

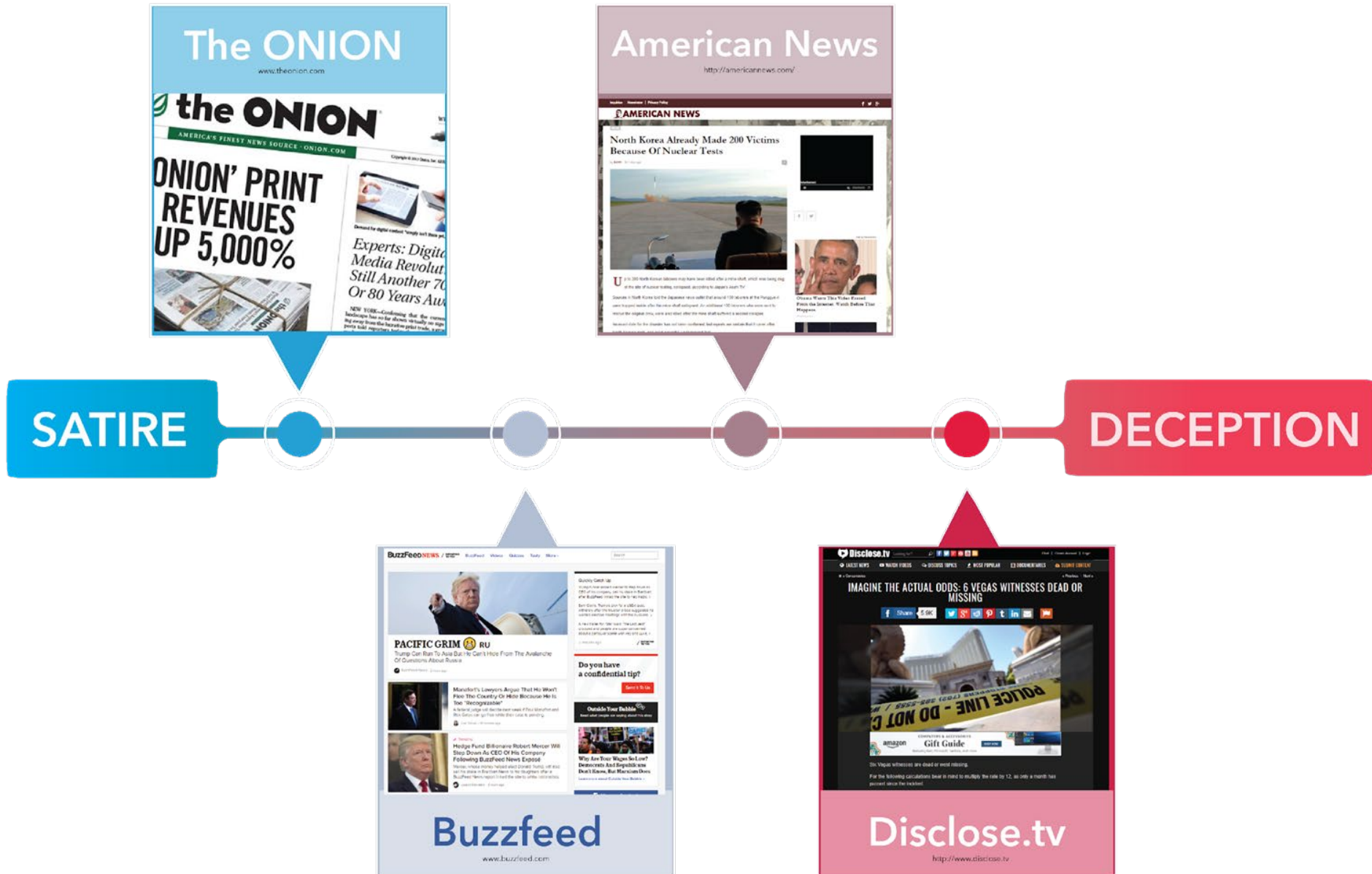
We bring to you...

#1 PRESENTATION IN THE WORLD

‘FAKE-NEWS’ IS THE #1 WORD OF THE YEAR 2017

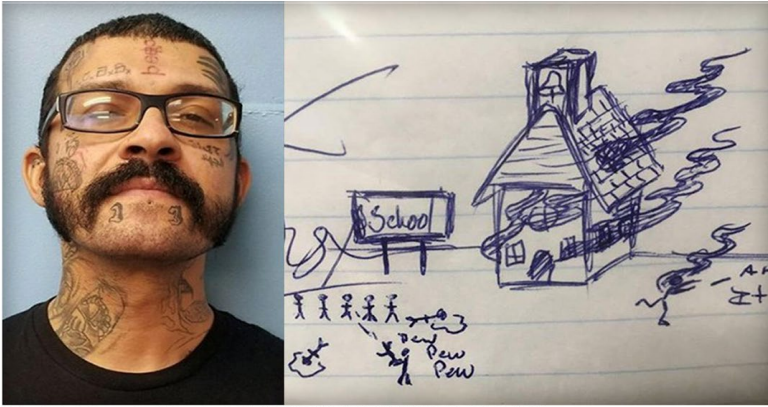
-The Telegraph

What is Fake News?



