

Bias, framing og den aktive konstruktion af uvidenhed

Basale teknikker til at skabe og fastholde
uopmærksomhed og uvidenhed

(MIS)INFORMATION OG DEMOKRATI
Institut for Kommunikation, KU

Robin Engelhardt, CIBS
5. Oktober 2020



Plan

- epistemologi contra agnotologi
- individuelle årsager til uvidenhed
- pause
- sociale årsager til uvidenhed
- eksempler på social produktion af uvidenhed

Hvad er det modsatte af information? Er det en ting?

- Opmærksomhedøkonomi, nyhedsmarkedet, politiske bobler (VHF, LJ, MV)
- Kapitalismens evne til at 'formattere' vores tanker, behov og moral (VFH, LJ, AG)
- Kaskader, PI, polarisering, ekkokammre & bystandereffekter (VFH, RR, LJ)

Men hvad med alt det, der forsvinder fra vores opmærksomhed? Er det blot en mangel? Et hul? Eller er vores uvidenhed, vores uopmærksomhed og amoral i lige så høj grad socialt tilegnet som vores viden, opmærksomhed og moral?



Daniella Fishburn: Willful Ignorance

Agnotologi – læren om uvidenhed og læren om den sociale produktion af uvidenhed

Individuelle årsager til uvidenhed

- manglende evne til at forstå, mangel på forståelse
- desinteresse, uopmærksomhed, glemsomhed
- kognitive bias, fejlslutninger, decoy-effekter, etc.

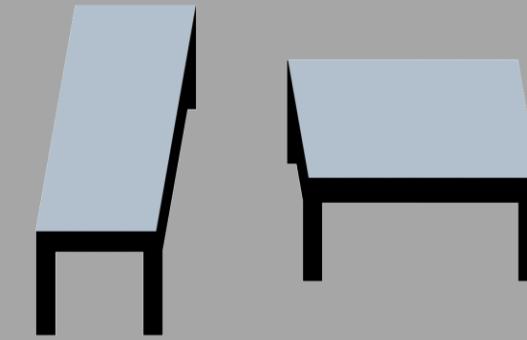
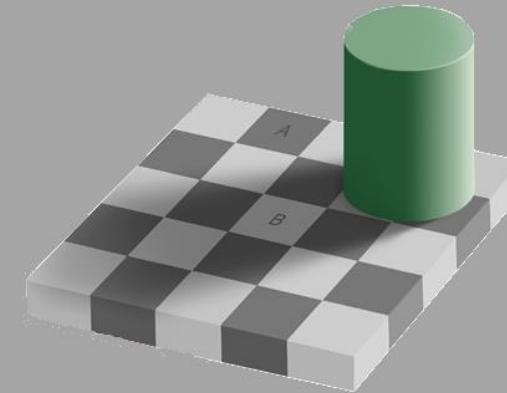
Social produktion af uvidenhed

- hemmeligholdelse, censur, adgangsbegrænsning
- forvirring, afledning, vildledning, etc.
- resultatet af propaganda, fake news, framing, etc.
- social proof & normer (inkl. selvcensur)

Individuelle årsager til uvidenhed

- Kognitive biases og illusioner

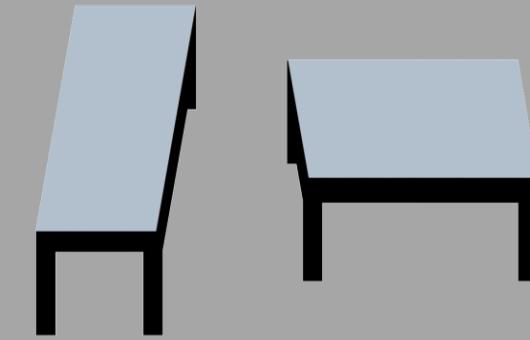
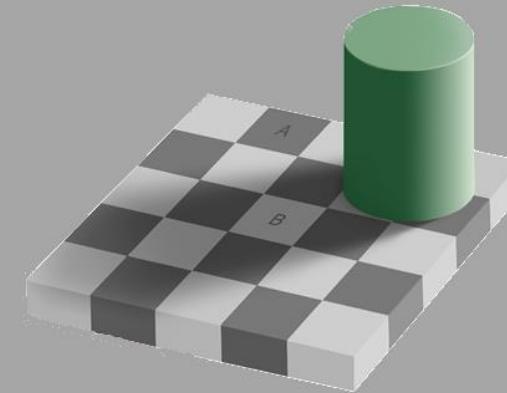
R
ABC
I4



Individuelle årsager til uvidenhed

- Kognitive biases og illusioner

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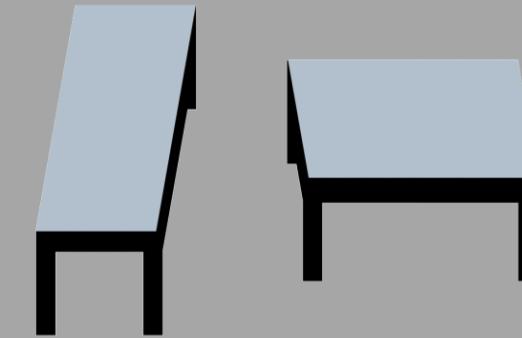
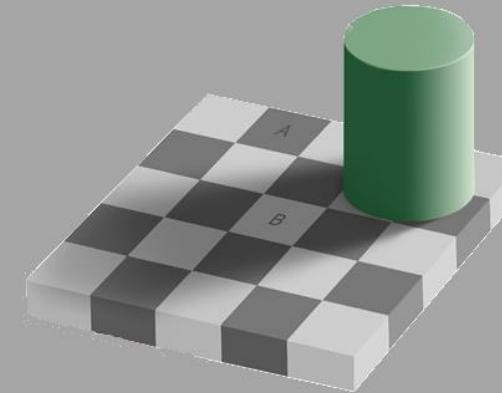


Sig farven højt:

Individuelle årsager til uvidenhed

- Kognitive biases og illusioner

R
ABC
I4



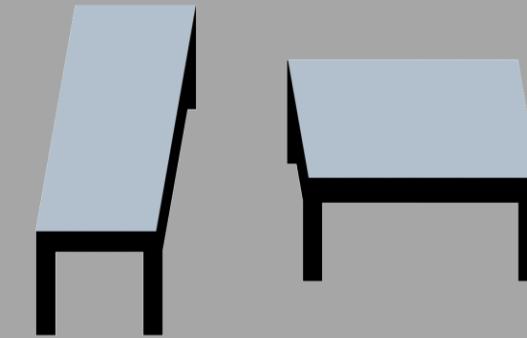
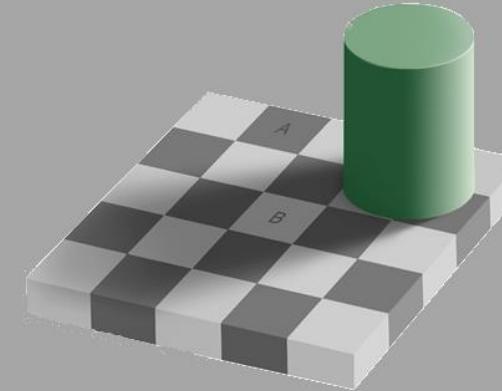
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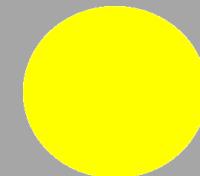
Individuelle årsager til uvidenhed

- Kognitive biases og illusioner

R
ABC
I4



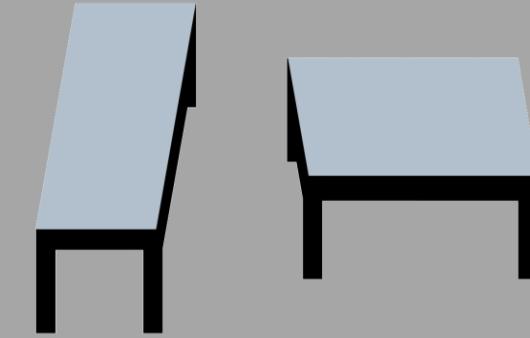
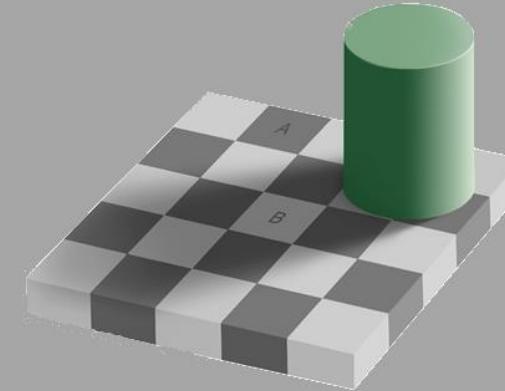
Sig farven højt:



Individuelle årsager til uvidenhed

- Kognitive biases og illusioner

R
ABC
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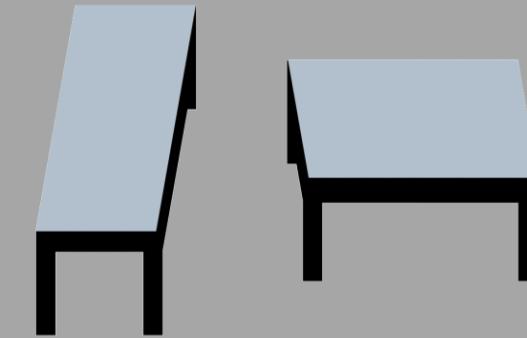
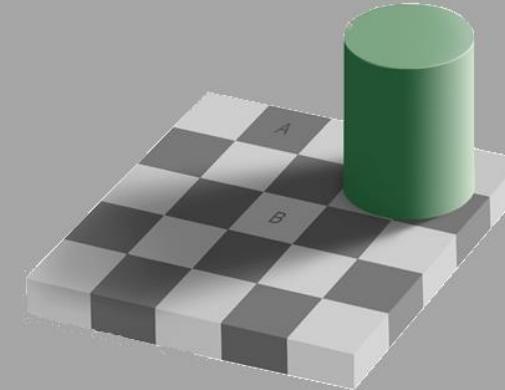
Sig farven højt:

BLÅ

Individuelle årsager til uvidenhed

- Kognitive biases og illusioner

R
ABC
I4



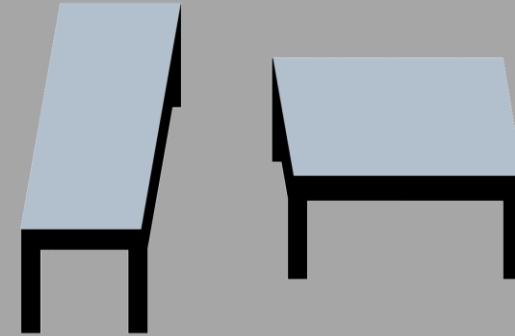
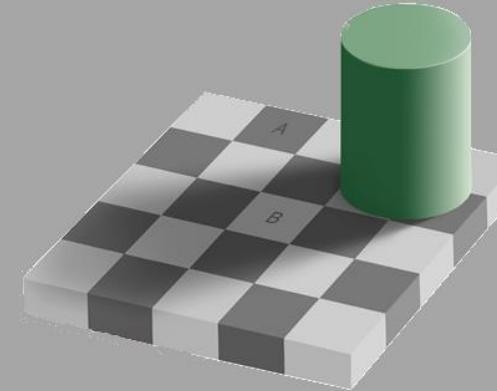
Perceptual fluency bias:

let at læse: sandt, smukt, godt
svært at læse: forkert, grimt, skidt

Individuelle årsager til uvidenhed

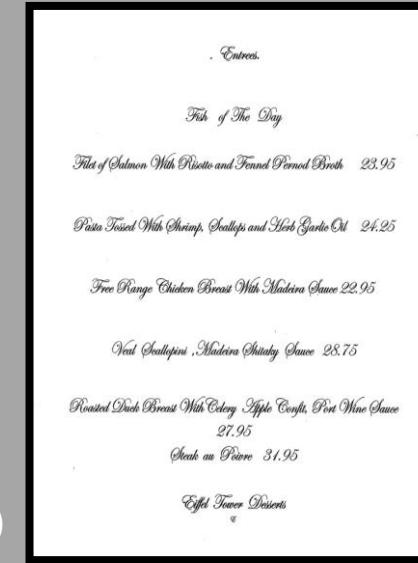
- Kognitive biases og illusioner

R
ABC
I4



Perceptual fluency bias:

