FirstDraft

March 18th, 2019

# The role of fake news

## How to track the online circulation of information disorders
## And how to communicate it

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DENSITY
DESIGN

DENSITYDESIGN CC-BY-SA 2019

A FIELD GUIDE TO
FAKE NEWS
fakenews.publicdatalab.org

A FIELD GUIDE TO
"FAKE NEWS"
and other
INFORMATION DISORDERS
A COLLECTION OF RECIPES
FOR THOSE WHO LOVE TO COOK
WITH DIGITAL METHODS
COMPILED BY
Liliana Bounegru
Jonathan Gray
Tommaso Venturini
Michele Mauri

Presenting a research

How to create a visual report

Showing examples of fake news

**fake news is said to represent**

**a step-change in information warfare; an emerging form of cynical profiteering; an engine for energising "alt-right" and other digitally mediated grassroots political mobilisations around the world; a partisan battle cry for a new liberal "ministry of truth"; an unwanted byproduct of the online platforms which organise our digital societies; or a canary call signalling a collapse of consensus around established institutions and processes of knowledge production, heralding a new "post-truth" era in politics and public life.**

**According to some commentators fake news is just old wine in new bottles**

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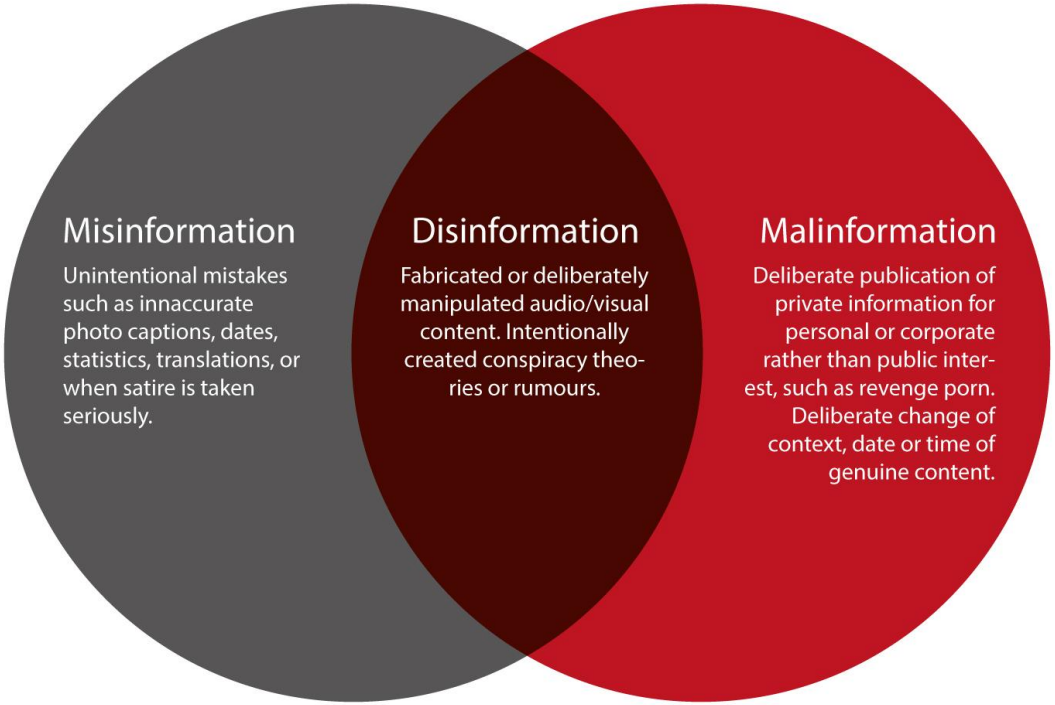
According to some commentators **fake news is just old wine in new bottles**

# TYPES OF INFORMATION DISORDER

FALSENESS INTENT TO HARM



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# 7 COMMON FORMS 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

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# MISINFORMATION MATRIX

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## Showing the results of a research:

- Field guide
- cookbook

# BROADBILLS

EURYLAIMIDAE **World 15 species; Borneo is a hot-spot with 8 species, including 2 endemics.** The three green *Calyptomena* broadbills (illustrated next page) are almost exclusively fruit eaters. The remaining five broadbills (illustrated opposite) are primarily insect-eaters with varied habits. Borneo hosts many of the world's largest insects including giant leaf eating stick insects. The insectivorous broadbills use their wide beaks to grab, break up and swallow their giant prey. Sexes are similar. All broadbills build round pendulous nests usually overhanging a ravine or gully, easily mistaken for a dangling epiphyte and difficult for a predator to access. Dusky and Long-tailed Broadbills are co-operative breeders and are nearly always seen in groups. The remaining three insectivorous broadbills are believed to be pair breeders, with both sexes co-operating in nest building. They are only occasionally seen in groups. Broadbill calls are worth learning. The Black-and-Yellow and the closely related Banded Broadbill have very distinctive and unusual calls which are a characteristic sound of the Bornean forest. All the broadbills species need primary forest to survive, for example, there are no broadbills left in Singapore.

