

# FAKE NEWS INVASION



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# Fearful Americans Stockpiling Facts Before Federal Government Comes To Take Them Away

**NEWS IN BRIEF**

February 3, 2017

VOL. 53 ISSUE 04

News · Politics · Government



WASHINGTON—Alarmed at the prospect of unconstitutional overreach by the Trump administration, millions of fearful Americans have already begun stockpiling facts before the federal government comes to take them away, sources confirmed Friday. “I know my rights as an American, so you’d better believe I’m getting my hands on as many facts as possible and keeping them somewhere safe where this First Amendment-hating president of ours can’t snatch them all up,” said Pittsburgh resident David Edelman, 38, adding that he was worried that President Trump planned to not only suspend production of facts, but also seize existing ones, leaving Americans and their families completely defenseless. “The minute I saw Trump, I knew he was someone who didn’t grow up around facts or the kind of folks who use facts. Well, the founding fathers cherished my right to possess facts, and they’d be rolling in their graves if they knew the Feds were going to bust in and try to steal our facts in the middle of the night.” A spokesperson for the Trump administration dismissed such fears, saying that

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**3** *There*

Drafted order given final edit to ensure it is clear, concise, impervious to subversion, and not too heavy on the adverbs

How Executive Orders Work

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**Northwestern MEDILL** **MELISSA MURPHY**  
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"If we are not serious about facts and what's true and what's not, and particularly in an age of social media when so many people are getting their information in sound bites and off their phones, if we can't discriminate between serious arguments and propaganda, then we have problems."

(Barack Obama)

How did we get here?



How did we get here?

What has actually happened?



- Social media
- Jestin Coler
- Megyn Kelly
- Macedonia
- Pizzagate
- Trump vs. CNN
- Alternative Facts
- Bowling Green

How did we get here?

What has actually happened?

What caused this?

- 
- News consumption
  - Human algorithms
  - Hyper-partisan filter bubbles
  - Design
  - Failed trust
  - False balance

How did we get here?

What has actually happened?

What caused this?

What is being done about it?

- 
- Ad networks
  - Facebook
  - Fact checks
  - Fines
  - Fixing it ourselves

How did we get here?

What has actually happened?

What caused this?

What is being done about it?

What can Bing do?

How did we get here?

"Nothing can now be  
believed which is seen in  
a newspaper"

(Thomas Jefferson, 1807)



Chicago Daily Tribune

HOME

# DEWEY DEFEATS TRUMAN

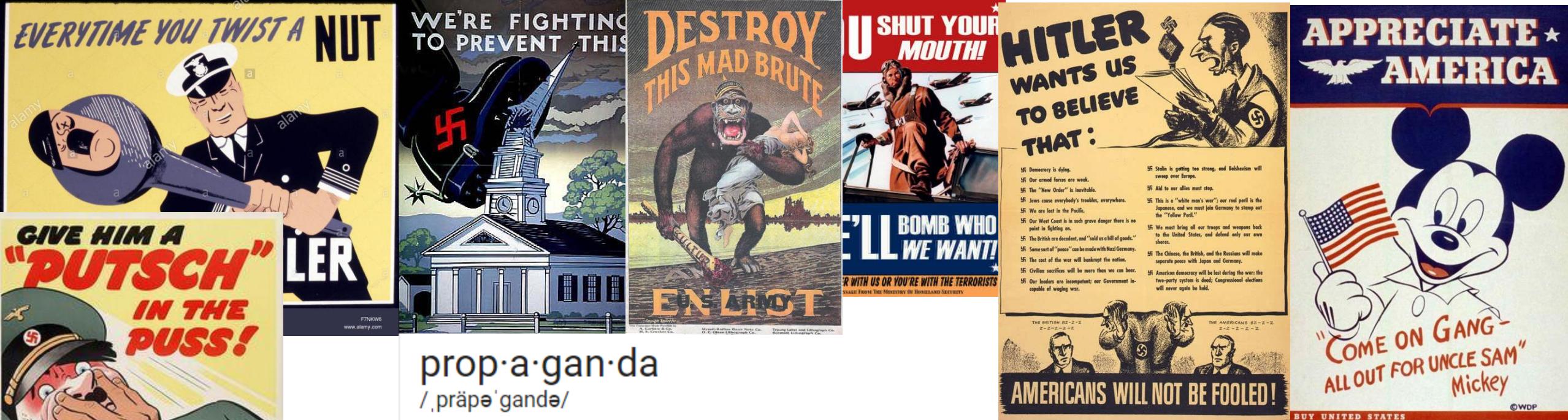
*G.O.P. Sweep Indicated in State, Boyle Leads in City*

REPUBLICAN Page-Graphics  
TICKET AHEAD  
IN STATE VOTE

RECORD CITY  
VOTE SEEN IN  
LATE TALLIES

BULLETIN ON ELECTRONE

Kathy Cooley  
Doris G. P.  
Bessie Karp  
Pete Lee  
Bobby Lewis  
White



## prop·a·gan·da

/ prä-pə-gan-də /

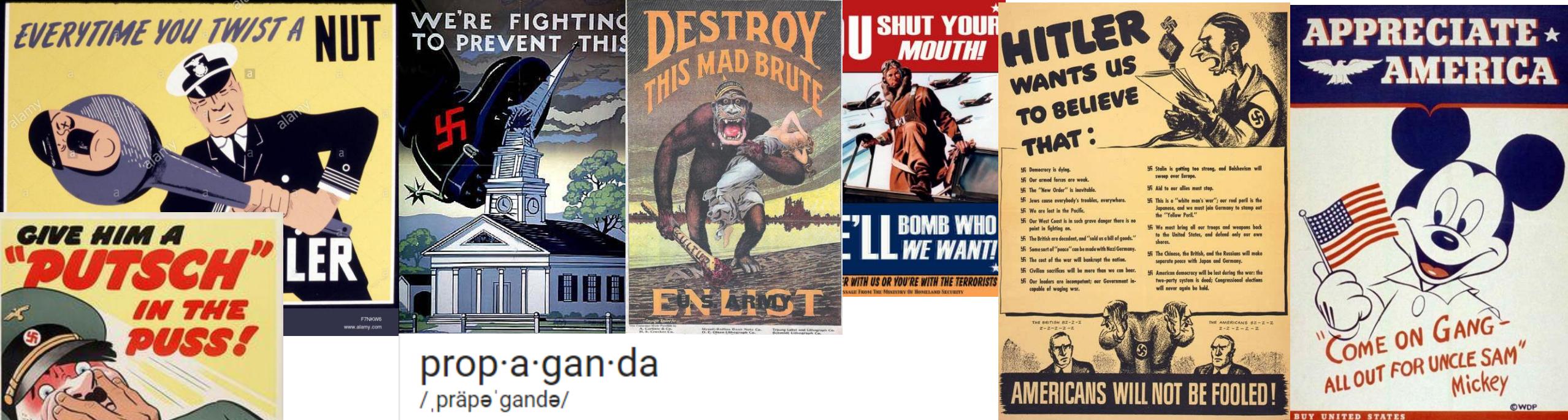
*noun*

1. *derogatory*

information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.

"he was charged with distributing enemy propaganda"

*synonyms:* information, promotion, advertising, publicity, spin; More



## prop·a·gan·da

/ prä-pə-gan-də /

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information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.

"he was charged with distributing enemy propaganda"

*synonyms:* information, promotion, advertising, publicity, spin; More



## 7-Year-Old Apparently Under Impression Everyone Knows Who The Fuck Aunt Dee-Dee Is

HAMILTON, OH—Explaining that the child had casually brought up the name several times throughout the evening, dinner party guests confirmed Thursday that the 7-year-old daughter of one of their work colleagues was evidently under the impression that everybody knows who the fuck Aunt Dee-Dee is.



### Trump Unveils Exclusive Double Platinum-Level Press Room For Only Select Few Journalists

NEW YORK—Describing the ornately decorated 3,000-square-foot space as “the height of luxury,” President-elect Donald Trump officially unveiled a new Double Platinum-Level White House press room Thursday, which he said will be made available to only a select few journalists.

#### Related Topics

- Politics
- Politicians
- Media



### Man Excited To Spend Weekend Back Home Catching Up With Old Video Games From High School



### World Wildlife Fund Urges Americans To Just Grab Whatever Animal They See And Try To Keep It Alive

So what is fake news?

## Fake News ...

- is blatantly false information being perpetrated as real news.
- has no basis in reality.
- is often created and disseminated from imaginary or fabricated publications or websites.
- is deliberately created to fool or trick people into believing something that isn't true.
- is clickbait intended to generate advertising revenue.
- can be proved false, debunked, or refuted with facts.
- is confusing and not always easy to define in today's media landscape.

# 6 Types of Misinformation that Circulated This Election Season

1. Authentic material used in wrong context (ex: video claiming it was Mexican immigrants flooding border that was actually from Morocco)
2. Imposter news sites designed to look like brands we already know (abc.com.co)
3. Fake news sites
4. Fake information (like that Hillary voters could vote by text)
5. Manipulated content (photoshop, etc.)
6. Parody content (parody Twitter accounts that are hard to distinguish from the real ones, a la Rudy Giuliani)

"We've used this phrase so many times in the past two months that it's almost lost meaning — partly because it can mean so many different things.

Depending on who you talk to, 'fake news' may refer to satirical news, hoaxes, news that's clumsily framed or outright wrong, propaganda, lies destined for viral clicks and advertising dollars, politically motivated half-truths, and more."

## Fake News ...

- is blatantly false information being perpetrated as real news.
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- is often created and disseminated from imaginary or fabricated publications or websites.
- is created to fool or trick people into believing something that isn't true.
- is clickbait intended to generate advertising revenue.
- is confusing and not always easy to define in today's media landscape.

## Fake News ...

- is **NOT** always easy to identify at first (or second) glance.
- is **NOT** the same as unverified news.
- is **NOT** just news you don't like or don't want to be true, based on your personal beliefs.
- is **NOT** the same as biased, slanted, or tilted news.
- does **NOT** exist solely on Facebook.



Donald J. Trump ✅ @realDonaldTrump · Mar 20

James Clapper and others colluded with Russia. This

25K

17K



Donald J. Trump  
The FAKE NEWS!

@NBCNews

not my enemy, it is the enemy of the



Donald J. Trump ✅ @realDonaldTrump · Mar 15

Does anybody really believe that a reporter, who nobody ever heard of, "went to his mailbox" and found my tax returns? @NBCNews FAKE NEWS!

36K

26K

103K



Donald J. Trump ✅ @realDonaldTrump · Mar 18

Despite what you have heard from the FAKE NEWS, I have German Chance Nevertheless, Go

37K

21K



Donald J. Trump ✅ @realDonaldTrump · Mar 7

Don't let the FAKE NEWS tell you that there is big infighting in the Trump Admin. We are getting along great, and getting major things done!

39K

26K

123K

"The speed with which the term became polarized and in fact a rhetorical weapon illustrates how efficient the conservative media machine has become. Fake news means different things to different people. Is it satire? Comedy news? Partisan conspiracy? Partisan journalism? Big mistakes reliable news institutions have made, or hoaxes they fell for?"

- Nikki Usher, George Washington University professor

"People seem to confuse reporting mistakes by established news organizations with obviously fraudulent news produced by Macedonian teenagers."

- Glenn Kessler, who writes The Washington Post's Fact Checker and is often asked by readers to investigate "fake news" that is nothing more than a correctable error in legitimate journalism

# The Term “Fake News” Has Already Lost Its Meaning

Trump's defiant use of the term is a measure of how quickly it's been co-opted and repurposed.

Media | By Tom Hawking | January 12, 2017

For Trump to put BuzzFeed on blast for propagating "fake news" is ironic at best, given what he's reaped from the viral spread of legitimate misinformation. And it's troubling for another reason: It gives people license to cry "fake news" when the media reports something they simply don't like.

The term has arguably outlived its usefulness at this point, distorted as its definition has become. But "fake news" was originally intended as a label for online articles that *deliberately* misled for some secondary purpose—to profit or electioneer.

BuzzFeed's publication of incendiary documents, heavily couched as unverified, was not "fake news." It is real news about information that may not be true.

There's a difference—a big one. And if we want a free press to continue working for the public, we'd do well to understand it.



**Brian Stelter** @brianstelter · 5h

"If something is not 100% accurate, who cares" --@RepChrisCollins talking about Trump



**Trump shock factor fading in Washington**

Republicans, once unnerved, are now shrugging off many of Trump's more audacious statements.

politico.com

78

60

▼

73

So what has happened?

How did we get here?



2012

2013

2014

2015

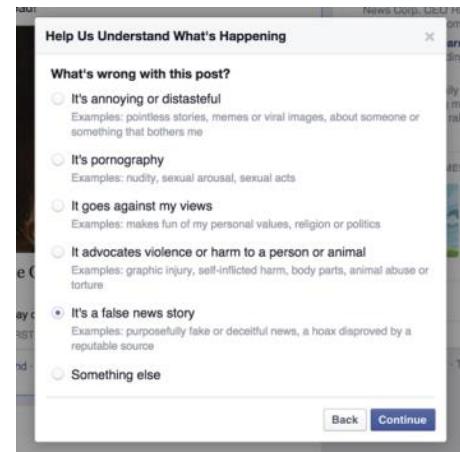
2016

2017



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TRENDING



- McChicken**  
6.6K people talking about this
- Anthony Weiner**  
12K people talking about this
- Go Topless Day**  
41K people talking about this
- Los Angeles International Airport**  
33K people talking about this
- Megyn Kelly** ←  
59K people talking about this
- Will Smith**  
140K people talking about this
- Britney Spears**  
320K people talking about this
- Mila Kunis**  
10K people talking about this
- Beyonce**  
42K people talking about this
- Kanye West**  
330K people talking about this

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**BREAKING: Fox News Exposes Traitor Megyn Kelly, Kicks Her Out For Backing Hillary**

Megyn Kelly has brought a lot of heat on her many endeavors to blemish GOP presidential candidate Donald Trump, and the Fox News viewers are not satisfied. The Kelly File's ratings have even fallen behind Maddow Show on MSNBC, which is disgraceful. VIA National Insider Politics Via: Conservati

Yesterday at 8:39pm - [endingthefed.com](http://endingthefed.com)

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## Man Stopped From Praying on Campus: 'This Isn't A Free Speech Area'

••••• T-Mobile 11:45 AM

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3.5K people talking about
- [USB Kill 2.0](#)  
1M people talking about
- [49ers Donation](#)  
1.1K people talking about
- [Gord Downie](#)  
1K people talking about
- [Shannon Sharpe](#)  
15K people talking about
- [Kings of Leon](#)  
35K people talking about
- [Drug-Resistant Bacteria](#)  
2.6K people talking about
- [Tim Tebow](#)  
52K people talking about
- [Ray Lewis](#)

"Matt Lauer should have pressed Trump harder on the Iraq war" - Meghan McCain

**Angry Meghan 'miss piggie' McCain enraged that Lauer didn't ask Trump more about Iraq**

Meghan McCain doesn't just look like Miss Piggy, and is only on TV because he dad lost to Obama in 2008, but she also has a pig-like conception of politics. McCain may be one...

Yesterday · prntly.com

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**TOP POSTS**

September 6 at 4:56pm · dailystar.co.uk

about 4 months ago

RREAKING



**DelusionalDreamer**

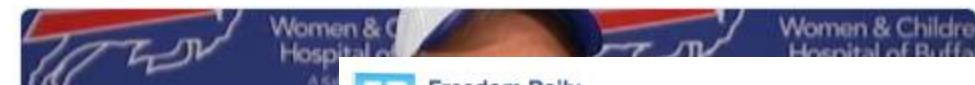
@CrustyFlakes



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[medium.com/sportspickle/r...](http://medium.com/sportspickle/r...)

9:32 AM - 17 Oct 2016



**Freedom Daily**  
September 23 at 5:30pm · \*

BLM thugs attacked whites in Milwaukee, Charlotte, and just two days ago two teen sisters were attacked in Stockton, CA by a BLM mob. Maybe it's time we started "protesting" every time there's an instance of black on white violence. This video will make you sick!

Share if you're angry as hell & aren't going to take it anymore!  
<http://freedomdaily.com/white-men-set-on-fire-by-blacks-me.../>



**Rex Ryan brashly preaches**  
BALTIMORE — Follow the season on Sunday, medium.com

**Two White Men Doused With Gasoline, Set On FIRE By Blacks - Media CENSORED (VIDEO) · Freedom Daily**

Sick video showing two men LIT ON FIRE in middle of a busy street

FREEDOMDAILY.COM | BY TRENDINGVIEWS.COM

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Welcome  
to Veles,  
Macedonia,

News Factory  
to the World.



NOW TRENDING:

TRUMP TO ASSEMBLE TEAM T...

BREAKING: PUTIN CALLS OB...

POLICE OFFICERS IN

## US POLITICS

# 6 DEAD AFTER TRUCK COLLIDES WITH ANTI-TRUMP PROTESTERS ON FREEWAY

[uspoliticsleader](#) | February 5, 2017 | News | No Comments

A 32-year old man driving a Waldrum Brother's delivery truck is responsible for the death of 6 Anti-Trump protesters that were blocking traffic while chanting "Dump Trump" in the middle of a Seattle freeway.



NEWS ABOUT US POLITICS ▾ VIDEO ▾ RELIGION CHRISTIAN TIMES NEWS

Home > News > BREAKING: "Tens of thousands" of fraudulent Clinton votes found in Ohio warehouse

NEWS POLITICS

# BREAKING: "Tens of thousands" of fraudulent Clinton votes found in Ohio warehouse

By admin1 - September 30, 2016 · 46021 · 0

SHARE



"



Cam Harris

@camharris\_us



"Explosive but unverified"

That could describe every fake news headline ever.  
[twitter.com/buzzfeednews/s...](http://twitter.com/buzzfeednews/s...)

6:20 PM - 10 Jan 2017



3



12

# Google's answer to 'who won the popular vote' is a conspiracy blog

by Lizzie Plaugic | Nov 14, 2016, 11:24am EST

GOOGLE final election numbers

All News Shopping Videos Images More Settings Tools

About 232,000,000 results (0.51 seconds)

In the news

 FINAL ELECTION 2016 NUMBERS: TRUMP WON BOTH POPULAR ( 62.9 M -62.2 M ) AND ELECTORAL COLLEGE

...  
70news - WordPress.com - 2 days ago  
Final #Election2016 numbers #PopularVote: #Trump: 62972226 #Clinton: 62277750 ...

Now Even Google Search Aiding in Scourge of Fake, Inaccurate News About Election 2016  
Mediaite - 17 hours ago

Michigan Election Results Update: Did Trump Really Win the State?  
Center for Research on Globalization - 2 days ago

More news for final election numbers

GOOGLE final election numbers

← The Atlantic Google Assistant → More

What's the final election count? 62.9 million

Here's the latest news

FINAL ELECTION 2016 NUMBERS: TRUMP WON BOTH POPULAR ( 62.9 M -62.2 M ) AND ELECTORAL COLLEGE VOTES ( 306-232)...HEY...  
70news - WordPress.com · 2 days ago



COMET

"There's no such thing, unfortunately, anymore as facts..."

"One thing that has been interesting this entire campaign season to watch is that people that say facts are facts, they're not really facts. Everybody has a way, it's kind of like looking at ratings or looking at a glass of half-full water. Everybody has a way of interpreting them to be the truth or not true."

(Donald Trump supporter and CNN political commentator Scottie Nell Hughes during an interview on "The Diane Rehm Show", 1 December 2016)

"There are no objective facts? I mean, that is — that is an absolutely outrageous assertion. Of course there are facts. There is no widespread proof that three million people voted illegally. It's been checked over and over again. We had a Pew study that took place over 15 years that showed people had more likelihood of being struck by lightning than voting illegally in an election."

(Response from Glenn Thrush, a veteran reporter with Politico, 1 December 2016)

"It's all fake news. It's phony stuff. It did not happen," Trump lamented, at his Wednesday press conference, regarding the unverified dossier alleging close ties with Russia.

Trump: Not you.

Acosta: Can you give us a chance?

Trump: Your organization is terrible.

Acosta: You are attacking our news organization, can you give us a chance to ask a question, sir? Sir, can you --

Trump: Quiet.

Acosta: Mr. President-elect, can you say --

Trump: Don't be rude.

Acosta: can you give us a question since you're attacking us? Can you give us a question?

Trump: don't be rude. No, I'm not going to give you a question. I'm not going to give you a question.

Acosta: can you state --

Trump: You are fake news. Go ahead.

# 10 Times Trump Spread Fake News

By SAPNA MAHESHWARI UPDATED January 18, 2017

70% of Trump's statements during the campaign were false, while only 4% were completely true, and 11% mostly true.

Just 26% of Hillary Clinton's statements were deemed false.

(Politifact.com)



Linda Lee Jones  
@LindaLeeJones11



Follow

ing

Bikers on their way to DC!! #BikersForTrump Its a beautiful thing!!

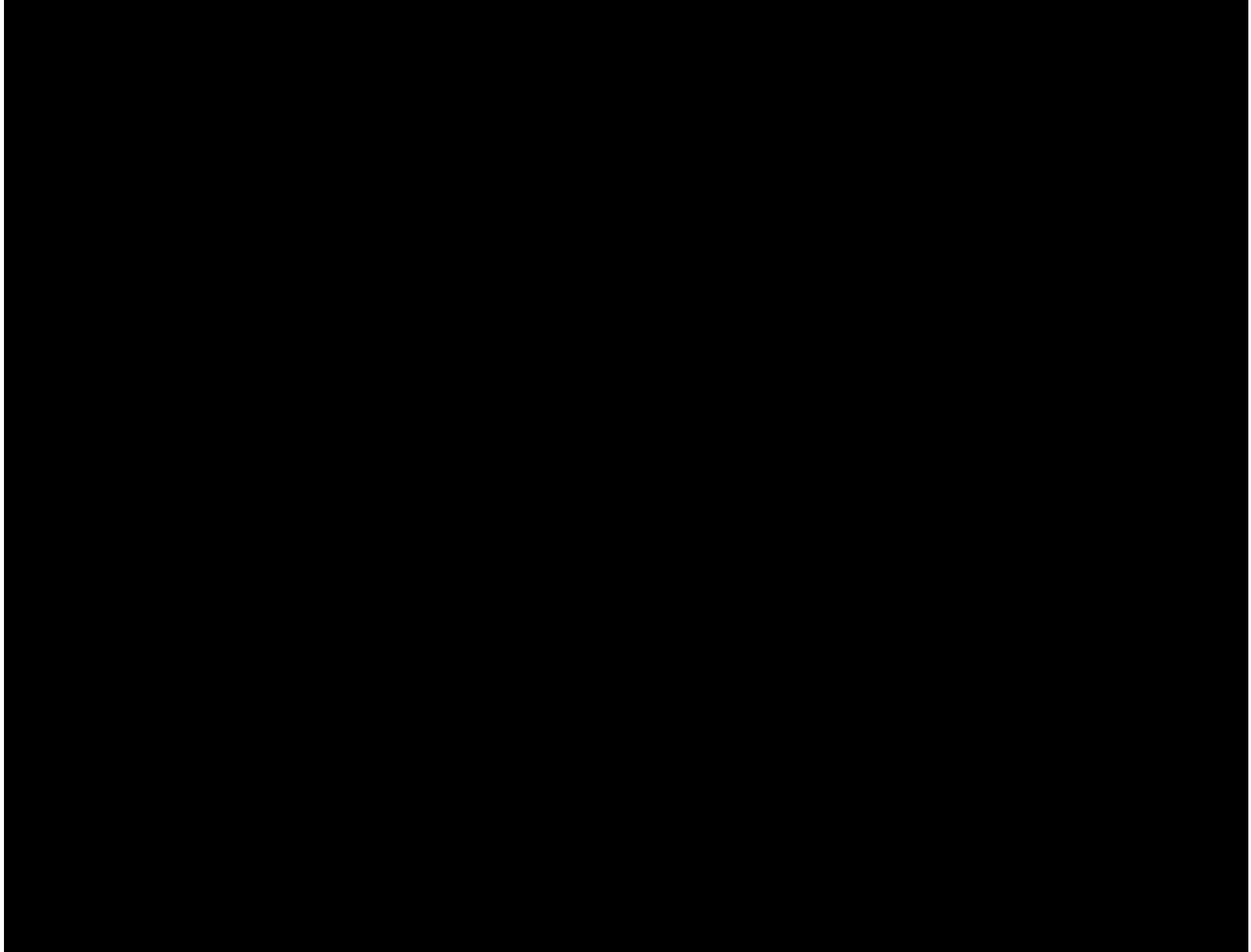


RETWEETS  
**219**

LIKES  
**293**







**Merriam-Webster**

@MerriamWebster

Follow

A fact is a piece of information presented as having objective reality.

RETWEETS

49,249

LIKES

61,975



11:32 AM - 22 Jan 2017

1.4K

49K



62K



Donald J. Trump

February 2 at 9:25am ·

Smart!

'Kuwait issues its own Trump-esque visa ban for five Muslim-majority countries | Al Bawaba'



## Kuwait issues its own Trump-esque visa ban for five Muslim-majority countries

Kuwait issues its own Trump-esque visa ban for five Muslim-majority countries

[WWW.ALBAWABA.COM](http://WWW.ALBAWABA.COM)



Like



Comment



Share

The anonymously-sourced story is unproven. Multiple governments have denied it.

Kuwait, through its official news agency, categorically denied the report.

Fact checkers spent the weekend after it was posted citing all the ways it was wrong. And yet, as of the following Monday, the link is still there, gaining likes and comments.

