet companies have experimented with several methods to detect deepfakes. These methods typically also use AI to analyze videos for digital artifacts or details that deepfakes fail to imitate realistically, such as blinking or facial tics.



Source: GAO; conceived from DARPA image at <https://www.darpa.mil/news-events/2019-09-03a>. | GAO-20-379SP

Figure 2. Examples of characteristics that may indicate a deepfake.

How mature is it? Anyone with basic computer skills and a home computer can create a deepfake. Computer applications are openly available on the Internet with tutorials on how to create deepfake videos. However, to develop a somewhat realistic deepfake, these applications generally still require hundreds or thousands of training images of the faces to be swapped or manipulated, making celebrities and government

<https://www.gao.gov/assets/710/704774.pdf>

<https://www.gao.gov/products/GAO-20-379SP>

A Small Sampling of Tools and Resources

- ▶ Beyond Google News
 - ▶ [Event Registry](#) and [GDELT Summary](#)
 - ▶ Use the Alerts in Your Subscription Databases (In fact, this is a great service to work with community members on).

Event Registry



 **SEARCH**

ARTICLES

EVENTS

Filters:  Locations  Sources  Categories  Last month  Any language  Misc.

Sample queries

Looking for ideas for different searches? Read about [different search modes](#) and check our sample queries below:

HIDE SAMPLES

SIMPLE SEARCH MODE

 [Climate change news related to Donald Trump](#)

EXACT SEARCH MODE

 [News articles about problems in education](#)

CONCEPT SEARCH MODE

 [What are IT companies doing in terms of sustainability](#)

 [Most viral articles related to renewable energy](#)

Current articles and events

 Any language

SEE LARGE MAP





The Nation's Katha Pollitt: I'd 'Vote for Joe Biden If He Boiled Babies and Ate Them'

Location: **California, United States**

Articles about event: **88**



ARTICLES

EVENTS

Play Star Citizen for Free Today! | 11-Day "Free Fly" Invictus Launch Week Event Starts Now

Location: (unknown location)


Mentioned in 5 articles

Trump announces houses of worship will be deemed "essential services"

Location: (unknown location)

Mentioned in 52 articles

Event Registry



Unemployment What are you interested in?

SEARCH

ARTICLES EVENTS

Filters: Everett, Washington, United States Sources Categories Last month English Misc.

List of articles (7 results found)

List of Articles

Top Concepts

Languages

Tag Cloud

Timeline

News Sources

Article authors


Sentiment

Concept Graph


Concept Trends

Article Categories


Note: As a user with a free account you are only able to view 7 results.



Everett sheds more than 160 employees as part of budget cuts
EVERETT -- The city has laid off 81 part-time and full-time employees. Early estimates pin lost revenue at \$14 million this year, largely from the layoffs were part of a dramatic response to a sudden halt in retail sales.



Fraudsters using local identities for phony jobless claims
EVERETT -- Diane Bradford learned last week that someone has been using her identity to make bogus claims for unemployment insurance. She has plenty of company, as imposters are scamming systems set up to help jobless workers in states across the country.



No government aid for Everett's undocumented amid pandemic | HeraldNet.com
EVERETT -- The undocumented workers who staff hotels, restaurants, farms and grocery stores are "essential" in name only, an Everett resident without papers said.

Miscellaneous filters

Miscellaneous filtering options. [Learn more.](#)

Data type

☒ News ☐ PR ☐ Blogs

Duplicate filtering

No filter

Event filtering

No filter

Minimum shares on social media

0

Sentiment

NEGATIVE

POSITIVE

HERALD NET

Mon, 18 May 2020, 04:34

by Joseph Thompson

A Small Sampling of Tools and Resources

- ▶ [Reports From Think Tanks, Governments](#)
- ▶ Expert Sources: [Multiple Views \(Congressional Research Service, EU\)](#)
- ▶ Statistics: [U.S. Census Bureau Tips Sheets](#)
- ▶ Placing News in Context (Video)
 - ▶ Historical Materials: [C-SPAN Video Library](#)
 - ▶ Historical Materials: [American Archive of Public Broadcasting](#)
 - ▶ [YouTube Alerts for New Video, Upcoming Live Streams](#)

C-SPAN

VIDEO LIBRARY

QUICK GUIDE



252,938,057
total video views



Welcome to our Quick Guide to the C-SPAN Video Library. Here you'll find C-SPAN programs by frequently searched categories, a selection of most popular searches, some well-received "fast finds", and a look into the archive at the most popular programs (by online views) for each day of the year. To customize your search of the C-SPAN Video Library, please type a keyword, a name, the organization or congressional bill you're seeking, into the search box near the top of any page on C-SPAN.org.