(svært at læse; ergo svært at lave;
ergo smager bedre; ergo mere dyrt)





Lette og svære forkortelser på aktier

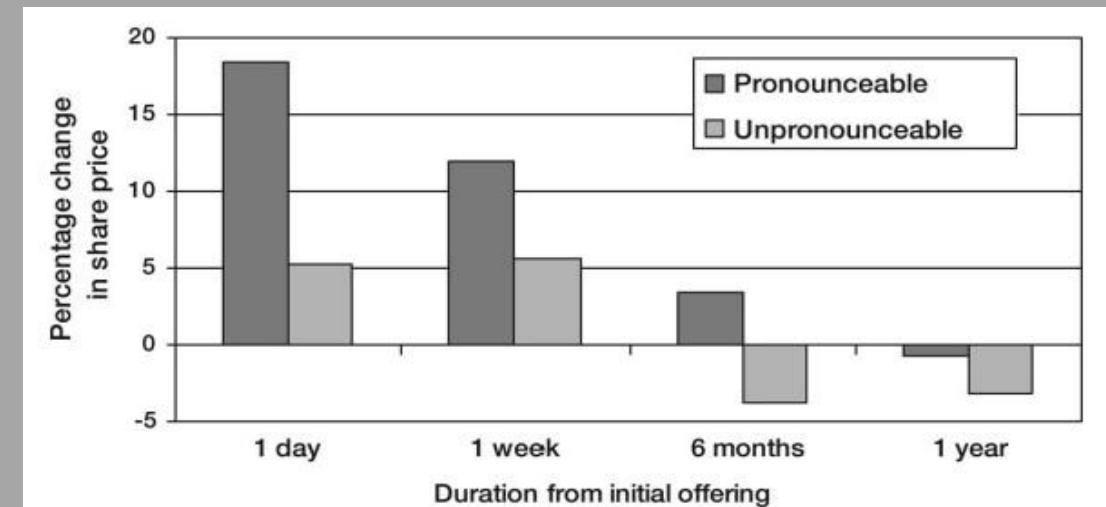
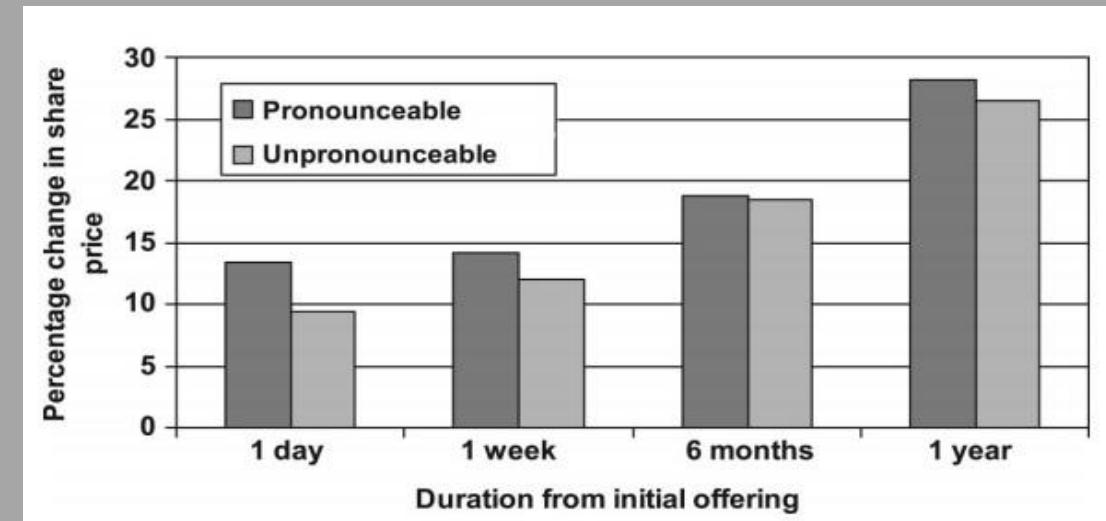
Lette navne på aktier:

KAR, MEN, LIB, PRO, GOOG

Svære navne på aktier:

HNP, KRS, LBA, RPO, DFK

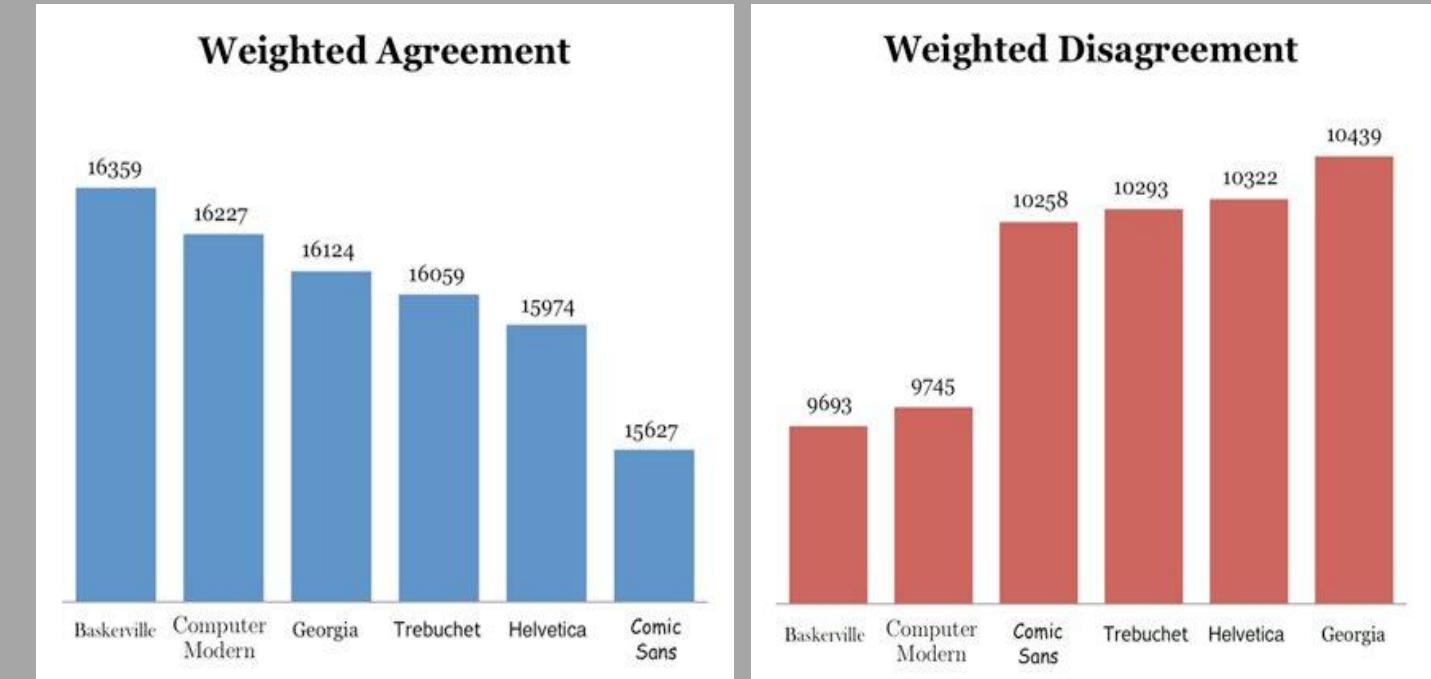
“For example, in one study, an initial investment of \$1,000 yielded a profit of \$112 more after 1 day of trading for a basket of fluently named shares than for a basket of disfluently named shares”



Kilde: Alter et al. 2006

Valg af font bestemmer sandhedsværdien

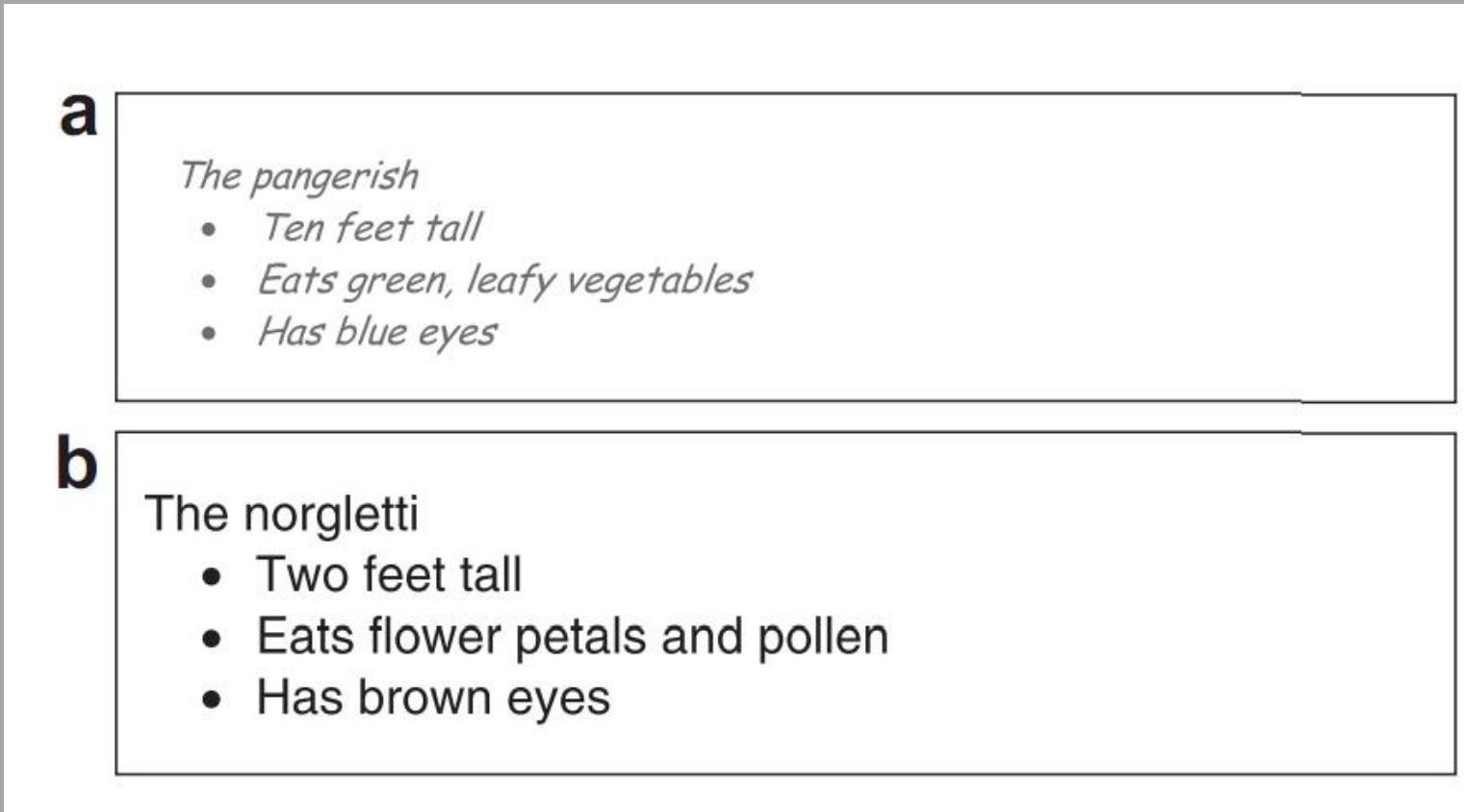
“If a one kilometer asteroid had approached the Earth on a collision course at any time in human history before the early twenty-first century, it would have killed at least a substantial proportion of all humans. In that respect, as in many others, we live in an era of unprecedented safety: the twenty-first century is the first ever moment when we have known how to defend ourselves from such impacts, which occur once every 250,000 years or so.”



