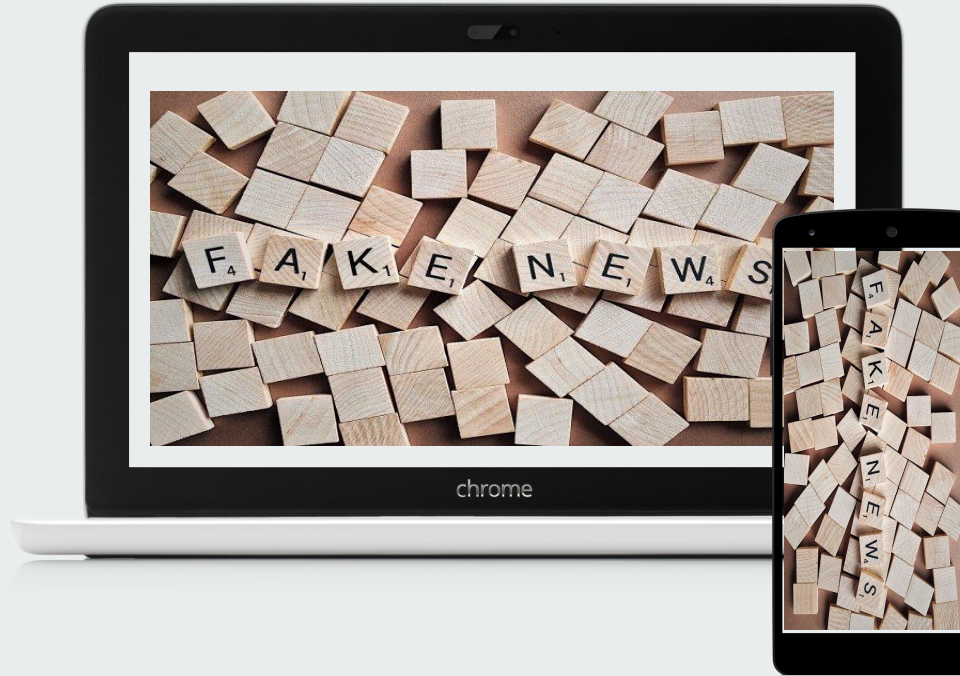# Online Disinformation

SEI 2021/22

Yohannis Kifle Telila

Outline

What is Online misinformation?

Misinformation vs fake news
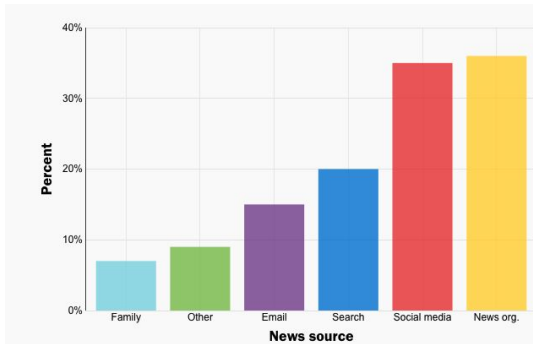
What has been done so far?

What can be done?

End.

What is online misinformation?

- **Information that is false, but not created with the intention of causing harm**
- **Online misinformation is a hot topic.**
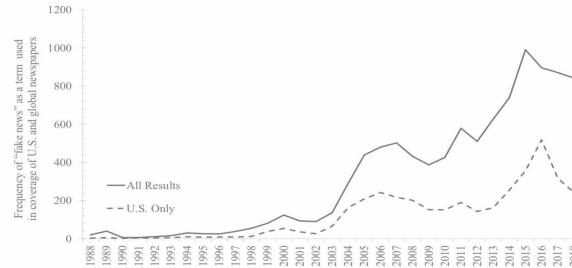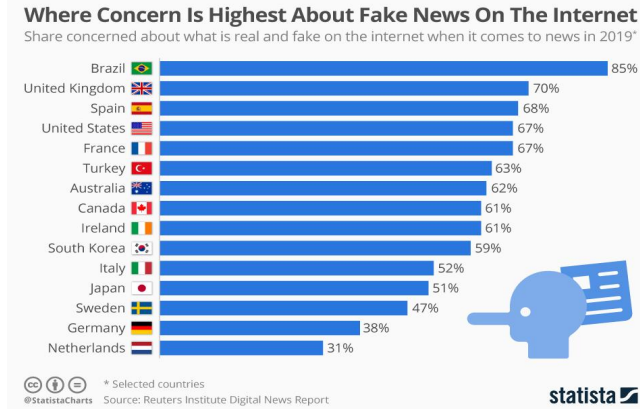

Graph: Main Source of News

Fig. 1. Lexis Nexis appearances of "fake news" in newspaper coverage in the United States and globally show an increase in the yearly frequency with which newspapers have used this specific phrase and have arguably given prominence to its false connotations among audiences.

