

Mediatization of Information. Many Faces of Fake News

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- Collins dictionary: fake news — "false, often sensational, information disseminated under the guise of news reporting"¹

¹www.collinsdictionary.com/dictionary/english/fake-news

²www.dictionary.com/browse/fake

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- Collins dictionary: fake news — "false, often sensational, information disseminated under the guise of news reporting"¹
- "1805–15; orig. vagrants' slang: to do for, rob, kill (someone), shape (something)"²

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²www.dictionary.com/browse/fake

Terminology

- fake news vs. fake account (multi-account)

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- fake news vs. fake account (multi-account)
- agitation (short-term) vs. Propaganda vs propaganda (long-term)

- gossip, rumours

Speech genres

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- superstition, urban legend

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- canard, Printer's devil

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- fake news = mediatization of rumours?
- clickbait

The history of falsehood from antiquity to the post-industrial era

From the history of fake news

- Rome, 64 BC — Neron: the Christians started the fire

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- Europe, XIIIth century — donation of Constantine
- Dover, UK, 1814 — Napoleon Bonaparte is dead
- Kielce, Poland 1946 — Jews kidnapped a child
- USA, 1938 — Orson Welles: Martians' invasion
- Belgium, 2006 — Belgium's split

- participatory culture (Henry Jenkins)

³Harry Frankfurt, *On Bullshit*, Princeton, N.J.: Princeton University Press, 2005.

⁴Petter Törnberg, Echo chambers and viral misinformation: Modeling fake news as complex contagion, "PLoS ONE" 13 (9)

The Age of Sharing and its consequences for journalism

- participatory culture (Henry Jenkins)
- infotainment

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Pathologies of participation

- troll factories

Pathologies of participation

- troll factories
- bot-nets

State of The Art

"we define "fake news" as the online publication of intentionally or knowingly false statements of fact"⁵

⁵David O. Klein, Joshua R. Wueller, Fake News: A Legal Perspective, "Journal of Internet Law", Vol. 20, No. 10, April 2017, p. 6.

1. Veles (Macedonia) case (100 pro-Trump websites in 2016)⁶

⁶William D. Toronto, Fake News and Kill Switches: The U.S. Government's Fight to Respond to and Prevent Fake News, *Air Force Law Review*", vol. 79, 2018, p. 171

⁷David O. Klein, Joshua R. Wueller, Fake News: A Legal Perspective, *Journal of Internet Law*", Vol. 20, No. 10, April 2017, p. 6.

An Economical Aspect

1. Veles (Macedonia) case (100 pro-Trump websites in 2016)⁶
2. "a successful fake news publication can be shared millions of times and generate tens of thousands dollars in advertising revenue"⁷

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- Kill Switch: "shutting down all or part of the network, like Walter Peck from Ghostbusters"⁸

⁸William D. Toronto, Fake News and Kill Switches: The U.S. Government's Fight to Respond to and Prevent Fake News, p. 177

1. New Satire

⁹Edson C. Tandoc Jr., Zheng Wei Lim, Richard Ling, Defining "Fake News". A typology of scholarly definitions, "Digital Journalism", Vol.6, No. 2, 2018, p. 141-147,
<https://www.tandfonline.com/doi/pdf/10.1080/21670811.2017.1360143>

A Typology of Fake News by Tandoc, Zheng & Ling

1. New Satire
2. News Parody ('Where parodies differ from satires is their use of non-factual information to inject humor. Instead of providing direct commentary on current affairs through humor')

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The Different Types of Mis- and Disinformation by Clarie Wardle

1. False Connection (the content is not supported by headlines)

¹⁰Claire Wardle, Fake news. It's complicated, February 16, 2017, <https://medium.com/1st-draft/fake-news-its-complicated-d0f773766c79>

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6. Imposter Content ("When genuine sources are impersonated")
7. Fabricated Content (100%fake)¹⁰

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1. Poor Journalism

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5. Partisanship
6. Profit
7. Political Influence/power

