

PSYCHOLOGY OF FAKE NEWS

[CECY CORREA // @cecycorrea // 2018]

AND WHAT TECH CAN DO ABOUT IT



PRESIDENT'S WEEKLY ADDRESS

Democracy & Citizenship & Fakery

C-SPAN
c-span

The technology of fake news



Project Voco

Using tiny audio clips, researchers from Adobe and Princeton turn text into the words of anyone they'd like.



Synthesizing Obama

Using a generic video of President Obama speaking, researchers at the University of Washington can match his facial movements to a totally different set of words.



Face2Face

Researchers at Stanford have found a way to let ordinary people control the faces of presidents, in real time.

LET'S TALK ABOUT THE PRESENT

HOW DID WE GET HERE?



 **kristen h** @kristenhinkson · 13h
Live in Washington DC #pizzagate protest pic.twitter.com/MLAKm1q8nS

© Twitter / kristenhinkson 1.2K

RESEARCHING FAKE NEWS SINCE 2016



ONE WAY TO LOOK AT IT IS

THE BUBBLE AND ECHO CHAMBER POWERED BY SOCIAL MEDIA

SELECTIVE FEEDS
SHOW US ONLY WHAT WE WANT TO SEE

**BLOCK OR HIDE
ANYTHING WE DON'T WANT TO SEE**

**LINK PREVIEWS
SO WE DON'T HAVE TO READ A FULL ARTICLE**

CLICKBAIT
TO GET PEOPLE TO CLICK ON YOUR ARTICLE


**COVERAGE IS NOW BASED ON
WHAT WILL GET CLICKS**

HOW 2 ESTABLISHED OUTLETS COVER THE SAME STORY

EXCLUSIVE — IVANKA ROCKS BERLIN: PRESIDENT TRUMP'S 'POLICIES ARE CENTRAL TO THE ECONOMIC EMPOWERMENT OF WOMEN'

