



Health Information and Misinformation

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Liberty Public Library

Learning Objectives

- Understand information seeking behavior and health literacy
- Define health information, misinformation and disinformation
- Review characteristics of quality health information
- Explore sources of quality health information

Information seeking behaviors

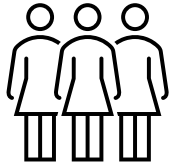


Photo by Teona Swift from Pexels

You have heard a lot about GLP-1 medications like Ozempic and Wegovy. Your family history and current weight puts you at increased risk for diabetes. You wonder whether a GLP-1 is a good option for you to help you lose weight.

How would YOU go about learning more to help you make a decision?

Information seeking behaviors



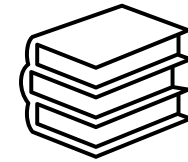
People

- Friends
- Family
- Doctor/Nurse
- Pharmacist
- Health Coach



Online

- Google search
- Specific websites
- AI (ChatGPT)
- Social Media (TikTok, Facebook)



Other

- Library/Librarian
- Take a class
- Books/textbooks
- Magazines
- Medical articles

Information seeking behaviors

What do you
need to know
to make a decision?



About yourself?

- Beliefs and preferences
- Behavior patterns

About your body?

- Medical history
- Mobility and function

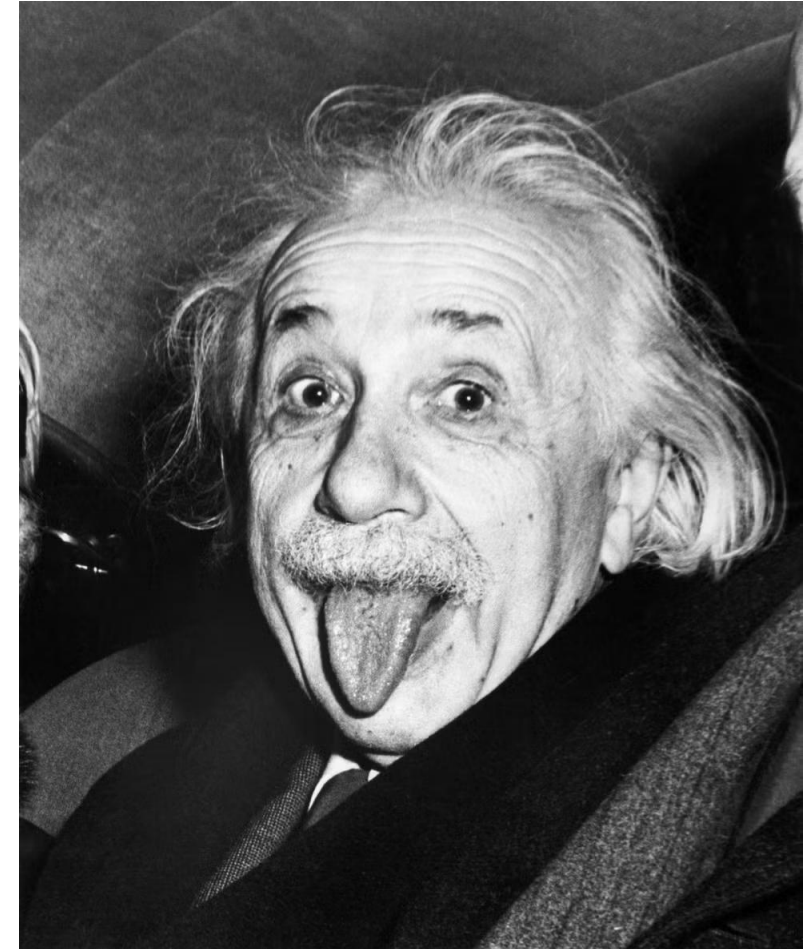
About your circumstances?