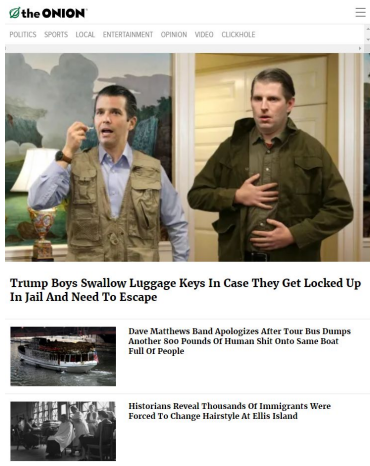
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8. Propaganda¹¹

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Parody and satire motivations



The screenshot shows the homepage of 'the ONION' website. At the top, there is a navigation menu with categories: POLITICS, SPORTS, LOCAL, ENTERTAINMENT, OPINION, VIDEO, and CLICKHOLE. The main content area features a large video thumbnail showing two men in a room; one is holding a small object to his mouth. Below the thumbnail is the headline: **Trump Boys Swallow Luggage Keys In Case They Get Locked Up In Jail And Need To Escape**. Underneath this are three smaller article teasers, each with a thumbnail image and a headline: 1. A boat on water with the headline: **Dave Matthews Band Apologizes After Tour Bus Dumps Another 800 Pounds Of Human Shit Onto Same Boat Full Of People**. 2. A historical black and white photo of people with the headline: **Historians Reveal Thousands Of Immigrants Were Forced To Change Hairstyle At Ellis Island**.

„The Onion” (in print: 1988-2013)¹²

¹²<https://www.theonion.com/>

Parody and satire motivations



ŻÓŁĆ
NR 36
ŻÓŁĆ • tygodnik pomówień i insynuacji • 06.02.2009 • cena 1 euro

już dziś wykup abonament
televizja dla bezdomnych **CARTOON NETWORK**

WĘDKARZE-TERRORYŚCI

PILOT ZMUSZONY DO WODOWANIA W IMIĘ SZALONEJ PASJI



POWYZEJ: To zdjęcie obiego świat - wędkarze próbują złowić niestora rybę. Udało się dopiero przy pomocy starych dobrych metod.
PONIZEJ: Michael Flait prezentuje złowionego gębacza szorstkoluskiego. Samolot podobno da się naprawić.

To był moment! Miał krzyknąć „Łudnie widzę gębaczec” – opowiada Michael Flait (l. 48), wędkarz – „kolektry rzucił się do okien. I faktycznie! Musiał mieć z siedem kilo! Mogliśmy zrobić tylko jedno...” Poranny lot wycieczki z “New York Fishermen Association” zapowiadał się spokojnie. Grupa wybierała się na połwie płoci i ukieję do Connecticut. “Jeszcze na lotnisku wspominalimy że ostatniego gębacza złowiono w Nowym Jorku 50 lat temu - mówi Jake Norm (l.67) – Teraz po tą rybę trzeba latać aż na Syberię!” Według zeznań świadków podczas niskiego przelotu nad rzeką Hudson udało się zaobserwować dawno nie widzianą rybę. Rozgorączkowany wędkarze wdali się do kabiny pilotów i używając zaostrzonych pławików zmusili pilotów do natychmiastowego wodowania. “Mówił do mnie - Tylko łagodnie zleś, bo go przepłoszysz!” - skrzył się Chesley Sullenberger (l.54). “Zrobiłem co mogłem”. Jdy tylko maszyna zatrzymała się w nurtach rzeki Hudson wędkarze wylegli na połwie.