Kilde: Morris (2012)

Skrevet med Baskerville er ovenstående udsagn 1,5 % mere sandt end hvis det var skrevet med font nummer to - og cirka 7 % mere sandt end hvis det var skrevet med Comic Sans...

Men svære fonte kan også gøre det lettere at lære ting



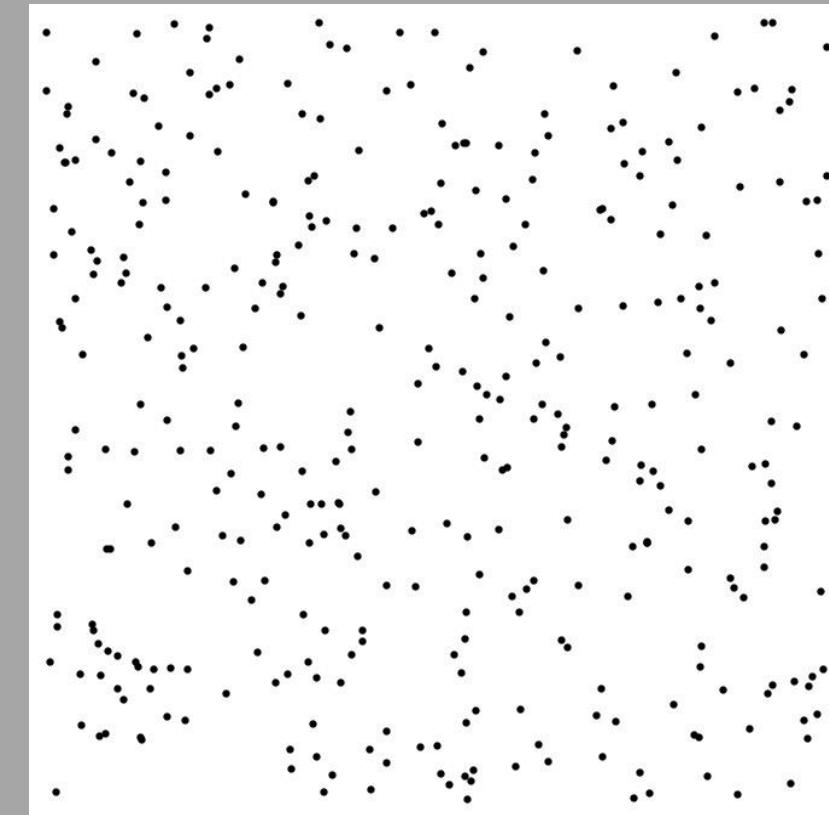
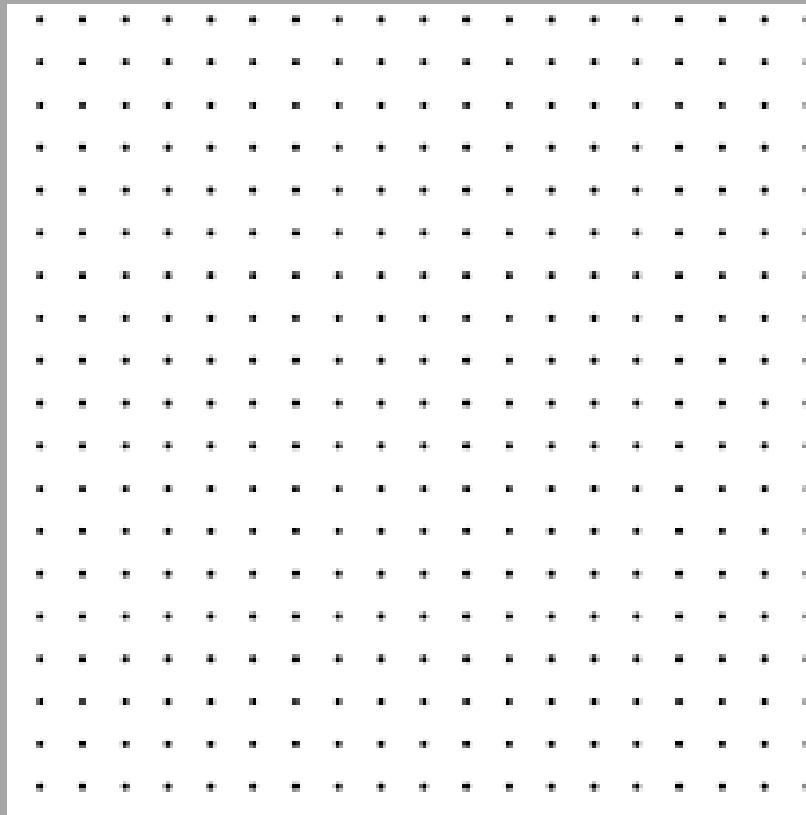
Kilde: Diemand-Yauman (2010)

a: 12 pkt. *Comic Sans MS* 60% gråskala
b: 16 pkt Arial, 100 % sort.

Hvor mange af hver dyreart
tog Moses med sig i Arken?

Hvor mange af hver dyreart tog
Moses med sig i Arken?

Numeracy bias



“Et bat og en bold 1,10 koster Euro. Vi ved at battet koster 1 Euro mere end bolden. Hvor koster bolden?” (spg. 3)

“Det tager fem maskiner fem minutter at lave fem dimser. Hvor lang tid tager det 100 maskiner at lave 100 dimser?” (spg. 8)

På en ø flyder nogle åkander. Hver dag vokser antallet til det dobbelte. Hvis det tager 48 dage at dække hele øen, hvor lang tid tager det at dække halvdelen af øen? (spg. 11)

Kriminaliteten i byen Addison

frame	Forebyggelse & afbødning	Inddæmning & kontrol	andet
'kronisk sygdom'			
'virus'			
'vildt bæst'			



Kriminaliteten i byen Addison

Kriminaliteten er som en kronisk sygdom, der langsomt dræber byen Addison. Kriminalitetsraten i den forhenværende by er steget konstant i løbet af de sidste tre år. Faktisk er det som om kriminelle bander spredt sig til hver eneste bydel. I 2004 blev der anmeldt 46.177 kriminelle handlinger, sammenlignet med 55.000 anmeldelser i 2007. Stigningen i den voldelige kriminalitet er ekstra alarmerende. I 2004 var der 330 mord i byen, i 2007, var tallet steget til over 500.

1. Hvad mener du, byen Addison burde gøre for at reducere kriminaliteten?

a)

b)

c)

2. Sæt streger under de passager i beskrivelsen som har haft størst betydning for din beslutning.

Kriminaliteten i byen Addison

Kriminaliteten er som en virus, der har inficeret byen Addison. Kriminalitetsraten i den forhenværende by er steget konstant i løbet af de sidste tre år. Faktisk er det som om kriminelle bander plager hver eneste bydel. I 2004 blev der anmeldt 46.177 kriminelle handlinger, sammenlignet med 55.000 anmeldelser i 2007. Stigningen i den voldelige kriminalitet er ekstra alarmerende. I 2004 var der 330 mord i byen, i 2007, var tallet steget til over 500.

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a)

b)

c)

2. Sæt streger under de passager i beskrivelsen som har haft størst betydning for din beslutning.

Kriminaliteten i byen Addison

Kriminaliteten er som et vildt bæst, der har overfaldet byen Addison. Kriminalitetsraten i den forhenværende by er steget konstant i løbet af de sidste tre år. Faktisk er det som om kriminelle bander ligger på lur i hver eneste bydel. I 2004 blev der anmeldt 46.177 kriminelle handlinger, sammenlignet med 55.000 anmeldelser i 2007. Stigningen i den voldelige kriminalitet er ekstra alarmerende. I 2004 var der 330 mord i byen, i 2007, var tallet steget til over 500.

1. Hvad mener du, byen Addison burde gøre for at reducere kriminaliteten?

a)

b)

c)

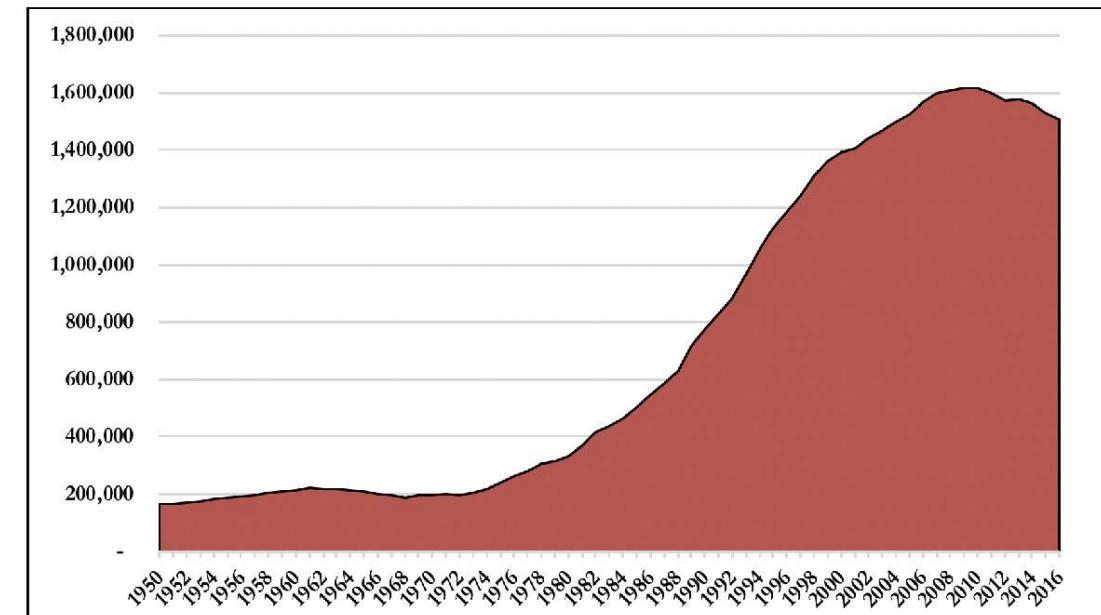
2. Sæt streger under de passager i beskrivelsen som har haft størst betydning for din beslutning.

