

HUMAN RIGHTS,
DEMOCRACY
AND THE RULE OF LAW

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

DROITS DE L'HOMME,
DÉMOCRATIE
ET ÉTAT DE DROIT

Media and Internet Division

Study

Presentation

February 2018

Information Disorder

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Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

TOPICS: Pope Francis Endorses Donald Trump



2017

September

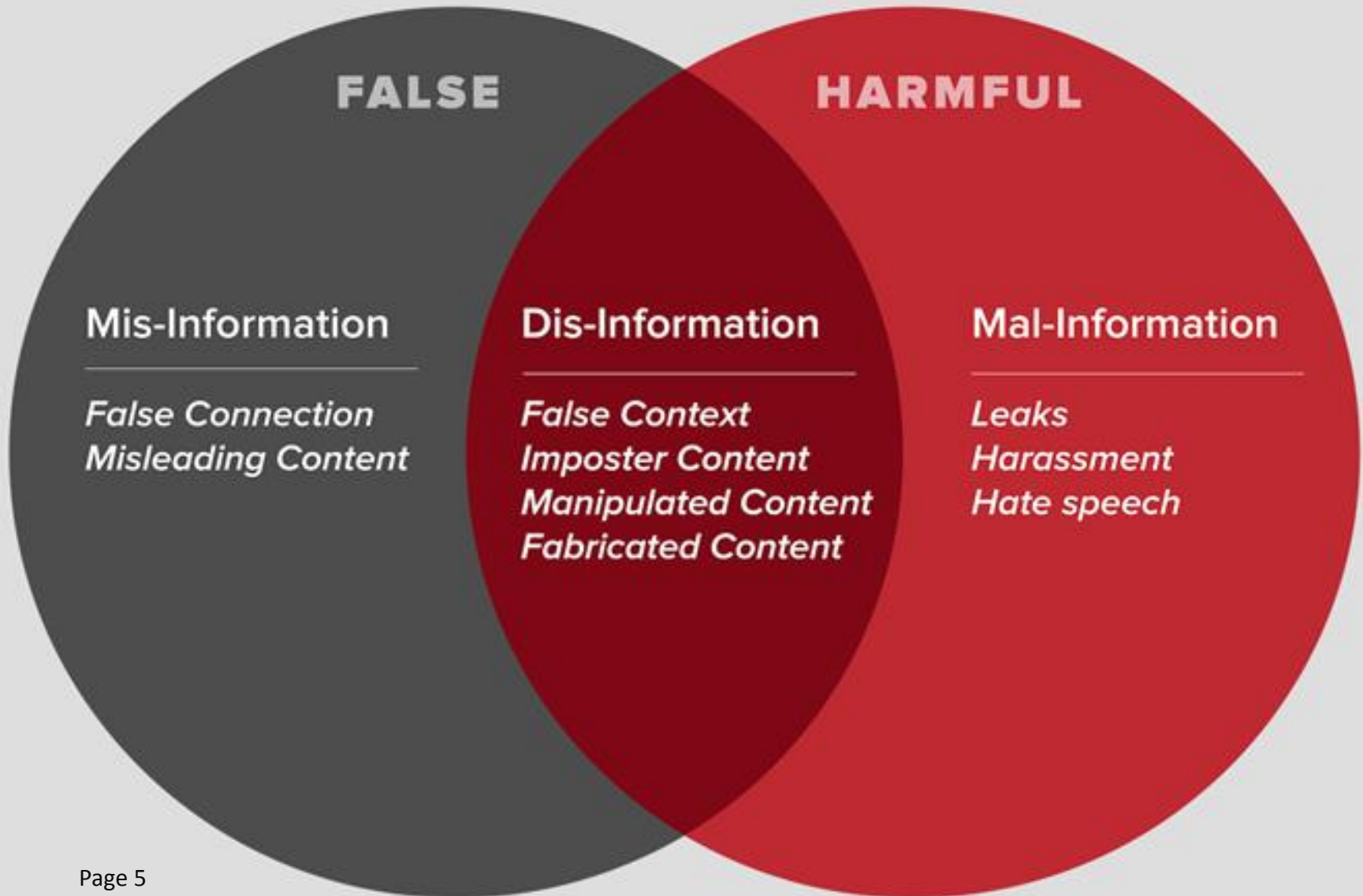
By Claire Wardle, PhD &
Hossein Derakhshan

OUR
OBJECTIVE

Examine the modern
information pollution and
provide a new framework
for policy makers, legislators,
researchers, technologists
and practitioners on:

mis
dis
mal } information

Study Information Disorder



FIRSTDRAFT

7 TYPES OF MIS- AND DISINFORMATION



SATIRE OR PARODY

No intention to cause harm but has potential to fool



MISLEADING CONTENT

Misleading use of information to frame an issue or individual



IMPOSTER CONTENT

When genuine sources are impersonated



FABRICATED CONTENT

New content is 100% false, designed to deceive and do harm



FALSE CONNECTION

When headlines, visuals or captions don't support the content



FALSE CONTEXT

When genuine content is shared with false contextual information



MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive

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Agent

Actor Type: Official / Unofficial
 Level of Organisation: None / Loose / Tight / Networked
 Type of Motivation: Financial / Political / Social / Psychological
 Level of Automation: Human / Cyborg / Bot
 Intended Audience: Members / Social Groups / Entire Societies
 Intent to Harm: Yes / No
 Intent to Mislead: Yes / No

