




TENDÊNCIAS

Encontros com a Web: **FAKE NEWS**

Newton Calegari
Ceweb.br

Uma Web confiável

A Web, mais do que transformar o modo como nos comunicamos, **alterou a natureza de nossas relações sociais**. A Web é um ambiente com novos locais de encontros. Transações comerciais e relações pessoais acontecem muitas vezes sem que as pessoas se encontrem pessoalmente. **A confiança na Web está diretamente associada ao direito de ampla liberdade de expressão, pesquisa e navegação**, com a adoção de padrões e modelos tecnológicos que garantam privacidade e segurança aos usuários.



Rumores, boatos e notícias falsas
sempre existiram



Grávida de Taubaté



Papa Francisco apoiando Trump

g1.globo.com/mundo/noticia/ataque-a-pizzaria-nos-eua-mostra-perigo

globo.com | g1 | globoesporte | gshow | famosos & etc | vídeos

ASSINE JÁ | CENTRAL | E-MAIL | ENTRAR >

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Ataque a pizzaria nos EUA mostra perigo de rumores nas redes sociais

Edgar Maddison Welsh, de 28 anos, entrou na pizzaria Comet armado com fuzil por conta de informações falsas que vinculavam pizzaria a uma rede de pedofilia.

Facebook | Twitter

Por France Presse
06/12/2016 11h32 - Atualizado 06/12/2016 11h32

A invasão de um homem armado a uma pizzaria de Washington, alvo de um rumor que a vinculava a uma rede de pedofilia, mostra os riscos das informações falsas na internet e nas redes sociais, em particular.

Pizzaria em Washington

Fake News como problema social

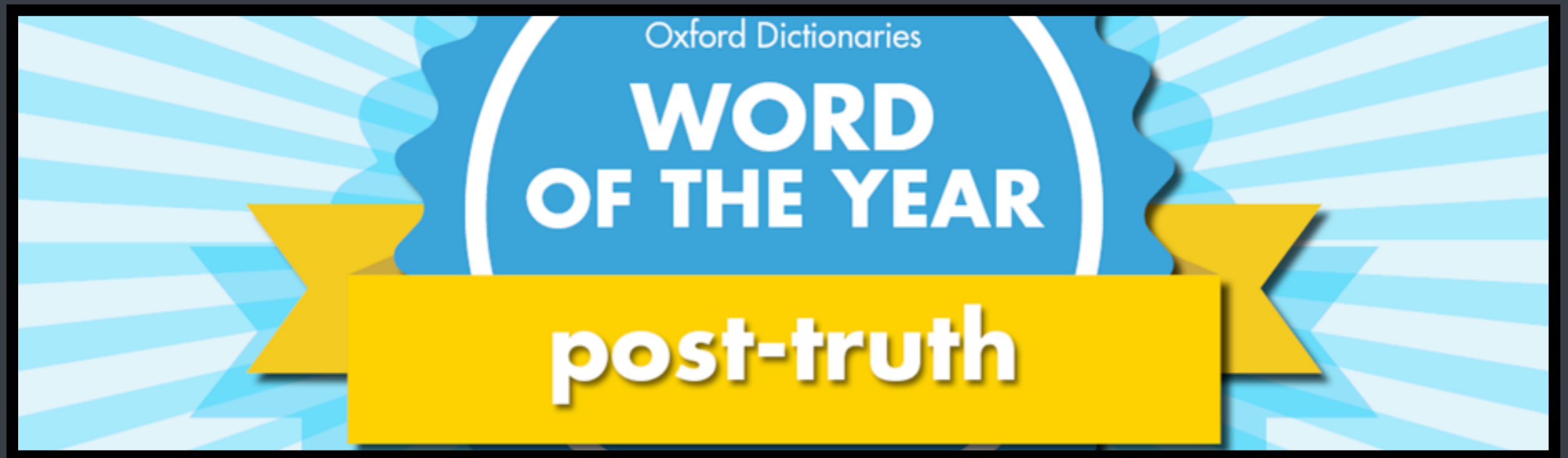
3 tipos de notícias:

- ▶ as notícias propriamente ditas
- ▶ as não-notícias (useless, irrelevantes)
- ▶ as notícias falsas

Tipos de sites que compartilham Fake News:

1. os que intencionalmente enganam através de manchetes
2. os de reputação razoável que compartilham boatos em larga escala sem verificar corretamente os fatos
3. os que relatam de forma tendenciosa fatos reais, manipulando a informação
4. os que humoristicamente trabalham com situações hipotéticas (ex: Sensacionalista)

[“Quem lê tanta notícia (falsa)?” - ITS Rio]



Pós-verdade: palavra do ano em 2016

A **Web** potencializa o alcance

a natureza e **infraestrutura da Web**
potencializam a divulgação de notícias, sejam
elas fakes ou não

o custo de produção e disseminação de **Fake News** é extremamente **baixo**, se comparado com outros meios, como o jornal impresso

gerar e disseminar Fake News virou um
negócio rentável.

o custo é baixo e o retorno com cliques e
anúncios acaba sendo vantajoso.


The man who set up fake news site Southend News Network told Newsbeat that **two million people** a month read his spoof articles:

www.bbc.co.uk/newsbeat/article/37992793/i-write-fake-news-that-gets-shared-on-facebook

"People read a headline and then don't even bother to check the content before they share it".

www.bbc.co.uk/newsbeat/article/37992793/i-write-fake-news-that-gets-shared-on-facebook

facebook

Mark Zuckerberg is shown from the waist up, standing on a stage. He is wearing a grey t-shirt and has his hands clasped in front of him. He is looking slightly to his right. The background is a solid blue color.