Browse the Video Library

• Coronavirus

• Congress

- House Sessions
- Senate Sessions
- House Committees
- Senate Committees
- Congressional News

• Mueller Report

- Searchable Mueller Report
- House Democratic Reading of Mueller Report
- House Democratic Reading of Mueller Report (Audio Download)
- All Programs

• American History TV

- American Artifacts
- Lectures in History
- Reel America
- The Civil War
- The Presidency
- Oral Histories

• C-SPAN Specials

- American Presidents
- American Writers
- C-SPAN Cities Tour
- The Capitol
- First Ladies
- Landmark Cases

An Important Service to Include: Web Archiving

[Save Page Now From Wayback Machine](#)

- ▶ Instantly Archive Web Pages, PDFs, XLS Files Available on open web
- ▶ Now Also Available via Email
- ▶ Free Service

Save Page Now – Wayback Machine

DONATE



Saving page <https://www.webjunction.org/home.html>

✓ Done!

A snapshot was captured. Visit page: [/web/20200521222131/https://www.webjunction.org/home.html](https://web/20200521222131/https://www.webjunction.org/home.html)

<https://www.webjunction.org/home.html>
<https://www.webjunction.org>
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ui.min.css+etc_clientlibs,_social,_thirdparty,_bootstrap3.min.css+etc,_designs,_oclc,_oclc-
webjunction,_main.css+etc,_designs,_oclc,_syntaxhighlighter,_shThemeDefault.css+etc,_designs,_oclc,_syntaxhighl
ghter,_shCore.css+etc,_designs,_oclc,_coveo,_css,_CoveoFullSearchNewDesign.css+etc,_designs,_oclc,_coveo,

Downloaded elements: 112

[Return to Save Page Now](#)



The Wayback Machine is an initiative of the [Internet Archive](#), a 501(c)(3) non-profit, building a digital library of Internet sites and other cultural artifacts in digital form. Other projects include [Open Library](#) & [archive-it.org](#).



How to Disseminate, Share

- ▶ Keep it Simple
- ▶ Newsletter Roundups
- ▶ Social Media v. Email v. Both

Tools to Consider (What I Use)

- ▶ Let Others Help You Curate: [New Disaster Lit Resources](#) (National Library of Medicine)
- ▶ Put it All in One Place: [Zotero](#)
- ▶ [Inoreader](#)
- ▶ [RSS.app](#)
- ▶ [Website-Watcher](#)
- ▶ [OneTab](#) – Converts Tabs to a List

Zotero: collect, organize, cite, and share

Mac OS window showing the Zotero application interface. The title bar includes the Apple logo, the word "Zotero", and standard menu items: File, Edit, View, Tools, Window, Help. The status bar at the top right shows system icons and the date/time: May 21 13:34:43.

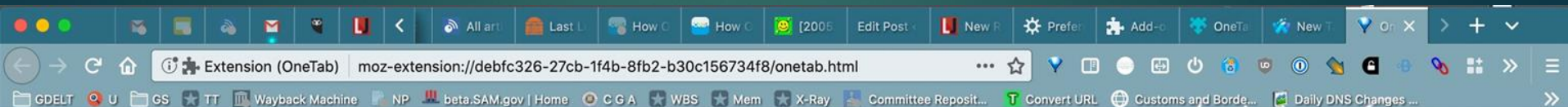
The interface is divided into three main sections:

- Left Sidebar (Library Structure):** A tree view under "My Library" containing folders such as "AAAAA_MIKE", "11111111111", "AAA Public", "AAAAA", "Adds", "Africa", "AI", "Alerts-Feeds", "Alerts/Daily/Wee", "AP--Not Real News", "ARL", "ARL NEWS", "Biz Opps", "CFL", "Companies/Sources", "Credibility", "CRS", "Curtis and Gary Show", "Database Providers", "Databases", "Privacy", "DHS", "Digital ARCHIVES", "Digital Collections", "Election 2020", "Facebook", "Factbook", "Facts", "Fast Facts", "Cannabis 2", "Flood", "Graphics", and "Health Data Privacy--NIST".
- Top Bar:** A search bar containing the text "Everything".
- Main Table:** A list of items with columns: Title, Creator, Date Added, and Date Modified. The items include various documents and videos related to COVID-19, digital collections, and library services.

