

Fake News

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Übung 2.1: Ethics

- Diese Texte sind die Grundlage für die Diskussion zu "Ethics" am 20.11.:
 - Garcia, Megan. "Racist in the machine: The disturbing implications of algorithmic bias." World Policy Journal 33, no. 4 (2016): 111-117.
 - Federrath, Hannes, Christina B. Class, and Carsten Trinitis. "Die neuen ethischen Leitlinien der GI." Informatik Spektrum: Vol. 42, No. 1 (2019).
 - Association for Computing Machinery. "ACM code of ethics and professional conduct (Booklet)." ACM (2018). Seite 3-12 (The Code).
 - Association for Computing Machinery US Public Policy Council. "Statement on Algorithmic Transparency and Accountability." USACM (2018). Seite 3-12 (The Code).
- Die Texte sind im Learnweb verfügbar.

Übung 2.1: Ethics

- Diese weitergehenden Texte können die Diskussion zu "Ethics" am 20.11. vertiefen:
 - High-Level Expert Group on AI. "Ethics Guidelines for Trustworthy AI". European Commission (2019). Seite 5-17 (Einleitung, Fundamente)
 - Floridi, Luciano, Josh Cowls, Monica Beltrametti, Raja Chatila, Patrice Chazerand, Virginia Dignum, Christoph Luetge et al. "AI4People—An ethical framework for a good AI society: opportunities, risks, principles, and recommendations." Minds and Machines 28, no. 4 (2018): 689-707.
 - Burton, Emanuelle, Judy Goldsmith, and Nicholas Mattei. "How to teach computer ethics through science fiction." Communications of the ACM 61, no. 8 (2018): 54-64.
- Die Texte sind im Learnweb verfügbar.

1 News

What is News?

- News is inherently skewed because it is the 'out-of-the- ordinary' - what sort of things count as out-of-the-ordinary?
- News is always from a certain perspective - whose?
- News is varying degrees of local vs global - when?
- New technology provides a lot of different options
- The pace and reach of mass media is vastly different today
- How we experience mass media depends on context

Changes

- sharing of news through social media platforms is now a significant part of mainstream online media use and is an increasingly important consideration in journalism practice and production [Bednarek, 2016]
- ‘unexpected’ and ‘affective’ news items may be shared more, and Negativity is a more important news value than Positivity [Bednarek, 2016]
- A story can now spread in a matter of minutes rather than hours or days and the reach is global

Newsworthiness

- it is assumed that journalists measure and judge the perceived *newsworthiness* of events according to a set of news values such as **Negativity**, **Unexpectedness** and **Proximity**.
- News values make up a *professional value system* which reflects dominant societal ideologies [Bell, 1991]
- Does technological mediation change this assumption?
- What impact does social media have on journalism?

New Newsroom

Today, the ‘new newsroom’ has optimisation desks, to make stories work better on social media, data scientists who analyse the information about story performance to tell journalists how to write headlines, produce photographs and report stories which will be ‘liked’ and ‘shared’ more than others. It has aggregation desks, which scour the web to find news that ordinary people have posted for a wider audience. It has audience insight desks that work on how to get more people to spend longer reading more journalism. And it has data desks, which take the newly available sources of information in vast quantities and use the latest mining tools and techniques to clean, interpret and visualise information in new ways.”[Bell, 2015]

Mass Media

- the digital environment has resulted in a diversification and proliferation of journalistic text types that did not occur in print news
- Why? what is the impact of this diversification?
- The mass media now has a wide array of modalities available that are both easy and relatively cheap.
- Stories are easy to share and spread quickly across different social media platforms
- What impact does this have on how we create, distribute, consume and share news stories?

2 Fake

Fake News = Falsche Nachricht?

