

Fake News

Mis-information, Dis-information, and Mal-information



Presented by
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Emeritus Professor
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WELCOME

- **Hello and welcome everyone to this online Zoom Technology Workshop about Fake News.**
- **Because this is a Zoom session with many participants, it would be difficult to follow interactive questioning during the presentation.**
- **Please reserve your questions to the end of the session. I will do my best to answer them at that time.**
- **If you post your questions with your email I could answer them by email too.**
- **THANK YOU.**

“Let There Be Light” [Genesis 1:13]



University of Victoria Coat of Arms
(Vayehi Or)

Information Bias

- **Cognitive Bias**

- **Perceptual distortion, inaccurate judgment, illogical interpretation, or what is broadly called irrationality.**

- https://en.wikipedia.org/wiki/Cognitive_bias

- **Media Bias**

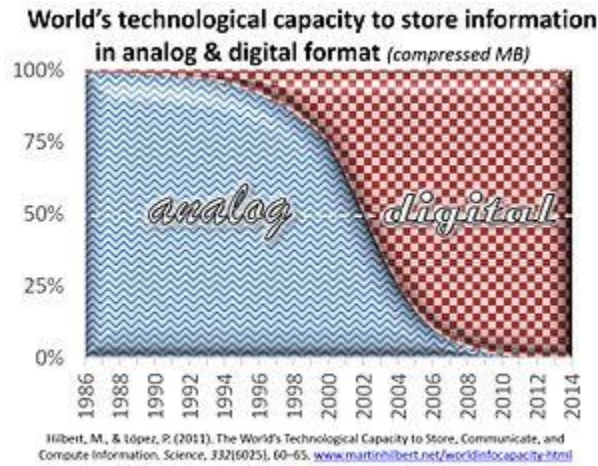
- **The bias of journalists and news producers within the mass media in the selection of many events and stories that are reported and how they are covered.**

- https://en.wikipedia.org/wiki/Media_bias

World's Technological Capacity to Store Information

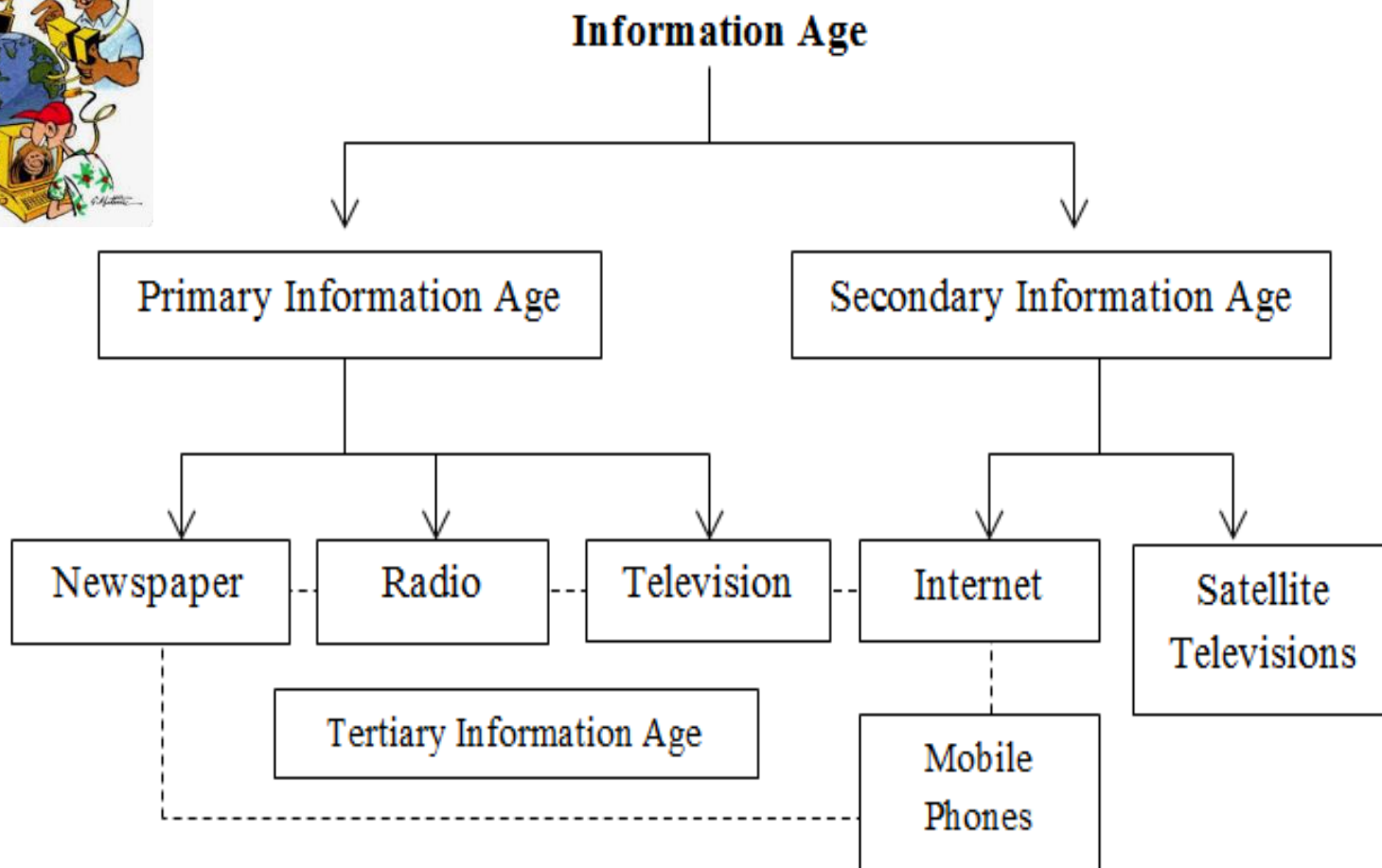
- **The whole human memory can be, and probably in a short time will be made accessible to every individual.**

