Mediatisation of Information. Many Faces of Fake News

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Terminology

Terminology

- 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]

[1] www.collinsdictionary.com/dictionary/english/fake-news
[2] www.dictionary.com/browse/fake

Terminology

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

Speech genres

- gossip, rumours
- superstition, urban legend
- canard, Printer's devil
- tabloid, yellow journalism
- hoax (Piltdown men, 1912; Sokal Affair, 1996)
- humbug
- 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
- 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

The Age of Sharing and its consequences for journalism

- participatory culture (Henry Jenkins)
- infotainment
- post-truth
- bullshit[3]
- filter bubble (Eli Pariser)
- echo chambers[4]

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

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

Pathologies of participation

- troll factories
- bot-nets

State of The Art

A Legal Definition by Klein & Wueller

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

[5] David 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]

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

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

Cenzorship

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

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

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")
3. News Fabrication
4. Photo Manipulation
5. Advertising and Public Relations
6. Propaganda[9]

[9] Edson 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

The Different Types of Mis- and Disinformation by Clarie Wardle

1. False Connection (the content is not supported by headlines)
2. False Context
3. Manipulated Content
4. Satire or Parody
5. Misleading Content ("Misleading use of information to frame an issue or individual")
6. Imposter Content ("When genuine sources are impersonated"')
7. Fabricated Content (100%fake)[10]

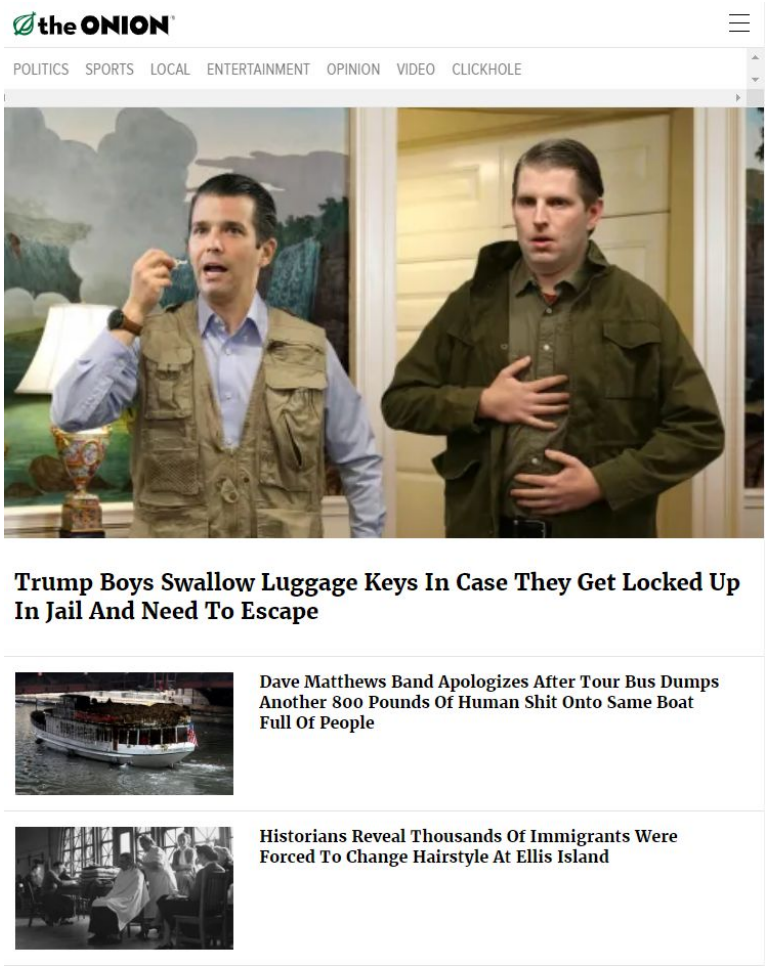
[10] Claire Wardle, Fake news. It's complicated, February 16, 2017, https://medium.com/1st-draft/fake-news-its-complicated-d0f773766c79

Reasons and motivations by Clarie Wardle

1. Poor Journalism
2. Parody
3. Provocation, "punk"
4. Passion
5. Partisanship
6. Profit
7. Political Influence/power
8. Propaganda[11]

[11] Claire Wardle, Fake news. It's complicated, https://medium.com/1st-draft/fake-news-its-complicated-d0f773766c79

Parody and satire motivations



„The Onion" (in print: 1988-2013)[12]