It also has not attracted the attention of Facebook's recent effort to flag disputed stories with a warning label.



Donald J. Trump  
@realDonaldTrump

Follow

Any negative polls are fake news, just like the CNN, ABC, NBC polls in the election. Sorry, people want border security and extreme vetting.

RETWEETS

36,963

LIKES

164,657



6:01 AM - 6 Feb 2017



65K



37K



165K

# No, President Trump, negative polls are not 'fake news'



by Brian Stelter @brianstelter

🕒 February 6, 2017: 8:50 AM ET

Recommend 47K





**Sam Z Comedy**  
@SamZComedy

Follow

Here are all the names of the people that perished in the Bowling Green Massacre. May they Rest In Peace



RETWEETS  
**1,941** LIKES  
**4,105**



11:31 PM - 2 Feb 2017



**Chelsea Clinton**   
@ChelseaClinton

Follow

What happened in Sweden Friday night? Did they catch the Bowling Green Massacre perpetrators?

4:50 AM - 19 Feb 2017

41,152 118,534



**Embassy of Sweden US**   
@SwedeninUSA

Follow

We look forward to informing the US administration about Swedish immigration and integration policies.  
[twitter.com/realdonaldtrum...](http://twitter.com/realdonaldtrum...)

3:45 PM - 19 Feb 2017

73,265 152,997



CNN @CNN

Follow

@jaketapper: "Are we fake news?"

Kellyanne Conway: "No, I don't think CNN is fake news."

[cnn.it/2kEW8EI](http://cnn.it/2kEW8EI)

1:29 PM - 7 Feb 2017

1,605 3,156

"There is a monumental desire on behalf of the majority of the media—not just the pollsters, the majority of the media—to attack a duly elected president in the second week of his term. That's how unhealthy the situation is.

And until the media understands how wrong that attitude is, and how it hurts their credibility, we are going to continue to say "fake news." I'm sorry, Michael. That's the reality."

(Sebastian Gorka, a deputy assistant to President Trump and former Breitbart editor, in an interview with radio host Michael Medved)

NEW MEDIA  
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President Trump Meets With Black College Presidents, Media Focuses on Kellyanne Conway's Feet on Couch

February 27, 2017 By Kristinn Taylor — 528 Comments

Share 3.6K Tweet 73 Mail 5



MARDI GRAS PARADE CANCELED AFTER VEHICLE PLOWS INTO CROWD IN GULF SHORES, AL



"We got word that Gateway Pundit is going to have a White House correspondent position. And the reason was because I was telling the truth and the mainstream media was telling the fake fucking news!"

(Jim Hoft, editor of Gateway Pundit)

## Spicer Destroys Lying Media - World News Politics

[www.worldnewspolitics.com/2017/01/21/spicer-destroys-lying-media/](http://www.worldnewspolitics.com/2017/01/21/spicer-destroys-lying-media/) ▾

22 hours ago - White House press Secretary Sean Spicer blasted the media for lying about the size of the crowd that attended Trump's inauguration. Spicer ...

## Sean Spicer Destroys Lying Media After They Say Trump's Crowd Was ...

[worldpoliticus.com](http://worldpoliticus.com/Politics) > Politics ▾

21 hours ago - The media has its own ways of doing things, and this was proved during the election season. It's like a mafia that works together in an effort to ...

## Sean Spicer Slams Media First Press Conference. - YouTube

<https://www.youtube.com/watch?v=E2Is4HQFEQ>

23 hours ago - Uploaded by Introduction

Sean Spicer Attacks Media First White Press Conference ... Sean Spicer DESTROYS CNN Anchors Defending ...

## Spicer tells off the media - YouTube

<https://www.youtube.com/watch?v=0LyKbAAAsLqY>

22 hours ago - Uploaded by The Black Sphere

Sean Spicer dresses down the media in an epic scolding. ... Sean Spicer DESTROYS CNN Anchors ...

## Sean Spicer Holds Press Conference And Destroys Lying Media ...

[freedomnews.today/.../sean-spicer-holds-press-conference-and-destroys-lying-media/](http://freedomnews.today/.../sean-spicer-holds-press-conference-and-destroys-lying-media/) ▾

20 hours ago - The media doesn't get it! And Sean Spicer has something to say about it. He said that the news media who said Trumps crowd was tiny are all ...

"We've really created parallel institutions. Trump supporters didn't think they were being treated fairly or accurately by the media. So many of us weren't sure we could trust the basic facts of what's being reported in the news. And so we created the answer, which is something I call 'reality news.'

I'm biased, but honest. I'm not in the business of smearing Trump, so don't come to me for that. I won't be the guy to provide Trump criticism.

(Mike Cernovich, self-help author, self-described sometimes troll, and "New Right" blogger)



Rogue NASA @RogueNASA · Jan 26

If (when?) the time comes that NASA has been instructed to cease tweeting/sharing info about science and climate change, we will inform you.

363

6.7K

20K

The screenshot shows a news article from **thedailymash** dated Wednesday, 1 February 2017. The headline is "Legally I can kill him, Queen confirms". Below the headline is a photo of Queen Elizabeth II in her signature purple coat and hat. The text of the article discusses her statement to President Trump. To the right of the article is a sponsored product advertisement for "Vagabond Tilda Elasticated Boot BLACK WAXED SUEDE" from office.co.uk. The ad features a black boot and includes the text "BRING IT BUY STUFF thedailymash". There are also links to "More From The Daily Mash" featuring a photo of a train interior.

"Yes, there has been more coming from the left. A lot of dubious news, a lot of wishful thinking-type stuff. It's not as filthy as the stuff I saw that was purportedly coming from the right—I don't think a lot of it was actually coming from the right, I think it was coming from outside sources, like Macedonian teenagers, for example—but there has been more from the left."

(Brooke Binkowski, managing editor of Snopes)



#FistFight @fistfightmovie - Feb 15

This is not #FakeNews - #FistFight is funny AF! Get tickets: [bit.ly/fistfighttix](http://bit.ly/fistfighttix)



0:01

1

25

68

Promoted

The Sacramento DISPATCH

Trump Refuses to Provide California Federal Support in Midst of Natural Disaster, Cites Sanctuary Cities

By Bruce Mason

NY MORNING POST

Screenings for Upcoming Psychological Thriller Result in Panic Attacks

By Chad Carson

A CURE FOR WELLNESS

FEBRUARY 17, 2017



HOUSTON LEADER

LEAKED: Lady Gaga Halftime Performance to Feature Muslim Tribute

By Jessica Capone

saltlakecityguardian

UTAH SENATOR INTRODUCES BILL TO JAIL, PUBLICALLY SHAME WOMEN WHO RECEIVE ABORTIONS

By Kimberly Clark

saltlakecityguardian

HOME NEWS SPORTS BUSINESS ENTERTAINMENT OBITUARIES

TRENDING NOW Utah Senator Introduces Bill to Jail, Publically Shame Women who Receive Abortions

NEWS PSYCHOLOGICAL THRILLER SCREENING LEAVES SALT LAKE CITY MAN IN CATATONIC STATE

NEWS PHYSICIAN LOSES MEDICAL LICENSE AFTER FATALLY TREATING CANCER PATIENTS WITH COCONUT OIL

NEWS SALT LAKE MEN ARRESTED FOR KILLING TOW TRUCK DRIVER AMID CONFRONTATION

NEWS WOMAN HITS JACKPOT AFTER FINDING \$3000 AT CITY BUS STOP

< >

BuzzFeed

# *20th Century Fox Gives Real Apology for a Fake News Campaign*

By SAPNA MAHESHWARI FEB. 16, 2017



"Fake news is not a cute or silly subject. When you start to tear down media and question what's real and what's not real, our democracy is threatened.

I think this is a hot enough subject that most marketers would understand that taking advantage of a vulnerable public is dangerous."

(Susan Credle, global chief creative officer of ad agency FCB)

"It's a very kind of perverse use of a genre that is really counterproductive. I don't think fake news is funny in the least. If people want to have stunts, fine, but one of the great dangers it seems to me at the moment is people can't differentiate between that which is real and that which is a fake story"

(Richard Edelman, chief executive of public relations company Edelman)



[Peter A. Shulman](#)

@pashulman

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1. So. Sometimes [@Google](#) can be bad for learning history. Very bad. A story of our time.

RETWEETS  
469 LIKES  
528



7:34 PM - 22 Feb 2017

33 469 528



Peter A. Shulman @pashulman · 16h

5. Here is what I get searching "Presidents in the Klan":

The screenshot shows a Google search results page with the query "presidents in the Klan". The results are filtered under the "All" tab. At the top, it says "About 390,000 results (0.54 seconds)". Below this, there is a list of presidents followed by a link to a news article from The Trenton Online.

- President William McKinley.
- President Woodrow Wilson.
- President Warren G. Harding.
- President Harry S. Truman.

**REVEALED: 5 US Presidents Members Of Racist Cult Ku Klux Klan ...**  
[www.thetrentonline.com/revealed-5-us-presidents-members-racists-cult-ku-klux-klan-ph...](http://www.thetrentonline.com/revealed-5-us-presidents-members-racists-cult-ku-klux-klan-ph...)

4 44 82



Peter A. Shulman @pashulman · Feb 22

12. How did such awful search results wind up featured on [@Google](#)? This is what [@Google](#) says:

#### Where does the answer summary come from?

The summary is a snippet extracted programmatically from a webpage. What's different with a featured snippet is that it is enhanced to draw user attention on the results page. When we recognize that a query asks a question, we programmatically detect pages that answer the user's question, and display a top result as a featured snippet in the search results.

Like all search results, featured snippets reflect the views or opinion of the site from which we extract the snippet, not that of Google. We are always working to improve our ability to detect the most useful snippet, so the results you see may change over time. You can provide feedback on any Featured Snippet by clicking the "Give Feedback" link at the bottom of the box.

1 30 123



Peter A. Shulman @pashulman · Feb 22

13. After all the hand-wringing about Silicon Valley and Facebook and Fake News, algorithms are still out there messing people up.

2 68 266



Peter A. Shulman @pashulman · Feb 22

14. [@Google](#), please, please do better. Wikipedia has plenty of problems, but it's actually a much better source of info than this garbage.

10 102 427



Peter A. Shulman @pashulman · Feb 22

15. Or better yet, look up a peer-reviewed book or article! Not sure where to find one? Ask a historian! We're all over Twitter!

“Featured Snippets in Search provide an automatic and algorithmic match to a given search query, and the content comes from third-party sites. Unfortunately, there are instances when we feature a site with inappropriate or misleading content. When we are alerted to a Featured Snippet that violates our policies, we work quickly to remove them, which we have done in this instance. We apologize for any offense this may have caused.”

But it's not just that fake news exists.

Fake news spreads. More than real news.

# False content often gives off great signals on Facebook.

## Pages We Analyzed

FACEBOOK PAGE, AND THE NUMBER OF FANS

Mainstream	Left	Right
 POLITICO 1,181,083	 THE OTHER 98% 3,238,599	 EAGLE RISING 623,712
 CNN POLITICS 1,895,831	 ADDICTING INFO 1,214,717	 RIGHT WING NEWS 3,375,544
 ABC NEWS POLITICS 455,739	 OCCUPY DEMOCRATS 4,140,124	 FREEDOM DAILY 1,361,875

The nine pages we analyzed. Fan numbers shown for each page are as of Oct. 17, 2016. BuzzFeed News

(Buzzfeed.com)

Accuracy: Right vs. Left

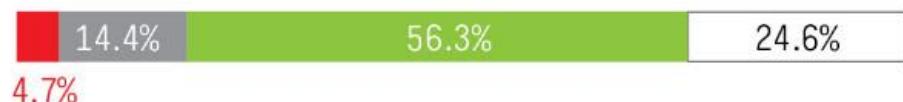
## Rating by Category

■ MOSTLY FALSE ■ MIX. OF TRUE AND FALSE ■ MOSTLY TRUE  
□ NO FACTUAL CONTENT

### Mainstream



### Left



### Right



BuzzFeed News

## Rating by Page

■ MOSTLY FALSE ■ MIX. OF TRUE AND FALSE ■ MOSTLY TRUE  
□ NO FACTUAL CONTENT

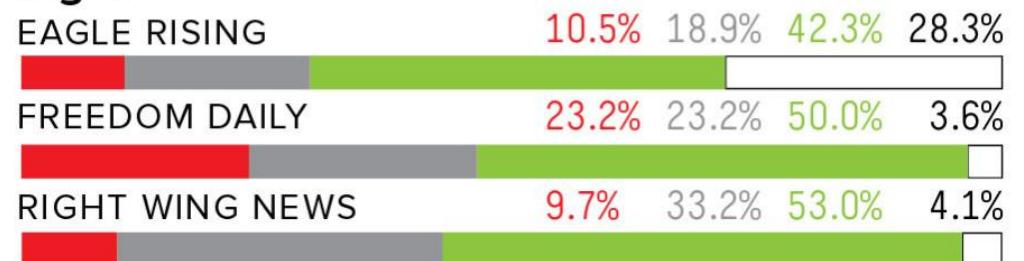
### Mainstream



### Left



### Right



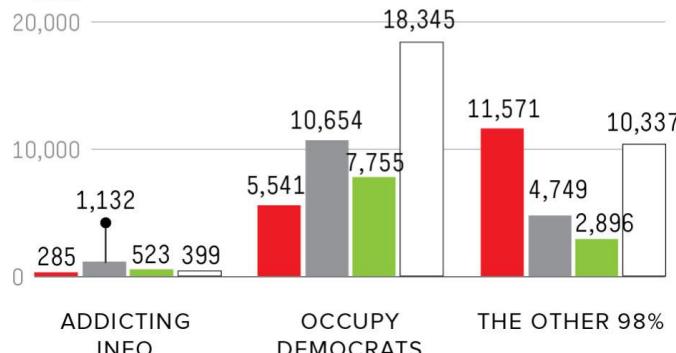
# More Partisan or Misleading = More Engagement

## Engagement by Truthfulness

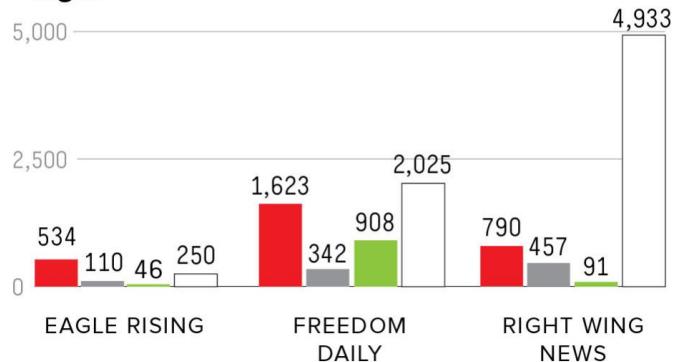
BY MEDIAN SHARES PER POST

■ MOSTLY FALSE ■ MIX. OF TRUE AND FALSE ■ MOSTLY TRUE  
□ NO FACTUAL CONTENT

### Left



### Right



## Engagement

BY MEDIAN SHARES PER POST

### Mainstream

ABC NEWS POLITICS  
455,739 Fans

13

CNN POLITICS  
1,895,831 Fans

50

POLITICO  
1,181,083 Fans

33

### Left

ADDICTING INFO  
1,214,717 Fans

563

OCCUPY DEMOCRATS  
4,140,124 Fans

10,931

THE OTHER 98%  
3,238,599 Fans

3,942

### Right

EAGLE RISING  
623,712 Fans

92

FREEDOM DAILY  
1,361,875 Fans

947

RIGHT WING NEWS  
3,375,544 Fans

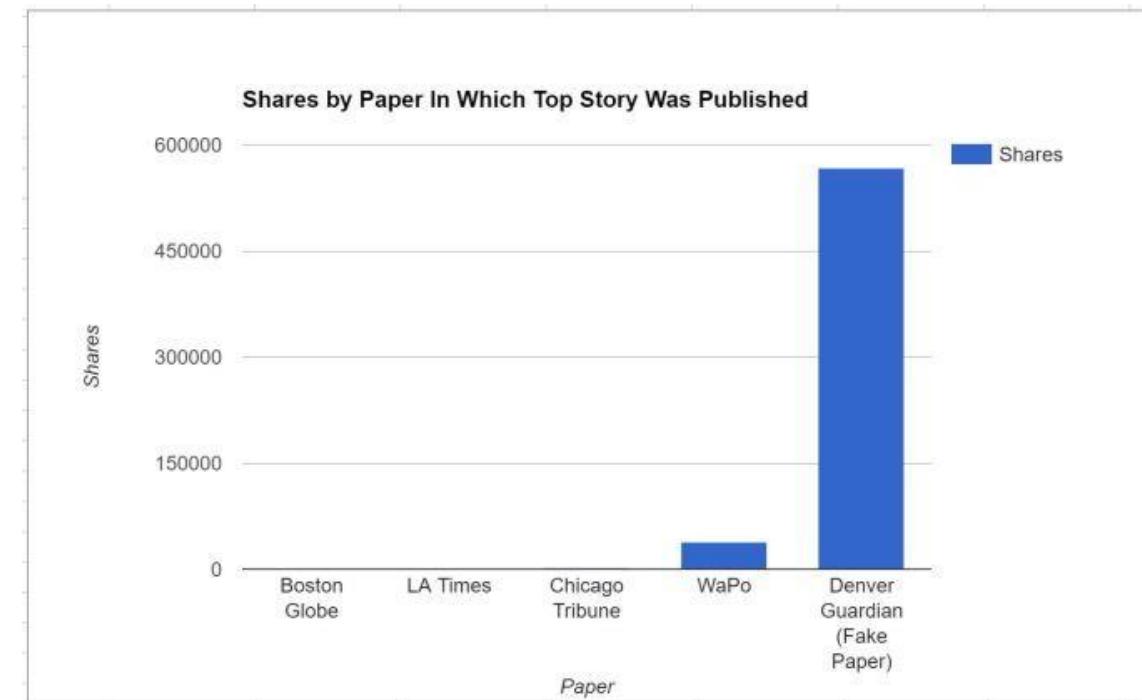
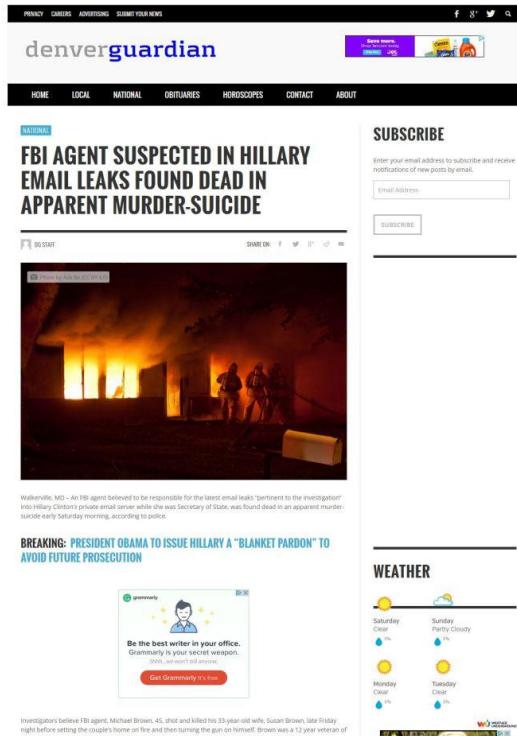
266

0 12,000

# **The scariest part of Facebook's fake news problem: fake news is more viral than real news**

"If Facebook is truly a functioning news ecosystem, we should expect large local newspapers like the Boston Globe and LA Times to compete favorably with fake 'hoax' newspapers like the Baltimore Gazette or Denver Guardian — fake 'papers' that were created purely to derive ad views from people looking for invented Clinton conspiracies."

# The scariest part of Facebook's fake news problem: fake news is more viral than real news



# Total Facebook Engagements for Top 20 Election Stories



## Top 5 Fake Election Stories by Facebook Engagement (three months before election)

"Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement" (960,000, *Ending the Fed*)

"WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS... Then Drops Another BOMBSHELL! Breaking News" (789,000, *The Political Insider*)

"IT'S OVER: Hillary's ISIS Email Just Leaked & It's Worse Than Anyone Could Have Imagined" (754,000, *Ending the Fed*)

"Just Read the Law: Hillary Is Disqualified From Holding Any Federal Office" (701,000, *Ending the Fed*)

"FBI Agent Suspected In Hillary Email Leaks Found Dead In Apparent Murder-Suicide" (567,000, *Denver Guardian*)

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

## Top 5 Mainstream Election Stories by Facebook Engagement (three months before election)

"Trump's History of Corruption Is Mind-Boggling. So Why Is Clinton Supposedly the Corrupt One?" (849,000, *Washington Post*)

"Stop Pretending You Don't Know Why People Hate Hillary Clinton" (623,000, *Huffington Post*)

"Melania Trump's Girl-on-Girl Photos From Racy Shoot Revealed" (531,000, *New York Post*)

"Ford Fact Checks Trump: We Will Be Here Forever" (407,000, *CNN*)

"I Ran the C.I.A. Now I'm Endorsing Hillary Clinton" (373,000, *New York Times*)

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

Corrections or fact checks are engaged with significantly less than fake news.

“A fake story claiming Pope Francis — actually a refugee advocate — endorsed Mr. Trump was shared almost a million times, likely visible to tens of millions,” Zeynep Tufekci, an associate professor at the University of North Carolina who studies the social impact of technology, said of [a recent post on Facebook](#). “Its correction was barely heard. Of course Facebook had significant influence in this last election’s outcome.”

All that engagement makes an impact.

(Even if it is minor and even if people deny it.)

"I think the idea that fake news on Facebook — of which it's a very small amount of the content — influenced the election in any way is a pretty crazy idea.

Part of what I think is going on here is people are trying to understand the results of the election...

I think there is a certain profound lack of empathy in asserting that the only reason why someone could have voted the way they did is because they saw some fake news...

There have been hoaxes on the internet, there were hoaxes before. We do our best to make it so that people can report that, and as I said before, we can show people the most meaningful content we can."

(Mark Zuckerberg on November 10<sup>th</sup>, 2016)

"It's not a crazy idea. What's crazy is for him to come out and dismiss it like that, when he knows, and those of us at the company know, that fake news ran wild on our platform during the entire campaign season."

(Anonymous Facebook employee)



Mark Zuckerberg

November 12, 2016 ·

Follow

I want to share some thoughts on Facebook and the election.

Our goal is to give every person a voice. We believe deeply in people. Assuming that people understand what is important in their lives and that they can express those views has driven not only our community, but democracy overall. Sometimes when people use their voice though, they say things that seem wrong and they support people you disagree with.

After the election, many people are asking whether fake news contributed to the result, and what our responsibility is to prevent fake news from spreading. These are very important questions and I care deeply about getting them right. I want to do my best to explain what we know here.

Of all the content on Facebook, more than 99% of what people see is authentic. Only a very small amount is fake news and hoaxes. The hoaxes that do exist are not limited to one partisan view, or even to politics. Overall, this makes it extremely unlikely hoaxes changed the outcome of this election in one direction or the other.

That said, we don't want any hoaxes on Facebook. Our goal is to show people the content they will find most meaningful, and people want accurate news. We have already launched work enabling our community to flag hoaxes and fake news, and there is more we can do here. We have made progress, and we will continue to work on this to improve further.

This is an area where I believe we must proceed very carefully though. Identifying the "truth" is complicated. While some hoaxes can be completely debunked, a greater amount of content, including from mainstream sources, often gets the basic idea right but some details wrong or omitted. An even greater volume of stories express an opinion that many will disagree with and flag as incorrect even when factual. I am confident we can find ways for our community to tell us what content is most meaningful, but I believe we must be extremely cautious about becoming arbiters of truth ourselves.

As we continue our research, we are committed to always updating you on how News Feed evolves. We hope to have more to share soon, although this work often takes longer than we'd like in order to confirm changes we make won't introduce unintended side effects or bias into the system. If you're interested in following our updates, I encourage you to follow our News Feed FYI here: <http://bit.ly/2frNW02>.

Overall, I am proud of our role giving people a voice in this election. We helped more than 2 million people register to vote, and based on our estimates we got a similar number of people to vote who might have stayed home otherwise. We helped millions of people connect with candidates so they could hear from them directly and be better informed. Most importantly, we gave tens of millions of people tools to share billions of posts and reactions about this election. A lot of that dialog may not have happened without Facebook.

This has been a historic election and it has been very painful for many people. Still, I think it's important to try to understand the perspective of people on the other side. In my experience, people are good, and even if you may not feel that way today, believing in people leads to better results over the long term.



Like



Comment



Share



Marvin Coronel, Wael Ghonim and 209K others

Top Comments

14,774 shares

15K Comments

# Social Media and Fake News in the 2016 Election

Hunt Allcott, *New York University and NBER* \*

Matthew Gentzkow, *Stanford University and NBER*

January 2017

## Abstract

We present new evidence on the role of false stories circulated on social media prior to the 2016 US presidential election. Drawing on audience data, archives of fact-checking websites, and results from a new online survey, we find: (i) social media was an important but not dominant source of news in the run-up to the election, with 14 percent of Americans calling social media their “most important” source of election news; (ii) of the known false news stories that appeared in the three months before the election, those favoring Trump were shared a total of 30 million times on Facebook, while those favoring Clinton were shared eight million times; (iii) the average American saw and remembered 0.92 pro-Trump fake news stories and 0.23 pro-Clinton fake news stories, with just over half of those who recalled seeing fake news stories believing them; (iv) for fake news to have changed the outcome of the election, a single fake article would need to have had the same persuasive effect as 36 television campaign ads.



