Combating Fake News in Europe

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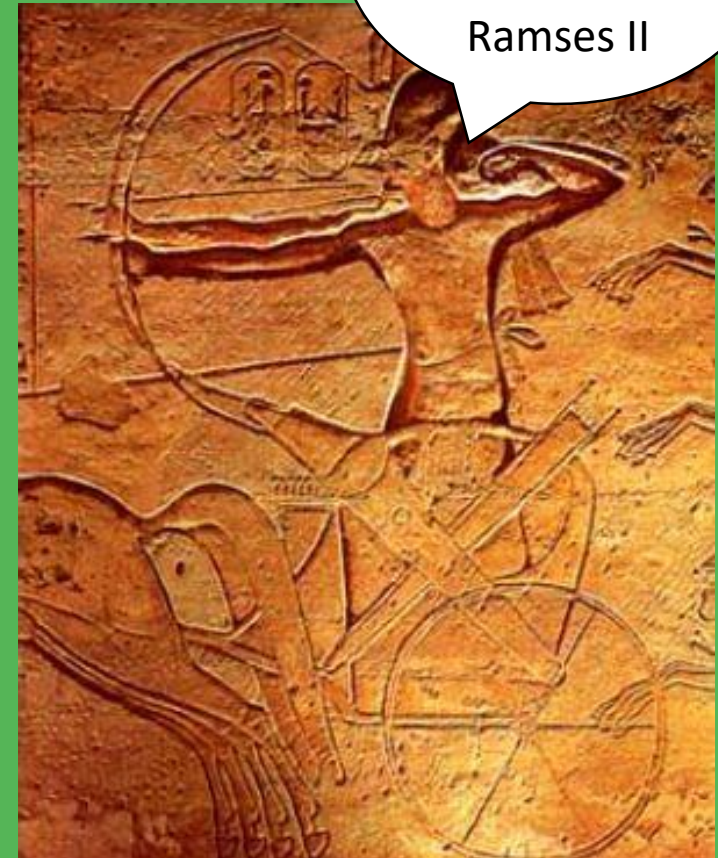
DEFINITION OF FAKE NEWS

- type of hoax or deliberate spread of misinformation (false information)

- via the traditional print or broadcasting news media or via Internet-based social media

- written and published with the intent to mislead in order to gain financially or politically

- different from obviously satirical or parody articles or papers such as The Onion

TYPES OF FAKE NEWS

- PARTISAN
- CONSPIRACY THEORIES
- PSEUDOSCIENCE
- HEADLINES
- IMAGES
- ADS

- PROPAGANDA
- ERROR
- SPONSOR CONTENT
- SATIRE AND HOAX
- CLICKBAIT

HISTORY

- First recorded fake information is from 13 century BC - Battle of Kadesh

- Accompanied us for centuries

- Started to be a problem with appearance of printed media

- Became more refined during and after WW2

- First time use of term *fake news* by Woodrow Wilson in 1915

Totally won that battle, bro! – Ramses II

WHY IS IT A PROBLEM?

- Spread of new technologies, allows easy access to vast amount of information

- Attention Economy – much entertainment is dressed as information, we are a product

- Cognitive bias – almighty algorithms. Social media

- Bandwagon effect

- Decline of journalism

HOW TO RECOGNIZE FAKE NEWS ARTICLE

- Who created the article of the content
- How is it written
- To whom it is intended
- Does it tell a whole story
- What is it aimed at
- What is it's aim

USEFUL TOOLS

- osome.iuni.iu.edu/tools/botslayer/

- Climate Feedback

- Interland

- Dirt Protocol

- Disinformation Index

- Snopes.com

- Tinteye.com

- Getbadnews.com

- Botsentinel.com

- Botometer.iuni.iu.edu/#!/faq

Biggest Sources of disinformation

- State actors: Russia, China

- Non-state actors: Alt-Right, Alt-Left political groups

- Social Media

QUESTIONS?