

Media Working Group



for
ISOC Benin



Agenda

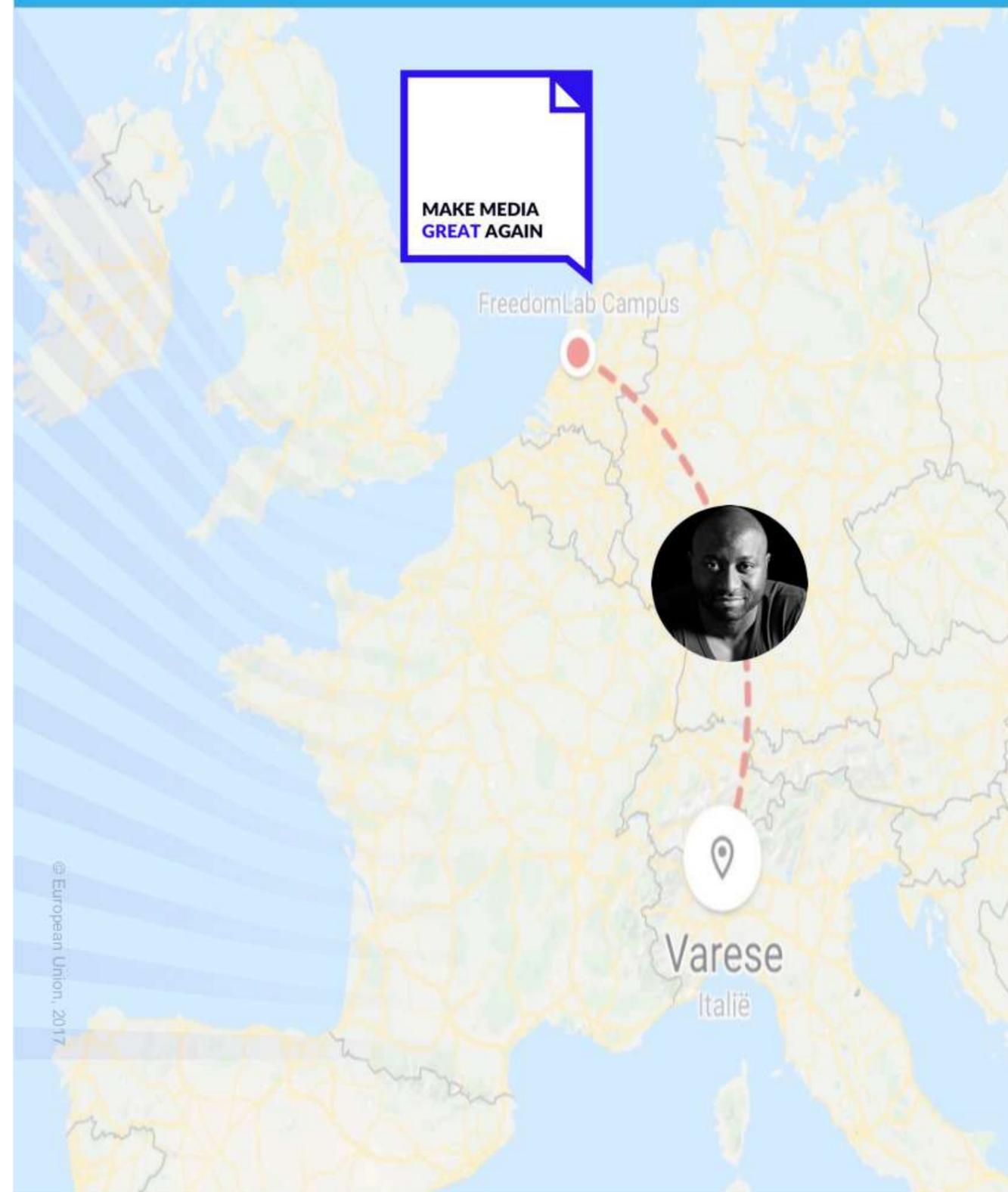
Tackling the DISinfo Phenomenon: From Understanding Its Causes to Implementing Strategies to Cope with and Prevent It