Message

Duration: Long term / Short-term / Event-based
 Accuracy: Misleading/ Manipulated / Fabricated
 Legality: Legal / Illegal
 Imposter Type: No / Brand / Individual
 Message Target: Individual / Organisation / Social Group / Entire Society

Interpreter

Message reading: Hegemonic / Oppositional / Negotiated
 Action taken: Ignored / Shared in support / Shared in opposition

Clinton and Trump supporters live in their own Twitter worlds

Clinton Supporters

Hillary Clinton supporters in this user group are not as cohesive as Trump supporters and they interact more frequently with users who follow both or neither candidate. They have few mutual follower networks in common with the far-right conservative cluster.

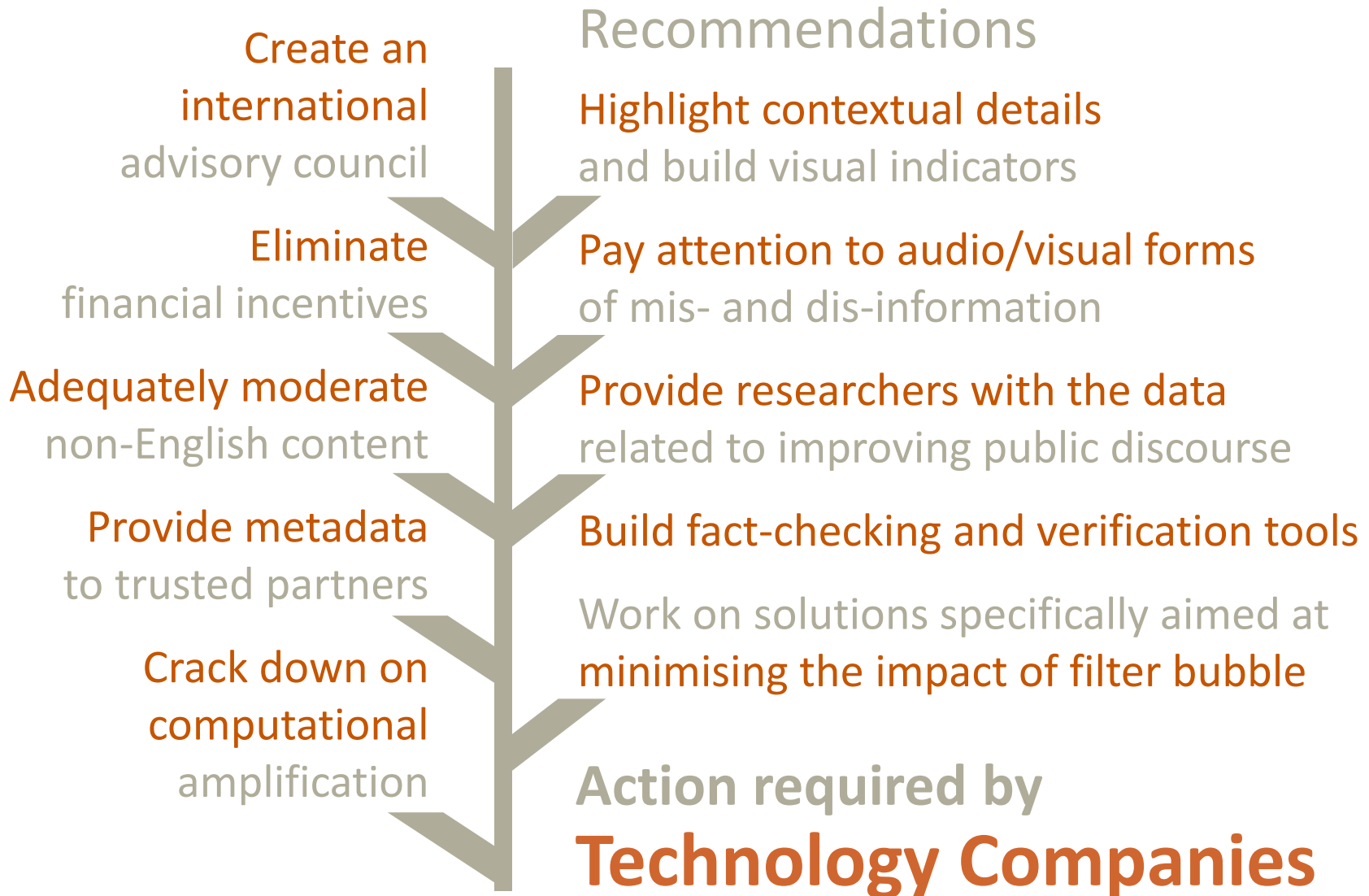
- Follow only Trump
- Follow only Clinton
- Follow both
- Follow neither

This large cluster of Trump supporters on Twitter have little mutual follower overlap with other users and are a remarkably cohesive group. They exist in their own information bubble.