Which one is fake?

Man arrested for reportedly drawing on child's homework: police



Robert Paul Alexander Edwards / WPEC-TV/GULF COUNTY SHERIFF'S OFFICE

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PORT ST. JOE, Fla. -- A 33-year-old man is facing charges after staff at Port St. Joe Elementary School contacted the school resource deputy about a drawing that showed a school on fire, a person running from the building on fire, and others being shot, authorities say, [CBS affiliate WPEC-TV reports](#).

WORLD NEWS

Saudi Arabia Beheading First Female Robot Citizen Is Fake News



Shawn Rice — November 10, 2017

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Saudi Arabia beheading the first female robot citizen is fake news. There is no truth to a report that the government of Saudi Arabia executed their first female robot citizen. The Saudi legal system is based on

HEADLINE PEOPLE THE BIG STORY TOP NEWS HEALTH SCIENCE VOICES WORLD MORE

Home > PEOPLE > George Soros now wanted man in Russia – as Putin issues international...

George Soros now wanted man in Russia – as Putin issues international arrest warrant

November 21, 2016



George Soros wanted man in Russia – as Putin issues international arrest warrant

George Soros is an enemy of freedom and conservative ideals.

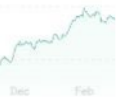
The man is single-handedly responsible for funding many of the most twisted liberal endeavors and has been fighting against things like freedom of speech and the Second Amendment for decades because he knows how valuable they are.

George Soros wanted man in Russia – as Putin issues international arrest warrant

MARKETS

Equities Comm

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SPX S&P 500

IUXX Nasdaq 100

DOWI Dow 30

NIKKI Nikkei 225

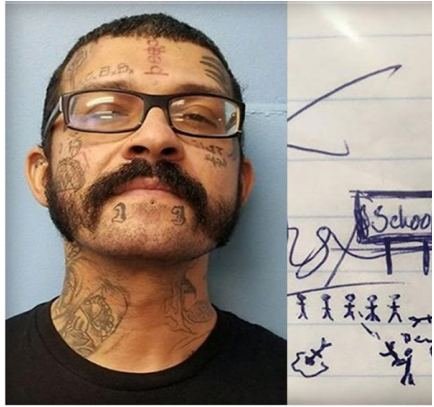
AAPL Apple

GOOG Google

Market Qtr

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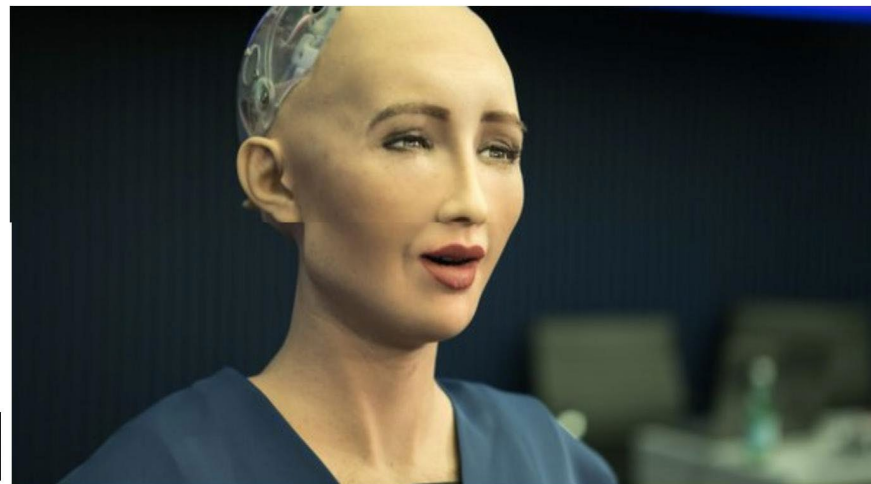


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Fake News

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Fake News

Which of these is real?



Why is it a serious issue?

Social media in numbers



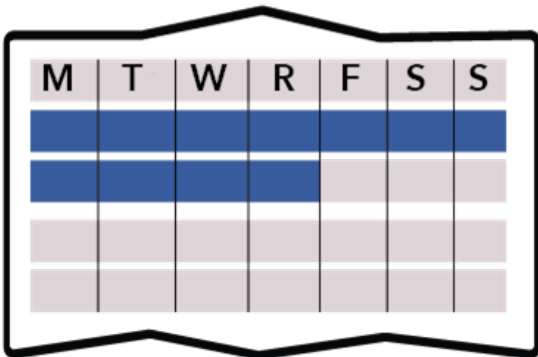
75% of worldwide internet users are also social media users.



