



Debunking disinformation and misinformation: key concepts and strategies

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UNESCO



New?



New?



The New York Times.

Copyright, 1918, by The New York Times Company.

NEW YORK, MONDAY, OCTOBER 21, 1918.

Radio Listeners in Panic, Taking War Drama as Fact

*Many Flee Homes to Escape 'Gas Raid From
Mars'—Phone Calls Swamp Police at
Broadcast of Wells Fantasy*

A wave of mass hysteria seized thousands of radio listeners throughout the nation between 8:15 and 9:30 o'clock last night when a broadcast of a dramatization of H. G. Wells's fantasy, "The War of the Worlds," led thousands to believe that an interplanetary conflict had started with invading Martians spreading wide death and destruction in New Jersey and New

York, and radio stations here and in other cities of the United States and Canada seeking advice on protective measures against the raids.

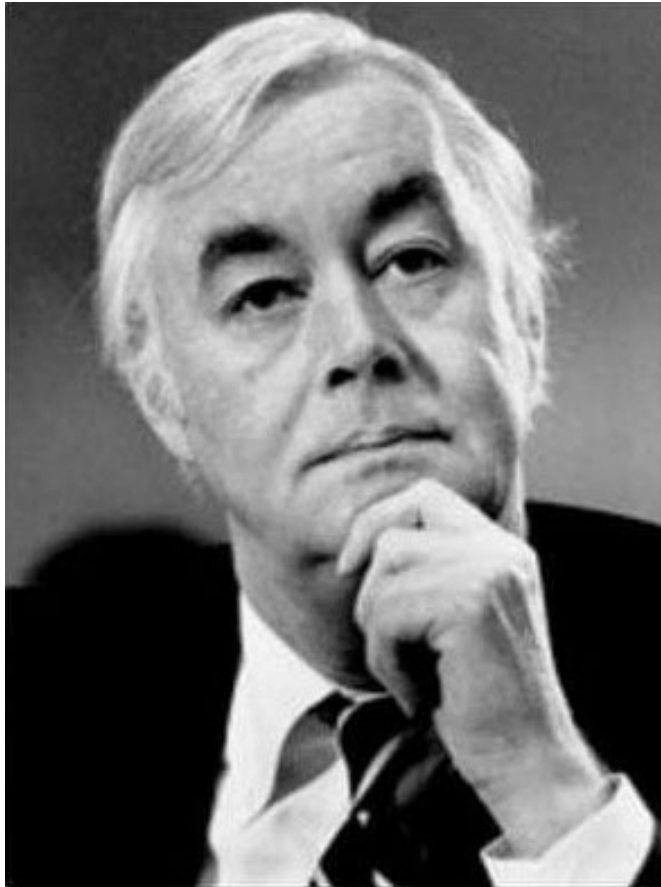
The program was produced by Mr. Wells and the Mercury Theatre on the Air over station WABC and the Columbia Broadcasting System's coast-to-coast network, from 8 to 9 o'clock.

The radio play, as presented, was to simulate a regular radio news

New?



New?



Everyone is entitled to his own
opinion, but not his own facts.

— *Daniel Patrick Moynihan* —

AZ QUOTES



NOW...Scientific Evidence on Effects of Smoking!

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average

**First and Only Premium Quality
Cigarette in Both Regular and
King-Size**

New?



Media and Elections



***Asks Public to End 'Obsession,'
Get On With Nation's Business***



**'Time to Let
Watergate
Go to Courts'**

President Nixon speaks to the nation
from the Oval Office of the White

Back The Fairness Doctrine



Fairness
Doctrine



Derechos de
antena



Political
advertising



Campaign
financing



What's new then?