“Voters make decisions based on their lived experience”

“(the theory that fake news shared on facebook) influenced the election in any way, is a pretty crazy idea”

NUMBERS, FACTS AND TRENDS SHAPING YOUR WORLD ABOUT | FOLLOW DONATE

Pew Research Center *Journalism & Media* SEARCH

HOME U.S. POLITICS **MEDIA & NEWS** SOCIAL TRENDS RELIGION INTERNET & TECH SCIENCE HISPANICS GLOBAL

PUBLICATIONS TOPICS DAILY BRIEFING STATE OF THE MEDIA DATASETS EXPERTS INTERACTIVES

ANALYSIS

JULY 7, 2016

The Modern News Consumer
News attitudes and practices in the digital era

BY AMY MITCHELL, JEFFREY GOTTFRIED, MICHAEL BARTHEL AND ELISA SHEARER

REPORT MATERIALS

- Complete Report PDF
- Topline

4. Social engagement

5. Digital distinctions

www.pewsocialtrends.org

81% dos americanos consomem notícias por meio de sites, apps e redes sociais

<http://www.journalism.org/2016/07/07/the-modern-news-consumer/>

BuzzFeed NEWS / REPORTING TO YOU | BuzzFeed | Videos | Quizzes | Tasty | More

This Analysis Shows How Viral Fake Election News Stories Outperformed Real News On Facebook

A BuzzFeed News analysis found that top fake election news stories generated more total engagement on Facebook than top election stories from 19 major news outlets combined.

Posted on November 16, 2016, at 7:15 p.m.

Craig Silverman
BuzzFeed News

Quickly Catch Up

In an angry, off-the-cuff press conference, Trump defended Confederate monuments and the racists behind the deadly Charlottesville protests. >

Trump's vehement defense of white supremacists has sent shockwaves through the Republican Party and his administration. >

An Alabama woman who was missing for a month was found alive and naked in a ditch, having survived on berries and muddy water. >

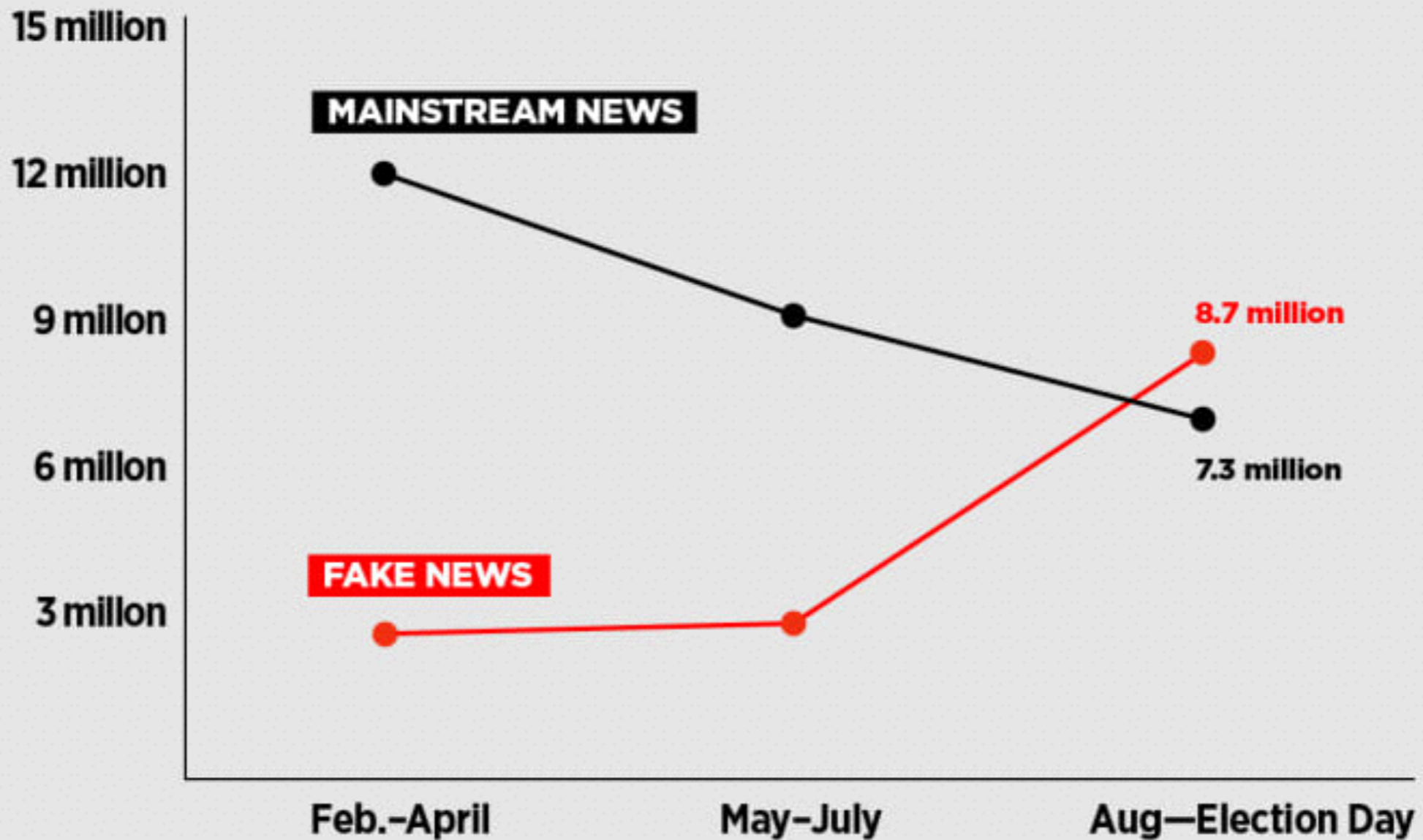
WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS... Then Drops Another BOMBHELL!

Connect With **BuzzFeed** USNews

Fake News tiveram mais engajamento no Facebook do que as "Real News"

<https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook>

Total Facebook Engagements for Top 20 Election Stories



ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

<https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook>

Top 5 Mainstream Election Stories Stories by Facebook Engagement (three months before election)

**“Trump’s History of Corruption Is Mind-Boggling.
So Why Is Clinton Supposedly the Corrupt One?”
(849,000, *Washington Post*)**

**“Stop Pretending You Don’t Know
Why People Hate Hillary Clinton”
(623,000, *Huffington Post*)**

**“Melania Trump’s Girl-on-Girl Photos
From Racy Shoot Revealed”
(531,000, *New York Post*)**

**“Ford Fact Checks Trump:
We Will Be Here Forever”
(407,000, *CNN*)**

**“I Ran the C.I.A. Now
I’m Endorsing Hillary
Clinton” (373,000,
New York Times)**

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

<https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook>

Top 5 Fake Election Stories by Facebook Engagement

(three months before election)