In the U.S. social media has a penetration of 66%



65% of U.S. citizens used an internet-based source as their leading source of information for the 2016 election.



The average weekly usage on social media is 6 hrs.

Which means, a regular social media user spends almost 11.5 days a year reading and sharing content.



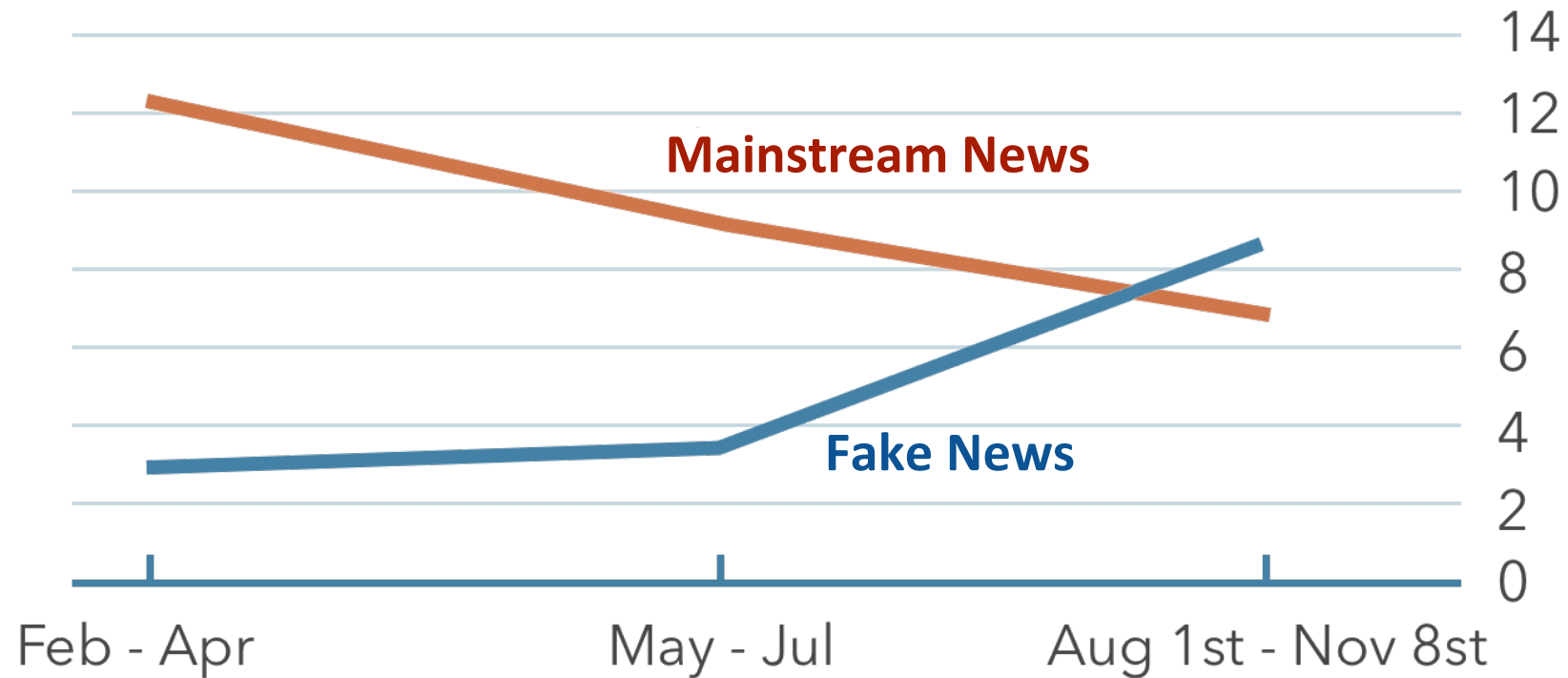
“Pope Francis Shocks World, endorses Donald Trump for President, Releases Statement”

960,000 engagements on Facebook!

-CNBC

With **Facebook** Insights, engagement is defined as post clicks, likes, shares and comments.

