

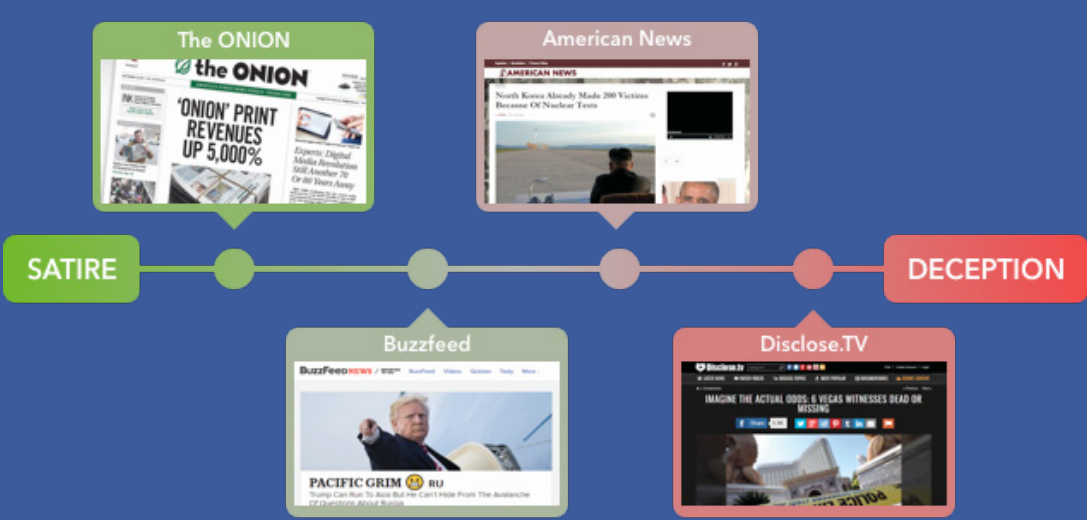
HERE IS THE #1 POSTER IN THE WORLD

Social Media, Fake News and the Disillusion of the Masses

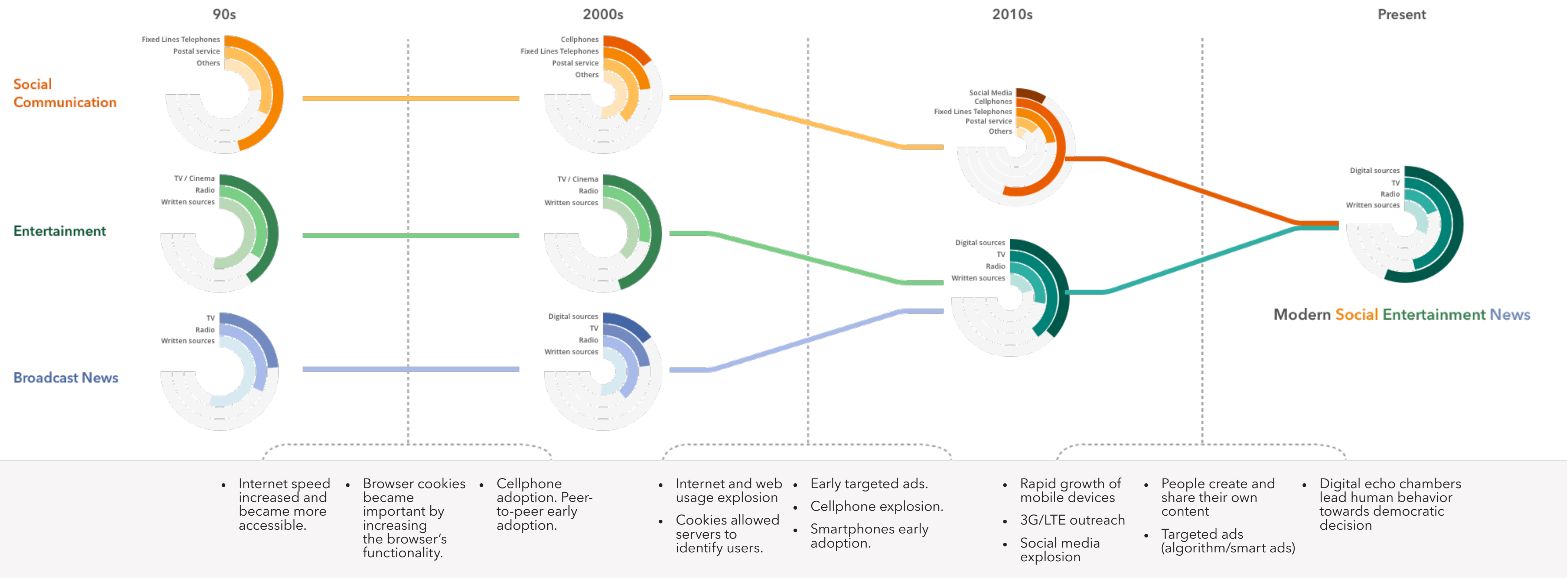
Social networking has become one of the most popular online activities among young people. Unsurprisingly, North America ranks first among regions where social media is highly popular, with a penetration rate of 66%.

