

TED演讲者: Olga Yurkova | Olga Yurkova

演讲标题: Inside the fight against Russia's fake news empire | 打击俄罗斯假新闻帝国的真相

内容概要: When facts are false, decisions are wrong, says editor and TED Fellow Olga Yurkova. To stop the spread of fake news, she and a group of journalists launched StopFake.org, which exposes biased or inaccurate reporting in order to rebuild the trust we've lost in our journalists, leaders and institutions. Learn more about the fight against misinformation as well as two critical ways we can ensure we're not reading (or sharing) fake news.

当事实是假的, 决策就是错的, 身为编辑和 TED 成员的 Olga Yurkova 说了这样的一句话。为了停止假新闻的传播, 她和一组记者发起了 StopFake.org 网站。这个网站揭示了充满偏见和不准确的报道, 以重建我们对新闻、领导以及机构所失去的信心。在这场演讲中, 让我们了解更多关于对误报以及两种确保我们不再阅读和分享假新闻的途径。

www.XiYuSoft.com

锡育软件

2014, July 5, the **Ukrainian** army entered Sloviansk city in eastern **Ukraine**.

2014年7月5日, 乌克兰的军队进入了东乌克兰的斯拉维扬斯科市。[00:13]

They gathered all the locals in Lenin Square.

他们在当地的列宁广场聚集了大量群众。[00:21]

Then, they organized the public **crucifixion** of the son of a pro-Russia **militant**.

随后,他们组织了在公共场合下的十字架绞刑, 对象是一位支持俄罗斯的激进组织的儿子。[00:25]

He was only three years old.

他才只有三岁。[00:33]

Refugee Galina Pyshnyak told this story to Russia's First TV channel.

难民 Galina Pyshnyak 把这个故事 告诉给了俄罗斯的第一电视频道。[00:36]

In fact, this incident never happened.

而事实上这件事从未发生。[00:42]

I visited Sloviansk.

我曾经拜访过斯拉维扬斯科市。[00:46]

There is no Lenin Square.

那里没有列宁广场。[00:48]

In reality, Galina's husband was an active pro-Russia militant in Donbass.

事实上, Galina 的丈夫在 Donbass 是一个活跃的亲俄激进分子。[00:51]

This is just one of many examples.

这只是很多例子中的一个。[00:57]

Ukraine has been suffering from Russian **propaganda** and fake news for four years now, but Russia is not the only player in this space.

乌克兰已经被俄罗斯宣传和假新闻折磨了 四年。不过俄罗斯并不是这个方面唯一的玩家。[01:01]

Fake news is happening all around the world.

假新闻在全世界都在发生。[01:11]

Ukrainian: adj.乌克兰的;乌克兰人的/n.乌克兰人;乌克兰语 **Ukraine:** n.乌克兰(原苏联一加盟共和国,现已独立) **crucifixion:** n.刑罚;苦难 **militant:** adj.好战的/n.富有战斗性的人;好斗者;激进分子 **In reality:** 实际上;事实上 **propaganda:** n.宣传; 传道总会

We all know about fake news.

我们都知道假新闻,[01:15]

We see it and read it all the time.

我们时时刻刻都能看到它和读到它。[01:17]

But the thing about fake news is that we don't always know what is fake and what is real, but we base our decisions on facts we get from the press and social media.

但是关于假新闻的问题在于 我们并不总是能知道它们是真的还是假的, 但是我们通过我们从媒体 以及社交软件获得的事实来做决策。[01:20]

When facts are false, decisions are wrong.

当事实是假的时候, 决策也就是错误的。[01:33]

A lot of people stop believing anyone at all and this is even more dangerous.

很多的人不再相信任何人, 而这是更危险的。[01:38]

They easily become prey to **populists** in elections, or even **take up** arms.

他们很容易成为民粹主义者在选举中的猎物, 甚至会拿起武器。[01:44]

Fake news is not only bad for **journalism**.

假新闻不止对新闻业不利,[01:51]

It's a threat for democracy and society.

它同时对民主和社会造成威胁。[01:54]

Four years ago, **unmarked** soldiers entered the **Crimean Peninsula**, and at the same time, Russian media was going crazy with fake news about Ukraine.

四年以前,没有任何标记的士兵 进入了克里米亚半岛。 同时, 俄罗斯媒体疯狂地散播关于乌克兰的假新闻。[01:58]

So a group of **journalists**, including me, started a website to investigate this fake news.

所以一群记者,包括我, 建立了一个网站去调查假新闻。[02:12]

populists: n.平民主义者;民粹派;平民论者/adj.民粹主义的(等于populistic);平民主义的;平民主义者的 **take up:** 拿起;开始从事;占据(时间,地方) **journalism:** n.新闻业;新闻工作;报章杂志 **unmarked:** adj.无记号的;未被注意的 **Crimean:** adj.克里米亚半岛的 **Peninsula:** n.半岛 **journalists:** n.新闻记者(journalist的复数)

We called it StopFake.

我们给这个网站起的名字是“停止假新闻”。[02:19]

The idea was simple: take a piece of news, check it with **verifiable** proof like photos, videos and other strong evidence.

我们的想法很简单, 取一则新闻,查一下有没有 可以支撑这条新闻的的证据, 像照片,视频和其他明确的证据。[02:22]

If it turns out to be fake, we put it on our website.