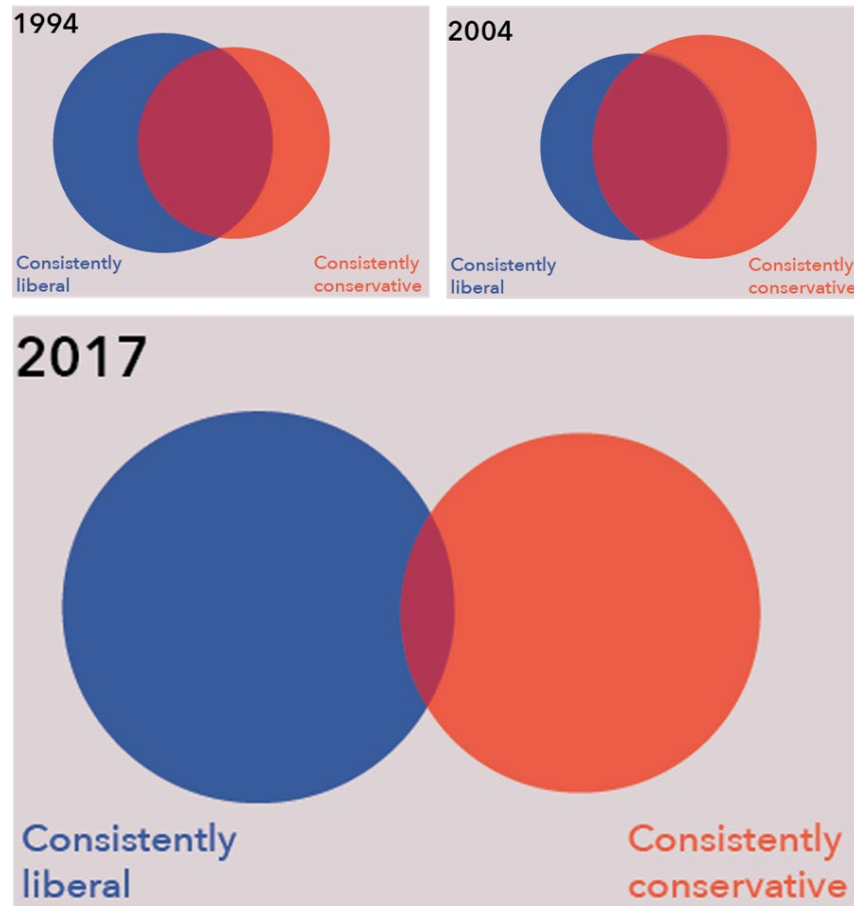
Total Facebook engagement for top 20 election stories in 2016:



Source- The Economist

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Polarization in politics



Political attitudes,
by party leaning

Source: The Economist

Fake news was heavily tilted in favor of Donald Trump during elections.

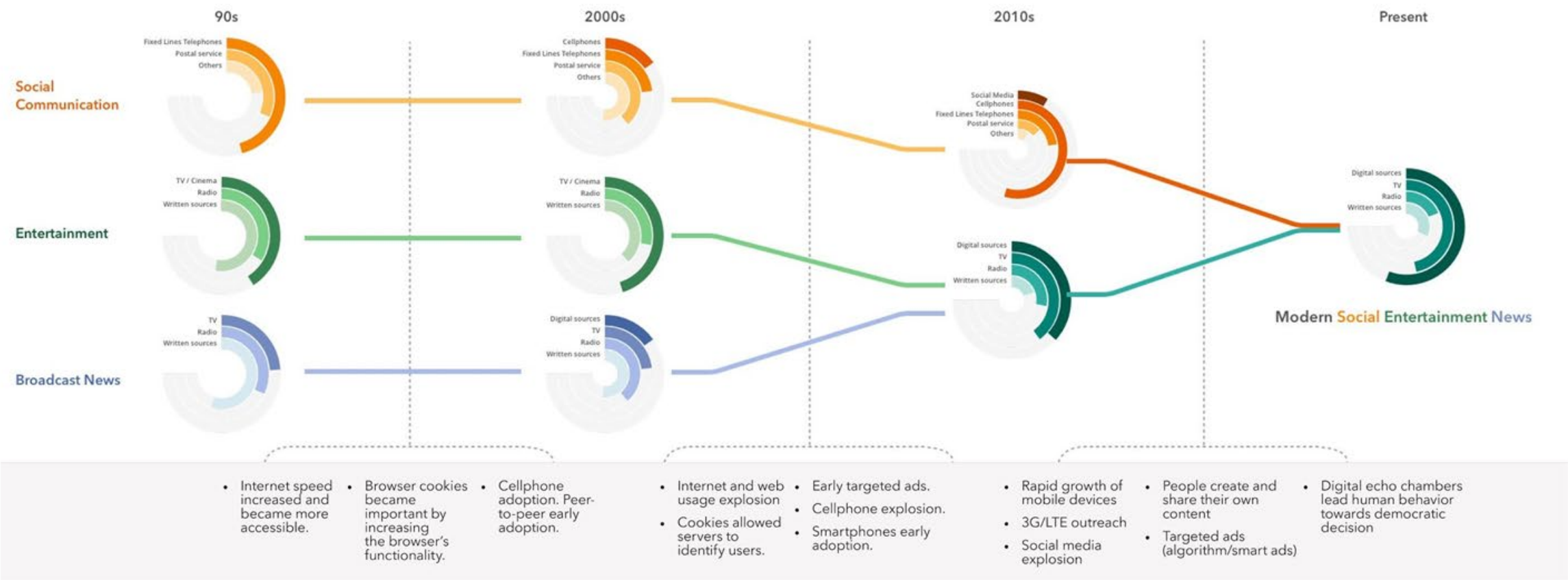
Pro-Trump fake stories were shared 30 million times while pro-Clinton fake stories were shared only 7.6 million times translating to to **more than 760 million engagements** from social media users.