Palace Grand Hotel, Varese
9-10 December 2019

The European Commission's
science and knowledge service

Joint Research Centre

Joint
Research
Centre



**>social entrepreneur (Telecommunications,
Media & Technology; TMT)**

**>over 25 years of purebred networking
experience**

**> since 2004 founder of business incubator
Entelligence bv**

>pre-seed funding

>(valorisation)mentoring

**> coaching start-ups (Online Media, ICT &
automation, Health & Life Long Learning)**

> more info & connect:

<https://bit.ly/profile-rubenbrave-pdf>



ISOC Media Working Group

<http://bit.ly/ISOC-Media-Working-Group>

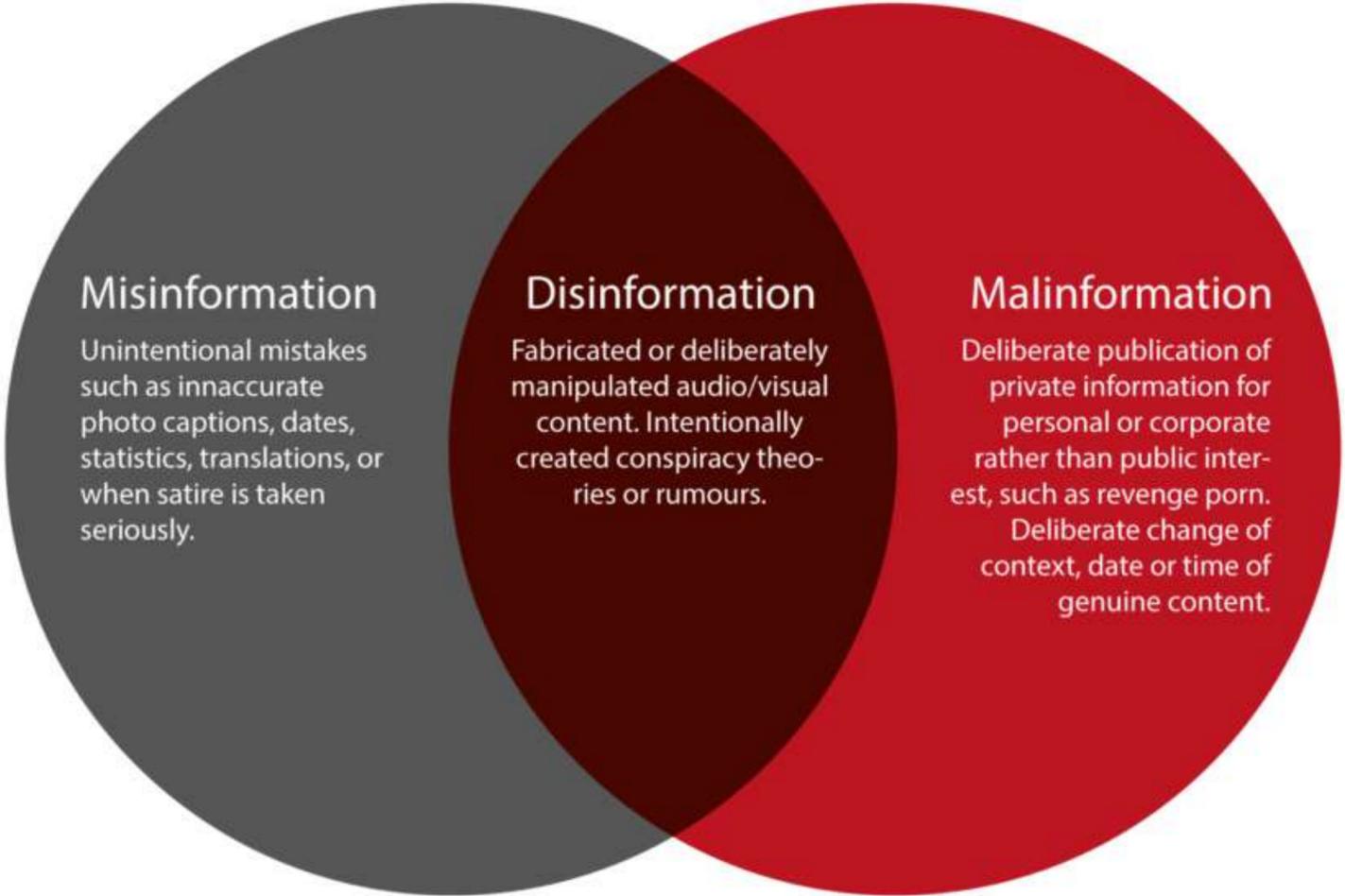
"The ISOC Media Working Group is intended to provide tools, methods, principles and voice to innovation concerning online media quality control, participatory journalism and combat strategies to counter mis-, dis- and malinformation, to make content on the internet and digital domain more verifiable and inclusive for everyone."