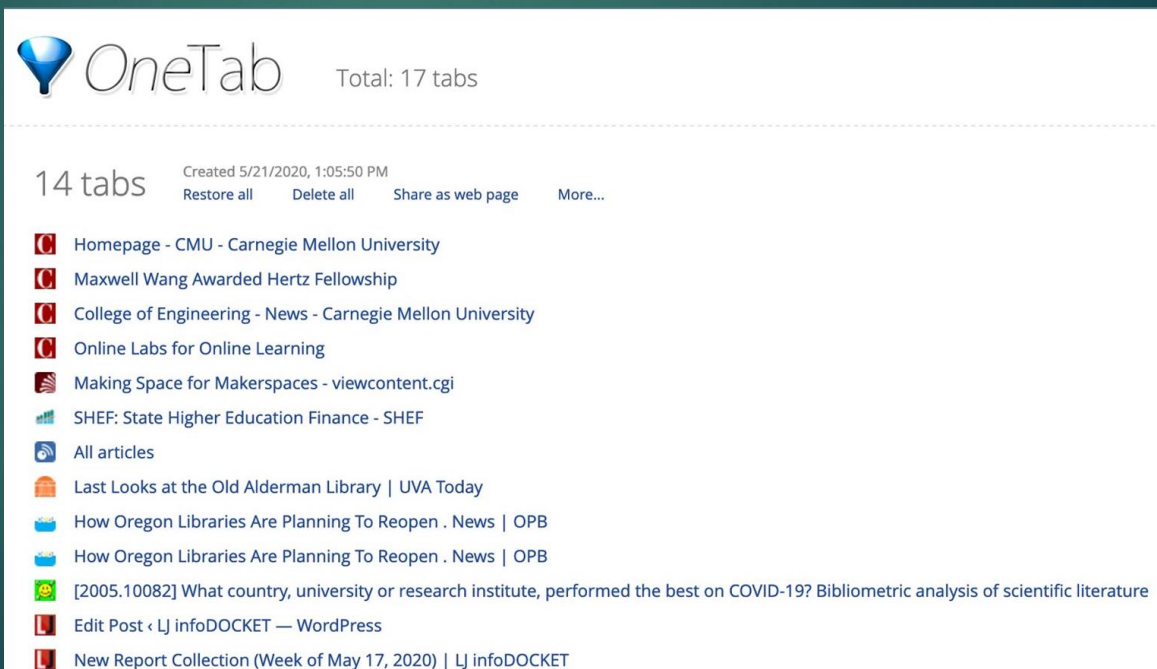
At the bottom right of the window, it says "6171 items in this view".

Title	Creator	Date Added	Date Modified
Explaining decisions made with AI ICO		5/21/2020, 1:30:01 PM	5/21/2020,...
Higher Education At The Covid-19 Crossroads		5/20/2020, 2:54:13 PM	5/20/2020,...
National Library of Medicine Welcome Video - YouTube		5/19/2020, 5:17:06 PM	5/19/2020,...
UBC Library saves time for researchers by acquiring subscription to Covidence, a syste...		5/19/2020, 12:29:02 PM	5/19/2020,...
2020-data-breach-investigations-report.pdf		5/19/2020, 12:08:48 PM	5/19/2020,...
Advisory Medical Fraud Covid 19 FINAL 508.pdf		5/18/2020, 6:43:57 PM	5/18/2020,...
YouTube		5/18/2020, 6:27:49 PM	5/18/2020,...
Insider Threat Roadmap 2020		5/18/2020, 5:09:15 PM	5/18/2020,...
Webinar: Subscription cancellations and alternative access options EIFL		5/18/2020, 5:02:45 PM	5/18/2020,...
ATG Original: SSP UKSG Pre-Conference Report - Against the Grain		5/18/2020, 4:43:08 PM	5/18/2020,...
Learning from Our Students - Bitstreams: The Digital Collections Blog		5/18/2020, 3:26:19 PM	5/18/2020,...
(U//FOUO) DHS Bulletin: Cybercriminals See Opportunity to Exploit Online Distance Lear...		5/18/2020, 11:39:07 AM	5/18/2020,...
How many students prefer in-person classes to online?		5/18/2020, 11:38:59 AM	5/18/2020,...
DHS-CybercriminalsDistanceLearning		5/17/2020, 7:09:03 PM	5/17/2020,...
The First 30 Days: The COVID-19 Public Health Emergency in Wisconsin		5/17/2020, 3:15:40 PM	5/17/2020,...
Emergency Release of Prisoners Due to COVID-19	Johns et al.	5/17/2020, 3:15:40 PM	5/17/2020,...
How Harvard is preparing to safely reopen labs		5/15/2020, 8:20:14 PM	5/16/2020,...
Letter regarding efforts to chart MIT's course for the summer, fall, and beyond		5/15/2020, 7:43:48 PM	5/15/2020,...
University Libraries offers book carryout service : UNM Newsroom		5/15/2020, 7:32:56 PM	5/15/2020,...
CISA Publishes Guidelines for 911 Centers Regarding Pandemic CISA		5/15/2020, 7:25:22 PM	5/15/2020,...
CAUT develops guidelines for re-opening campuses CAUT		5/15/2020, 7:23:02 PM	5/15/2020,...
Mail Voting Opens Door to Minority, Student Disenfranchisement - Bloomberg Governm...		5/15/2020, 3:41:28 PM	5/15/2020,...
covid19-report-ccsa.pdf		5/14/2020, 8:21:48 PM	5/14/2020,...
HathiTrust: A digital library revolution takes flight University of California		5/14/2020, 8:21:19 PM	5/14/2020,...
Inbox (964) - gprice@gmail.com - Gmail		5/14/2020, 8:17:33 PM	5/14/2020,...
START_PIRUS_ResearchBrief_May2020.pdf		5/14/2020, 7:07:49 PM	5/14/2020,...
DOC-364279A1.pdf		5/14/2020, 4:48:30 PM	5/14/2020,...

OneTab – from this:



To this:





Thank You!

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