[H.G.Wells 1937]



Drinking from a firehose

The Information Age



Classification of Information (a suggestion)

- **Personal Relevance**

High [for some]: health, weather, travel, shopping

Low [for some]: politics, fashion, sports

- **Emotional Effect**

High [for some]: war, economy, criminal activity, hoaxes

Low [for some]: entertainment, technology, environment, government

Flag: a higher emotional effect of information may suggest a higher possibility of misinformation



Definitions

- **Fake News (false or misleading information presented as news)**
 - dissemination in the media of false reports intended to mislead public opinion
- **Propaganda**
 - the selective use of information for political effect

Other definitions for “fake news” (MDM-GBD)

- **Mis-information:** refers to false information that is not intended to cause harm.
- **Dis-information:** refers to false information that is intended to manipulate, cause damage, or guide people, organizations, and countries in the wrong direction.
- **Mal-information:** refers to information that stems from the truth but is often exaggerated in a way that misleads and causes potential harm.
- **Gender-based Dis-information:** the spread of deceptive or inaccurate information against cis-gender figures drawing on societal stereotypes.

Types of MDM

- **Satire or Parody** (no intention to cause harm but has the potential to fool)
- **False Connection** (headlines, visuals or captions don't support the content)
- **Misleading Content** (misleading use of information to frame an issue or an individual)
- **False Context** (genuine content is shared with false contextual information)
- **Impostor Content** (genuine sources are impersonated with false, made-up sources)
- **Manipulated Content** (genuine information or imagery is manipulated to deceive, as with a doctored photo)
- **Fabricated Content** (content is 100% false, designed to deceive and do harm)
- **Scientific Denialism** (producing false or misleading facts to unconsciously support strong pre-existing beliefs).

MDM Identification

- **Read beyond the headline** (to understand the whole story)
- **Consider the source** (to understand its mission and purpose)
- **Assess the supporting sources** (to ensure they support the claims)
- **Check the authors** (to see if they are real and credible)
- **Check the date of publication** (to see if the story is relevant and up to date)
- **Ask if it is a joke** (to determine if it is meant to be satire)
- **Review your own biases** (to see if they are affecting your judgment)
- **Ask experts** (to get confirmation from independent people with knowledge).