Fake News = Falsche Nachricht + Ziel

Erkennen I

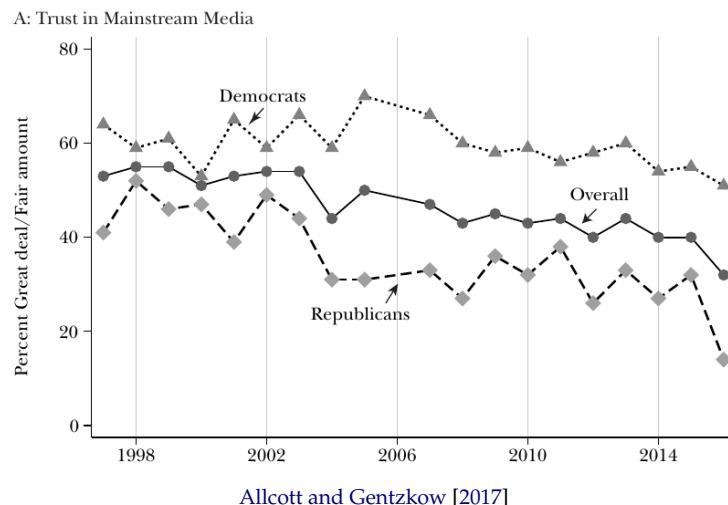
- Absender kontrollieren
- Fotos und Videos überprüfen
- Impressum ansehen
- URL kontrollieren

Erkennen II

- Handelt es sich um eine echte Redaktion?
- Welche anderen Meldungen werden von der Quelle veröffentlicht?
- Legt die Quelle die eigenen Informationen offen?
- Kann ich den Gang der Informationen zweifelsfrei nachvollziehen?
- Ist ein Impressum vorhanden?
- Welches Interesse verfolgt der Informationsgeber?
- Gibt es eine zweite, (ebenfalls) unabhängige Informationsquelle?
- Ist die Meldung in sich stimmig und vorstellbar?
- Stimmen die Details mit der Wirklichkeit überein?
- Gibt es – möglichst mehrere – Fotos, Videos, Interviews zur Meldung?

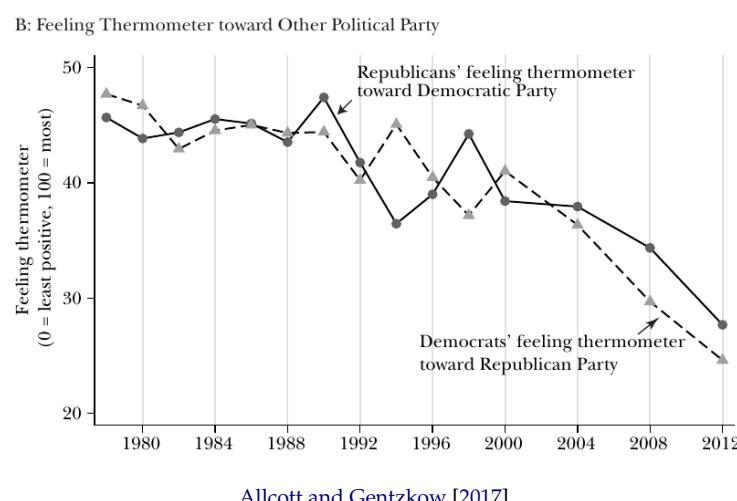
www.focus.de

USA: Vertrauen in Medien



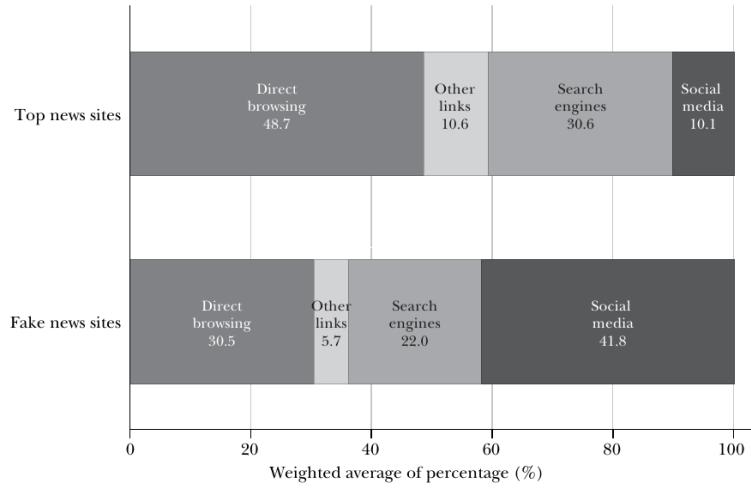
Allcott and Gentzkow [2017]