[Peter A. Shulman](#)

@pashulman

Follow

1. So. Sometimes [@Google](#) can be bad for learning history. Very bad. A story of our time.

RETWEETS  
469

LIKES  
528



7:34 PM - 22 Feb 2017

33    469    528



[Peter A. Shulman](#) @pashulman · 16h

2. Today in class, we covered the 1920s & I spoke about the reemergence of the KKK. A student asks if Warren Harding had been a Klan member

3    16    47



[Peter A. Shulman](#) @pashulman · 16h

3. I confess I hadn't heard that but it sounded pretty unlikely as Harding supported anti-lynching legislation.

1    14    45



[Peter A. Shulman](#) @pashulman · 16h

4. Another student pulls out his phone and reports at least five presidents had been in the Klan. Um, source? I asked. Just [@Google](#).

2    18    43



[Peter A. Shulman](#) @pashulman · 16h

5. Here is what I get searching "Presidents in the Klan":

presidents in the klan



All Images News Videos Shopping More Settings Tools

About 390,000 results (0.54 seconds)

- President William McKinley.
- President Woodrow Wilson.
- President Warren G. Harding.
- President Harry S. Truman.

[REVEALED: 5 US Presidents Members Of Racist Cult Ku Klux Klan ...](#)

[www.thetrentonline.com/revealed-5-us-presidents-members-racists-cult-ku-klux-klan-ph...](http://www.thetrentonline.com/revealed-5-us-presidents-members-racists-cult-ku-klux-klan-ph...)

About this result • Feedback

4    44    82



[Peter A. Shulman](#) @pashulman · 16h

6. This is.. Not a website I have heard of!

1    15    68



[Peter A. Shulman](#) @pashulman · 16h

7. Clicking through, it's billed as "a leading Internet Newspaper in Nigeria." Ok.

2    23    71



Peter A. Shulman @pashulman · 16h

8. The article cites both David Barton and the KKK website as sources for presidents who had allegedly been Klan members.

2 14 55



Peter A. Shulman @pashulman · 16h

9. It became clear (surprise!) that most of this is BS. Harding had been slandered as a Klan member but on clearly spurious grounds.

3 16 68



Peter A. Shulman @pashulman · Feb 22

10. Most of the others just made no sense (McKinley? Wha?).

2 14 64



Peter A. Shulman @pashulman · Feb 22

11. Truman \*maybe\* met w/Klan members once but there's no record of any activity. His political patron, the Pendergast machine, was Catholic

2 16 60



Peter A. Shulman @pashulman · Feb 22

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1 30 123



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2 68 266



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10 102 427



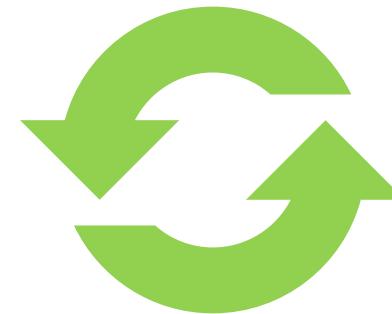
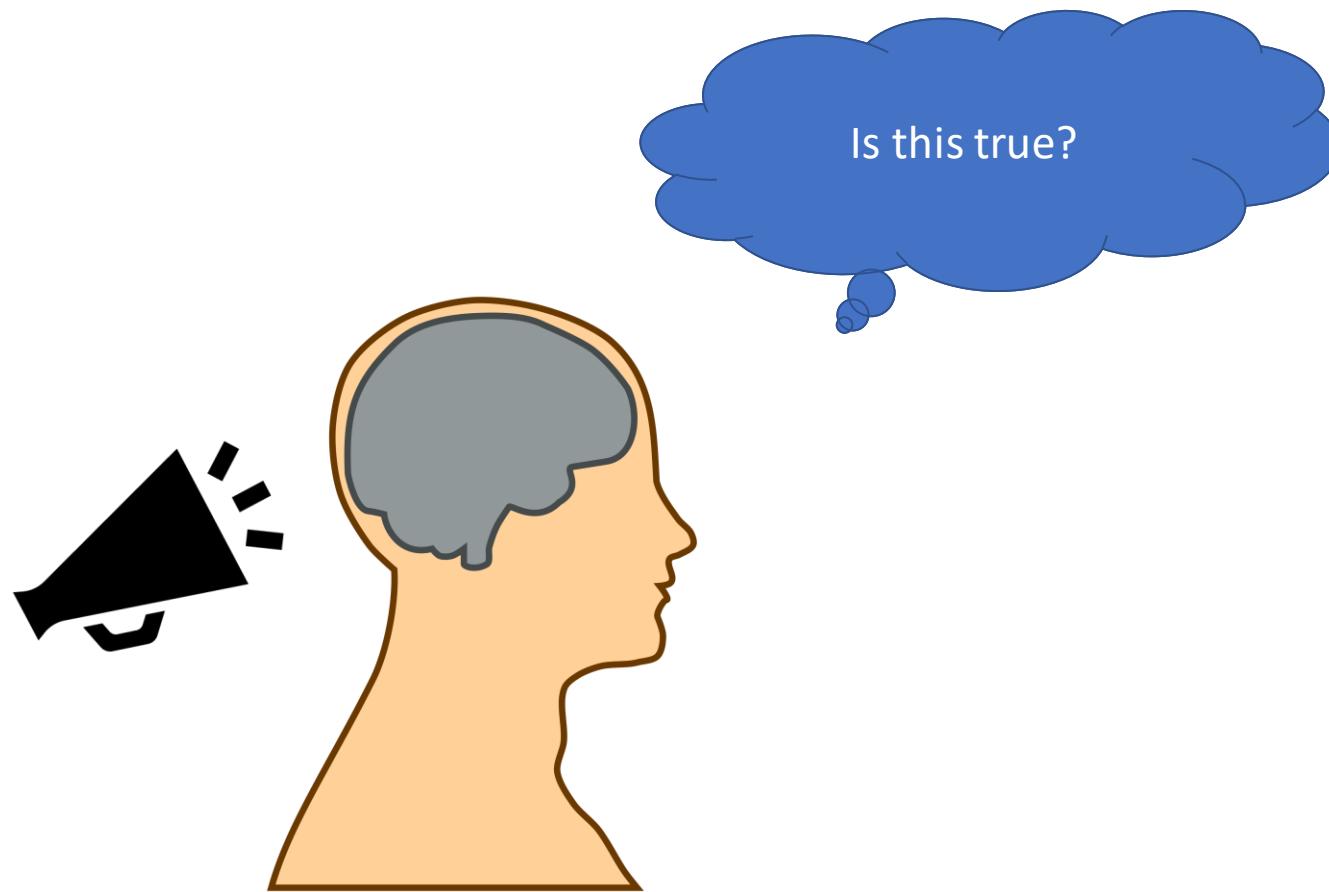
Peter A. Shulman @pashulman · Feb 22

15. Or better yet, look up a peer-reviewed book or article! Not sure where to find one? Ask a historian! We're all over Twitter!

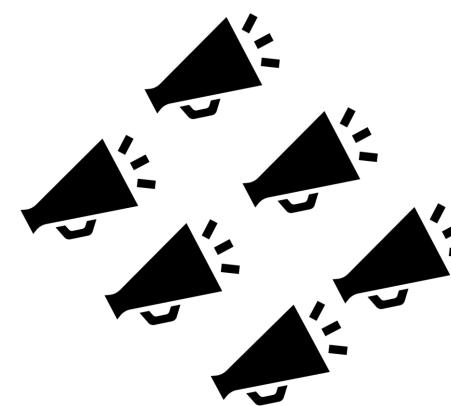
Why do we believe this stuff?

The great master fallacy of the  
human mind is believing too  
much.

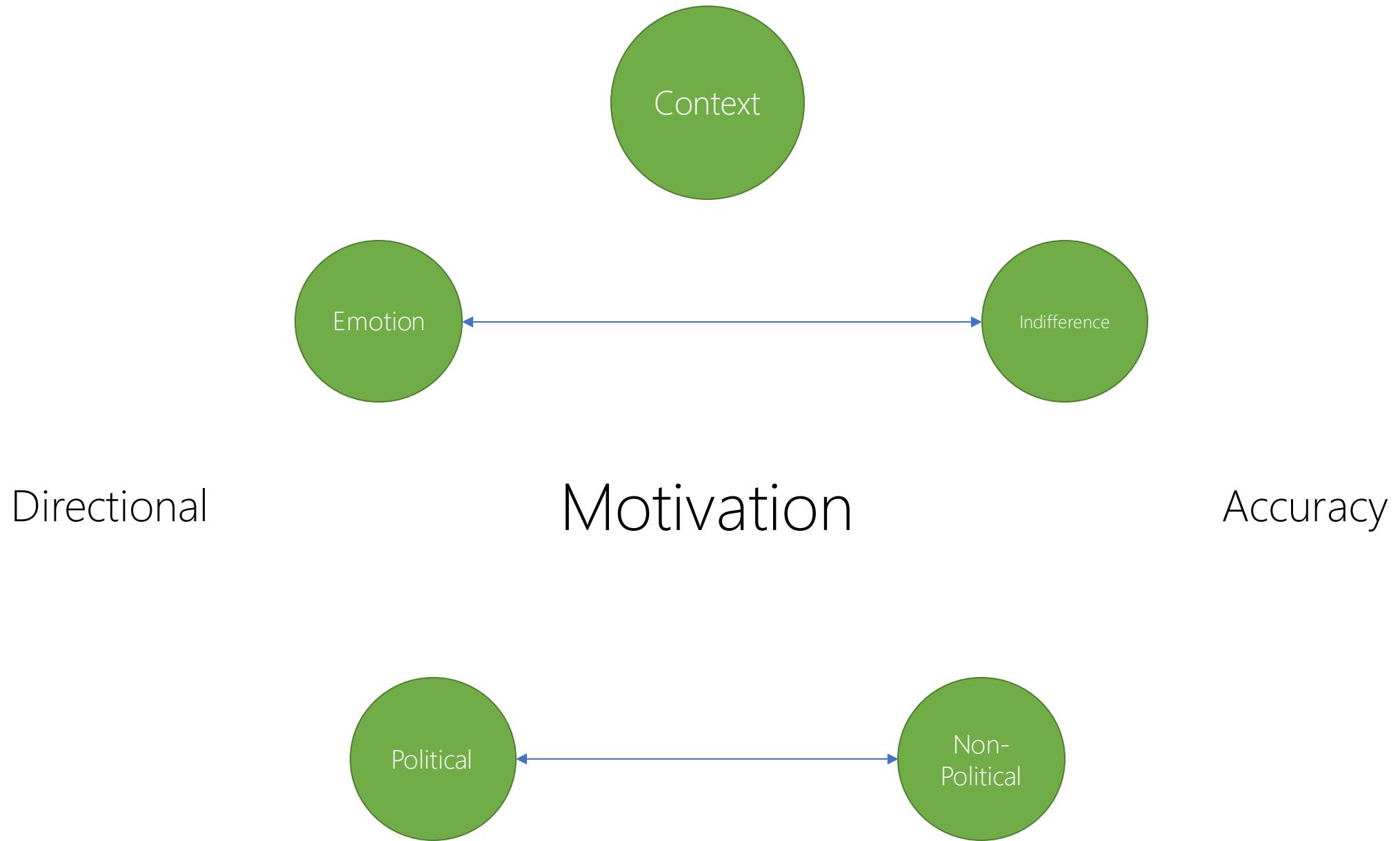
(19<sup>th</sup> Century Scottish Philosopher Alexander Bain)



**Illusory Truth Effect**  
If you hear a lie  
repeated often enough,  
you start to believe it.



**Cognitive Load**  
A constant stream of  
lies is so mentally taxing  
that the brain gives up.



1

2 Political Orientation Predicts Credulity Regarding Putative Hazards

3

4 Daniel M.T. Fessler<sup>a,1</sup>, Anne C. Pisor,<sup>b,c</sup> and Colin Holbrook<sup>a</sup>

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9 University of California, Santa Barbara

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11 <sup>c</sup> Department of Human Behavior, Ecology, and Culture

12 Max Planck Institute for Evolutionary Anthropology

13 04103 Leipzig, Germany

14

15

16 <sup>1</sup> To whom correspondence should be addressed:

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21 Tel.: 310 794-9252

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23 E-mail: dfessler@anthro.ucla.edu

24 Accepted for publication in Psychological Science

25 The instruments described in this paper are included in the Supplementary Online Materials, and  
26 are also archived at osf.io/qqq82. The complete datasets, lists of variables, and analytic code are  
27 archived at osf.io/qqq82 and http://escholarship.org/uc/item/82j5p9r3

# Why conservatives might be more likely to fall for fake news

By Christopher Ingraham December 7, 2016 [✉](#)

# CONFIRMATION BIAS

What do real people think about all of this?

What is the impact?

★ Election 2016 ▶

# Many Americans Believe Fake News Is Sowing Confusion

23% say they have shared a made-up news story – either knowingly or not

**Majority say fake news has left Americans confused about basic facts**

% of U.S. adults who say completely made-up news has caused \_\_\_ about the basic facts of current events



Source: Survey conducted Dec. 1-4, 2016.

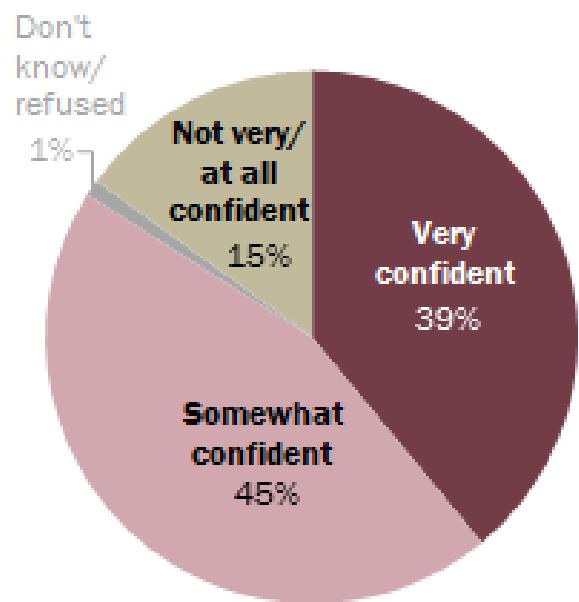
"Many Americans Believe Fake News Is Sowing Confusion"

PEW RESEARCH CENTER

---

## Majority are confident in their ability to recognize fake news

*% of U.S. adults who are \_\_\_ in their ability to recognize made-up news*



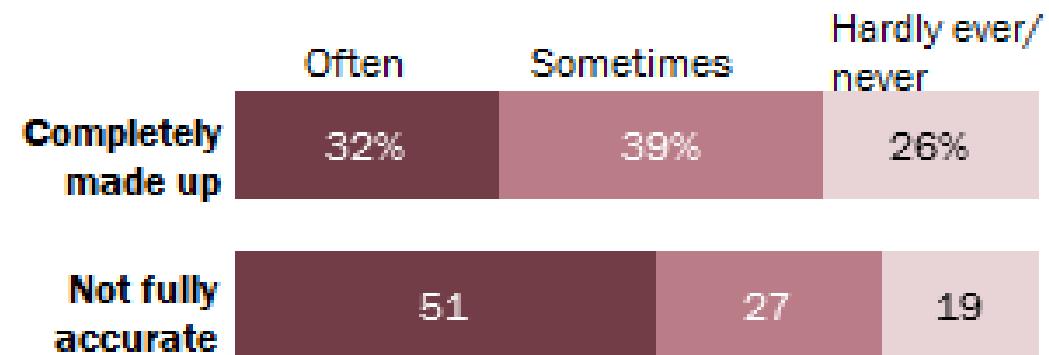
Source: Survey conducted Dec. 1-4, 2016.  
“Many Americans Believe Fake News Is Sowing Confusion”

PEW RESEARCH CENTER

---

## About a third say they often see made-up political news online; 51% say they see inaccurate news

*% of U.S. adults who often/sometimes/hardly ever or never come across political news online that is ...*



Source: Survey conducted Dec. 1-4, 2016.  
“Many Americans Believe Fake News Is Sowing Confusion”

PEW RESEARCH CENTER

---

---

## About one in four report sharing fabricated news – whether aware at the time or not

*% of U.S. adults who say they ...*



Source: Survey conducted Dec. 1-4, 2016.

"Many Americans Believe Fake News Is Sowing Confusion"

PEW RESEARCH CENTER

---

Fake news headlines fool American adults about 75% of the time.

People who cite Facebook as a major source of news are more likely to view fake news headlines as accurate than those who rely less on the platform for news.

Those who identify as Republican are more likely to view fake election news stories as very or somewhat accurate. Roughly 84% of the time, Republicans rated fake news headlines as accurate (among those they recognized), compared to a rate of 71% among Democrats.

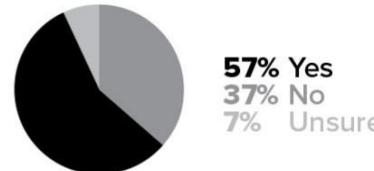
Trump voters are more likely to rate familiar fake news headlines as accurate than Clinton voters.

"The 2016 election may mark the point in modern political history when information and disinformation became a dominant electoral currency. Public opinion, as reflected in this survey, showed that 'fake news' was remembered by a significant portion of the electorate and those stories were seen as credible.

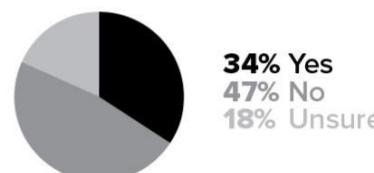
(Chris Jackson, Ipsos Public Affairs)

## **"Have you seen or heard about the following story in the past few weeks?"**

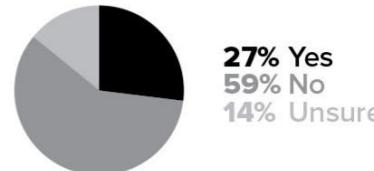
Donald Trump on Refusing Presidential Salary: "I'm Not Taking It"  
(1,507 RESPONDENTS)



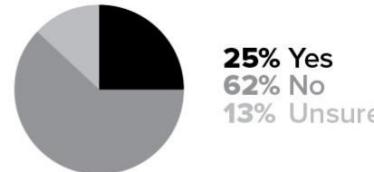
Donald Trump Says He'd "Absolutely" Require Muslims to Register  
(1,507 RESPONDENTS)



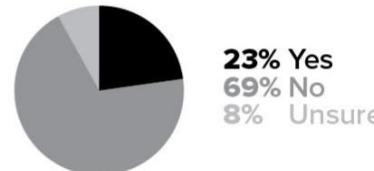
Trump: "I Will Protect Our LGBTQ Citizens"  
(1,506 RESPONDENTS)



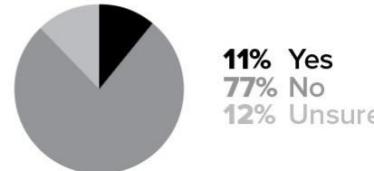
Barbara Bush: "I Don't Know How Women Can Vote" for Trump  
(1,510 RESPONDENTS)



Melania Trump's Girl-on-Girl Photos From Racy Shoot Revealed  
(1,509 RESPONDENTS)



I Ran the CIA. Now I'm Endorsing Hillary Clinton  
(1,506 RESPONDENTS)



## **Real Headline Perceptions of Accuracy**

The percentage of respondents who recalled seeing the headline and who believe it to be very or somewhat accurate.

Donald Trump on Refusing Presidential Salary: "I'm Not Taking It"  
(860 RESPONDENTS)

**90%**

Donald Trump Says He'd "Absolutely" Require Muslims to Register  
(507 RESPONDENTS)

**80%**

Trump: "I Will Protect Our LGBTQ Citizens"  
(402 RESPONDENTS)

**73%**

Barbara Bush: "I Don't Know How Women Can Vote" for Trump  
(358 RESPONDENTS)

**82%**

Melania Trump's Girl-on-Girl Photos From Racy Shoot Revealed  
(335 RESPONDENTS)

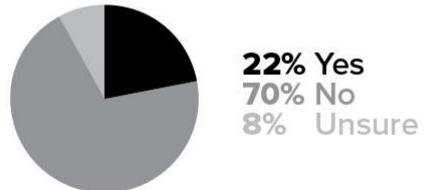
**83%**

I Ran the CIA. Now I'm Endorsing Hillary Clinton  
(157 RESPONDENTS)

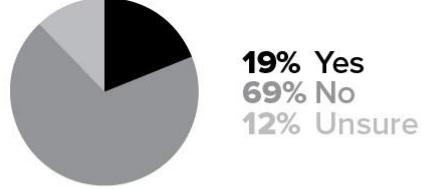
**90%**

## **"Have you seen or heard about the following story in the past few weeks?"**

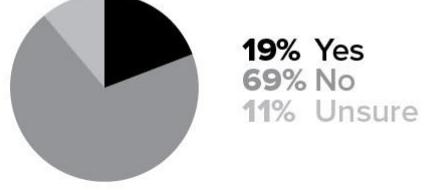
FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide  
(1,809 RESPONDENTS)



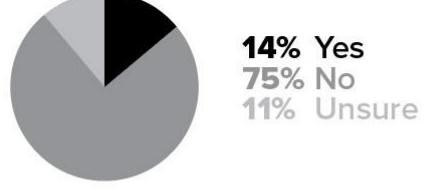
Donald Trump Protester Speaks Out: "I Was Paid \$3,500 to Protest Trump's Rally"  
(1,809 RESPONDENTS)



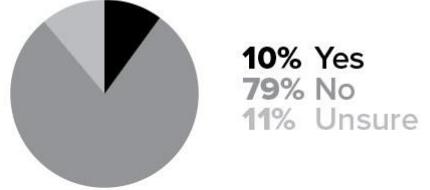
Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement  
(1,809 RESPONDENTS)



Donald Trump Sent His Own Plane to Transport 200 Stranded Marines  
(1,809 RESPONDENTS)



FBI Director Comey Just Put a Trump Sign On His Front Lawn  
(1,809 RESPONDENTS)



## **Fake Headline Perceptions of Accuracy**

The percentage of respondents who recalled seeing the headline and who believe it to be very or somewhat accurate.

FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide  
(389 RESPONDENTS)

**72%**

Donald Trump Protester Speaks Out: "I Was Paid \$3,500 to Protest Trump's Rally"  
(348 RESPONDENTS)

**79%**

Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement  
(330 RESPONDENTS)

**64%**

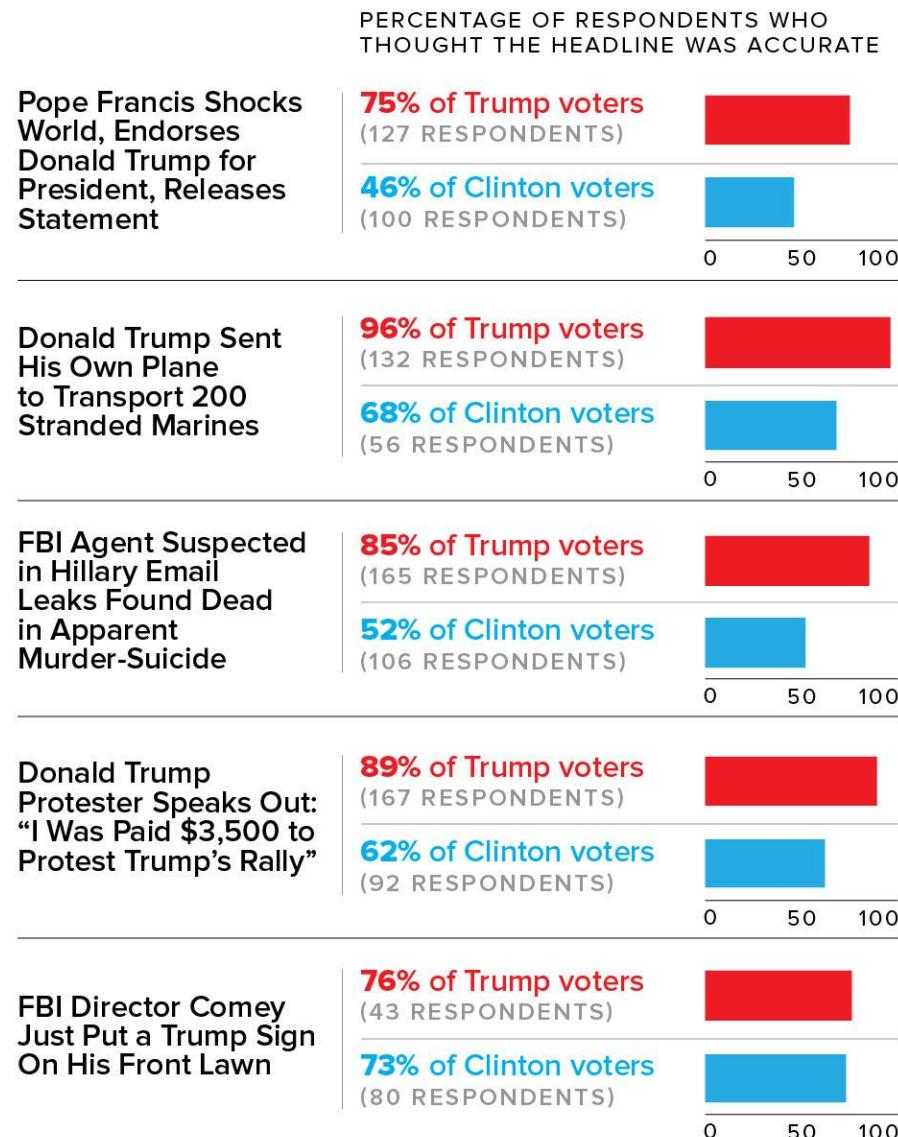
Donald Trump Sent His Own Plane to Transport 200 Stranded Marines  
(263 RESPONDENTS)

**84%**

FBI Director Comey Just Put a Trump Sign On His Front Lawn  
(186 RESPONDENTS)

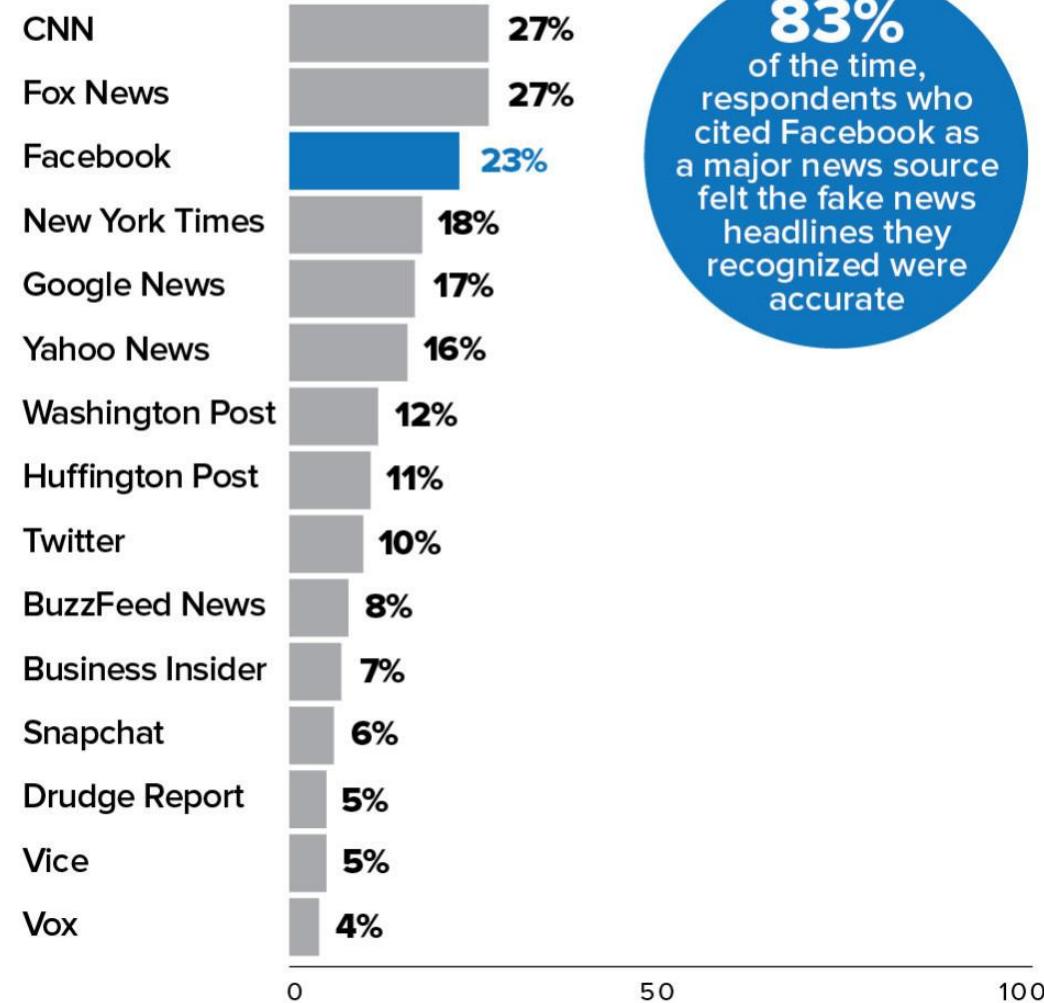
**81%**

## Fake Headline Perceptions of Accuracy Among Clinton / Trump Voters

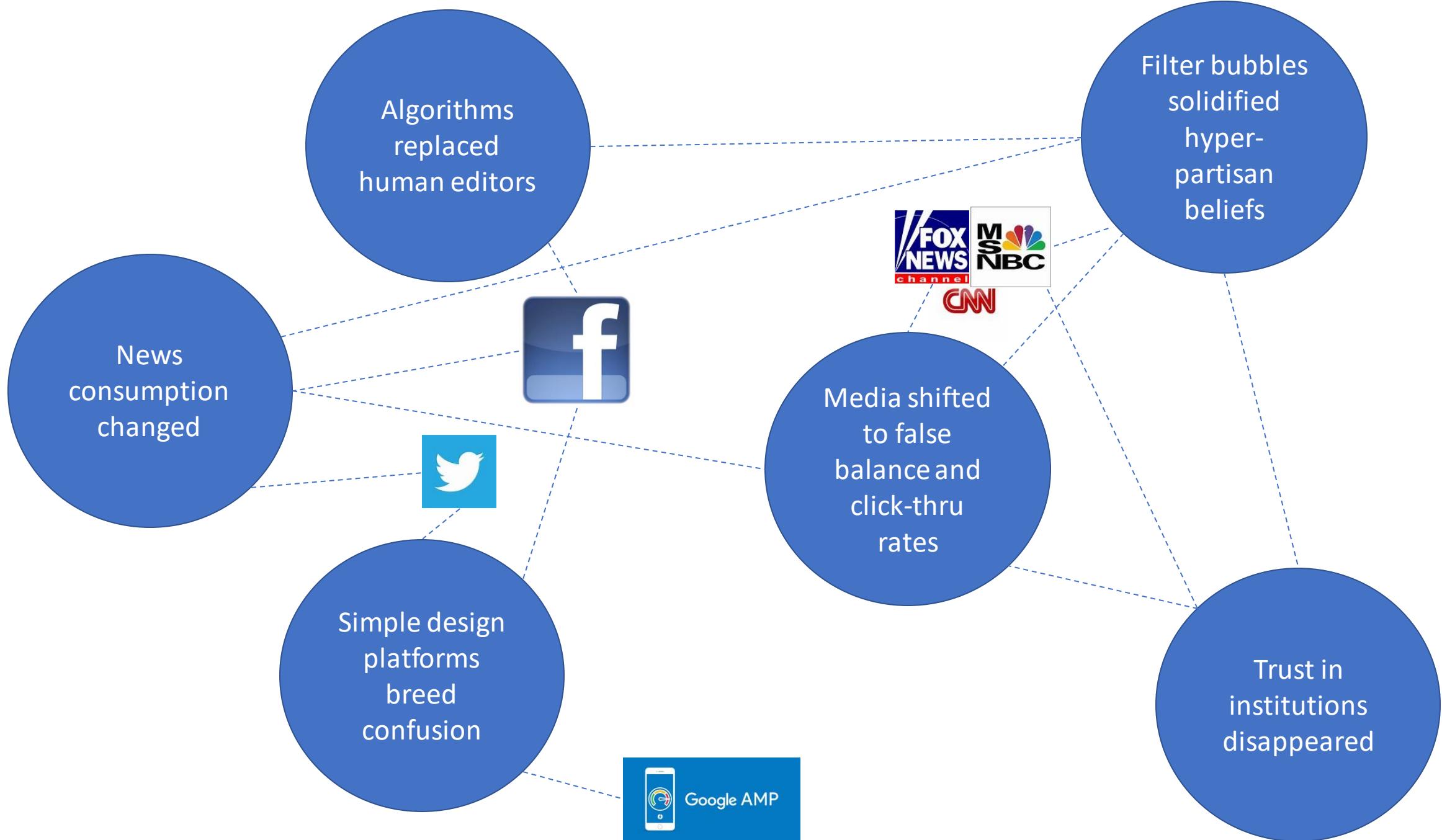


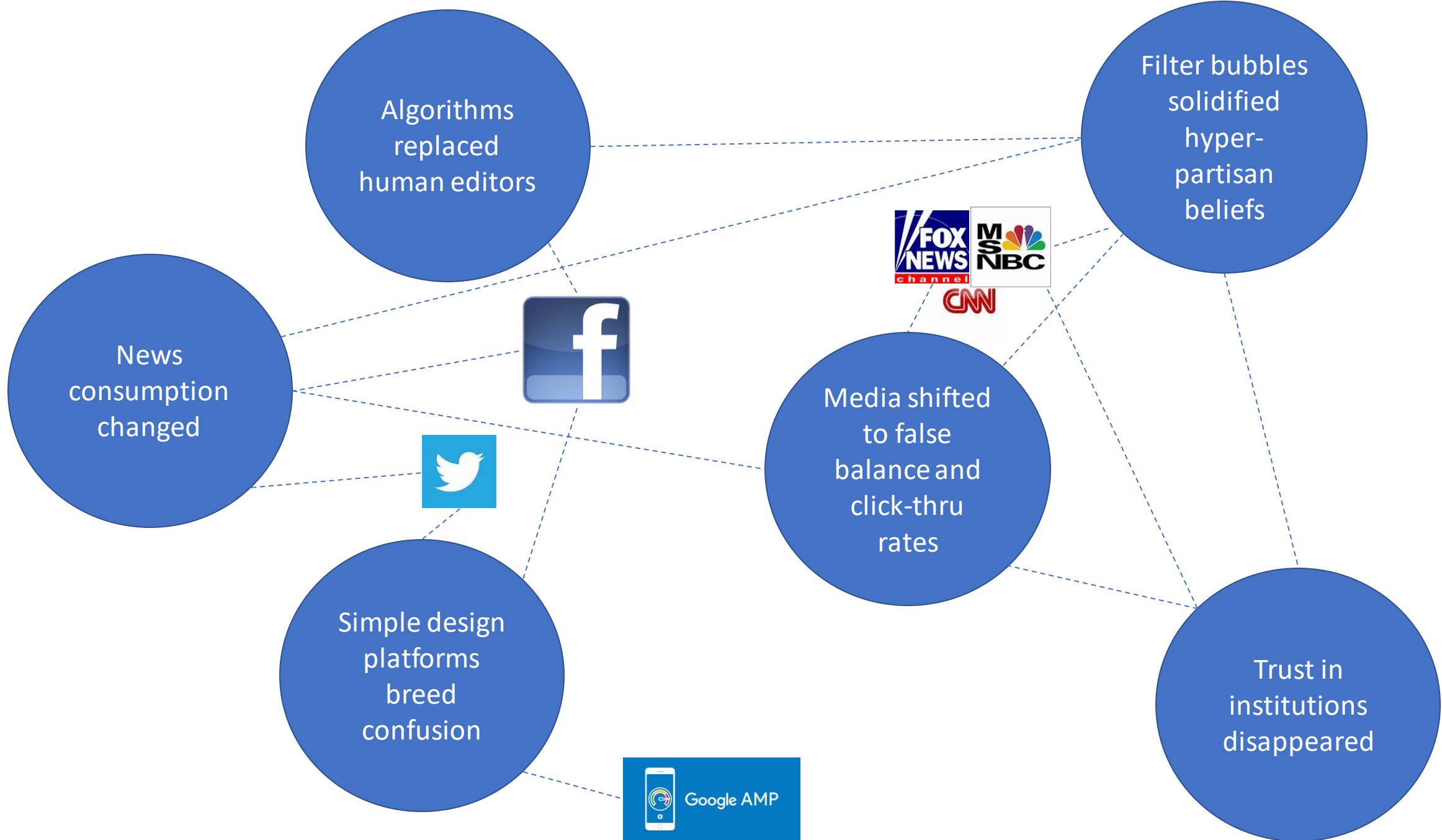
## Major Source of News for Respondents

PERCENTAGE OF RESPONDENTS WHO USE THE FOLLOWING SITES AS MAJOR SOURCES OF NEWS



But, seriously, WHY IS THIS HAPPENING?





More than seven-in-ten U.S. adults follow national and local news somewhat or very closely – 65% follow international news with the same regularity.

Fully 81% of Americans get at least some of this news through websites, apps or social networking sites.

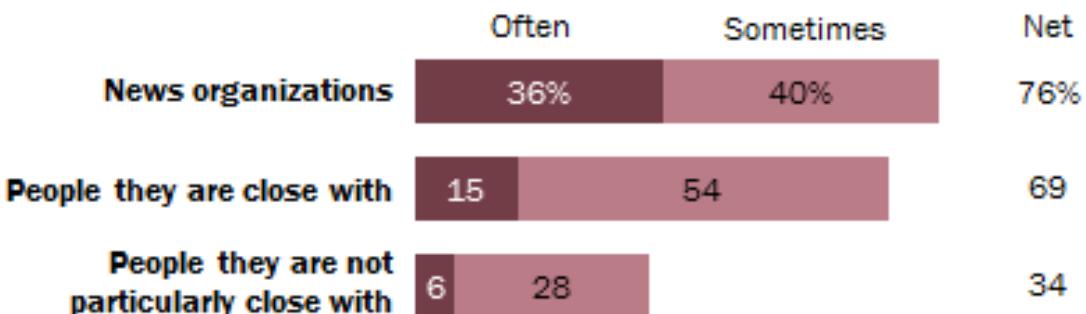
And, this digital news intake is increasingly mobile. Among those who get news both on desktop computers and mobile devices, more than half prefer mobile.

(“The Modern News Consumer,” Journalism.org)

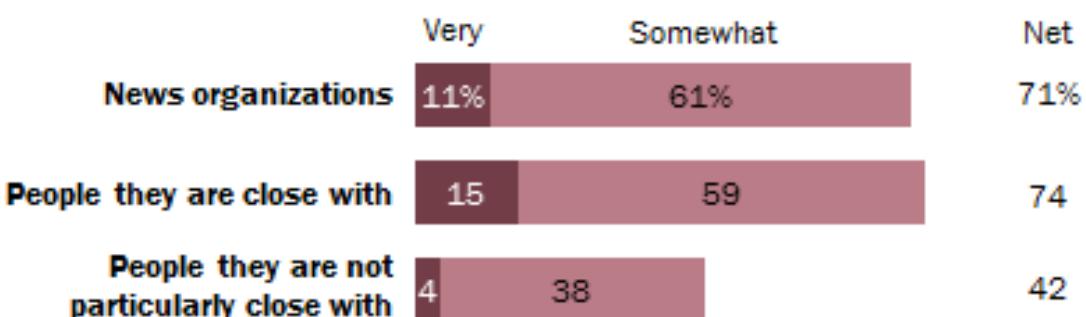
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**Online news consumers more likely to get news from professional outlets than from friends, family – but just as likely to think each provides relevant news**

*% of online news consumers who get news online from ... often/sometimes*



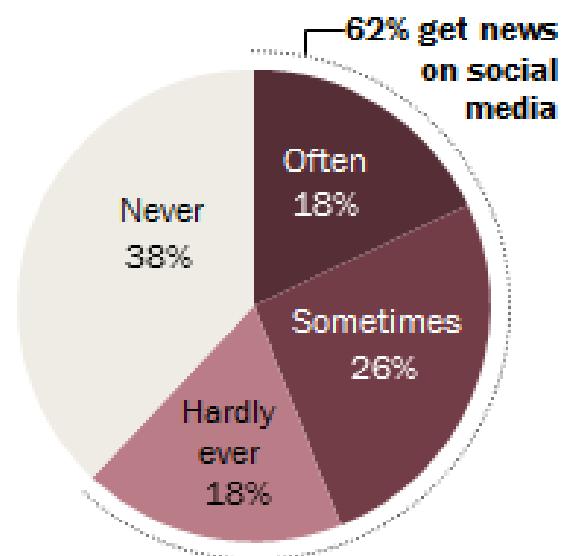
*Of those who get news online from each, % who say that the news they get from ... is very/somewhat near to their interests*



Source: Survey conducted Jan. 12-Feb. 8, 2016.  
“The Modern News Consumer”

## About 6-in-10 Americans get news from social media

% of U.S. adults who get news on a social networking site ...



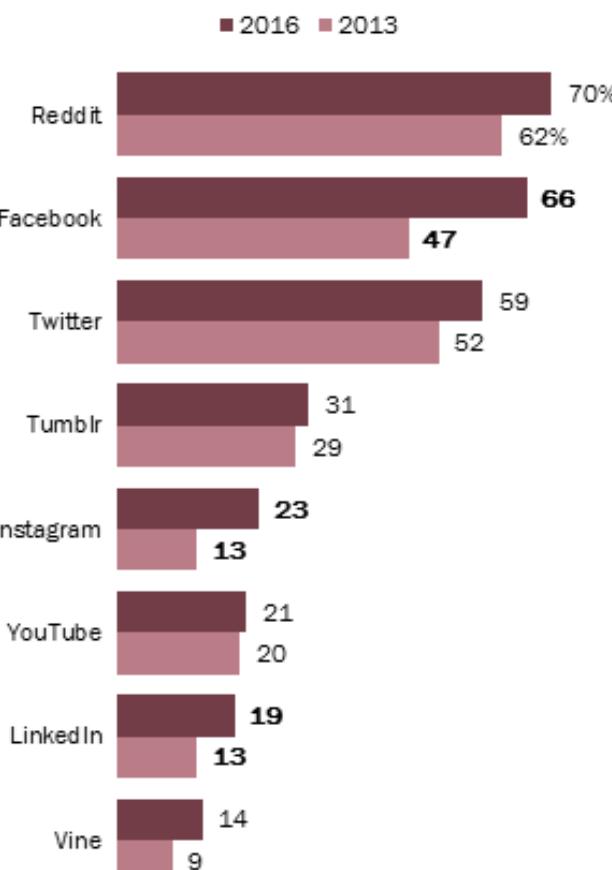
Source: Survey conducted Jan. 12-Feb. 8, 2016.

"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

## Growth in use of social media for news

% of users of each social networking site who get news there



Note: Statistically significant differences in **bold**.

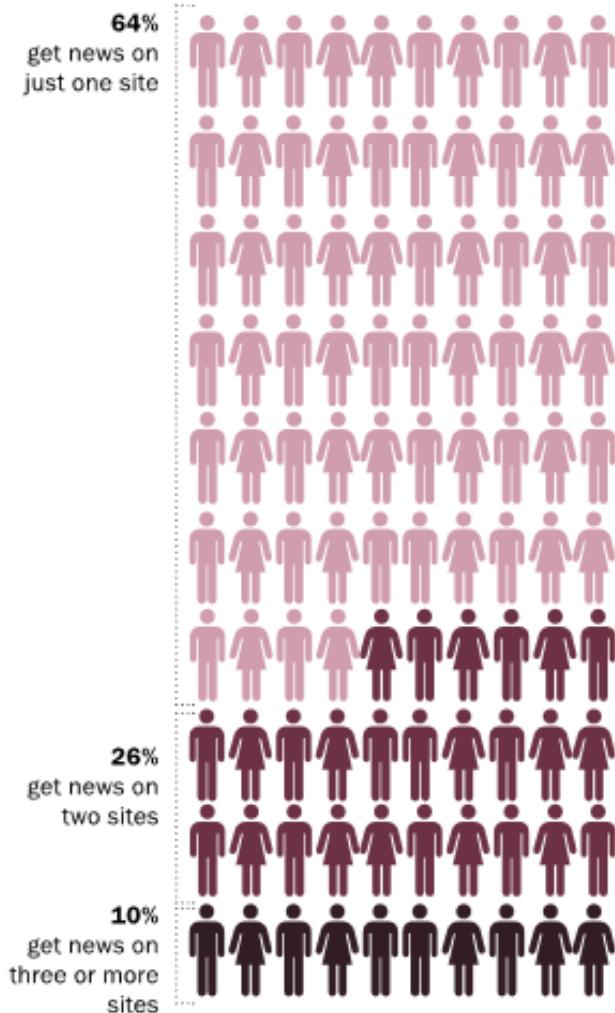
Source: Survey conducted Jan. 12-Feb. 8, 2016.

"News Use Across Social Media Platforms 2016"

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## Most social media news consumers only get news on one site

% of news users of at least one social media site who ...

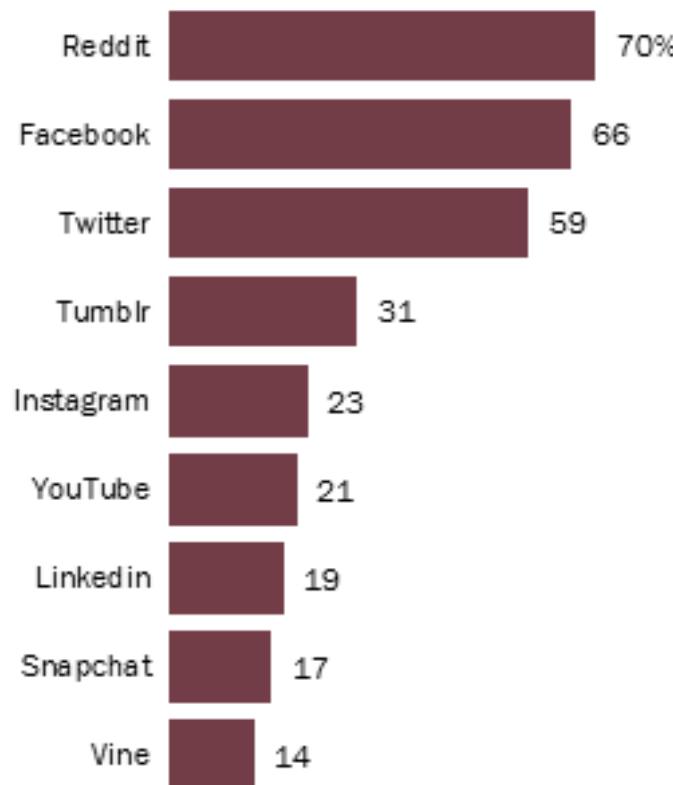


Source: Survey conducted Jan. 12-Feb. 8, 2016.  
"News Use Across Social Media Platforms 2016"

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## Reddit, Facebook and Twitter users most likely to get news on each site

% of each social networking sites' users who get news on the site

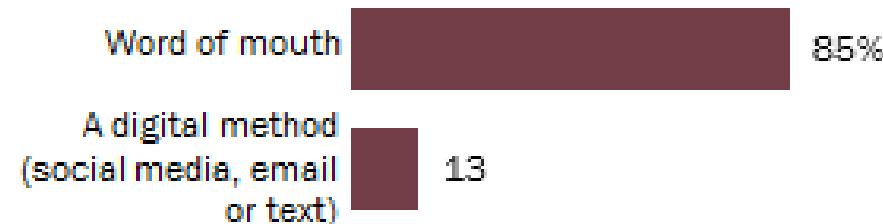


Source: Survey conducted Jan. 12-Feb. 8, 2016.  
"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

## Despite digital advances, most still share news by word of mouth

% of U.S. adults who *most commonly* share news with others by ...



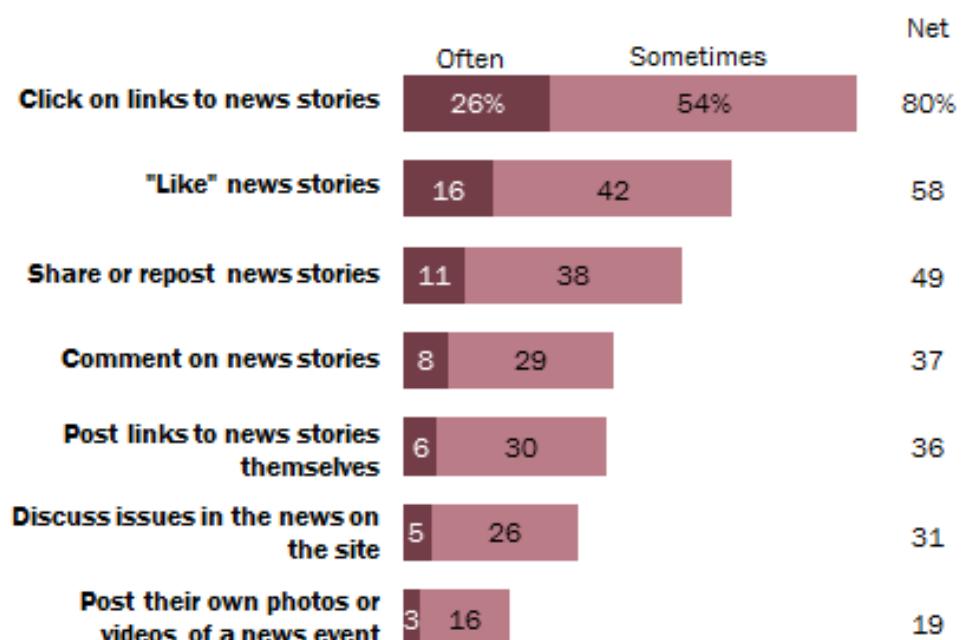
Source: Survey conducted Jan. 12-Feb. 8, 2016.