**“Pope Francis Shocks World, Endorses Donald Trump
for President, Releases Statement”**
(960,000, Ending the Fed)

**“WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS...
Then Drops Another BOMBHELL! Breaking News”**
(789,000, The Political Insider)

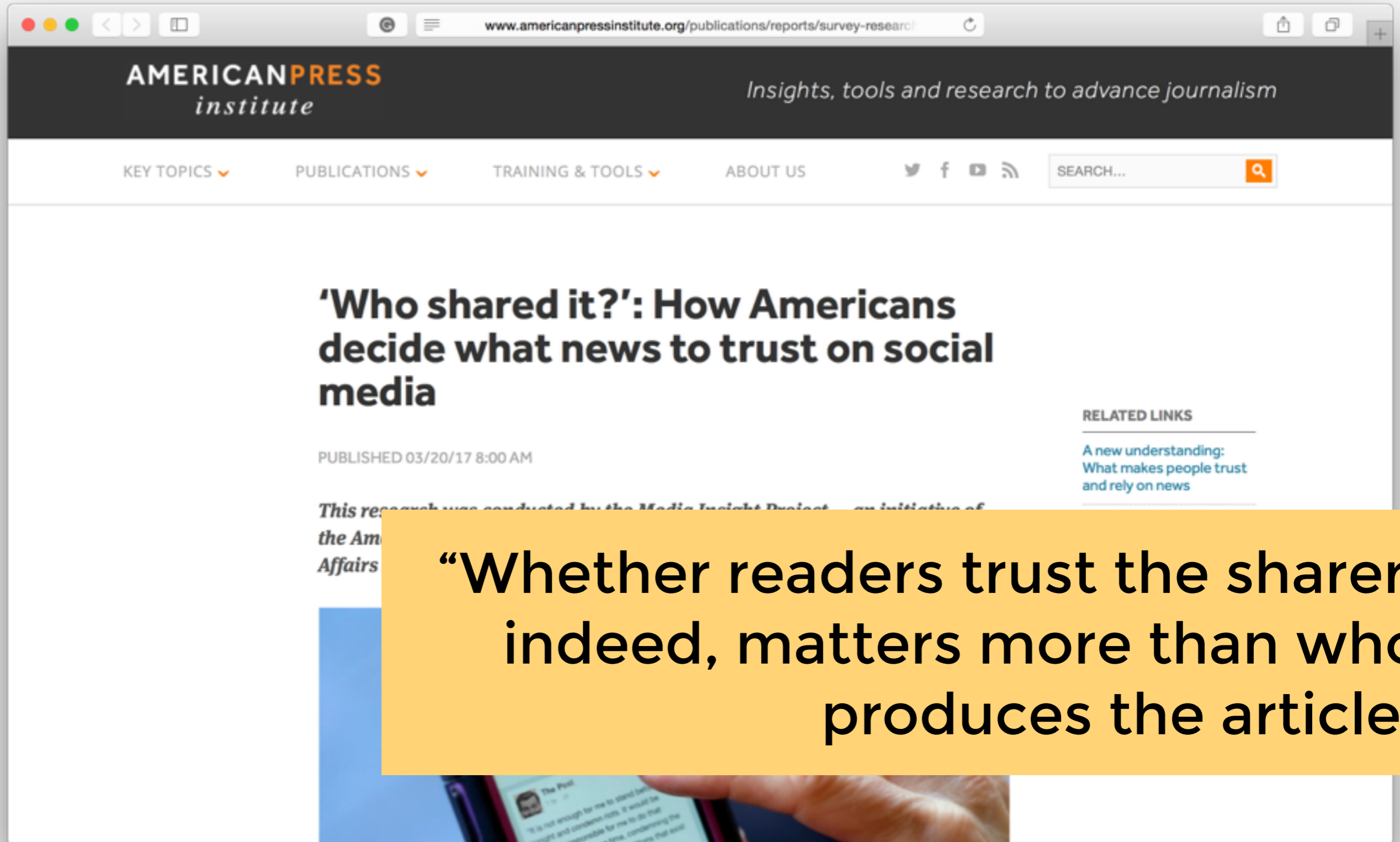
**“IT’S OVER: Hillary’s ISIS Email Just Leaked &
It’s Worse Than Anyone Could Have Imagined”**
(754,000, Ending the Fed)

**“Just Read the Law: Hillary Is Disqualified
From Holding Any Federal Office”**
(701,000, Ending the Fed)

**“FBI Agent Suspected in Hillary Email
Leaks Found Dead in Apparent Murder-
Suicide”** *(567,000, Denver Guardian)*

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS
FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

<https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook>



'Who shared it?': How Americans decide what news to trust on social media

PUBLISHED 03/20/17 8:00 AM

This research was conducted by the Media Insight Project, an initiative of the American Press Institute's Center for the Study of Journalism and the Media Affairs