MALAY: BURUNG TAKAU

**1 DUSKY BROADBILL** *Corydon sumatranus* **27cm** **Scarce resident**

The least common of the insect-eating lowland broadbills. Found in primary forest of the lowlands and hills where it hunts in family groups for large insects and lizards in the top of the tree canopy. Often crepuscular (Bruce in del Hoyo). Look for distinctive large pink bill and pink skin round eye. Has conspicuous white spots on tail and white wing bar in flight. Orange streak on back is often concealed. **Sabah:** Poring, Kinabatangan, Tabin, Danum. **Brunei:** Extremely uncommon (Mann) but widespread including records from Kuala Belalong. **Sarawak:** Mulu, Similajau, Semengoh. **Kalimantan:** Kayan Mentarang, Kutai, Gng Palung. **Call:** A series of six to eight screaming notes, rising up the scale *hi-ky-ui ky-ui ky-ui* (Lambert). **Range:** Vietnam to Malay P, Sumatra, Borneo.

**2 BLACK-AND-RED BROADBILL** *Cymbirhynchus macrorhynchos* **23cm** **Common resident**

Often seen in pairs along forested river banks from the coast to the interior. The nest is suspended from a branch over the water with the appearance of detritus trapped by a dangling liana in a flood. Sometimes flies down to pick up food such as freshwater crabs or fish from the water's edge. **Call:** Not very vocal. 'The typical call is a monotonous ***tyook***, ***tyook***, ***tyook***' (Batchelor). 'Monotonous rasping ***wiark wiark*** and rising trill, softer and briefer than Black-and-Yellow Broadbill' (McKinnon). **Range:** Myanmar, Thailand, Malay P, Sumatra, Borneo.

**3 BANDED BROADBILL** *Eurylaimus javanicus* **21cm** **Common resident**

Much larger and less common than the Black and Yellow Broadbill, but with similar habits, a similar call and a similar distribution in forest areas throughout Borneo. Distinguished by lack of a white collar. Male has distinctive ruff on chest. **Call:** 'A buzzing trill similar to the call of the Black-and-Yellow Broadbill but starts with an introductory whistled ***wheoo***, accelerates more rapidly and cuts off more abruptly' (Lambert). **Range:** Malay P, Sumatra, Borneo, Java.

**4 BLACK-AND-YELLOW BROADBILL** *Eurylaimus ochromalus* **15cm** **Common resident**

Commonest broadbill, found in all types of forest from lowland to hills throughout Borneo. Hunts for insects in small parties in the middle canopy of the forest. A loose flock of 10 to 15 birds seen, in which they bowed their heads sharply whilst calling (Thompson). Often joins mixed species hunting parties. Distinctive bright plumage includes yellow eye ring and white collar. **Call:** Very distinctive accelerating buzzing trill heard throughout the day. Once learnt never forgotten. **Range:** Myanmar, Thailand, Malay P, Sumatra, Borneo.

**5 LONG-TAILED BROADBILL** *Psarisomus dalhousiae* **25cm** **Local submontane resident**

Inhabits submontane forest from Kinabalu south along the central mountains of Borneo where it is locally common. Usually seen in active, small parties hunting for insects. Look for very distinctive head pattern. Male has yellow spot on nape (Lean Y.L.). In flight has prominent white panel on underside of wings. **Call:** 'Each call is a series of five to eight sharp whistles ***piu piu piu piu piu*** all on the same pitch and falling in tone' (Davison). **Sabah:** Seen regularly in the Crocker Range. **Brunei:** No records. **Sarawak:** Mulu, Kelabit Highlands. **Kalimantan:** Recorded from 1,700m on Gng Lunjut, Kayan Mentarang (van Balen.) **Range:** From the Himalayas to mountains of Malay P, Sumatra, Borneo.

*Phobaeticus chani*
"Chan's megastick"
(56 cm)

> Insofar as **we focus on providing procedures** for inquiry **rather than pictures** of the phenomena, this guide may also be considered a kind of “recipe book.”