In 2006, the Federal Election Commission noted that only 18% of all Americans cited the internet as their leading source of news about the 2004 Presidential election; by contrast, the Pew Research Center found that 65% of Americans identified an internet-based source as their leading source of information for the 2016 election.

(Congress H.R. 40771)

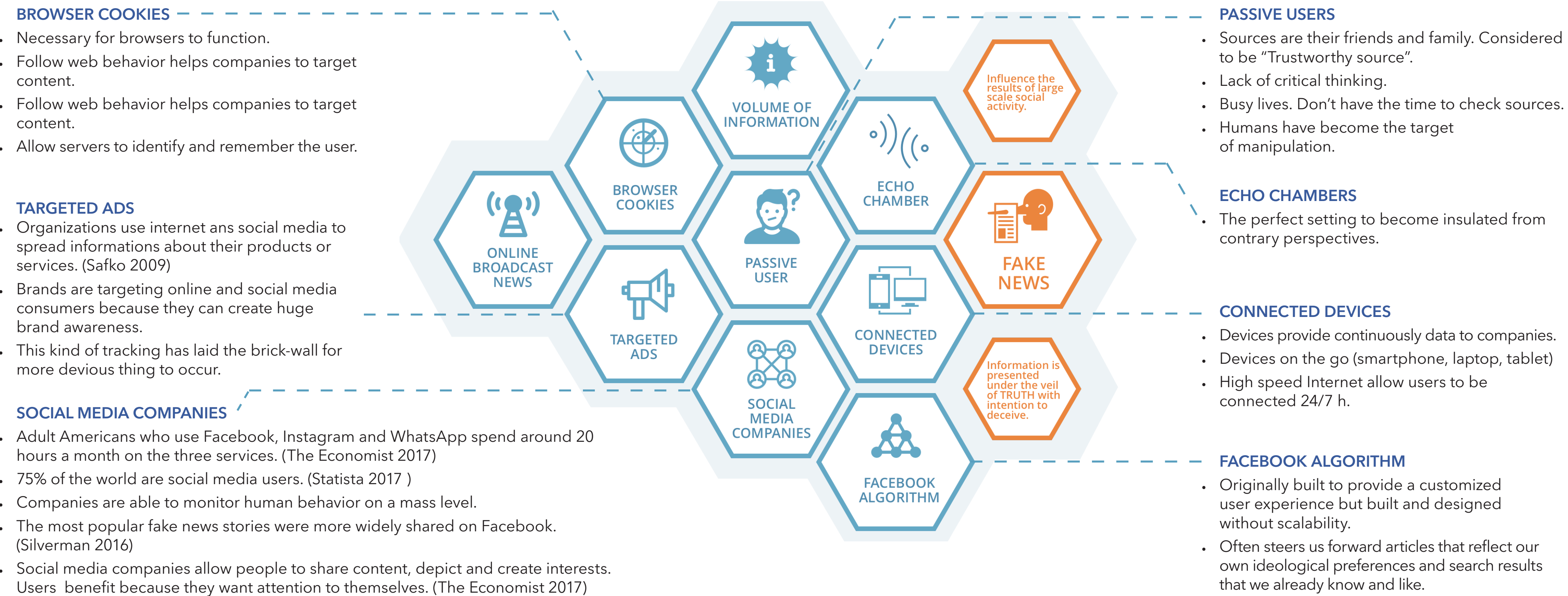


THE EVOLUTION OF MEDIA



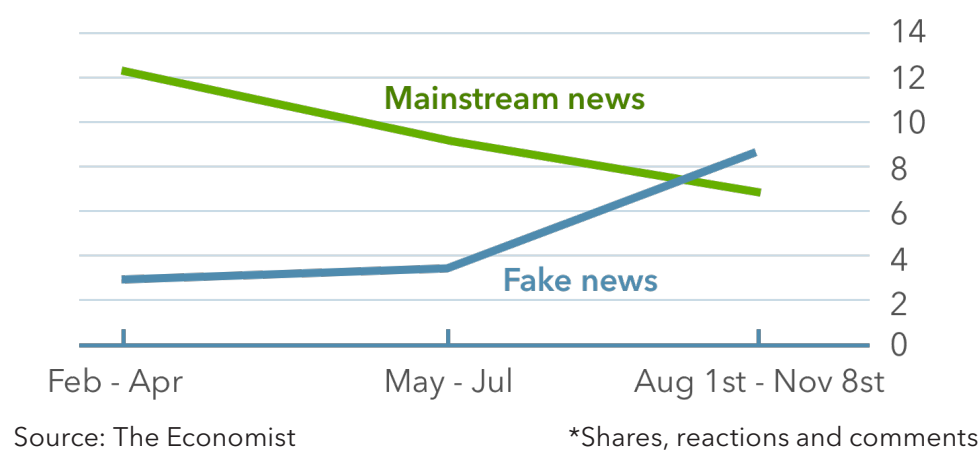
HOW FAKE NEWS IS PROPAGATING

62% of adults get their news on social media. (Gottfried and Shaerer 2016)