We make a distinction within fake news

TYPES OF INFORMATION DISORDER

FALSENESS

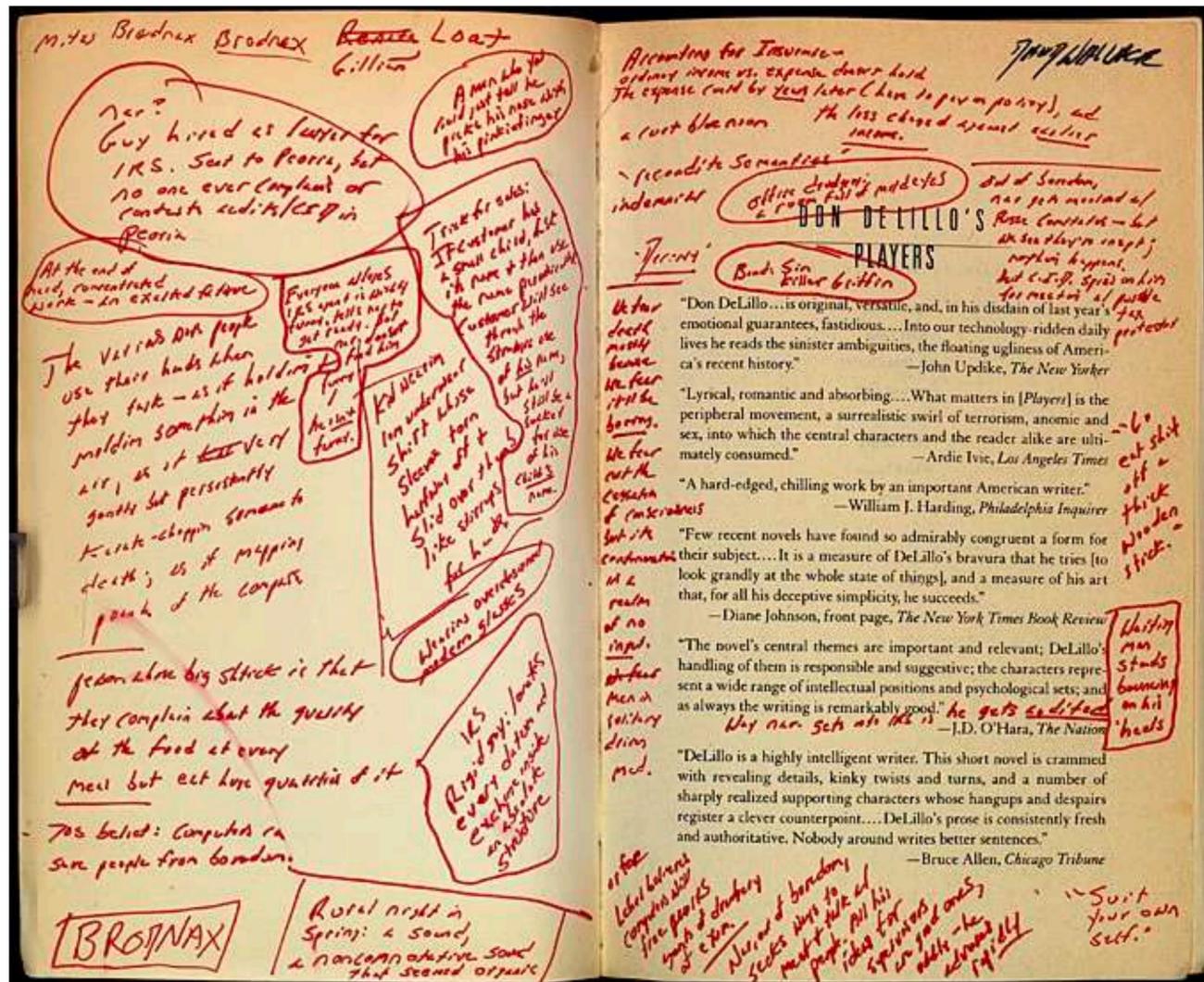
INTENT TO HARM



Scientific research
Internet tools
ISOC Community

**How to improve
online information?**