f SHARE 48 EMAIL g+ SHARE 0 TWEET

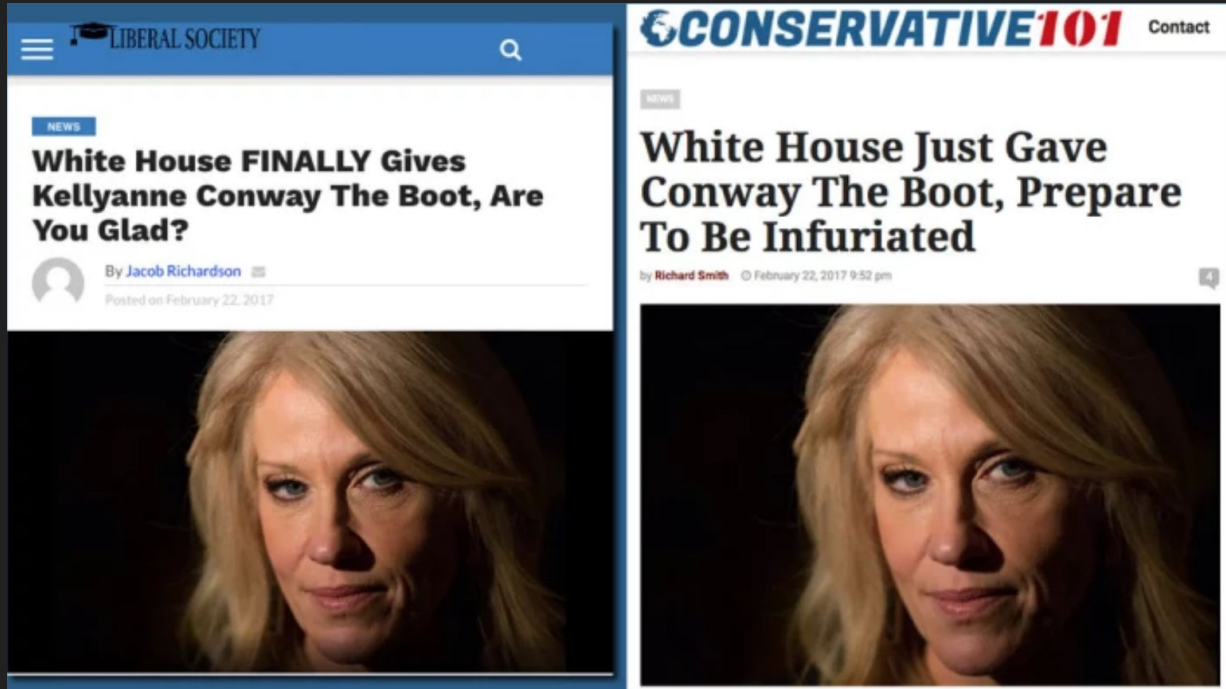
MANY 2017
20 DIALOGUE



Ivanka Trump gets booed, hissed at during Berlin event
The first daughter was put on the spot during her first trip abroad as

[SOURCE: @JUDDLEGUM](#)

FAKE NEWS SITES COVERING THE SAME 'STORY'



SOURCE: BUZZFEED

IS THIS A NEW PHENOMENON?



YELLOW JOURNALISM

EST. 1890s

IT EXISTS BECAUSE IT WORKS

THE PSYCHOLOGY BEHIND FAKE NEWS

SYSTEM 1 & SYSTEM 2 THINKING

THINKING FAST AND SLOW, DANIEL KAHNEMAN

SYSTEM 1

fast, automatic, intuitive



SYSTEM 2

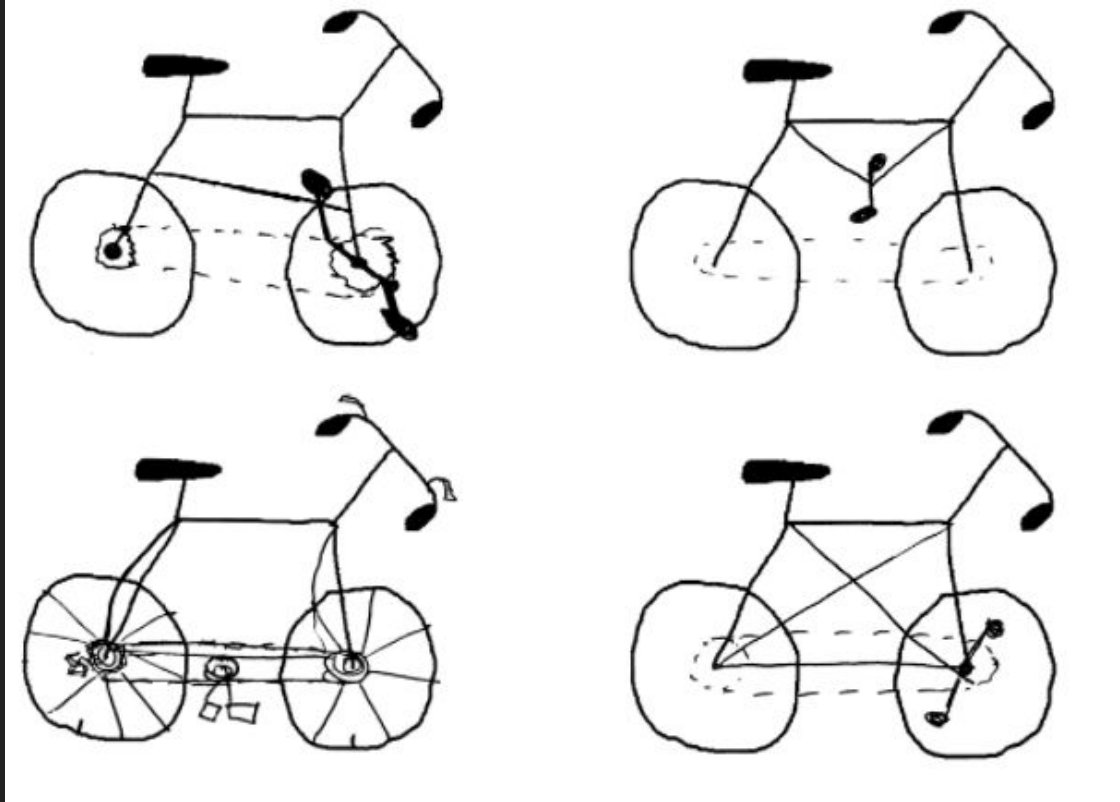
Analytical



beliefs == system 1

KNOWLEDGE

EXERCISE: DRAW A BIKE



**KNOWLEDGE IS SHALLOW
“BY DESIGN”**

OUR BRAINS COULD NOT FUNCTION



IF WE WERE AWARE OF HOW MUCH WE DON'T KNOW

THE KNOWLEDGE ILLUSION

*“...strong feelings about issues do not
emerge from deep understanding...
but it **deepens as more people
believe this together**”*

