



# Fake news - a new everyday reality or a weapon in the information war?

Magdalena Paul

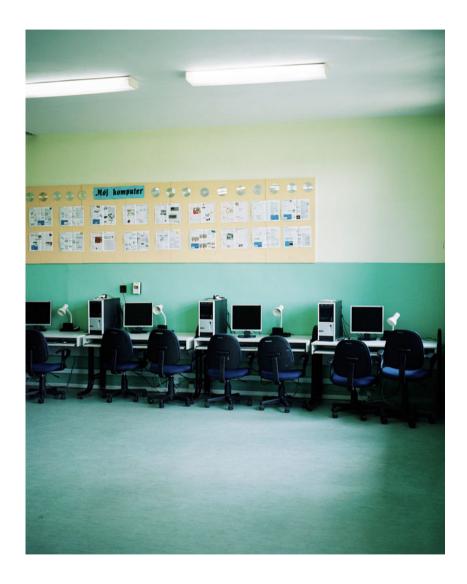
University of Warsaw

20.12.2022 r.

# Plan of the presentation

- 1) What is 'fake news'?
- 2) The history of fake news
- 3) Fake news today
- 4) Perception of true and false information
- 5) Fake news in politics
- 6) Social consequences
- 7) Deepfake and post-truth
- 8) Fact-checking
- 9) Libraries on the front
- 10) Can fake news have any positive consequences?

national living in London, have including the t been arrested in Madeira as part the Dutch n Part 1. What is...? London, had smuggling on a cruise ship. - The state of the "The o travel on Ma ous loca FAKE NEWS. ding the tion in Agenc Allan Round Portugantine said viie cocaine manager at th seized 'could have had a potenligence Unit. tial street value in excess of this operation £2million' if it had been sold in disrupted an the UK, and that cash and mobile group looking into the UK a Journolink CC-BY https://www.flickr.com/photos/157230341@N02/46622606075/ Working w



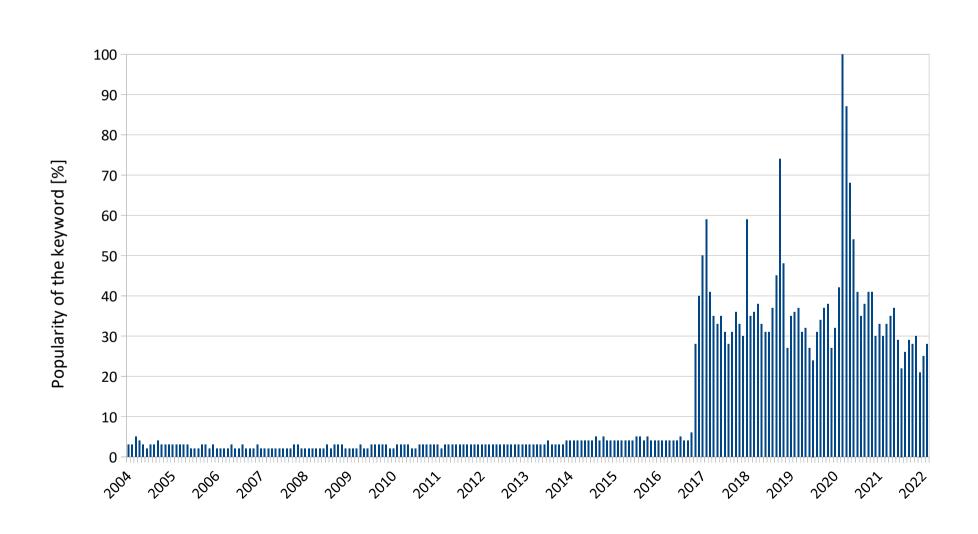
### Let's talk

Mentimeter code: 7374 7447

#### "School fake news" characteristics

- Intentionally false
- Verifiably false
- "Exotic"
- Sensational or emotionally charged
- Hidden motives
- Group effort

# "Fake news" in Google Trends









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# News

**NEWS IN PHOTOS** INTERVIEW **NEWS IN BRIEF** SLIDESHOW





#### Report: Over 10,000 Pedestrians Struck Annually By Drivers Rushing To Beat McDonald's Breakfast Cut-Off Time

WASHINGTON—A new report released Monday by the National Highway Safety Traffic Administration found that more than 10,000 pedestrians are struck every year by drivers rushing to beat the cut-off time for the McDonald's breakfast menu. "Our estimates...



SLIDESHOW

Week In Review: December 18, 2022 Most Frequent Porn Searches By State



NEWS IN BRIEF

Elon Musk Hides In Dark Twitter Office As Landlord Bangs On Door Demanding Rent

SAN FRANCISCO—Hissing at his remaining employees to close the blinds and stay out of sight, Elon Musk reportedly hid in a darkened office at Twitter headquarters Friday as his landlord banged on the door demanding that he pay rent. "Oh,...



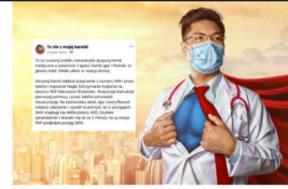
INFOGRAPHIC

#### What To Know About The Nuclear Fusion Breakthrough

Scientists at the National Ignition Facility in Livermore, CA announced Tuesday the first-ever successful nuclear fusion reaction that resulted in a net energy gain, an achievement with the potential to reshape energy production. The Onion tells you...



Jarosław Szymczyk odznaczony Virtuti Militari za postawę podczas ataku Jarosława Szymczyka



Polska ma superbohaterów. To dyspozytorzy medyczni, którzy uratowali życie przez telefon [PRAWDA]



Ewakuacja komisariatów w całym kraju. Zamachowcy podłożyli granatniki w budynkach



Prześladowanie chrześcijan w Częstochowie. Miasto nie będzie już płacić za religię w szkołach



Widzieliśmy ramówkę Alfa TVP, ale napisaliśmy lepszą [TYLKO U NAS]



Konflikt tragiczny Jacka Kurskiego. Będzie musiał podpisać deklarację tolerancji wobec osób LGBT+



Trump Calls CNN 'Fake News', New York Times, 11.01.2017 https://www.nytimes.com/video/us/politics/10000004865825/trump-calls-cnn-fake-news.html



radiorebelde.cuhttps://www.hirondelle.org/en/our-media/1115-covid-19-5-conseils-pour-detecter-les-fake-news





**Health Topics ∨** 

Countries >

Newsroom ∨

Emergencies v

Data v

About WHO >

Home / Health topics / Infodemic



https://www.who.int/health-topics/infodemic

#### Fake news' horizon



#### Fake news' types

#### FIRSTDRAFT

#### 7 TYPES OF MIS- AND DISINFORMATION



No intention to cause harm but has potential to fool



Misleading use of information to frame an issue or individual



When genuine sources are impersonated



New content is 100% false, designed to deceive and do harm



When headlines, visuals or captions don't support the content



When genuine content is shared with false contextual information



#### MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive

Wardle, C. (2017). "Fake news. It's complicated", https://firstdraftnews.org/articles/fake-news-complicated/

#### Alternative terms

- Mis-information false information disseminated without harmful intent.
- Dis-information false information created and shared by people with harmful intent.
- Mal-information the sharing of "genuine" information with the intent to cause harm.



