Fake News

Presented by
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HOAX OR REAL?
So what is Fake News

Fake news is a type of *hoax* or *deliberate* spread of misinformation:

- News Media
- Social Media

with the intent to mislead in order to gain financially or politically.
HOAX

Don't bother posting
IT'S A HOAX

INFORM
MISLEAD

Deliberate spread of misinformation
ITS SPREAD via...

YouTube
Twitter
Tumblr
Pinterest
LinkedIn
Google+
Reddit
Facebook

NEWS

BREAKING NEWS

NEWS
So what is Fake News

It employs eye-catching headlines or entirely fabricated news-stories:
• in order to increase readership and
• in the case of internet-based stories, online sharing.
  – profit is made in a similar fashion to clickbait and relies on ad-revenue generated regardless of the veracity of the published stories.
So what is Fake News

• Easy access to ad-revenue,
• increased political polarization and
• the ubiquity of social media,
  – primarily the Facebook newsfeed have been implicated in the spread of fake news.
  – Anonymously-hosted fake news websites lacking known publishers have also been implicated, because they make it difficult to prosecute sources of fake news for libel or slander.
The statistics are a cause for concern.
The Generational Divide in News Consumption

Main news sources by age group

Based on a survey of 52,225 news consumers across 26 countries.
Numbers may not add up to 100% due to rounding.
Source: Reuters Institute for the Study of Journalism
Most Americans Believe Fake News Headlines

% who recalled seeing the headline & who believe it to be very/somewhat accurate*

**Fake Headline Accuracy Perceptions**

<table>
<thead>
<tr>
<th>Headline</th>
<th>Accuracy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donald Trump Sends His Own Plane To Transport 200 Stranded Marines</td>
<td>84</td>
</tr>
<tr>
<td>FBI Director Comey Just Put a Trump Sign On His Front Lawn</td>
<td>81</td>
</tr>
<tr>
<td>Donald Trump Protester Speakes Out: &quot;I Was Paid $3,500 to Protest Trump's Rally&quot;</td>
<td>79</td>
</tr>
<tr>
<td>FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide</td>
<td>72</td>
</tr>
<tr>
<td>Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement</td>
<td>64</td>
</tr>
</tbody>
</table>

**Real Headline Accuracy Perceptions**

<table>
<thead>
<tr>
<th>Headline</th>
<th>Accuracy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donald Trump on Refusing Presidential Salary: &quot;I'm Not Taking It&quot;</td>
<td>90</td>
</tr>
<tr>
<td>Melania Trump's Girl-on-Girl Photos From Racy Shoot Revealed</td>
<td>83</td>
</tr>
<tr>
<td>Barbara Bush: &quot;I Don't Know How Women Can Vote&quot; for Trump</td>
<td>82</td>
</tr>
<tr>
<td>Donald Trump Says He'd &quot;Absolutely&quot; Require Muslims To Register</td>
<td>80</td>
</tr>
<tr>
<td>Trump: &quot;I will Protect Our LGBTQ Citizens&quot;</td>
<td>73</td>
</tr>
</tbody>
</table>

* December 2016 - based on random real/fake headlines from the past few weeks
n=3,015

Sources: Ipsos MORI, Buzzfeed News
# Fake News Is A Real Problem

Facebook engagement of the top five fake election stories*

<table>
<thead>
<tr>
<th>Headline</th>
<th>Publisher</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement&quot;</td>
<td>Ending the Fed</td>
<td>960,000</td>
</tr>
<tr>
<td>&quot;Wikileaks CONFIRMS Hillary Sold Weapons to ISIS...Then Drops Another BOMBSHELL! Breaking News&quot;</td>
<td>The Political Insider</td>
<td>789,000</td>
</tr>
<tr>
<td>&quot;IT'S OVER: Hillary's ISIS Email Just Leaked &amp; It's Worse Than Anyone Could Have imagined&quot;</td>
<td>Ending the Fed</td>
<td>754,000</td>
</tr>
<tr>
<td>&quot;Just Read The Law: Hillary Is Disqualified From Holding Any Federal Office&quot;</td>
<td>Ending the Fed</td>
<td>701,000</td>
</tr>
<tr>
<td>&quot;FBI Agent Suspected in Hillary Email Leaks Found Dead in Appartment Murder-Suicide&quot;</td>
<td>Denver Guardian</td>
<td>567,000</td>
</tr>
</tbody>
</table>

**Total Facebook engagement for top 20 election stories** (August-election day)

- Fake news: 8.7 m
- Mainstream news: 7.3 m

* Engagement is measured as total number of shares, reactions and comments

Source: Buzzsumo via Buzzfeed
How much do you trust news that your friends and family tell you?

- A lot: 11%
- A little: 61%
- Not at all: 19%
- Not sure: 8%
Fake Live News Broadcast Caught
Denzel Washington on Fake News
SPOT THE FAKE 4 Ways to Spot the Fake News
BREAKING: EBOLA OUTBREAK IN ATLANTA! Estimated 145 people infected so far since Doctors carrying the disease were flown in from Africa.
5 Top Fake Political News Stories By Facebook Engagement

- "Obama Signs Executive Order Banning The Pledge Of Allegiance In Schools Nationwide" [ABCNews.com.co]
  2,177,000 Facebook shares, comments, and reactions

- "Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement" [Ending the Fed]
  961,000

- "Trump Offering Free One-Way Tickets to Africa & Mexico for Those Who Wanna Leave America" [tmzhiphop.com]
  802,000

- "FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide" [Denver Guardian]
  567,000

- "RAGE AGAINST THE MACHINE To Reunite And Release Anti Donald Trump Album" [heaviermetal.net]
  560,000