Social media has allowed for staggering engagement from users.

—Social Media and Fake News in the 2016 Election, Stanford University

How did we reach here?

Evolution of Media





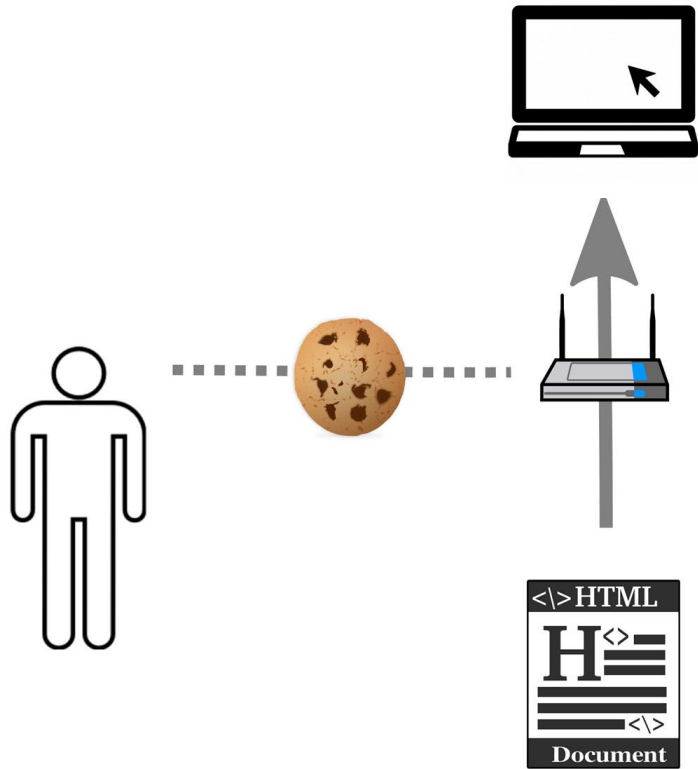
Online Broadcast News on Connected Devices



Creation and sharing content has become easier than ever.

Prominent news sources (BBC, CNN etc.) are using online broadcast actively as a medium to publish news, So it is available across a variety of connected devices.