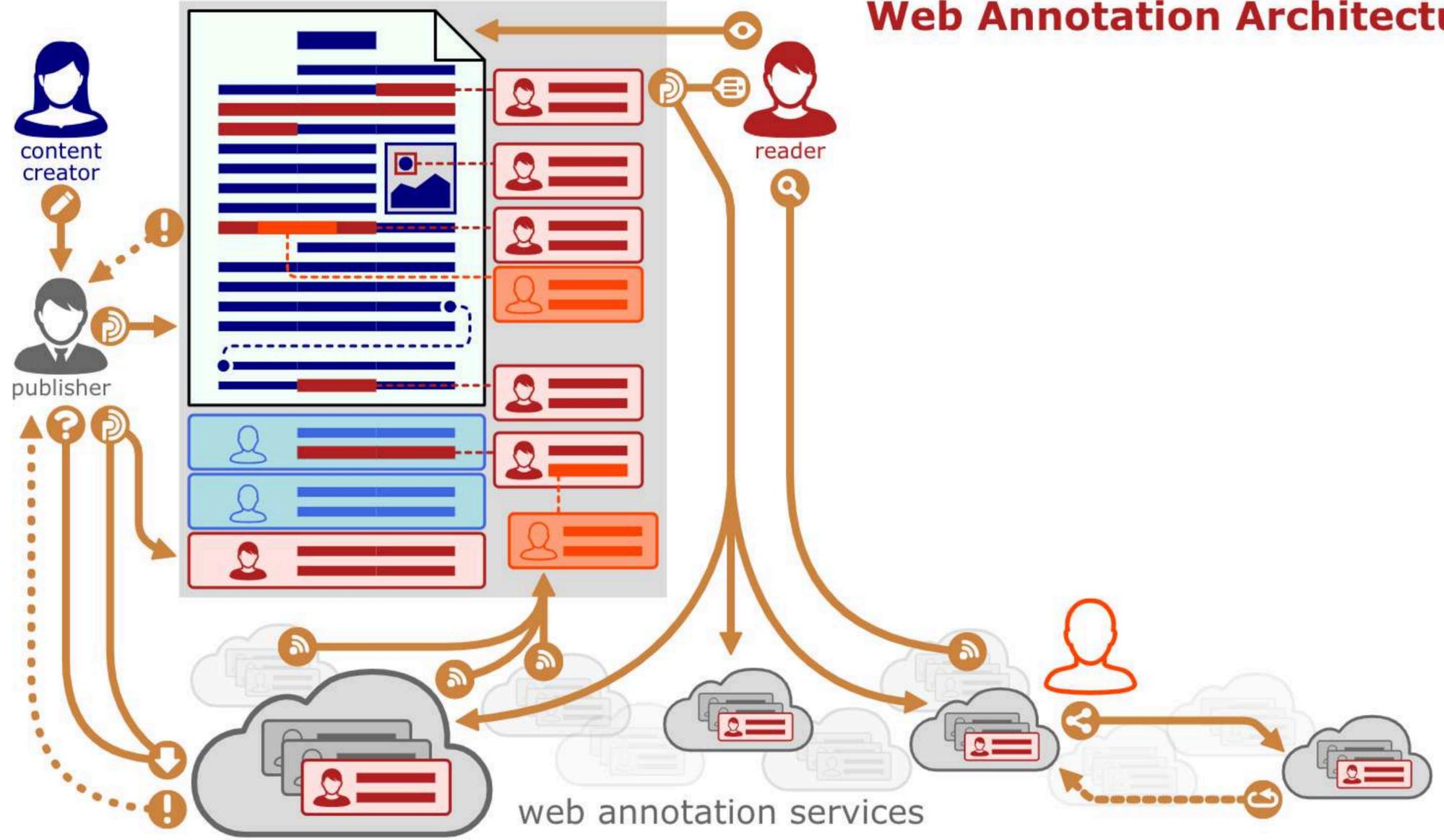
ANNOTATION



Clear suggestion directly attributed to a sentence or paragraph. Must be actionable, i.e., must avoid debate and, if correct, directly trigger a correction