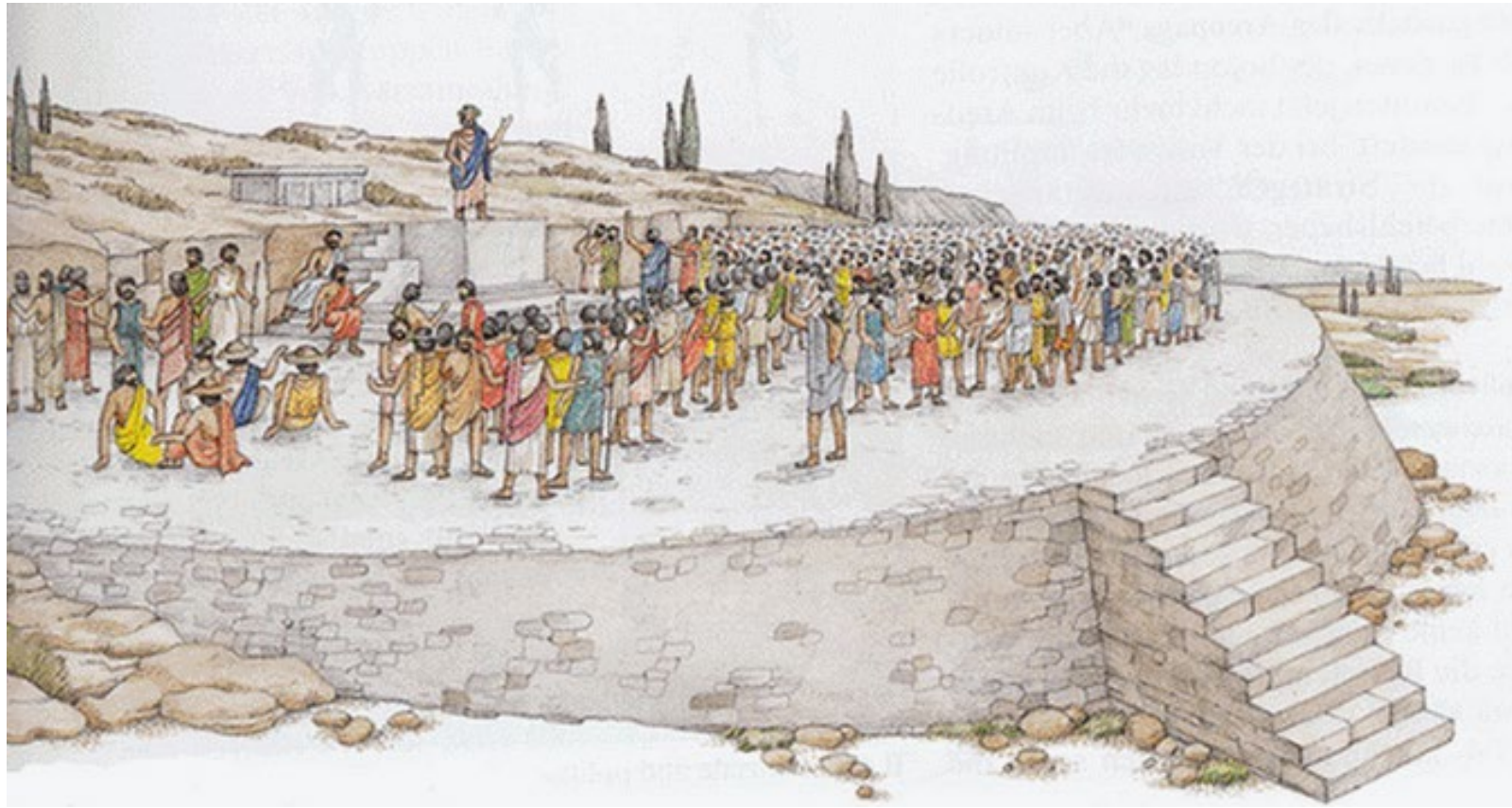
RISK | OPPORTUNITY





- *"For too many of us, it's become safer to retreat into our own **bubbles**, whether in our neighborhoods or college campuses or places of worship or our social media feeds, surrounded by people who look like us and share the same political outlook and never challenge our assumptions. The rise of naked partisanship, increasing economic and regional stratification, the splintering of our media into a channel for every taste—all this makes this great sorting seem natural, even inevitable. And increasingly, we become so secure in our bubbles that **we accept only information**, whether true or not, **that fits our opinions**, instead of basing our opinions on the evidence that's out there."*
- *"And this trend represents a **third threat to our democracy**. But politics is **a battle of ideas**. That's how our democracy was designed. In the course of a healthy debate, we prioritize different goals, and the different means of reaching them. But without some **common baseline of facts**, without a willingness to admit new information, and concede that your opponent might be making a fair point, and that science and reason matter then we're going to keep talking past each other, and we'll make common ground and compromise impossible."*