*A Field Guide to Fake News,*
*p. 10*

# How a recipe book is made?

- Expected result
- Tools and ingredients
- Actions
- Encoded grammar

Primi piatti | Pasta fresca | Contenuto sponsorizzato

★ 4,2/5 VOTA

# Lasagne alla Bolognese

Condividi Condividi 496 Commenta Fotografa il tuo piatto Aggiungi al ricettario

Difficoltà: media | Preparazione: 30 min | Cottura: 25 min | Dosi per: 8 persone | Costo: medio

NOTA: + 3 ore di cottura del ragù

## Presentazione

Le lasagne alla Bolognese sono un piatto tipico della gastronomia dell'Emilia Romagna e, nello specifico, della città di Bologna. Nonostante la paternità di questa ricetta sia Emiliana, le lasagne sono conosciute a tal punto da diventare uno dei simboli della cucina italiana nel mondo e conosce numerose e prelibate varianti. Dalla preparazione agli ingredienti, questa ricetta è la quintessenza della "ricchezza" della cucina tradizionale bolognese, celebre anche per molte altre ricette di pasta fresca e non solo, basti pensare allo gnocco fritto. Per preparare una buona lasagna alla Bolognese la cosa fondamentale è la giusta scelta

Leggi anche: Lasagne Verdi con ragù alla bolognese »

## Ingredienti per una teglia 20x30 cm

- Lasagne Verdi all'uovo sfoglie 21
- Parmigiano reggiano da grattugiare 250 g

PER IL RAGÙ ALLA BOLOGNESE

- Carne di suino macinata (molto grassa) 250 g
- Manzo polpa tritata 500 g
- Passata di pomodoro 250 g
- Carote 50 g
- Cipolle 50 g
- Sedano 50 g
- Latte intero 40 g
- Olio extravergine d'oliva 1 cucchiaio
- Sale fino q.b.
- Pepe nero q.b.
- Vino bianco 250 g
- Acqua 3 l

PER LA BESCIAMELLA

- Latte intero fresco 1 l
- Burro 100 g
- Farina 00 100 g
- Noce moscata da grattugiare q.b.
- Sale fino 1 pizzico

Aggiungi alla lista della spesa

## Preparazione

Come preparare le Lasagne alla Bolognese

## Le più viste

1 Dolci
Chiacchiere

2 Primi piatti
Risotto mimosa

3 Dolci
Tiramisù

## Preparazione

Come preparare le Lasagne alla Bolognese

Per preparare le lasagne alla bolognese cominciate tritando finemente al coltello il sedano (1), la carota sbucciata e spuntata (2) e la cipolla mondata (3) in modo da ottenere 50 g per ciascun ingrediente.

Scaldate l'olio in un tegame e aggiungete il trito di verdure, stufate per una decina di minuti a fuoco dolce mentre mescolate, di tanto in tanto (4). Trascorso il tempo il soffritto dovrà risultare appassito ed il fondo del tegame asciutto. Unite la carne di manzo macinata grossa (5) ed il macinato di maiale (la pancetta fresca, una parte molto grassa) (6).

Primi piatti

**Risotto mimosa**

3

Dolci

**Tiramisù**

## Ci trovi

SUL FACEBOOK DI
GIALLOZAFFERANO

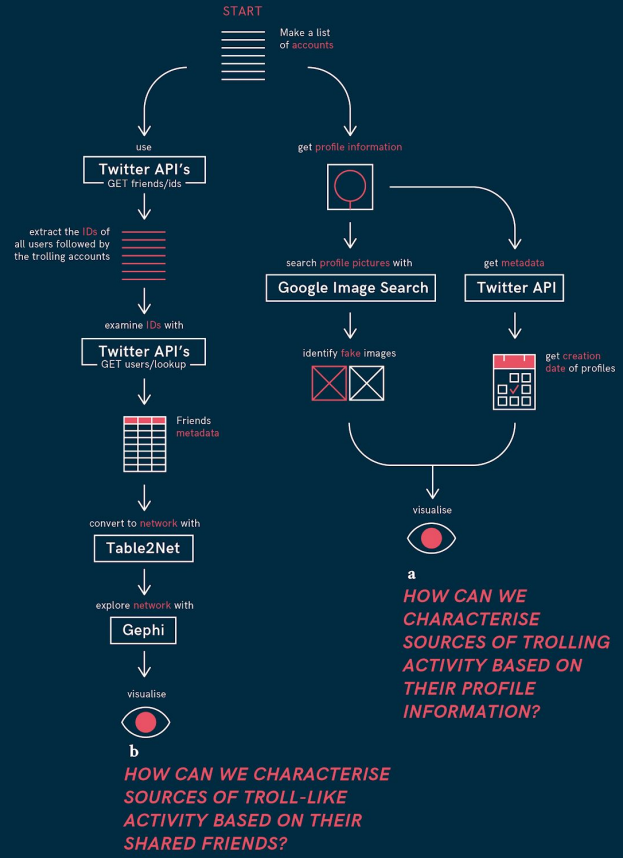
SUL FACEBOOK DEL
BLOG DI GIALLOZAFFERANO

SUL PINTEREST DI
GIALLOZAFFERANO

# HOW MAY WE CHARACTERISE THE SOURCES OF TROLL-LIKE ACTIVITY?

## BEFORE STARTING

For this recipe we take as a starting point the 25 accounts that mention at least one political leader at least 100 times identified in the previous recipe (we discarded one account because it was no longer active).