How to Spot Fake News

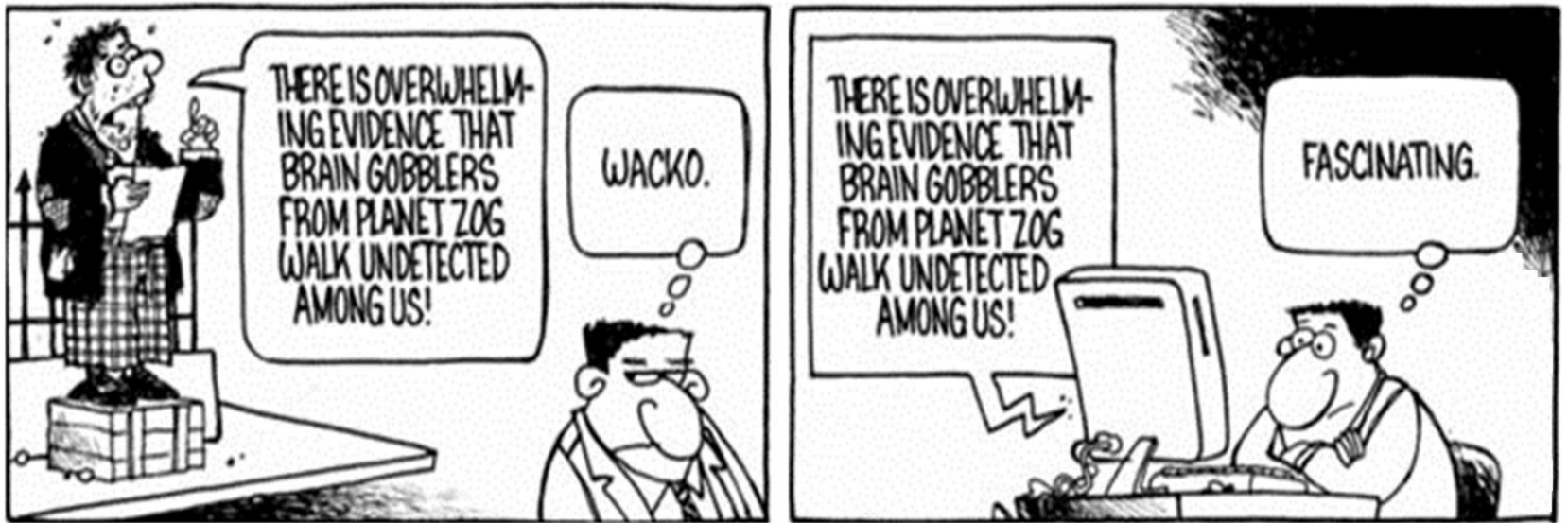
HOW TO SPOT FAKE NEWS

- CONSIDER THE SOURCE**
Click away from the story to investigate the site, its mission and its contact info.
- READ BEYOND**
Headlines can be outrageous in an effort to get clicks. What's the whole story?
- CHECK THE AUTHOR**
Do a quick search on the author. Are they credible? Are they real?
- SUPPORTING SOURCES?**
Click on those links. Determine if the info given actually supports the story.
- CHECK THE DATE**
Reposting old news stories doesn't mean they're relevant to current events.
- IS IT A JOKE?**
If it is too outlandish, it might be satire. Research the site and author to be sure.
- CHECK YOUR BIASES**
Consider if your own beliefs could affect your judgement.
- ASK THE EXPERTS**
Ask a librarian, or consult a fact-checking site.

IFLA
International Federation of Library Associations and Institutions
www.ifla.org

Perceived Evidence?

- The Internet Information Myth.



The Need for Critical Thinking

- Question, analyze, interpret, evaluate, and determine the veracity of what you read, hear, say, or write.



EU Disinfo Lab

EU Disinfo Lab is an independent non-profit organization focused on taking sophisticated disinformation campaigns targeting the EU, its member states, core institutions, and core values.

Research, Knowledge Sharing, Advocacy, Outreach.



<https://www.disinfo.eu>

Manila Principles on Intermediary Liability

The Manila Principles on Intermediary Liability is a key document on intermediary liability and human rights. (2015)

Drafted and endorsed by civil society groups from around the world, the MPOIL advances the framework of baseline safeguards and best practices to safeguard human rights when intermediaries are asked to restrict online content.

The principles are based on human rights instruments and other international legal frameworks.