Pnyx and the Public Space









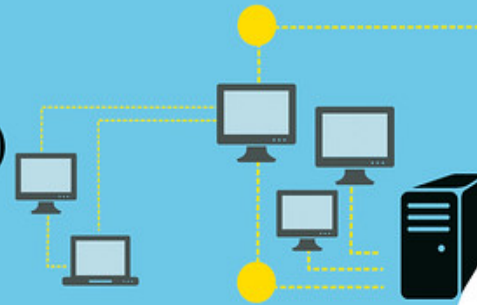
CONTENT AND APPLICATIONS

Application layer



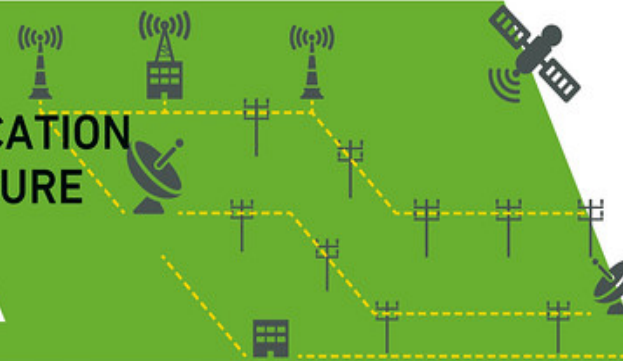
PROTOCOLS (TCP/IP, DNS, etc)

Transport layer

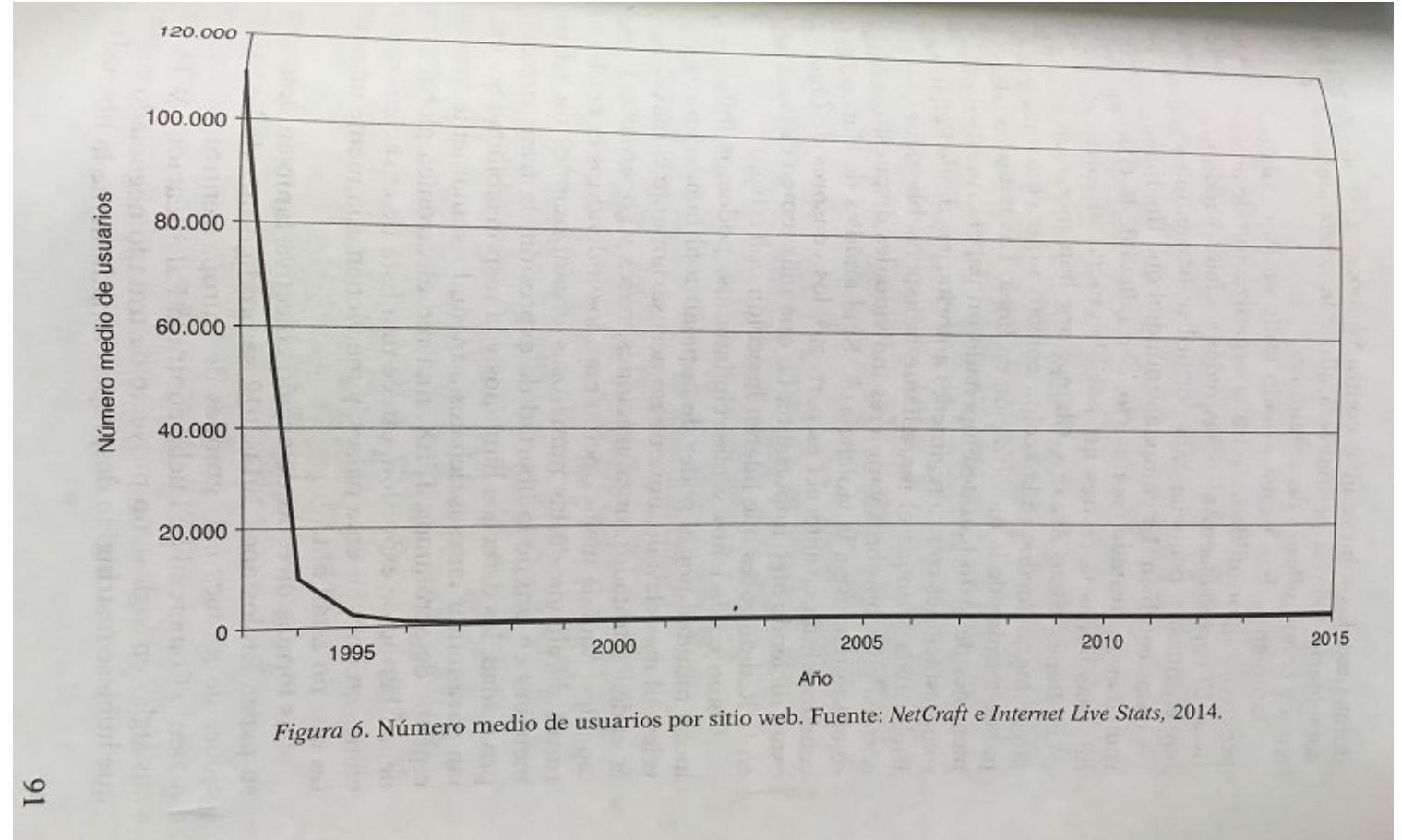
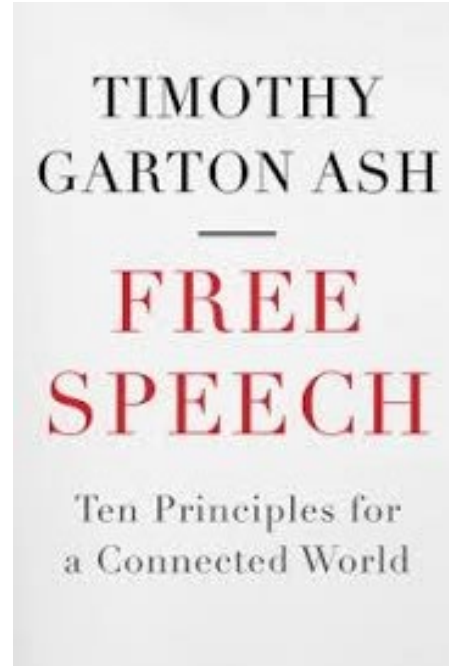