"The Modern News Consumer"

PEW RESEARCH CENTER

## On social media, the level of engagement declines as the input required from the individual increases

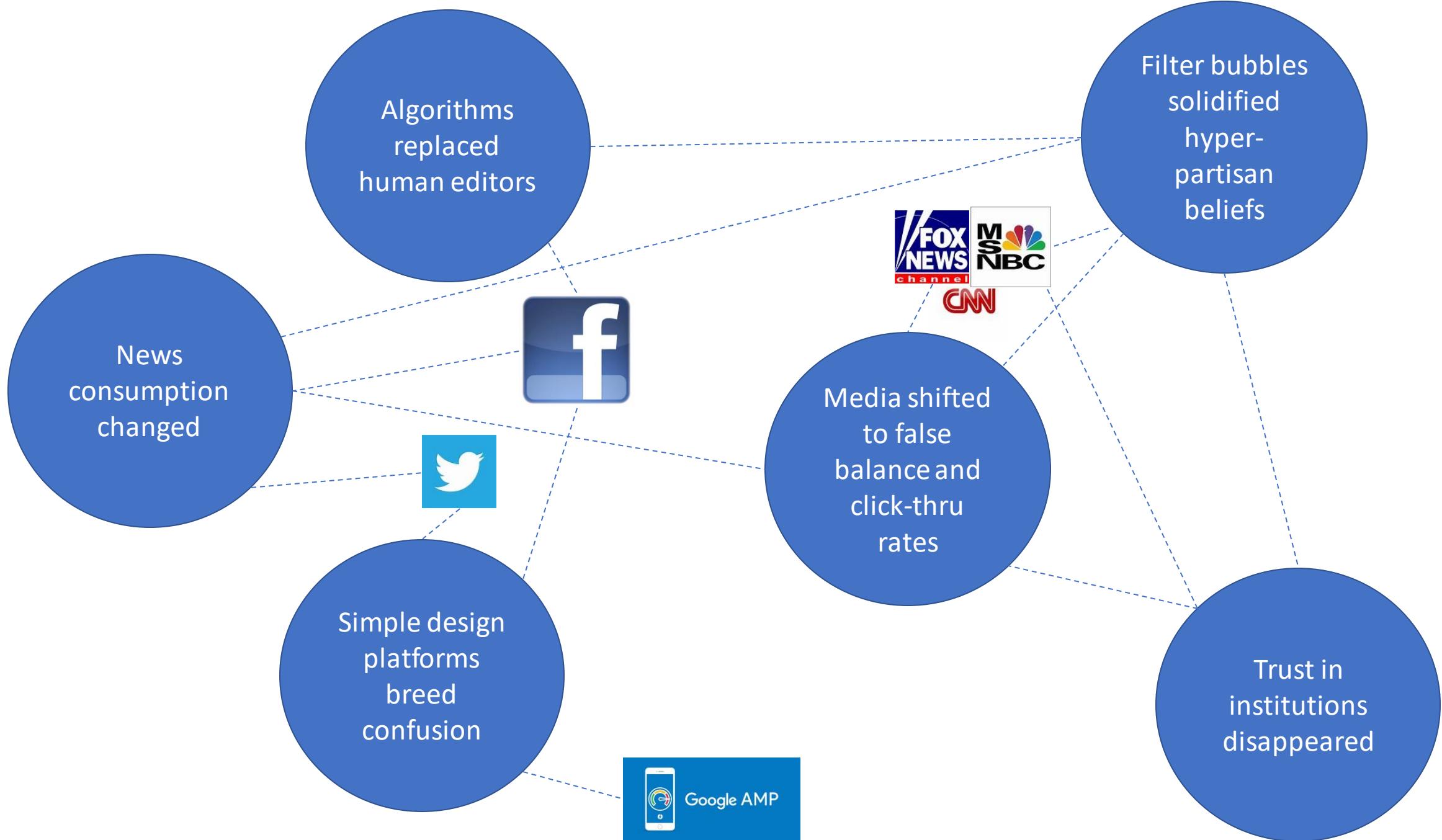
% of social media news consumers who ...



Source: Survey conducted Jan. 12-Feb. 8, 2016.

"The Modern News Consumer"

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Mark Zuckerberg

May 12, 2016 ·

Follow

I want to share some thoughts on the discussion about Trending Topics.

Facebook stands for giving everyone a voice. We believe the world is better when people from different backgrounds and with different ideas all have the power to share their thoughts and experiences. That's what makes social media unique. We are one global community where anyone can share anything -- from a loving photo of a mother and her baby to intellectual analysis of political events.

To serve our diverse community, we are committed to building a platform for all ideas. Trending Topics is designed to surface the most newsworthy and popular conversations on Facebook. We have rigorous guidelines that do not permit the prioritization of one viewpoint over another or the suppression of political perspectives.

This week, there was a report suggesting that Facebook contractors working on Trending Topics suppressed stories with conservative viewpoints. We take this report very seriously and are conducting a full investigation to ensure our teams uphold the integrity of this product.

We have found no evidence that this report is true. If we find anything against our principles, you have my commitment that we will take additional steps to address it.

In the coming weeks, I'll also be inviting leading conservatives and people from across the political spectrum to talk with me about this and share their points of view. I want to have a direct conversation about what Facebook stands for and how we can be sure our platform stays as open as possible.

The reason I care so much about this is that it gets to the core of everything Facebook is and everything I want it to be. Every tool we build is designed to give more people a voice and bring our global community together. For as long as I'm leading this company this will always be our mission.



Like



Comment



Share



218K

Top Comments

13,005 shares

17K Comments

# *Shocker! Facebook Changes Its Algorithm to Avoid ‘Clickbait’*

By MIKE ISAAC and SYDNEY EMBER AUG. 4, 2016



[Facebook](#) says it plans to marginalize what it considers to be “clickbait” news stories from publishers in its news feed, in another step to keep its 1.71 billion members regularly coming back to its social network.

In a change to its news feed algorithm on Thursday, [Facebook said certain types of headlines would be classified as clickbait](#), those that “withhold or distort information.” Those stories will then appear less frequently in users’ feeds, the company said.

Total bullshit gets to the top of Trending Topics on Facebook because it has no editors, a flawed algorithm, and a weak product.

TRENDING

-  **McChicken**  
6.6K people talking about this
-  **Anthony Weiner**  
12K people talking about this
-  **Go Topless Day**  
41K people talking about this
-  **Los Angeles International Airport**  
33K people talking about this
-  **Megyn Kelly** ←  
59K people talking about this
-  **Will Smith**  
140K people talking about this
-  **Britney Spears**  
320K people talking about this
-  **Mila Kunis**  
10K people talking about this
-  **Beyonce**  
42K people talking about this
-  **Kanye West**  
330K people talking about this

[Learn More](#)



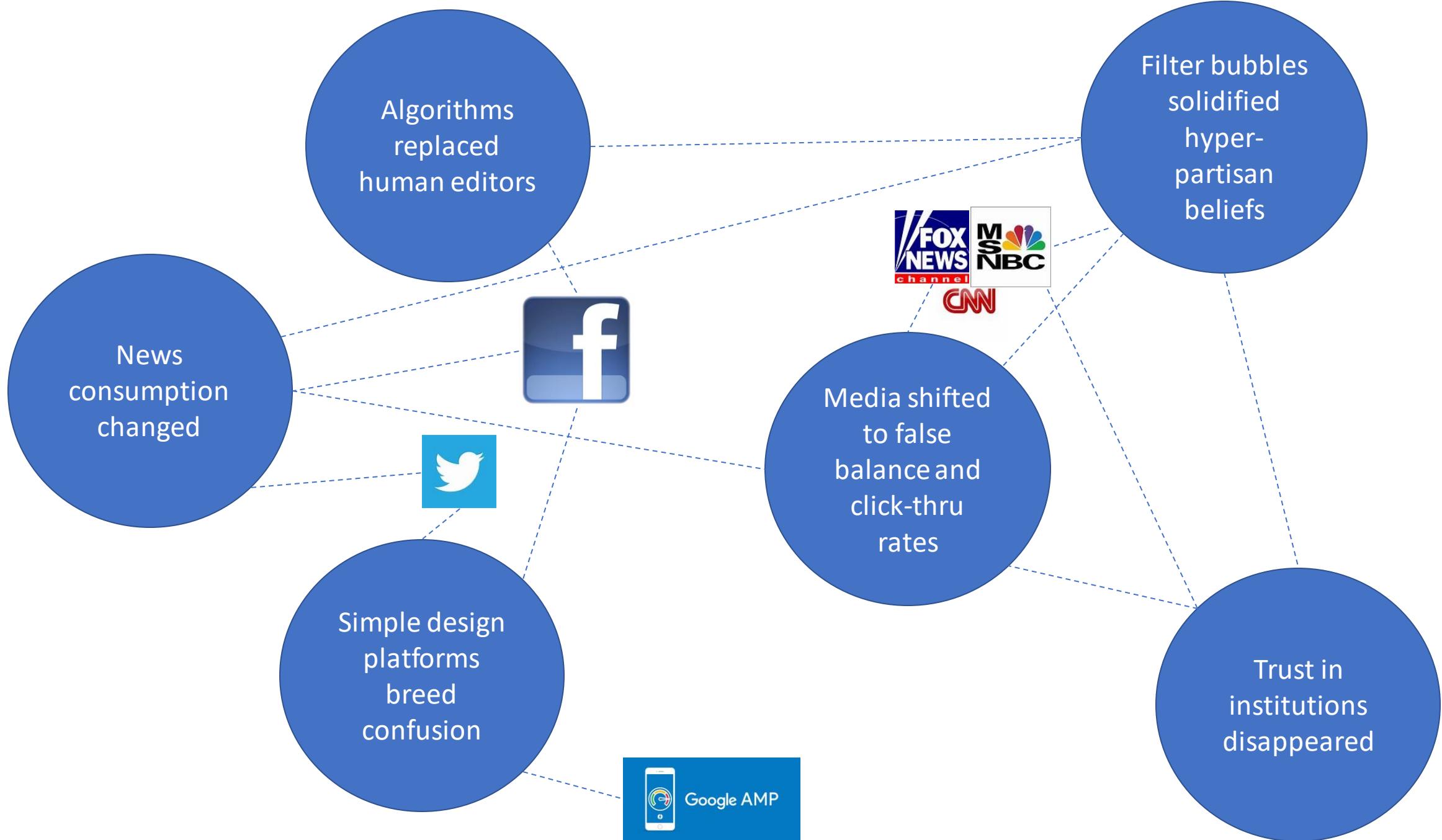
**BREAKING:** Fox News Exposes Traitor Megyn Kelly, Kicks Her Out For Backing Hillary

Megyn Kelly has brought a lot of heat on her many endeavors to blemish GOP presidential candidate Donald Trump, and the Fox News viewers are not satisfied. The Kelly File's ratings have even fallen behind Maddow Show on MSNBC, which is disgraceful. VIA National Insider Politics Via: Conservati

Yesterday at 8:39pm - [endingthefed.com](#)

 Share

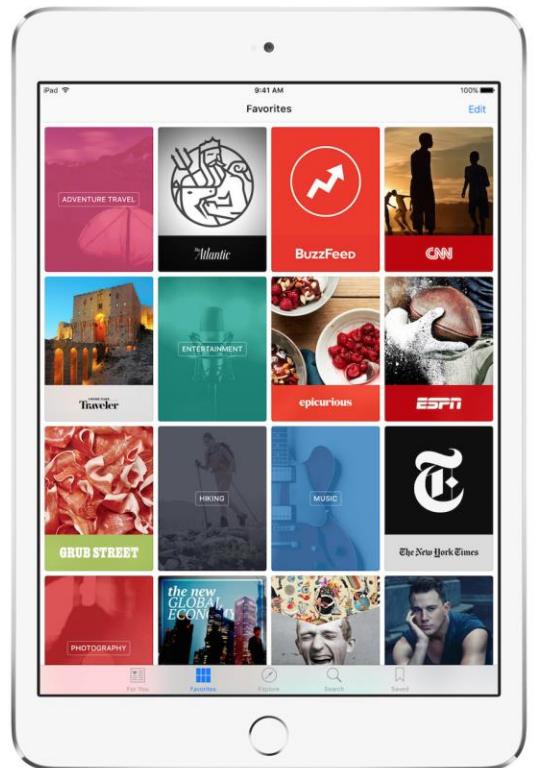
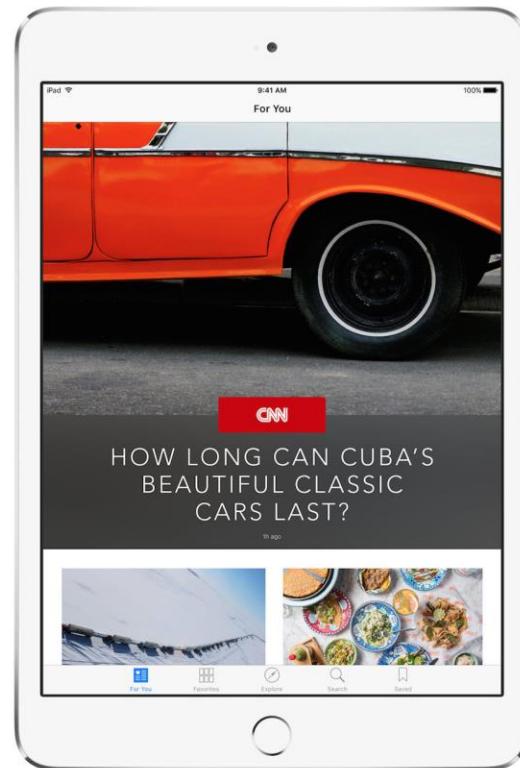
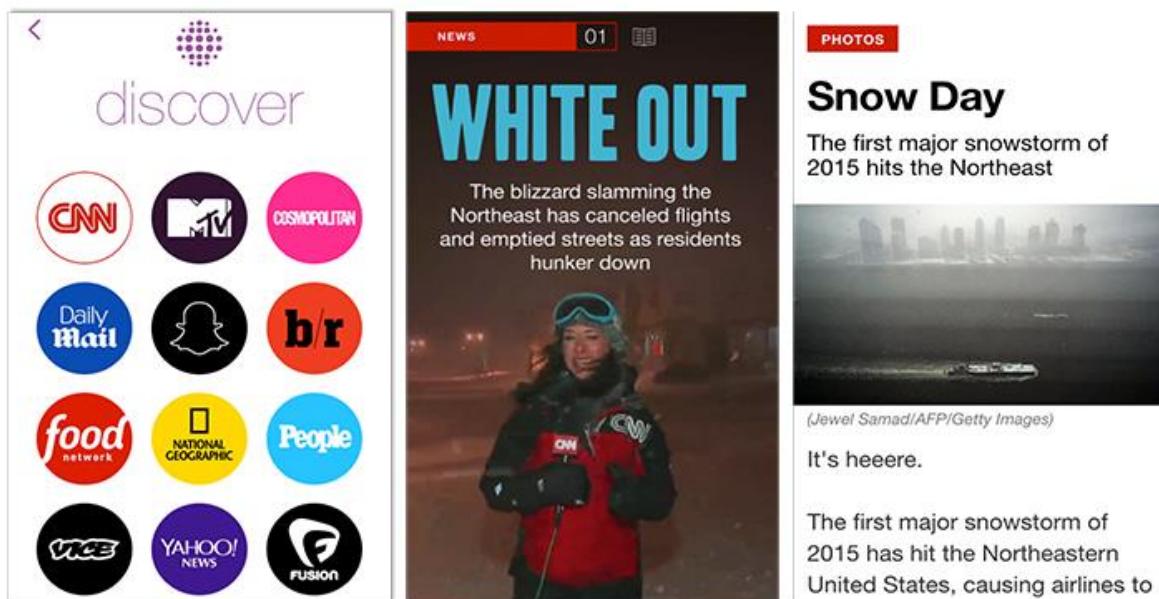
(Craig Silverman, Buzzfeed)



The presence of fake news side by side with real news, in identical format, contributes to a sense that anything you read in the news feed could just as well be true as entirely made up.

# Why Snapchat And Apple Don't Have A Fake News Problem

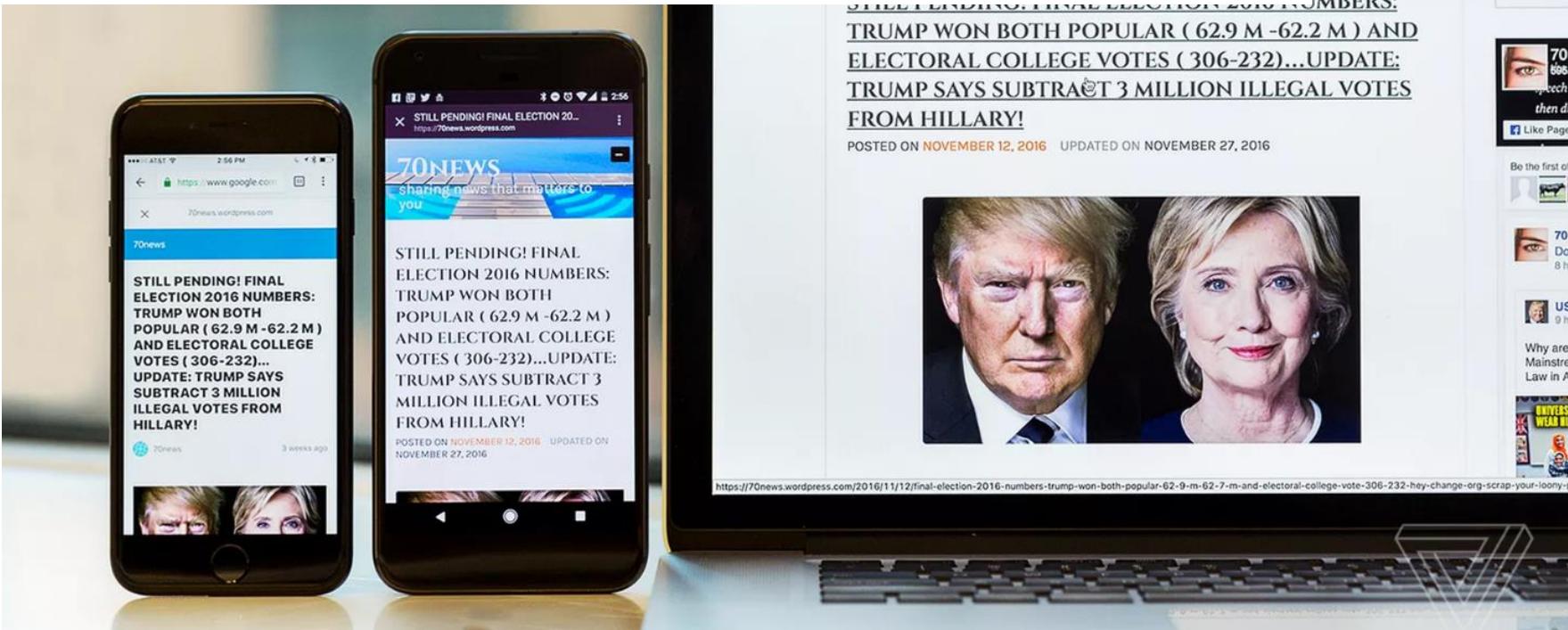
Being a control freak pays off. "It's impossible for somebody to go rogue in Discover."



# FACEBOOK AND GOOGLE MAKE LIES AS PRETTY AS TRUTH

*How AMP and Instant Articles camouflage fake news*

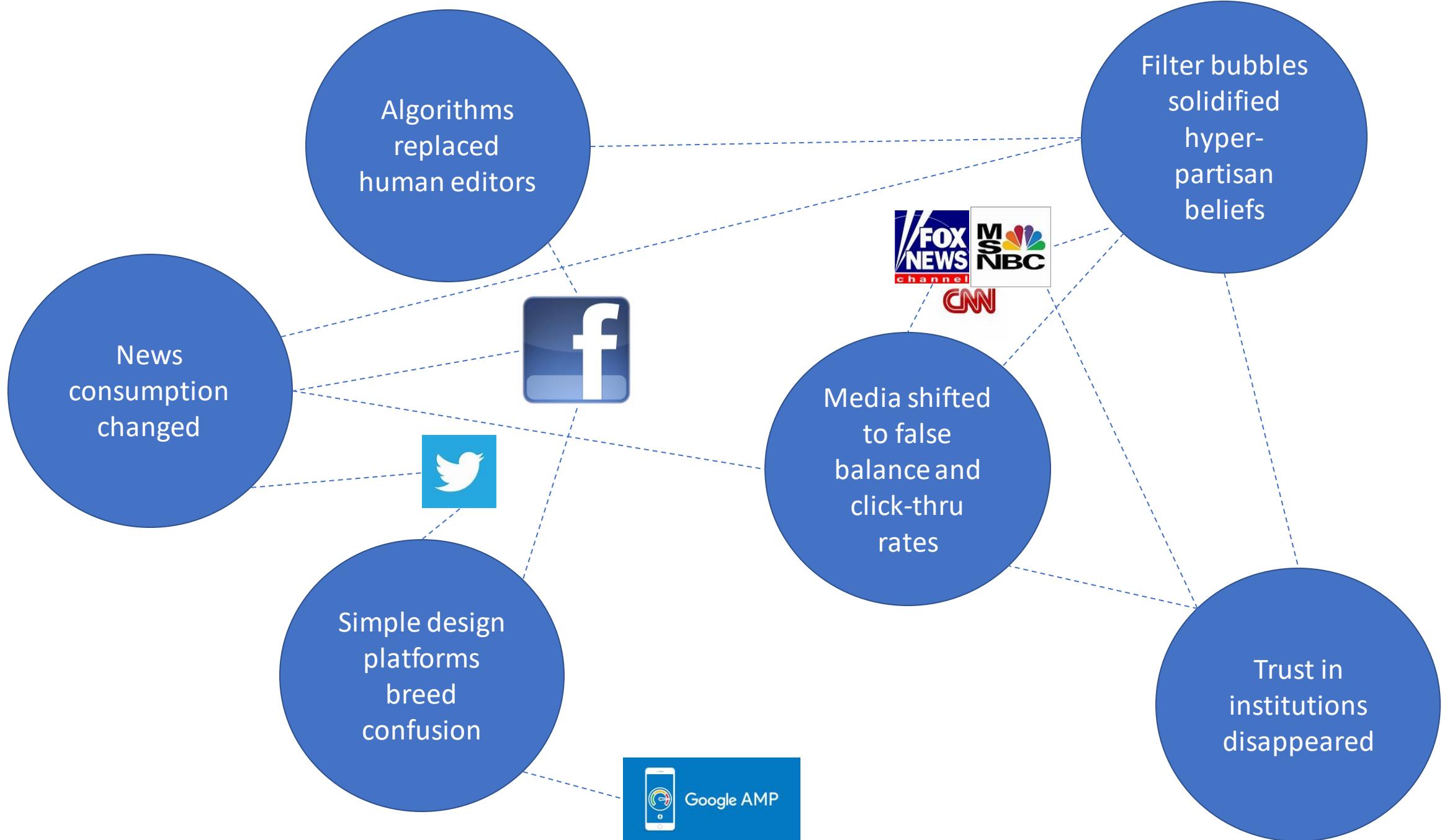
by [Kyle Chayka](#) | Dec 6, 2016, 11:00am EST



"There are some visual cues that you're on a site that may need further examination. The first is just bad design, such as the screen being very cluttered and busy. These websites also tend to contain obviously Photoshopped pictures, and their articles and headlines frequently use all caps to emphasize certain words."

***ULTIMATELY, FAKE NEWS SITES ARE UGLY BECAUSE THEY DON'T NEED TO LOOK GOOD***

(Melissa Zimdars, a professor of communication at Merrimack College who created a running list of news sites that publish satirical, false, or otherwise questionable information)



"Fake news is evidence of a social phenomenon at play — a struggle between [how] different people envision what kind of world that they want."

(Mike Ananny, media scholar at the University of Southern California)

"For too many of us, it's become safer to retreat into our own bubbles...surrounded by people who look like us and share the same political outlook and never challenge our assumptions...we become so secure in our bubbles that we start accepting information, whether it's true or not, that fits our opinions, instead of basing our opinions on the evidence that is out there."

(Barack Obama)

# The Real Story About Fake News Is Partisanship

**Amanda Taub** [@amandataub](#) JAN. 11, 2017

The partisan divide is easy to detect if you know where to look. Consider the thinly disguised sneer in most articles and editorials about so-called fake news. The very phrase implies that the people who read and spread the kind of false political stories that swirled online during the election campaign must either be too dumb to realize they're being duped or too dishonest to care that they're spreading lies.

But the fake-news phenomenon is not the result of personal failings. And it is not limited to one end of the political spectrum. Rather, Americans' deep bias against the political party they oppose is so strong that it acts as a kind of partisan prism for facts, refracting a different reality to Republicans than to Democrats.

Partisan bias fuels fake news because people of all partisan stripes are generally quite bad at figuring out what news stories to believe. Instead, they use trust as a shortcut. Rather than evaluate a story directly, people look to see if someone credible believes it, and rely on that person's judgment to fill in the gaps in their knowledge.

"Partisanship, for a long period of time, wasn't viewed as part of who we are. It wasn't core to our identity. It was just an ancillary trait. But in the modern era we view party identity as something akin to gender, ethnicity or race – the core traits that we use to describe ourselves to others."