These principles include:

- 1. Principle I. Intermediaries should be shielded by law from liability for third-party content [?!]**
- 2. Principle II. Content must not be required to be restricted without an order from a judicial authority**
- 3. Principle III. Requests for restrictions of content must be clear, unambiguous, and follow due process**
- 4. Principle IV. Laws and content restriction orders and practices must comply with the tests of necessity and proportionality**
- 5. Principle V. Laws and content restriction policies and practices must respect due process**
- 6. Principle VI. Transparency and accountability must be built into laws and content restriction policies and practices**

<https://manilaprinciples.org/>



Limit to Freedom of Information Posting

GWBush.com



<https://web.archive.org/web/19991127231903/http://www.gbush.com/>

Online Anonymity

- **MIT 2018 Study - Fake News Travel 6x Faster than True News**

Research project finds humans, not bots, are primarily responsible for the spread of misleading information.



<https://news.mit.edu/2018/study-twitter-false-news-travels-faster-true-stories-0308>

Satire

Irony or sarcasm, parody, burlesque, exaggeration, juxtaposition, comparison, analogy, and double entendre are all frequently used in satirical speech and writing.



Conspiracy Theories

Conspiracy theories are not always false by default and their validity depends on evidence just as in any theory.

However, they are often discredited a priori because of their often cumbersome and improbable nature.

They usually deny consensus or cannot be proven using the historical or scientific method.

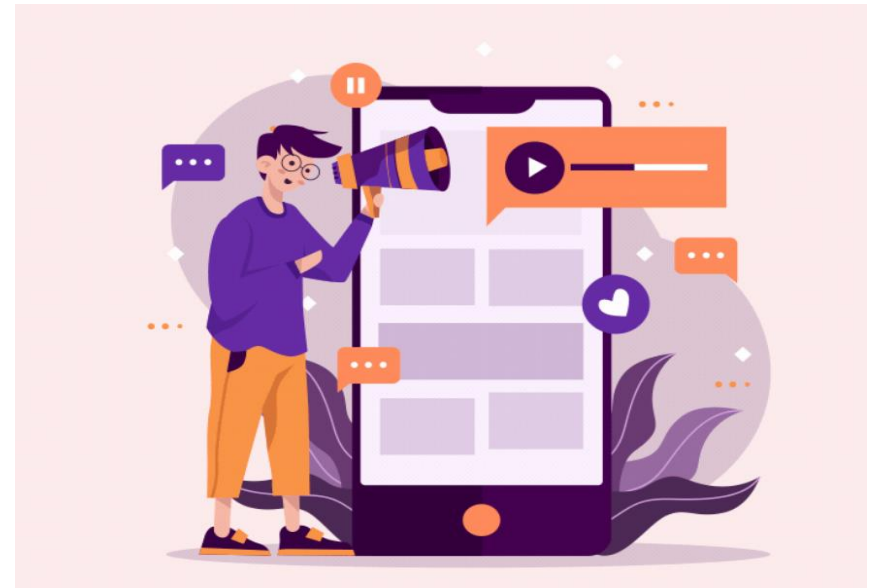


https://en.wikipedia.org/wiki/List_of_conspiracy_theories

Mainstream Media

Newspapers, radio, television, and online sources that have the most influence on public views.

<https://chomsky.info/199710> /



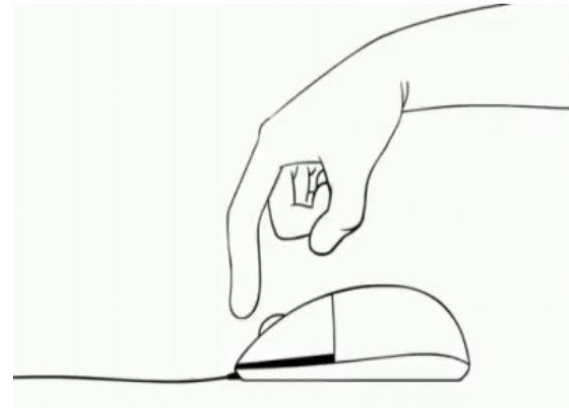
Fake news: intent versus deception

- **Halloween 1938 (Orson Wells)**
- **AIDS 1987 (Operation INFEKTION USSR)**
- **Big Tobacco 1988 (Wakefield)**