- Time commitment
- Financial situation

Information seeking behaviors

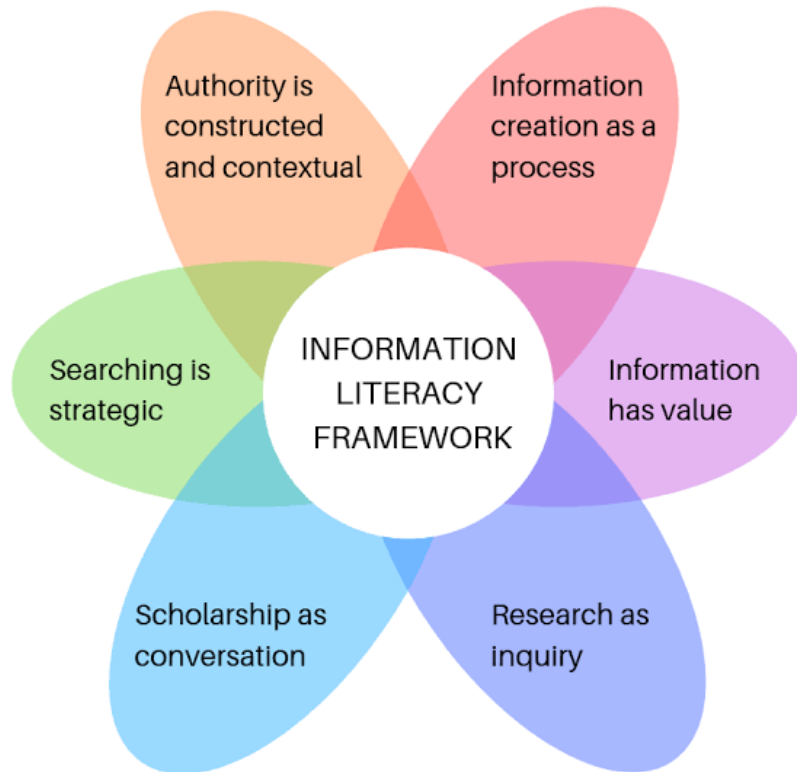
Granting Expertise and Authority

- Who is an expert?
- Where do you find experts?
- What do you bring to the process?



Information seeking behaviors

Information Literacy



Health Literacy

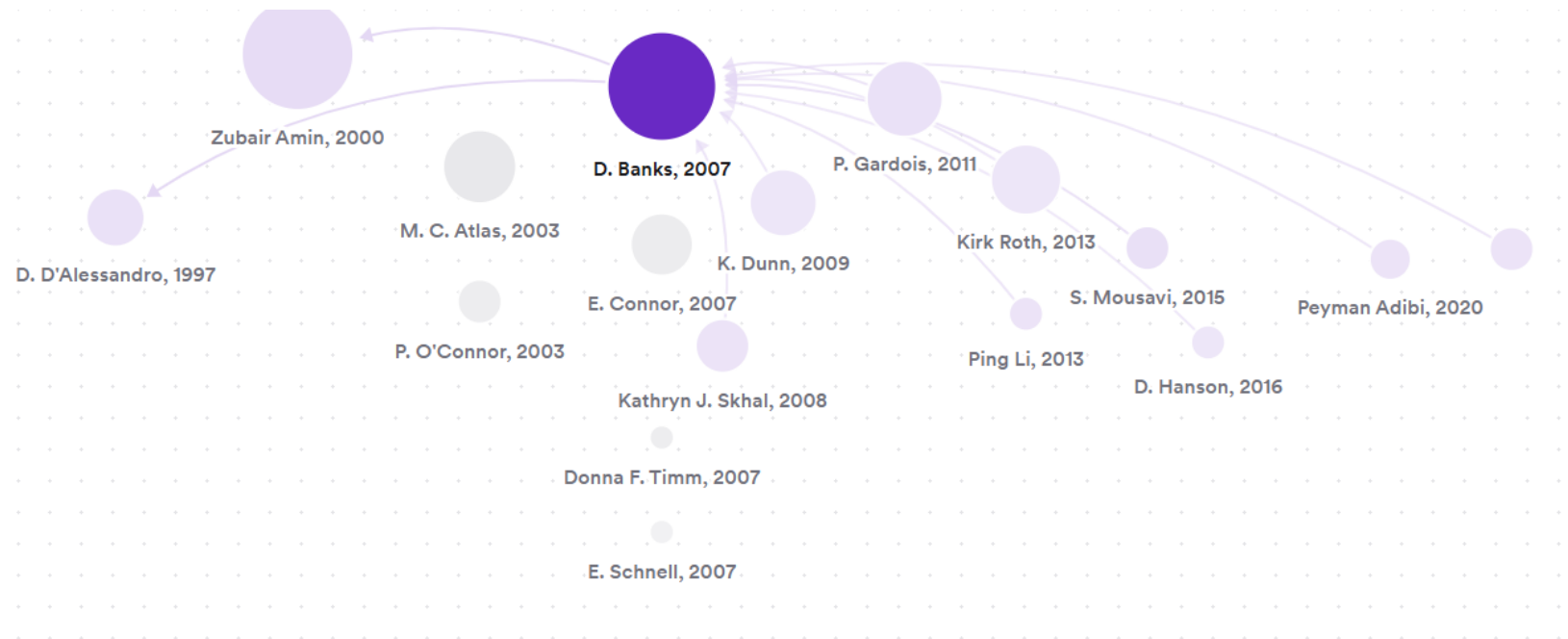




Information

Scholarship is a Conversation

- Iterative process
- Multiple viewpoints
- Takes place over time
- Citations create connections
- No final answer – just more to explore!