Metaforen ‘krig mod narko’

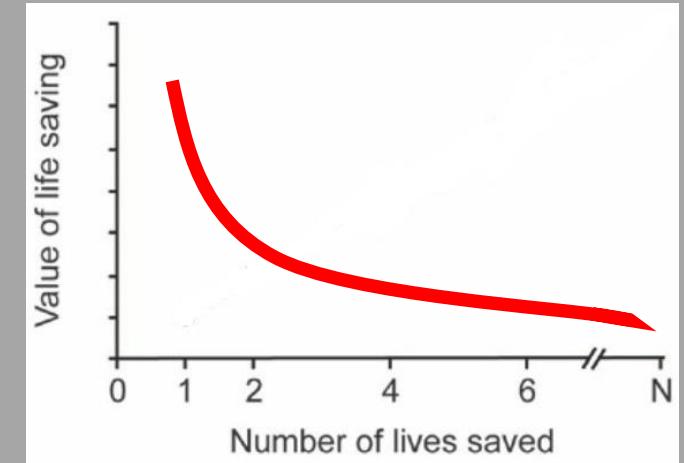
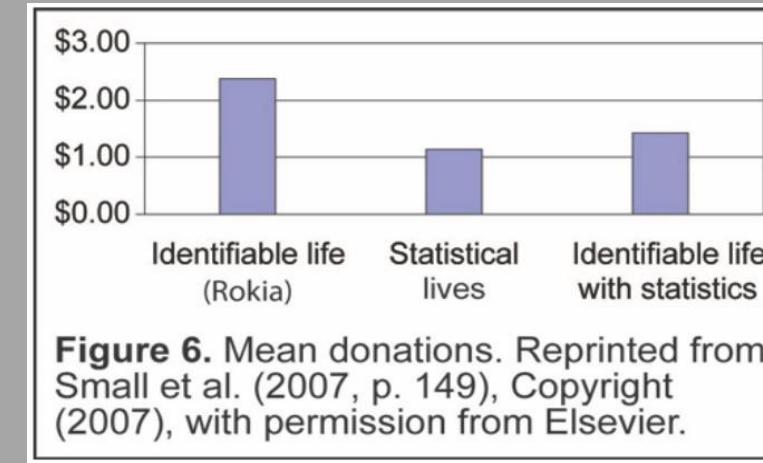
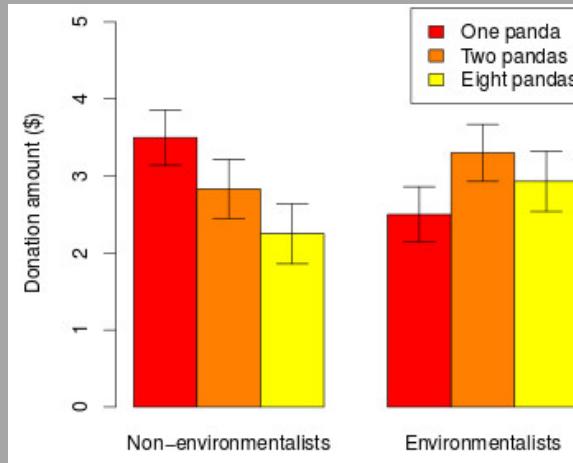
I 1980’erne erklærede Ronald Reagan krig mod narko, hvor han definerede alle smugglere, sælgere og forbrugere af narko som fjender, der skal nedkæmpes. Der blev givet flere midler til politi, bygget flere fængsler, givet længere straffe, og siden da er antallet af nye fængslinger mere end firedoblet.

USA har den højeste forvaringsrate i verden. Selvom USA kun udgør fire procent af klodens samlede befolkning, huser landet 22 procent af alle verdens fængslede.

Prison System Growth (1950-2016)



Psychic numbing



Talblindhed? Når tal bliver for store, falder vores hjerne tilbage til "system 1"-tænkning: det der lyder stort ER stort, og relative tal bliver vigtigere end absolutte tal (donorer vil konsistent hellere redde 80% af en befolkning i en by med 150 indbyggere end 40% af en befolkning med 3 millioner indbyggere).

Identifikationstab? Én pige, én panda er OK, men 10 er en grå masse, måske endda farlig og i hvert fald ikke mit ansvar?

Sund skepsis? Vi tvivl på om det er muligt at redde så mange piger eller pandaer, og skruer derfor ned på medlidsheden?

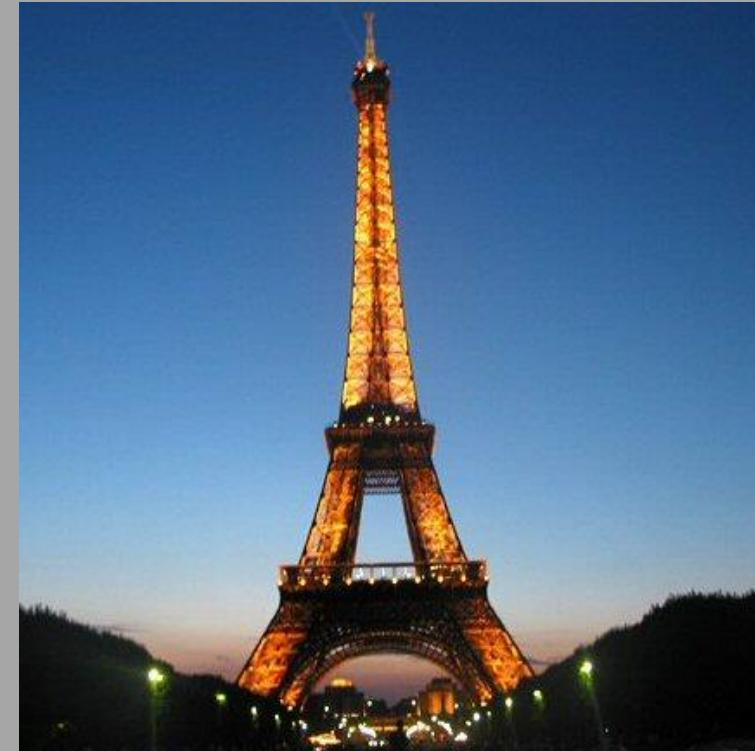
Bind tiltro til mavefornemmelser? Vores evolutionært udviklede "moralske intuition" er ikke opdateret. Vi mener at det kun er så slemt som det føles slemt, umiddelbart.

Decoy-effekten:

Vælg mellem to præmier



1. weekendophold i Rom, 2 pers.,
inkl. overnatning og morgenmad



2. weekendophold i Paris, 2 pers.,
inkl. overnatning og morgenmad

Kilde: Ariely, 2008

3: få din cykel stjålet.

Decoy-effekten:

Vælg mellem tre præmier:



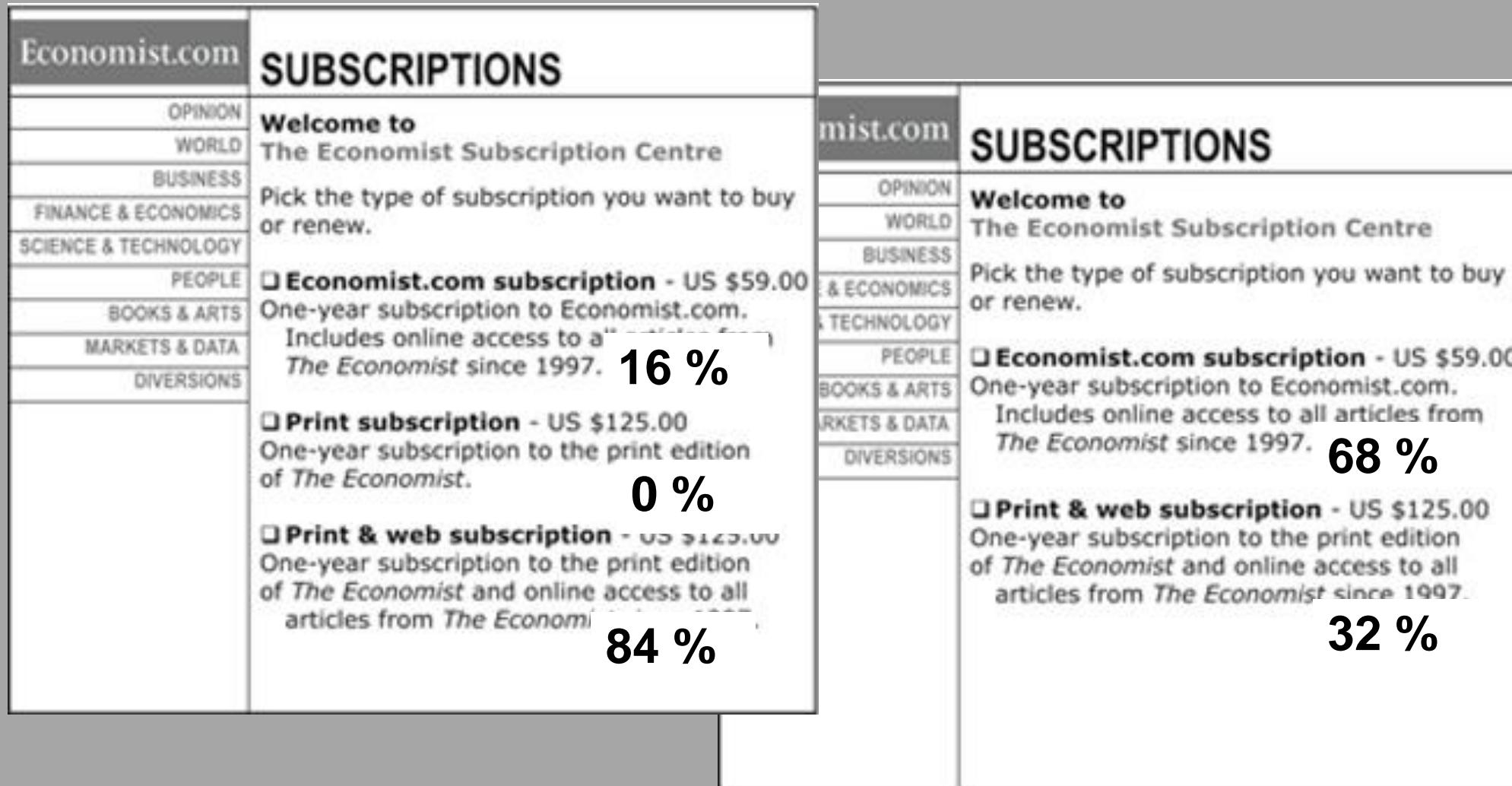
weekendophold i Rom,
2 pers., inkl. overnatning
og morgenmad



weekendophold i Paris,
2 pers., inkl. overnatning
og morgenmad



weekendophold i Rom,
2 pers., inkl. overnatning
og morgenmad, uden kaffe



Chewbacca-forsvaret:



Pause

Agnotologi – læren om uvidenhed og læren om den sociale produktion af uvidenhed

Individuelle årsager til uvidenhed

- manglende evne til at forstå, mangel på forståelse
- desinteresse, uopmærksomhed, glemsomhed
- kognitive bias, fejlslutninger, decoy-effekter, etc.