如果结果是假的, 我们就把这条新闻放在我们的网站上。[02:31]

Now, StopFake is an **informational** hub which analyzes

所以,“停止假新闻”是一个信息中心, 它分析所有

propaganda in all its phases .	阶段的宣传。[02:36]
We have 11 language versions, we have millions of views, We have taught more than 10,000 people how to distinguish true from false.	我们有11个语言版本,几百万的关注者。我们已经教了一万多人 如何辨别真假。[02:44]
And we teach fact checkers all around the world.	我们教的检验真相的人来自世界各地。[02:55]
StopFake has uncovered more than 1,000 fakes about Ukraine.	“停止假新闻”已经揭露了 超过1000条关于乌克兰的假新闻。[03:00]
We've identified 18 narratives created using this fake news, such as Ukraine is a fascist state, a failed state, a state run by a junta who came to power as a result of a coup d'état .	我们确定了十八个 用假新闻制造的主题。比如乌克兰是一个法西斯国家,一个失败的国家,一个由政变上台的军事政府所统治的国家。[03:06]
verifiable : adj.可证实的;能作证的;可检验的 informational : adj.情报的;报告的;新闻的 phases : n.阶段,时期(phase的复数形式)/v.逐步实行(phase的三单形式) distinguish : vt.区分; 辨别; 使杰出, 使表现突出/vi.区别, 区分; 辨别 uncovered : adj.无覆盖物的;[保险]未保险的;无盖的/v.揭露(uncover的过去分词);脱帽致敬;移去覆盖物 fakes : n.赝品;云母板状岩;假冒商品(fake的复数)/v.伪装;假装(fake的三单形式) narratives : n.叙述,故事;叙述的手法(narrative复数) fascist : n.法西斯主义者;法西斯党员/adj.法西斯主义的,法西斯党的 junta : n.团体,派别 as a result : 结果 coup : n.政变;妙计;出乎意料的行为;砰然的一击/vt.使...颠倒;使...倾斜/vi.推倒;倾斜;溢出	
We proved that it's not bad journalism; it's a deliberate act of misinformation .	我们证明那些不是粗制滥造的新闻, 而是故意制造的错误信息。[03:23]
Fake news is a powerful weapon in information warfare , but there is something we can do about it.	假新闻在信息战中是一个很有力的武器, 但是我们对它也不是什么都不能做。[03:29]
We all have smartphones .	我们都有智能手机,[03:36]
When we see something interesting, it's often automatic.	当我们看到一些有趣的事情时, 一般我们都会自动的[03:38]
We just click and pass it along.	点击并分享给他人。[03:42]
But how can you not be a part of fake news?	但是你怎么能不成为假新闻的一部分呢? [03:45]
First, if it's too dramatic, too emotional , too clickbait, then it's very likely that it isn't true.	第一,如果这个新闻太戏剧化, 太情感化,看上去像是骗点击的, 那它很有可能就不是真的。[03:48]
The truth is boring sometimes.	真实的东西常常很平淡。[04:00]
(Laughter) Manipulations are always sexy.	(大笑) 操纵了的东西总是很有吸引力的。[04:02]
They are designed to captivate you.	它们就是设计出来迷惑你的。[04:06]
Do your research.	你应该做一下研究。[04:09]
This is the second point, very simple.	第二点,非常简单,[04:11]
Look at other sites.	看一下其它网站,[04:14]
misinformation : n.误报;错误的消息 warfare : n.战争; 冲突 smartphones : 智能手机(smartphone的复数) emotional : adj.情绪的; 易激动的; 感动人的 Manipulations : n.操作(manipulation的复数);处理 captivate : vt.迷住,迷惑	
Check out alternative news sources.	看看其它可以替代的新闻资源。[04:16]
Google names, addresses, license plates, experts and offers.	谷歌一下名字,地址, 牌照,专家和提供的内容。[04:18]
Don't just believe, check.	不要只是相信,要查一下。[04:24]
It's the only way to stop this culture of fake news.	这是唯一停止假新闻文化的办法。[04:26]
This information warfare is not only about fake news.	这个信息战不只是针对假新闻。[04:31]
Our society depends on trust : trust in our institutions, in science, trust in our leaders, trust in our news outlets .	我们的社会建立在相互信任之上; 信任政府机构, 信任科学, 信任我们的领导, 信任我们的新闻来源。[04:34]
And it's on us to find a way to rebuild trust, because fake news destroys it.	而我们有责任来想办法重新建立信任。 假新闻摧毁了这些信任,[04:47]
So ask yourself, what have you lost your faith in?	所以我们要问问自己, 你对什么失去了信心? [04:55]
www.XiYuSoft.com	锡育软件
Where has trust been ruined for you?	你的信心在哪里被摧毁了? [05:00]
And what are you going to do about it?	你又将会为之做什么呢? [05:04]
Thank you.	谢谢。[05:07]
(Applause)	(鼓掌) [05:09]
on trust : 不加深究地,不加考察地;不凭证据 trust in : vt.信任;依靠;存放 outlets : n.出路;销售点;排水口;批发商点(outlet的复数形式) ruined : adj.毁灭的;荒废的/v.毁灭(ruin的变形)	

Warning:本文是由<锡育看电影学英语软件>生成导出, 请用于个人学习, 不要用于商业用途。

否则, 导致的一切法律后果, 均由您个人承担, 锡育软件概不负责。