USA: R vs. D



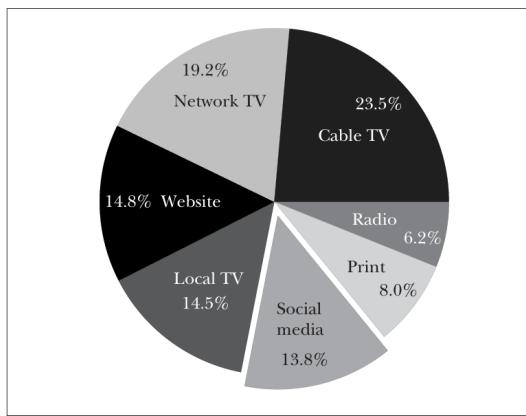
Allcott and Gentzkow [2017]

USA: Woher kommen die Lesenden?



Allcott and Gentzkow [2017]

USA: Welche Quellen?



Notes: Our post-election survey asked, "Which of these sources was your most important source of news and information about the 2016 election?" This figure plots responses. Observations are weighted for national representativeness.

Allcott and Gentzkow [2017]

Warum ist das ein Problem?

Meet Russian Twitter troll Jenna Abrams
and her 2.752 friends

3 Befangen

Wir sind Befangen

Kognitive Verzerrung

Dieser Artikel befasst sich mit kognitiven Verzerrungen im Sinne der allgemeinen Psychologie (*cognitive bias*). Zu kognitiven Verzerrungen, die als Symptom von Krankheitsbildern auftreten (*cognitive distortion*), siehe [Kognitive Verzerrung \(klinische Psychologie\)](#).

Kognitive Verzerrung (englisch *cognitive bias* oder *cognitive illusions*) ist ein [kognitionspsychologischer](#) Sammelbegriff für systematische fehlerhafte Neigungen beim [Wahrnehmen](#), [Erinnern](#), [Denken](#) und [Urteilen](#). Sie bleiben meist [unbewusst](#) und basieren auf kognitiven [Heuristiken](#).

[Inhaltsverzeichnis](#) [Verbergen]

- 1 [Definition und Merkmale](#)
- 2 [Liste von kognitiven Verzerrungen](#)
- 3 [Siehe auch](#)
- 4 [Literatur](#)
- 5 [Weblinks](#)
- 6 [Einzelnachweise](#)

Bestätigungsfehler

Die Neigung, Informationen so auszuwählen und zu interpretieren, dass sie die eigenen Erwartungen erfüllen.

Bias blind spot

Die Tendenz, sich für unbeeinflusst zu halten.

Clustering-Illusion

Die Neigung, in Datenströmen Muster zu sehen, selbst wenn gar keine da sind.

Recall Bias

Erinnerungsverzerrung, Fehlerquelle vor allem in retrospektiven Studien.

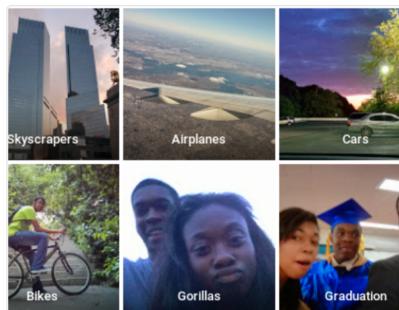
Computer sind unvoreingenommen

Google Rassistisch?



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Google Photos, y'all fucked up. My friend's not a gorilla.

