

DIGITAL MEDIA ETHICS

Prepared by Dr. Sherihan Mohamed

Lecture 8

جامعة الجميع الذكية

تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي
التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

DGM723

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CHABTER 04- LECTURE 8

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Friendship, Slow/Fair Technology, and Democracy

Remember

** Democracy, Freedom and Truth at a Time of Digital Disruption:

- Freedom of information and freedom of expression: a conceptual and legal framework.

** “Information, the key to democracy”:

- Media at the intersection of democratic culture and technological progress.
- Information and the need for truth.



**** Fake news on Social Media: the Impact on Society:**

- What is Fake News?
- Fake News Spread, and Social Media
- Contributors of fake news.

**** Five types of misinformation:**

- 1- Satire.
 - 2- False context.
 - 3- Imposter content.
 - 4- Fabricated content.
 - 5- Manipulated content.
- Examples of Fake news from Arabic Websites



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Fake news on Social Media: the Impact on Society

What is fake news?

Fake news is the deliberate spread of misinformation via traditional news media or via social media. **False information spreads extraordinarily fast.** This is demonstrated by the fact that, when one fake news site is taken down, another will promptly take its place. In addition, fake news can become indistinguishable from accurate reporting since it spreads so fast.

**FAKE
NEWS**

What is fake news?

People can **download** articles from sites, **share** the information, **re-share** from others and by the end of the day the **false information** has gone **so far** from its original site that it becomes **indistinguishable** from **real news**.

False information can **deceive** people by **looking like trusted websites** or using **similar names** and **web addresses** to **reputable news organisations**.

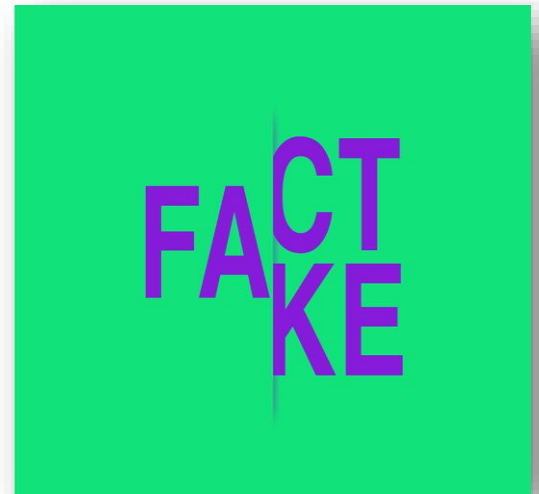


What is fake news?

Lots of things you read online especially in your social media feeds may appear to be true, often is NOT.

False information is news, stories or hoaxes created to deliberately misinform or deceive readers.

Usually, these stories are created to either influence people's views, push a political agenda or cause confusion and can often be a profitable business for online publishers.



What is fake news?



Many people now get news from social media sites and networks and often it can be difficult to tell whether stories are credible or not. Information overload and a general lack of understanding about how the internet works by people has also contributed to an increase in fake news or hoax stories. Social media sites can play a big part in increasing the reach of these type of fake stories.

What is fake news?

False information is not new, however it has become a hot topic since 2016. Traditionally we got our news from trusted sources, journalists and media outlets that are required to follow strict ethical codes of practice. However, the internet has enabled a whole new way to publish, share and consume information and news with very little regulation or editorial standards.



Fake News Spread, and Social Media



Using social media as a **medium** for **news** updates is a double-edged sword. On one hand, social media provides for easy access, little to no cost, and the spread of information at an impressive rate.

Fake News Spread, and Social Media



However, on the other hand, social media provides the ideal place for the creation and spread of fake news. Fake news can become extremely influential and has the ability to spread exceedingly fast.

With the increase of people using social media, they are being exposed to new information and stories every day.

Fake News Spread, and Social Media

Misinformation can be difficult to correct and may have lasting implications.

For example, **people** can **base** their **reasoning on** what they are exposed to either intentionally or subconsciously, and **if** the **information** they are viewing **is not accurate**, then they are **establishing** their **logic** on **lies**.



