



Fake News Programming

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Overview of Fake News



1

What is “Fake news”?

They are articles that are intentionally false and has the goal of to mislead and manipulate the people’s perception of facts or events or for profit



2

Facebook Pages are publishing “Fake News”

Right-wing FB pages publish false information 38% of the time
Left-wing FB pages publish false information 20% of the time

The articles are usually based around accusations against people, companies, police, and movements such as BLM, Muslims, or “liberals” or “conservatives”












Fake News Infographics

2,282 posts

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

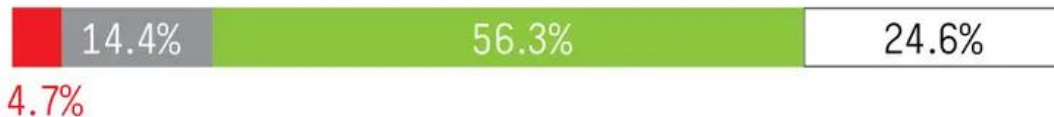
Rating by Category

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

Mainstream



Left



Right

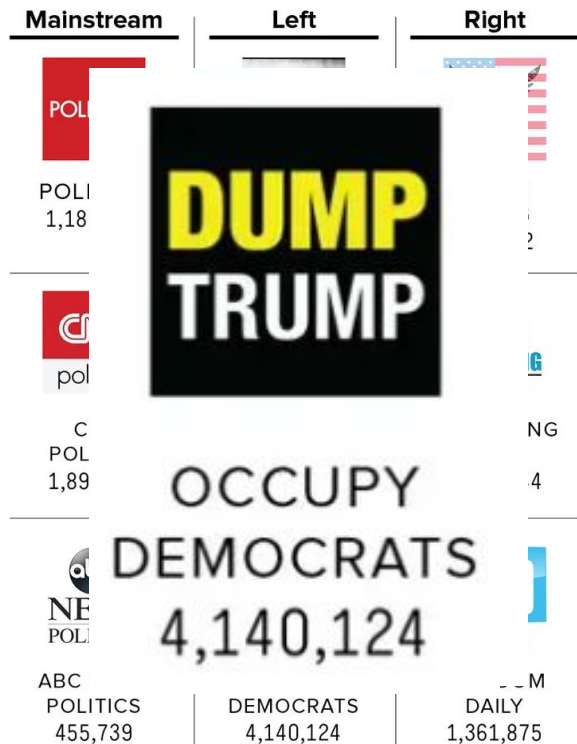


Fake News Infographics

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Pages We Analyzed

FACEBOOK PAGE, AND THE NUMBER OF FANS



Largest page, rated as
least accurate left-wing

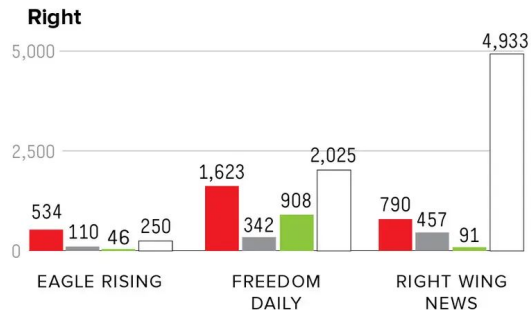
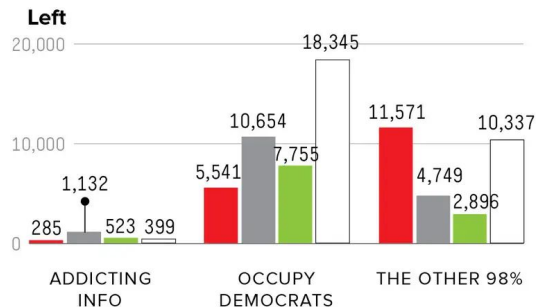
4% false, 16% mix

Highest engagement with a
median of 10k shares

Engagement by Truthfulness

BY MEDIAN SHARES PER POST

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



No Factual Content



Memes

Hear, hear!
Image by Occupy Democrats, LIKE our page for more!

