

HUMAN RIGHTS,
DEMOCRACY
AND THE RULE OF LAW

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

DROITS DE L'HOMME,
DÉMOCRATIE
ET ÉTAT DE DROIT

PACE Committee on Political Affairs
and Democracy

Democracy hacked: how to respond?

Study Information Disorder

Presentation
25 June 2018

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

TOPICS: Pope Francis Endorses Donald Trump



Objective

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

mis
dis
mal } **information**

Information Disorder

by Claire Wardle, PhD &
Hossein Derakhshan

www.coe.int/en/web/freedom-expression/reports

TYPES OF INFORMATION DISORDER

FALSENESS

INTENT TO HARM

Misinformation

Unintentional mistakes such as inaccurate photo captions, dates, statistics, translations, or when satire is taken seriously.

Disinformation

Fabricated or deliberately manipulated audio/visual content. Intentionally created conspiracy theories or rumours.

Malinformation

Deliberate publication of private information for personal or corporate rather than public interest, such as revenge porn.
Deliberate change of context, date or time of genuine content.

FIRSTDRAFT

7 CATEGORIES OF INFORMATION DISORDER



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

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.

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

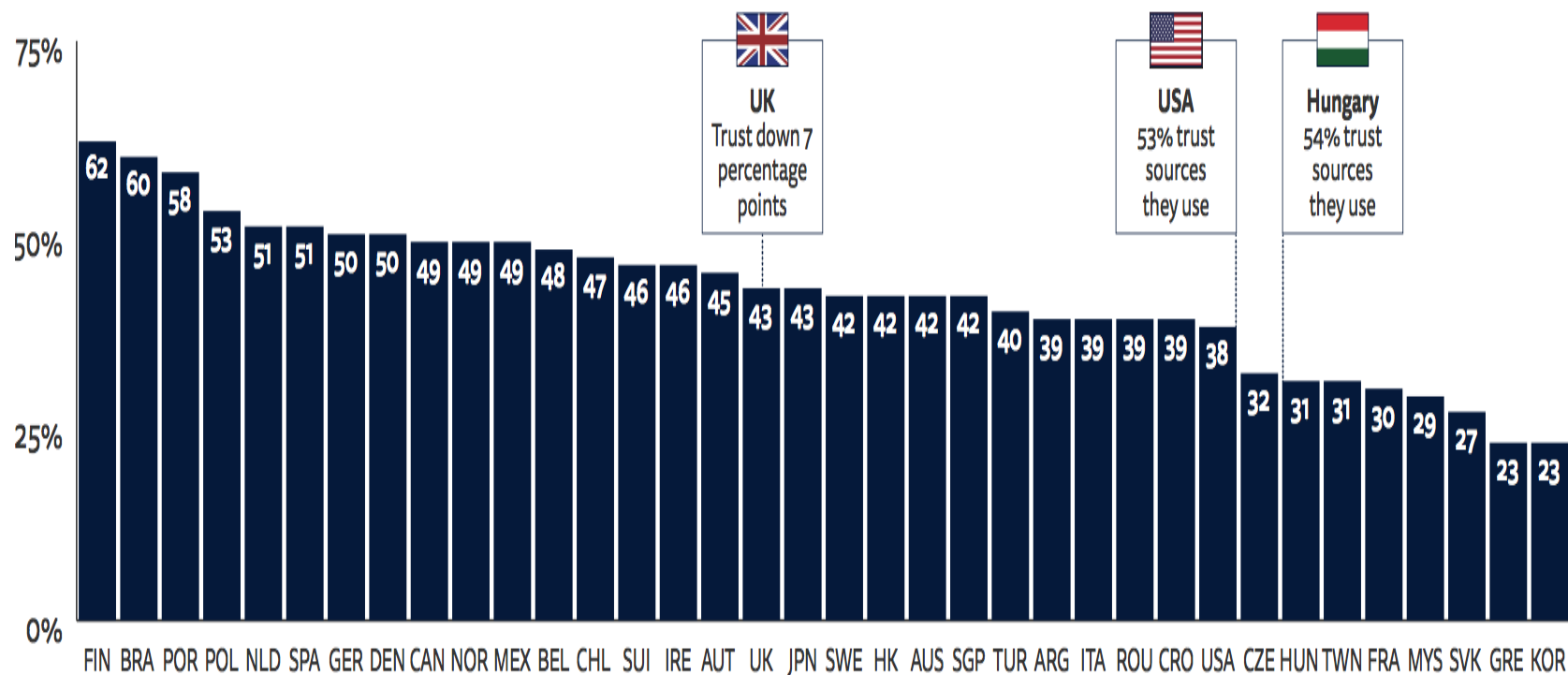
- Follow only Trump
- Follow only Clinton
- Follow both
- Follow neither

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

Study Information Disorder



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.

**What can
we do?**

Technology Companies ?