#### Homo sum...



Magdalena Paul CC-BY-NC-SA https://www.flickr.com/photos/47697378@N03/22843099413

### **Prester John**



Image of Prester John, enthroned, in a map of East Africa from Queen Mary's Atlas

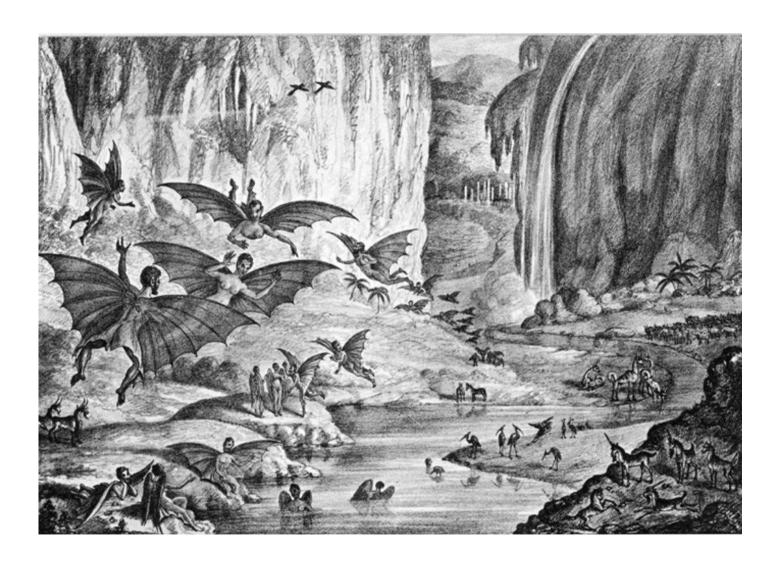
# Benjamin Franklin's commendable falsification



An artistic vision of Franklin's famous experiment, which also did not look like this, because it would risk getting burned.

Benjamin West, c. 1816

#### **Great Moon Hoax**



The New York Sun lithograph shows Vespertilio-homo, or bat-people https://en.wikipedia.org/wiki/File:Great-Moon-Hoax-1835-New-York-Sun-lithograph-298px.jpg

# **Photomontages**



Dick Willoughby, http://hoaxes.org/photo\_database/image/the\_silent\_city







#### Flash Eurobarometer 464

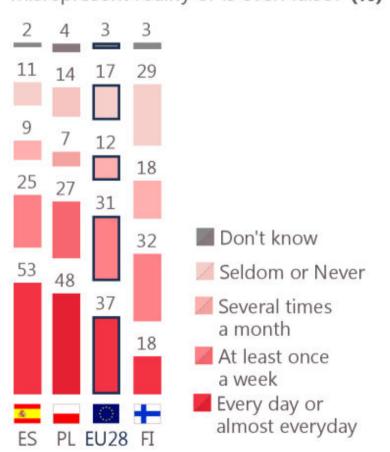


This document does not represent the point of view of the European Commission.

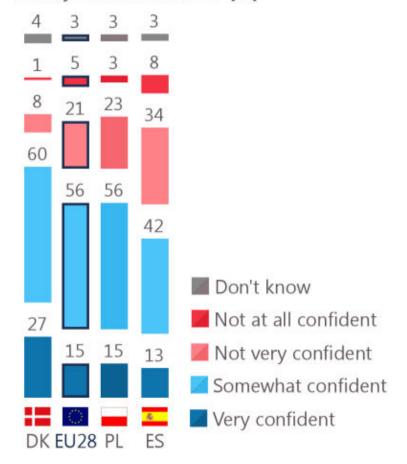
The interpretations and opinions contained in it are solely those of the authors.

#### Frequency of contacts with fake news

How often do you come across news or information that you believe misrepresent reality or is even false? (%)

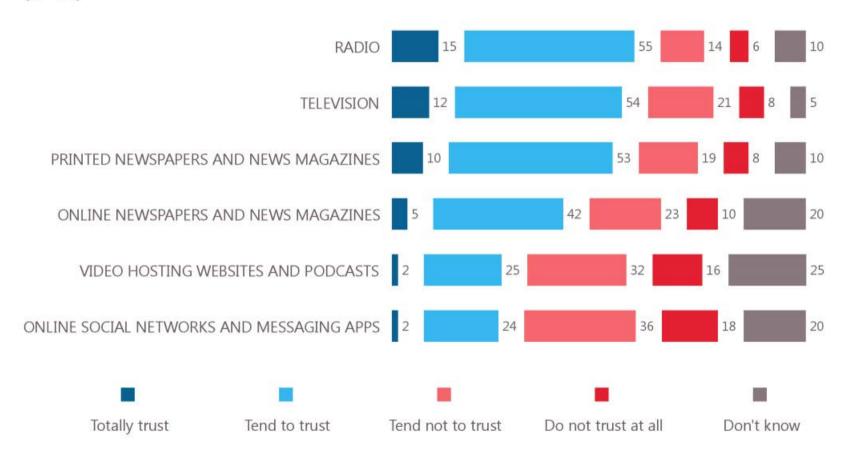


How confident or not are you that you are able to identify news or information that misrepresent reality or is even false? (%)

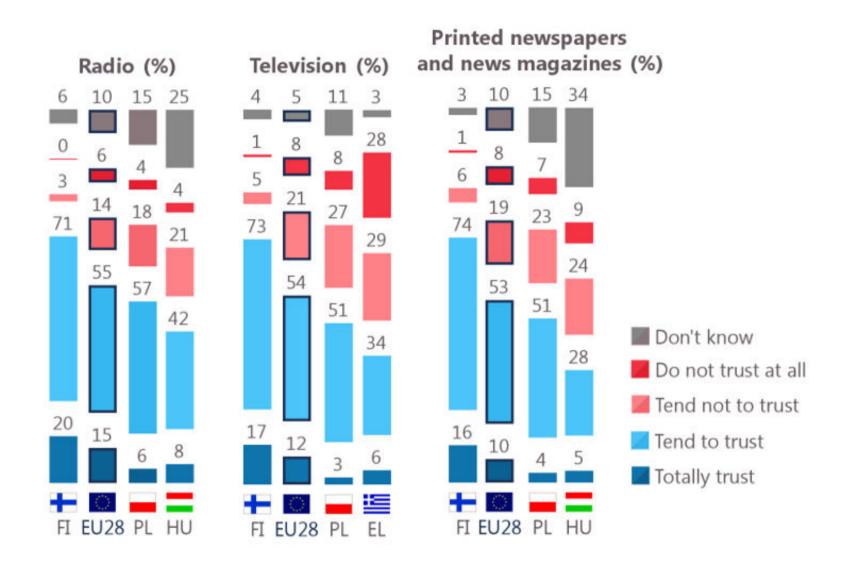


#### Trust in the media in Europe

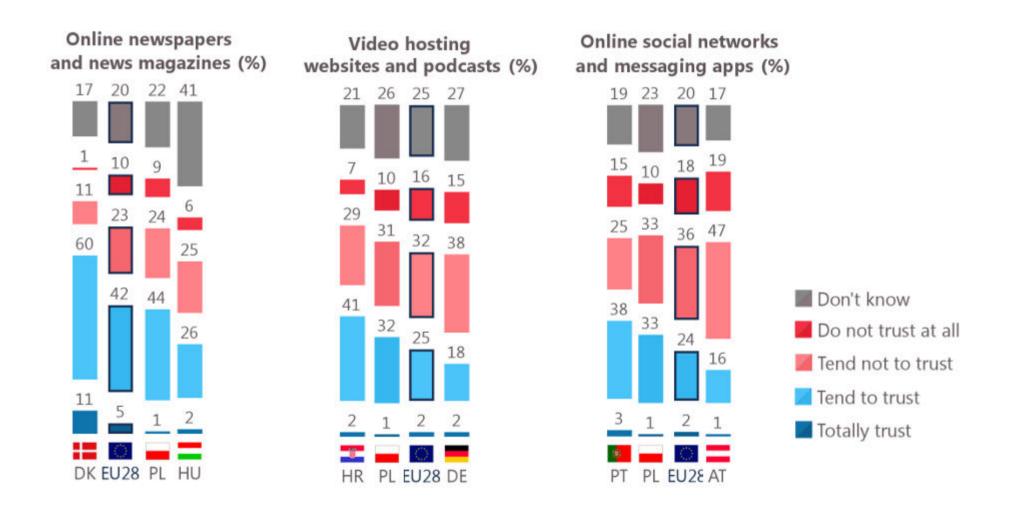
Q1 How much do you trust or not the news and information you access through... (% - EU)