Cookies and Targeted Content

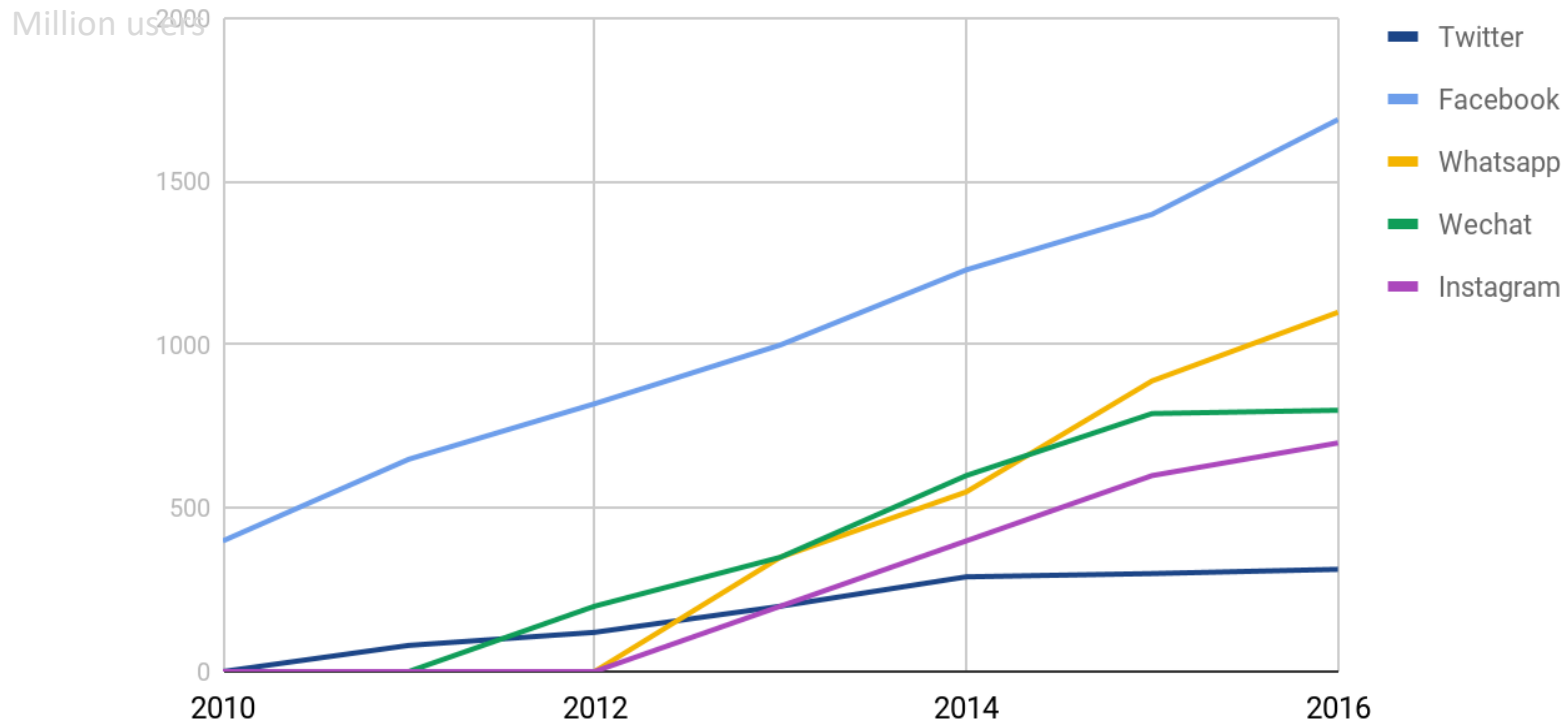


Online cookies are used to track user's online behavior and liking.

Content is targeted to the users according to their past behavior.

This leads to...

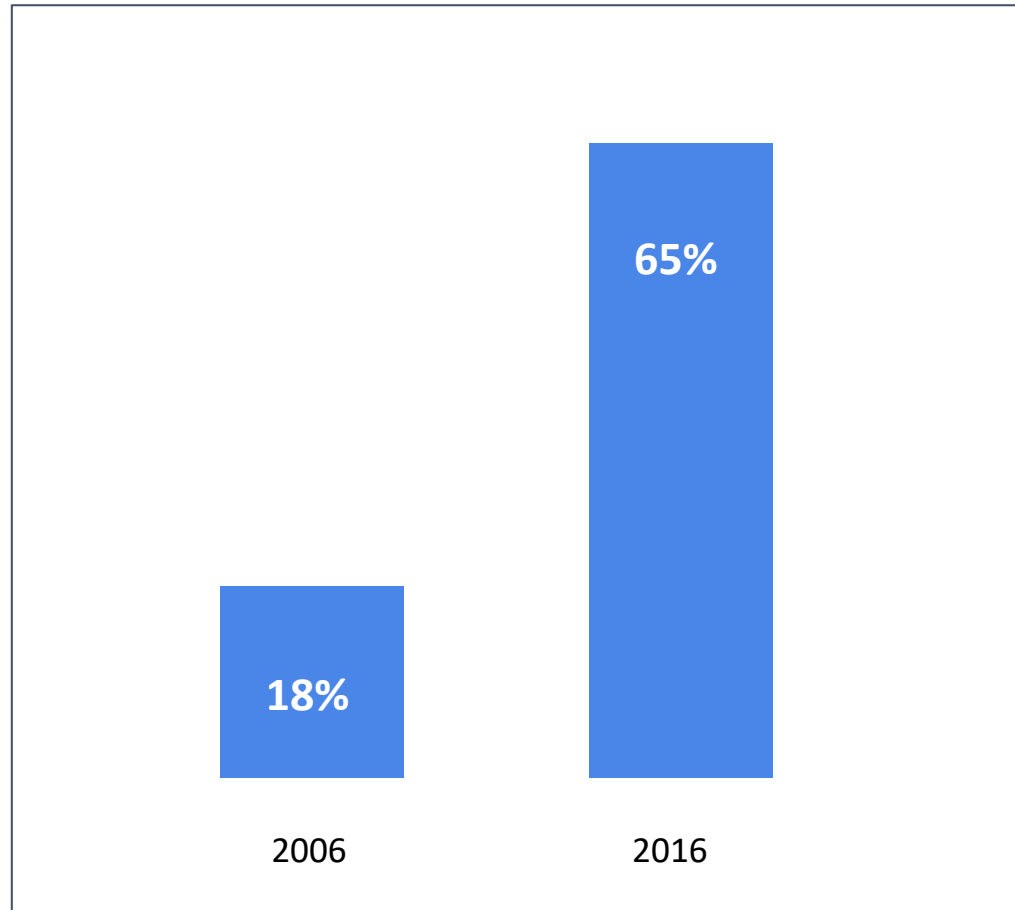
Rise of Social Media



With the volume of people increasing their use of the internet from in 2016, active Facebook users per month reached 1.8 billion and Twitter's approached 400 million. The level of engagement is staggering compared to older media channels.

-Statista 2017

Social Media Takeover



65% of adults get their news predominantly from social media compared to 18% in 2006.

—Congress H.R. 4077

Content overload



Difficulty of understanding issues and effectively making decisions when one has too much **information.**

**Various sources of information
like different social media -
Facebook, Twitter, Whatsapp**

Interaction with multiple connected devices.

