Online Reference and the Open Web: Boosting Strategies and Sources
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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!
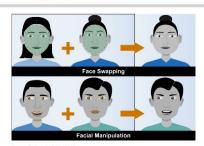
Government Accountability Office (GAO)

GAO Science, Technology Assessment, and Analytics

SCIENCE & TECH SPOTLIGHT:
DEEPFAKES

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.

/// 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.

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.
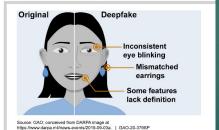
Face Swapping

Facial Manipulation

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

Original   **Deepfake**

- Inconsistent eye blinking
- Mismatched earrings
- Some features lack definition

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

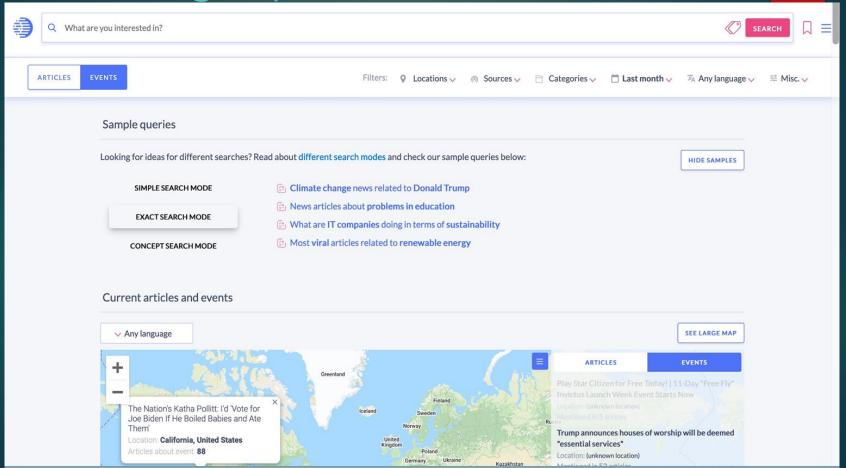**Figure 2.** Examples of characteristics that may indicate a deepfake.

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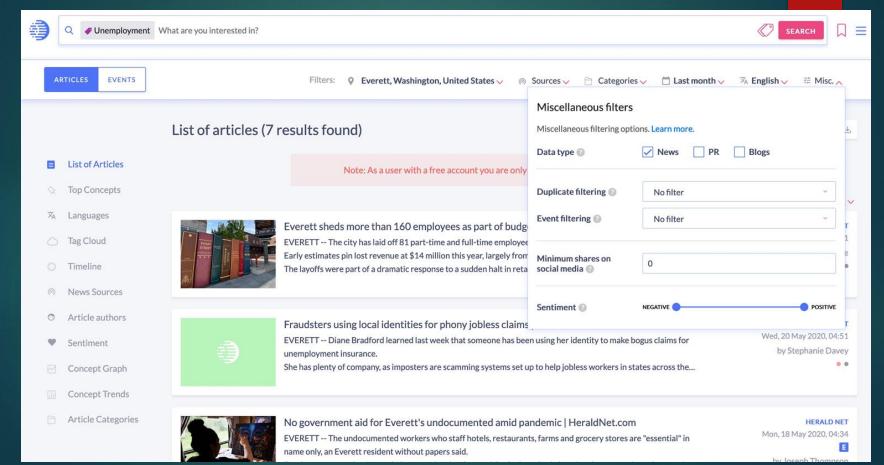https://www.gao.gov/products/GAO-20-379SP

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

Event Registry

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
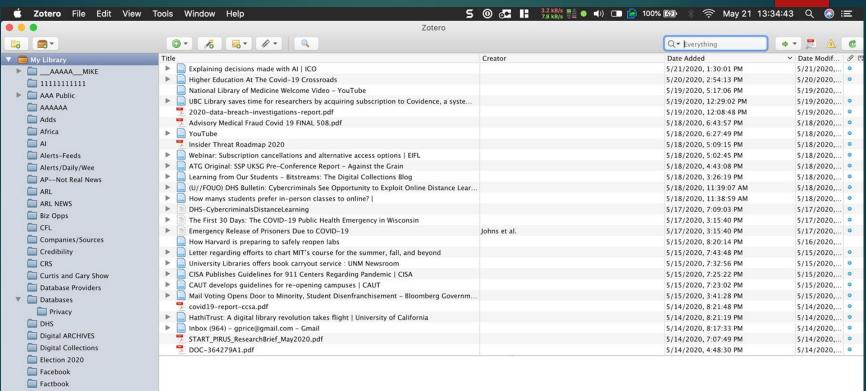
Save Page Now – Wayback Machine

WebJunction in 2004!

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
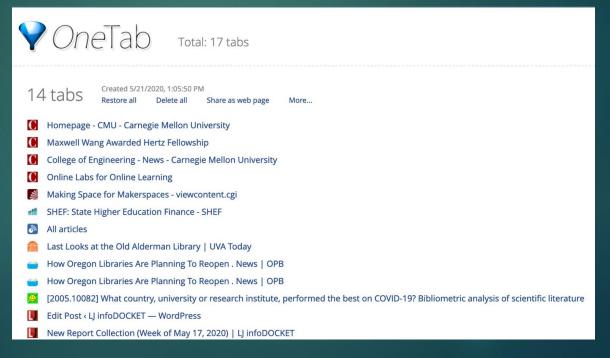
Zotero: collect, organize, cite, and share

OneTab – from this:

To this:

Thank You!

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