5 Top Fake Crime News Stories By Facebook Engagement

- "Woman arrested for defecating on boss' desk after winning the lottery" [TheValleyReport.com]
  1,765,000 Facebook shares, comments, and reactions

- "Cinnamon Roll Can Explodes Inside Man's Butt During Shoplifting Incident" [EmpireHerald.com]
  765,000

- "Florida man dies in meth-lab explosion after lighting farts on fire" [TheValleyReport.com]
  669,000

- "Police Find 19 White Female Bodies in Freezers With "Black Lives Matter" Carved Into Skin" [TMZHipHop.com]
  525,000

- "Woman Stabbed Her Husband To Death Because He Wouldn't Eat Her ASS!" [TMZHipHop.com]
  445,000

Engagement refers to the total number of shares, reactions, and comments for a piece of content on Facebook. Source: BuzzSumo.
Not a New Concept

• Roman General & Politician Mark Antony committed suicide because of misinformation, 1\(^{\text{st}}\) Century Campaign

• In the 17\(^{\text{th}}\) Century, publications became widespread
Dewey Defeats Truman

G.O.P. Sweep Indicated in State; Boyle Leads in City
So what drive’s Fake News
What drive’s fake news

• In order to understand it we have to realize there are more than one type.
• The force behind both are dramatically different.
• So let’s break them down....
Internet Based Fake News

Website/Social Media based

- Facebook
- Buzzfeed
- The Onion
- Twitter
CDC Says Ebola Vaccine Only Works on White People

The Center of Disease Control has released a statement saying the trial vaccine for the deadly Ebola virus will only work on those with white skin.

WWW.THENEWSNERD.COM
Social Media pushes to the masses

- In fact the busses were there for a convention in Austin.
- They had nothing to do with protests.
- They were shared <307K
Facebook To Begin Charging Users $2.99/mo Starting November 1st

Menlo Park, CA — At a press conference this morning, Facebook rolled out their new monthly service plan. Beginning November 1st of this year, the social media giant will start charging members $2.99/mo to use services that users currently enjoy for free.

“We thought long and hard about this decision, but at the end of the day, we had no choice but to add this monthly fee,” Facebook founder and CEO Mark Zuckerberg told reporters. “If we don’t do something about our rising costs now, Facebook could face an unrecoverable financial burden and become obsolete.”

“This is excellent news for Facebook stock holders,” says Wall Street analyst Dale Stackrider. “As of August this year, Facebook had a total of 1.317 billion users. If just 75% of those members pay the new monthly service fee of $3, that will mean an annual influx of cash totaling roughly $36 billion. That’s not just an increase in profits a few dollars, that’s a game changer right there.”
That’s an iPad, not a Quran, and the Dastar (turban) is worn by Sikhs.
Girl running to survive and All her family have been killed
It's not in Hollywood
This real in syria
#Save_Aleppo
Weather Related Photos
News Media Driven
To Get the Scoop First

Increasingly harder with the challenge of SM & Alternate News Sources
Fake News on Mainstream Media

Not **NEW** to the Main Stream Media

• George Zimmerman – 911 Call Edit by NBC
• NBC Truck Explosion
• Dan Rather
• Brian Williams
• Hillary Clinton
• Donald Trump
NBC Caught Lying
About Chevrolet Trucks Exploding
Dan Rather – National Guard
Brian Williams Lies about Taking Fire
Fake News to Promote a Movie

The story was fake, and so was the news organization. The Sacramento Dispatch does not exist. Neither do its sister "news outlets," such as the Houston Leader, the Salt Lake Guardian, the New York Morning Post or the Indianapolis Gazette.

These websites - and the fake news they peddled - were part of a marketing campaign for 20th Century Fox's new horror-tinged mystery film "A Cure for Wellness," directed by Gore Verbinski of "The Ring" fame. All of the sites now redirect to the film's website.

Most of the stories made outlandish claims about President Donald Trump. One, which can be viewed in archive mode, claimed that Trump, citing "sanctuary cities," "refuses to provide California federal support" when 188,000 citizens were evacuated as the state's massive Oroville Dam was expected to flood.

This story, in particular, spread throughout social media like wildfire, tricking lay person and celebrity alike. The websites simply confused others.

Eventually, many Twitter users began to seriously question the claims of these "newspapers."

"I mean I have literally never heard of the Sacramento Dispatch and I went to school up there so ... yeah," Joanna Robinson, senior writer for Vanity Fair, tweeted.
Political agenda

• Manipulation of facts
• Political agenda
• Scare Tactics
How do we know something actually happened? Or is it Fake News
How to Spot Fake News
Un-intended Consequences
Un-intended Consequences

• Fake News has started to appear in the homework of children.
• The issue becomes that young people can no longer distinguish between fact and fiction.
• 35% of teachers say that students have cited false information.*
Un-intended Consequences

34% teachers said in the past year they have seen pupils citing clearly fake news or false information from the internet as fact in their work or classroom discussions.

The finding Education expert said that children should be taught in schools how to recognize fake news.
SO WHERE DO WE GO FROM HERE?
How to spot fake news

• Consider the source
• Read Beyond
• Check the Author
• Supporting Sources
• Check the Date
• Is it a Joke?
• Check the Biases
• Ask the Experts
FAKE NEWS is not going away

Verify the story

DON'T SHARE WILDLY

The NEED to be first in the NEWS drives FAKE NEWS

Be Skeptical
QUESTIONS

Presentation link
https://goo.gl/Y7Zvtd

Robert Tornabene
email - rgt@openthegategate.org
Sources

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