[THE KNOWLEDGE ILLUSION](#)

BELIEVING TOGETHER

THE INFORMATION DIET

[INFORMATION DIET](#)

**INFORMATION YOU AGREE WITH
IS STIMULATING
(yummy)**

**INFORMATION YOU DISAGREE WITH
IS NOT STIMULATING
(yucky)**

**INFORMATION THAT CONFORMS TO OUR BELIEFS
IS EASIER TO DIGEST THAN INFORMATION
THAT REQUIRES OUR ANALYTICAL MIND**



AND THAT'S THE PSYCHOLOGY OF FAKE NEWS



Spongebob Squarepants vector trace by kssael. ©Nickelodeon

IS IT TECH'S FAULT?

[record scratch]



cambridge analytica



1



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Facebook and Cambridge Analytica: What You Need to Know as ...

Cambridge Analytica

IT service management company



cambridgeanalytica.org

Cambridge Analytica is a British political consulting firm which combines data mining, data brokerage, and data analysis with strategic communication for the electoral process. It was started in 2013 as an offshoot of the SCL Group. [Wikipedia](#)

Founded: 2013

Headquarters: London, United Kingdom

Parent organization: SCL Group

Key people: [Stephen K. Bannon](#) (vice president, former), [MORE](#)

Founders: [Stephen K. Bannon](#), [Robert Mercer](#)

Robert Mercer: the big data billionaire waging war on mainstream media

With links to Donald Trump, Steve Bannon and Nigel Farage, the rightwing US computer scientist is at the heart of a multimillion-dollar propaganda network



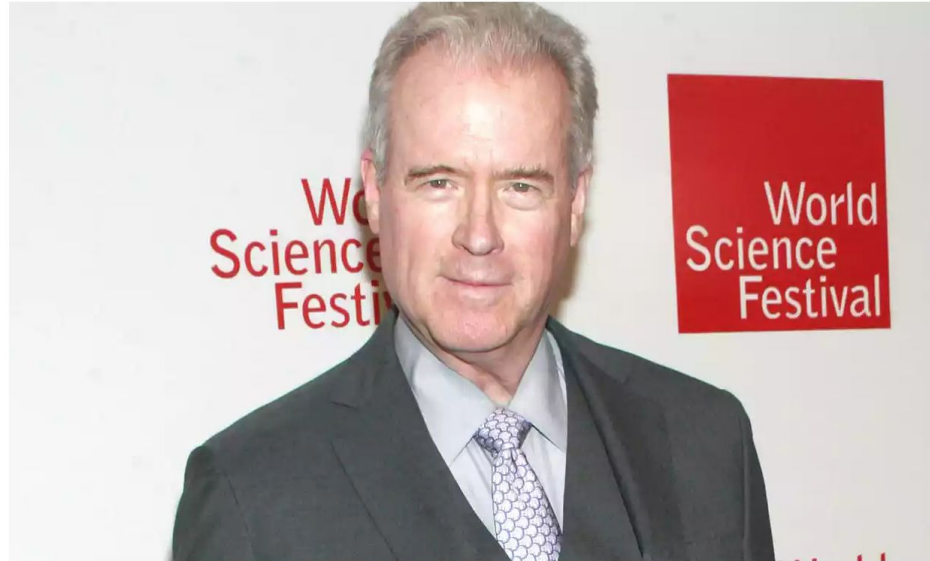
Carole
Cadwalladr

@carolecadwalla

Sun 26 Feb 2017
04.00 EST



237k



▲ Robert Mercer in New York in 2014. Photograph: DDP USA/Rex Shutterstock

● This article is the subject of a legal complaint on behalf of Cambridge Analytica LLC and SCL Elections Limited.