Where Concern Is Highest About Fake News On The Internet
Share concerned about what is real and fake on the internet when it comes to news in 2019*

Brazil	85%
United Kingdom	70%
Spain	68%
United States	67%
France	67%
Turkey	63%
Australia	62%
Canada	61%
Ireland	61%
South Korea	59%
Italy	52%
Japan	51%
Sweden	47%
Germany	38%
Netherlands	31%

* Selected countries
@StatistaCharts   Source: Reuters Institute Digital News Report

statista

Misinformation vs Fake News?

- **Fake news: News stories that are false: the story itself is fabricated, with no verifiable facts, sources or quotes.**
- **Could be political conspiracy, or target famous people.**

What has been done?

- **Establishing Fact checking teams, big social media companies.**
- **Showing false information lower in Feed.**
- **Using technology to find copies of false information.**
- **Taking action against repeat offenders**
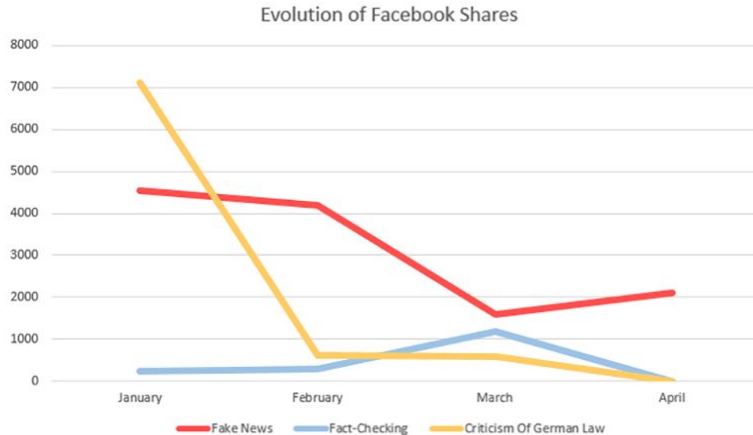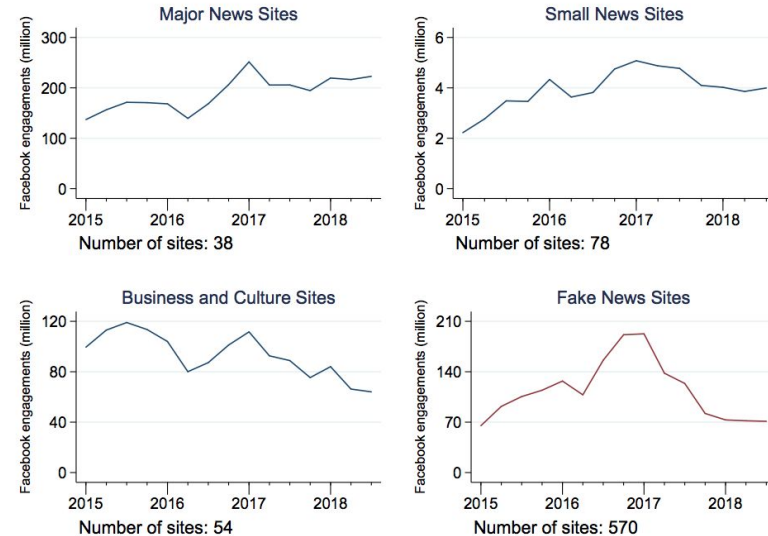
Evolution of Facebook Shares

Figure 1: Engagement on Facebook and Twitter

Panel A: Facebook Engagements

What can be done?

- Fake news is a problem for all. So we all have to solve it.
- Education.
    - We can all learn to be better critical thinkers.
    - What's the underlying source for its information — hearsay?
- Strengthening what's working:
    - Strong social media regulations.
    - Making fact-checking and reporting easy and engaging.
- Making information(TRUE) easily available as possible.

References

Science audiences, misinformation, and fake news

@medium - Fake news

Impact-fake-news-stories-germany

Thank you!