Pay-per-click

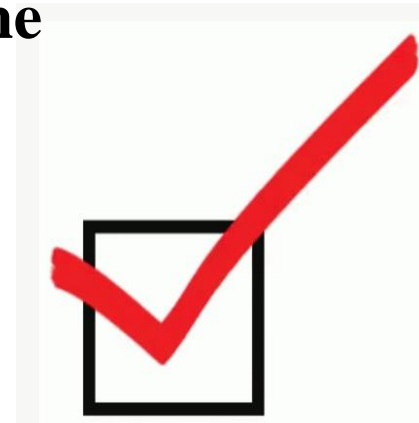
Pay-per-click (PPC) is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher (typically a search engine, website owner, or a network of websites) when the ad is clicked.



<https://en.wikipedia.org/wiki/Pay-per-click>

Fact-Checking Sites

- **Snopes.com** [<https://www.snopes.com/>]
- **The Poynter Institute** [<https://www.poynter.org/>]
- **Politifact.com** [<https://www.politifact.com/>]
- **Factchecker.org** [<https://www.factcheck.org/>]
- **Hoax-Slayer** [<https://mediabiasfactcheck.com/hoax-slayer/>]
- **The Internet Archive Wayback Machine** [<https://web.archive.org/>]



Internet Troll

In Internet slang, a troll is a person who posts inflammatory, insincere, digressive, extraneous, or off-topic messages in an online community (such as social media, including Twitter, Facebook, and Instagram), a newsgroup, forum, chat room, online video game, or blog, with the intent of provoking readers into displaying emotional responses, or manipulating others' perception which may result as online harassment or cyberbullying.

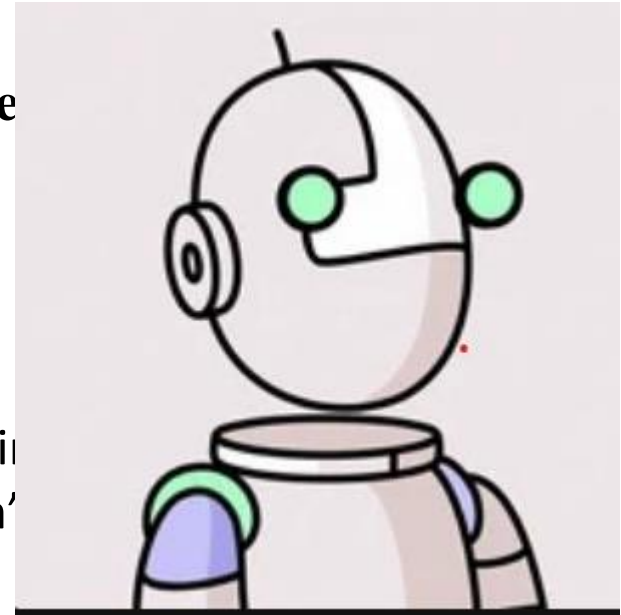


https://en.wikipedia.org/wiki/Internet_troll

Internet Bot

An Internet bot, web robot, robot or simply bot, is a software application that runs automated tasks (scripts) over the Internet, usually with the intent to imitate human activity on the Internet, such as messaging, on a large scale.

Given any text prompt like a phrase or a sentence, GPT-3 returns a text completion in natural language. Developers can “program” GPT-3 by showing it just a few examples or “prompts.”



<https://openai.com/blog/gpt-3-apps/>

Post-Truth

Post-truth relates to circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.

If we lose the institutions that produce facts that are pertinent to us, then we tend to wallow in attractive abstractions and fiction. Post-truth wears away the rule of law and invites a regime of myth.

<https://en.wikipedia.org/wiki/Post-truth>



Reverse Image Search

DO NOT BELIEVE EVERYTHING YOU SEE (!?)

- **Reverse Image Search** <https://www.reverseimagesearch.com/>
 - **TinEye** <https://tinEye.com/>
 - **ImageReverse** <https://imagereverse.io/>
 - **Duplichecker** <https://www.duplichecker.com/reverse-image-search.php>
- ... and many more



https://www.boredpanda.com/fake-news-photos-viral-photoshop/?utm_source=google&utm_medium=organic&utm_campaign=organic

Face Editors

Selfie Editor

<https://www.faceapp.com/>

FaceApp for PC

<https://pclicious.net/download-faceapp-for-pc-windows-mac-laptop/>

Face Editor

<https://play.google.com/store/apps/details?id=io.faceapp&gl=US&pli=1>

– ...and many more.



