

FAKE NEWS INVASION

假新聞來襲

What is fake News?



And what to do about it ?

如何對治假新聞？



THE MANY SOURCES OF FAKE NEWS

假新聞來源

- DIGITAL ENTREPRENEURS 電商企業
- PROPAGANDISTS 文宣工作者
- POLITICAL PARTISANS 特定政黨擁護者
- GOVERNMENTS 政府

WHY FAKE NEWS LIVES (AND THRIVES)

假新聞持續存在與猖獗的原因

- MANIPULATES OUR EMOTIONS
操縱情緒
- SATISFIES CONFIRMATION BIAS
滿足個人的確認偏誤
- ENCOURAGES CONSPIRACY THINKING
助長陰謀論思維
- FERTILE GROUND IN HOSPITABLE DIGITAL ECOSYSTEM
數位生態系統提供了合宜的環境

FAKE NEWS AND THE U.S. PRESIDENTIAL ELECTION

假新聞與美國總統大選



Total Facebook Engagements for Top 20 Election Stories



vs



facebook

The most troubling aspect is that the fake news stories overtook real news by Election Day

最令人憂心的莫過於假新聞報導壓過真新聞

Fake vs. real: Guess which readers focus on?

真假之間：猜猜讀者會關注哪種新聞？

Top 5 Fake Election Stories by Facebook Engagement (three months before election)

“Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement”
(960,000, *Ending the Fed*)

“WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS... Then Drops Another BOMBHELL! Breaking News”
(789,000, *The Political Insider*)

“IT’S OVER: Hillary’s ISIS Email Just Leaked & It’s Worse Than Anyone Could Have Imagined”
(754,000, *Ending the Fed*)

“Just Read the Law: Hillary Is Disqualified From Holding Any Federal Office”
(701,000, *Ending the Fed*)

“FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide” (567,000, *Denver Guardian*)

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

Top 5 Mainstream Election Stories by Facebook Engagement (three months before election)

“Trump’s History of Corruption Is Mind-Boggling. So Why Is Clinton Supposedly the Corrupt One?”
(849,000, *Washington Post*)

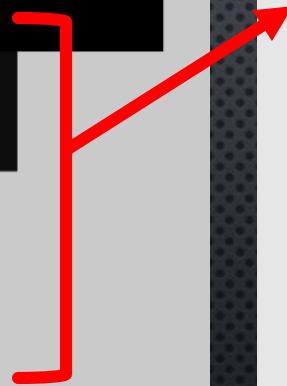
“Stop Pretending You Don’t Know Why People Hate Hillary Clinton”
(623,000, *Huffington Post*)

“Melania Trump’s Girl-on-Girl Photos From Racy Shoot Revealed”
(531,000, *New York Post*)

“Ford Fact Checks Trump: We Will Be Here Forever”
(407,000, *CNN*)

“I Ran the C.I.A. Now I’m Endorsing Hillary Clinton” (373,000, *New York Times*)

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO



PRO-TRUMP, ANTI-CLINTON WENT VIRAL 挺川普，反希拉蕊 瘋傳

- **TRUMP'S TWEETS RETWEETED THREE TIMES MORE THAN CLINTON'S**
川普的推特貼文轉推次數比希拉蕊多了三倍
- **FACEBOOK POSTS WERE RESHARED FIVE TIMES MORE**
川普臉書貼文分享次數多希拉蕊五倍多
- **20 PERCENT OF TRUMP'S OWN TWEETS WERE RETWEETS OF THE GENERAL PUBLIC**
川普推文中 有 20% 是轉推自一般大眾
- **HALF HIS TWEETS LINKED TO OTHER NEWS MEDIA, ALSO 78 PERCENT OF HIS FACEBOOK POSTS**
川普有半數的推文其實是連結至其他新聞媒體；78%的臉書貼文亦同

THE POWER OF BOTS 聊天機器人的威力

- SPREAD INFORMATION OR MISINFORMATION

傳播資訊或錯誤資訊

- CAUSE TOPICS TO “TREND” ONLINE THROUGH THE AUTOMATED PROMOTION OF HASHTAGS, STORIES, AND THE LIKE.

透過自動推廣的主題標籤、貼文等在網路上塑造話題

- IN MONTH BEFORE ELECTION, BOTS PRODUCED ABOUT **20 %** OF ALL TWEETS

大選前一個月所有推文中**20%**是由聊天機器人所製造出來的

- DEBATES: PRO-TRUMP TWITTER BOTS GENERATED ABOUT **400 %** MORE TWEETS AS PRO-CLINTON BOTS

爭議：挺川普推特聊天機器人發出比挺希拉蕊多**400%**的推文

SO HOW CAN
PEOPLE
TEST FOR THE
TRUTH?

所以大家該如何
分辨真偽？

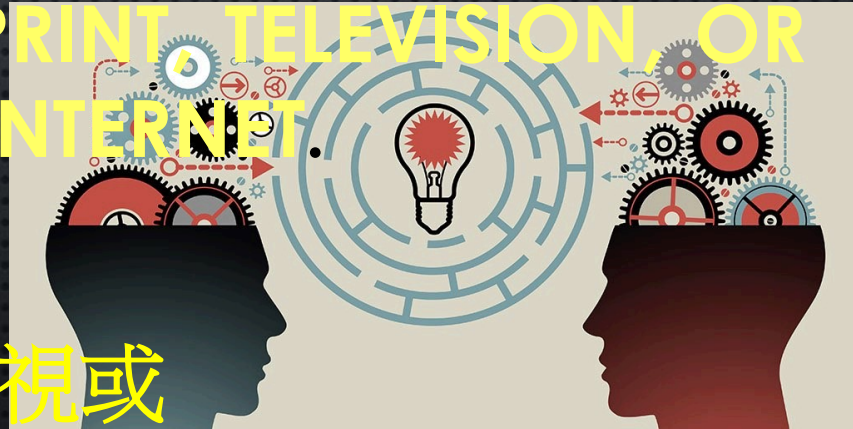
IT'S A MATTER OF SUPPLY AND DEMAND

這其實是供給與需求的問題



NEWS 媒體素養... LITERACY...