Passive Users

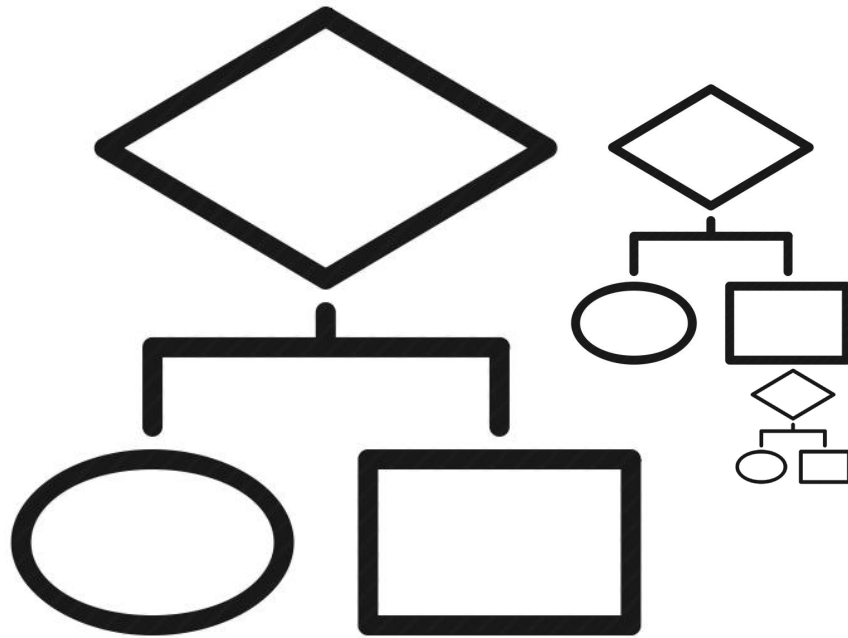


Sources are their friends, relatives and echo-chambers.

They trust the sources, are busy in their lives, so don't fact-check often.

Users become easy manipulative target.

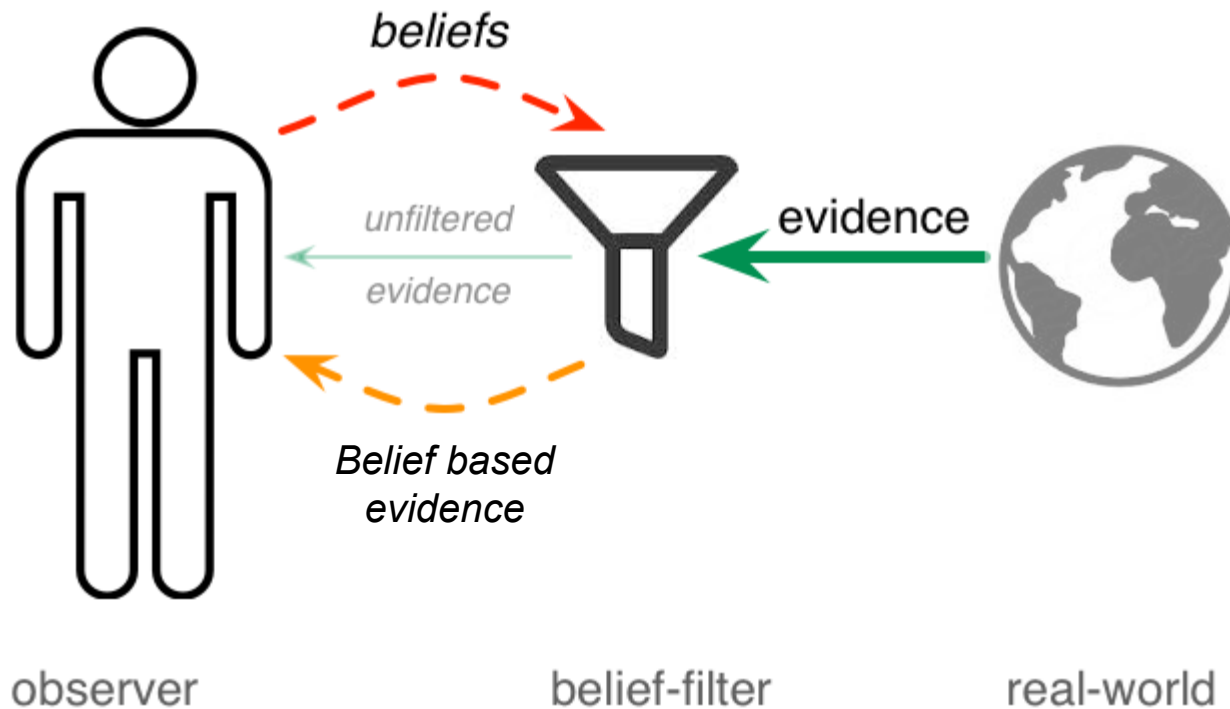
Facebook Algorithm



Originally built to provide a customized user experience

Often steers us forward articles that reflect our own ideological preferences

Echo-Chambers



Also called Filter Bubbles

Group of people sharing same opinion, beliefs and liking.