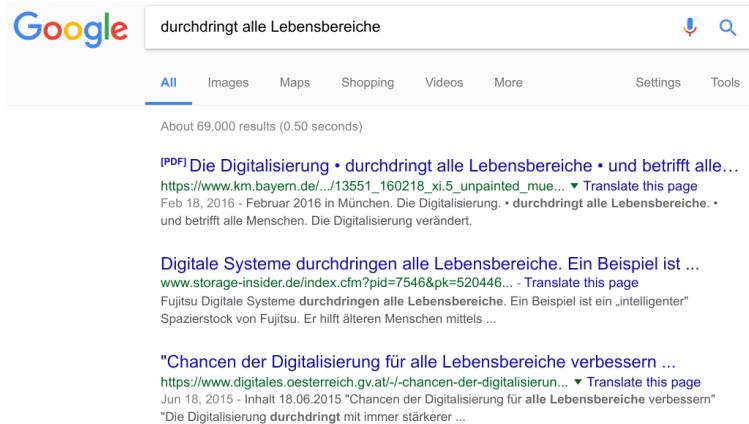


3:22 AM - 29 Jun 2015

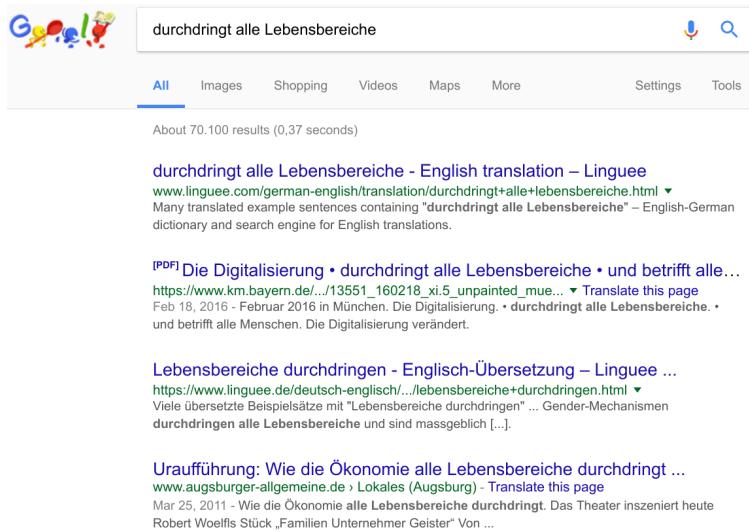
twitter.com/jackyalcine/status/615329515909156865

