**Script Stefano**

Good morning, we are Stefano Ivancich and Marco Zanetti.

**Outline**

Today, we are going to talk about the problem of Fake News on Social Networks, and a possible solution that uses Artificial Intelligence.

**The Problem 1**

* Fake news is defined as a false or misleading information presented as a news. It often has the aim of damaging the reputation of a person or entity or making money through advertising revenue.
* They have a deep Psychological base since they leverage human emotions to manipulate people beliefs.
* This is not a recent year’s phenomenon, but fake news are broadly used especially in politics at least since the elections of Cicerone in 64 before Christ.
* And probably they are going to be used in the future.

**The Problem 2**

Some important the facts:

* Fake News on Social Networks **spread very rapidly**, with a peak in the first 2 hours.
* There is a strong economical and political interest in their use. (For example in the recent years we have seen Cambridge Analytica, Trump elections, Russian Ads,…)
* Manual techniques such as debunking and fact checking websites are very slow, not applicable on a large scale.
* Social Network **create bubbles that make people isolate** themselves in their beliefs and prejudices that can be easily manipulated.
* The average person doesn’t have the time, want, resources or intellectual abilities to verify the sources and study deeply a topic.
* Basically, the average person take each statement they read as true.

These facts together highlight the need for an **automatic** system for detecting Fake News in Social Networks.