HOW CAN WE CHARACTERISE SOURCES OF TROLL-LIKE ACTIVITY BASED ON THEIR SHARED FRIENDS?

HOW CAN WE CHARACTERISE SOURCES OF TROLLING ACTIVITY BASED ON THEIR PROFILE INFORMATION?

# CONVENTIONS USED IN THE BOOK

In this book we use the 👁 (eye) symbol to indicate visual results, the 🔧 (wrench) to point to the tools glossary and the → (arrow) to point to the concepts glossary. To avoid distracting our readers we only use the glossaries icons to mark the first occurrence per recipe of the term or tool explained in glossaries.

Furthermore, each recipe in our chapters is introduced by a diagram, or a method map, representing the key analytical steps taken to arrive at our results. In each method map, arrows represent actions and icons represents their results. You can see the steps in the method maps as possible ingredients for your own recipes.

Some recipes lead to multiple outcomes. When this is the case you will find at the beginning of the recipe a complete method map for the entire recipe (on a blue background), and the parts relevant to each individual step in the recipe highlighted on a white background at the beginning of each recipe alongside the description of the relevant step.

Below you can find a list of all the icons we use for the methods maps.

**A dataset** in the form of a table.

**Any kind of visualization,** such as a bubble graph or a network diagram. See the Concepts Glossary for the full list of visual models used in this guide.

**A list.** This could be, for example, a list of websites, or a list of Facebook pages.

**A screenshoot.** Usually taken from a web browser with the aim of preserving a snapshot of a web page.

**A corpus of images.** A set of images captured with the same method.

**User profile.** It represents all the information related to a user in a social network. For example in Twitter the user profile contains the @name, the description, the profile picture.

**Temporal information.** Could be, for example, the creation time of a Facebook post.

**Hashtag.** Used in many social networks, for example in Twitter and Facebook.

## ACTIONS

Sometimes, relevant actions have their own icons. Below you can find the full list of them.

**Automatic operations.** Used to highlight when an action (e.g. dividing items into categories) is performed by a machine.

**Manual operations.** Used to highlight when an action (e.g. dividing items into categories) is performed by a human being.

**Image comparison.** It is used to highlight when the analyst must visually compare a corpus of images.

**Union of lists.** When two or more lists are merged into one.

this information may be accessed via public pages). Online platforms have their own ways of organising the boundaries between public and private. And in the case of fake news, we also have to deal with the consequences of technological fixes to the phenomenon on possibilities to study it. In the case of Facebook, measures to remove problematic posts from the platform mean that researchers are unable to examine how users engaged with these items. How platforms, regulators, policy-makers, users and others negotiate these unfolding questions of the configuration of these emerging spaces of publicity and privacy, their attendant mechanisms of accountability, remains to be seen.

Beyond questions about how digital landscapes are studied, organised and reshaped, we hope this guide may also serve as inspiration for how digital methods may be used to study and intervene around data politics in the contemporary moment. Who will have the capacities to shape how data is created and used? How can data be used to not only to close debate but to enrich it? How can different kinds of data help us to pursue objectivity not just through a single picture, but through a plurality of different perspectives? How does the configuration of digital infrastructures shape what is hearable, sayable, seeable and doable with data? Who and what will stand to benefit from the data society? *The Field Guide to Fake News* is the first of an ongoing series of activities and experiments with the Public Data Lab through which we hope to continue to explore these themes.

*Jonathan Gray (@jwyg), Liliana Bounegru (@bb_liliana), Tommaso Venturini (@TommasoVenturin)*
*Paris, November 2017*



# *TOOLS GLOSSARY*

In this section we provide brief descriptions and links to various tools that are referenced throughout the field guide. These descriptions are intended to be sufficiently informative to enable readers to follow the text. It should be noted that it is very important in any research project or investigation to develop an appreciation of precisely how they work and what they do (and what they do not do). Hence we advise you to refer to the documentation and more detailed descriptions on the websites listed below before using them in your own project.