THE ABILITY TO USE CRITICAL THINKING
SKILLS TO JUDGE THE RELIABILITY AND
CREDIBILITY OF NEWS REPORTS WHETHER
THEY COME VIA PRINT, TELEVISION, OR
THE INTERNET



運用批判性思考的能力
辨別不論是經由平面媒體、電視或
網路傳遞的新聞之可信度與真實性

WHAT IS NEWS?

什麼是新聞？

INFORMATION OF SOME PUBLIC INTEREST THAT IS SHARED AND IS SUBJECT TO A JOURNALISTIC PROCESS OF VERIFICATION, AND FOR WHICH AN INDEPENDENT INDIVIDUAL OR ORGANIZATION IS DIRECTLY ACCOUNTABLE.

V. I. A.

與公眾利益相關的資訊，在經過新聞查證程序後公開分享，
同時可直接問責於獨立個人或是組織

What Makes News Different?

新聞之所以大不同 在於

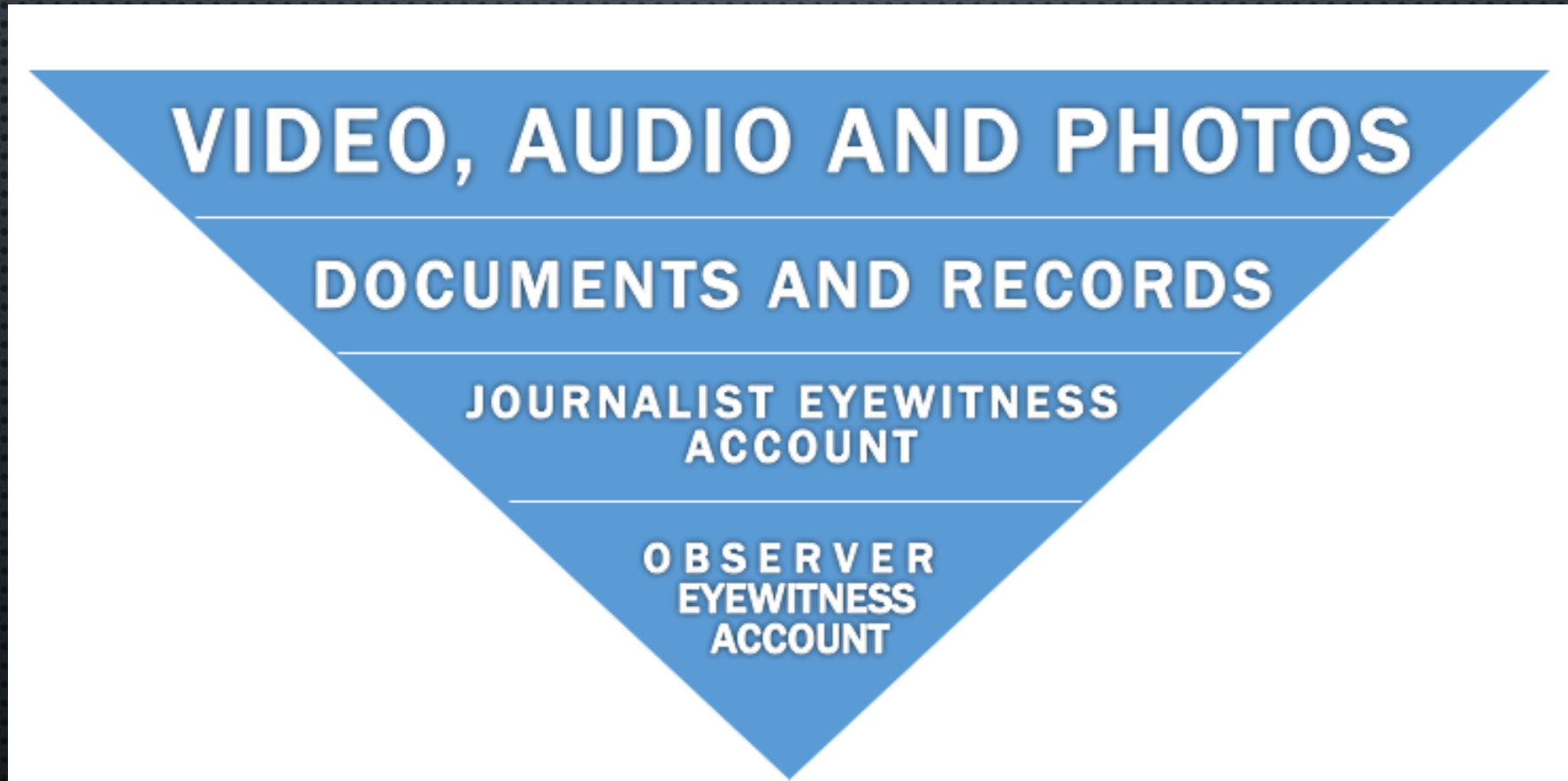
VERIFICATION 查證

A PROCESS THAT ESTABLISHES OR CONFIRMS THE
ACCURACY OR TRUTH OF SOMETHING.