Social produktion af uvidenhed

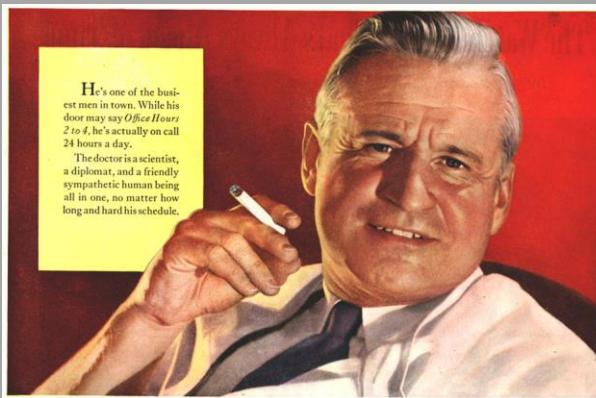
- hemmeligholdelse, censur, adgangsbegrænsning
- forvirring, afledning, vildledning, etc.
- resultatet af propaganda, fake news, framing, etc.
- social proof & normer (inkl. selvcensur)

#	spørgsmål	ja	nej
1	Er du overbevist om at rygning forårsager kræft?		
4	Tror du at rygning forårsager kræft?		
9	Har du hørt at rygning forårsager kræft?		
2	Er du overbevist om at SARS-CoV-2 er menneskeskabt?		
5	Tror du at SARS-CoV-2 er menneskeskabt?		
10	Har du hørt at SARS-CoV-2 er menneskeskabt?		
6	Er du overbevist om at klimaforandringerne er menneskeskabte?		
7	Tror du at klimaforandringerne er menneskeskabt?		
12	Har du hørt at klimaforandringerne er menneskeskabt?		

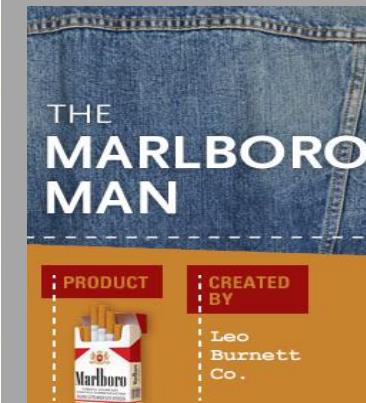
Berømte agnotologiske kampagner: Tobaksindustrien

“Doubt is our product, since it is the best means of competing with the ‘body of fact’ that exists in the minds of the general public. It is also the means of establishing controversy.”

Kilde: Brown & Williamson, dok. nr. 332506, 1969



MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE



S. B. Mr. Brown
Mr. Williamson
IN THIS ISSUE

**Reports on
Tobacco and Health Research**

Vol. 5 No. 2 July-August 1963

There is diversity of opinion regarding whether cigarette smoking is wholly, partially, or not at all causally related to lung cancer. This journal publishes reports concerning this research.

Cancer Personality Pattern Is Reported To Begin in Childhood

Verdict: 'Unproved'

Lung Specialist Cites 28 Reasons For Doubting Cigarette-Cancer Link

New evidence of a personality pattern common to male lung cancer patients has been reported by a Scottish psychologist.* The pattern begins in childhood and does not appear to be related to smoking habits.

In a previous study, Dr. David M. Klassen of the University of Glasgow and an associate reported that male lung cancer patients have a significantly diminished outlet for emotional discharge. In addition, they said, such patients tend to bottle up their anger.

Test Results: Smoking Fails To Raise Cholesterol Levels

Although much has been written about possible causal relations of cigarette smoking to lung cancer, there is a good deal of evidence which does not fit this hypothesis, according to a California pulmonary specialist. In a review article digested below, he summarizes 28 reasons for his believing that cigarette smoking is not an important etiological agent in lung cancer, and that the real causes are unknown.

"There has been a virtual flood of literature associating cigarette smoking with lung cancer," according to Dr. Lester Hyatt, chief of pulmonary disease service, Veterans Administration Hospital, Los Angeles.

Formålet med agnotologiske kampagner

Fluorocarbons and Ozone Depletion

Problem/Situation

Scientific allegations that fluorocarbons released from aerosol spray cans were a threat to the earth's ozone layer had become a cause célèbre in the media and government. Despite the fact that there was no real scientific proof of the charges, and that it would be years before facts could be assembled, the media fastened on the threat of increased skin cancer and the doomsday aspects of the story. Public concern and fear about the future caused fluorocarbon users to look to alternatives. Hill and Knowlton was asked by Du Pont to help calm fears, get better reporting of the issues, and gain up to two or three years before the government took action to ban fluorocarbons.



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Case Studies

SUPPORT TO DRUG MANUFACTURERS

The Food and Drug Administration proposed cancellation of a registered new drug. Cancellation requires an administrative hearing. THE WEINBERG GROUP was retained by two manufacturers of the drug under attack, to define strategy for the administrative hearing, identify the experts to be used in the continued support of the drug; assist in the preparation of the experts for written testimony, analysis of the testimony of experts for the Food and Drug Administration, and preparation for oral cross-examinations and preparation of the summary brief. This led to an extensive process with a written appeal from the first decision to the Commissioner and leading to 10 additional years of sales prior to the ultimate cancellation of the drug.

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Andre eksempler på agno-kampagner: Asbestos Information Association, Global Climate Coalition, Methyl Butyl Ether Task Force, The Tobacco Institute, etc...

Agnotologiens ABC

- A. Lav dine egne data og påstå det, du har lyst til (“product defence science”).
- B. Lav en replikation af en artikel for at komme frem til det modsatte resultat.
- C. Køb et fagblad der udgiver falske påstande.
- D. Skab populær bevidsthed om falske påstande.
- E. Skab uigenremskuelighed omkring hvad der er sand eller falsk.
- F. Køb politikere til at ændre lovgivningen.
- G. Angrib modstandernes troværdighed
- H. Læs Popper!
- I. Balancér, politisér og polarisér.

Agnotologiens A: Lav egne data og påstå det, du har lyst til

- 1) Sammenlign dit produkt med et andet produkt, som er dårligere.
- 2) Sammenlign dit produkt med et andet produkt i mindre dosis.
- 3) Sammenlign dit produkt med et andet produkt i større dosis (for at vise mindre toxicitet).
- 4) Lav for små forsøg, der gør, at to produkter er uskadelige.
- 5) Vær fleksibel med forsøgets slutpunkter og vælg dem, der giver det bedste resultat.
- 6) Lav kliniske test på flere sygehuse og vælg dem, hvor det gik godt.
- 7) Lav mange forsøg indtil et af dem giver pote.
- 8) ...

Eksempler: Vioxx, Paxil, Wellbutrin, Avandia, Gabapentin, Celebrex, Depakote, Actos, Atrazin, ...

The screenshot shows a news article from the Danish magazine 'Ingeniøren'. The title is 'Rystede forskere: Medicinalgigant afsløret i fusk'. The article discusses Pfizer's Gabapentin research, noting that the company has hidden clinical trial results and marketed the drug for epilepsy despite it not being effective. The article is by Robin Engelhardt and published on November 18, 2009. It includes social media sharing buttons for Facebook, Twitter, and LinkedIn, and a sidebar for Falck Care advertising.

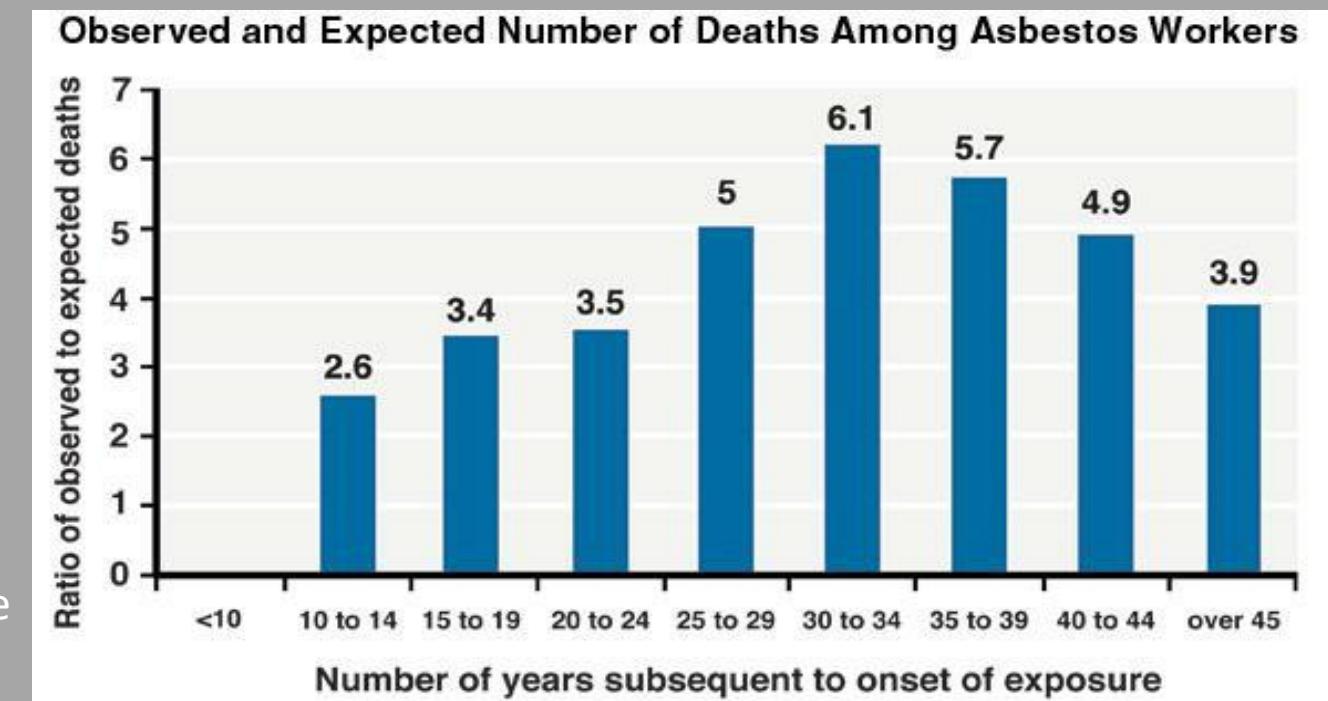
"Prescription drugs are the third leading cause of death after heart disease and cancer. Our drugs kill around 200.00 people in America every year, and half of these people die while they do what their doctors told them. So they die because of the side effects. The other half die because of errors...[]. Much of what the drug industry does fulfills the criteria for organized crime."

(P. Gøtzsche, https://www.youtube.com/watch?v=zIOni8v_xs4)

B: Lav en replikation og komme frem til det modsatte resultat

R.J. Reynolds:

Our plan is to “shift a portionately [sic] higher amount of risk (maybe all) to the asbestos defendant...An example: if the plaintiff’s lung cancer is more likely to have arisen in another tissue and metastasized to the lung... [then] every effort should be made to eliminate, or drive as low as possible, asbestos exposure since current evidence suggests that asbestos tumors aruse principally in the lung. In contrast, if plaintiff’s cancer is clearly primary to the lung, it is imperative that every effort be made to maximize occupational exposure not only to asbestos but also to other agents in the workplace.” R.J.Reynolds (1987)



Kilde: Selikoff et al. (1980)

C: Køb et fagblad der udgiver falske påstande

Ingeniøren

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Fokus: Gensekventering Fra affald til ressource Malaysia Airlines MH370 Den danske rumraket Nye signaler til jernbanen Rejsekortet Large Hadron Collider (LHC) IC4

Videnskabeligt forlag bag falske fagblade betalt af medicinalindustrien

Respekteret forlag publicerede PR som var det videnskabelige artikler. Problemet er udbredt, siger forskere.