Fake News Spread, and Social Media

In addition, since **false information** is able to **spread so fast**, not only does it **have the ability to harm people**, but it **can also be detrimental** to **huge corporations** and even the stock market.



Fake News Spread, and Social Media



The biggest reason why false information is able to thrive continuously is that humans fall victim to **Truth-Bias**.

When referring to people being naturally “**truth-biased**” this means that they have “**the presumption of truth**” in social interactions, and “**the tendency to judge an interpersonal message as truthful**, and this assumption is possibly revised only if something **in the situation evokes suspicion**”

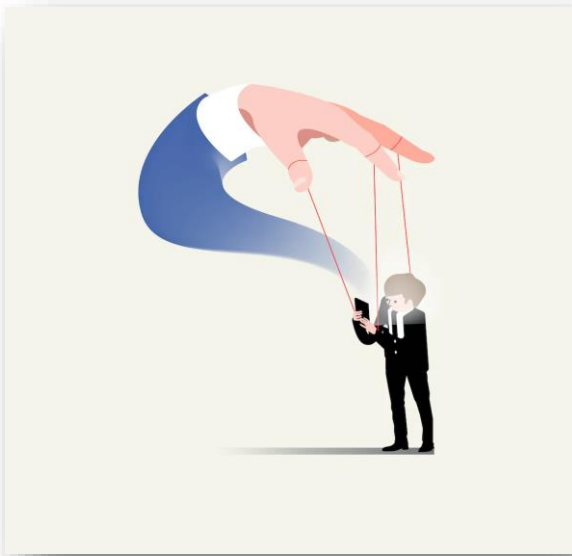
Fake News Spread, and Social Media

Basically, humans are very poor lie detectors and lack the realization that there is the possibility they are being potentially lied to.

Users of social media tend to be unaware that there are posts, tweets, articles or other written documents that have the sole purpose of shaping the beliefs of others in order to influence their decisions.



Fake News Spread, and Social Media



Information manipulation is Not a well-understood topic and generally not on anyone's mind, Especially when fake news is being shared by a friend. Users tend to let their guard down on social media and potentially absorb all the false information as if it were the truth.

Fake News Spread, and Social Media



This is also even more detrimental considering how young users tend to rely on social media to inform them of politics, important events, and breaking news.

For instance, “62% of U.S. adults get news on social media in 2016, while in 2012, only 49% reported seeing news on social media” which demonstrates how more and more people are becoming tech savvy and relying on social media to keep them updated.

Contributors of fake news

While many social media users are very much real, those who are malicious and out to spread lies may or may NOT be real people. There are Three main types of fake news contributors:

- * Social bots.
- * Trolls.
- * Cyborg users.



Contributors of fake news



Social bots:

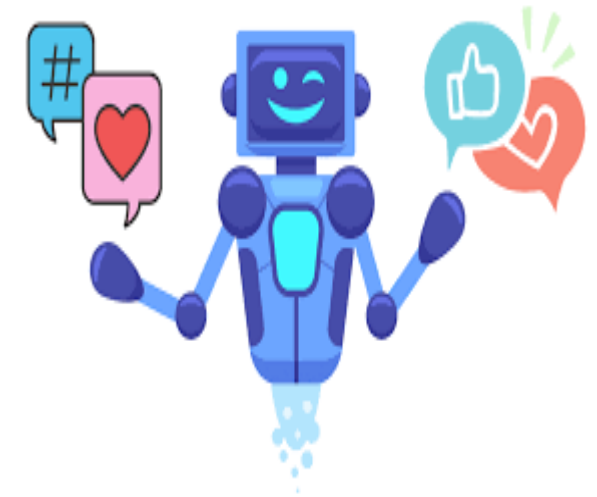
Since the **cost** to **create social media accounts** is very **low**, the **creation of malicious accounts** is **NOT discouraged**. If a social media account is being **controlled** by a **computer algorithm**, then it is referred to as **A Social Bot**.