TELECOMMUNICATION INFRASTRUCTURE

Physical layer



Atomization



The logic of algorithms



The logic of micro targeting



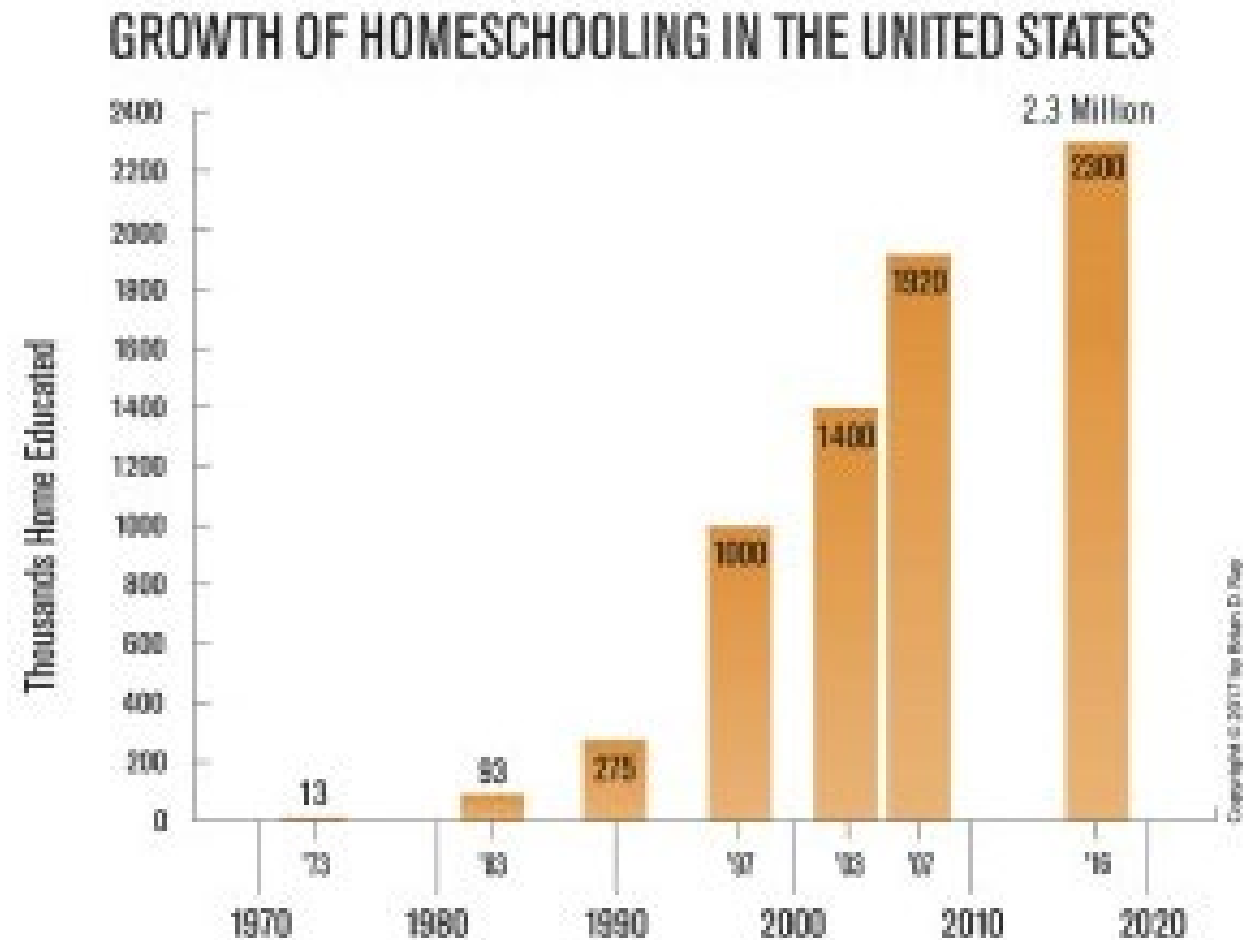
The logic of technological advances



The logic of the terms and conditions



The logic of the human being

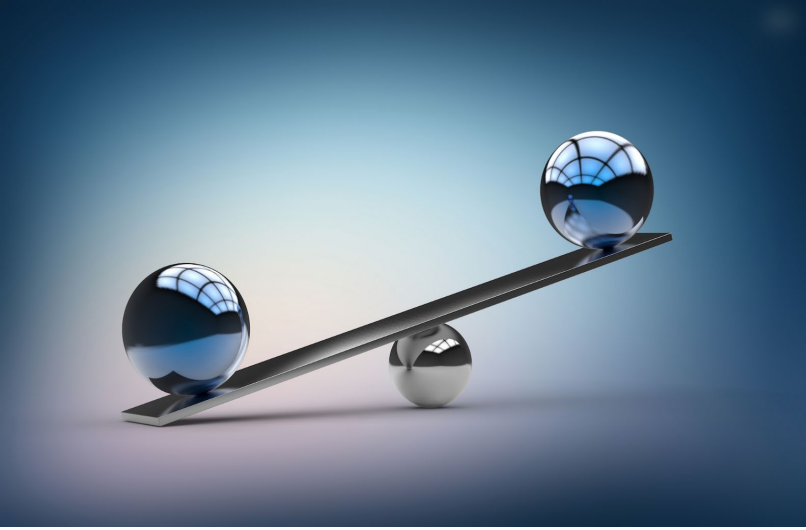


The market logic

Ranking of the most valuable companies in the world