建立或查核一件事的精確性和真實性的過程

THE HIERARCHY OF DIRECT EVIDENCE

直接證據的效力層級



IT'S ALL MORE RELIABLE THAN INDIRECT EVIDENCE

都比間接證據更為可靠

- ACCOUNTS FROM SPOKESMEN (I.E. LAWYER, PRESS SECRETARY, WRITTEN PRESS RELEASE) 發言人陳述
- SECONDHAND ACCOUNTS (OR WORSE) 二手消息轉述
- COMPUTER MODELS 計算機模式演算
- INFERENCES FROM EVIDENCE 用證據推論



What Makes News Different?

新聞之所以大不同 在於

INDEPENDENCE 獨立性

FREEDOM FROM THE CONTROL, INFLUENCE, OR SUPPORT OF INTERESTED PARTIES, COUPLED WITH A CONSCIOUS EFFORT TO SET ASIDE ANY PREEXISTING BELIEFS AND A SYSTEM OF CHECKS AND BALANCES.

不受任何利益團體控制、影響、或贊助，
同時盡可能排除任何先見，並伴有一個制衡的機制。

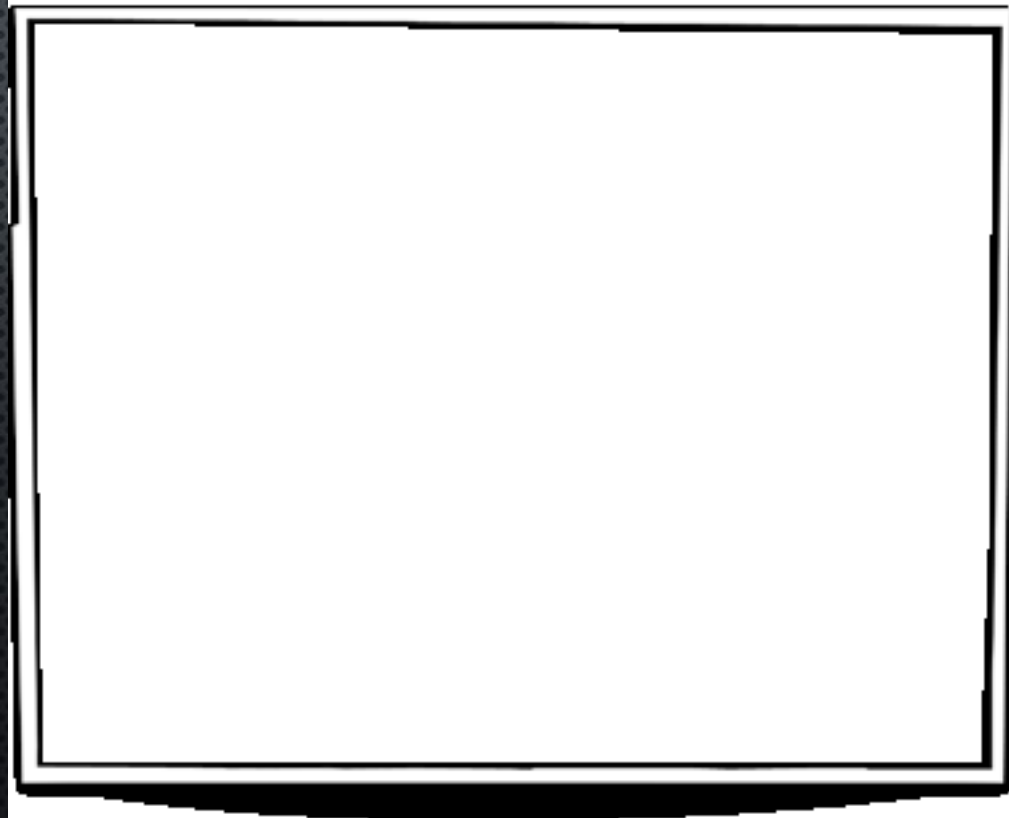
What Makes News Different?

新聞之所以大不同 在於

ACCOUNTABILITY 問責

BEING RESPONSIBLE
OR ANSWERABLE FOR
YOUR WORK.

對本身的報導負責



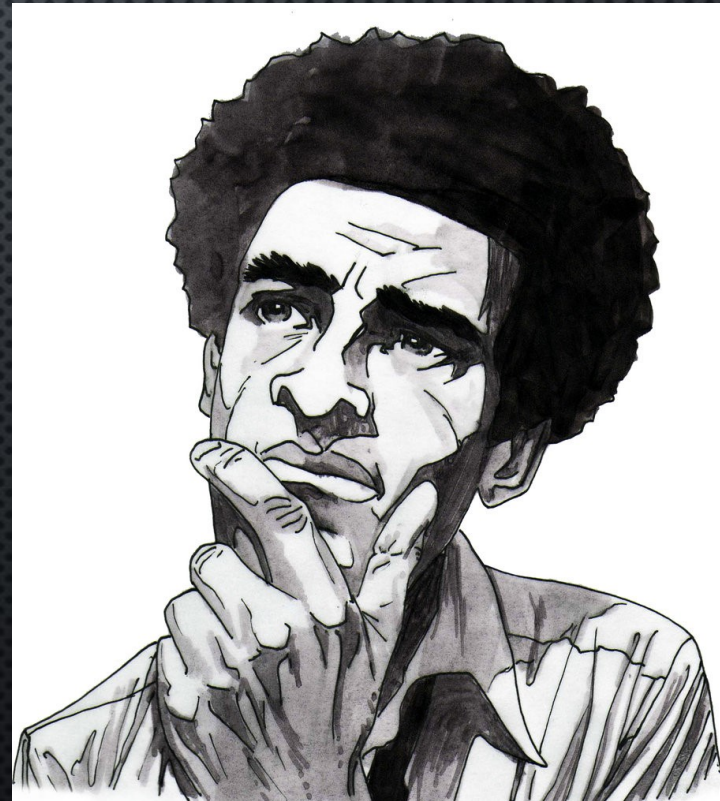
EVALUATE VIABILITY

評估

Ask yourself... 問問自己...