(Sean Westwood, Dartmouth professor)

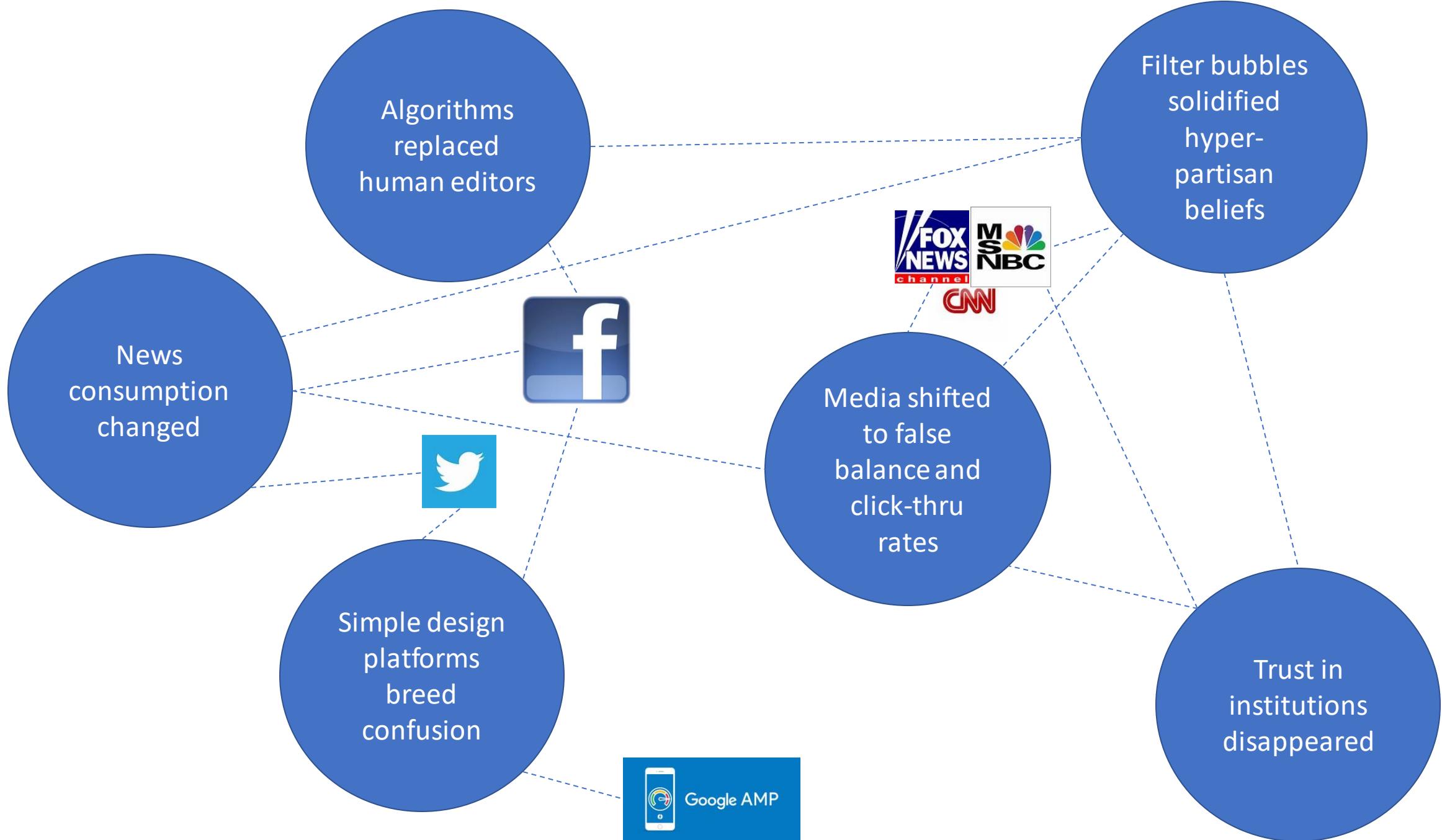


"You want to show that you're a good member of your tribe. You want to show others that Republicans are bad or Democrats are bad, and your tribe is good. Social media provides a unique opportunity to publicly declare to the world what your beliefs are and how willing you are to denigrate the opposition and reinforce your own political candidates."

(Sean Westwood, Dartmouth professor)

"We're in a highly-polarized, partisan time. It's very hard to find a union between Democrats and Republicans. So if you think about it, who's the authority when it comes to fact-checking? Finding a non-partisan, independent authority that can say this is true and this is false is very difficult today."

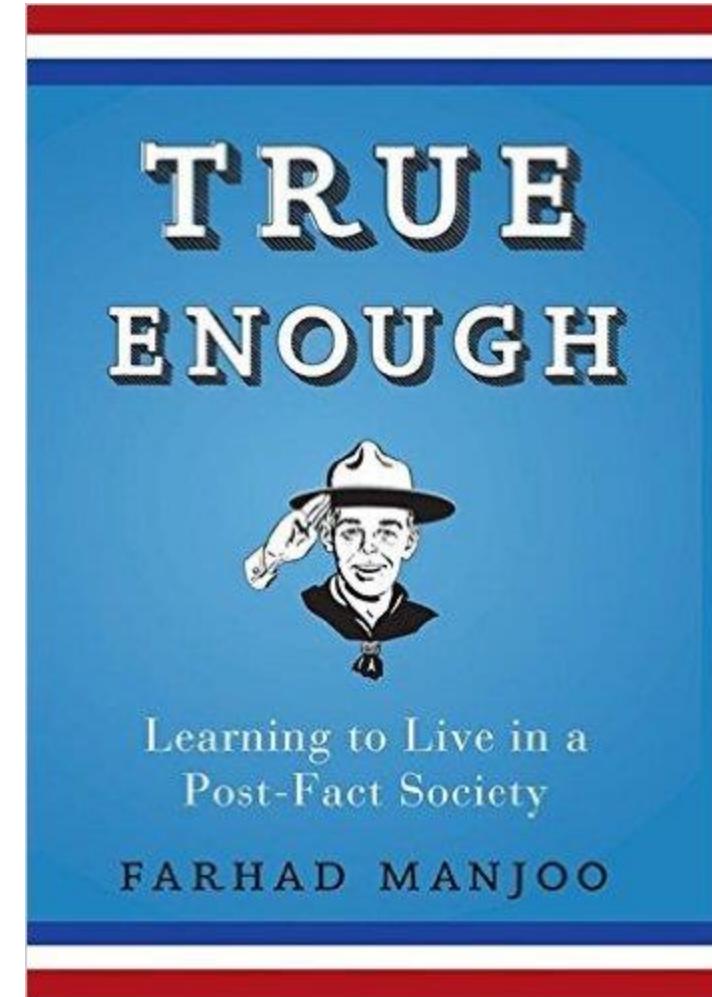
Adam Berinsky, a political science professor at MIT



**‘Post-truth’ named 2016 word of the year by Oxford Dictionaries**

"Fake news, and the proliferation of raw opinion that passes for news, is creating confusion, punching holes in what is true, causing a kind of fun-house effect that leaves the reader doubting everything, including real news."

(The New York Times)



For decades, the pollsters at Gallup have been asking Americans if they trust their media.

In 1974, the year Woodward and Bernstein brought an end to Richard Nixon's presidency, 69% of them did.

In a poll released last year, that number was at a historic low.

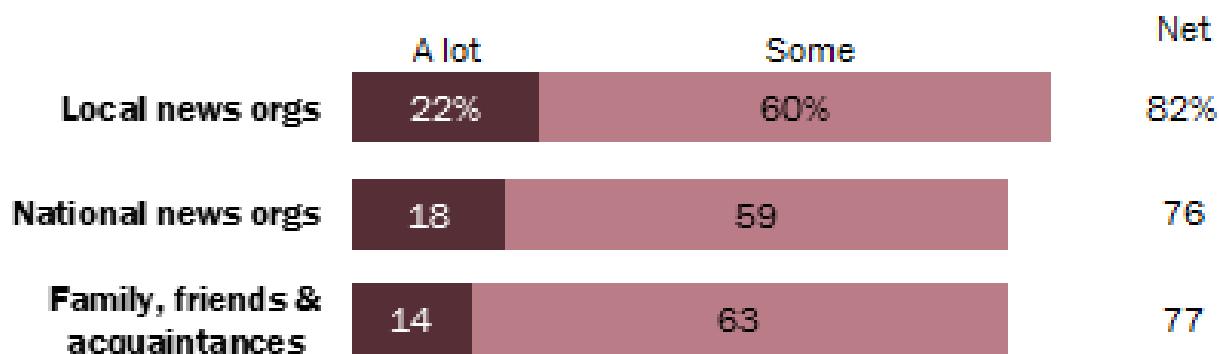
Today, the only institutions Americans have less faith in than television news (21%) and newspapers (20%) are Congress and "big business."

(Gallup Poll)

---

**Few have a lot of confidence in information from professional news outlets or friends and family, though majorities show at least some trust in both**

*% of U.S. adults who trust the information they get from ...*



**But social media garners less trust than either**

*% of web-using U.S. adults who trust the information they get from ...*



Source: Survey conducted Jan. 12-Feb. 8, 2016.  
“The Modern News Consumer”

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"Where hoaxes before were shared by your great-aunt who didn't understand the internet, the misinformation that circulates online is now being reinforced by political campaigns, by political candidates or by amorphous groups of tweeters working around the campaigns.

In many ways the debunking just reinforced the sense of alienation or outrage that people feel about the topic, and ultimately you've done more harm than good."

(Caitlin Dewey, a reporter at The Washington Post who wrote a column called "What Was Fake on the Internet This Week")

---

## Three-fourths of Americans think news organizations keep political leaders in line

*% of U.S. adults who think that news organizations keep political leaders from doing ...*



## But nearly the same portion say news media are biased

*% of U.S. adults who think that news organizations ... when covering political and social issues*



**Conservative Republicans** more likely to say so than others

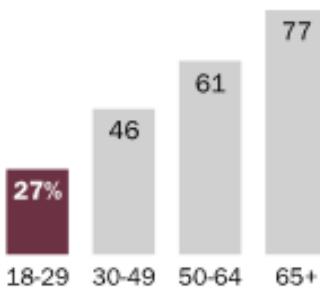


Source: Survey conducted Jan. 12-Feb. 8, 2016.  
“The Modern News Consumer”

## Young adults are less enthusiastic about news

% of each age group who ...

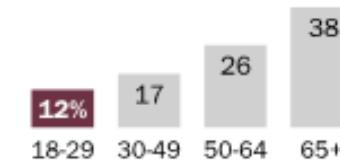
Follow news all or most of the time



Trust the information from the national media a lot

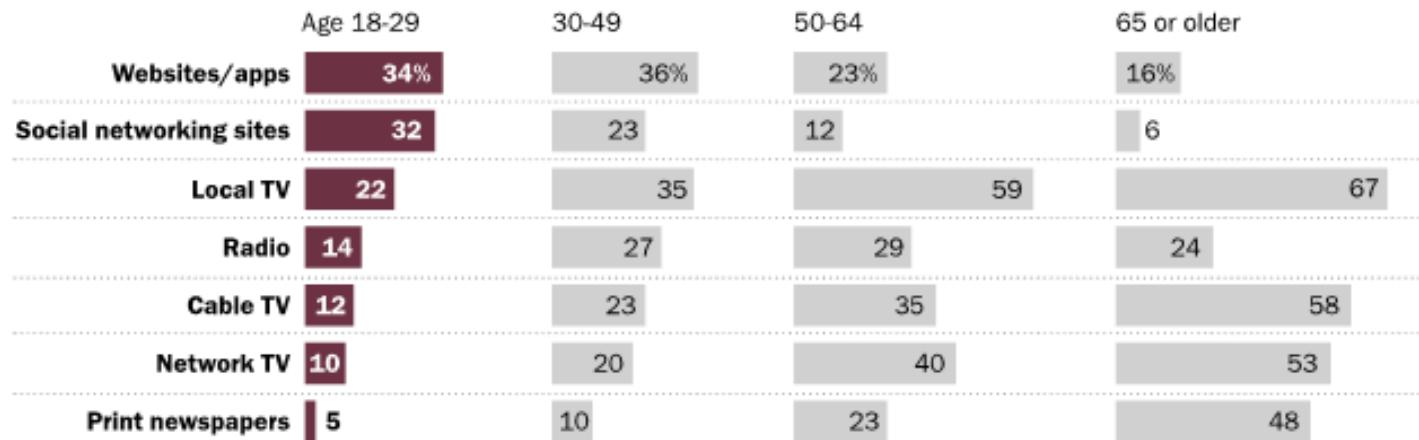


Say national media do a very good job keeping them informed



## But they are more likely to get news online

% of each age group who often get news from ...



Source: Survey conducted Jan. 12-Feb. 8, 2016.

"The Modern News Consumer"

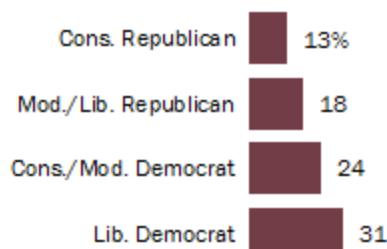
"Over the years, we've effectively brainwashed the core of our audience to distrust anything that they disagree with. And now it's gone too far. Because the gatekeepers have lost all credibility in the minds of consumers, I don't see how you reverse it."

(John Ziegler, a conservative radio host, who has been critical of excessive partisanship by pundits)

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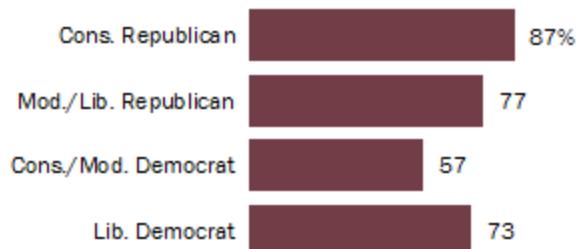
### **Democrats are more trusting of information from the national news media ...**

*% of ... who say they trust the information they get from the national news media a lot*



### **... but liberal Democrats are about as likely to see bias as moderate/liberal Republicans**

*% of ... who say the news media tend to favor one side*



Source: Survey conducted Jan. 12-Feb. 8, 2016.  
“The Modern News Consumer”

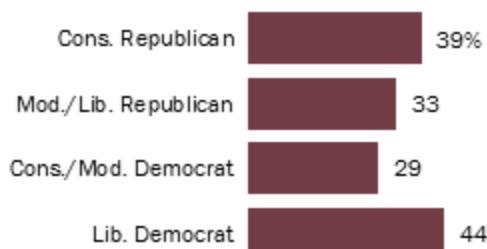
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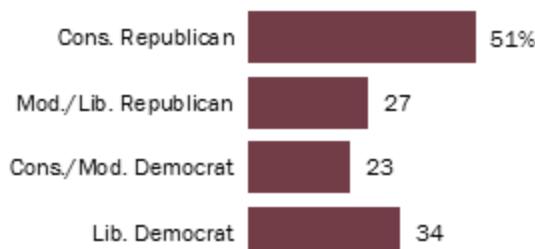
### **Liberal Dems, conservative Reps more likely to get one-sided news from family and friends online ...**

*% of ... online news consumers who say the news they get from family and friends online represents just one side*



### **... but conservative Republicans are most likely to think that's OK**

*Of those online news consumers who say they mostly only see news from one side, % of ... who say that's OK*



Source: Survey conducted Jan. 12-Feb. 8, 2016.  
“The Modern News Consumer”

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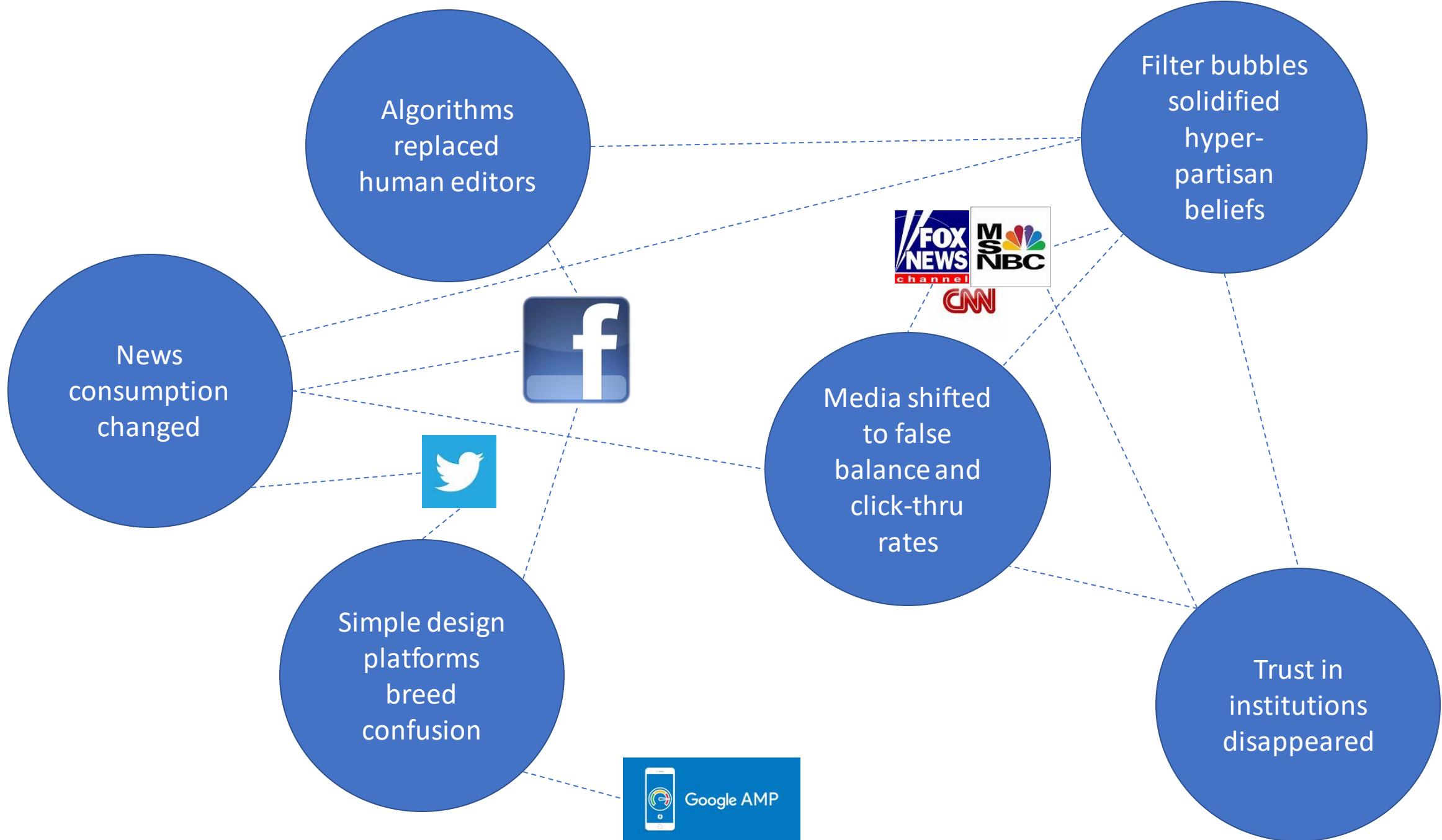
"Truth in digital is an overall concern. Fake news is the tip of the spear. It's certainly pressing and has potential for catastrophic damage to our ability to govern if we don't take it seriously. But I think the issue also goes much deeper.

Twitter essentially lets anyone stand on the same mountaintop and shout anything they want to the world. There's no more filter. No more 'grading' of those doing the shouting. Nutjob or statesman? You decide."

(Mark Rolston, founder of Argodesign)

"The fact-checking model presumes that all audiences are equally interested in the truth and all politicians are concerned about being caught lying. But 2016 exploded that. Trump exposed a way in which it can't work, which is when you overwhelm the system with a repeated refusal to be embarrassed about saying things are not true. That suggests something new and dangerous."

(Jacob T. Levy, a libertarian and political scientist at McGill University)



"Here's what I said: "I'd be careful about using the word 'lie.' 'Lie' implies much more than just saying something that's false. It implies a deliberate intent to mislead."



James Poniewozik @poniewozik · Jan 5

Journalistic decisions driven by appearances make bad journalism. Period. Do the job right and don't worry how it looks. This is killing us.

statements as lies is to s  
eaders' judgments rat  
e kinds of judgments.  
censure as partisanshi  
[continue to earn our r](#)

James Poniewozik @poniewozik

This line--the worry about being "seen" as unbiased--is WAY more disturbing than whether or not to say "lie."  
[wsj.com/articles/trump...](http://wsj.com/articles/trump...)

2

29



56

...

(Gerald Baker, editor-in-chief of The Wall Street Journal)

"What I think is so unsettling about the fake news cries now is that their audience has already sort of bought into this idea that journalism has no credibility or legitimacy. Therefore, by applying that term to credible outlets, it becomes much more believable."

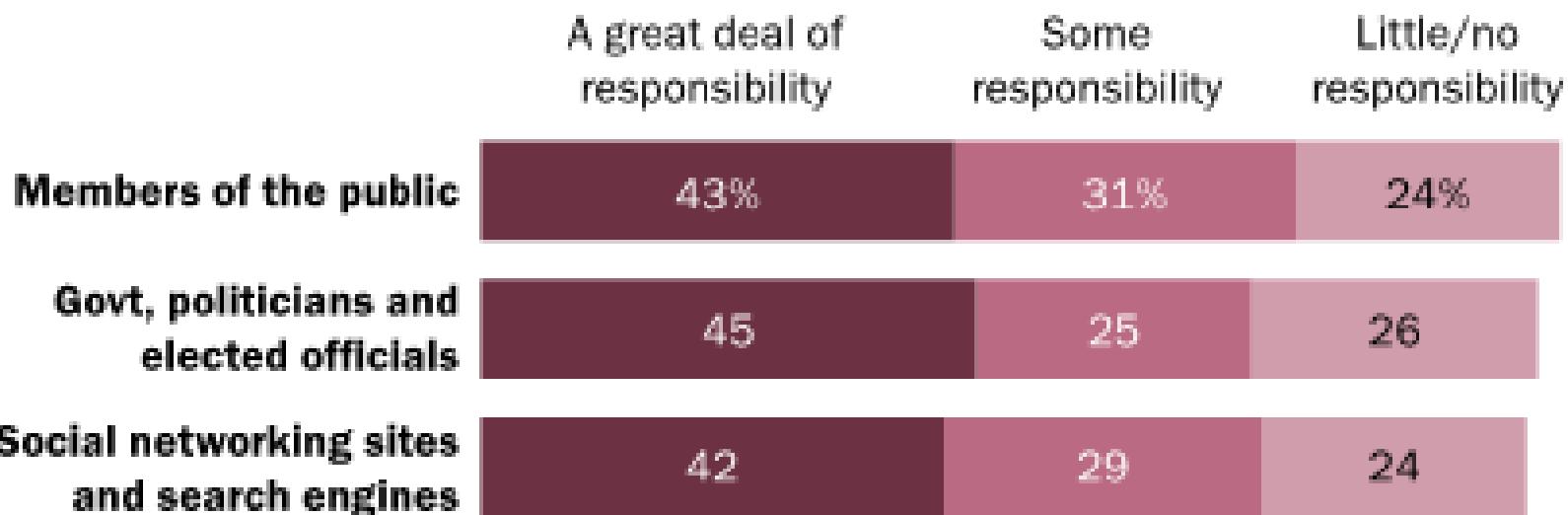
(Angelo Carusone, president of Media Matters)

Is anyone (really) doing anything about it?

---

## **Public, politicians, social media all receive share of responsibility for stopping spread of fake news**

*% of U.S. adults who think \_\_\_\_ have a great deal/some/little or no responsibility in preventing completely made-up news from gaining attention*



Source: Survey conducted Dec. 1-4, 2016.  
“Many Americans Believe Fake News Is Sowing Confusion”

Addressing so-called fake news is going to require a lot more than labeling. It's going to require a cultural change about how we make sense of information, whom we trust, and how we understand our own role in grappling with information. Quick and easy solutions may make the controversy go away, but they won't address the underlying problems.

(danah boyd, DataSociety.net)

# FAKE NEWS IS ABOUT TO GET EVEN SCARIER THAN YOU EVER DREAMED

What we saw in the 2016 election is nothing compared to what we need to prepare for in 2020.

"It's been exploited, it's been misused by people to mean, 'Oh, anything I don't like, anything I disagree with is fake news.' And I think Margaret Sullivan of the Washington Post is right. We shouldn't be using the term 'fake news' so much anymore. We should let that one go and use more specific language.

I like bluntness. I appreciate when the anchors on other channels and on CNN are very blunt about it, and take the side of the truth, the side of the viewers, the side of the facts. That's my personal preference, but I find myself wondering about alternatives.

Maybe part of the answer is, instead of saying 'Donald Trump falsely said x, y and z', we ought to start saying, 'x is x, y is y and z is z. Today, Donald Trump falsely said otherwise.' I wonder, in other words, if we have to reframe the coverage so that we're not just reinforcing the misinformation that we're hearing."

(Brian Stelter, host of CNN's "Reliable Sources")

The truth is we need a full investigation of Russian ties.

"If you do not seek to address fake news and the systems, processes, technologies, transactions, and relationships that allow it to flourish, then you are consciously abdicating responsibility for its outcome—the depletion of the truth and trust that undergird democratic capitalism,

(IAB President and Chief Executive Randall Rothenberg,  
speaking at the IAB annual leadership meeting)

# Google will soon ban fake news sites from using its ad network

*Cutting off their revenue streams*

by [Nick Statt](#) | [@nickstatt](#) | Nov 14, 2016, 6:58pm EST

TECH

## Facebook Bans Fake News Sites From Using Its Advertising Network

Google made a similar move earlier Monday



The Keyword

Latest Stories

Product News

Topics



ADS

JAN 25, 2017

# How we fought bad ads, sites and scammers in 2016

---

Scott Spencer

DIRECTOR OF PRODUCT MANAGEMENT, SUSTAINABLE ADS



# In Spite Of The Crackdown, Fake News Publishers Are Still Earning Money From Major Ad Networks

“As long as the traffic is real and the ads are being served to real people,” ad networks will accept fake news sites, according to one publisher.

posted on Apr. 4, 2017, at 9:05 p.m.