Fake Image

- Create fake Obama [lip-sync & picture]



- <https://spectrum.ieee.org/ai-creates-fake-obama>
- https://youtu.be/MVBe6_o4cMI
- <https://www.reuters.com/article/uk-factcheck-obama-photoshop-idUSKCN2572C8>

Video Editors

DO NOT BELIEVE EVERYTHING YOU SEE AND HEAR

Clipchamp

<https://clipchamp.com/en/video-editor/>

Video Editor

<https://www.openshot.org/>

Movie Video Editor

<https://www.movavi.com/videoeditor/>

Online Video Editor

<https://www.kapwing.com/video-editor>

<https://www.lifewire.com/best-free-video-editing-software-programs-4128924>

– ...and many more



ANIMOTICA
EASY VIDEO EDITOR

Fake Video

- https://www.youtube.com/watch?v=MVBe6_o4cMI



- ...and many more

Breaking News

Breaking news, also known as a special report or special coverage or news flash, is a current issue that broadcasters believe warrants the interruption of scheduled programming or current news to report its details.

Its use is often assigned to the most significant story of the moment or a story that is covered live. It could be a story that is simply of wide interest to viewers.

When a story has not been reported on previously, the graphic and phrase. "Just In" is sometimes used instead.



<https://www.youtube.com/watch?v=ojwVnJZxyho>

Responsibility Includes Accountability

Encouraging people to spread false information through advertising and make money generates a very dangerous situation because this results in more disinformation on the Internet than truthful information.

This is not a technology problem; it's a business-model problem.



Fake News Summarized by CBC

[Vassy Kapelos](#)

- <https://www.youtube.com/watch?v=UF3TrTIZbCA>



CBC Explains
Fake news

Why it's so easy to fall for fake news and how to spot it

- Whether during an election or just a regular day of the year, people are bombarded with news and information in their feeds.
- So how do we know what's true and what's false?
- CBC shows you what to look for and how to protect yourself from falling for disinformation and misinformation.

“The Truth Will Set You Free” [John 8:32]