RELATED LINKS

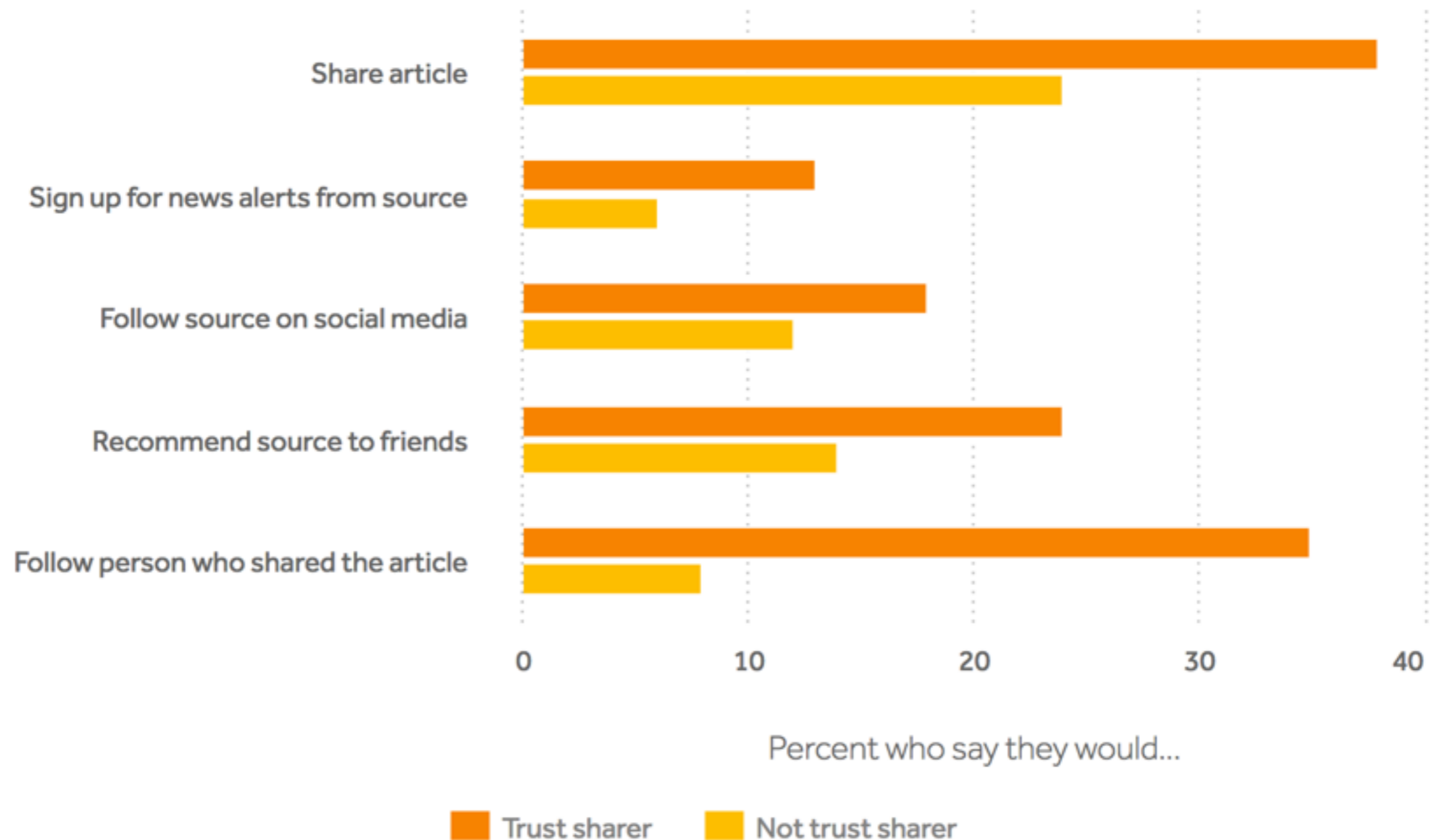
A new understanding: What makes people trust and rely on news

“Whether readers trust the sharer, indeed, matters more than who produces the article”

<https://www.americanpressinstitute.org/publications/reports/survey-research/trust-social-media/>

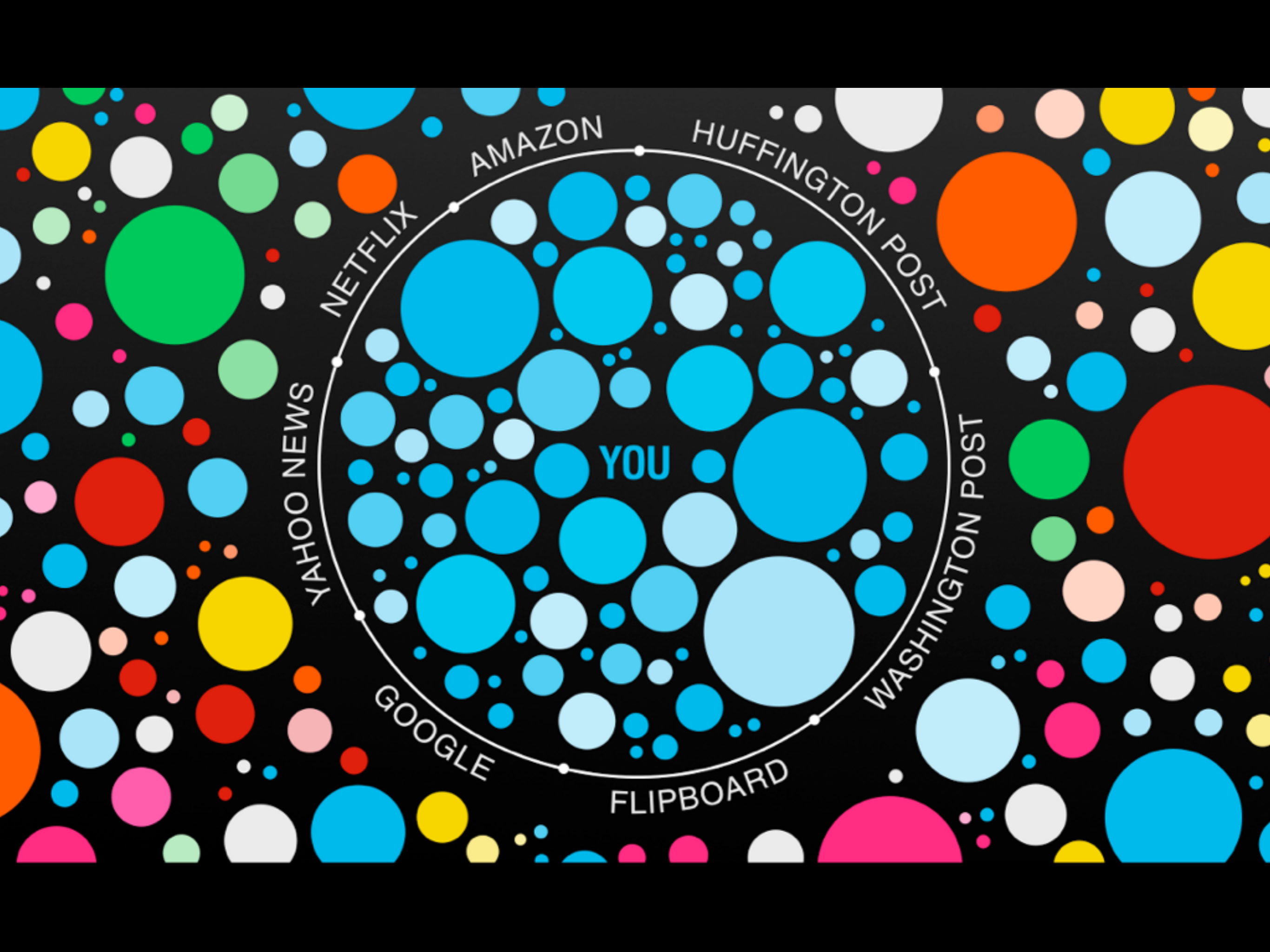
A trusted sharer results in more engagement