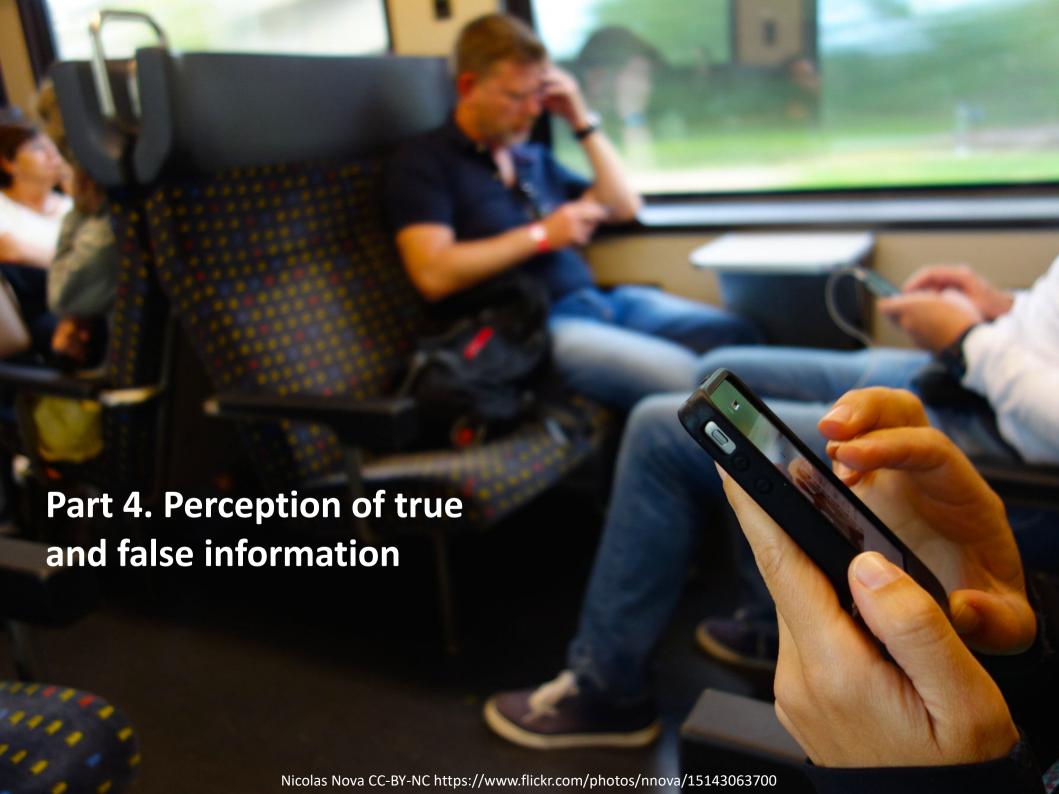


#### Trust in traditional media

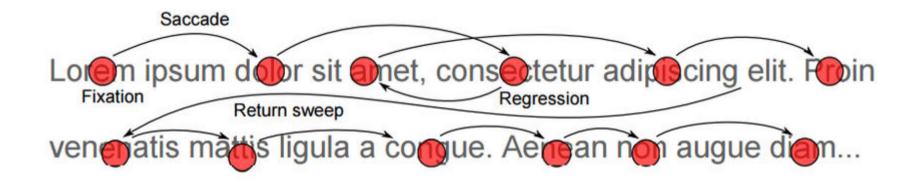


#### Trust in electronic media



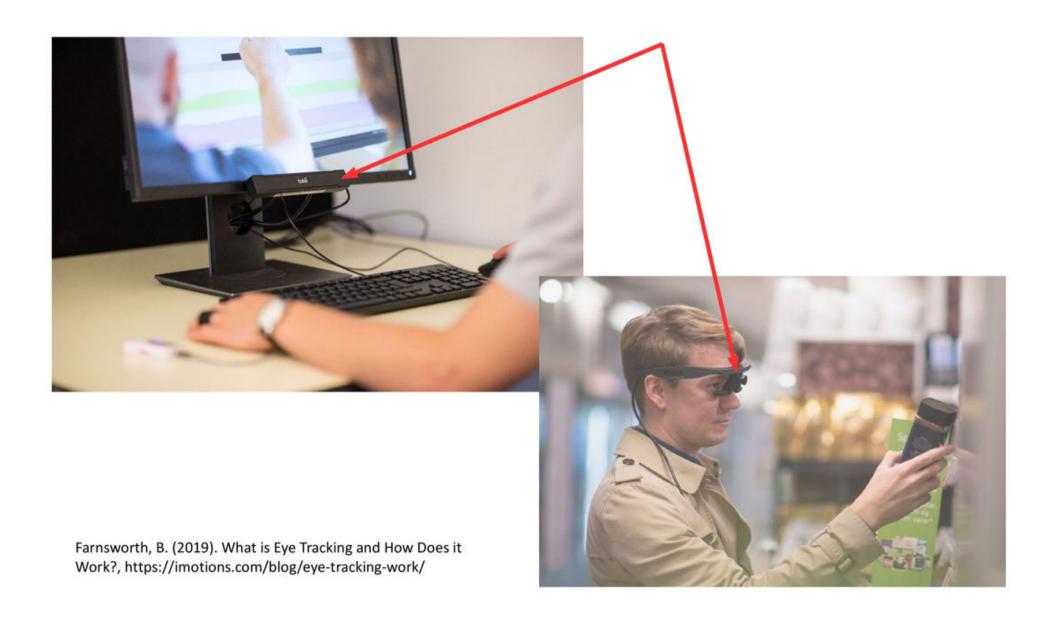


#### How do we read?



Makame Hamza Makame, Towards Assured Informed Consent in Privacy Notice Design: An Eye Movement Detection Approach https://www.researchgate.net/publication/318226314\_Towards\_Assured\_Informed\_Consent\_in\_Privacy\_Notice\_Design\_An\_Eye\_Movement\_Detection\_Approach

# **Eye tracker**



#### **Materials**

- A) The Polish Voting Commission warns the Polish authorities about the elections to the European Parliament. This is about Brexit
- B) The Seym rejected the citizen's bill eliminating the obligation to vaccinate
- C) Bartłomiej Misiewicz appointed president of PKP Cargo? For now, he has become a board member with a crazy salary!
- D) An aggressive man jerking a policeman is an extra actor from Ukraine? Internet users on the trail