Contributors of fake news

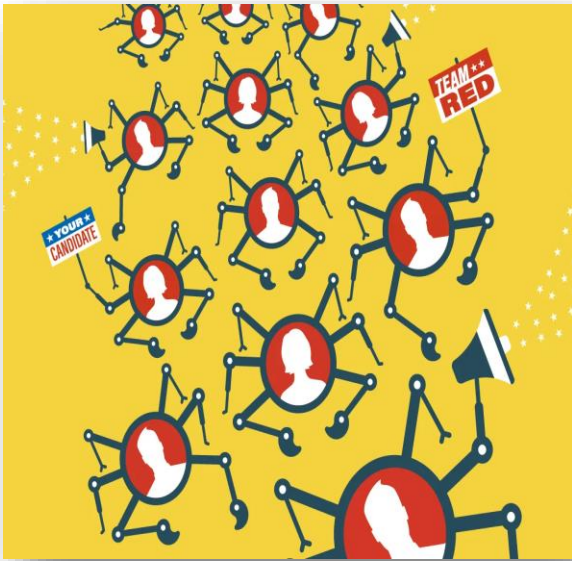
A social bot can automatically generate content and even interact with social media users.

Social bots may or may not always be harmful but it entirely depends on how they are programmed.

If a social bot is designed with the sole purpose of causing harm, such as spreading fake news in social media, then they can be very malicious entities and contribute greatly to the creation of fake news.



Contributors of fake news



For example, “studies shows that social bots distorted the 2016 US presidential election discussions on a large scale, and around 19 million bot accounts tweeted in support of either Trump or Clinton in the week leading up to the election day,” which demonstrates how influential social bots can be on social media.

Contributors of fake news

Trolls:

However, fake humans are NOT the only contributors to the dissemination of false information; real humans are very much active in the domain of fake news.

As implied, trolls are real humans who “aim to disrupt online communities” in hopes of provoking social media users into an emotional response.



Contributors of fake news



The **main goal** of trolling is to resurface any negative feelings harvested in social media users, such as fear and even anger, so that users will develop strong emotions of doubt and distrust.

When a user has doubt and distrust in their mind, they won't know what to believe and may start doubting the truth and believing the lies instead.

Contributors of fake news

Cyborg users:

While contributors of fake news can be either real or fake,
What happens when it's a blend of both? Cyborg users are a
combination of “automated activities with human input”, The
accounts are typically registered by real humans AS a cover, but
use programs to perform activities in social media.



Contributors of fake news



What makes cyborg users even more powerful
is that they are able to switch the “functionalities
between human and bot” which gives them a great
opportunity to spread false information.

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Five types of misinformation

There are Five types of misinformation:

- 1- Satire.
- 2- False context.
- 3- Imposter content.
- 4- Fabricated content.
- 5- Manipulated content.



Five types of misinformation

1- Satire

Satire: Uses humor or exaggeration to critique or mock a person, organization or policy.

Satire is **a genre of the visual, literary, and performing arts**, usually in the form of fiction and less frequently non-fiction, in which vices, follies, abuses, and shortcomings are held up to ridicule, often with the intent of shaming or exposing the perceived flaws of individuals, corporations, government, or society itself into improvement.



1- Satire

Although **satire** is usually **meant** to be **humorous**, its **greater purpose** is often **constructive social criticism**, using wit to **draw attention** to both **particular** and **wider issues** in **society**.

A feature of satire is strong irony or sarcasm — "**in satire, irony is militant**", according to literary critic Northrop Frye, but parody, burlesque, exaggeration, juxtaposition, comparison, analogy, and double entendre are all frequently used in satirical speech and writing.

Satire



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Five types of misinformation

1- Satire

A 2019 case in the US involved a Republican political operative who created a parody site designed to look like Joe Biden's official website, the Democratic nominee for the 2020 presidential election.

The opening line on the parody site reads: "Uncle Joe is back and ready to take a hands-on approach to America's problems!" At the bottom of the page a statement reads: "This site is political commentary and parody of Joe Biden's Presidential campaign website. This is not Joe Biden's actual website. It is intended for entertainment and political commentary only."



2- False context

False context: Takes an image, a quote or other piece of content and puts it into a New, False Context to change its meaning.

This category is used to describe content that is genuine

BUT has been reframed in dangerous ways.



2- False context

1. a misleading use of information to frame an issue or individual.
2. when genuine content is shared with false contextual information.
3. when genuine information or imagery is manipulated to deceive.
4. when headlines, visuals, and captions do not support the content..