People who see an article shared by someone they trust are more likely to engage with it, and to engage with the source that created the article





uma bolha onde os
usuários veem apenas
conteúdos e posts que,
de certo modo, estão e
acordo com suas
crenças



YAHOO NEWS

NETFLIX

AMAZON

HUFFINGTON POST

WASHINGTON POST

YOU

GOOGLE

FLIPBOARD



US elections 2016

Bursting the Facebook bubble: we asked voters on the left and right to swap feeds

Social media has made it easy to live in filter bubbles, sheltered from opposing viewpoints. So what happens when liberals and conservatives trade realities?

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23k 1,383

Julia Carrie Wong, Sam Levin and Olivia Solon in San Francisco

Wednesday 16 November 2016 08.00 GMT



Todd Macfarlane, a conservative rancher from Utah, chose not to vote for either candidate after getting his news from a liberal Facebook news feed at key points during the election. Photograph: Sam Levin for the Guardian

The 2016 election took place under the spectre of a bubble. Not the

Most popular

- Republicans denounce bigotry after Trump's latest Charlottesville remarks
- Obama's anti-racism tweet after
- MH370: satellite images show 'probably man-made' objects floating in sea

Trocando as bolhas...

<https://www.theguardian.com/us-news/2016/nov/16/facebook-bias-bubble-us-election-conservative-liberal-news-feed>

Um estudo do Facebook (2015) mostrou que a bolha acaba sendo criada como consequência do comportamento dos usuários, e não necessariamente como culpa do algoritmo de news-feed.

<http://science.sciencemag.org/content/early/2015/05/08/science.aaa1160.full>

Face2Face: Real-time Face Capture and Reenactment of RGB Videos

*Justus Thies¹, Michael Zollhöfer²,
Marc Stamminger¹, Christian Theobalt²,
Matthias Nießner³*

¹University of Erlangen-Nuremberg

²Max-Planck-Institute for Informatics

³Stanford University

CVPR 2016 (Oral)

<https://www.youtube.com/watch?v=ohmajJTcpNk>

www.nature.com/articles/s41562-017-0132

MENU nature human behaviour Tools

Letter

Limited individual attention and online virality of low-quality information

Xiaoyan Qiu, Diego F. M. Oliveira, Alireza Sahami Shirazi, Alessandro Flammini & Filippo Menczer

Nature Human Behaviour 1, Article number: 0132 (2017)
doi:10.1038/s41562-017-0132
Download Citation
Information technology Sociology


Received: 29 September 2016
Accepted: 24 May 2017
Published online: 26 June 2017

Abstract

Social media are massive marketplaces where ideas and news compete for our attention¹. Previous studies have shown that quality is not a necessary condition for online virality² and that knowledge about peer choices can distort the relationship between quality and popularity³. However, these results do not explain the viral spread of low-quality information, such as the digital misinformation that threatens our democracy⁴. We investigate quality discrimination in a stylized model of an online social network, where individual agents prefer quality information, but have behavioural limitations in managing a heavy flow

Sections Figures References

1. Simon, H. in *Computers, Communication, and the Public Interest* (ed. Greenberger, M.) 37–52 (Johns Hopkins Univ. Press, 1971).
2. Weng, L., Flammini, A., Vespignani, A. & Menczer, F. Competition among memes in a world with limited attention. *Sci. Rep.* **2**, 335 (2012).
CAS PubMed Article
3. Salganik, M. J., Dodds, P. S. & Watts, D. J. Experimental study of inequality and unpredictability in an artificial cultural market. *Science* **311**, 854–856 (2006).
4. Howell, L. et al. in *Global Risks 2013 8th edn* (ed. Howell, L.) Section 2 (World Economic Forum, 2013);
<http://reports.weforum.org/global-risks-2013/risk-case-1/digital-wildfires-in-a-hyperconnected-world/>
5. Milton, J. *Areopagitica* (1644);
<http://www.dartmouth.edu/~milton/reading>



<https://www.nature.com/articles/s41562-017-0132>

Uma pesquisa mostra que mesmo quando as pessoas **admitem utilizar fontes enviesadas**, elas acreditam que compartilham conteúdo sem viés.

<http://journals.sagepub.com/doi/abs/10.1177/0146167214523476>

“There is also evidence that **we tend to overestimate the extent to which other people share our beliefs.** This suggests that we tend to think that **other people will believe how we do”**

“We would think that information that aligns with our existing beliefs - even if it is fake - is more credible than information that does not”

<http://www.sciencedirect.com/science/article/pii/002210317790049X>

tentativas de resolver o problema

codecommerce | SEPTEMBER 13-14, 2017
NEW YORK, NY
IN PARTNERSHIP WITH SHOPTALK

If you don't share this story, Facebook might think it's fake

A counterintuitive strategy to fight bogus news.