Dear Donald Trump,
Not paying any income taxes
despite being a wealthy man
doesn't "make you smart,"
like you said at the debate.
It makes you a selfish,
unpatriotic crook, and it
should disqualify you
from the presidency.

Signed, the American people

OCCUPY DEMOCRATS

Like Comment Share Embed

Steve Outing, Josh Goldman and 217K others

261,958 shares 11K Comments



Like Comment

11K

8,970 shares

19% of all posts

Often images or
memes that
expressed partisan
opinions

Why Should It Be Addressed?

1



Reliability

Fake news makes it more difficult for people to find accurate information

2



Harmful

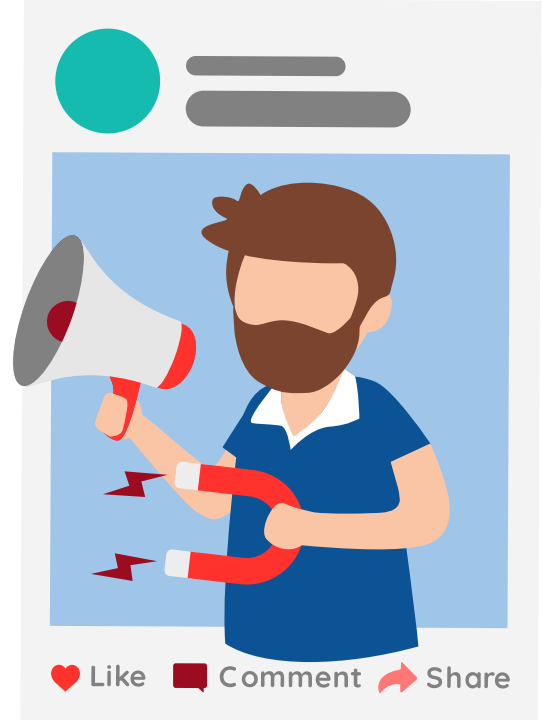
Trusting fake news related to medical treatments may be harmful to health, ex: COVID related news

3



Speed

Fake news spreads faster because of social media



The Results of our Model

```
Initial:  
Left: 19 (19.0%)  
Center: 51 (51.0%)  
Right: 30 (30.0%)
```

```
False: 8 (8.0%)  
Mixed: 26 (26.0%)  
True: 66 (66.0%)
```

```
Ending:  
Left: 293303 (86.9%)  
Center: 4947 (1.5%)  
Right: 39180 (11.6%)
```

```
False: 38710 (11.5%)  
Mixed: 142168 (42.1%)  
True: 156552 (46.4%)
```

```
Initial:  
Left: 20 (20.0%)  
Center: 37 (37.0%)  
Right: 43 (43.0%)
```

```
False: 6 (6.0%)  
Mixed: 38 (38.0%)  
True: 56 (56.0%)
```

```
Ending:  
Left: 308740 (83.8%)  
Center: 3589 (1.0%)  
Right: 56158 (15.2%)
```

```
False: 21967 (6.0%)  
Mixed: 205069 (55.7%)  
True: 141451 (38.4%)
```

```
Initial:  
Left: 18 (18.0%)  
Center: 52 (52.0%)  
Right: 30 (30.0%)
```

```
False: 3 (3.0%)  
Mixed: 22 (22.0%)  
True: 75 (75.0%)
```

```
Ending:  
Left: 277866 (86.3%)  
Center: 5044 (1.6%)  
Right: 39180 (12.2%)
```

```
False: 18049 (5.6%)  
Mixed: 111100 (34.5%)  
True: 192941 (59.9%)
```

https://replit.com/@TaylorGrant_Kn1/fall-2022-ethics-work-tgrantknight#final_project/fake_news.py

Possible Solutions to Fake News