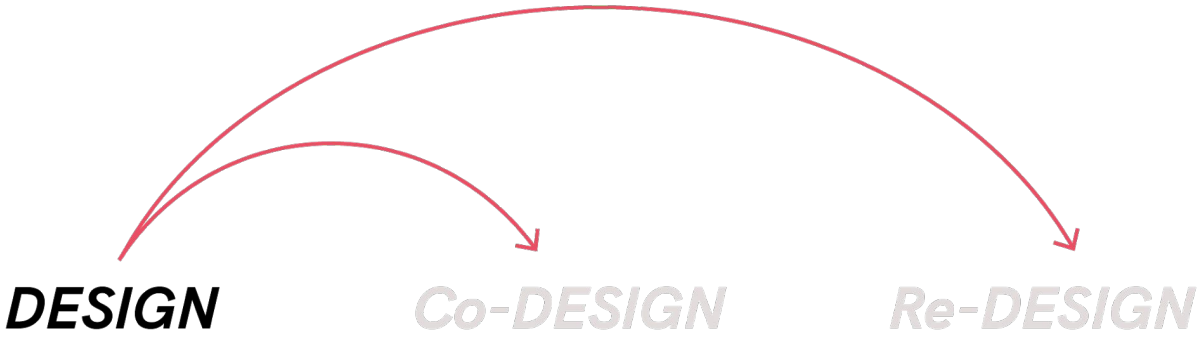
- **BuzzSumo**: a social analytics service which enables users to explore the most "engaged" content relative to a given topic or domain. You can filter the results by language, country, word count and content type (article, infographic, interviews, videos). (http://buzzsumo.com/)

- **CorText**: an online application used to analyse textual data. It allows users to create various types of statistical and network visualisations. (http://www.cortext.net/)

- **CrowdTangle**: digital tool that allows users to track how content spreads through the web and follow the performance of posts and accounts on Facebook, Twitter, YouTube, Instagram and Vine. (http://www.crowdtangle.com)

- **CSV Rinse Repeat**: a JavaScript based tool to clean and

# How we created it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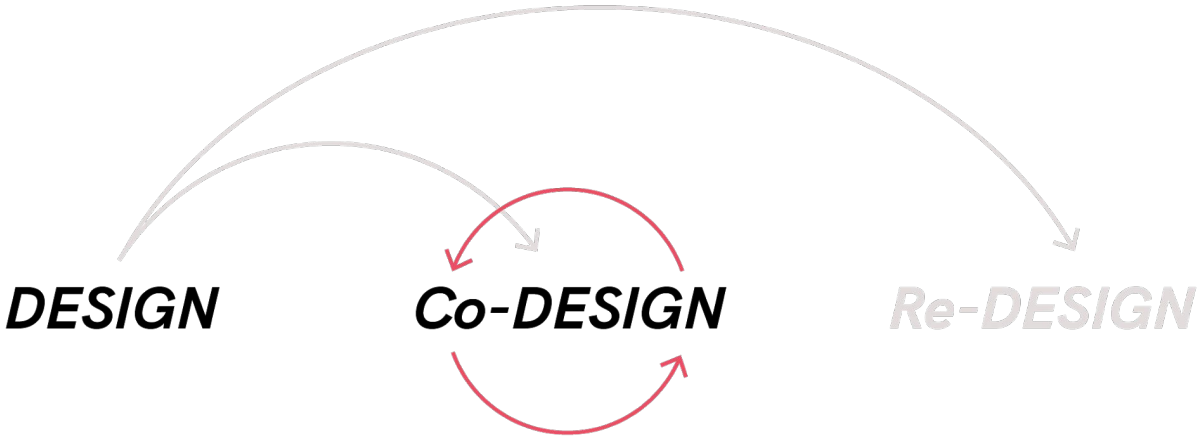
Co-DESIGN
Re-DESIGN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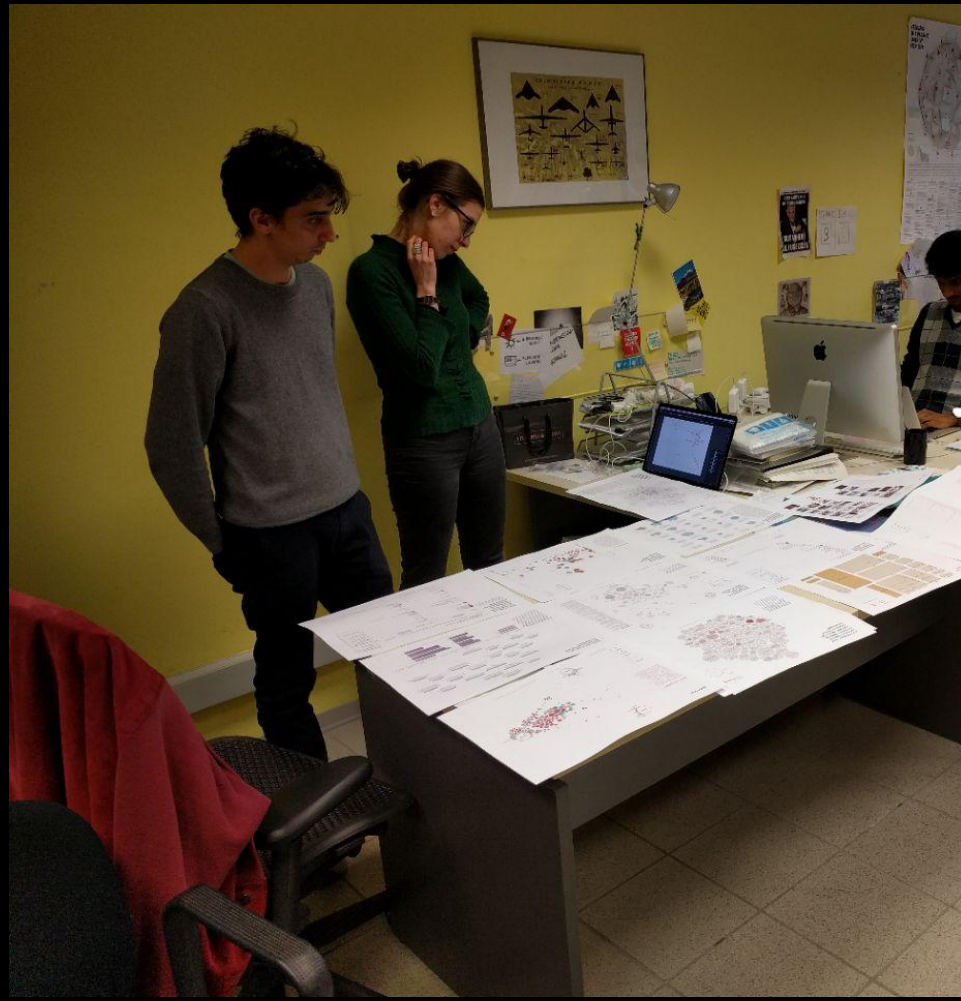