[12] https://www.theonion.com/

Parody and satire motivations

„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

JESIEŃ

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

607 0

KARIERA

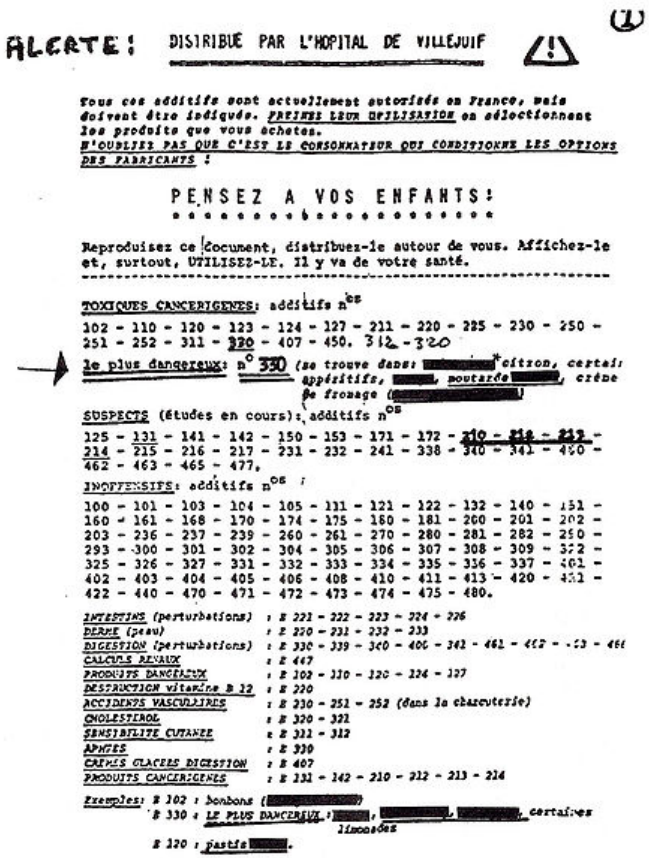
Dramat 30-latka. Zamienił swoje hobby w pracę i już nienawidzi swojego hobby

1411 0

„ASZ:Dziennik” (2011-?)[14]

[14] https://aszdziennik.pl/

Fake News in Food Sector



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TOXIQUES CANCERIGENES: additifs n°s
102 - 110 - 120 - 123 - 124 - 127 - 211 - 220 - 285 - 230 - 250 - 251 - 252 - 311 - 320 - 407 - 450. 312 - 320
le plus dangereux: n° 330 (se trouve dans: [redacted] citron, certains apéritifs, [redacted], moutarde [redacted], crème de fromage ([redacted])

SUSPECTS (études en cours): additifs n°s
125 - 131 - 141 - 142 - 150 - 153 - 171 - 172 - 210 - 211 - 212 - 214 - 215 - 216 - 217 - 231 - 232 - 241 - 338 - 340 - 341 - 450 - 462 - 463 - 465 - 477.

INOFFENSIFS: additifs n°s :
100 - 101 - 103 - 104 - 105 - 111 - 121 - 122 - 132 - 140 - 151 - 160 - 161 - 168 - 170 - 174 - 175 - 180 - 181 - 200 - 201 - 202 - 203 - 236 - 237 - 239 - 260 - 261 - 270 - 280 - 281 - 282 - 250 - 293 - 300 - 301 - 302 - 304 - 305 - 306 - 307 - 308 - 309 - 322 - 325 - 326 - 327 - 331 - 332 - 333 - 334 - 335 - 336 - 337 - 401 - 402 - 403 - 404 - 405 - 406 - 408 - 410 - 411 - 413 - 420 - 421 - 422 - 440 - 470 - 471 - 472 - 473 - 474 - 475 - 480.

INTESTINS (perturbations) : E 221 - 222 - 223 - 224 - 226
PEAU (peau) : E 220 - 231 - 232 - 233
DIGESTION (perturbations) : E 330 - 339 - 340 - 406 - 341 - 461 - 412 - 413 - 466
CALCULS RENAUX : E 447
PRODUITS DANGEREUX : E 102 - 110 - 120 - 124 - 127
DESTRUCTION vitamine B 12 : E 220
ACCIDENTS VASCULAIRES : E 250 - 251 - 252 (dans la charcuterie)
CHOLESTEROL : E 320 - 321
SENSIBILITE CUTANEE : E 321 - 312
APHTES : E 330
CREMES GLACEES DIGESTION : E 407
PRODUITS CANCERIGENES : E 131 - 142 - 210 - 212 - 213 - 214

Exemples: E 102 : bonbons ([redacted])
E 330 : LE PLUS DANGEREUX : [redacted], [redacted], [redacted], certaines limonades
E 320 : pastis [redacted].

Villejuif leaflet[15]

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

Fake News in Food Sector:

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

[16] Luis 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

Safety and Health of News Reading

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)
3. Check the authors (to see if they are real and credible)
4. Assess the supporting sources (to ensure they support the claims)
5. Check the date of publication (to see if the story is relevant and up to date)
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]

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

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
4. safeguard the diversity and sustainability of the European news media ecosystem,
5. promote continued research on the impact of disinformation[18]

[18] Final 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

"Naive reading" and its critics

Enlightement tradition of rationalism

Modern version by Bertrand Russell

- What is knowledge?
- Justified true belief

Hermeneutics of suspicion

- 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]

[19] Paul 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 broadcast[20]
- Were there in fact any panic???[21]
- similar fake-news: Lumière Brothers 's Arrival of the Train audience's terror [22]

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[20] Joanna 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

[21] Martin 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/`

[22] Martin 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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3. Final 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-disinfo`
4. Harry Frankfurt, On Bullshit, Princeton, N.J.: Princeton University Press, 2005.
5. David O. Klein, Joshua R. Wueller, Fake News: A Legal Perspective, "Journal of Internet Law", Vol. 20, No. 10, April 2017.
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5. Claire Wardle, Fake news. It's complicated, February 16, 2017, `https://medium.com/1st-draft/fake-news-its-complicated-d0f773766c79`