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Five types of misinformation

2- False context

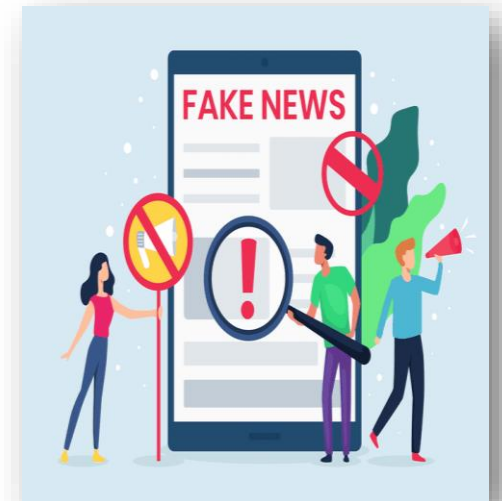


An **example** that caused **significant outrage** was this image of a **child inside a cage** that circulated in the summer of 2018, It received over 20,000 retweets. A similar post on Facebook received over 10,000 shares. The picture was actually staged as part of a protest at Dallas City Hall against immigration policies — another example of a genuine image where the context got framed and warped. In this example, however, the author did not realize it was part of a protest when he shared the image.

3- Imposter content

Imposter content: Falsely uses a well-known name, brand or logo to fool people into believing that it is authentic content.

When genuine sources are impersonated with false, made-up sources. This is **dangerous** as it **relates** to information with no factual basis being presented in the style of a **credible news source** or **article** to make it look like a legitimate source.



3- Imposter content

As discussed earlier, our brains are always looking for heuristics to understand things like credibility when it comes to information.

Heuristics are **mental shortcuts** that help us make sense of the world.

Seeing a brand that we already know is a very powerful heuristic. It is for this reason that **we're seeing an increase in imposter content** — false or misleading content that uses well-known logos or the news from established figures or journalists.



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Five types of misinformation

3- Imposter content



In 2017, a sophisticated imposter version of **Le Soir** in Belgium emerged claiming that Macron was being funded by Saudi Arabia. So sophisticated was it that all the hyperlinks in this version took you to the real Le Soir site.

4- Fabricated content



Fabricated content is **entirely** made up and is designed to deceive you into thinking that it's real.

When the content is completely **false**, the **only limit** is the **imagination** of the **creator's of such content**. Distinguishing between the real and fabricated content is extremely difficult to the naked eye. If you have seen any “**deepfakes**”, that can be often **categorized** as “**fabricated content**”, you know how deeply it impacts our trust in the messages we see.

4- Fabricated content

For example, a false claim that Pope Francis had endorsed Donald Trump circulated ahead of the 2016 US presidential election, receiving a great deal of attention.

The **headline** featured on a **site** called **WTOE5**, which peddled a number of false rumors in the lead-up to the election.

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

TOPICS: Pope Francis Endorses Donald Trump



5- Manipulated content

When genuine information or imagery is manipulated to deceive. and **usually it concerns photos and videos** that are altered in such way that they seem real enough, but the overall meaning of the genuine content is different than intended. This **can be used to mislead people or create a false narrative about something or someone.**



5- Manipulated content



Here is an example from the lead-up to the US presidential election in 2016, when two genuine images were stitched together. The location is **Arizona**, and the **image** of the people standing in line to vote came from the primary vote in March 2016. The image of the ICE officer making the arrest is a stock image that, at that time, was the first result on Google Images when searching for “ICE arrest.” The second image was **cropped** and layered on top of the first and **disseminated widely** ahead of the election.

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Examples of Fake news from Arabic Websites

مشروع هيئة مكافحة الإشاعات

www.alriyadh.com/1692011/

الرياض

الأحد 24 شوال 1439 هـ - 8 يوليو 2018 م

الرياض - "الرياض"

وردت لـ «الرياض» استفسارات عدة عن نشرها تصريحاً
لسماحة الشيخ عبدالعزيز بن عبدالله بن محمد آل الشيخ
المفتي العام للمملكة ورئيس هيئة كبار العلماء وإدارة
البحوث العلمية والإفتاء يتحدث فيه عن "قيادة المرأة"
وعليه فإن جريدة الرياض تؤكد بأنه لا صحة للحوار وأن الموقع
المنسوب لها هو موقع "ملفق" وغير صحيح.