BY PETER KAFKA | DEC 16, 2016, 11:24AM EST

TWEET SHARE LINKEDIN



www.bbc.co.uk/newsbeat/article/38827101/how-facebook-is-starting

BBC Sign In News Sport Weather Shop Earth Travel More Search

newsbeat

Latest Popular Topics

How Facebook is starting to tackle fake news in your news feed

TECH | 1 Feb 2017

f t ✉

<http://www.bbc.co.uk/newsbeat/article/38827101/how-facebook-is-starting-to-tackle-fake-news-in-your-news-feed>



Create a Post



Photo Album



<http://www.thenewportbuzz.com/the-irish-slave-trade-the-slaves-that-time-forgot/7191>



The Irish Slave Trade – The Slaves That Time Forgot

THENEWPORTBUZZ.COM



Disputed by Snopes.com and Associated Press

The image shows a screenshot of a web browser displaying a Guardian article. The browser's address bar shows the URL: www.theguardian.com/technology/2017/may/16/facebook-fake-news. The Guardian logo is prominently displayed in the top right of the page. Below the logo, there is a navigation bar with various sections: UK, world, sport, football, opinion, culture, business, lifestyle, fashion, environment, tech, and travel. The article's main heading is "Facebook promised to tackle fake news. But the evidence shows it's not working". Below the heading, a sub-headline reads: "Following pressure from users, the social network introduced tools to stem the". A large yellow text box is overlaid on the right side of the page, containing a quote: "when fake news stories do get branded as potentially false, the label often comes after the story has already gone viral and the damage has been done". In the background, a social media post by Sam Levin is partially visible, showing a profile picture and the text "Sam Levin in San Francisco".

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theguardian

UK | world | sport | football | opinion | culture | business | lifestyle | fashion | environment | tech | travel | all sections

home > tech

Facebook Facebook promised to tackle fake news. But the evidence shows it's not working

Following pressure from users, the social network introduced tools to stem the

“when fake news stories do get branded as potentially false, the label often comes after the story has already gone viral and the damage has been done”

Sam Levin in San Francisco

The president of the United States is now a neo-Nazi sympathiser

<https://www.theguardian.com/technology/2017/may/16/facebook-fake-news-tools-not-working>

Facebook found a new way to identify spam and false news articles in your News Feed

People who post 50-plus times per day are likely sharing spam or false news, Facebook says.

BY **KURT WAGNER** | JUN 30, 2017, 2:00PM EDT

TWEET SHARE LINKEDIN



money.cnn.com/2017/04/06/media/facebook-fake-news-tool/index.h

CNN media Reliable Sources Think Profit Newtube Entertainment

Facebook adding 'educational tool' to help users spot fake news

by Brian Stelter @brianstelter
April 6, 2017: 12:02 PM ET

Recommend 807

Social Surge - What's Trending

- Intel CEO is the latest to leave Trump's manufacturing council
- Meet the world's fastest car. Price: \$3 million
- Under Armour CEO quits Trump's manufacturing council

Project Management For MacOSX - DaPulse (Recommended)

@RELIABLESOURCES

FACEBOOK RESPONDS TO FAKE-NEWS PRESSURES

11:50 AM ET

Why PolitiFact is helping Facebook flag "fake news" stories and hoaxes



<http://money.cnn.com/2017/04/06/media/facebook-fake-news-tool/index.html>

Latest in Gear



LinkedIn can't block scrapers from monitoring user activity

8m ago



Samsung's latest portable SSD can handle RAW 4K video

29m ago

Facebook disables modified link previews to fight fake news

Publisher pages can apply for exemption, though.