- ◉ WHAT DO I KNOW? 我知道什麼？
- ◉ HOW DO I KNOW IT? 我如何得知？
- ◉ WHAT DON'T I KNOW? 有什麼是我不知道的？
 - ◉ **BONUS:** *Have I set aside my own beliefs and dispassionately evaluated this story?*

再問：我是否有排除己見 並且客觀冷靜地評估過這則報導？



JOURNALISTIC TRUTH 新聞真相

- ◉ JOURNALISTIC TRUTH IS THE BEST OBTAINABLE VERSION OF THE TRUTH ON ANY GIVEN DAY.

每天取得的最佳事實版本就是新聞真相

- ◉ IT IS A CONTINUING JOURNEY TOWARD UNDERSTANDING... WHICH BEGINS ON THE FIRST DAY OF A STORY AND BUILDS OVER TIME

從新聞開始的第一天起，對事件的了解與時俱進...

是一個朝著了解真相邁進的旅程

JOURNALISTIC TRUTH 新聞真相

JOURNALISTIC TRUTH IS PROVISIONAL

新聞真相是暫時的

pro·vi·sion·al

/prəˈvɪʒənəl/ ⓘ

Adjective

Arranged or existing for the present, possibly to be changed later.

Noun

A provisional postage stamp.

Synonyms

temporary - interim - provisory - tentative - temporal

Today's evidence may be trumped by tomorrow's discoveries.

今日的證據有可能會被明日的新發現所推翻

BREAKING NEWS IS CHAOTIC

即時新聞一團亂

BREAKING NEWS CONSUMER'S HANDBOOK

1. In the immediate aftermath, news outlets will get it wrong.
2. Don't trust anonymous sources.
3. Don't trust stories that cite another news outlet as the source of the information.
4. There's almost never a second shooter.
5. Pay attention to the language the media uses.
 - *"We are getting reports"...* could mean anything.
 - *"We are seeking confirmation"...* means they don't have it.
 - *"[News outlet] has learned"...* means it has a scoop or is going out on limb.
6. Look for news outlets close to the incident.
7. Compare multiple sources.
8. Big news brings out the fakers. And photoshoppers.
9. Beware reflexive retweeting. Some of this is on you.