#### **Materials**

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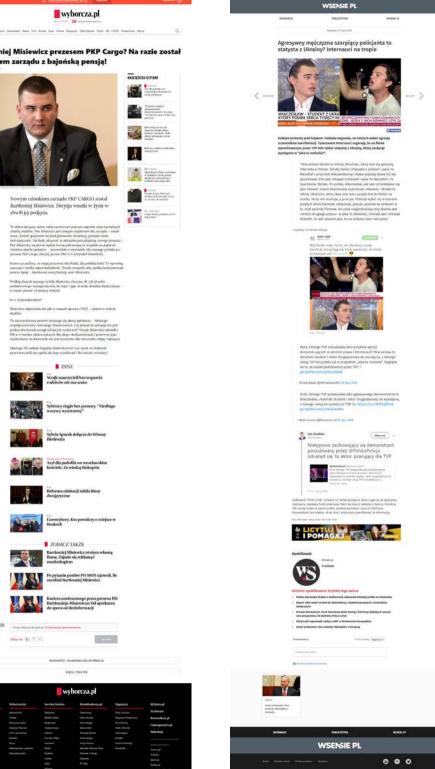
oficjatnie poteiendza: Zac zdjęcia do "Psów 3"

btriotyzm ekonomicz aczej politykom, niż foczowym sektorom

Biodronka juž wie, jak płagodni

Kaja Godek: w ciągu kilku tygodni ciężko stwierdzić, że dziecko zostało poczęte w wyniku gwaltu







Kraj Świat Miasta Opinie Gospodarka Nauka Tech Kultura Sport Classic Magazyny Tylko Zdrowie Wideo WO CJG24 Prenumerata Więcej

Q

Kraj

# Bartłomiej Misiewicz prezesem PKP Cargo? Na razie został członkiem zarządu z bajońską pensją!

PR 27 lutego 2018 | 13:06



Bartłomiej Misiewicz (Fot. Sawomir Kamiski / Agencja Gazeta)

#### NAJCZĘŚCIEJ CZYTANE



Azyl dla pedofila we wrocławskim Kościele. Za wiedzą biskupów



"Żołnierze wyklęci" zamordowali w Wierzchowinach 194 osoby. "Ukraińców nam w Polsce nie potrzeba"



Biedronka już wie, jak złagodzić skutki zakazu handlu w niedziele. Małe sklepy odczują go jeszcze bardziej



Reforma edukacji zabiła klasy dwujęzyczne



Agata Buzek: Długo siedziałam w szufladce: chora, pobita, zgwałcona. Dziś jestem w szufladce dziwoląga ufity



RZESZÓW

Nowym członkiem zarządu PKP CARGO został Bartłomiej Misiewicz. Decyzja weszła w życie w chwili jej podjęcia.





To dobra decyzja, mimo wielu zawirowań poprzez nagonkę nieprzychylnych władzy mediów, Pan Misiewicz jest cennym wsparciem dla zarządu – wnosi nowe, świeże spojrzenie na funkcjonowanie struktury, posiada cenne doświadczenie. Nie będę ukrywał, że aktualnie poszukujemy nowego prezesa i Pan Misiewicz na pewno będzie brany pod uwagę ze względu na poparcie ministra skarbu państwa – powiedział w wywiadzie dla naszego portalu p.o prezesa PKP Cargo, obecny prezes PKP S.A Krzysztof Mamiński.

Jestem szczęśliwy, że mogę pracować dla Polski, dla polskiej kolei! To ogromny zaszczyt i wielka odpowiedzialność. Zrobię wszystko aby spółka funkcjonowała jeszcze lepiej – skwitował nowa funkcje sam Misiewicz.

Według danych naszego źródła Misiewicz otrzyma 18 758 zł netto podstawowego wynagrodzenia, do tego 7 990 zł netto dodatku funkcyjnego – w sumie prawie 27 tysięcy złotych!

Co z wykształceniem?

Misiewicz odpowiada tak jak w czasach sprawy z PGZ – jestem w trakcie studiów.

To nieoczekiwany powrót okrytego złą sławą aptekarza – bliskiego współpracownika Antoniego Macierewicza. Czy jednak ta sytuacja nie jest próbą odwrócenia uwagi od innych wydarzeń? Wszak Misiewicz odszedł z PiS-u w bardzo niekorzystnych dla niego okolicznościach i ponowne jego wystawianie na świecznik nie jest korzystne dla wizerunku ekipy rządzącej.

Dlaczego PiS usilnie dogadza Misiewiczowi? Czy może on dokonać przewrotu jeśli nie spełni się jego oczekiwań? Do tematu wrócimy!

#### Linguistic characteristics

- real news articles are much longer than fake ones;
- fake news articles contain less technical words, shorter words, fewer punctuation, fewer quotes;
- fake news articles are more redundant in terms of vocabulary;
- fake news titles are more elaborate than real news titles, use more capital letters (Horne & Adali, 2017; see also Rubin, Conroy, Chen & Cornwell, 2016).











UKRAINA

WYPOWIEDZI

**FAKE NEWS** 

SPRAWDZANI

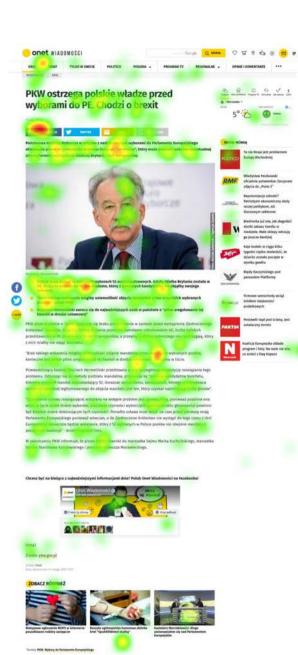
**ANALIZY I RAPORTY** 

CO ROBIMY?

O DEMAGOGU







Co myślisz o tym artykule? Skomentuj!



00000

Sejm odrzucił obywatelski projekt

- NAJNOWSZE

- POLECAMY

Sąd Okrągowy w Warszawie wydał postanowienie o wszczęciu poszukienań Marka F, Sistem gończym

likwidujący obowiązek szczepień



# Results

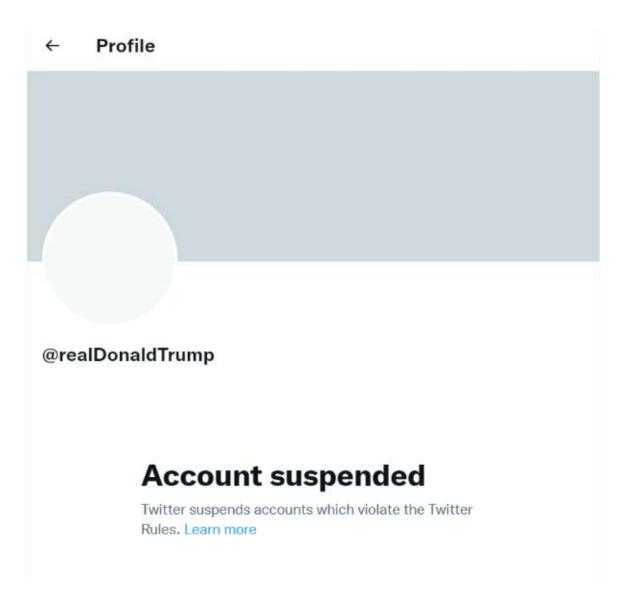
Stimulus	Evaluation of reliability (0-100)
A - True	68,6
B - True	80,4
C - False	65,5
D - False	51,8

# How did students asses the reliability?

- Do I know the information source?
- What do I think about the information source generally?
  - → material C case
- Is it based on the internet users statements?
  - → material D case
- Have I heard anything about this topic?
  - → illusory-truth effect



# Part 5. Fake news in politics







#### Donald J. Trump 🔮

@realDonaldTrump

45th President of the United States of America

Washington, DC 
 ✓ Vote.DonaldJTrump.com 
 Joined March 2009

49 Following 87.8M Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes





TRUTH SOCIAL has become somewhat of a phenomena. Last week it had bigger numbers than all other platforms, including TikTok, Twitter, Facebook, and the rest. It also looks and works better to my eye. I am very happy that Twitter is now in sane hands, and will no longer be run by Radical Left Lunatics and Maniacs that truly hate our country. Twitter must now work hard to rid itself of all of the bots and fake accounts that have hurt it so badly. It will be much smaller, but better. I LOVE TRUTH!