Information has a Purpose



Inform or Educate

- Explain facts, processes
- Textbooks
- Academic articles
- News Reporting



Persuade

- Influence beliefs, form opinions
- Editorials
- Advocacy
- Advertising



Sell Products/Services

- Promote or market something
- Commercials
- Sponsored content
- Product sites



Entertain

- Amuse or engage
- Blogs/Video Blogs
- Social Media
- Satire or Comedy

Misinformation and Disinformation

False Information

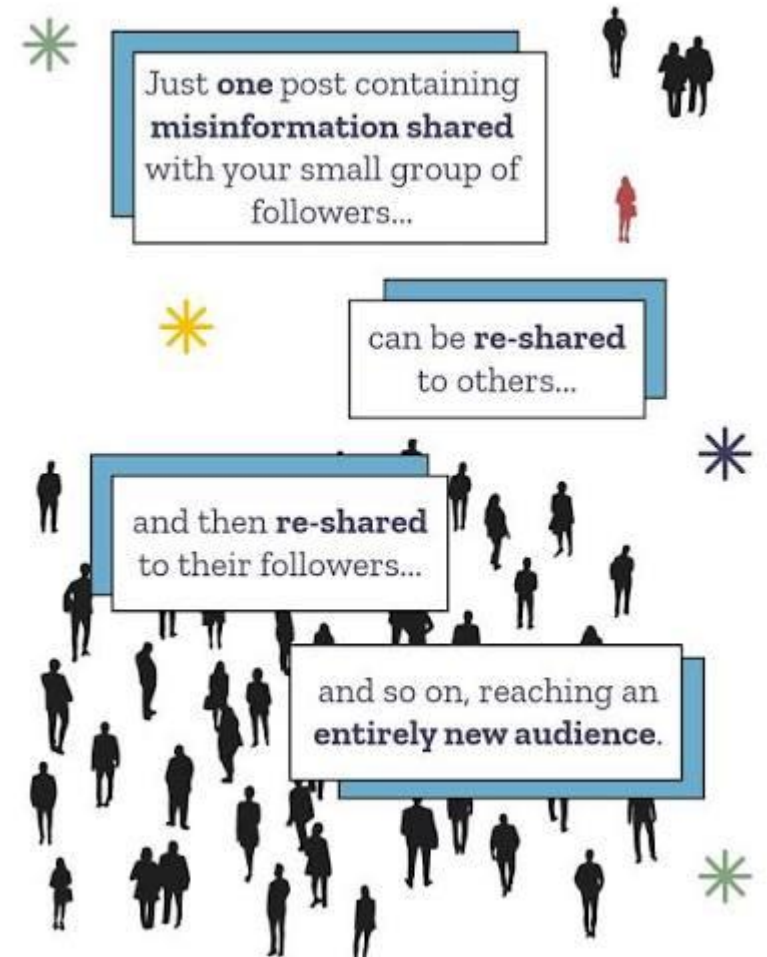
- Satire mistaken as fact
- Fabricated content
- Manipulated content
- Imposter content

Why we believe it

- We trust the sender
- It plays on our emotions, fears
- Offers a quick fix/cure/secret knowledge

Intention

- Misinformation:
 - Shared because it is believed to be true
 - Sharer intends to help/inform
- Disinformation:
 - Shared because it is known to be false
 - Sharer intends to harm/confuse





Artificial Intelligence

Artificial Intelligence



AI systems exhibit or simulate intelligent behavior

- **Machine Learning:** Systems trained on data to make predictions about new information
- **AI Models:** Systems trained on data to make decisions on their own.
- **AI models not programmed** (if A then B), they are trained. They operate “unsupervised”.

Information vs Answers

Beware AI “answers”

- Bypasses or minimizes information sources
- Bypasses critical appraisal of sources
- Bypasses expert interpretation of results
- Creates cognitive surrender

RESIST!



CRAAP Test



Currency

- Timeliness of the information

Relevance

- Importance of the information for your needs

Authority

- Source of the information

Accuracy

- Reliability, truthfulness, correctness of the content

Purpose

- The reason the information exists

Quality Resources to Explore



What did you learn today?



Questions?

References

[The CRAAP test - SOAD Creative Core Research Guide - Library Research Guides at Indiana University](#)

[Doctors Don't Want Patients to Read Test Results With AI. They're Doing It Anyway. – WSJ](#)

[How To Spot Fake News – IFLA in the post-truth society – IFLA](#)

[Information Purpose – Information Literacy: A Practical Guide](#)

[Quality health information for all is a fundamental determinant of health | Nature Medicine](#)

[What Is Misinformation and How Can You Spot It?](#)

