



Navigating Digital Output: AI and Information Literacy in Everyday Life

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Institutional Innovation and Effectiveness



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Overview

- **Understanding Digital Output**
- **Information Literacy in the Digital Age**
- **The Ethics of Digital Interactions**
- **Your Digital Footprint**
- **Making Ethically Informed Digital Decisions**
- **Why Digital Literacy Matters**



What is Digital Output?

- AI Generated Content
 - Ex. ChatGPT, Digitally Created Video & Images
- Social Media Content
 - Ex. Instagram, FaceBook, TikTok
- User Generated Content
 - Ex. YouTube, Substack, Blogs
- ...downloading music, making online purchases, streaming videos...





Challenges in the Digital Divide

- Information Overload
- Misinformation and Disinformation
- Algorithms Shaping What We See



What Is Information Literacy

"Information literacy is a set of abilities requiring individuals to **recognize** when information is needed and have the ability to **locate, evaluate,** and **use effectively** the needed information."

– American Library Association

Information Literacy Skills and AI Literacy Skills

- **Recognizing Need for Info**
- **Evaluating Output**
- **Understanding How to Use Info**
- **Authority**
- **Credibility**
- **Ethical Use**
- **Scholarship Is a Conversation**





AI Literacy and Information Literacy

*“Lower Student AI Literacy Predicts
Higher Propensity to Use AI on Assignments”*

Article: *“Lower Artificial Intelligence Literacy Predicts
Greater AI Receptivity”
by Tully, Longoni & Appel*

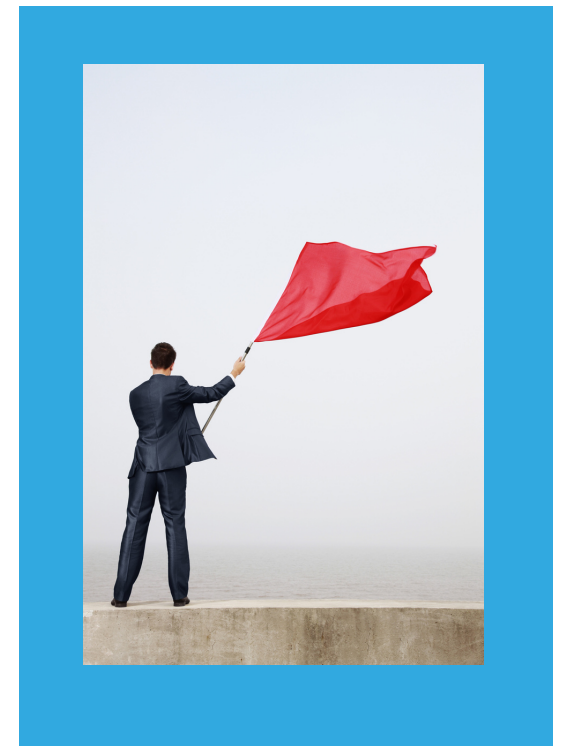
Evaluating Digital Content

- Assessing Credibility
 - *Who is the source?*
 - *What is their expertise?*
 - *Ex: Perplexity*
- Verifying the truth
 - *Cross-reference information from reliable sources*
 - *Ex: Snopes, factcheck.org*
- Recognizing Biases
 - *Personal*
 - *Cultural*
 - *Algorithmic*



Red Flags of Unreliable Content

- Overly Emotional or Sensational language
 - Is it trying to provoke a strong reaction?
- Missing or Questionable Citations
 - This could mean it is poorly researched or misleading
- Poor Site Design





The Ethics Of Digital Interactions

- ➔ The Impact of Sharing Misinformation, Disinformation and Biased Content
- ➔ The Role of Social Media Platforms
- ➔ Content Ownership and Respect for Intellectual Property

The Ethics of Digital Interactions

The impact of Sharing Misinformation/Disinformation & Biased Content

- What is Bias?
 - Political
 - *When content consistently supports one political ideology and ignores or misrepresents others.*
 - Selection
 - *When only certain facts are chosen to tell a story, excluding information that contradicts the narrative*



The Ethics of Digital Interactions

The impact of Sharing Misinformation/Disinformation & Biased Content

- What is Bias?
 - Confirmation
 - *When content is designed to confirm the reader's pre-existing beliefs or opinions, rather than challenging them.*
 - Framing
 - *When information is presented in a way that influences the audience's perception or decision, such as framing an event as "tragic" versus "regrettable."*
- What are some consequences?
 - Ex. elections, public health crisis



The Role of Social Media Platforms

- Amplification of Misinformation/Disinformation
 - *clicks, likes and shares*
- Ethical Dilemmas
 - *who is responsible for content moderation?*



Content Ownership and Respect for Intellectual Property



- Fair Use vs. Plagiarism
 - *Copyright laws for sharing and repurposing*
 - *Ethics of creating and sharing AI generated content*
- Proper Attribution
- Respecting Intellectual Property Rights In a Digital Space

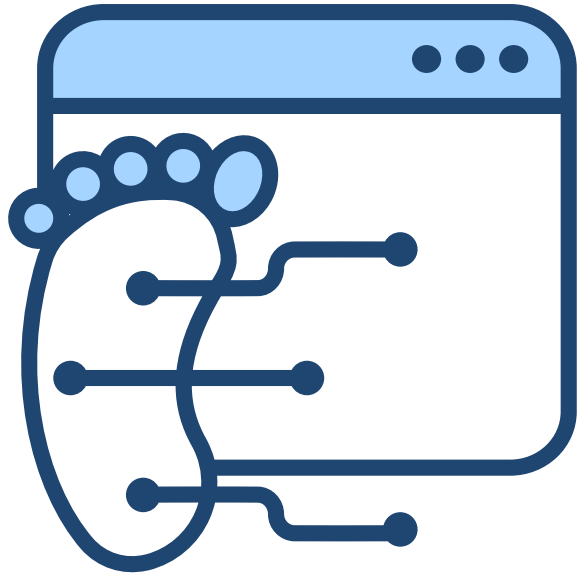
What is a Digital Footprint?

It is the trail of data you leave behind as you interact with digital spaces

Such as: websites, social media, purchases, car surveillance systems



What is a Digital Footprint?



Types of Digital Footprints

- Active
 - Intentional Posts and comments
- Passive
 - Data collected without your knowledge
 - Ex: websites, cookies, search engine history, location tracking

What is a Digital Footprint?

Long Term Impact of Digital Footprints



- Personal Impact
 - Once shared, often permanent
 - Consequences for past mistakes
- Professional Impact
 - Employers check applicants social media profiles
- Privacy Risks
 - How much of your data do you want out there?
 - Is data being collected without your consent?

Ethical Decision Making in Digital Spaces

- Responsible Sharing
 - Consider the impact of your posting or sharing in respect to privacy and dignity of yourself and others.
- Consent and Respecting Privacy
 - Be mindful of sharing information that is not yours



The Importance of A Digitally Literate Community



Why Digital Literacy Matters

- Fosters Critical Thinking
- Creates Responsible Digital Citizens
- Empowers People to Navigate the Digital World More Confidently



Take Our Short Survey!





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thank you

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謝謝 dakujem vám
ngiyabonga
dziękuję
merc
baie dankie
धन्यवाद molte grazie
gracias
obrigada
obrigado
teşekkür ederim
tack så mycket
gràcies
tānan
dank u
teşekkür edire
mahalo
suksema
danke
tak

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