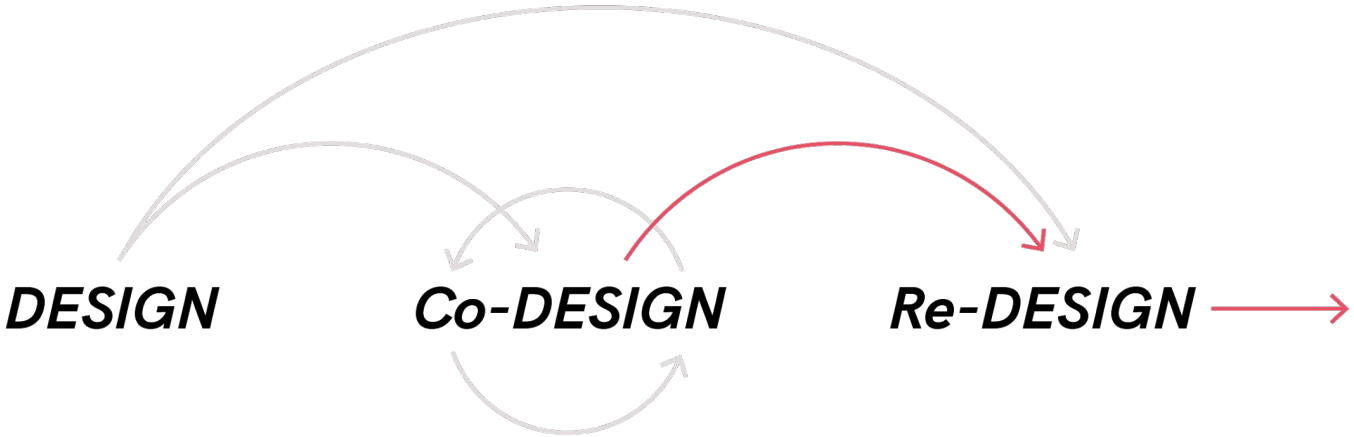
DESIGN
Co-DESIGN
Re-DESIGN

# Chapters / Lenses

1. Platforms (Facebook) → FB
2. Behaviours (Circulation) → web
3. Technical (Artifacts) → web
4. Language (Memes) → FB
5. Actions (Trolls) → Tw

# Chapter 1

The focus is on circulation because false and misleading knowledge claims are not born “fake news”. To become fake news they need to mobilise a large number of publics – including witnesses, allies, likes and shares, as well as opponents to contest, flag and debunk them.

