# So whats the deal with Fake News?

THE (NEW) LIAR'S PARADOX:

"This news is fake news".

# WHAT DOES FAKE NEWS EVEN MEAN?

ANY MEDIA*1 CREATED TO DELIBERATELY MISLEAD PEOPLE.*2

↳ BASICALLY: PROPAGANDA.

*1 Includes audio, text, and video.

*2 Does not include parody and satire.

↓ ↓

An obvious loop-hole if we ever get around to regulating news.

# IS THIS A NEW PROBLEM?

NOPE! Just look around the checkout counter of any American super market!

## FAKE NEWS IN HISTORY

| | |
|---|---|
| 1300s BC | EGYPT: "We won the Battle of Kadesh!" |
| 1475 AD | ITALY: Jewish communities are killing our children! |
| 1700s AD | AMERICA: The Native Indians are working w/ King George! |
| World War 1 | ALLIES: German Corpse factories. |
| World War 2 | NAZI MINISTRY OF PUBLIC ENLIGHTENMENT. |
| ⋮ | |
| 2016 AD | AMERICA: US PRESIDENTIAL ELECTIONS |

Time

# SO WHAT'S DIFFERENT NOW?

## A: THE SCALE.

On the Internet, you dont look for fake news. Fake news comes to you.

Social media allows it to spread really quickly!

- In just an hour, a story can be viewed by millions of users!

Propagandists are now able to explicitly target vulnerable audiences.

- Thanks to data aggregators and targeted ads.

# HOW CAN WE MITIGATE THE IMPACT OF FAKE NEWS?

**EDUCATION** Teach likely targets of propaganda how to recognize fake news.

slow — Problem: Very slow & not effective in the short-term.

ineffective — Problem: People are always likely to believe what they want to hear.

no trust — Problem: Absence of trust in institutions that are likely to implement such an approach.

MANUAL CURATION fact check news and media as soon as it is generated. Allow viewers to see the results.

scale Problem: Fact checking can never be completely automated. How many fact checkers can you reasonably employ?

effort Problem: The effort asymmetry. It is always easier to generate a new fake news story than to verify it.

control Problem: Fake news spreads fast. Even if it only takes an hour to remove a fake news story, the damage is already significant.

# WHAT AM I DOING ABOUT FAKE NEWS?

I'm trying to predict the narratives for upcoming fake news stories.

The hope is that we can automate this process and help social media platforms recognize and pre-emptively block stories based on these narratives.

THE END.

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