



THE SOCIETY LIBRARY

VALENTINE'S DAY PRESS RELEASE



This Valentine's Day, the Society Library is running a campaign to distribute digital Valentine's Day Cards that may be redeemed for fact-checking services. Also, for a limited time, donors to the Society Library have the option of selecting a number of customizable Valentine's Day Digital Cards that the Society Library will tag a sweetheart in on their social media platforms on the 14th! These Valentine's Cards are themed around the challenges of the information age: like bot amplification and mis and disinformation. This campaign is designed to help the Society Library complete enough fact-checking tasks to be recognized as a fact-checking entity by The International Fact-Checking Network (IFCN).

A goal of the Society Library this year is to establish an IFCN-officiated fact-checking unit as a part of their charity services. To do this in the United States, the Society Library's new fact-checking team needs 12 months of fact-checking work to do - and publish one fact-check per week on average. By running this Valentine's campaign, people can gift redeemable fact-checking vouchers that will send the Society Library on its way to an official fact-checker status.

"To do fact-checking well takes time, and there are people out there with sweethearts who would love to get the gift of having that time saved by being able to redeem a personalized fact-check from us. We're hoping this campaign is a win/win/win - for someone's Valentine, for us, and for the web," says Jamie Joyce, the Executive Director of the Society Library.

The Society Library is confident in their fact-checking and research abilities, in fact, they hope to contribute to the innovation of the fact-checking industry.

"Our expertise goes beyond fact-checking and really into deconstructing the logic of media. When we analyze media, we break down its logic to assess if the arguments and claims are logically sound. What we've found is that sometimes fact-checkers seem to fall into the logically fallacious trap of cherry-picking, and it's probably accidental in many cases."

When it comes to argumentation and debate, cherry-picking means that facts are intentionally selected to prove a point, and other facts are selectively ignored. However, accidental cherry-picking can also occur.



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"We've written to fact-checkers before to let them know they've likely accidentally cherry-picked. Essentially, they've fact-checked some fact in an online political controversy, and they don't realize that they've taken that fact out of it's full context, and are therefore selectively supporting one political interpretation over another by only featuring one fact vs. all the others. It's likely accidental, but it may be a reason why some people politicize fact-checking in general. So we hope to bring increased "fallacy checking" to the world of fact-checking so that these kinds of logical fallacies that damage the earnest work of fact-checkers might be avoided," Jamie says.

Jamie believes we're still in the early days of bringing information integrity to the internet but hopes that the Society Library can join the IFCN, fact-checkers, and journalists in developing best practices and standards to make the internet a more informed and less biased place.

"The IFCN is an incredible organization and we have so much love for the fact-checkers of the world who work endlessly to set the record straight online, so I think it's perfect that we're using this Valentine's Day as the opportunity to earn our way into joining their ranks."

To redeem a digital Valentine for your donation or purchase a Fact-Checking Valentine voucher from the Society Library, visit: SocietyLibrary.org/valentine

The Society Library is a 501(c)3 non-profit digital library that builds educational databases of knowledge by extracting arguments, claims, sentiments, and evidence from books, academia, news, the web, and other media. The Society Library also consults on logical, unbiased decision-making and teaches media literacy and argument modeling through a variety of educational internships.