*Science of Fake News*

**Introduction**

What does addressing fake news require? What is a recent major issue related to promotion of fake news?

**What is fake news?**

Definition:

What do fake-news outlets lack?

What does fake news overlap with in terms of information disorders?

Give three topics where fake news has been prevalent:

The Historical Setting

What are two journalistic norms?

What two historic events called for such norms?

When did trust of the mass media collapse?

Name two (2) major components which propelled fake news, attracting a mass audience.

Prevalence and Impact

How does Twitter and Facebook (and other media platforms) contribute to fake news?

Why is it difficult to deal with social bots?

What are some negative effects of fake news in the media?

Potential Interventions

What are two potential interventions that may hinder and reduce fake news?

Empowering Individuals

Why doesn’t fact checking tend to work with individuals?

What does research show regarding people’s attitude toward information?

What tends to be true of information recall?

What type of training can aide in dealing with fake news?

Platform-based detection and intervention: Algorithms and bots

What are the most important enablers and primary conduits of fake news?

What platforms may help these enablers reduce fake news?

What problems could exist if the government regulated fake news?

A Future Agenda

What should the scope of addressing fake news be?

What is the fundamental question?

Your Thoughts?

Virtually all countries promote fake news and propaganda that supports their view. Communism, Hinduism, Buddhism, Islam, Christianity, etc. are no exceptions. How do you feel we should deal with fake news?

Comments or questions?

**Introduction**

What does addressing fake news require? What is a recent major issue related to promotion of fake news?

*Addressing fake news requires a multidisciplinary effort. Politics has greatly promoted fake news.*

**What is fake news?**

Definition:

*Fake news is fabricated information that mimics news media content in form, but not in organizational process or intent.*

What do fake-news outlets lack?

*Fake news outlets lack the editorial norms and processes that ensure accuracy and credibility of information.*

What does fake news overlap with in terms of information disorders?

*Fake news overlaps with misinformation (false or misleading information) and disinformation (false information that is purposedly spread to deceive people).*

Give three topics where fake news has been prevalent:

*Fake news is prevalent in topics such as vaccination (covid -19), nutrition, and stock values. Facebook is a major culprit.*

The Historical Setting

What are two journalistic norms?

*Journalistic norms should include objectivity and balance.*

What two historic events called for such norms?

*World War I and corporate relations in the 1920’s spearheaded fake news due to propaganda.*

When did trust of the mass media collapse?

*The collapse of mass media was apparent by 2016.*

Name two (2) major components which propelled fake news, attracting a mass audience.

*Geographic polarization of partisan preferences (political affiliations) and homogeneous social networks which reduce tolerance for alternative views propelled fake news. Both increase polarization (differences) and decrease acceptance of new information. The dislike of the “other side” has drastically forged polarization among people.*

Prevalence and Impact

How does Twitter and Facebook (and other media platforms) contribute to fake news?

*Both publishers allow social bots* *(automated accounts impersonating humans) that magnify the spread of fake news exponentially. False information is typically spread far more rapidly than true information especially when related to politics.*

Why is it difficult to deal with social bots?

*Bot detection is like a “cat and mouse” game in which many go undetected and if detected, the bot producers evolve new measures.*

What are some negative effects of fake news in the media?

*Dealing with fake news elicits cynicism and apathy and even encourages extremism.*

Potential Interventions

What are two potential interventions that may hinder and reduce fake news?

*Empowering individuals to evaluate the fake news they encounter and making structural changes that prevent exposure to fake news are two potential interventions.*

Empowering Individuals

Why doesn’t fact checking tend to work with individuals?

*Individuals tend not to question the credibility of information unless is violate their preconceptions or they are given an incentive to do so.*

What does research show regarding people’s attitude toward information?

*People prefer information that confirms their pre-existing attitudes, which are consistent with their pre-existing beliefs, and tend to accept information that pleases them.*

What tends to be true of information recall?

*Individuals tend remember information that is familiar to them and forget the context of how they encountered it. People tend to accept familiar information as true.*

What type of training can aide in dealing with fake news?

*Teaching critical thinking skills in elementary and secondary schools would be ideal, but it doesn’t happen very often.*

Platform-based detection and intervention: Algorithms and bots

What are the most important enablers and primary conduits of fake news?

*The internet.*

What platforms may help these enablers reduce fake news?

*Minimize personalization of political information and attempt to decrease social bots which spread information whether people read it or not.*

What problems could exist if the government regulated fake news?

*Can the government remain impartial and will censorship exclude the truth?*

A Future Agenda

What should the scope of addressing fake news be?

*The entire world (global).*

What is the fundamental question?

*How can we create a news ecosystem and culture that values and promotes truth?*