Trump Supporters

Source: The Electome | The Laboratory for Social Machines at the MIT Media Lab

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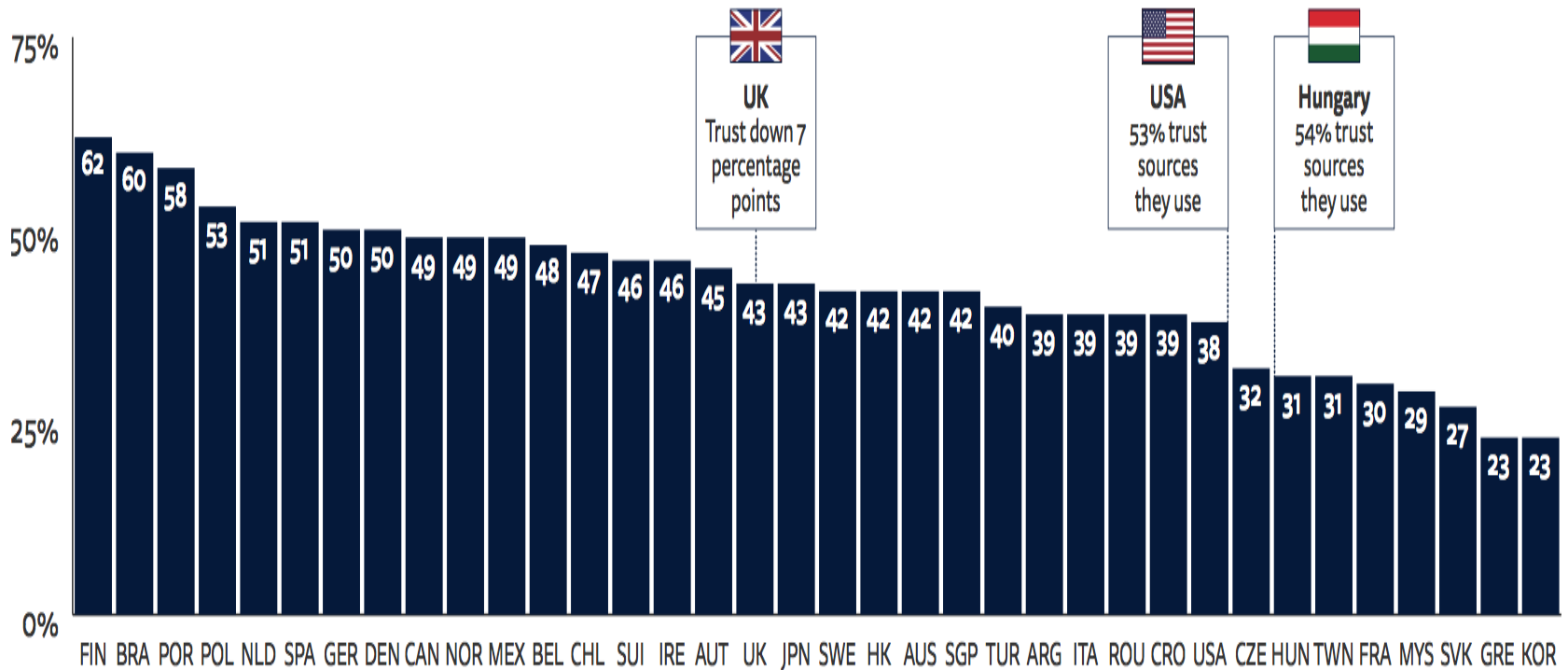
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OVERALL TRUST IN NEWS MEDIA – ALL MARKETS



Q6_2016_1/6. Please indicate your level of agreement with the following statements. - I think you can trust most news most of the time/I think I can trust most of the news I consume most of the time
Base: Total sample in each market.

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Recommendations

Collaborate
Debunk sources
as well as content

Don't
disseminate
fabricated
content

Agree policies on strategic silence

Ensure strong ethical standards across
all media

Produce more news literacy segments
and features

Tell stories about the scale and threat
posed by information disorder

Focus on improving the
quality of headlines

Action required by
Media Organisations

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Recommendations

Act as honest
brokers bringing
together different
players including
technology
companies,
newsrooms,
research institutes,
policy-makers,
politicians and
governments

Educate people about the threat of
information disorder and persuasive
techniques that are used by those
spreading dis- and mal-information

Inform the public people about the risks
of information disorder to society, such
as sowing distrust in official sources and
dividing political parties, religions, races
and classes

Exercise the watchdog function

Action required by
Civil Society

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[Click here to see the report!](#)

Definitions

**Implications for
democracy**

Role of television

**Implications of
weakened local media**

Micro-targeting

**Computational
amplification**

Filter bubbles and
echo chambers

**Declining trust in
evidence**



Information Disorder Study

First Draft Partner Network Meeting

July 3rd , 2017
Strasbourg

Impact of Closed Networks on the
French Election

Impact of Fighting Fake News as they
Are Being Spread

Newship as a Tool for Identifying
whether and how Misinformation is
Spreading Online

Launch of the InVId Verification
Toolbox

CrossCheck project

seminar on fake news and
addressing disinformation