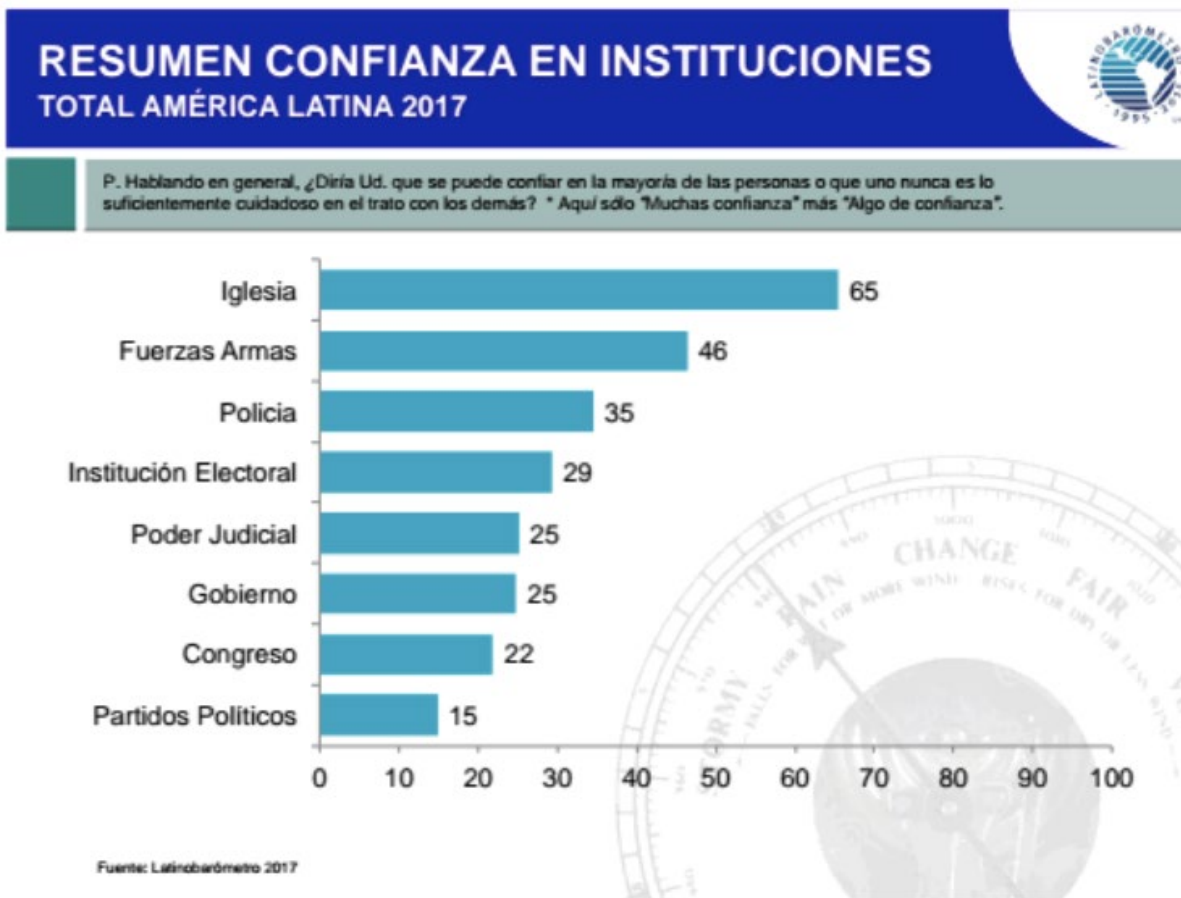
2008	Company	Sector
	PetroChina	Petroleum and Gas
	Exxon	Petroleum and Gas
	General Electric	Conglomerate
	China Mobile	Telecommunications
	Gazprom	Petroleum and Gas
2018	Company	Sector
	Apple	Technology
	Amazon	Electronic commerce and cloud computing
	Alphabet	Technology
	Microsoft	Technology
	Facebook	Technology