ON **THE MEDIA**

WHY VERIFICATION BREAKS DOWN 新聞查證為何瓦解

- ◉ FACING DEADLINES, SOME JOURNALISTS GET SLOPPY OR PROVIDE INCOMPLETE REPORTS

在面對截稿期限，有些記者變得隨便或是提供不完整報導

- ◉ PEOPLE (SOURCES) GIVE REPORTERS INCORRECT INFORMATION... OR OUTRIGHT LIE

大眾(消息來源)提供記者錯誤訊息...或是謊言

- ◉ VERIFICATION IS VERY DIFFICULT, EVEN WHEN SOURCES ARE HELPFUL

即使消息來源很幫忙，查證依舊非常困難



JOURNALISM

PROPAGANDA

PUBLICITY

RAW INFORMATION

ENTERTAINMENT

Know your neighborhood

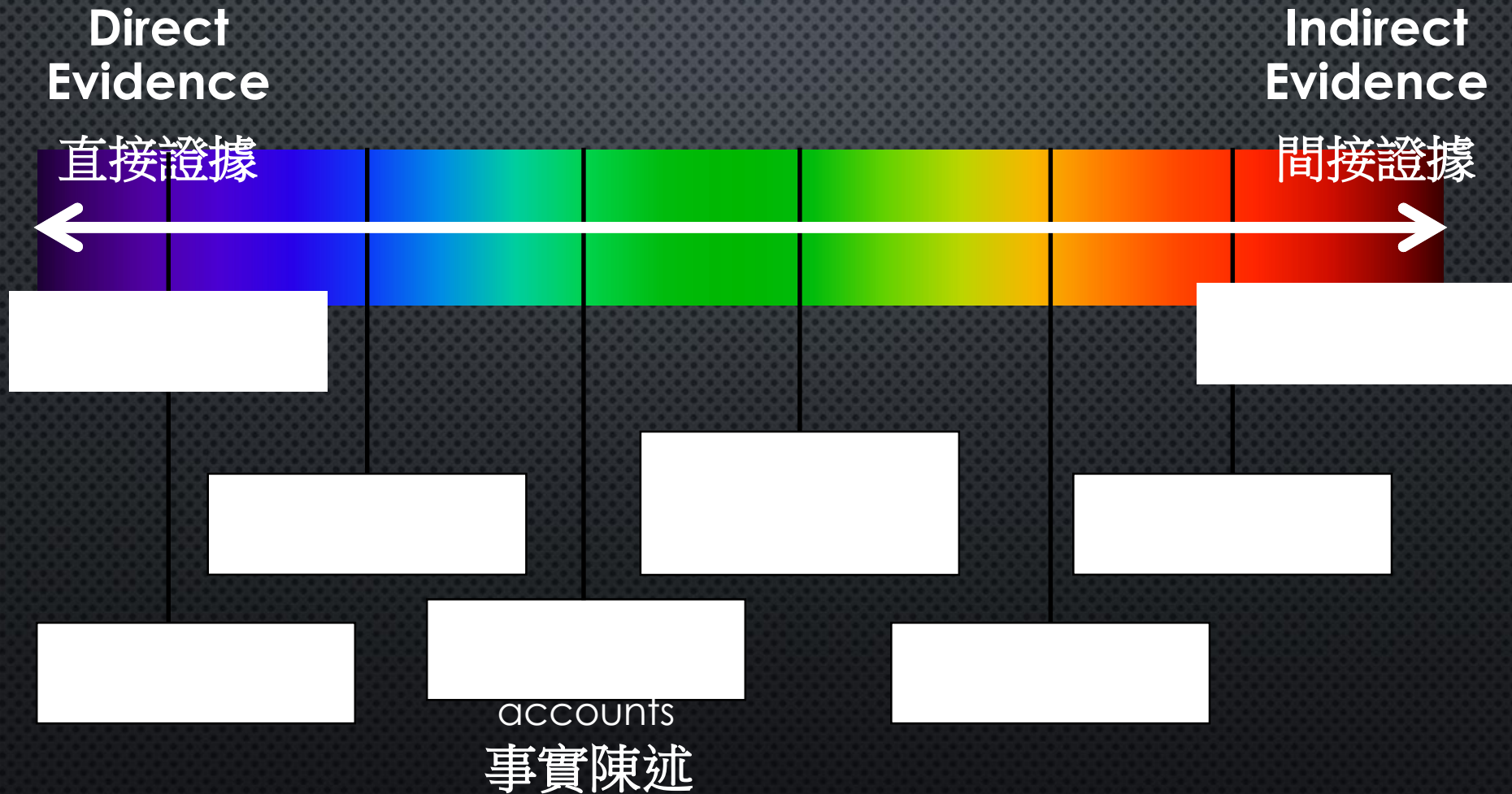
**IT'S EASY TO GET
LOST**

SEEKING TRUTH 追根究底

- ◉ CONSIDER ALL OF THE EVIDENCE TOGETHER.
同時考慮所有的證據
- ◉ NOTE WHAT EVIDENCE IS DIRECT, AND WHICH IS INDIRECT
留意哪些是直接證據，哪些是間接證據
- ◉ NOTE IF RELEVANT EVIDENCE IS MISSING
留意是否遺漏相關證據
- ◉ NOTE IRRELEVANT EVIDENCE THAT'S IN THE WAY.
留意妨礙查證的不相關證據

EVIDENCE EXISTS ON A SPECTRUM

證據的光譜



TRANSPARENCY

新聞公開透明



FAIRNESS, BALANCE, AND BIAS

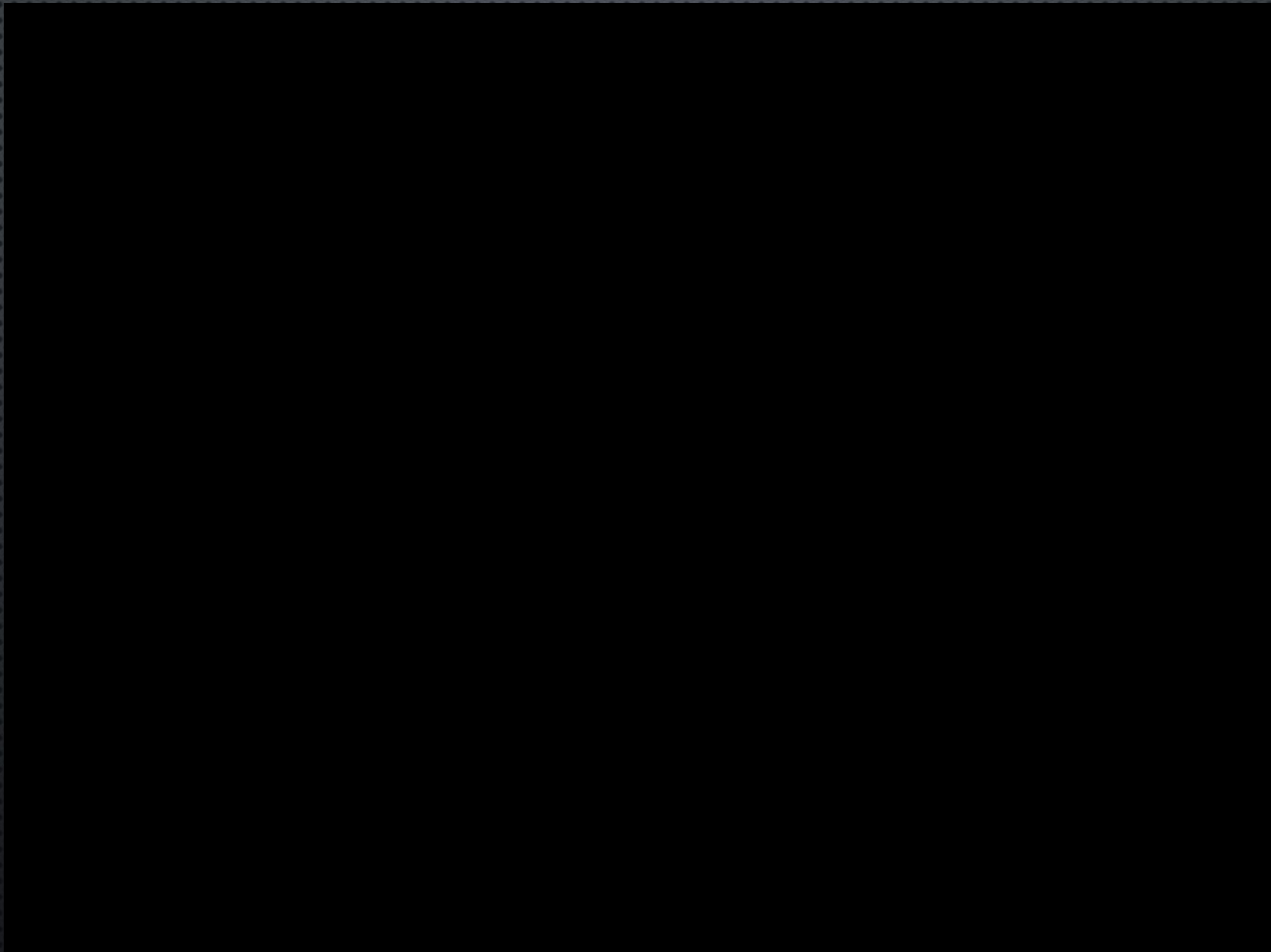
WHAT'S THE DIFFERENCE?