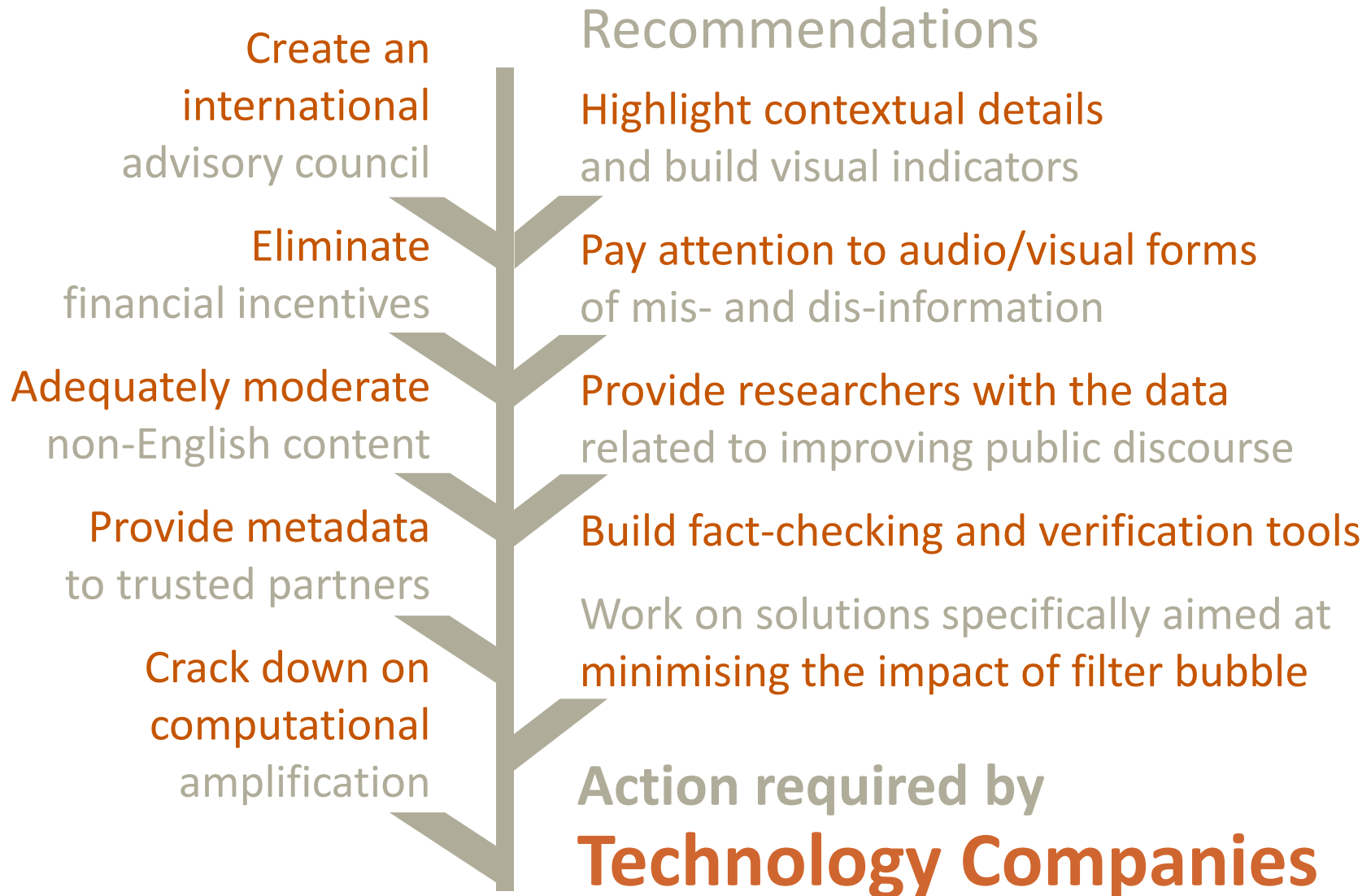
National Governments ?

Media Organisations ?

Civil Society ?

International Institutions ?









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



 Albania - Albanie Tirana	 Estonia - Estonie Tallinn	 Lithuania - Lituanie Vilnius	 San Marino - Saint-Marin San Marino - Saint-Marin
 Andorra - Andorre Andorre-la-Vieille Andorre-la-Vieille	 Finland - Finlande Helsinki	 Luxembourg Luxembourg	 Serbia - Serbie Belgrade
 Armenia - Arménie Yerevan - Erevan	 France Paris	 Malta - Malte Valletta - La Vallette	 Slovakia - Slovaquie Bratislava
 Austria - Autriche Vienna - Vienne	 Georgia - Géorgie Tbilisi - Tbilissi	 Republic of Moldova - République de Moldova Chişinău	 Slovenia - Slovénie Ljubljana
 Azerbaijan - Azerbaïdjan Baku - Bakou	 Germany - Allemagne Berlin	 Monaco Monaco	 Spain - Espagne Madrid
 Belgium - Belgique Brussels - Bruxelles	 Greece - Grèce Athens - Athènes	 Montenegro - Monténégro Podgorica	 Sweden - Suède Stockholm
 Bosnia and Herzegovina Bosnie-Herzégovine Sarajevo	 Hungary - Hongrie Budapest	 Netherlands - Pays-Bas Amsterdam	 Switzerland - Suisse Bern - Berne
 Bulgaria - Bulgarie Sofia	 Iceland - Islande Reykjavik	 Norway - Norvège Oslo	 "The former Yugoslav Republic of Macedonia" "L'Ex-République yougoslave de Macédoine" Skopje
 Croatia - Croatie Zagreb	 Ireland - Irlande Dublin	 Poland - Pologne Warsaw - Varsovie	 Turkey - Turquie Ankara
 Cyprus - Chypre Nicosia - Nicosie	 Italy - Italie Rome	 Portugal Lisbon - Lisbonne	 Ukraine Kyiv - Kiev
 Czech Republic - République tchèque Prague	 Latvia - Lettonie Riga	 Romania - Roumanie Bucharest - Bucarest	 United Kingdom - Royaume-Uni London - Londres
 Denmark - Danemark Copenhagen - Copenhague	 Liechtenstein Vaduz	 Russian Federation - Fédération de Russie Moscow - Moscou	