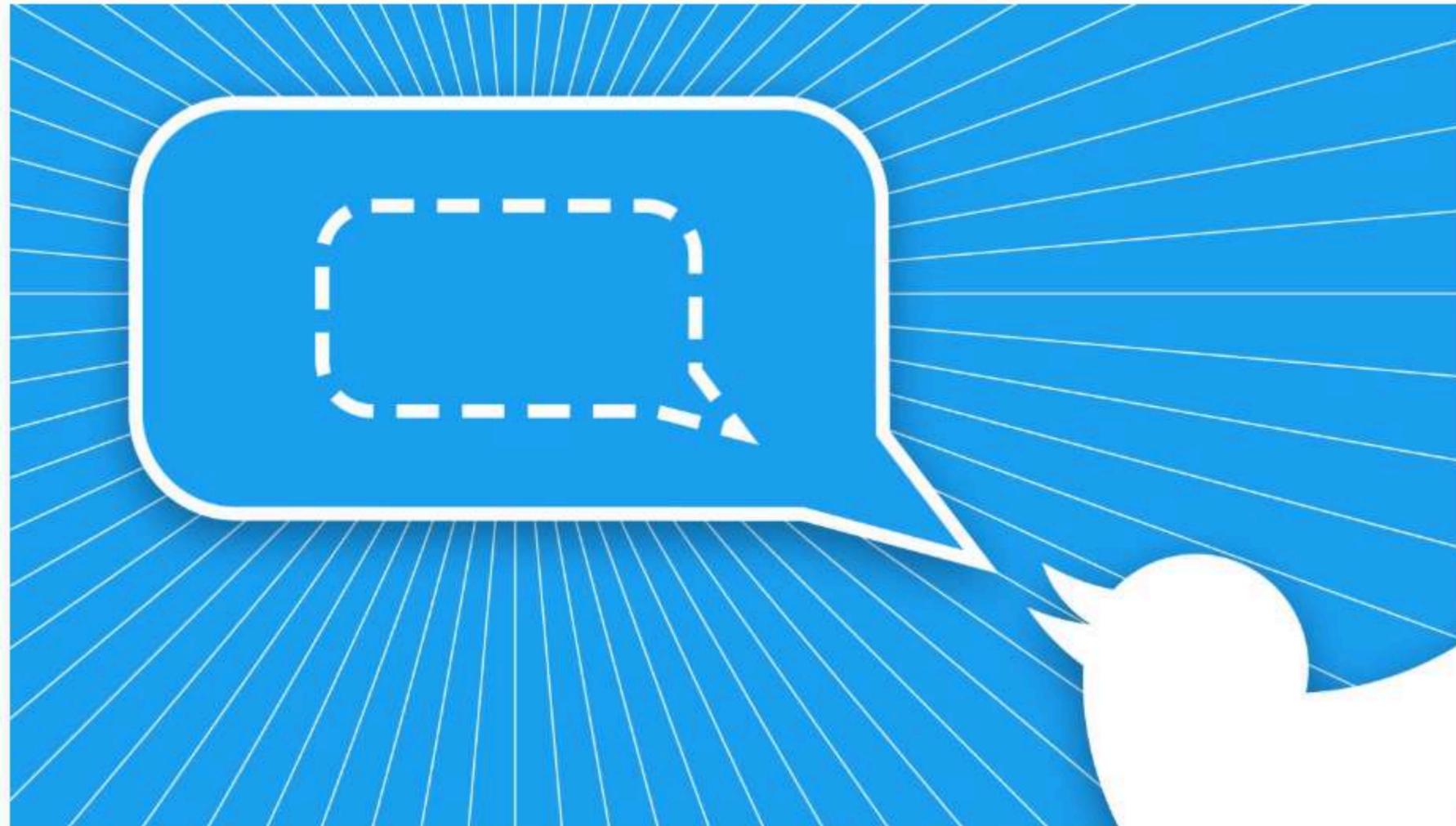


Web Annotation Architecture



TC Twitter tests out 'annotations' in Moments

Taylor Hatmaker @tayhatmaker / 1 month ago



Twitter is trying out a small new change to Moments that would provide contextual information within its curated stories. Spotted by Twitter user [@kwatt](#) and confirmed by a number of Twitter product team members, the little snippets appear sandwiched between tweets in a Moment.