Source: Global 2000- Forbes



- Information asymmetries
- Power Asymmetries
- Private Censorship

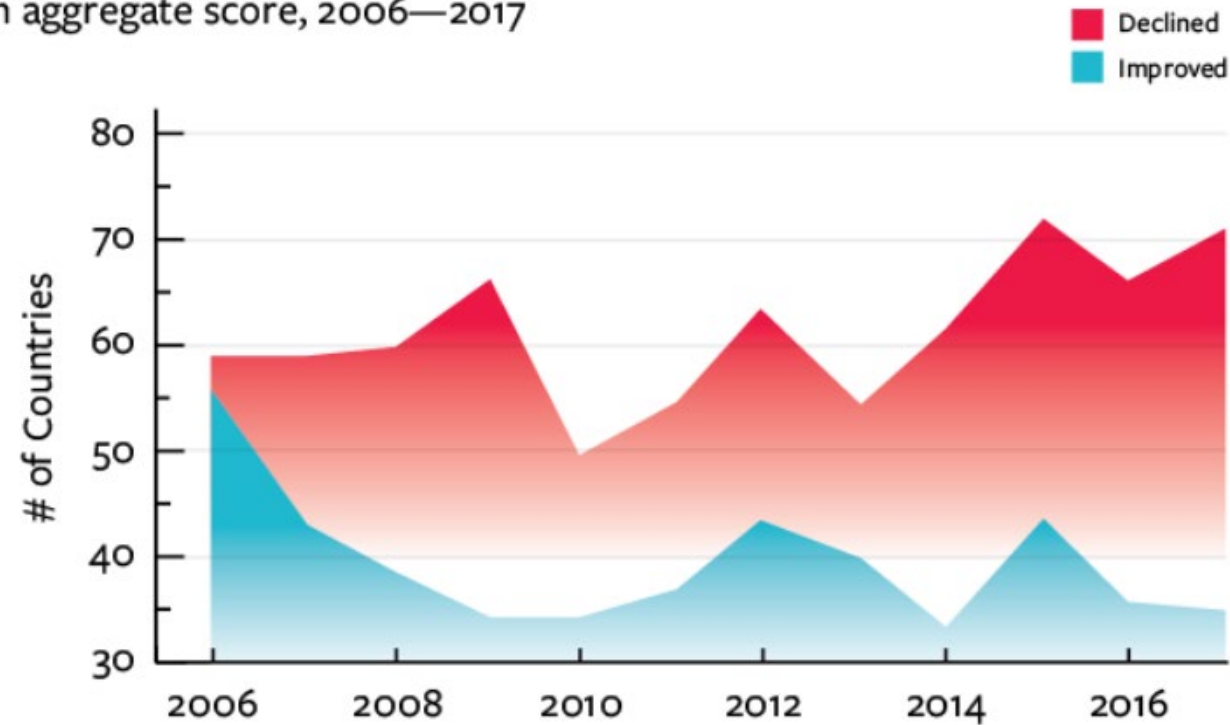
The logic of institutions



The logic of democracies

Twelve Years of Decline

Number of countries that declined and improved in aggregate score, 2006—2017