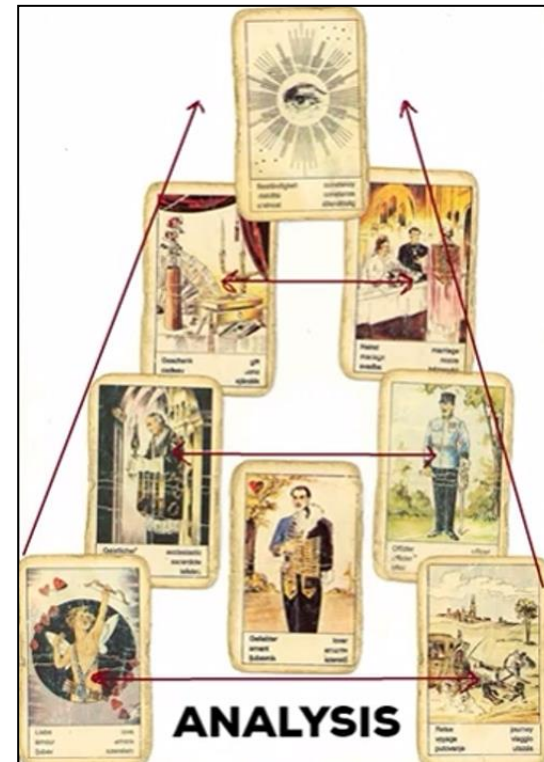
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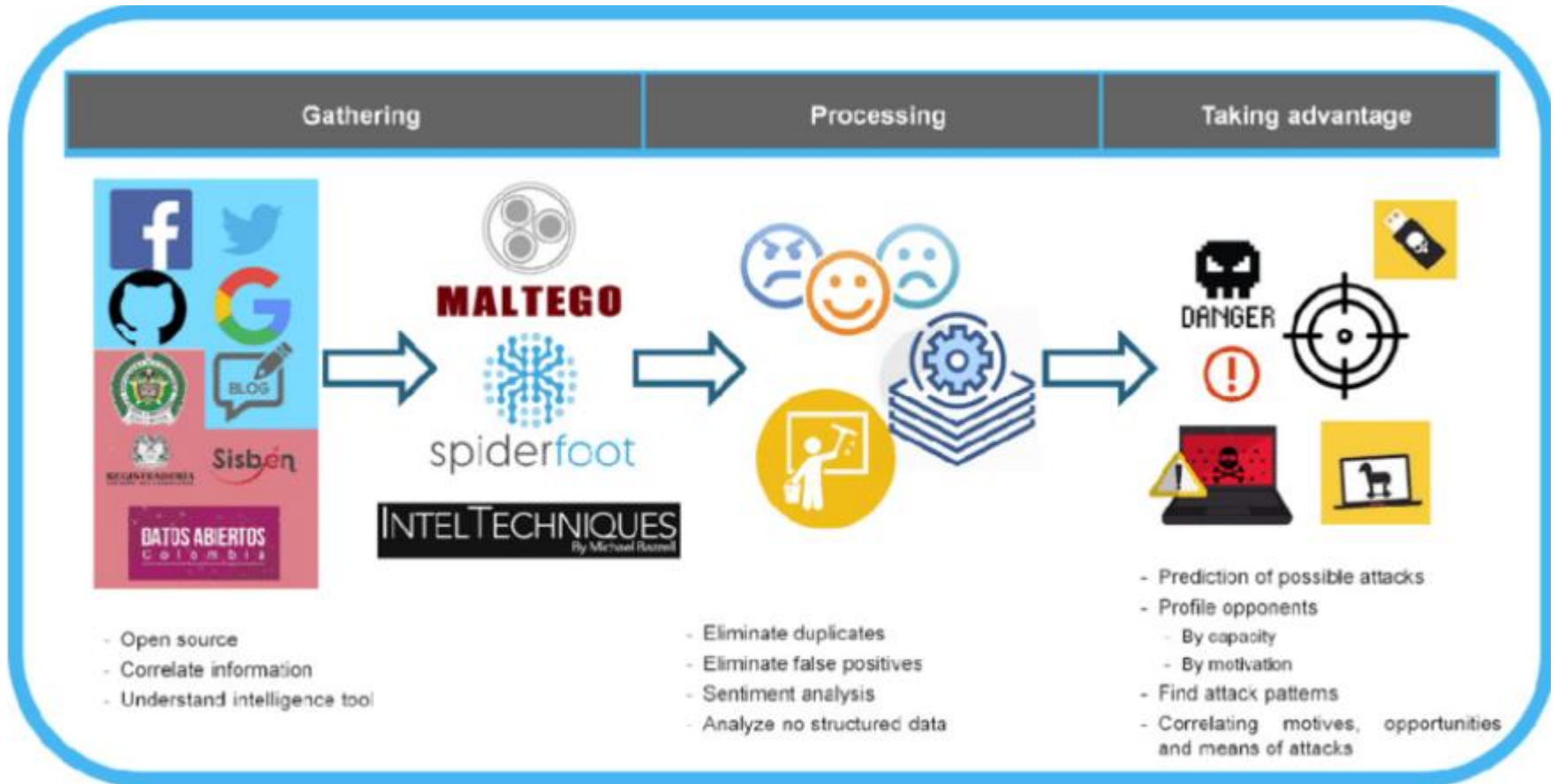
“The Truth Will Set You Free” How?

OSINT – OPEN SOURCE INTELLIGENCE

Intelligence Analysis consists of gathering information from multiple sources (news wire services, media reports, specialist journals, and various online sources covering politics, economy, religion, history, including military strategy) to assess the validity of the information provided to the reader for the purpose of decision-making.



OSINT Intelligent Phases



https://www.researchgate.net/publication/340477088_Use_of_OSINT_in_a_colombian_context_and_sentiment_Analysis

The Buck Stops Here

**Responsibility and Consequences:
Where Did We Go Wrong?**



Thank You

- Thank you for attending this Fake News Workshop.
- I would also like to thank UVRA organizers of this technology workshop.



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