„Żółć. Pomówienia i insynuacje” (2007-2009)¹³

Parody and satire motivations



MUZYKA

Dramat kapeli blackmetalowej. Nie mogą rozczytać swojego logo i zapomnieli jak się nazywają

2848 1



JESTEŃ

Wreszcie jest skuteczny sposób na chandrę. Nowe terapeutyczne łóżko pomoże wam przetrwać jesień

677 0



KARIERA



Dramat 30-latka. Zamienił swoje hobby w pracę i już nienawidzi swojego hobby

1411 0

„ASZ:Dziennik” (2011-?)¹⁴

¹⁴<https://aszdziennik.pl/>

Fake News in Food Sector

ALCATE! DISTRIBUE PAR L'HOPITAL DE VILLEJUIF  

Tous ces additifs sont actuellement autorisés en France, mais doivent être dosés. ~~Préférez~~ Les produits en sélection Les produits que vous achetez. ~~N'OUBLIEZ PAS QUE C'EST LE CONSOMMATEUR QUI CHOISIT LES OPTIONS DES FABRICANTS !~~

PENSEZ A VOS ENFANTS!

Reproduisez ce document, distribuez-le autour de vous. Affichez-le et, surtout, UTILISEZ-LE. Il y va de votre santé.

PRODIGES CANCÉRIQUES: additifs n°
302 - 110 - 120 - 123 - 124 - 127 - 211 - 220 - 225 - 230 - 250 - 251 - 252 - 311 - ~~320~~ - 407 - 450. T14. T300

le plus dangereux: n° 330 (se trouve dans ~~numéro~~ laitron, ceftal, appétitif, sucre, pastaf, crème de fraise)

SUSPECTS (études en cours), additifs n°
225 - 331 - 141 - 142 - 350 - 253 - 371 - 172 - ~~410 - 414 - 415~~ - 214 - 215 - 216 - 217 - 221 - 232 - 241 - 328 - ~~410 - 414 - 415~~ - 462 - 463 - 465 - 477.

INSOUPÇONNÉS: additifs n°
160 - 161 - 169 - 170 - 185 - 181 - 121 - 122 - 132 - 140 - 141 - 160 - 161 - 168 - 170 - 174 - 175 - 180 - 181 - 200 - 201 - 202 - 203 - 216 - 227 - 229 - 260 - 261 - 270 - 280 - 281 - 282 - 210 - 293 - 300 - 301 - 309 - 384 - 305 - 306 - 307 - 308 - 309 - 312 - 325 - 326 - 327 - 331 - 332 - 333 - 334 - 335 - 316 - 337 - 461 - 462 - 463 - 464 - 405 - 406 - 408 - 411 - 413 - 420 - 471 - 472 - 440 - 470 - 471 - 472 - 473 - 474 - 475 - 480.

INTERDITS (perturbateurs): n° 222 - 222 - 223 - 224 - 208
INDIÉS (sans): n° 220 - 221 - 222 - 233
INSÉRIÉS (perturbateurs): n° 220 - 220 - 200 - 406 - 342 - 461 - 472 - 12 - 411
CALCINS DÉJUS: n° 447
PRODIGES PASTÉURISÉS: n° 100 - 120 - 120 - 124 - 127
MÉTASTABLES NITRATES N° 32: n° 200
ACCIDENTS MANUFACTURÉS: n° 250 - 251 - 252 (dans le charbonnier)
ONIGÉTIQUES: n° 300 - 302
ÉMISSIBLES CUVARES: n° 312 - 312
APRÈS: n° 330
ONIGES CLASTES DÉMONTÉS: n° 467
PRODIGES CANCÉRIQUES: n° 132 - 142 - 210 - 212 - 213 - 214

ÉVALUÉS: n° 202 / bonbons (~~numéro~~)
n° 330 / LE PAIN (~~numéro~~) numéro, certains
numéro

n° 220 / pastaf (~~numéro~~)

Villejuif leaflet¹⁵

¹⁵Luis González Vaqué, Fake News in the Food Sector. Consumer Distrust and Unfair Competition, "European Food and Feed Law Review" 2018 No 5, p. 417


- 'terrorismo informativo' (Dr. Carlos Barros in the 80s.)¹⁶

¹⁶Luis González Vaqué, Fake News in the Food Sector. Consumer Distrust and Unfair Competition, "European Food and Feed Law Review" 2018 No 5, p. 417


Safety and Health of News Reading

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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.