I KNOW HOW I SOUND...



“A Facebook ‘like’, he said, was their most ‘potent weapon’. ‘Because using artificial intelligence, as we did, tells you all sorts of things about that individual and how to convince them with what sort of advert. And you knew there would also be other people in their network who liked what they liked, so you could spread.’”

SPREAD

FAKE NEWS SPREAD

[SOURCE: THE ATLANTIC](#)

“It seems to be pretty clear 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.”

TWO STORIES

A TALE OF TWO STORIES

*THEN PRESIDENTIAL HOPEFUL DONALD TRUMP
FLIES CRITICALLY ILL CHILD ANDREW TEN
FROM CALIFORNIA TO NEW YORK IN HIS
PRIVATE JET FOR TREATMENT*

*OBITUARY FROM DONALD TRUMP'S DECEASED
COUSIN IMPLORES THE PUBLIC NOT TO VOTE
FOR THE GOP PRESIDENTIAL CANDIDATE.*

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**FAKE NEWS STORIES OUTPERFORM
TRUE STORIES BY ABOUT 6X**

**FAKE NEWS STORIES ILLICIT AN
EMOTIONAL RESPONSE**

~~NOT REALLY~~
~~SORT OF~~
YES!

**WE DON'T TAKE THE TIME TO UNDERSTAND
PSYCHOLOGY**

**WE DON'T TAKE THE TIME TO UNDERSTAND
ETHICS**

WHAT CAN WE DO ABOUT IT?

**WE NEED TO PRIORITIZE TOOLS
TO IMPROVE COMMUNICATION**

H I V E

BUSINESS

POLITICS

TECHNOLOGY

THE PLAYERS



[Twitter](#)

“JUST AN ASS-BACKWARD TECH COMPANY”: HOW TWITTER LOST THE INTERNET WAR

Twitter faces more challenges than most technology companies: ISIS terrorists, trolls, bots, and Donald Trump. But its last line of defense, the company’s head of trust and safety, Del Harvey, isn’t making things easier. “Del overcomplicates things . . . and you can see that in the way some of these things are handled publicly.”

[SOURCE: VANITY FAIR](#)

**WE HAVE TO TAKE OWNERSHIP
OF OUR PRODUCT DECISIONS**

SUPPORT MORE 'ZEBRA' COMPANIES

ANIMAL KINGDOM

Zebra companies offer an alternative to the unicorn fantasy

SHARE



WRITTEN BY

[Mara Zepeda](#)

Co-founder and CEO of Switchboard

[Jennifer Brandel](#)

Co-founder and CEO of Hearken

March 20, 2017

A year ago we wrote “[Sex & Startups](#).” The premise was this: The current technology and venture capital structure is broken. It rewards quantity over quality, consumption over creation, quick exits over sustainable growth, and shareholder profit over shared prosperity. It chases after “[unicorn](#)” companies bent on “disruption” rather than supporting businesses that repair, cultivate, and connect. After publishing the essay, we heard from hundreds of founders, investors, and advocates who agreed: “We cannot win at this game.”

This is an urgent problem. For in this game, far more than money is at stake. When VC firms prize time on site over truth, a lucky few may profit, but civil society suffers. When shareholder return trumps

[SOURCE: QUARTZ](#)

COMPANIES THAT BALANCE PROFIT & PURPOSE

COMPANIES THAT SOLVE ACTUAL PROBLEMS

JUST SQUEEZE



NEED TO PRIORITIZE TECH LITERACY
[outside our own spheres too]

**THINK OF BETTER WAYS TO MONETIZE
THAN DATA SHARING**

NEED EMPATHY

The image features a dark blue background with a glowing blue circular border and a golden-yellow light flare on the right side. The text 'DEVELOPING STORY' is centered in a white, bold, sans-serif font. The word 'DEVELOPING' is in a smaller size above the larger word 'STORY'. A small red triangle is positioned to the left of the word 'DEVELOPING'.

▶ DEVELOPING STORY

▶ DEVELOPING STORY ▶ DEVELOPING STORY ▶ DEVELOPING STORY ▶ DEI