THE WHITE HOUSE IS JOINING WITH GENIUS TO ANNOTATE HISTORY



 ALEX WONG/GETTY IMAGES

PRESIDENT OBAMA STILL has a year left in his presidency, but it seems members of his administration, past and present, already are getting a bit nostalgic.

In honor of the president's final State of the Union address

✓ *This annotation has been closed*

JanPaulvs

En sinds de start van de cryptomunten hebben zich ook meerdere ineens stortingen voorgedaan. Zo schreef Noah Smith, assistent-professor Finance aan de Amerikaanse Stony Brook Universiteit, al eerder dat bitcoin meerdere crashes heeft meegemaakt die zelfs veel zwaarder waren. In 2011 knapte de bubbel al een keer en in 2013 waren er zelfs twee crashes.

Volgens Bloomberg (dec. '18) WAS hij daar ass-prof, nu blogger. Op website stony brook unit. Ook niet meer te vinden.



Redactie

17 Dec 2018 . 10:11

Toegevoegd, bedankt.

Annotatie opgevolgd

En sinds de start van de cryptomunten hebben zich ook meerdere ineens stortingen voorgedaan. Zo schreef Noah Smith, voormalig assistent-professor Finance aan de Amerikaanse Stony Brook Universiteit, al eerder dat bitcoin meerdere crashes heeft meegemaakt die zelfs veel zwaarder waren. In 2011 knapte de bubbel al een keer en in 2013 waren er zelfs twee crashes.

Misschien wel goed voor de maatschappij

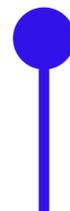
Smith concludeert dat de bitcoinbubbel misschien wel goed was voor de maatschappij. De cryptobubbel was veel kleiner dan bijvoorbeeld de dotcombubbel en de huizenbubbel in de VS en de schade valt in het niet. Smith ziet daarom ook een positieve noot.

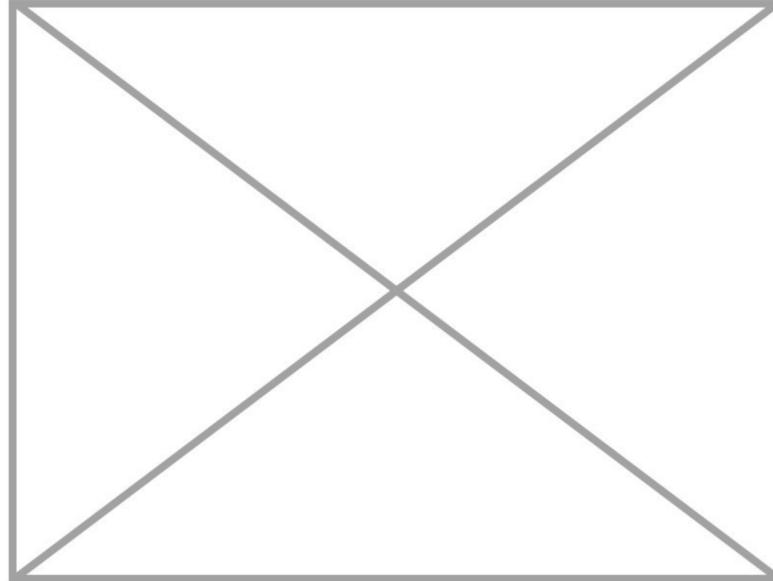
"De ervaring van zo'n klassieke, perfecte financiële bubbel is misschien wel genoeg om de millennialgeneratie te onderwijzen over wat hun voorouders op een veel pijnlijker manier moesten leren: als iets te goed lijkt om waar te zijn, is het dat meestal ook."