## *THE HIGHEST*
## *MENT?*

**pages and groups that**
**tems, sized according**
**items they share and**
**ng to their number of**
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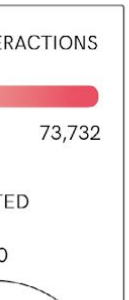
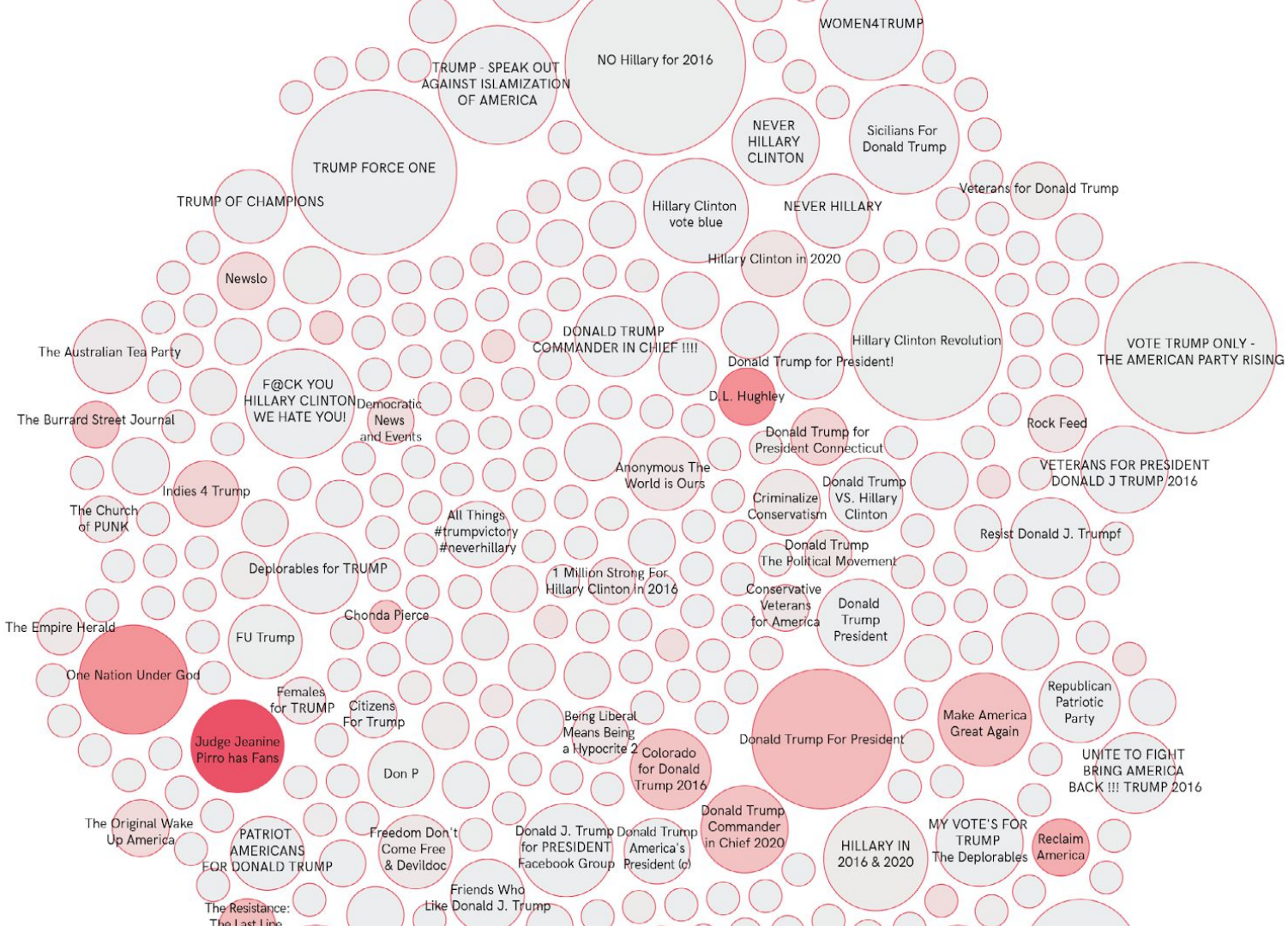
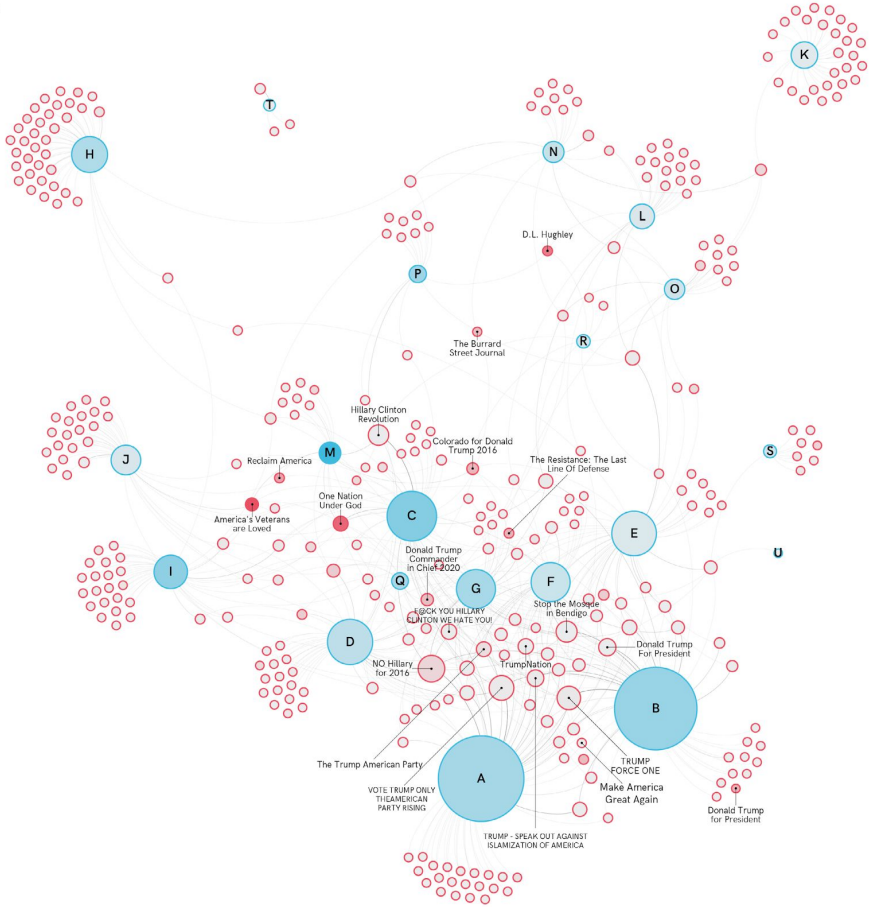