Af Robin Engelhardt 15. maj 2009 kl. 00:45

For lidt over en måned siden kom de første rapporter fra en retssag i Australien, hvori det blev afsløret, at medicinalgiganten Merck havde betalt forlaget Elsevier en ukendt sum penge for at udgive marketing-materiale forklaædt som et seriøst fagblad. Siden da er sagen rullet i medierne og har kun vokset sig større og større.

Sagen startede, da en gruppe mennesker anlagde en retssag mod Merck i Australien. De havde fået slactifælde som følge af lægemidlet VIOXX, der gives mod leddeaiat. Det viste sig

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Ingeniøren +
Falck Care Plus abonnement til halv pris
Få et 6 måneders Falck Care Plus abonnement. Ekstraordinært stærkt tilbud - betal kun 305 kr. og spar 50%.
LÆS MERE
305 kr.
Værdi 610 kr.
Spar 50%

D: Skab populær bevidsthed om falske påstande

1. Belief echoes: Påstand + Dementi = Mærkbar effekt:

Eksperiment (Ecker et al. 2011): Forsøgspersoner læser at: "Uagtsom opbevaring af gasflasker forårsagede en brand ..." og senere i eksperimentet læser de så en tilbagetrækning: "Politiet har bekræftet at der var ingen tegn på, at gasflasker var årsag til branden..."

Citat fra forsøgspersoner under debriefing:

Eksperimentator: "*Hvad sagde politiet?*"

Forsøgsperson: "*At der ikke var nogen gasflasker.*"

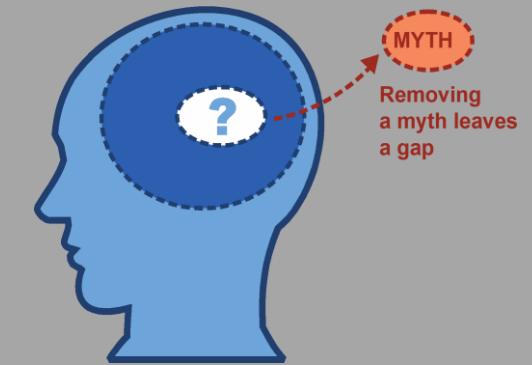
Eksperimentator: "*Hvad var årsagen til branden?*"

Forsøgsperson: "*Gasflaskerne.*"

2. Overkill backfire effect:

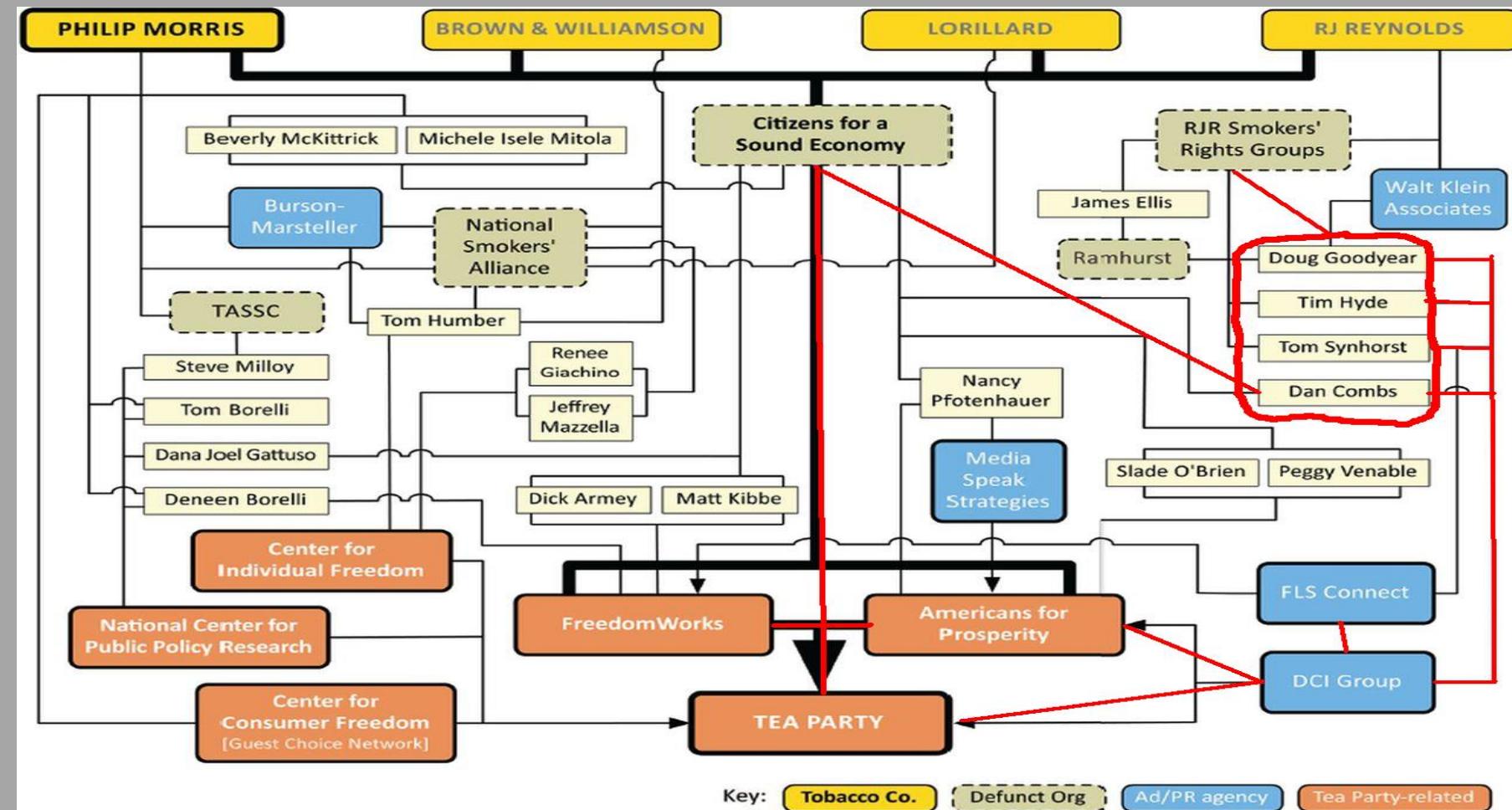


Kilde: Schwarz et al. (2007)



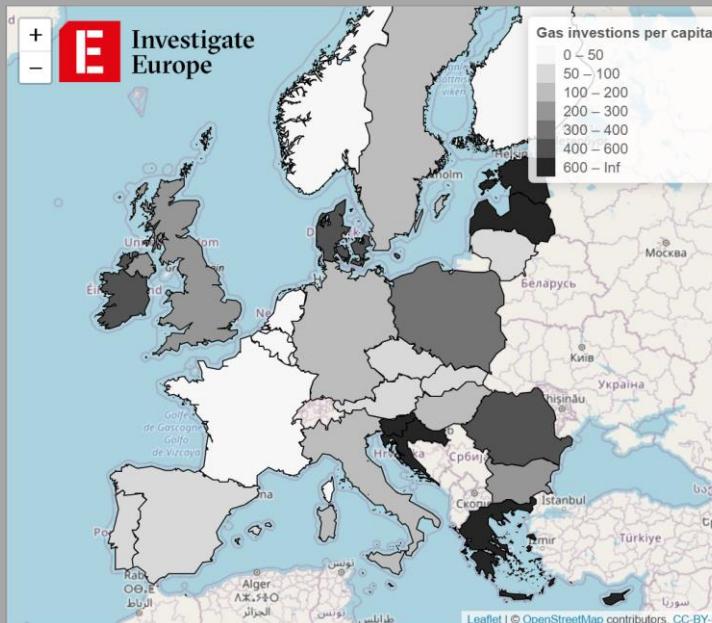
Kilder: Kull et al., 2003;
Owens, 2002; Poland &
Jacobsen, 2011)

E: Skab uigenennemskuelighed om hvad der er sand eller falsk



F: Køb politikere til at ændre lovgivningen.

Philip Morris stod bag to love om data-gennemsigtighed (Shelby Act, DQA) i 1999-2000 som krævede at al data fra offentligt betalt forskning skal være åben og tilgængelig for offentligheden.



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Sponseret forskning påvirker resultater
Af: Mikkel William Johansen, Ph.d, cand.mag. i filosofi, Københavns Universitet
3. august 2009 kl. 03:00 2 kommentarer
Emner: Erhverv, Etik, Uddannelse
Send PDF Print
I 1999 opdagede den amerikanske biolog Tyrone Hayes, at overraskende lave koncentrationer af det meget anvendte ukrudtsmiddel atrazin kan give misdannelser hos frør. Hayes var ansat på det amerikanske

Fossil fuel big five 'spent €251m lobbying EU' since 2010

Report comes amid calls for set up of firewall to protect politics from industry influence



G: Angrib forskerens troværdighed, evt. intimidér og tru ham

“After lunch, Syngenta introduced a guest speaker, a statistical consultant, who listed numerous errors in Hayes’s report and concluded that the results were not statistically significant.”

“The P.R. team suggested that the company “purchase ‘Tyrone Hayes’ as a search word on the internet, so that any time someone searches for Tyrone’s material, the first thing they see is our material.” The proposal was later expanded to include the phrases “amphibian hayes,” “atrazine frogs,” and “frog feminization.” (Searching online for “Tyrone Hayes” now brings up an advertisement that says, “Tyrone Hayes Not Credible.”)”

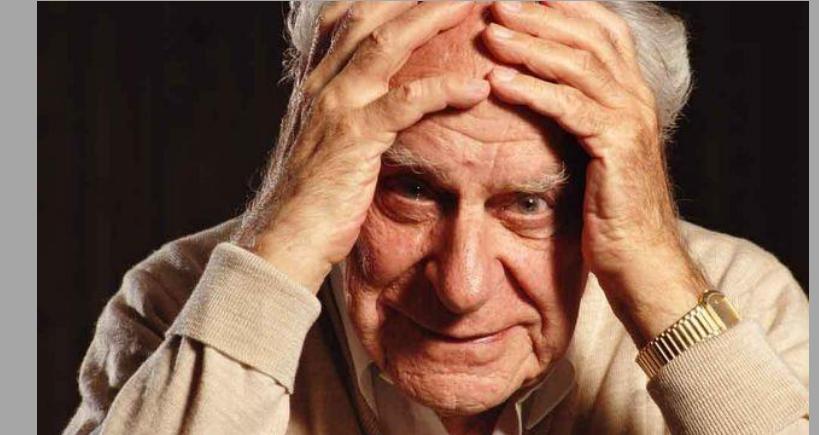
“Syngenta announced in a press release that three studies had failed to replicate Hayes’s work.”

The screenshot shows the header of The New Yorker website with a cartoon illustration of a man in a top hat. The main title is "THE NEW YORKER". Below it are navigation links: SUBSCRIBE, MAGAZINE, NEWS, CULTURE, POLITICS, BOOKS, SCIENCE & TECH, ARCHIVE, PHOTO BOOTH, DAILY SHOUTS, DAILY COMMENT, CURRENCY, and AMY DAVIDSON. The article title is "ANNALS OF SCIENCE A VALUABLE REPUTATION". It features a photo of Tyrone Hayes sitting at a desk in a lab, wearing a plaid shirt. The caption below the photo reads: "Hayes has devoted the past fifteen years to studying atrazine, a widely used herbicide made by Syngenta. The company's notes reveal that it struggled to make sense of him, and plotted ways to discredit him. Photograph by Dan." Social sharing icons for Facebook, Twitter, and Google+ are at the bottom.