373



Oct 28, 2022, 9:10 AM

### Dezinformation as the basis for the invasion







#### **Vladimir Putin**

stated on February 24, 2022 in an address to the nation announcing the attack on Ukraine:

# Ethnic Russians face "genocide perpetrated by the Kyiv regime."





https://www.politifact.com/factchecks/2022/feb/25/vladimir-putin/putin-repeats-long-running-claim-genocide-ukraine/

**News** > Conspiracy Theories

# Ukraine, US Biolabs, and an Ongoing Russian Disinformation Campaign

In an attempt to justify Russia's invasion of Ukraine, propagandists claimed the attack was focused on secret U.S. biolabs there.

#### By Dan Evon

Published 24 February 2022



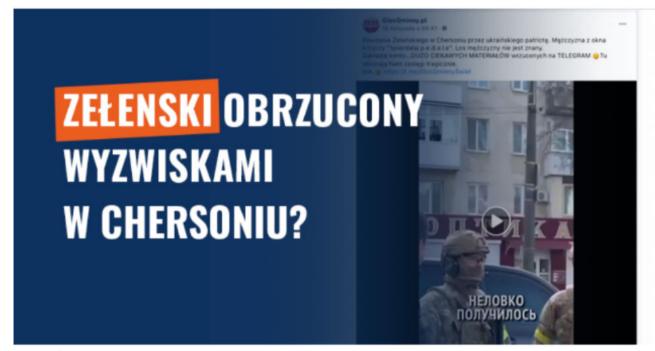












Zrádřa: Facebook / Modyfihacje: Demagog

Czas czytania: około 4 min.

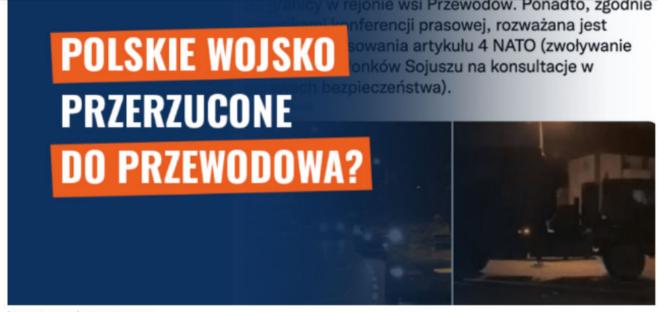
### Zełenski obrzucony wyzwiskami w Chersoniu? Przerobione wideo!

21.11.2022 godz. 17:59

Na oryginalne nagranie z wizyty prezydenta Ukrainy w Chersoniu nałożono dźwięk z innego materiału.

#### )) FAKE NEWS W PIGUŁCE

- Na Facebooku (1, 2) i Twitterze pojawiło się nagranie, na którym rzekomo słychać, jak mężczyzna w wulgarnych słowach zwraca się do prezydenta Zełenskiego w trakcie wizyty w Chersoniu.
- W pierwotnej wersji filmu nie słychać okrzyku mężczyzny, pochodzi on bowiem z innego materiału.



Znidio: www.focebook.com / Medyfilocje: Dereogog.org.pl

Czas czytania: około 5 min.

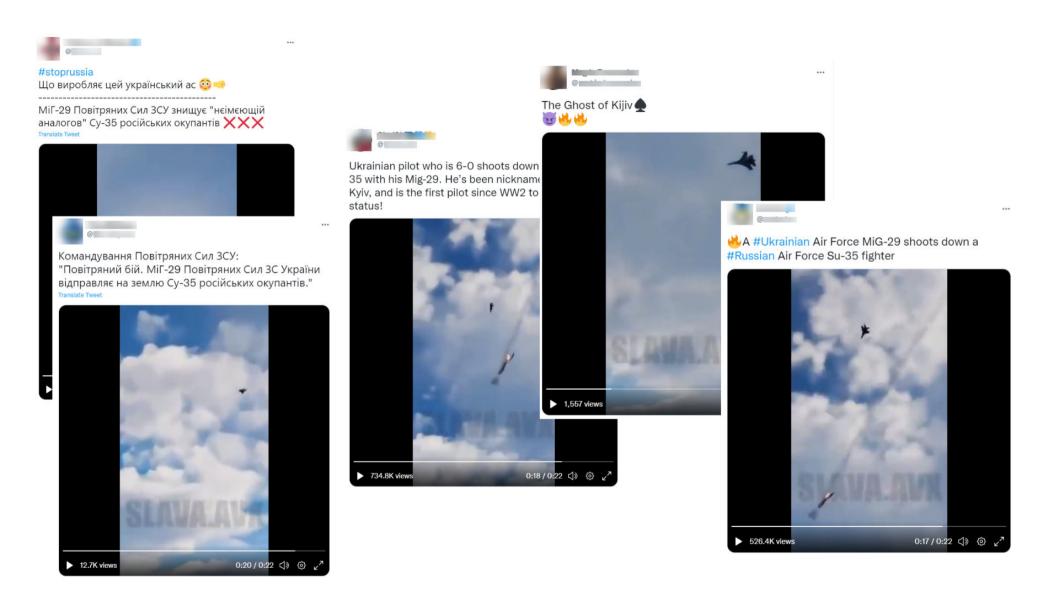
# Wojsko przerzucone do Przewodowa? To zdjęcie sprzed roku!

16.11.2022 godz. 14:48

Fotografia przedstawia ćwiczenia wojskowe z września 2021 roku.

#### )) FAKE NEWS W PIGUŁCE

- Według informacji opublikowanych na Twitterze po wtorkowej eksplozji w miejscowości Przewodów
  Polska przerzuciła swoje wojska na granicę z Ukrainą. Podobne informacje opublikowały m.in.
  gruziński i ukraiński serwis informacyjny.
- Nieprawdziwe informacje o przerzuceniu polskich wojsk na granicę z Ukrainą miało potwierdzać zdjęcie, które w rzeczywistości ilustruje ćwiczenia wojskowe z września 2021 roku.



Rosyjski samolot strącony przez ukraiński? Nie, to symulacja komputerowa, https://konkret24.tvn24.pl/swiat,109/rosyjski-samolot-stracony-przez-ukrainski-nie-to-symulacja-komputerowa,1097681.html

### **Disinformation methods**

- mixing truth and lies
- modification of the motive and circumstances,
- blur,
- camouflage,
- interpretation,
- generalization,
- illustration,
- unequal representation,
- equal representation.

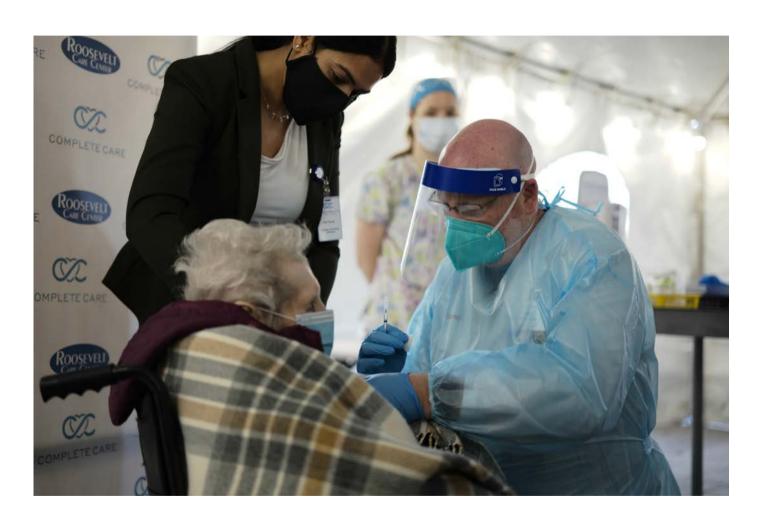


# Part 6. Social consequences



Marco Verch Professional Photographer CC-BY https://www.flickr.com/photos/30478819@N08/34969520322

# **Infodemic during COVID-19 pandemic**



Phil Murphy CC-BY-NC https://www.flickr.com/photos/govmurphy/50849724491

WYPOWIEDZI

Czas czytania: około 9 min.