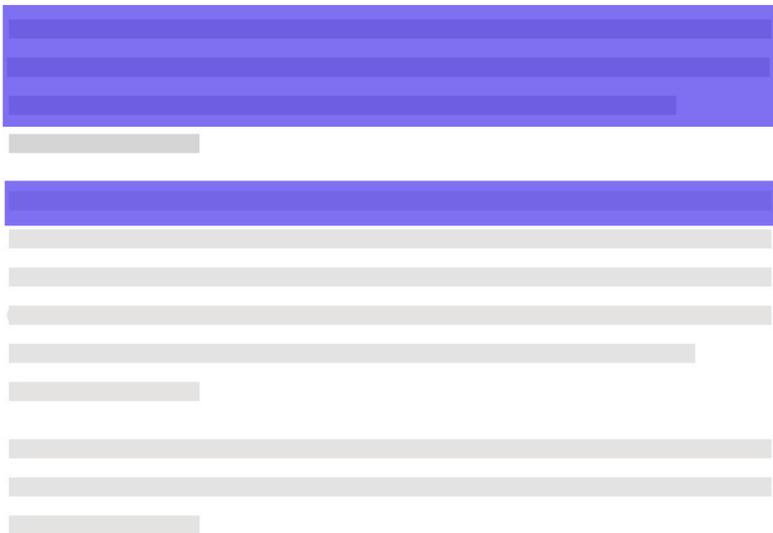
The eco-system facilitates quality control.

The eco-system secures brand safety and stops fake news before it reaches a lot of people.





Reporting continuously improved with independent third parties



Net binnen

- 22:21 - Vrijdag eerste resultaten testvlucht Lelystad >
- 22:18 - Kwetsbaarheid in Steam na tien jaar gedi... >
- 22:06 - Volleybalsters strijdend ten onder tegen B... >
- 21:57 - Uitbinker Ziyech kan Marokko niet aan wi... >

Meest gelezen

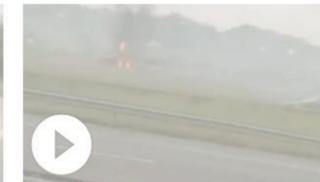
1. Succescoach Zidane verrast met vertrek bij R... >
2. Pilot (62) omgekomen na neerstorten sportvli... >
3. VS stelt toch importheffing in op Europees sta... >
4. Code oranje voor noorden en noordoosten va... >

[Meer nieuws >](#)

Video's



Compilatie: Wateroverlast door flinke regenval Noord-Nederland



Chauffeur filmt neergestort vliegtuigje bij Breda



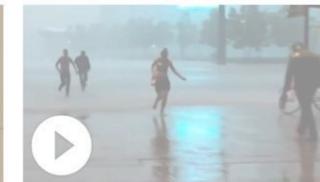
'Belevingsvlucht' geeft regio Lelystad Airport indruk van lawaai



Neergeschoten verdachte Schiedam afgevoerd in ambulance



Minister mocht imam Jneid gebiedsverbod opleggen: Dit is waarom



Compilatie: Noodweer trekt over Nederland

Sources are easily viewable to the public. Any alterations to the article are also tracked and viewable by the public.

This creates more transparency and trust. From our survey with 500 readers:

87% of readers state they experience an article with a trustmark as more trustworthy.

61% of consumers are more likely to share an article with a trust mark.

All (2) sources are checked

- Source is correct:** <https://websiteurl.com/provenfact>
Checked by Prof. Johan van Benthum
- Source is correct:** <https://websiteurl.com/otherfact>
Checked by Prof. A. Janknegt

A large flock of birds flying in a circular pattern against a sunset sky. The birds are silhouetted against the bright orange and yellow light of the setting sun, which is visible as a bright glow in the center of the flock. The sky transitions from a pale blue at the top to a warm orange at the bottom. The flock of birds forms a large, dense, circular shape that tapers towards the bottom right. The overall scene is serene and evokes a sense of collective movement and harmony.