H: Læs Popper

Demarkationsproblemet: hvordan kan man skelne mellem videnskabelige teorier (f.eks. Newton, Einstein) og pseudovidenskabelige teorier (f.eks. Marx, Freud)?

- Deduktion? Øh.. det fører ikke til teorier om verden.
- Induktion? Nah... Du kan aldrig være helt sikker på at alle svaner er hvide... teorier vil aldrig kunne verificeres.
- Abduktion? Tjah... jeg vil hellere kalde det den hypotetisk-deduktive metode.
- Falsifikation? Yeah! En teori skal kunne testes, og hvis den ikke kan falsificeres er den kun "midlertidigt bekræftet" (tentatively corroborated)



Karl Popper hadde cigaretrøg, og kom derfor sjældent på sin arbejdsplads på LSE. (de Marchi 1988, p. 33)

Ahh, siger Phillip Morris, "there is always room for doubt!". Selv hvis 10^{100} studier viser, at cigaretter giver kræft, så er det ikke valideret! Vi må forske videre. Måske skyldes kræft noget andet...

sofisme-strategi

medmindre alle mennesker som ryger får kræft, og
medmindre alle kræftformer er hos folk der ryger,
kan rygning ikke skyldes kræft!

Tobaksindustriens grund-syllogisme

ikke alle rygere får kræft
ikke alle former for kræft findes hos rygere
ergo, kræft skyldes ikke rygning

“A demand for scientific proof is always a formula for inaction and delay and usually the first reaction of the guilty ... in fact, scientific proof has never been, is not and should not be the basis for political and legal action” (private note)

“No case against cigarette smoking has ever been made despite millions spent on research ...The longer these tests go on, the better our case becomes.”
(internal memo)

“The most important type of story is that which casts doubt in the cause and effect theory of disease and smoking. Eye-grabbing headlines were needed and “should strongly call out the point – Controversy! Contradiction! Other Factors! Unknowns!” ((internal memo, Hill and Knowlton, 1968)

“Let's face it. We are interested in evidence which we believe denies the allegations that cigarette smoking causes disease.” (internal memo)

“... There is no such thing as conclusive evidence when you are talking about such a vast subject.”

“We don't smoke that s***. We just sell it. We just reserve the right to smoke for the young, the poor, the black and the stupid.”
(RJ Reynolds executive, First Tuesday, ITV 1992)

I: Balancér, politisér og polarisér

Da det i 1994 kom frem at passiv rygning også giver kræft, brugte tobaksindustrien alle kræfter på at diskreditere opdagelsen.

Our plan is to “convert the promulgation process from bureaucratic fiat to political dogfight... Over the next month, if we have anything to do with it, this opposition is going to give the poohbahs at OSHA (Occupational Safety and Health Administration) a taste of what democracy is really like.” (Philip Morris, 1994)

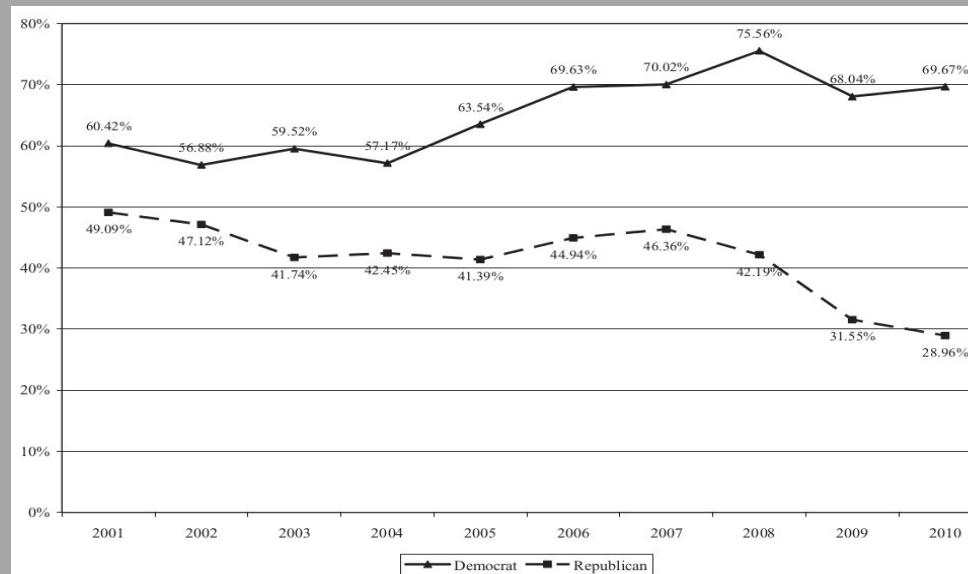
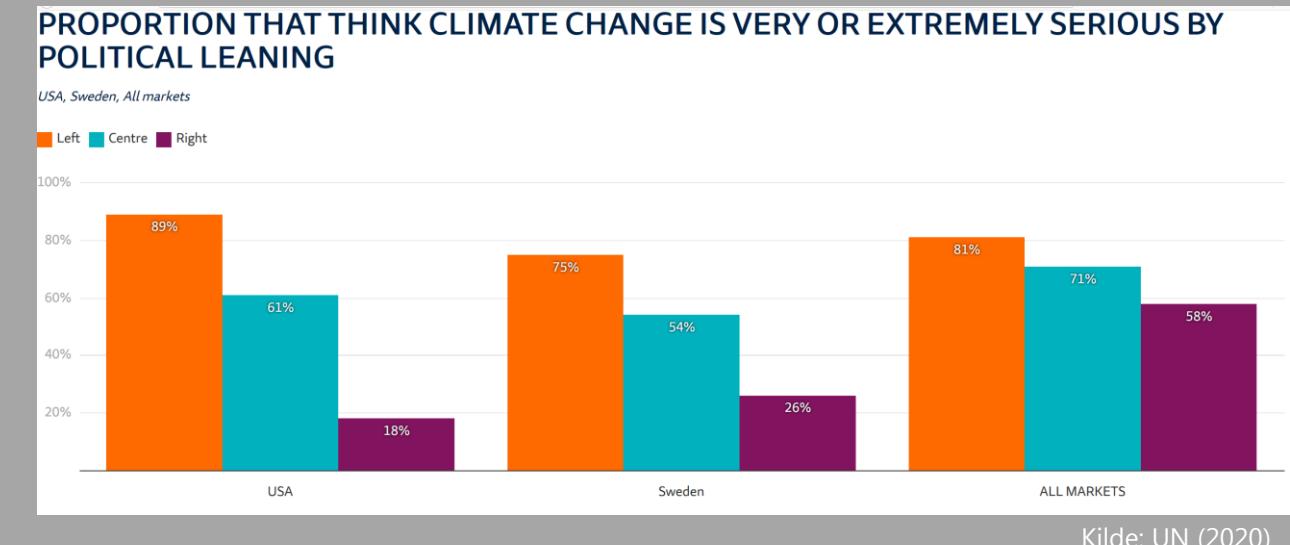


FIGURE 4. Percent of Americans Who Believe the Effects of Global Warming Have Already Begun to Happen from 2001–2010, by Political Ideology and Party Identification.



Kilde: UN (2020)

Russisk eksempel

Internet Research Agency (IRA):

- trolls (> 100 kommentarer/dag)
- 6 facebooksider + 10 twitterkonti per troll
- fik udleveret 5 keywords + emner
- arbejde i teams af 3: 1 villain + 2 kommentatorer der understøtter villain med billeder og citater.
- Lande-kontorer, meme-kontor, og et kontor til udv. af twitterbots der retweeter trollenes tweets.

Taktik:

- 80/20 ratio af mimicry/egne meninger for at undgå at blive opdaget.
- ‘follower fishing’

Formål:

- Udbredelse af ‘bløde fakta’ med multiple og skiftende ‘sandheder’. I aggregatet er effekten en ‘profound suspension of belief’ → epistemisk anarki

Kilder: Dawson and Innes (2019), Pomerantsev, (2017)

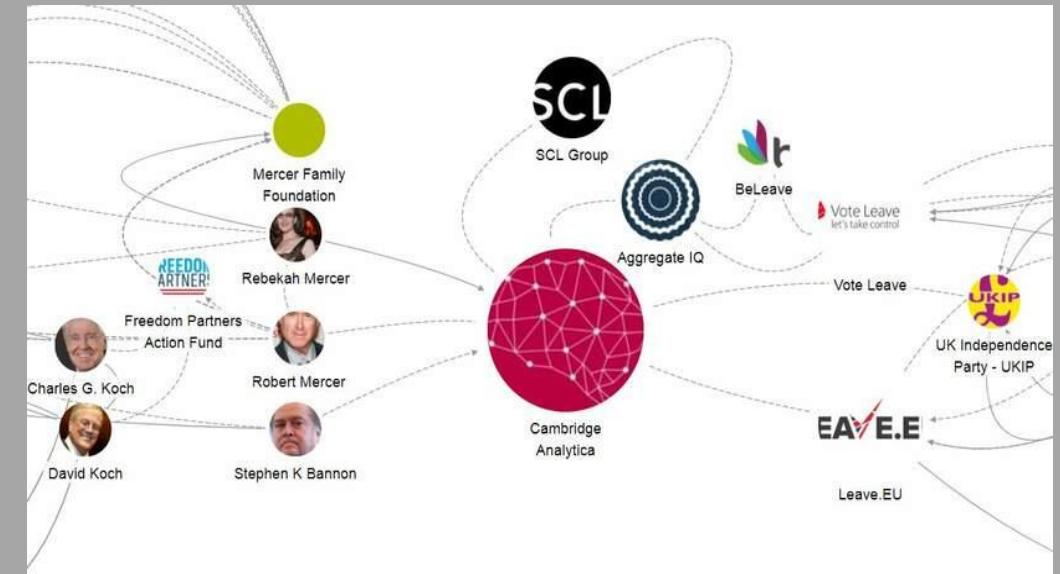
The screenshot shows the homepage of the Strategic Culture Foundation. On the left, there is a sidebar with links to various sections: WORLD, AMERICAS, EUROPE, ASIA-PACIFIC, MIDDLE EAST, AFRICA, SECURITY, WAR AND CONFLICT, ARMS CONTROL, DEFENSE, SOCIETY, BUSINESS, HISTORY, INTERVIEW, INFOGRAPHICS, VIDEOS, CONTRIBUTORS, and ABOUT US. The main content area features a large image of a crowd of people. Above the image, a red banner reads "September 24, 2020" and "FEATURED STORY". Below the image, the headline is "Are You Feeling Safer? 'War of the Worlds' Pits U.S. and Israel Against Everyone Else". To the right of the image is a portrait of Philip Giraldi. Below the image, there is a section titled "Most recent" featuring a photo of Ruth Bader Ginsburg. To the right of the photo, the headline is "The Chickens Have Come Home to Roost" and the date is "September 24, 2020". Below this, there is a brief summary and the author's name, Stephen Karganovic.