# Szczepienie przeciw COVID-19 to "trutka" dla dzieci? Fałsz!

19.12.2022 godz. 8:49

Justyna Socha powiela fałszywe informacje na temat szczepień dzieci przeciw COVID-19.

#### ))) FAKE NEWS W PIGUŁCE

- Na facebookowym profilu Justyny Sochy pojawił się post dotyczący szczepień dzieci przeciw COVID-19. Zgodnie z prawdą podała w nim liczbę najmłodszych osób, które zapisano na szczepienia, ale jednocześnie napisała, że preparaty ochronne mają być"trutką".
- W ochronie dzieci przed COVID-19 mogą pomóc szczepionki, które są bezpieczne i skuteczne również dla najmłodszych. Szczepienie zmniejsza też ryzyko powikłań po przejściu choroby.
- Wpis odnosi się również do teorii spiskowych na temat planów globalnych elit i korporacji. W niskim zainteresowaniu szczepieniami w najmłodszej grupie wiekowej Justyna Socha upatruje porażki globalistów.

# 200 Chibok girls kidnapped from school



UNFPA, https://www.unfpa.org/fr/node/15081

#### Stephanie Busari, How fake news does real harm

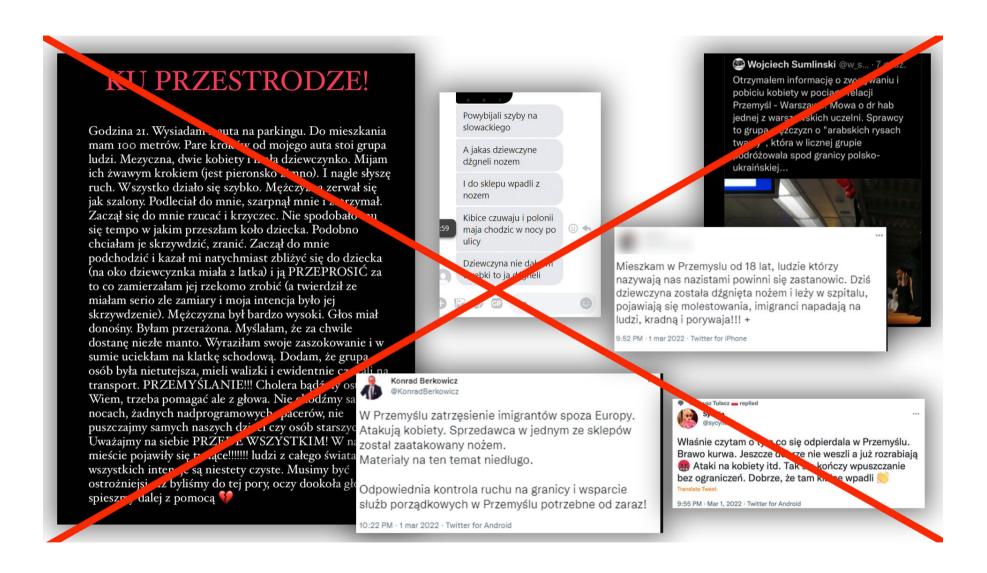
https://www.ted.com/talks/stephanie\_busari\_how\_fake\_news\_does\_real\_harm?share=11fcb280d9#t-103136

# Rohingya massacre



Mercy Corps, https://europe.mercycorps.org/en-gb/blog/rohingya-refugee-crisis-facts

CBS, Weaponizing Social Media: The Rohingya Crisis
https://www.youtube.com/watch?v=2YUzH6gJ8aw&ab\_channel=CBSNews





Ars Electronica CC-BY-NC-SA https://www.flickr.com/photos/arselectronica/48517998642/

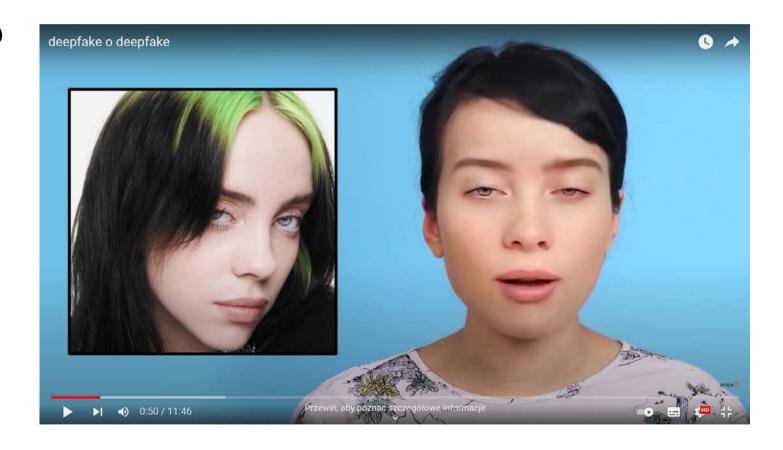
# **Example**

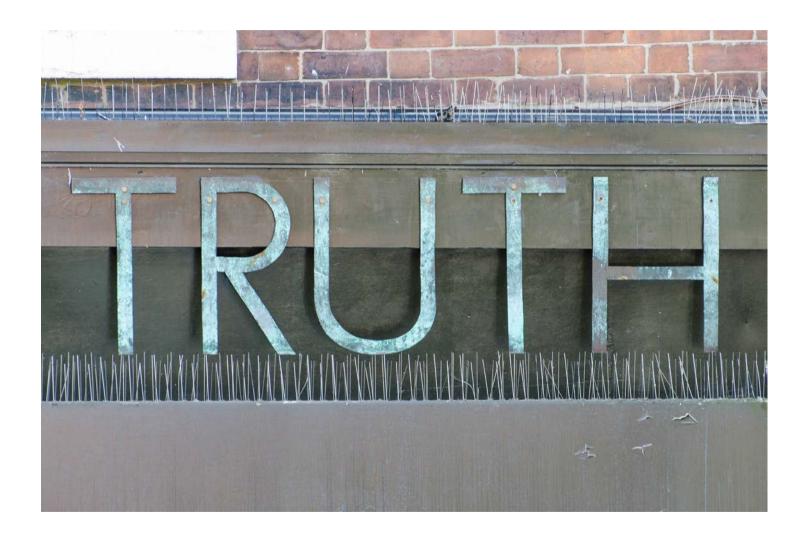


Supasorn Suwajanakorn, Fake videos of real people -- and how to spot them, https://www.ted.com/talks/supasorn\_suwajanakorn\_fake\_videos\_of\_real\_people\_and\_how\_to\_spot\_them