**We use wisdom of the crowd for
content improvement.**

- 1. develop website for ISOC Media Working Group to bring the persons with commitment and other interested ISOC members together and disseminate information regarding verifiability and feedback in technological domain (mostly related to annotations).**
- 2. organize Webinar to raise awareness about verifiability, participatory journalism and quality control in online media.**
- 3. Initiate a Global (mis)Information Observatory**

GO TO:

<http://bit.ly/ISOC-Media-Working-Group>

relevance
in the light of the infodemic
concerning COVID-19

"The WHO describes the overabundance of information about the coronavirus as an “infodemic”. Some information is accurate, but much of it isn’t – and it can be difficult to tell what’s what.”

"Misinformation can spread unnecessary fear and panic."

"Misinformation can prompt blame and stigmatisation of infected and affected groups."

"Misinformation can also undermine people’s willingness to follow legitimate public health advice. In extreme cases, people don’t acknowledge the disease exists, and fail to take proven precautionary measures."

"In other cases, people may not seek help due to fears, misconceptions or a lack of trust in authorities."

"The public may also grow bored or apathetic due to the sheer quantity of information out there."

Users can find themselves inside echo chambers, embracing implausible conspiracy theories and ultimately distrusting those in charge of the emergency response.

The infodemic continues offline as information spreads via mobile phone, traditional media and in the work tearoom.

Previous outbreaks show authorities need to respond to misinformation quickly and effectively, while remaining aware that not everybody will believe the official line.

How to detect misinformation?

SOURCE

the source. References have been made to “Taiwanese experts” or “Japanese doctors” or “Stanford University” during the outbreak. Check on official websites if stories are repeated there. If a source is “a friend of a friend”, this is a rumour unless you also know the person directly.

LOGO

Check whether any organisation’s logo used in the message looks the same as on the official website.

BAD ENGLISH

journalists and organisations are less likely to make repeated spelling and grammar mistakes. Also, anything written entirely in capital letters or containing a lot of exclamation marks should raise your suspicions.

Pretend social media accounts:

Some fake accounts mimic the real thing. For example, the unofficial Twitter handle @BBCNewsTonight, which was made to look like the legitimate @BBCNews account, shared a fake story about the actor Daniel Radcliffe testing positive for coronavirus. Media platforms try to remove or flag fake accounts and stories as well as verify real ones. Look out for what their policies are to try to do this.

Over-encouragement to share

Be wary if the message presses you to share – this is how viral messaging works.

Use fact-checking websites:

Websites such as APFactCheck and Full Fact highlight common fake news stories. You can also use a search engine to look up the title of the article to see if it has been identified as fake news by the mainstream media.

How to behave in case of encountering misinformation (SIFT Method)

S.I.F.T.

EVALUATE INFORMATION IN A DIGITAL WORLD

FACT CHECK YOUR FEED

STOP



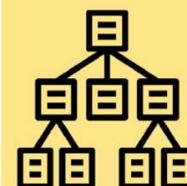
Do you know the website or source of information? Start with a plan. Check your bearings and consider what you want to know and your purpose. Usually, a quick check is enough. Sometimes you'll want a deep investigation, to verify all claims made and check all the sources.

INVESTIGATE THE SOURCE

Know the expertise and agenda of your source so you can interpret it. Look up your source in wikipedia. Consider what other sites say about your source. A fact checking site may help. Read carefully and consider while you click. Open multiple tabs.



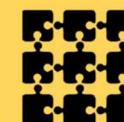
FIND TRUSTED COVERAGE



Find trusted reporting or analysis, look for the best information on a topic, or scan multiple sources to see what the consensus is. Find something more in-depth and read about more viewpoints. Look beyond the first few results, use Ctrl +F, and consider the URL. Even if you don't agree with the consensus, it will help you investigate further.

TRACE TO THE ORIGINAL

Trace claims, quotes and media back to the source. What was clipped out of a story/photo/video and what happened before or after? When you read the research paper mentioned in a news story, was it accurately reported? Find the original source to see the context, so you can decide if the version you have is accurately presented.



STOP, INVESTIGATE, FIND, TRACE

Created for educational purposes by:
Annie Z-K: annie@uoregon.edu



options for pre-bunking

options for debunking

new technical challenges

follow-up survey and registration for the new Working Group

THANK YOU

Join us at
ISOC.NL

or

<https://mmga.io/en/home/join-us/>