公正、平衡、與偏見
差別究竟在哪？

Deconstructing digital age media

解構
數位時代媒體









7 ways to spot and debunk fake news

Updated December 4, 2016 6:37 PM

By Richard Hornik

 Reprints   

1. **WHAT'S THE EVIDENCE? 證據是什麼？**
2. **DOES THE STORY SUPPORT THE HEADLINE? IS THE HEADLINE IN ALL CAPS? 新聞和標題是否有關？標題是否全為英文大寫？**
3. **ASK, "SAYS WHO?" 問：「誰說的？」**
4. **DO ALL THE LINKS WORK? WHAT DOES THE "ABOUT US" PAGE SAY? WHEN WAS THE INFORMATION UPDATED?**

所有的連結都有用嗎？「關於我們」這個頁面怎麼說？消息是何時更新的？

5. **CHECK WHETHER FACT-CHECKING WEBSITES HAVE INVESTIGATED THE INFORMATION.**

確認事實查核網站是否調查過這個消息。

6. **CUT AND PASTE IMAGES INTO REVERSE SEARCH ENGINES LIKE TINEYE.COM.**

把影像剪下轉貼上反向搜尋引擎，像是TINEYE.COM.

7. **BEWARE OF STORIES THAT COME FROM PEOPLE YOU TRUST — EVEN FROM YOUR FRIENDS AND RELATIVES. DON'T CONFUSE THE SENDER WITH THE SOURCE OF THE INFORMATION.**

留意那些來自於你信任的人的新聞 — 即便是你的朋友和親戚。不要把寄件人和消息來源混為一談。

Some social media outlets are dedicated to correcting misinformation.

部分社群媒體正致力於導正錯誤訊息



1.3K 1:18:49 PM



Grasswire Fact Check

@grasswirefacts

Follow

That's an iPad, not a Quran, and the Dastar (turban) is worn by Sikhs.

3:52 PM - 14 Nov 2015

1,741 765

訊息導正
來得太遲，
來不及阻
止報紙刊
登他的照
片

同樣的事
在尼斯恐
攻後又發
生一次

The correction
was too late to
stop a
newspaper from
running his
photo.

And then after
the Nice terror
attack, it
happened again.

Saint Jon (Crumb)
@OfficialSamHyde

French Muslim Veerender Jubbal reportedly involved in #Nice terror attacks, posted pictures before committing them



RETWEETS 88 LIKES 89

7:12 PM - 14 Jul 2016



Simran Jeet Singh ✓
@SikhProf

Follow

People are wrongly identifying my Sikh friend as being responsible for the #Nice attack. Please help end the rumors.

9:26 PM - 14 Jul 2016

36,485 14,859

Hollande promete que será «implacable» y los líderes europeos aseguran que responderán «unidos» y «con todos los medios necesarios» a los atentados de París que han dejado al menos 129 muertos y 352 heridos

Artículos de Alfonso Ussía, José María Marco, Inocencio Arias, Sebastián Boché, Jean Chalvidant, Luis Alejandro, Yonann Robic, César Vidal, Alfonso Rojo, Cristina López Schlichting, Reyes Monforte, Lucas Haurie y María José Navarro

Editorial y Páginas 16 a 42



A Growing Number of Watchdogs in the U.S.
在美國有越來越多新聞守門人



Examine the Journalism 檢視新聞報導

Step 1

Summarize the main points, comparing headline to the story 重點整理，比較標題和內文

Step 2

Is the evidence direct or indirect? 箇中證據是直接或是間接？

Step 3

Evaluate the sources 評估消息來源

Step 4

Does the reporter make his/her work transparent? 記者是否確保他們的報導公開透明

Step 5

Does the reporter place the facts, the story, in context? 記者是否斷章取義？是否完整呈現故事脈絡？

Step 6

Are the key questions answered?
(Who-What-When-Where-Why-How)

是否回答了關鍵問題？ (5W1H)

Step 7

Is the story fair? Is balance called for? What about fair play and language? 報導是否公正？

Step 1

Summarize the main points, comparing headline to the story 重點整理，比較標題和內文

Why digital-age headlines are different 為什麼數位時代的新聞標題不一樣

1. **HELLO, SEO** Google loves headlines full of search terms.

搜尋引擎最佳化: Google 偏好全是關鍵字的標題

2. **CLICK BAIT** Headlines written to sell, not tell the story.

吸引點閱率: 標題是寫來賺錢而非說故事

Step 2

Is the evidence direct or indirect? 箇中證據是直接或是間接？



Sci,Space,&Tech Cmte

@HouseScience

Follow



[.@BreitbartNews](#): Global Temperatures Plunge. Icy Silence from Climate Alarmists



Global Temperatures Plunge. Icy Silence from Climate Alar...

Land temperatures have plummeted by 1 degree - the biggest and steepest fall on record. But the news has been greeted with an eerie silence.

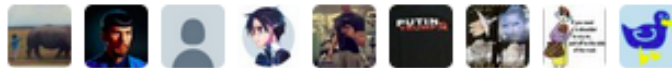
[breitbart.com](#)

RETWEETS

873

LIKES

1,150



11:12 AM - 1 Dec 2016

5.7K

873

1.2K

Step 3

Evaluate the sources 評估消息來源

Yes, the digital age transformed the landscape for news producers and news consumers.