Perfect setting to become isolated from contrary perspectives.

<http://weblog.tetradian.com/2015/07/06/services-and-disservices-3-the-echo-chamber/>

Rise of Social Media: Four Pillars



Easy & fast
Communication



Collaboration



Spread
Information



Entertainment



Rise of Social Media: Four Pillars



Easy & fast
to spread
(Information)



Collaboration
Echo-Chambers





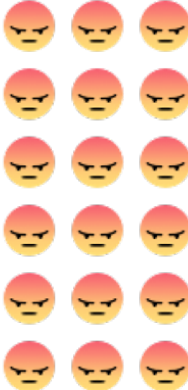
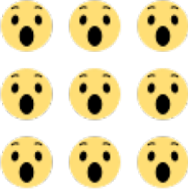
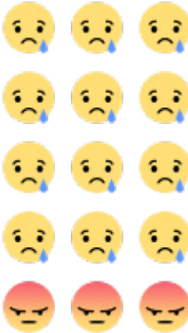
Spread
Mis-Information



Entertainment



Consequences

CAUSE	Users realize they have been tracked, manipulated and used for profit.	Barrier to entry in media industries are easy to overcome. Nowadays is incredibly easy to set up a website.	We love to click the bait titles!	Social Media has played a huge role in politics in the past decade.
POSITIVE IMPACT				
	SOCIAL	TECHNOLOGICAL	ECONOMICAL	POLITICAL
NEGATIVE IMPACT				
EFFECT	Social deception, psychological violence and polarization of society.	Interface designers, app-makers and social-media firms employ designers to keep people coming back.	News articles that go viral on social media represents significant advertisement profit	Mislead ideologies and manipulate masses. Governments do not know how to deal with the massive lawlessness.

*1 emoji = 12.39 million Americans

Consumers who mistake a fake outlet for a legitimate one have **less-accurate beliefs;**

For example, **less-accurate beliefs may reduce positive social externalities** which could **undermine the ability of the democratic process** to select high-quality candidates.

Consumers may also become more skeptical of legitimate news producers, to the extent that they become hard to distinguish from fake news producers.

A reduced demand for high-precision, objective reporting **will reduce the incentives to invest in truthful and reliable content.**

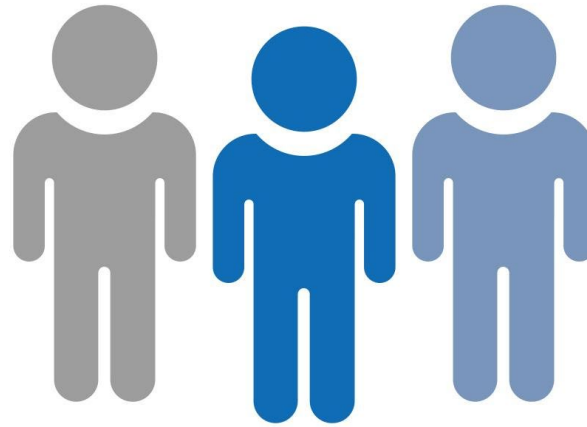
Take aways

Individual



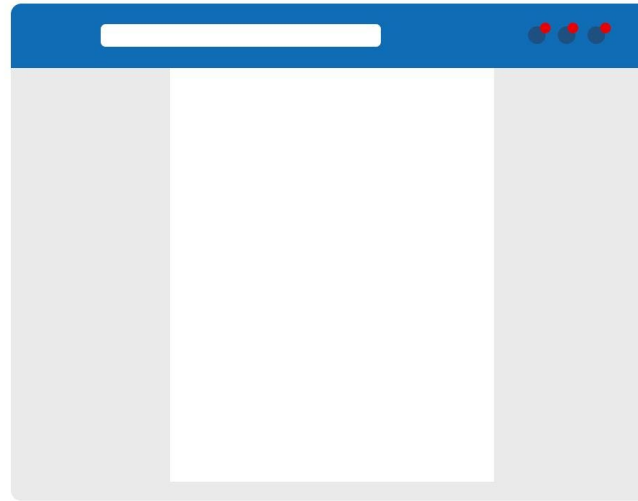
Be more responsible and conscious while creating consuming and sharing information.

Collective



Develop strategies that allow us to understand patterns of fake news and protect our community values

Providers



Increase transparency of the source and circulation of the content to reinforce trust of its users.

Government and law enforcement



Protect people from digital threats by framing regulations that direct social media companies to take actions on fake news

35 MINUTES VIDEO ABOUT BENEFITS OF FAKE NEWS

THAT WAS FAKE!

THANK YOU :))