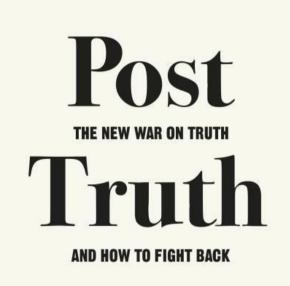
# **Deepfake technology**

- Face/facial reenactment
- Face swap





#### **Post-truth**

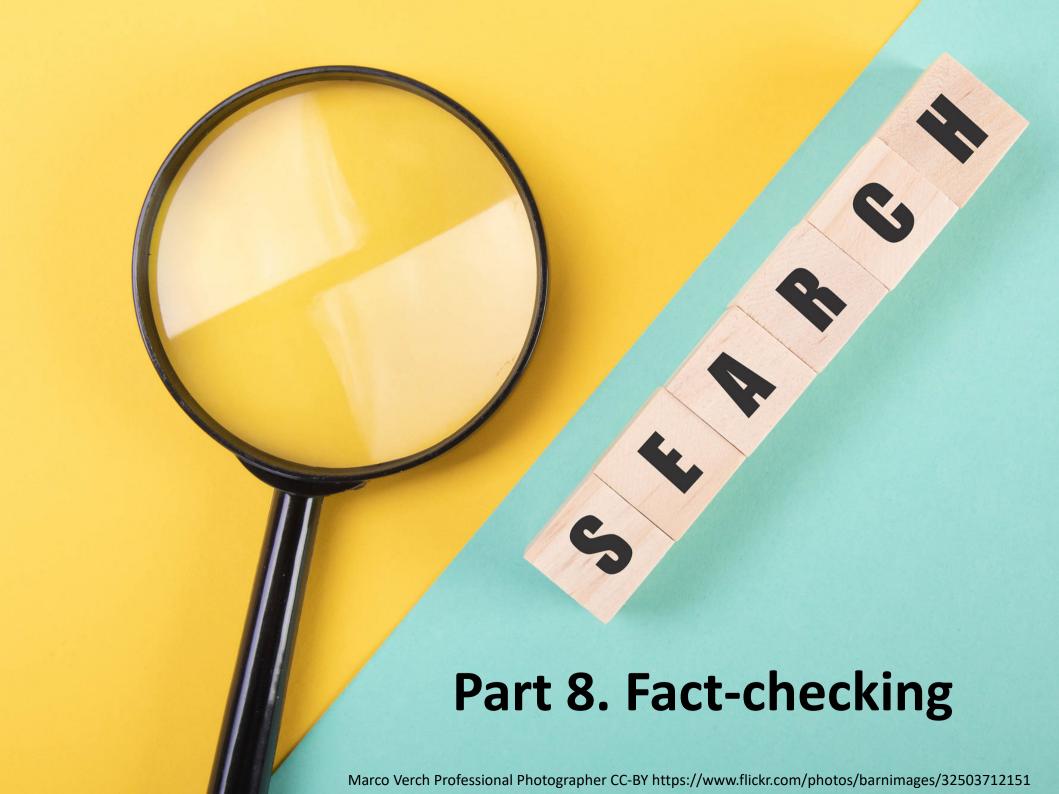


 Word of the Year in 2016 by the Oxford Dictionary

Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief

- 'alternative facts'
- Talk by Matthew D'Ancona https://vimeo.com/252500642

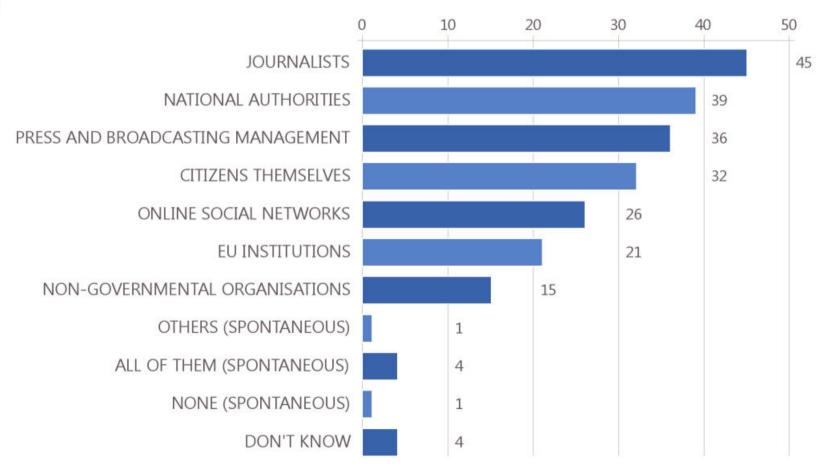
**MATTHEW D'ANCONA** 



# Who should stop fake news?

News or information that misrepresent reality or that are even false are called "fake news". Which of the following institutions and media actors should act to stop the spread of "fake news"? (MAX. 3 ANSWERS)

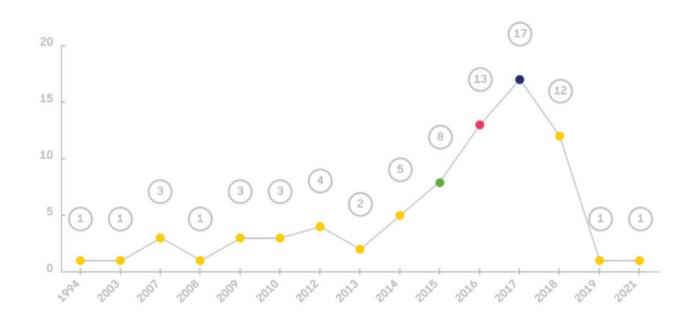




### **Fact-checking organizations**

- for-profit media outlets, associated with editorial offices of newspapers, television, information portals,
- non-profit organizations,
- academic initiatives (Poynter Report, 2019, https://drive.google.com/file/d/126VfMEOEqtDZ0t-ZsMXKYJzP5JxHtCzK/view)

When did your fact-checking organization launch?



# **Code of principles of International Fact-Checking Network**

- 1) Commitment to non-partisanship and fairness
- 2) Commitment to standards and transparency of sources
- 3) Commitment to transparency of funding and organization
- 4) Commitment to standards and transparency of methodology
- 5) Commitment to an open and honest corrections policy

#### To be compliant on sources, applicants must meet these four criteria

- 3.1 The applicant identifies the source of all significant evidence used in their fact checks, providing relevant links where the source is available online, in such a way that users can replicate their work if they wish. In cases where identifying the source would compromise the source's personal security, the applicant provides as much detail as compatible with the source's safety.
- 3.2 The applicant uses the best available primary, not secondary, sources of evidence wherever suitable primary sources are available. Where suitable primary sources are not available, the applicant explains the use of a secondary source.
- 3.3 The applicant checks all key elements of claims against more than one named source of evidence save where the one source is the only source relevant on the topic.
- 3.4 The applicant identifies in its fact checks the relevant interests of the sources it uses where the reader might reasonably conclude those interests could influence the accuracy of the evidence provided.