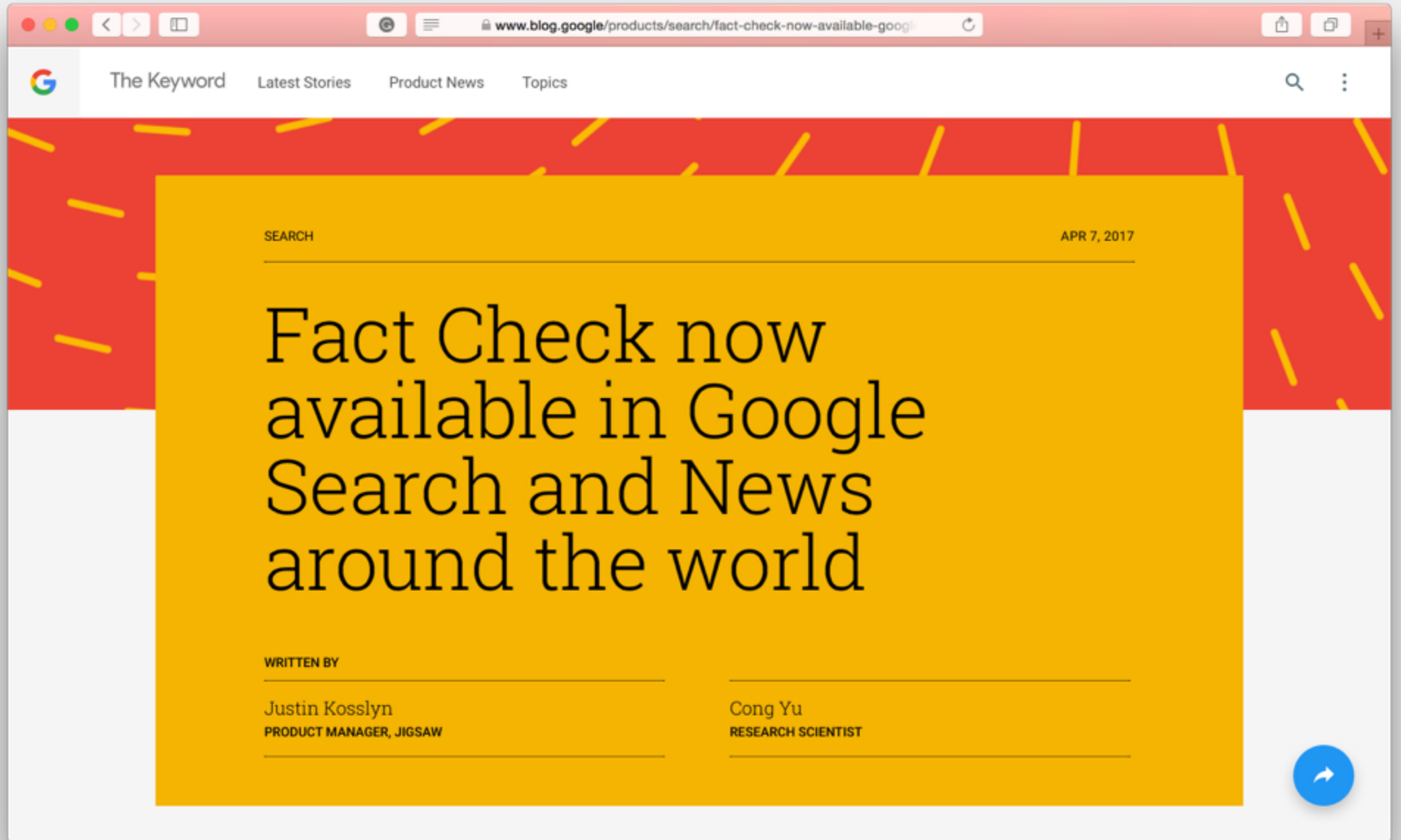


Mariella Moon, @mariella_moon
07.18.17 in Internet

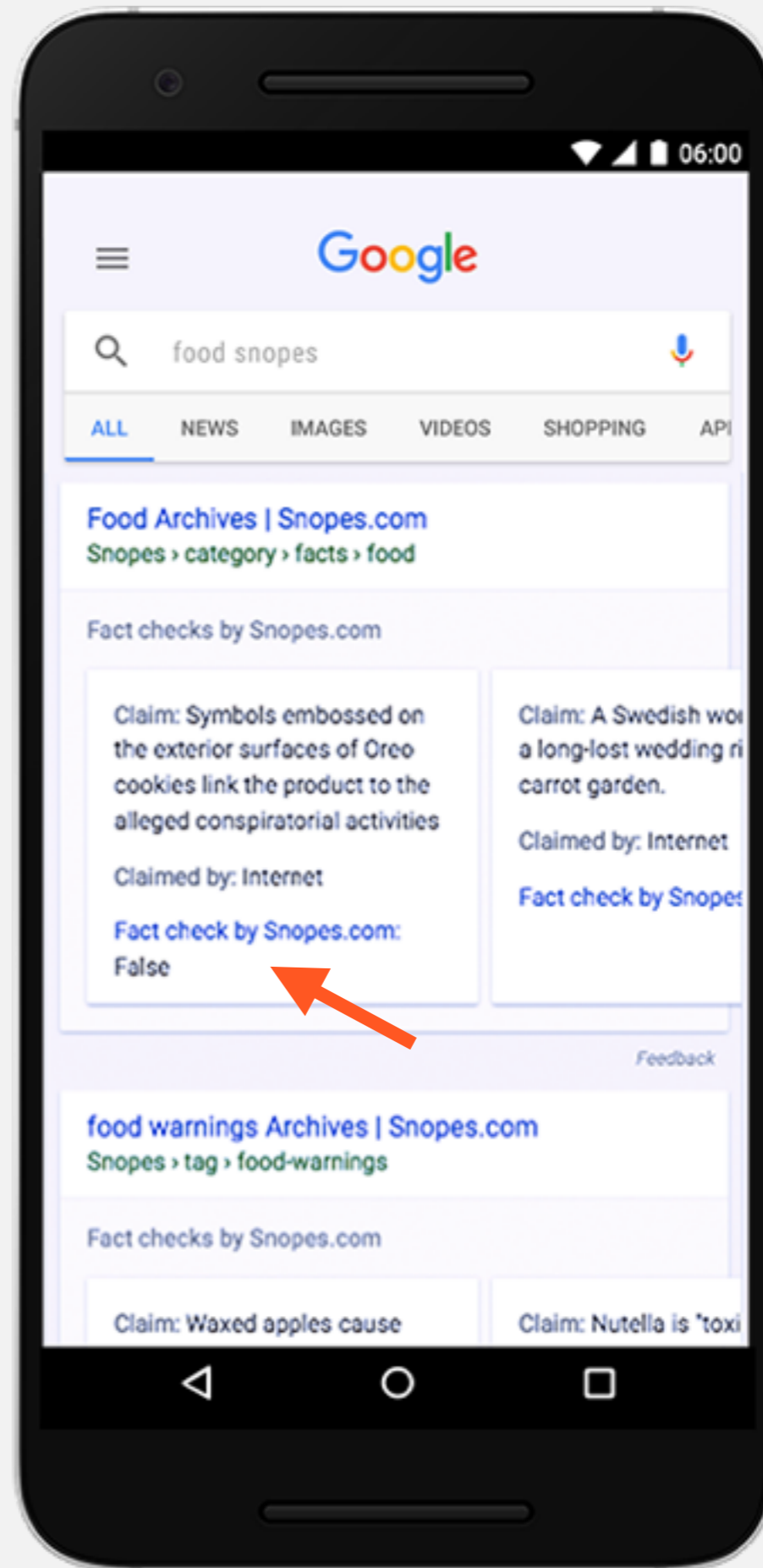
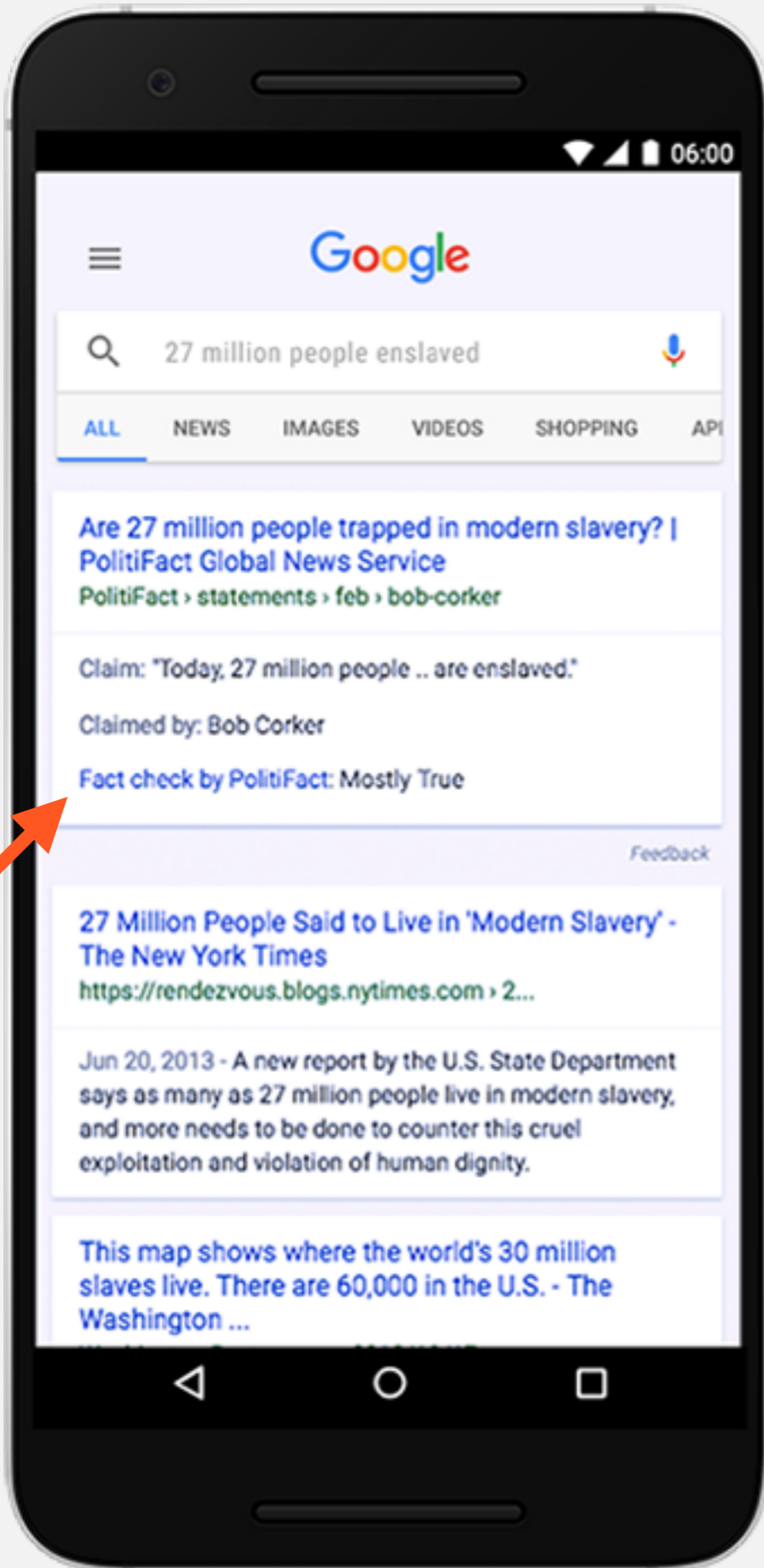
13
Comments