**GOOGLE'S  
FEATURED  
SNIPPETS ARE  
WORSE THAN FAKE  
NEWS**

proposition 63



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About 821,000 results (0.29 seconds)

**Proposition 63** is a deceptive ballot initiative  
that will criminalize millions of law-abiding  
Californians.



[Coalition for Civil Liberties: No On Prop 63](#)  
[stoptheammograb.com/](http://stoptheammograb.com/)

[About this result](#) • [Feedback](#)

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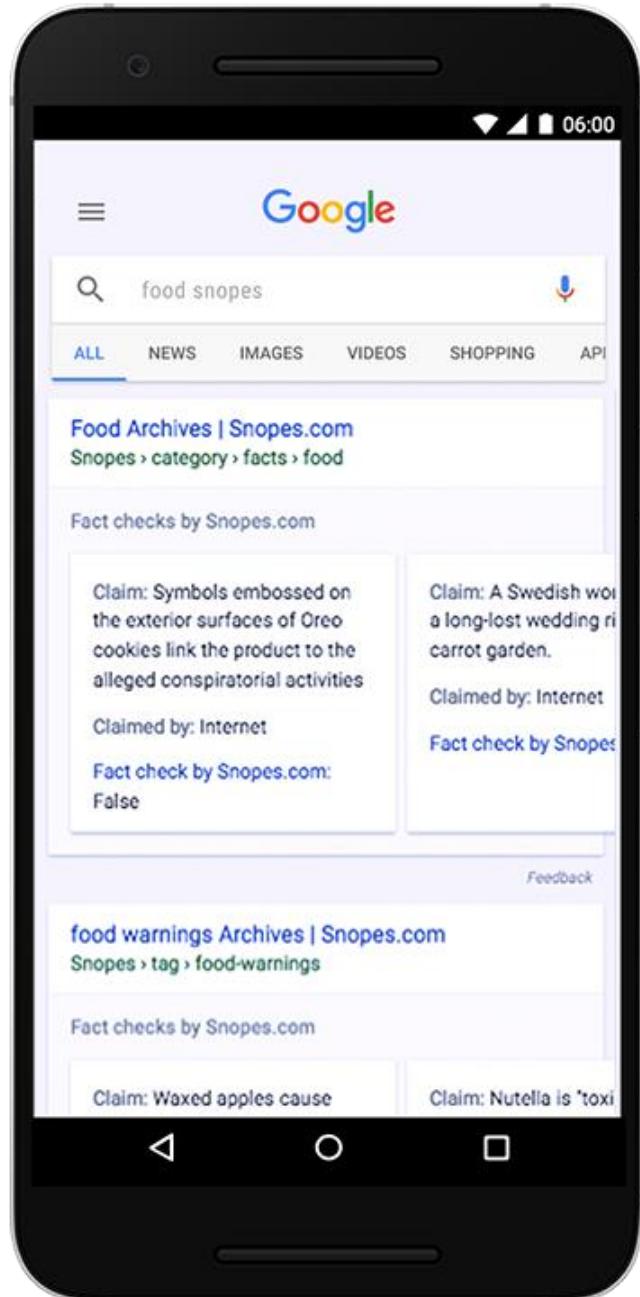
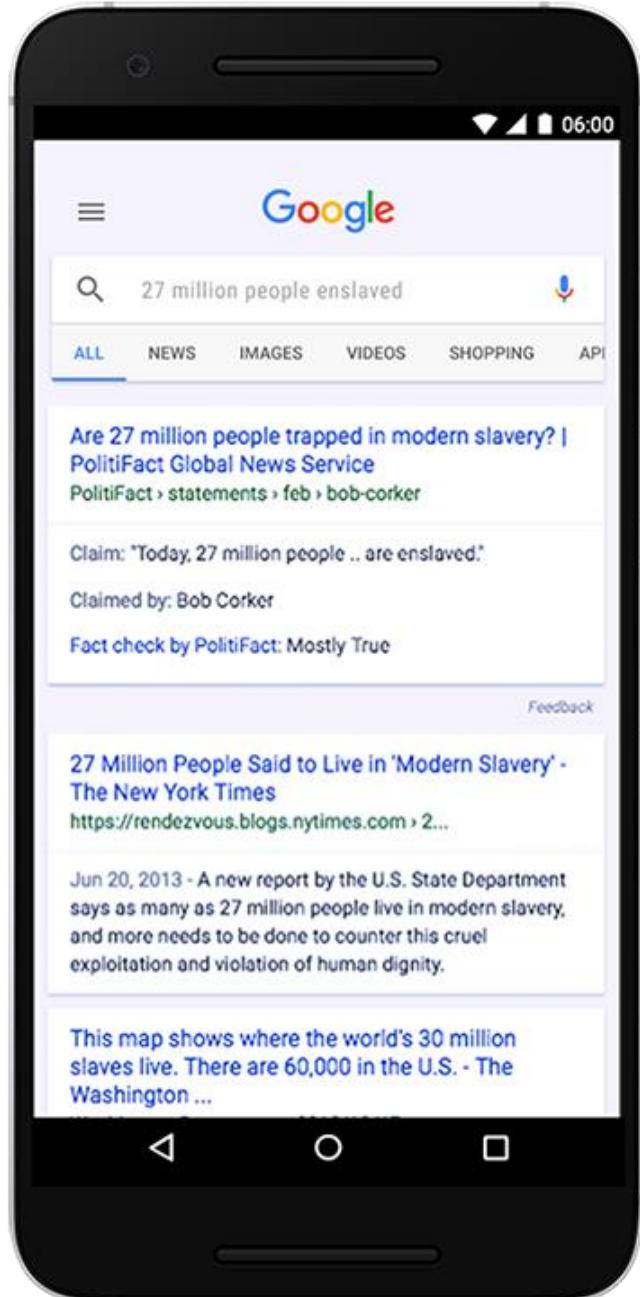
# Fact Check now available in Google Search and News around the world

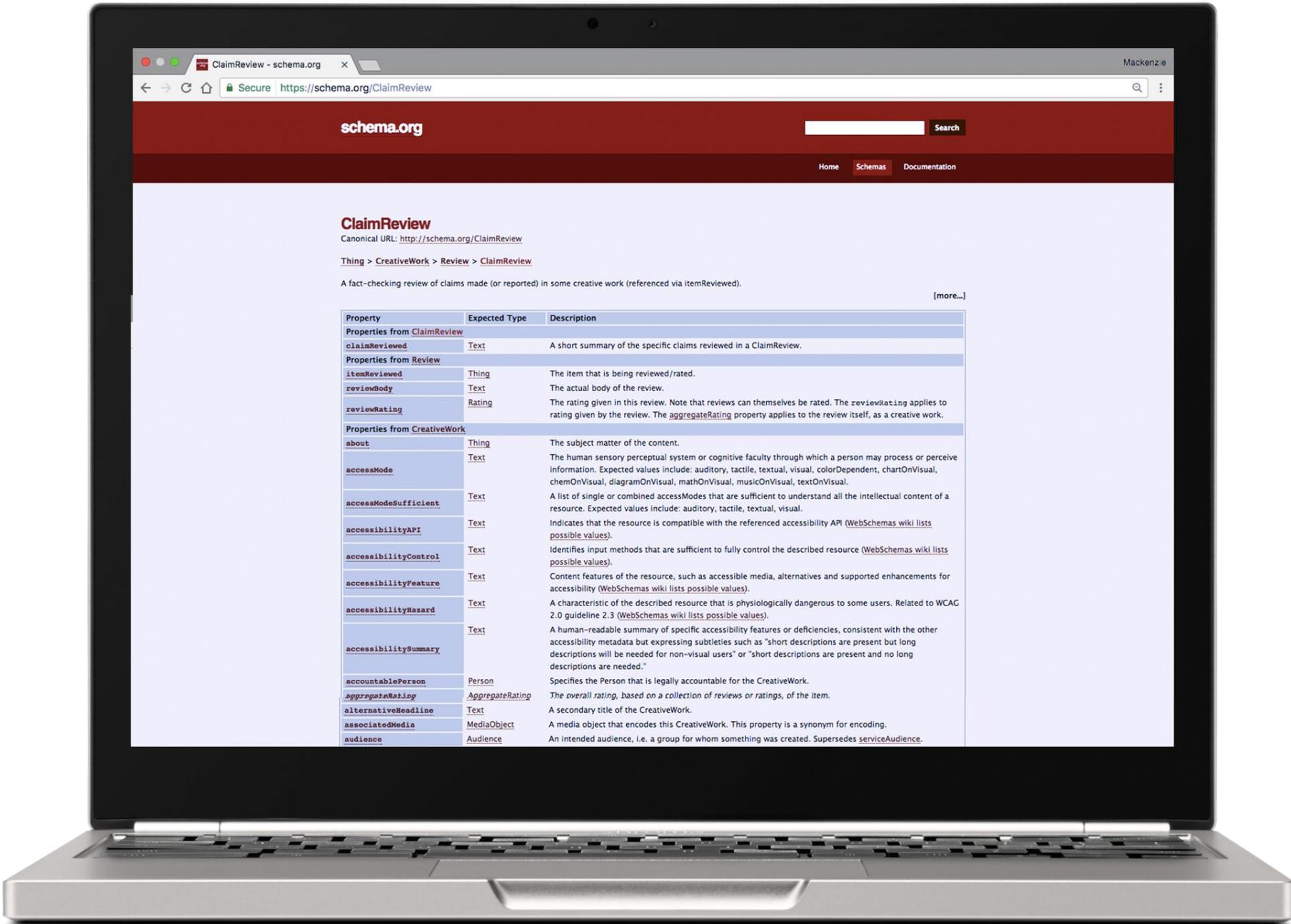
WRITTEN BY

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Justin Kosslyn  
PRODUCT MANAGER, JIGSAW

Cong Yu  
RESEARCH SCIENTIST







Mark Zuckerberg

November 18, 2016

Follow

A lot of you have asked what we're doing about misinformation, so I wanted to give an update.

The bottom line is: we take misinformation seriously. Our goal is to connect people with the stories they find most meaningful, and we know people want accurate information. We've been working on this problem for a long time and we take this responsibility seriously. We've made significant progress, but there is more work to be done.

Historically, we have relied on our community to help us understand what is fake and what is not. Anyone on Facebook can report any link as false, and we use signals from those reports along with a number of others -- like people sharing links to myth-busting sites such as Snopes -- to understand which stories we can confidently classify as misinformation. Similar to clickbait, spam and scams, we penalize this content in News Feed so it's much less likely to spread.

The problems here are complex, both technically and philosophically. We believe in giving people a voice, which means erring on the side of letting people share what they want whenever possible. We need to be careful not to discourage sharing of opinions or to mistakenly restrict accurate content. We do not want to be arbiters of truth ourselves, but instead rely on our community and trusted third parties.

While the percentage of misinformation is relatively small, we have much more work ahead on our roadmap. Normally we wouldn't share specifics about our work in progress, but given the importance of these issues and the amount of interest in this topic, I want to outline some of the projects we already have underway:

- Stronger detection. The most important thing we can do is improve our ability to classify misinformation. This means better technical systems to detect what people will flag as false before they do it themselves.
  - Easy reporting. Making it much easier for people to report stories as fake will help us catch more misinformation faster.
  - Third party verification. There are many respected fact checking organizations and, while we have reached out to some, we plan to learn from many more.
  - Warnings. We are exploring labeling stories that have been flagged as false by third parties or our community, and showing warnings when people read or share them.
  - Related articles quality. We are raising the bar for stories that appear in related articles under links in News Feed.
  - Disrupting fake news economics. A lot of misinformation is driven by financially motivated spam. We're looking into disrupting the economics with ads policies like the one we announced earlier this week, and better ad farm detection.
  - Listening. We will continue to work with journalists and others in the news industry to get their input, in particular, to better understand their fact checking systems and learn from them.
- Some of these ideas will work well, and some will not. But I want you to know that we have always taken this seriously, we understand how important the issue is for our community and we are committed to getting this right.



Like



Comment



Share



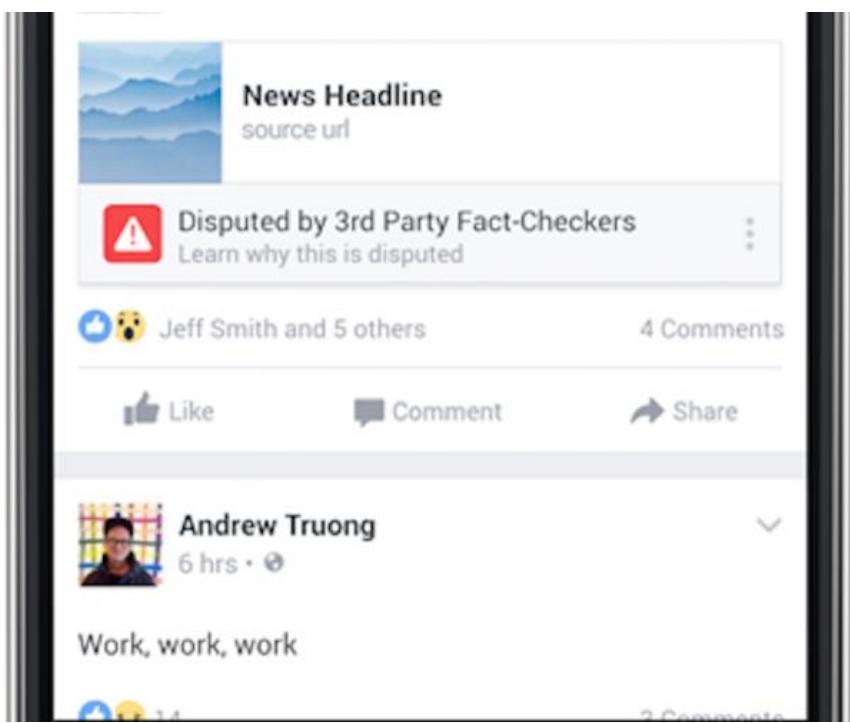
Michael Neiman, JB Carlson and 145K others

Top Comments ▾

# Facebook Is Turning To Fact-Checkers To Fight Fake News

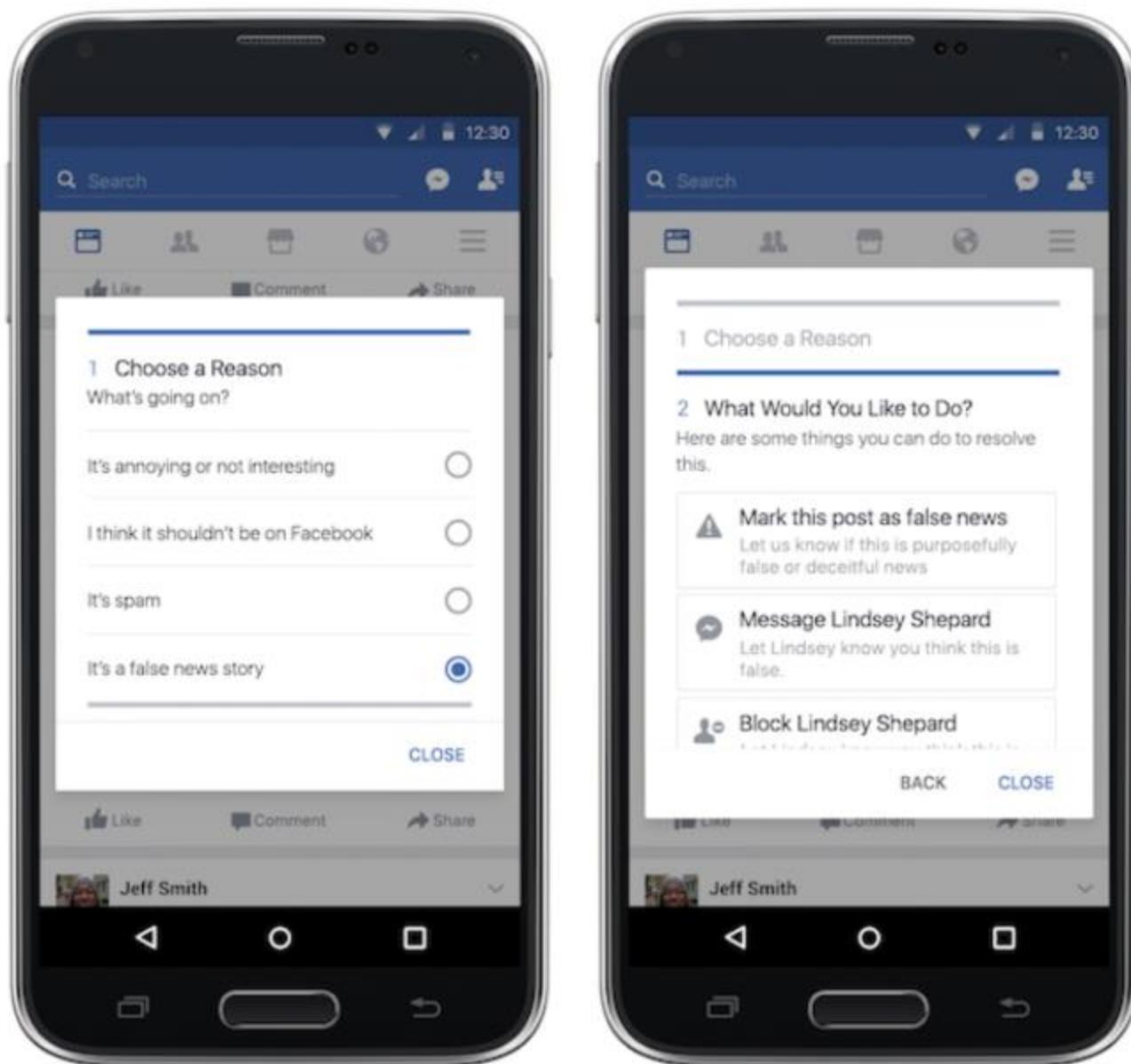
The company is giving content from fact-checking organizations unprecedented visibility in the News Feed.

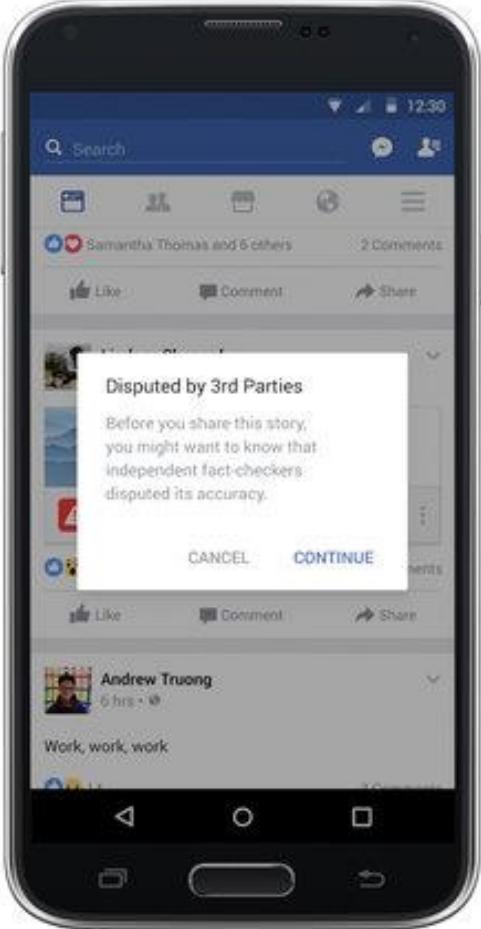
posted on Dec. 15, 2016, at 9:59 a.m.



"Fake news is something we have been looking at before the last month or two, but I would say that the urgency around fake news has definitely increased given the feedback we received from the community."

(Adam Mosseri, VP of Product Management for News Feed at Facebook)





Notably, Facebook is not labeling these stories "fake" or "false." It's using the euphemistic term "disputed," which literally means "debated."

# Facebook launches fake news filter in France

*Social network partners with eight media companies to fact-check disputed articles ahead of presidential election*

by [Amar Toor](#) | [@amartoo](#) | Feb 6, 2017, 5:14am EST

# Facebook rolls out fake news filter in Germany

*Social network introduces fact-checking tools ahead of national elections later this year*

by [Amar Toor](#) | [@amartoo](#) | Jan 15, 2017, 9:34am EST



January 31, 2017

# News Feed FYI: New Signals to Show You More Authentic and Timely Stories

*By Akos Lada, Research Scientist, James Li, Research Scientist, and Shilin Ding, Engineering Manager*

Our goal with News Feed is to show people the stories that are most relevant to them. Today we're announcing two updates to better rank posts in your feed:

- Incorporating new signals to better identify and rank authentic content
- A new way to predict and rank in real-time when posts might be more relevant to you

## How is news marked as disputed on Facebook?

[Desktop Help](#) [Mobile Browser Help](#) [Other Help Centers](#) ▾

 [Share Article](#)

You may see that certain news stories are marked as disputed on Facebook. News stories that are reported as fake by people on Facebook may be reviewed by independent third-party fact-checkers. These fact-checkers will be signatories of the non-partisan [Poynter Code of Principles](#). A story may be marked as disputed if these fact-checkers find the story to be fake.

To see why a news story was marked as disputed on Facebook:

- 1 Hover and click ... underneath the disputed story.
- 2 Click **About Disputed Stories**, or go directly to the independent fact-checking website.

[Learn how to mark a news story as fake.](#)



### Trump's Unsecured Android Device Source Of Recent White House Leaks

THESEATTLETRIBUNE.COM



Disputed by Snopes.com and PolitiFact



Like



Comment



Share

## How do I mark a news story as fake?

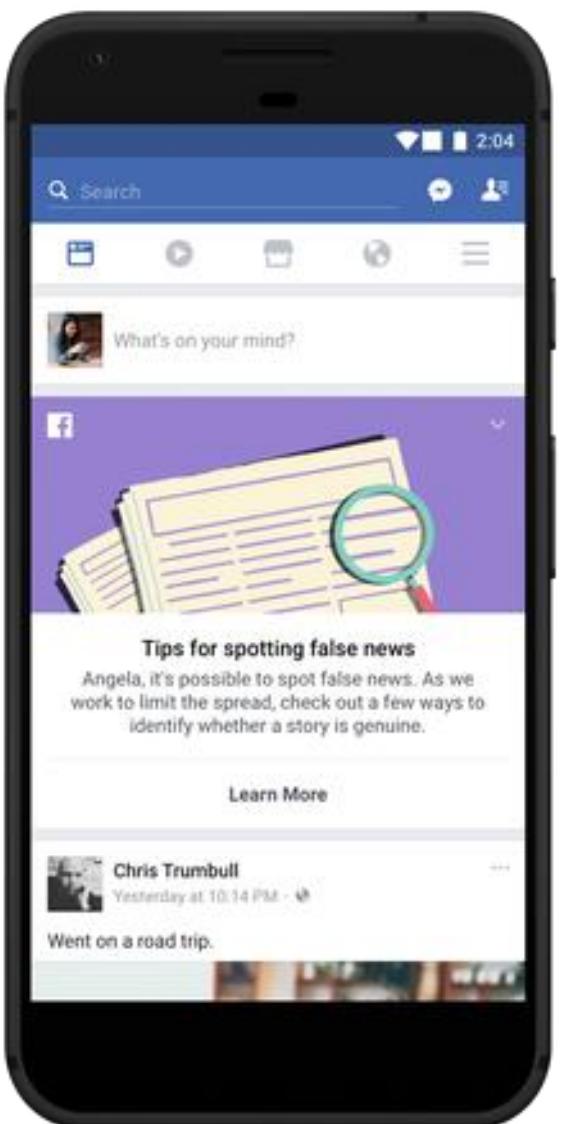
[Desktop Help](#) [Mobile Browser Help](#) [Other Help Centers](#) ▾

 [Share Article](#)

To mark a news story as fake:

- 1 Click ▼ next to the post you'd like to mark as fake
- 2 Click **Report post**
- 3 Click **It's a fake news story**
- 4 Click **Mark this post as fake news**

Note: This feature isn't available to everyone yet.



Help Center

Hi Angela, how can we help?

Return to Facebook

Home Using Facebook Managing Your Account Privacy and Safety Policies and Reporting Support Inbox

Creating an Account  
Friends  
Your Home Page  
Messaging  
Photos  
Videos  
Pages  
Groups  
Events  
Apps and Games  
Facebook Mobile and Desktop  
Apps  
Accessibility

## Tips to Spot False News

Desktop Help | Mobile Browser Help | Other Help Centers | Share Article

We want to stop the spread of false news on Facebook. Learn more about the work we're doing. As we work to limit the spread, here are some tips on what to look out for:

- 1 **Be skeptical of headlines.** False news stories often have catchy headlines in all caps with exclamation points. If shocking claims in the headline sound unbelievable, they probably are.
- 2 **Look closely at the URL.** A phony or look-alike URL may be a warning sign of false news. Many false news sites mimic authentic news sources by making small changes to the URL. You can go to the site to compare the URL to established sources.
- 3 **Investigate the source.** Ensure that the story is written by a source that you trust with a reputation for accuracy. If the story comes from an unfamiliar organization, check their "About" section to learn more.
- 4 **Watch for unusual formatting.** Many false news sites have misspellings or awkward layouts. Read carefully if you see these signs.
- 5 **Consider the photos.** False news stories often contain manipulated images or videos. Sometimes the photo may be authentic, but taken out of context. You can search for the photo or image to verify where it came from.
- 6 **Inspect the dates.** False news stories may contain timelines that make no sense, or event dates that have been altered.
- 7 **Check the evidence.** Check the author's sources to confirm that they are accurate. Lack of evidence or reliance on unnamed experts may indicate a false news story.
- 8 **Look at other reports.** If no other news source is reporting the same story, it may indicate that the story is false. If the story is reported by multiple sources you trust, it's more likely to be true.
- 9 **Is the story a joke?** Sometimes false news stories can be hard to distinguish from humor or satire. Check whether the source is known for parody, and whether the story's details and tone suggest it may be just for fun.
- 10 **Some stories are intentionally false.** Think critically about the stories you read, and only share news that you know to be credible.