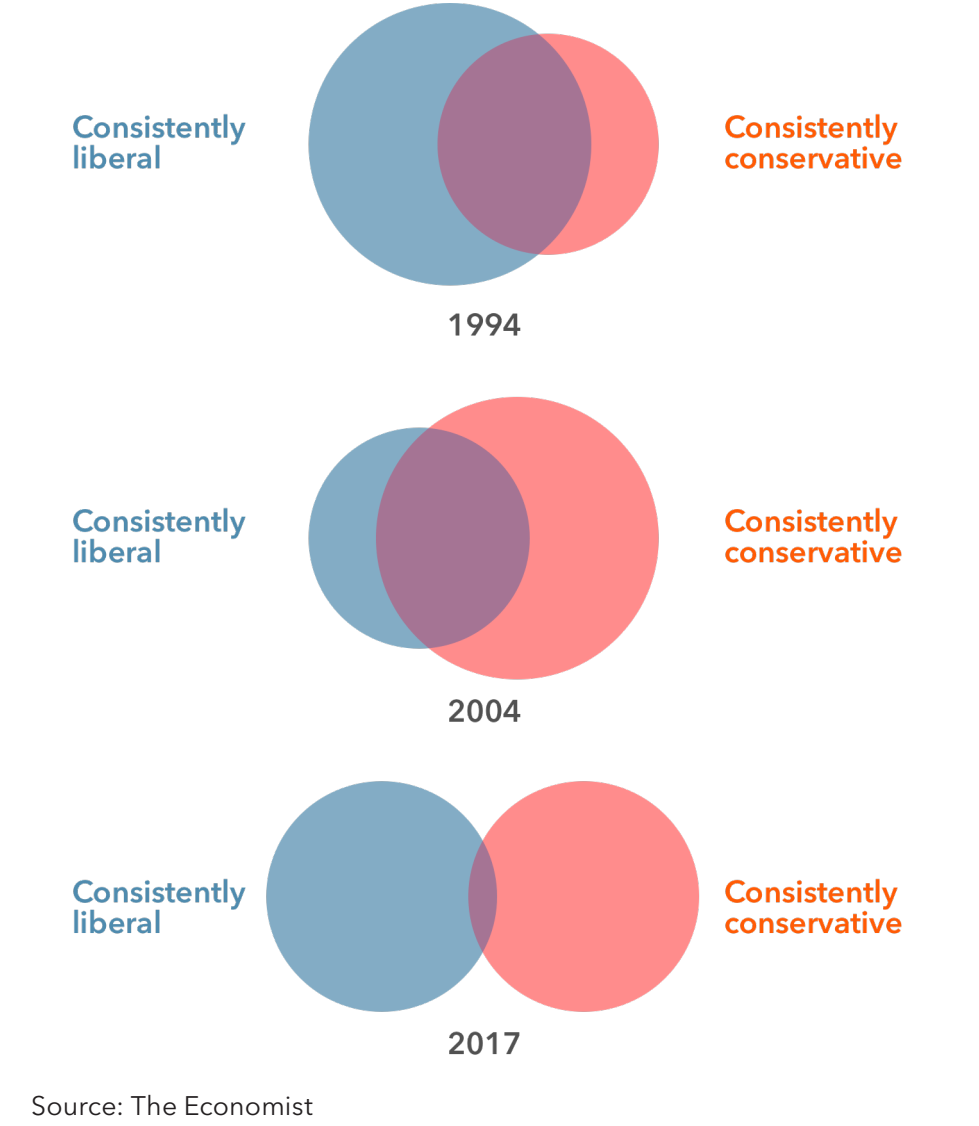


THE CONSEQUENCES OF FAKE NEWS

Total Facebook engagements* for top 20 2016 US election stories



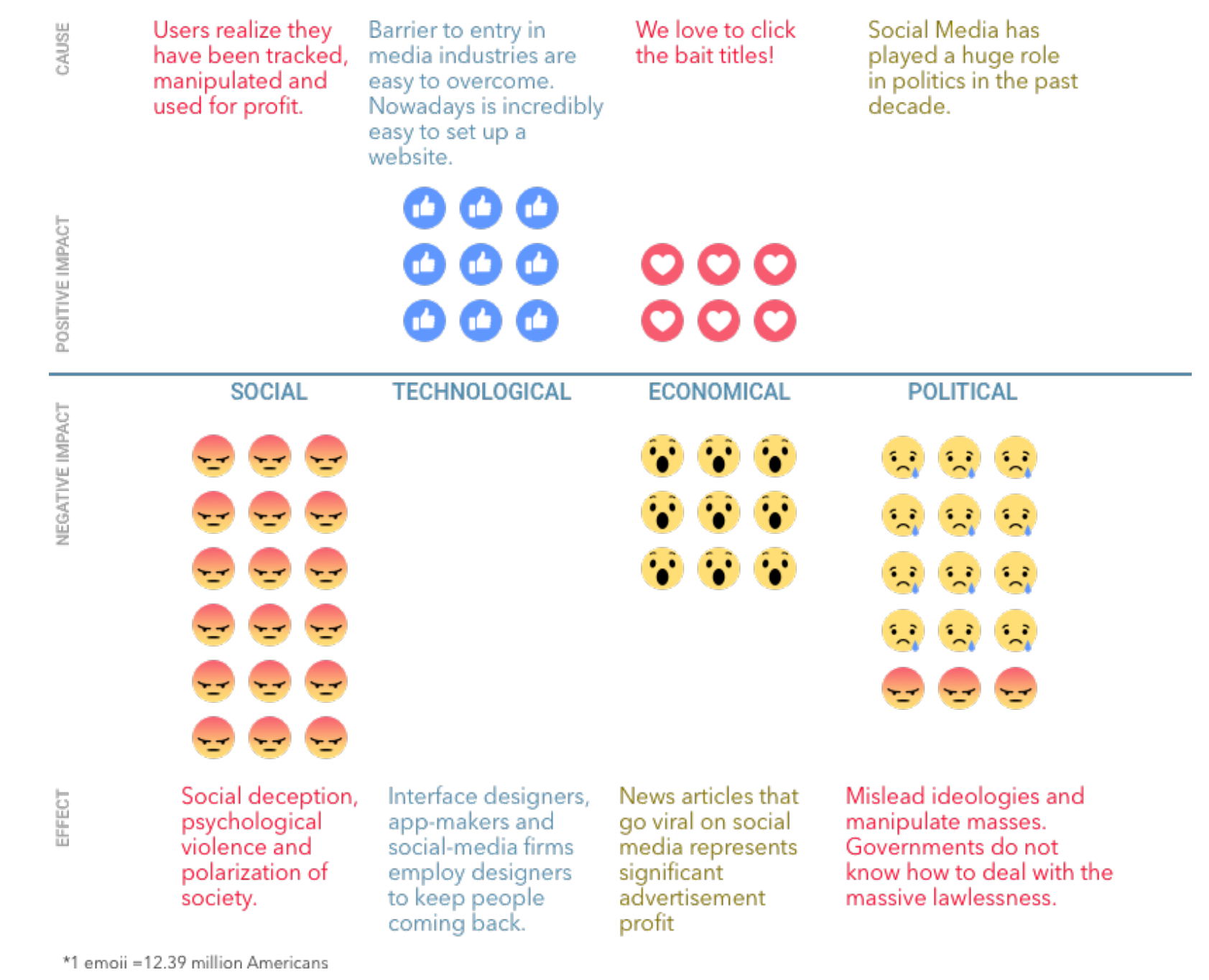
Political attitude by party leaning



2016 ELECTIONS

Fake news was heavily tilted in favor of Donald Trump with 115 pro-Trump fake stories that were shared on Facebook a total of 30 million times, and 41 pro-Clinton fake stories that were shared a total of 7.6 million times. With this in mind, it is a widely held view that Donald Trump would not have been elected president were it not for the influence of fake news.

Source: Stanford University, 2017



TAKE ACTIONS

There is no clear singular avenue for change. It must be a dynamic response that stems from individuals to the companies that produce algorithms that drive content all the way up to government regulations and beyond.