1049
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<https://www.blog.google/products/search/fact-check-now-available-google-search-and-news-around-world/>



ClaimReview

Canonical URL: <http://schema.org/ClaimReview>

[Thing](#) > [CreativeWork](#) > [Review](#) > [ClaimReview](#)

A fact-checking review of claims made (or reported) in some creative work (referenced via itemReviewed).

[\[more...\]](#)

Property	Expected Type	Description
Properties from ClaimReview		
claimReviewed	Text	A short summary of the specific claims reviewed in a ClaimReview.
Properties from Review		
itemReviewed	Thing	The item that is being reviewed/rated.
reviewBody	Text	The actual body of the review.
reviewRating	Rating	The rating given in this review. Note that reviews can themselves be rated. The <code>reviewRating</code> applies to rating given by the review. The aggregateRating property applies to the review itself, as a creative work.
Properties from CreativeWork		
about	Thing	The subject matter of the content.
accessMode	Text	The human sensory perceptual system or cognitive faculty through which a person may process or perceive information. Expected values include: auditory, tactile, textual, visual, colorDependent, chartOnVisual, chemOnVisual, diagramOnVisual, mathOnVisual, musicOnVisual, textOnVisual.
accessModeSufficient	Text	A list of single or combined accessModes that are sufficient to understand all the intellectual content of a resource. Expected values include: auditory, tactile, textual, visual.
accessibilityAPI	Text	Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values).
accessibilityControls	Text	Identifies input methods that are sufficient to fully control the described resource (WebSchemas wiki lists

reporterslab.org/fact-checking/

Active (126)
 Inactive (64)

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Duke Reporters' LAB

FACT-CHECKING NEWS

FACT-CHECKING NEWS

Global Fact 4: Notes From Day 3
July 8, 2017

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GLOBAL FACT-CHECKING SITES

The Reporters' Lab maintains a database of global fact-checking sites. You can use the map to explore sites around the world or use the menu below. (Here's more [how we identify fact-checkers.](#))

[BROWSE IN LIST ▶](#)

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<https://reporterslab.org/fact-checking/>

noticias.uol.com.br/confere

UOL HOST PAGSEGURO CURSOS UOL RESOLVE

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UOL Confere

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 **Lei federal cancela carteira de habilitação vencida há mais de 30 dias?**
Uma corrente no WhatsApp circula com uma notícia falsa que afirma que, a partir de outubro, quem tiver a...
11.08.2017 15h22

 **Decisão do STF 'liberou' presos por roubo de celulares de até R\$ 500?**
Difundida nas redes sociais, uma mensagem está provocando revolta

<https://noticias.uol.com.br/confere>



<https://aosfatos.org>

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 **Lupa**

f t y v in

A PRIMEIRA AGÊNCIA DE FACT-CHECKING DO BRASIL

QUEM SOMOS | **SUGESTÃO DE CHECAGEM?** | **QUERO SER UM CHECADOR**

15.08.2017 | 05H00 | MUNDO

Donald Trump e seus superlativos

Presidente dos EUA usa dados falsos ao falar sobre política nuclear e Coreia do Norte. Uma parceria da Lupa com o Politifact



<http://piaui.folha.uol.com.br/lupa/>

Investir na **educação digital**,
qualificar pessoas para que
possam ser treinadas a
desconfiar e questionar.

www.bbc.com/portuguese/internacional-40127066

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A nova revolução educacional com que a Finlândia quer preparar alunos para era digital

Penny Spiller
BBC

10 junho 2017

f t w e Compartilhar

Principais notícias


Quem são os antifas, grupo que está em pé de guerra com os neonazistas nos EUA

Movimento antifascista, presente nos enfrentamentos do último fim de semana em Charlottesville, faz oposição a supremacistas brancos desde a época de Hitler, muitas vezes de forma violenta.

15 agosto 2017

STF retoma ação que pode

Destaques e Análises



“entre as habilidades estão o pensamento crítico, necessário para identificar notícias falsas (...)”

<http://www.bbc.com/portuguese/internacional-40127066>

o que nós, como NIC.br,
podemos fazer?