MEDIA

## ***Facebook Hires Campbell Brown to Lead News Partnerships Team***

By JIM RUTENBERG and MIKE ISAAC JAN. 6, 2017



**Facebook tapped a New York Times vet to help fight fake news and make money for publishers**



Alex Heath



May 1, 2017, 1:24 PM

1,047

## Information Operations and Facebook

By Jen Weedon, William Nuland and Alex Stamos

April 27, 2017

Version 1.0

**facebook**

"At the end of the day, if people want to share stories that have been flagged with their friends, that's ultimately their prerogative.

We are making a very important point of not putting ourselves in a position of deciding what's fake and not fake.

I don't think people want us to be the arbiters of truth. There are third parties out there who do this for a living."

(Dan Rose, Facebook vice president of partnerships)



Chrome Browser Extension

 Donald J. Trump   
@realDonaldTrump

Follow

China steals United States Navy research drone in international waters - rips it out of water and takes it to China in unprecedented act.

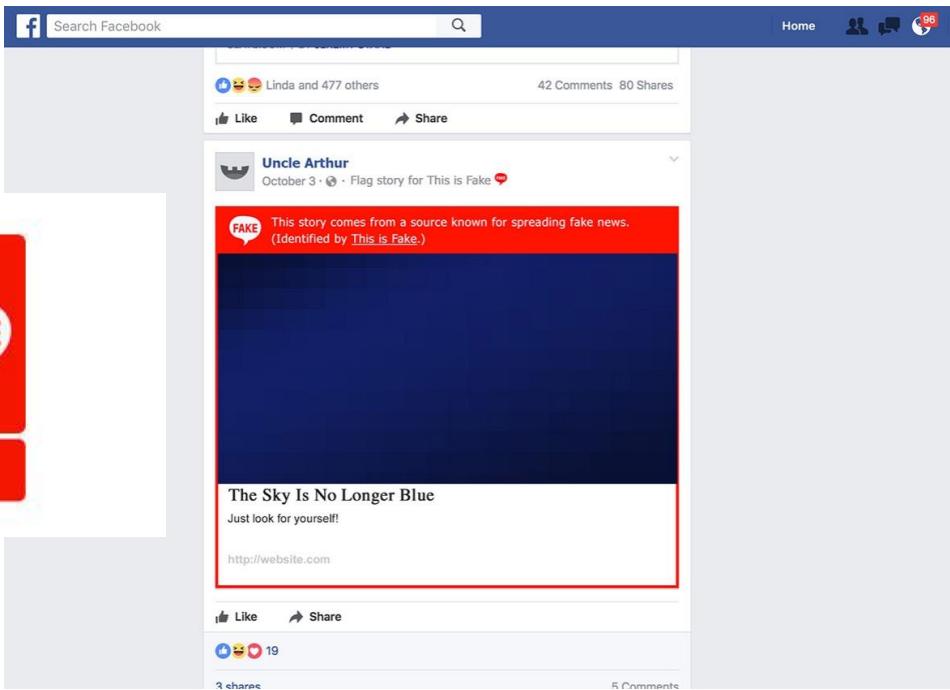
8:57 AM - 17 Dec 2016

17,295 50,882

**Just so you know.**

There have been other instances in which the Chinese have seized American military property. In 2001, following a collision with a Chinese fighter, an American spy plane was forced to land in China where it and its crew were held for days.

Brought to you by The Washington Post and @realDonaldTrump



SYLLABUS

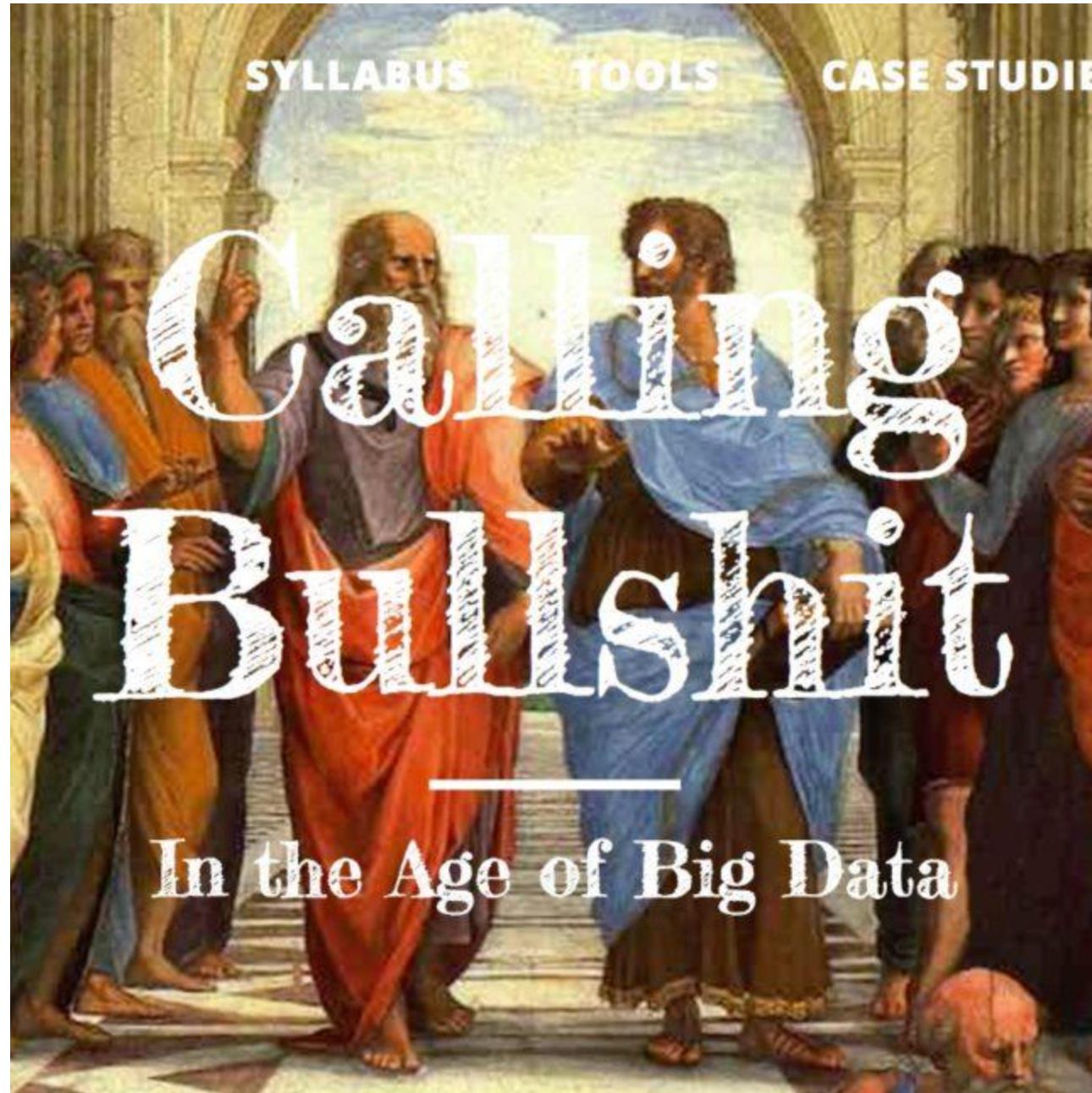
TOOLS

CASE STUDIES

# Calling Bullshit

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In the Age of Big Data



# *Europe Combats a New Foe of Political Stability: Fake News*

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By MARK SCOTT and MELISSA EDDY FEB. 20, 2017

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# Germany's plan to fight fake news

ESPIONAGE

Warning that Russian disinformation campaigns are the new normal, German officials have proposed efforts to hunt down and eradicate fake news and other defamatory information from the internet.

## Parliament Could Ask Facebook To Add "Fake News" Warnings To British News Stories

MPs are launching an investigation into the spread of fake news on the internet, with Facebook set to be the centre of attention.

posted on Jan. 29, 2017, at 4:02 p.m.

# The President Of Italy's Chamber Of Deputies Is Launching A Campaign Against Fake News

"Fake news has always existed, but online its impact is potentially boundless," she told BuzzFeed News. "The most worrying aspect is that fake news, whether it's driven by profit or as political propaganda, is all too often an antechamber to hate. "It is the combination between fake news that targets adversaries, and the hate this enables, that risk short-circuiting our democracies. It not only pollutes the debate, but it may distort how consensus is built."

She added: "And in some cases, like the murder of the young Labour MP Jo Cox, the line between online and offline violence becomes very thin."



22 February 2017 14:46

Vitaly Churkin is 5th Suspicious Death of Russian Diplomat in 3 months



20 February 2017 17:56

Russia Is Hacking France's Presidential Front-Runner



20 February 2017 17:54

Russia Deploys Missile, Violating Treaty



20 February 2017 17:51

Russia plotted to overthrow Montenegro's government



20 February 2017 17:33

Russia Considers Returning Snowden to U.S.

## Russia launches website dedicated to flagging 'fake news'

*'This article puts forward information that does not correspond to reality.'*

by Amar Toor | @amartoo | Feb 23, 2017, 5:55am EST

# Syrian refugee sues Facebook over fake news

Anas Modamani's selfie with Angela Merkel was used in several false stories linking him to terrorism

by Amar Toor | [@amartoo](#) | Feb 7, 2017, 4:39am EST



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"IF IT'S ABOUT BREASTS OR CHILD PORNOGRAPHY, FACEBOOK IS VERY WELL ABLE TO DETECT ALL PICTURES."

**You are now the gatekeeper of  
news**

## Outside Your Bubble

Other perspectives on this story

- 1 Some readers are concerned there may not be a clear appeal process for removing these restrictions if a user is wrongly throttled. >
- 2 On r/The\_Donald, readers compared the decision to George Orwell's "1984" in a thread calling it an example of "Police Statism." >
- 3 Some worry that this will even further isolate Twitter users from other perspectives. >
- 4 Though Twitter has indicated that throttling is not simply based on key words, many readers are concerned about how an account is assessed. >
- 5 On both Reddit and Twitter readers discussed users leaving Twitter for other platforms in response to this policy. >
- 6 Reactions were positive, too. Many were happy Twitter was making an effort. >



## The best of both bubbles

A weekly email newsletter with quick summaries of the week's big news stories and reactions from across the political spectrum - everything you need to stay informed and burst your bubble both, in just a few minutes per week. Subscribe below to get Last Week in Trump delivered to your inbox every Sunday morning.



## False, Misleading, Clickbait-y, and/or Satirical “News” Sources

### Tips for analyzing news sources:

- Avoid websites that end in “.lo” ex: Newslo. These sites take pieces of accurate information and then packaging that information with other false or misleading “facts” (sometimes for the purposes of satire or comedy).
- Watch out for common news websites that end in “.com.co” as they are often fake versions of real news sources (remember: this is also the domain for Colombia!)
- Watch out if known/reputable news sites are not also reporting on the story. Sometimes lack of coverage is the result of corporate media bias and other factors, but there should typically be more than one source reporting on a topic or event.
- Odd domain names generally equal odd and rarely truthful news.
- Lack of author attribution may, but not always, signify that the news story is suspect and requires verification.
- Some news organizations are also letting bloggers post under the banner of particular news brands; however, many of these posts do not go through the same editing process (ex: BuzzFeed Community Posts, Kinja blogs, Forbes blogs).
- Check the “About Us” tab on websites or look up the website on Snopes or Wikipedia for more information about the source.
- Bad web design and use of ALL CAPS can also be a sign that the source you’re looking at should be verified and/or read in conjunction with other sources.
- If the story makes you REALLY ANGRY it’s probably a good idea to keep reading about the topic via other sources to make sure the story you read wasn’t purposefully trying to make you angry (with potentially misleading or false information) in order to generate shares and ad revenue. Thanks to Ed Brayton for this tip!
- If the website you’re reading encourages you to DOX individuals, it’s unlikely to be a legitimate source of news.
- It’s always best to read multiple sources of information to get a variety of viewpoints and media frames. Sources such as *The Daily Kos*, *The Huffington Post*, and Fox News vacillate between providing important, legitimate, problematic, and/or hyperbolic news coverage, requiring readers and viewers to verify and contextualize information with other sources.
- For more tips on analyzing the credibility and reliability of sources, [please check out School Library Journal](#) (they also provide an extensive list of media literacy resources) and the [Digital Resource Center](#).

### OpenSources Steps for Analyzing Websites:

**Step 1: Title/Domain Analysis.** If words like “.wordpress” or “blogger” are in the domain that usually signifies it’s a personal blog rather than a news source. If slight variations of well known websites appear, such as “.com.co,” this is usually a sign that the website is fake version of a source. However, remember that foreign reputable news organizations may have these country-specific domains.

**Step 2: About Us Analysis.** I usually google every title/domain name/anyone listed in the “About Us” section to see if anyone has previously reported on the website (snopes, hoax-slayer, politifact, factcheck.org, etc.) or whether it has a wikipedia page or something similar detailing its background. This

er known and/or new websites that may be on the  
re explicit about their political orientation.

backgrounds of affiliated writers (is it a content mill or domain owners (who.is etc.). It's also useful to see many satirical websites disclose this information in

e of identifying information may mean that the

ink to a study or source? Look up the source/study.  
ted? Are officials being cited? Can you confirm their  
holars call this triangulation: Verify details, facts,

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ing or fact-checking process. Does it frequently use  
headline or body of the text use words like WOW!,  
d these types of hyperbolic word choices are often  
is avoided in more traditional styles of journalism.

iy fake and questionable news sites utilize very bad  
text and heavy-handed photoshopping or born

on Facebook. Do the headlines and posts rely on  
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ly good at helping us find fake news, but it can help

n determine which category or categories a  
by necessity open to discussion and revision.

te information, disseminate deceptive content, or

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own promoters of kooky conspiracy

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What can Bing do?

- Understand the underlying factors that created this epidemic of fake news, from monetization to lack of public trust/faith in journalism to hyper-partisan filter bubble creation to design issues.
- Ensure that the search results and content we present to users meets a baseline of honesty and truth. That doesn't mean NOT showing things that are newsworthy but unverified. It also doesn't mean creating false balance. But it does mean having gatekeepers— humans and algorithms— to ensure that blatantly fake news is not making it through our filters.
- Reestablish trust with users by being transparent about how our search algorithms work and what we are doing to combat fake news. Getting ahead of it instead of waiting for a crisis to force our hand.

Fin.

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Appendix:  
Additional Quotes, Images,  
Links, etc.

"The speed with which the term became polarized and in fact a rhetorical weapon illustrates how efficient the conservative media machine has become. Fake news means different things to different people. Is it satire? Comedy news? Partisan conspiracy? Partisan journalism? Big mistakes reliable news institutions have made, or hoaxes they fell for?"

- Nikki Usher, George Washington University professor

"People seem to confuse reporting mistakes by established news organizations with obviously fraudulent news produced by Macedonian teenagers."

- Glenn Kessler, who writes The Washington Post's Fact Checker and is often asked by readers to investigate "fake news" that is nothing more than a correctable error in legitimate journalism

## Pope warns media over 'sin' of spreading fake news, smearing politicians

"[Spreading disinformation was] probably the greatest damage that the media can do...I think the media have to be very clear, very transparent, and not fall into – no offense intended – the sickness of coprophilia, that is, always wanting to cover scandals, covering nasty things, even if they are true..."

And since people have a tendency towards the sickness of coprophagia, a lot of damage can be done...

[Disinformation is the greatest harm the media can do because] it directs opinion in only one direction and omits the other part of the truth..."

(Pope Francis)



Brian Stelter Retweeted



**Michael Casey** @mikejcasey · 4h

We must distinguish between honest mistakes (in both right + left media, corrected in good faith) and #fakenews. If not, free speech is dead

**Brian Stelter** @brianstelter

The next time a reporter screws up, maybe @KellyannePolls will remember her own words: "Honest mistakes abound."  
[money.cnn.com/2017/02/03/med...](http://money.cnn.com/2017/02/03/med...)



15



61



97



Michael Isikoff

@Isikoff

Follow

Fake news takes new twist: suspected Russian website steals bylines of scholars to put their names on fake opinions

The screenshot shows a news article from a website with a purple header bar containing navigation links: ANALYSES, REGIONS, REPORTS, THINK TANKS, EXPERTS, and a search icon. The main image is a portrait of Egyptian President Abdel Fattah al-Sisi in a dark suit. To his left is a portion of the Egyptian flag. To the right of the image is a purple sidebar with white text. The sidebar title reads "Sisi's Gamble: How Egypt's Turn Toward Iran Changes Power in the Region". Below the title is the date "© Dec 09, 2016". A summary of the article follows: "In recent months, there has been a major shift in Egypt's foreign policy. Despite it almost going unnoticed, this unexpected policy change is a source of concern for many actors in the Middle East..." At the bottom of the sidebar is a "Read more" button.

**The authors are real. The articles are fake. Who is behind the sinister 'CGS' w...**

Bruce Riedel is a widely known expert on the Middle East who helped guide U.S. policy in the region as a member of President Bill Clinton's National Security Counc...

"It exists on the left and that's a problem because it misinforms people," said. "That's harmful in other ways because the time you're spending talking about that, you could spend talking about other stuff."

(Judd Legum, editor in chief of progressive news site ThinkProgress)

"It contributes to a broader environment of distrust, and it sort of accelerates the post-factual nature of our times," said. "Fake news is pretty damaging no matter who it benefits politically. No one on the left should think we ought to be replicating the fake news tactics on the right."

(Teddy Goff, co-founder of Precision Strategies and a former senior aide to Barack Obama and Hillary Clinton)



**Donald J. Trump** 

@realDonaldTrump

 Follow

I call my own shots, largely based on an accumulation of data, and everyone knows it. Some FAKE NEWS media, in order to marginalize, lies!

4:07 AM - 6 Feb 2017



24,414



127,534



Kevin Roose



@kevinroose

Follow



The speed with which "fake news" has come to mean "deeply sourced and credible investigative reporting" is amazing.

RETWEETS

331

LIKES

906



8:29 AM - 11 Feb 2017

23

331

906



**Brian Stelter**

@brianstelter

Following



**Cathleen Decker** @cathleendecker

Trump trying to distinguish between "fake" and real news. But he's defining as "fake" stories that he doesn't like, not untrue ones.

RETWEETS

126

LIKES

303



9:34 AM - 24 Feb 2017

34

126



303

Fake news "is one of today's chief problems, it is not something that has a simple solution. We have to give the consumer tools to help with this, and we've got to filter out part of it before it ever gets there without losing the great openness of the internet."

(Tim Cook, CEO of Apple)

"Fake news was a term specifically about people who purposely fabricated stories for clicks and revenue. Now it includes bad reporting, slanted journalism and outright propaganda. And I think we're doing a disservice to lump all those things together."

(David Mikkelsen, founder of Snopes)

"[Homogeneous online networks] create an ecosystem in which the truth value of the information doesn't matter. All that matters is whether the information fits your narrative."

(Walter Quattrociocchi, researcher at the IMT School for Advanced Studies and author of a study on how homogenous networks help conspiracy theories persist and grow online)

Google compare inauguration crowd

All Images News Videos Shopping More Settings Tools

About 34,400,000 results (0.94 seconds)

Jan. 22, 2017. 0:58. President Trump and his press secretary disputed estimates of attendance at his **inauguration**, but footage from Friday's event, **compared** with those from President Barack Obama's 2009 **inauguration**, showed a different story. Jan 22, 2017

**Comparing Inauguration Crowds - Video - NYTimes.com**  
<https://www.nytimes.com/video/us/politics/.../comparing-inauguration-crowds.html>

[About this result](#) • [Feedback](#)

Comparing Donald Trump and Barack Obama's inaugural crowd sizes ...  
[www.cnn.com/2017/01/20/.../donald-trump-barack-obama-inauguration-crowd-size/](http://www.cnn.com/2017/01/20/.../donald-trump-barack-obama-inauguration-crowd-size/) ▾  
Jan 21, 2017 - It's hard to gauge **crowd** sizes and the National Park Service, which oversees the National Mall, doesn't offer estimates of any sort. But the side-by-side images of Friday's ceremony alongside the 2009 **inauguration** of President Barack Obama show a significantly smaller **crowd** on the ...

Trump's Inauguration vs. Obama's: Comparing the Crowds - The New ...  
<https://www.nytimes.com/interactive/2017/01/20/us/.../trump-inauguration-crowd.html>  
Jan 20, 2017 - Trump's **Inauguration** vs. Obama's: **Comparing the Crowds**. ... In 2009, for example, about

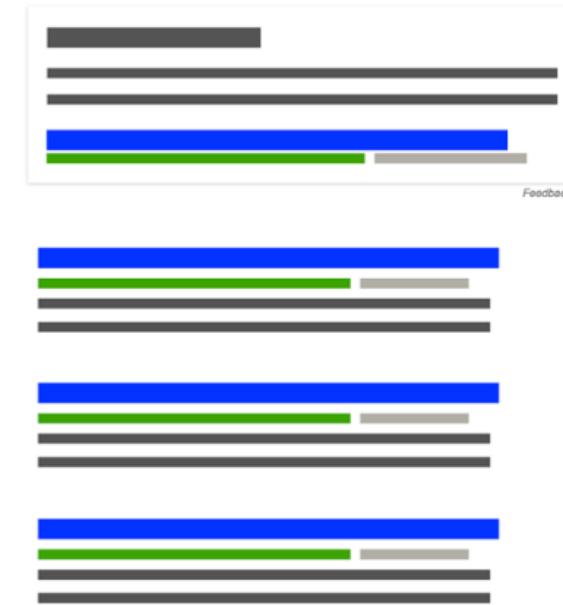
## Featured snippets in search

When a user asks a question in Google Search, we might show a search result in a special *featured snippet* block at the top of the search results page. This featured snippet block includes a summary of the answer, extracted from a webpage, plus a link to the page, the page title and URL. A featured snippet might look something like this on the page:

Google About 245,000 results (0.68 seconds)

All News Images Shopping Videos More Search tools

**Featured Snippet** ←



"When you see the fact for the second time it's much easier to process—you read it more quickly, you understand it more fluently. Our brain interprets that fluency as a signal for something being true."

Vanderbilt University psychologist Lisa Fazio



GOOGLE \ WEB \ TECH

# Americans are writing to the FCC about 'fake news' on TV, Google, and Facebook 11 ▾

*Who do you complain to about the internet?*

by Kaitlyn Tiffany | Apr 19, 2017, 11:12am EDT

# In Spite Of The Crackdown, Fake News Publishers Are Still Earning Money From Major Ad Networks

“As long as the traffic is real and the ads are being served to real people,” ad networks will accept fake news sites, according to one publisher.

posted on Apr. 4, 2017, at 9:05 p.m.



"We're living in a fake news era, as you know."

Syrian president Bashar al-Assad, dismissing an Amnesty International report that his government hanged as many as 13,000 prisoners.



**Sheryl Gay Stolberg**

@SheryINYT

Seguir

Consequences of fake news: Real bullets.  
Fired in Comet Pizza, an actual restaurant in  
DC. Where real families eat and real people  
work.

**Karen Tumulty** @ktumulty

N.C. man told police he went to D.C. pizzeria with assault rifle to 'self-investigate'  
election-related conspiracy... [washingtonpost.com/news/local/wp/...](http://washingtonpost.com/news/local/wp/)

RECHOUCHÍOS GÚSTAMES  
**1.050** **833**



21:40 - 4 dec, 2016



37



1,1K



833



"Misinformation is much more likely to stick when it conforms with people's preexisting beliefs, especially those connected to social groups that they're a part of. In politics, that plays out (usually) through partisanship: Republicans are much more likely to believe false information that confirms their worldview, and Democrats are likely to do the opposite."

Kevin Arceneaux, political science scholar at Temple University

"Partisanship has been revealed as the strongest force in U.S. public life—stronger than any norms, independent of any facts."

David Roberts, writer at Vox

"There have been some accusations that say that we actually want this kind of content on our service because it's more content and people click on it, but that's crap. No one in our community wants fake information. We are also victims of this and we do not want it on our service.

It's not always clear what is fake and what isn't. A lot of what people are calling fake news are just opinions that people disagree with."

Mark Zuckerberg, during a town hall style meeting in North Carolina

The key finding here is that “people who see an article from a trusted sharer, but one written by an unknown media source, have much more trust in the information than people who see the same article from a reputable media source shared by a person they do not trust.” Overall, the quality of the sharer mattered way more than the quality of the outlet, though there were exceptions, just as when a respondent was already predisposed to distrust CNN.

According to *A Real Plague: Fake News*, more than eight in 10 Americans (82 percent) are concerned about the impact fake news might have on the credibility of the news and information they receive from the media. This high level of concern is common to both political parties, both genders and increases with age.

Three-quarters of Americans (75 percent) acknowledge that it is difficult to determine what news is accurate and what is not, and seven in 10 (70 percent) believe that they have read a fake news story. Perhaps most troubling, however, is the finding that a large 71 percent of respondents think that fake news is contributing to incivility in society.

With 69 percent of Americans believing that our country has a major civility problem, the spread of fake news has alarming consequences. More than half of Americans (58 percent) believe the level of civility in our nation could be improved if social media sites and search engines curbed fake news.

About three years ago Snopes.com averaged about 6 to 7 million visitors a month, according to information provided by Green.

But then came the epic 2016 presidential election. The site's traffic exploded to about 20 million visitors a month during the primaries and political conventions. By the time the election rolled around last November, more than 28 million people went to the site that month.

The day after the election was the busiest in Snopes' history. Green said 2.5 million people visited the site that day. Before that it had been averaging 750,000 visitors a day.

# Google Rewrites Its Powerful Search Rankings to Bury Fake News

by Mark Bergen

April 25, 2017, 7:00 AM PDT