The screenshot shows the homepage of PEACE DATA. At the top, there is a navigation bar with links to Home, Politics, International Relations, Human Rights, Armed Conflicts, Corruption, Environment, Protests, and About Us. Below the navigation bar, there is a section titled "PEACE DATA" with a sub-section titled "Human Rights". The "Human Rights" section features a graphic of a blue Twitter bird holding a sign that says "CENSORED". Below the graphic, there is a headline: "Turkey Is Killing the New Guardian of Democracy – Social Media – over a Cultural War". To the right of the graphic, there is another image of a protest or rally. The overall theme of the website appears to be global news and advocacy for human rights and democracy.

Amerikansk eksempel

Cambridge Analytica (CA):

- > 50 mill facebook profiler, > 100 mill fra andre databaser, apps ‘thisisyoudigitallife’ ‘cruz crew’
- database på ca. 230 mill person inkl. forbrugeroplysninger og personlighedprofiler (opdelt i 32 psykologiske typer)
- “persuadables” var dem, som ville være modtagelige for kampagner til at stemme på Trump/Brexit/XX.



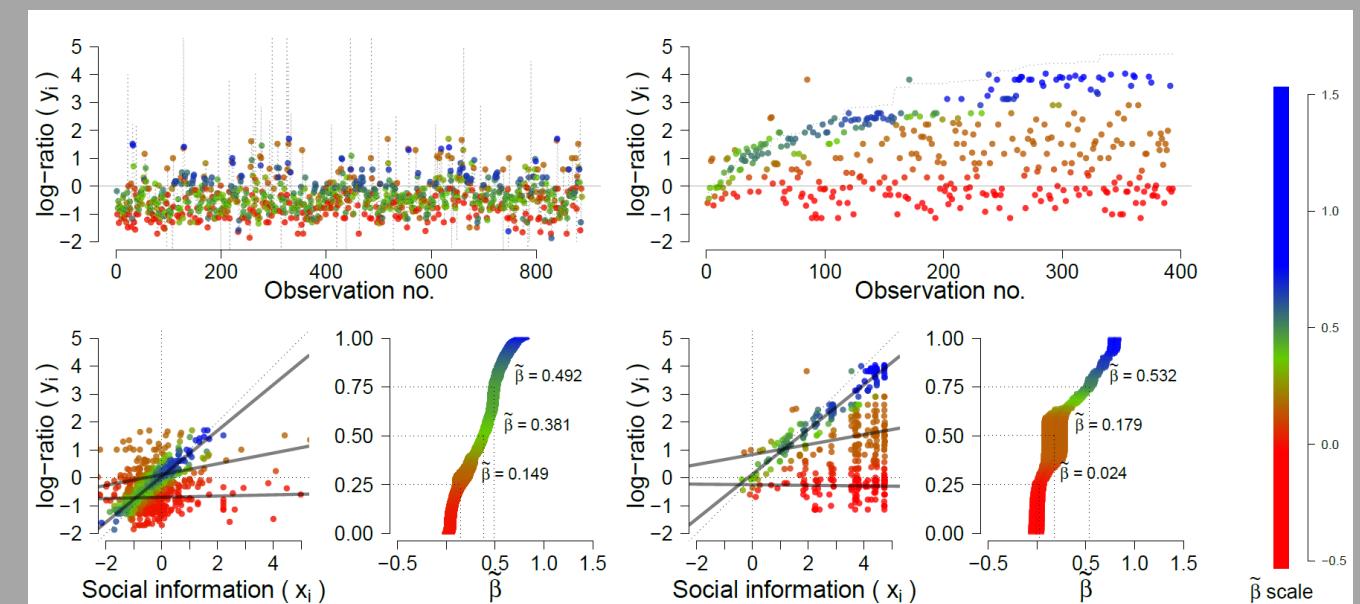
Taktik:

- SVD, honey traps, bribery stings, prostituerede, etc. for at lure modstandere.

Formål:

- Vinde valg, diskreditere politiske modstandere, fremme en konservativ agenda.

Kilder: Hindman (2018), Engelhardt et al. (2020)

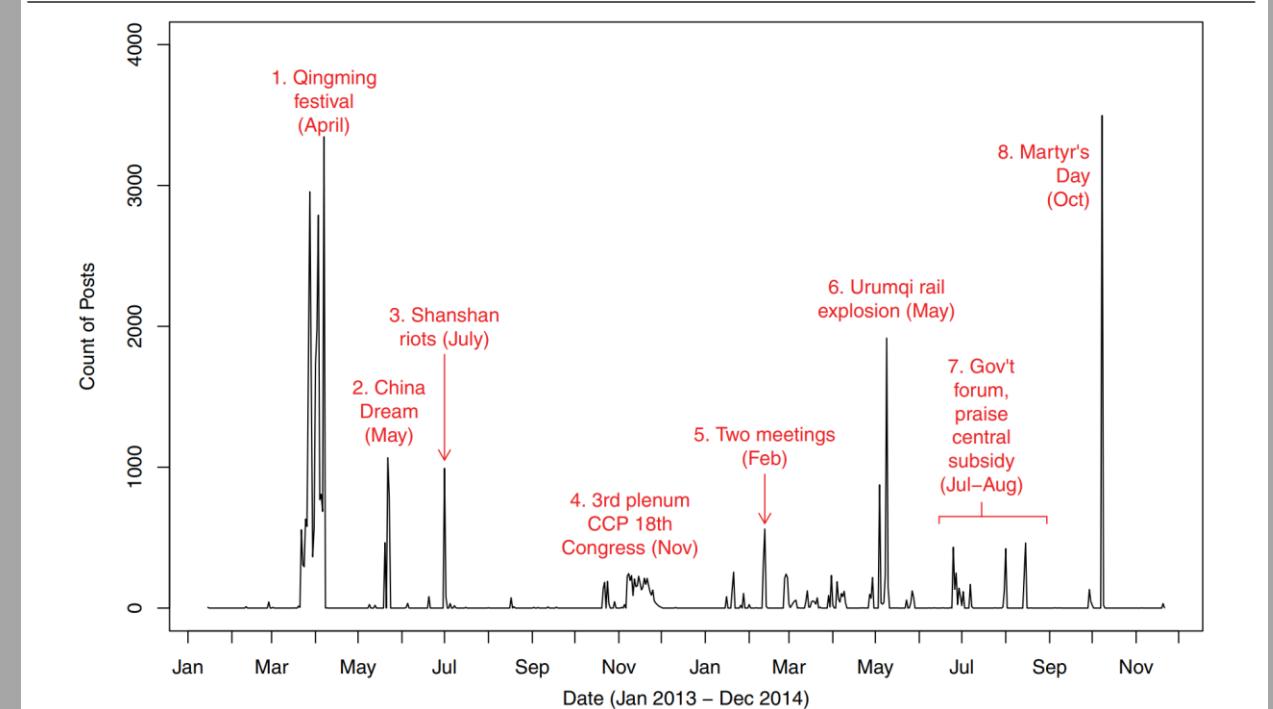


Kinesisk eksempel

Autoritær respons:

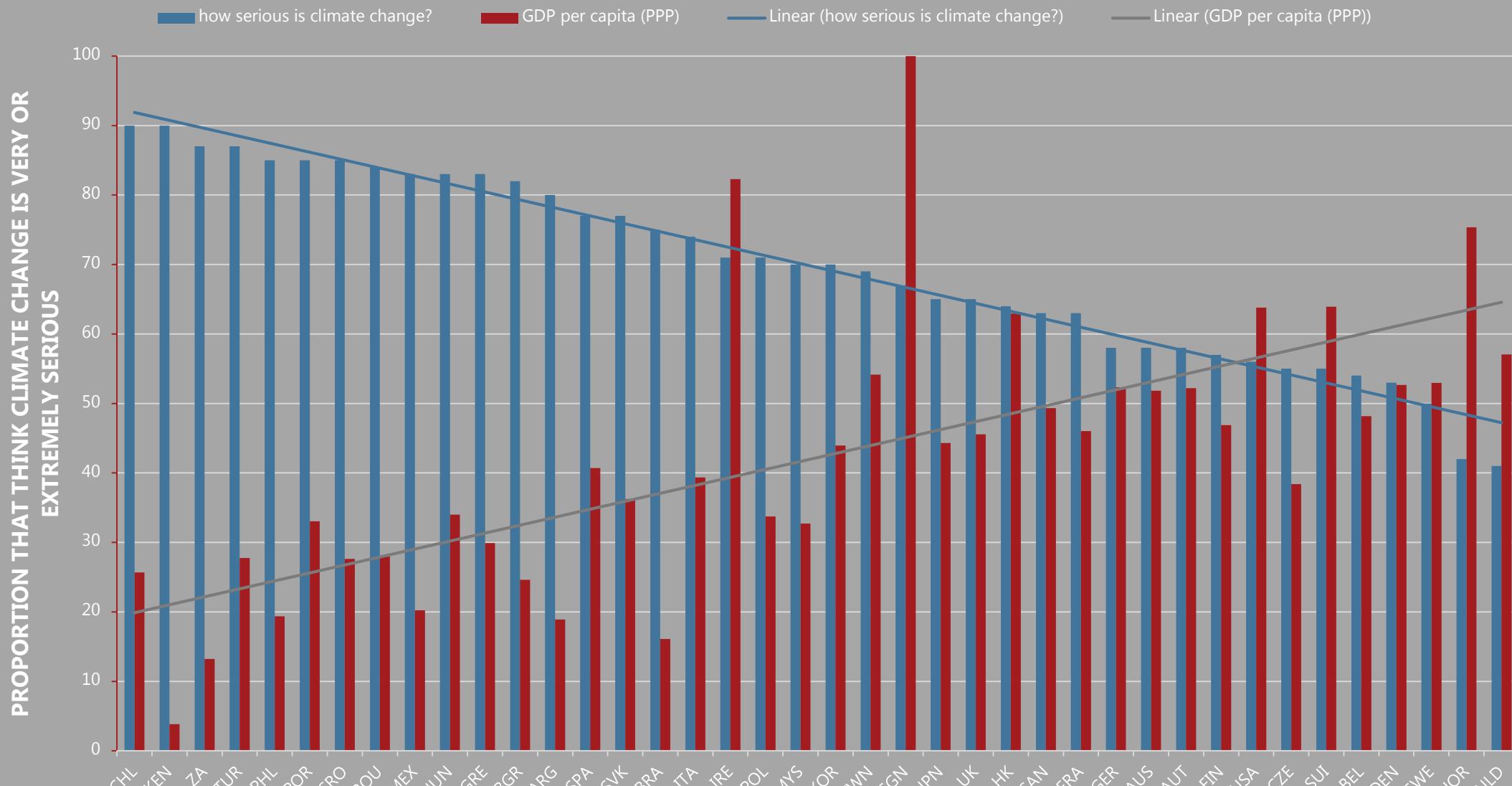
- Kina har det mest gennemførte informationskontrol-regime i verden.
- Undertrykkelsen er politisk motiveret, men der undertrykkes også skadelige ryter og scams.
- Platforme er tvunget til at fjerne statscensureret indhold.
- Fængselsstraffe for disinformation der bliver viralt.
- “50-cent-partiet” består af incognito statsansatte arbejdere, der laver ca. 400 millioner posts om året (sockpuppets).

FIGURE 2. Time Series of 43,757 Known 50c Social Media Posts with Qualitative Summaries of the Content of Volume Bursts



Kilde: King, et al. (2017)

How serious a problem, if at all, do you think climate change is?



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