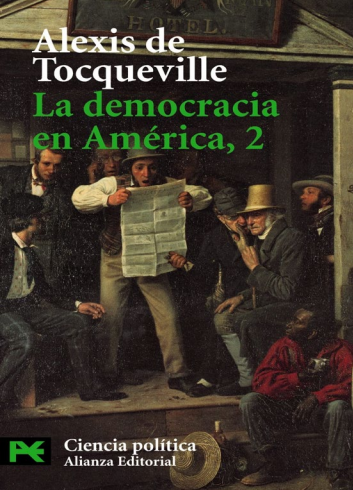


- Regulation
- Corporate Governance (transparency, Corporate Social Responsibility, Accountability)
- Clearer Rules of the Game





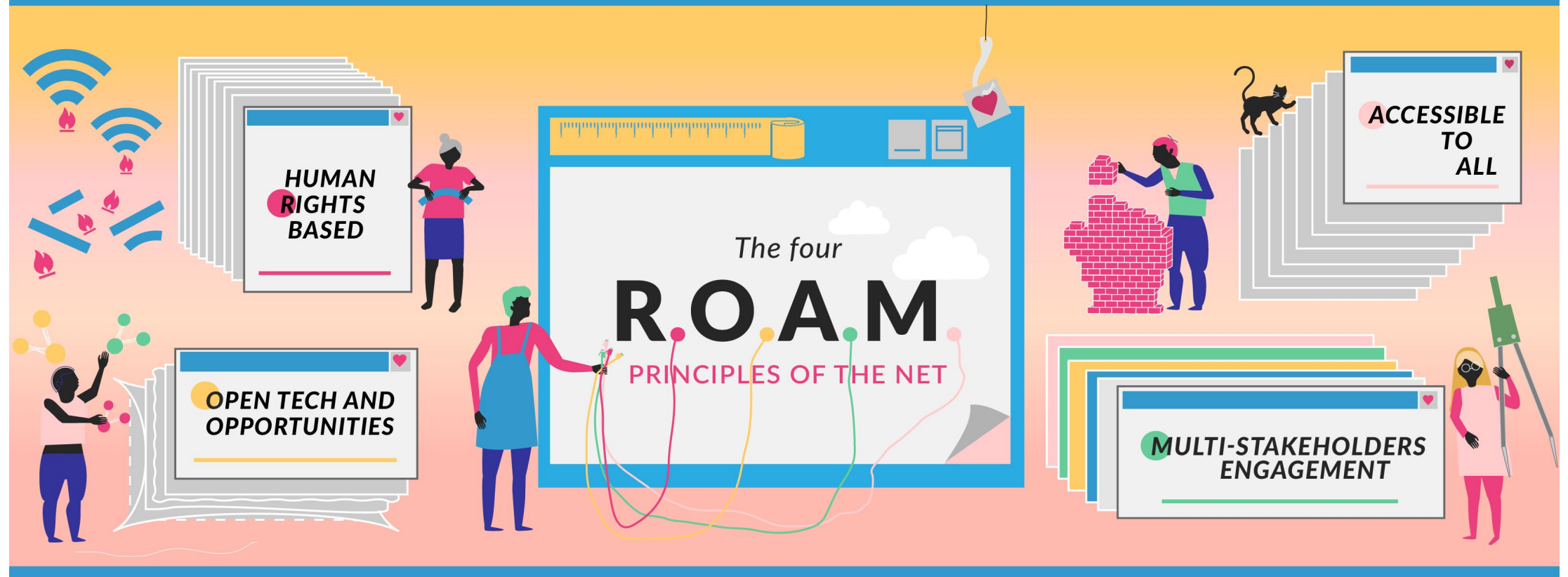
“the same **rights** that people have **offline**
must also be protected **online.**”