النفي الرسمي من جريدة الرياض للموقع المزيف

الحقيقة

الإشاعة

حوار مفتي المملكة العربية السعودية المتداول مؤخراً
مفبرك وغير صحيح ومصدره موقع ينتحل هوية موقع
جريدة الرياض السعودية

info@NoRumors.net
NoRumors.net

للاستفسارات أو ترفيع الشكايات القائمة راسلونا على أرقام الواتساب:
+966591816191 +16463975445

هيئة
مكافحة الإشاعات
No Rumors

المرور: الآن حسب النظام الجديد
لوحة السيارة صار عليها تجديد
.. سنوي ب 100 ريال في السنة
يعني اذا يتجدد استمارة السيارة
تدفع 300 ريال حق ثلاث سنوات
.. و300 ريال تجديد اللوحة
المجموع 600 ريال بدل 300 ريال

جدول رسوم لوحات المركبات بأنواعها

النوع	رسم اللوحة	التألف أو المفقود
1. لوحة سيارة خاصة	100 ريال	100 ريال
2. لوحة سيارة نقل خاص	100 ريال	100 ريال
3. لوحة حافلة خاصة	100 ريال	100 ريال
4. لوحة سيارة أجرة	100 ريال	100 ريال
5. لوحة سيارة نقل عام	100 ريال	100 ريال
6. لوحة حافلة عامة	100 ريال	100 ريال
7. لوحة دراجة آلية	100 ريال	100 ريال

حسب جدول المرور لا يوجد أي تغيير في الرسوم. لانزال
هناك رسم إصدار 100 ريال للوحات ولا تتجدد سنوياً و عند
التألف و المفقود رسم 100 ريال.

الخبر الكاذب المتداول حالياً

الإشاعة

الحقيقة

ما يتداول عن نظام جديد لرسوم لوحات السيارات غير صحيح
ولم يطرأ عليه أي تغيير، ولا يزال هناك رسم إصدار 100 ريال
بلا تجديد سنوي و عند التألف و المفقود رسم 100 ريال.

تاريخ النشر: 2020-09-02

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مكافحة الإشاعات
NO RUMORS

يا اخوان تم القبض قبل قليل على 10
شاحنات محملة بـ "البامية" وعند سؤال
سائق أحد هذه الشاحنات وعند الضغط
عليه اعترف بان البامية في جميع هذه
الشاحنات محقونة ب السم من قبل
الحوثيين وأنه يوجد 10 شاحنات أخريات
في طريقها الى الرياض وجدة لم يقبض
عليها حتى هذه اللحظة... انتبهوا!!!!!!
ياأخوان وبأخواتنا من البامية لاحد ياكل
بامية هذه الايام ..

تكتفووووووون يا اخوان انشروا هذه
الرسالة الى كل اللي عندهم لعل الله
يحمينا واياكم... انشروا انشروا انشروا اخي
المسلم.

"حسبنا الله عليهم
أخوكم احمد يوسف المجشري أحد أفراد
حرس الحدود

مصدر أممي، لا بلاغات عن وجود
خضراوات وفواكه مسمومة

فيما يردد البعض شائعات حول دخول
فواكه وخضراوات مسمومة من اليمن إلى
أسواق جازان، نفى مصدر أممي بالمنطقة
للمدينة، ورود أي بلاغ للشبهة من
المواطنين بهذا الخصوص.

مصدر أممي، لا بلاغات عن وجود خضراوات
وفواكه مسمومة

الإشاعة

الحقيقة

مايتداول سنوياً عن دخول شاحنات بها خضراوات أو فواكه
مسمومة الى السعودية غير صحيح، وتم نفي محتوى هذه
الرسائل رسمياً عدة مرات منذ عام 2015.

تاريخ الإشاعة: 2019-08-19

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NO RUMORS

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Examples of Fake news from Arabic Websites



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*Thank you
for
listening 😊*

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