1. **Intro**

[The Future of Fake News](http://futureoffakenews.com/videos.html)

* Project Voco: project by Adobe to help audio editors edit
  + Side effect: With only a few seconds of audio, you can create audio clips of anyone saying whatever you want them to say
* Real time facial manipulation: Using real video, an actor can manipulate facial expressions

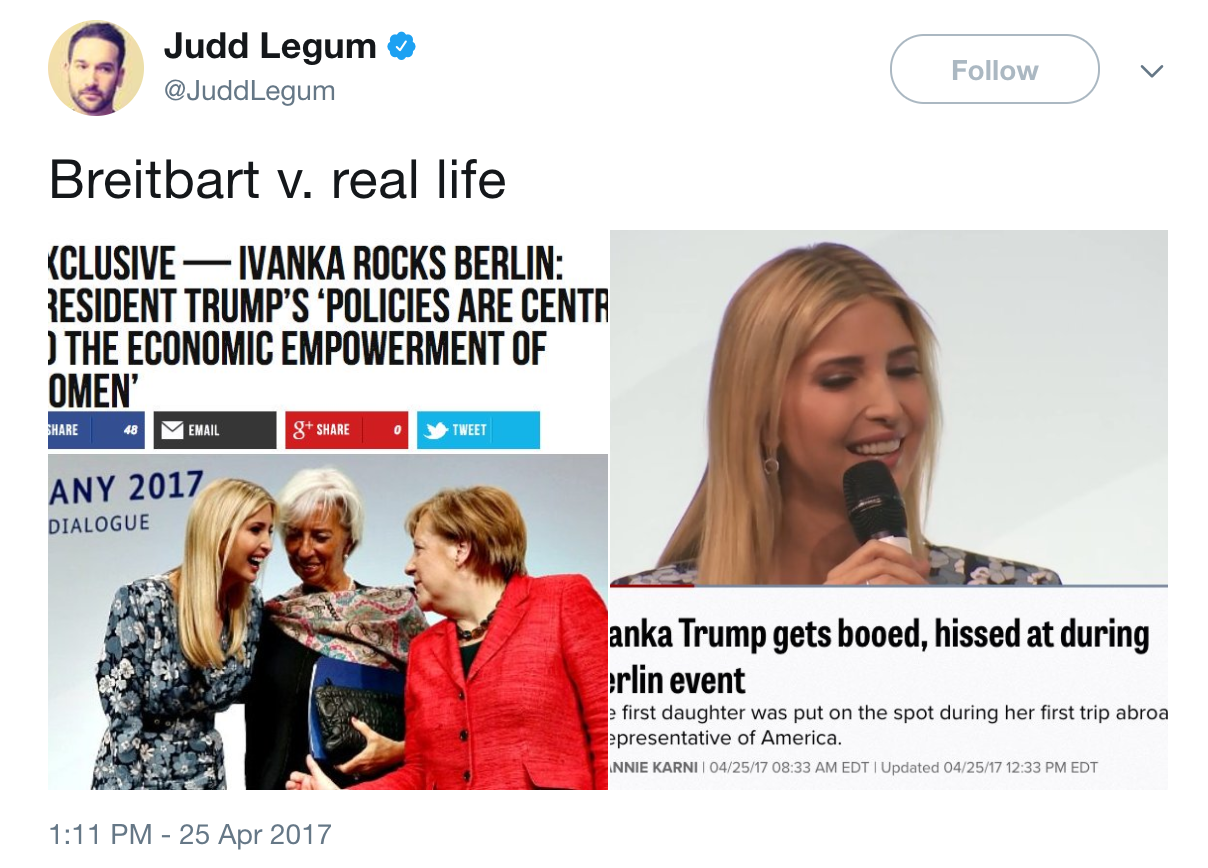
*[Transition]*

*This is still the future, let’s look at fake news today.*

**2. The tech that powers fake news**

* Link previews: no longer need to click on a link to read an article
* Selective feeds: algorithm shows you what you are most likely to engage with
* Block content you do not want to read
* In order to get clicks, Publishing companies need to write more attention-grabbing headlines
  + Headlines and content that will [elicit an emotional response](https://www.theatlantic.com/technology/archive/2018/03/largest-study-ever-fake-news-mit-twitter/555104/)
  + i.e. [Stop Sharing Bad Articles](http://screencrush.com/why-you-should-never-share-bad-articles/) (ScreenCrush): why certain outlets count on your “anger click”
* Emotional responses / anger clicks fuels fake news as well:
  + There is a whole economy based on fake news: it’s easier than ever to set-up a fake news site. Examples:
    - <https://www.buzzfeed.com/craigsilverman/how-the-hyperpartisan-sausage-is-made>
    - <http://www.npr.org/sections/alltechconsidered/2016/11/23/503146770/npr-finds-the-head-of-a-covert-fake-news-operation-in-the-suburbs>
    - <http://breakyourownnews.com/>
* Biases / slants are also reflected based on publications:

*Example below… (image too big!)*

[](https://twitter.com/JuddLegum/status/856963886758715393)

*Side by side comparison of same event being covered.*

*[Transition]*

*Is fake news a new phenomenon created by technology?*



*Fake news through history*

* Fake news = yellow journalism: est. 1890s
* This type of journalism is not new, it has been around for a long time because it appeals to how we process information and store knowledge.

*[Transition]*

*Why can fake news be appealing to our brain?*

**3. The psychology of fake news:**

* **System 1 / System 2 thinking (*Thinking, Fast and Slow*, Daniel Kahneman)**
  + System 1 thinking: fast, automatic, intuitive (beliefs, learned behavior such as riding a bike)
  + System 2 thinking: analytical / reason
  + It is harder to change beliefs because they are part of our System 1 thinking.
    - It is as hard to change a belief as it is hard to unlearn how to ride a bike or drive a car.
* **The Knowledge Illusion, Philip Fernbach and Steven Sloman**
  + “As people invented new tools for new ways of living, they simultaneously created new realms of ignorance; if everyone had insisted on, say, mastering the principles of metalworking before picking up a knife, the Bronze Age wouldn’t have amounted to much. **When it comes to new technologies, incomplete understanding is empowering**.”
  + “As a rule, strong feelings about issues do not emerge from deep understanding”... *but it deepens as more people believe this together*  
    When asked to elaborate on views, most people realize how shallow their understanding is, and less vehemently believe what they believe.”
  + Draw a bicycle study:
    - Only when people experience a lack of knowledge on a subject can people really know how much they don’t know
* **Information Diet, Clay Johnson**
  + Consuming information that we agree with is like eating junk food, it tastes delicious to our “brain” — appeals to System 1 thinking.
  + Consuming information that is challenging is like eating healthy food you don’t like — it’s good for you, but it is not satisfying to the brain in the way fake / sensationalistic information is — involves System 2 thinking, which is harder for us to do.

*[Transition]*

*Now that we understand the psychology of fake news, let’s start talking about solutions.*

**4. Tackling fake news**

* It’s not just a tech problem, [it’s a *human* problem](https://www.theatlantic.com/technology/archive/2018/03/largest-study-ever-fake-news-mit-twitter/555104/).
  + Quote: *“‘It seems to be pretty clear [from our study] that false information outperforms true information,’ said Soroush Vosoughi, a data scientist at MIT who has studied fake news since 2013 and who led this study. ‘And that is not just because of bots. It might have something to do with human nature.’”*
* Any solution will need to leverage both humans and tech:
  + [*“What is truth? But more importantly: How does the computer know what truth is?”*](https://www.theatlantic.com/technology/archive/2018/03/largest-study-ever-fake-news-mit-twitter/555104/)
* Tech helping humans:
  + [Perspective API](http://www.perspectiveapi.com/)
  + Outside the Bubble
  + Blue Feed, Red Feed
* Humans helping tech
  + [Funding fake news solutions](https://www.knightfoundation.org/articles/20-projects-will-address-the-spread-of-misinformation-through-knight-prototype-fund)
  + [Companies that combine Purpose and Profit](https://qz.com/933681/start-ups-shouldnt-try-to-be-unicorns-they-should-be-zebras/)
  + More talks that explore the ethics of tech
    - [The Ethics of Web Design](https://wordpress.tv/2018/07/06/morten-rand-hendriksen-the-ethics-of-web-design/)
    - [Finding Responsibility](https://www.youtube.com/watch?v=UBdBoWAtLNI)
* Humans helping humans
  + It starts with *us* having **empathy**, teaching others:
    - It’s about [teaching critical thinking](https://www.buzzfeednews.com/article/craigsilverman/tea-party-activist-fake-news-facebook-unfakery-bots) regardless of who you are

*[Closing]*

Remember that this is a *developing story*. The issue is not fixed, we must continue to be vigilant, educate, and build technology that keeps human psychology in mind.