沒錯，數位時代改變了新聞製作人和新聞消費者的視野

But you need to ask a two-word question:

但你必須問一個問題：

Says who?

誰說的？

I-M-V-A-I-N

THIS SYSTEM CAN HELP YOU EVALUATE DIGITAL CONTENT

這個工具可以協助你評量數位內容

Independent sources are better than self-interested sources
中立消息比有利益相關的消息好

Multiple sources are better than single sources
多方消息比單方消息好

Sources who **V**erify with evidence are better than sources who assert
有證據證明的消息比推斷的消息好

Authoritative/**I**nformed sources are better than uninformed sources
有權威/有事實佐證的消息比沒有佐證的消息好

Named sources are better than unnamed sources
具名消息比不具名好



You're not always going to be able to figure
out what's true

你不可能永遠有辦法辨別真偽

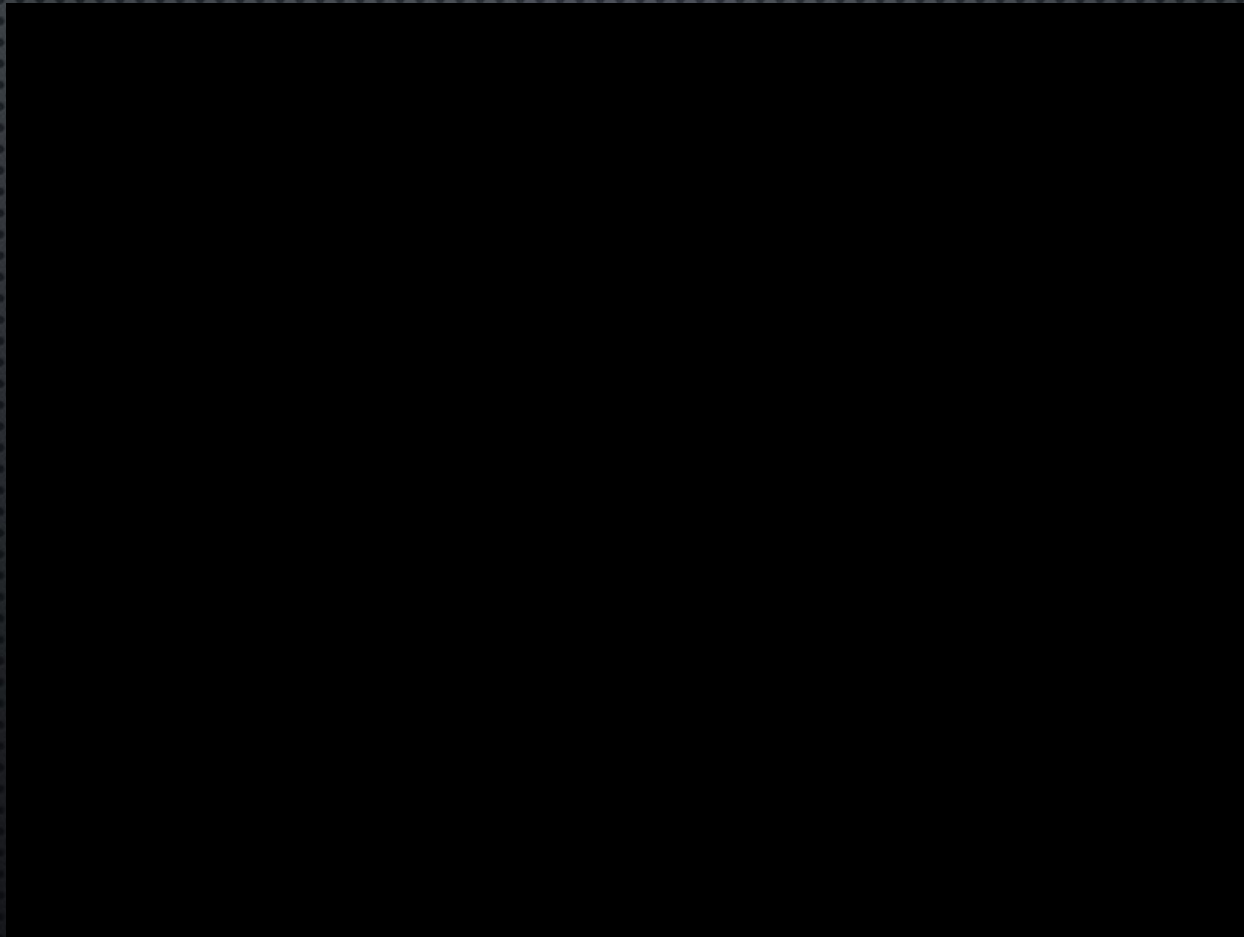


Think

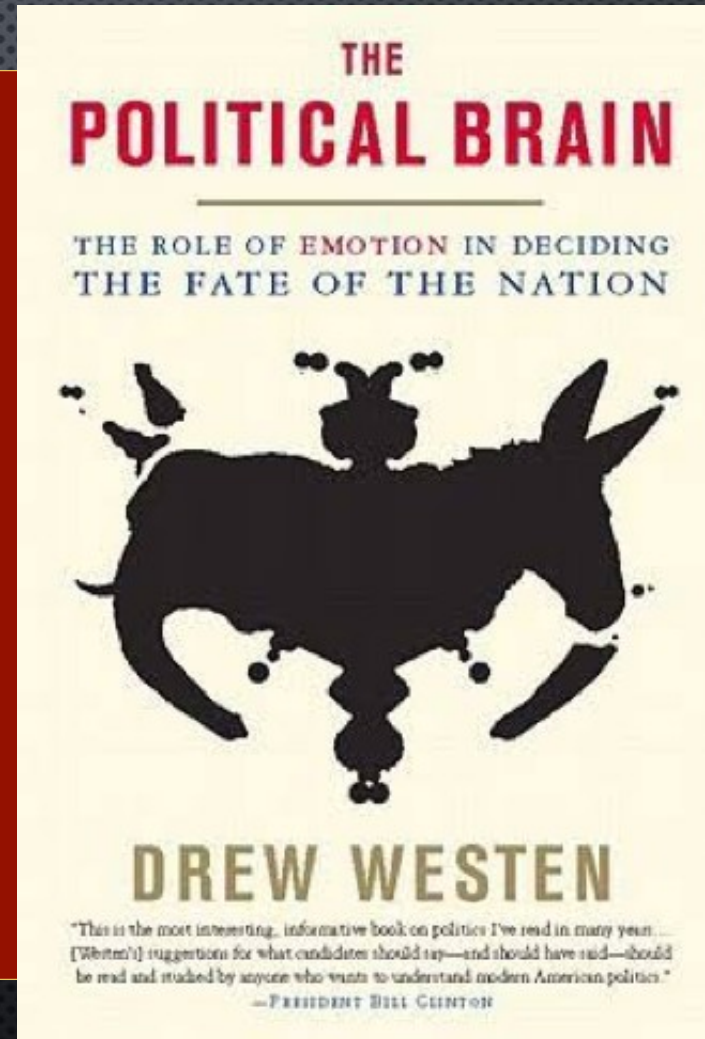
once before you act,
twice before you speak,
and three times before
you post on Facebook
Instagram, & Twitter

CONFRONTING OUR OWN BIASES

面對我們的個人偏見



“Voters, it turns out,