Safety and Health of News Reading

1. Consider the source (to understand its mission and purpose)

¹⁷International Federation of Library Associations and Institutions,
https://en.wikipedia.org/wiki/Fake_news

Safety and Health of News Reading

1. Consider the source (to understand its mission and purpose)
2. Read beyond the headline (to understand the whole story)

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¹⁷International Federation of Library Associations and Institutions,
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3. Check the authors (to see if they are real and credible)
4. Assess the supporting sources (to ensure they support the claims)

¹⁷International Federation of Library Associations and Institutions,
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6. Ask if it is a joke (to determine if it is meant to be satire)
7. Review your own biases (to see if they are affecting your judgement)

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6. Ask if it is a joke (to determine if it is meant to be satire)
7. Review your own biases (to see if they are affecting your judgement)
8. Ask experts (to get confirmation from independent people with knowledge)¹⁷

¹⁷International Federation of Library Associations and Institutions, https://en.wikipedia.org/wiki/Fake_news

1. enhance transparency of online news,

¹⁸Final report of the High Level Expert Group on Fake News and Online Disinformation, <https://ec.europa.eu/digital-single-market/en/news/final-report-high-level-expert-group-fake-news-and-online-disinformati>

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2. promote media and information literacy

¹⁸Final report of the High Level Expert Group on Fake News and Online Disinformation, <https://ec.europa.eu/digital-single-market/en/news/final-report-high-level-expert-group-fake-news-and-online-disinformati>

High Level Expert Group on Fake News

1. enhance transparency of online news,
2. promote media and information literacy
3. develop tools for empowering users and journalists to tackle disinformation

¹⁸Final report of the High Level Expert Group on Fake News and Online Disinformation, <https://ec.europa.eu/digital-single-market/en/news/final-report-high-level-expert-group-fake-news-and-online-disinformati>

High Level Expert Group on Fake News

1. enhance transparency of online news,
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3. develop tools for empowering users and journalists to tackle disinformation
4. safeguard the diversity and sustainability of the European news media ecosystem,

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2. promote media and information literacy
3. develop tools for empowering users and journalists to tackle disinformation
4. safeguard the diversity and sustainability of the European news media ecosystem,
5. promote continued research on the impact of disinformation¹⁸

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"Naive reading" and its critics

Modern version by Bertrand Russell

- What is knowledge?

Modern version by Bertrand Russell

- What is knowledge?
- Justified true belief

- Friedrich Nietzsche, Karl Marx, Sigmund Freud:

¹⁹Paul Ricoeur, *Freud and Philosophy. An Essay on Interpretation*, transl. Denis Savage, New Haven, Connecticut: Yale University Press 2008, p. 32.

- Friedrich Nietzsche, Karl Marx, Sigmund Freud:

"common opposition to a phenomenology of the sacred, understood as a propaedeutic to the "revelation" of meaning" (...) the decision to look upon the whole of consciousness primarily as "false" consciousness" ¹⁹

¹⁹Paul Ricoeur, *Freud and Philosophy. An Essay on Interpretation*, transl. Denis Savage, New Haven, Connecticut: Yale University Press 2008, p. 32.

Orson Welles: Martians' invasion

- Were there any invasion? — No, only in fictional world of radio broadcast²⁰

²⁰Joanna M. Burkhardt, Combating Fake News in the Digital Age. Expert Guides to Library Systems and Services, "Library Technology Reports" Nov/Dec 2017, vol. 53 / No 8, published by American Library Association recalls an Welles's broadcast example, basing its factography on Wikipedia entry that copies popular version of the story

²¹Martin Chilton, The War of the Worlds panic was a myth, "The Telegraph", 6.05.2016, <https://www.telegraph.co.uk/radio/what-to-listen-to/the-war-of-the-worlds-panic-was-a-myth/>

²²Martin Loiperdinger, Bernd Elzer, Lumière's Arrival of the Train. Cinema's Founding Myth, "The Moving Image", University of Minnesota Press, Volume 4, Number 1, Spring 2004, pp. 89-118.

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Orson Welles: Martians' invasion

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