# Some fact-checking agencies















https://www.politifact.com/

https://www.snopes.com/

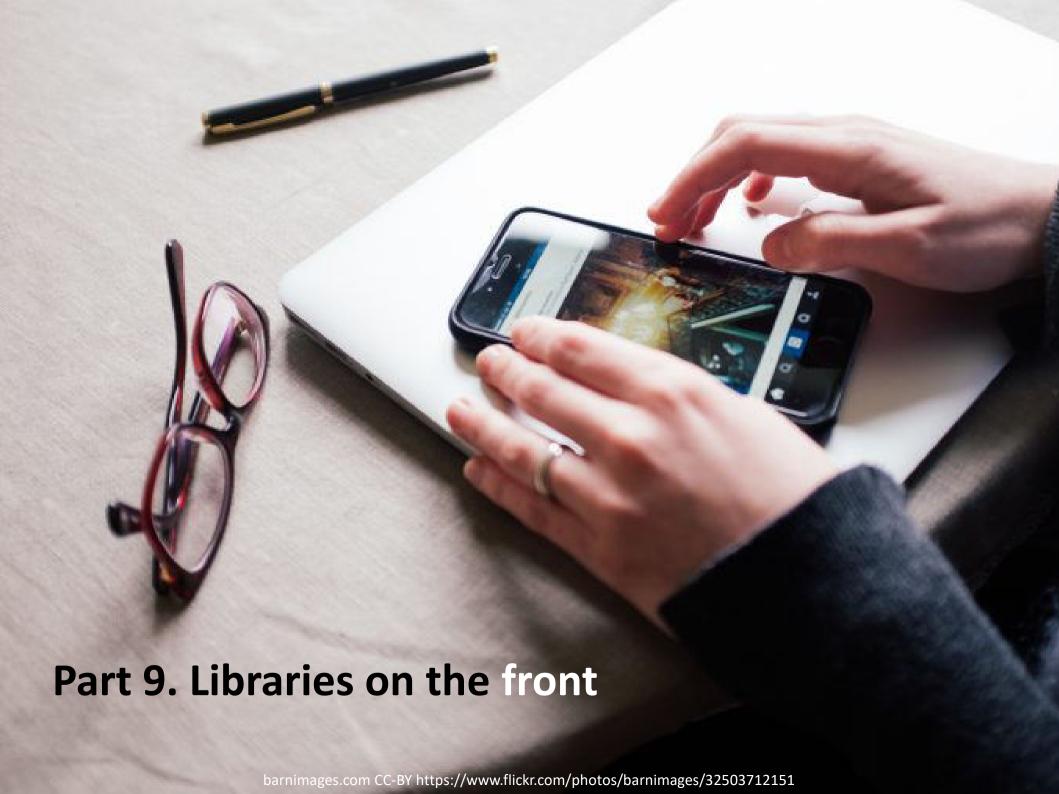
https://fullfact.org/

https://factcheck.afp.com/

https://projetocomprova.com.br/

https://africacheck.org/

https://covid19misinfo.org/



# **Every little action counts**



# Four steps forward

- Broad and organized resources of information and knowledge
- Experience in developing information competences
- Perceived as **neutral** institutions
- Available to everyone

# ...and one (possibly) backwards

The danger of "symmetry"

# HOW TO SPOT FAKE NEWS



#### **CONSIDER THE SOURCE**

Click away from the story to investigate the site, its mission and its contact info.



#### CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



#### **CHECK THE DATE**

Reposting old news stories doesn't mean they're relevant to current events.



#### **CHECK YOUR BIASES**

Consider if your own beliefs could affect your judgement.



Headlines can be outrageous in an effort to get clicks. What's the whole story?



#### SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.



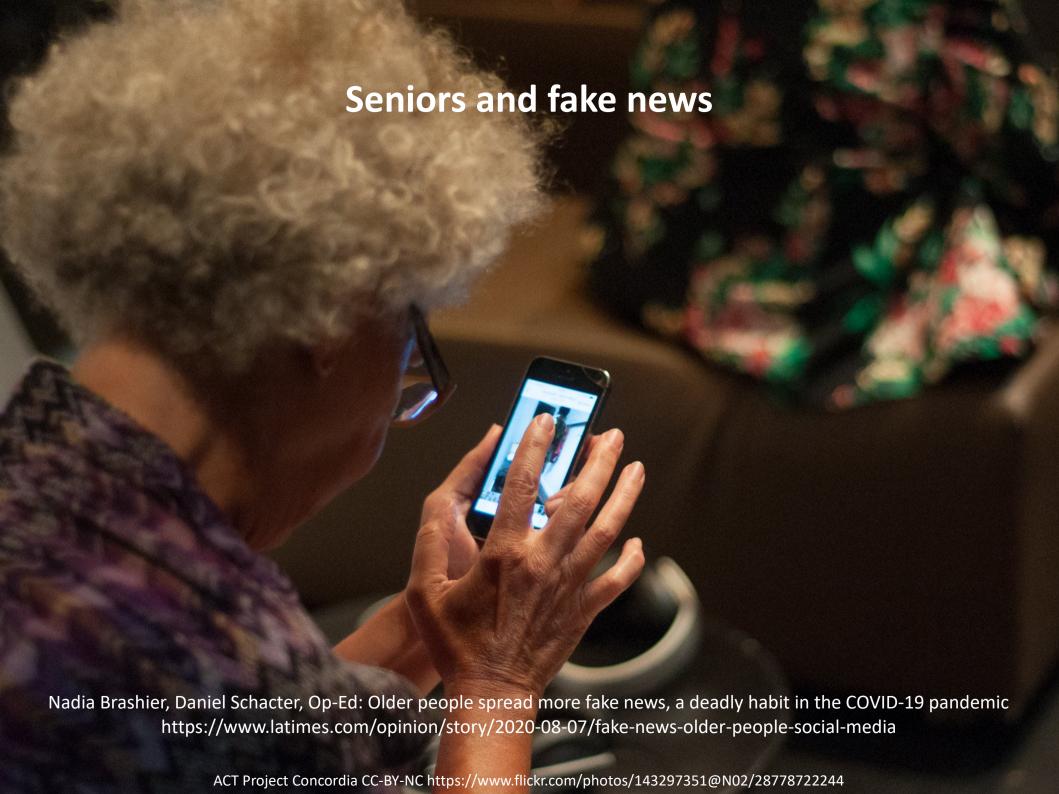
#### IS IT A JOKE?

If it is too outlandish, it might be satire. Research the site and author to be sure.

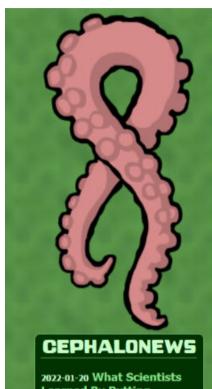


Ask a librarian, or consult a fact-checking site.

ILFLA
International Federation of Library Associations and Institutions



#### Children and fake news



Learned By Putting
Octopuses In MRI
Machines (The Scientist)
The size and complexity of
cephalopod brain structures
differ depending on the
habitats the creatures
occupy, a study finds.

2022-01-20 Deepest-Dwelling Squid Observed At Depth Of 6,200 Meters (phys.org) A pair of researchers has recorded on video a young bigfin squid swimming just Help Save The ENDANGERED
PACIFIC NORTHWEST
TREE OCTOPUS
From EXTINCTION!

About HELP! FAQs Sightings Media Activities Links

#### THE PACIFIC NORTHWEST TREE OCTOPUS

The Pacific Northwest tree octopus (*Octopus paxarbolis*) can be found in the **temperate rainforests** of the Olympic Peninsula on the west coast of North America. Their habitat lies on the Eastern side of the Olympic mountain range, adjacent to Hood Canal. These solitary cephalopods reach an average size (measured from armtip to mantle-tip,) of 30-33 cm. Unlike most other cephalopods, tree octopuses are amphibious, spending only their early life and the period of their mating season in their ancestral aquatic environment. Because of the moistness of the rainforests and specialized skin adaptations, they are able to keep from becoming desiccated for prolonged periods of time, but given the chance they would prefer resting in pooled water.

An intelligent and inquisitive being (it has the largest brainto-body ratio for any mollusk), the tree octopus explores its arboreal world by both touch and sight. Adaptations its ancestors originally evolved in the three dimensional environment of the sea have been put to good use in the





# CHECK THE **FACTS**