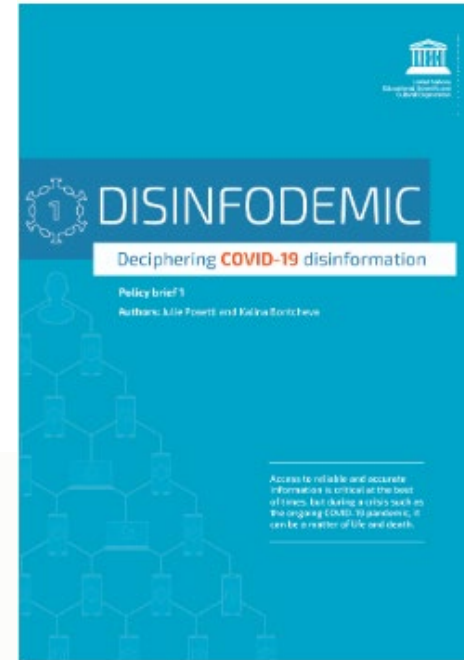
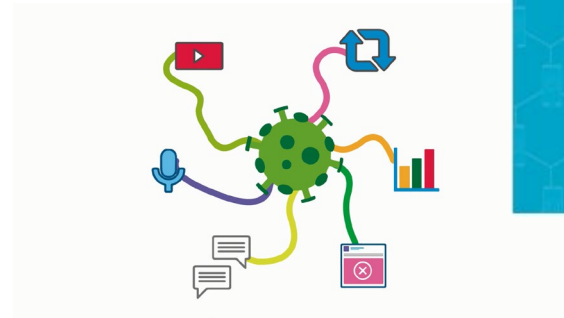
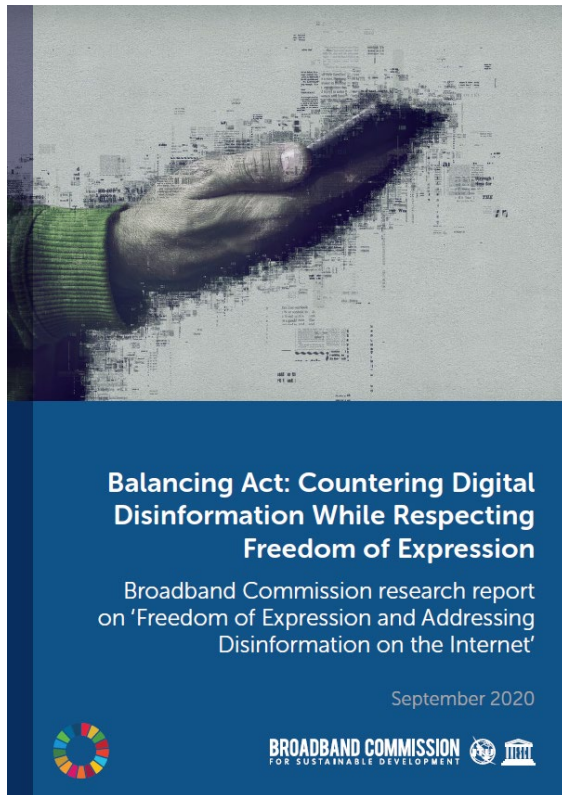


Newspapers therefore become more necessary in proportion as men become more equal and individualism more to be feared. **To suppose that they only serve to protect freedom would be to diminish their importance: they maintain civilization.** I shall not deny that in democratic countries newspapers frequently lead the citizens to launch together into very ill-digested schemes; but if there were no newspapers there would be no common activity. The evil which they produce is therefore much less than that which they cure.

Alexis de Tocqueville

WE NEED YOUR INPUT! Participate in the first online consultation





UNESCO's tools





**KEEP
CALM**

AND

THINK BEFORE YOU

CLICK!

IS THIS “FAKE NEWS”?

Questions we need to ask in order to know:



***What do we know about
this website?***

*Who are they?
Do they update their website?
Can they be contacted?*



Who is the author?

*Is he or she a real person?
What other topics has he or
she informed about?
Was it reliable?*



***What is the purpose
of the title?***

*Only to shock?
Is the title related to the text?*



What is the genre of the content?

*Is it a news item?
Is it sponsored content?
What is its purpose?*



What do other sources say?

What do others say about the same topic?



When was it published?

*Does it mention the date?
Is it current?
Does it contribute new information?*



Is it humorous?

Is it a satire or a parody seeking to raise a laugh?



How are ideas presented?

*What is the evidence?
Does it mention other sources?*



Are there images or videos?

*Are they real?
Have they been manipulated?*



Thank you!