invariably make judgments
that are heavily based on their
emotional reactions and
emotional factors.”
選民最終還是會依自身情
緒反應做判斷



“It’s hard for all of us to admit that we’re wrong. It can be very uncomfortable, especially when what we’re admitting we’re wrong about implicated some aspect of our identity or world view..”

要承認錯誤很困難，特別是牽涉到自己的認同或世界觀時

Brendan Nyhan, assistant professor of government at Dartmouth College during “On the Media” interview.



RESPONSES TO COGNITIVE DISSONANCE

認知失調的反應

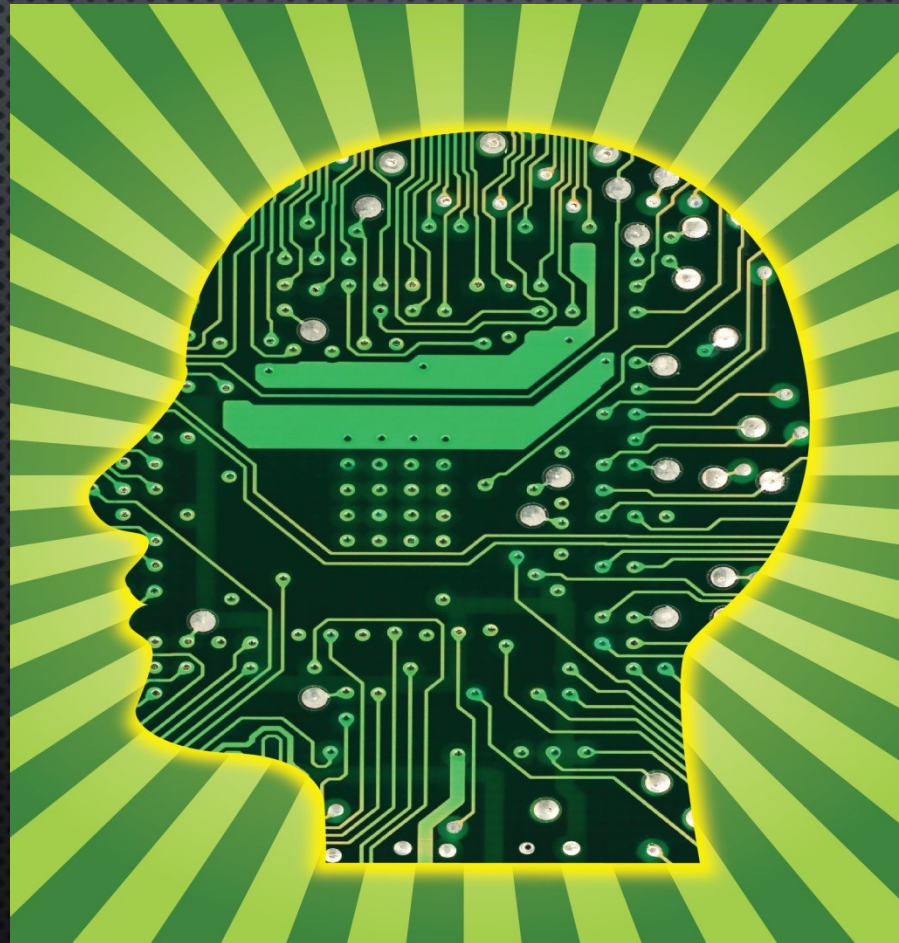
- ◉ SELECTIVE DISTORTION & RETENTION

選擇性曲解和保留

- ◉ PEOPLE TEND TO DISTORT OR FORGET INCOMING INFORMATION IF IT DOES NOT MATCH THEIR POINT OF VIEW.

當接收的資訊不符合個人觀點時，人們傾向於將之扭曲或是遺忘

WE ARE NOT RATIONAL BEINGS
我們不是理性的動物



身處數位時代

你

有責任分辨

什麼可信

什麼不可信

In the
digital age,

YOU

are in charge
of determining
what is reliable ...
and what is not

RELUDESIM