4 Filterblase

Durchdringung: Ich

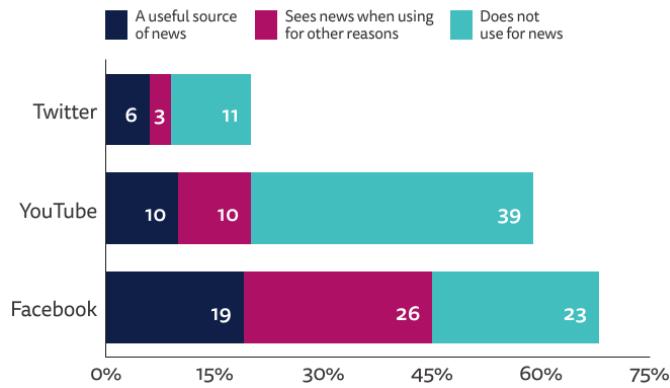


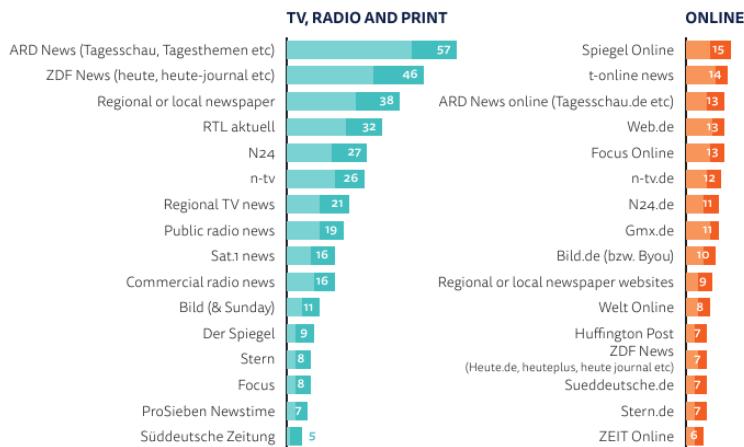
Durchdringung: Anonym



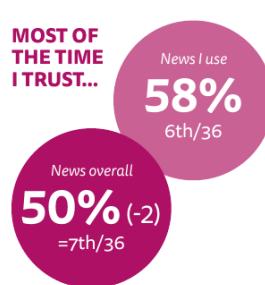
5 Hoffnung?

HOW PEOPLE USE DIFFERENT SOCIAL NETWORKS TO GET THE NEWS – ALL MARKETS





Reuters Institute – Digital News Report 2017

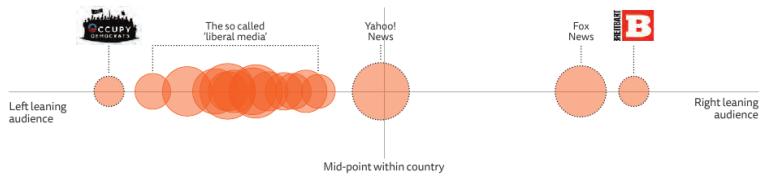


TOP SOCIAL MEDIA AND MESSAGING

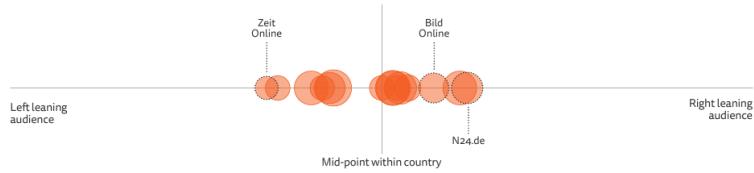
Rank	Brand	For news	All
1	Facebook	25% (-2)	51%
2	YouTube	14% (+2)	49%
3	WhatsApp	12% (+2)	55%
4	Twitter	4% (-)	11%
5	Facebook Messenger	3%	20%

Reuters Institute – Digital News Report 2017

AUDIENCE MAP FOR THE TOP ONLINE NEWS BRANDS (INCLUDING NEW POLARISED NEWS BRANDS) – USA

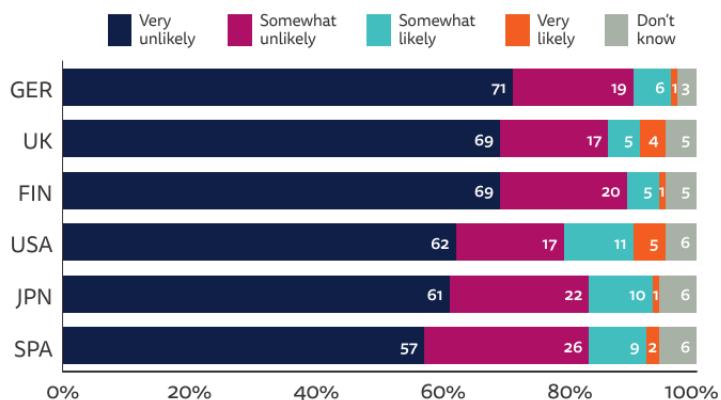


AUDIENCE MAP FOR THE TOP ONLINE NEWS BRANDS – GERMANY



Reuters Institute – Digital News Report 2017

LIKELIHOOD OF PAYING FOR ONLINE NEWS IN THE FUTURE – SELECTED COUNTRIES



Reuters Institute – Digital News Report 2017

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