## *DO FACEBOOK PUBLICS HAVE PREFERRED STORY THEMES?*

**Network of public Facebook pages and groups connected by the fake news stories which they share.** Notable is the core of the network which consists of a series of pages and groups associated with Trump supporters which are animated by anti-Hillary stories.




FAKE NEWS URL — AMOUNT OF INTERACTIONS

0 — 98,032

N° OF PAGES SHARING A NEWS ITEM

1 — 125

FACEBOOK PAGE OR GROUP — AMOUNT OF INTERACTIONS

0 — 65,649

## Fake News Headlines

A FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide

B Hillary Clinton In 2013: "I Would Like To See People Like Donald Trump Run For Office; They're Honest And Can't Be Bought"

C ISIS Leader Calls for American Muslim Voters to Support Hillary Clinton

D Donald Trump Protester Speaks Out: "I Was Paid $3,500 To Protest Trump's Rally"

E Obama Signs Executive Order Declaring Investigation Into Election Results; Revote Planned For Dec. 19th

F WHOA! Hillary Caught On Hot Mic Trashing Beyonce' With RACIAL SLURS!

G Van Full Of Illegals Shows Up To Vote Clinton At SIX Polling Places, Still Think Voter Fraud Is A Myth?

H RAGE AGAINST THE MACHINE To Reunite And Release Anti Donald Trump Album

I Obama Signs Executive Order Banning The Pledge Of Allegiance In Schools Nationwide

J BREAKING Romanian Hacker With Access To Clinton Emails Found Dead In Jail Cell

K Actor Bill Murray Announces 2016 Presidential Run

L Pope Francis Shocks World, Endorses Hillary Clinton for President, Releases Statement

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

N Trump Claims America Should Never Have Given Canada Its Independence

O Mike Pence: "Sarah Palin Is My Role Model For Beautiful, Smart American Women" - Newslo

P RUPAUL CLAIMS TRUMP TOUCHED HIM INAPPROPRIATELY IN THE 1990S

Q President Obama Confirms He Will Refuse To Leave Office If Trump Is Elected

R Graham Says Christians Must Support Trump or Face Death Camps

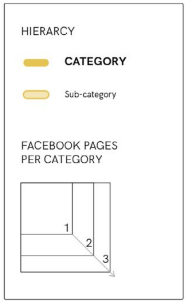
S African Billionaire Will Give $1 Million To Anyone Who Wants To Leave America if Donald Trump is Elected President

T Trump Offering Free One-Way Tickets to Africa & Mexico for Those Who Wanna Leave America

U Obama passed law for grandparents to get all their grandchildren every weekend

## *WHAT KINDS OF PUBLICS ARE ENERGISED BY FAKE NEWS?*

**Types of Facebook publics animated by fake news, according to a manual classification of pages that share fake news items.** Notable are grassroots activists for a variety of issues, political candidate loyalists as well as entertainers.




### WORKERS
- Truckers
- Small Bussiness
- Steelworkers

### OTHER
- Italian Left
- Climate Skeptics
- Page Dedicated to the Philipines

### SOCIAL CHANGE
- Pro Latino
- Human rights
- Progessives
- Against Gun Violence

### EARLY CAMPAIGNERS
- Early 2020 Bernie Campaigners
- Early 2020 Trump Campaigners
- Early 2020 Hillary Campaigners

### DISCUSSION SPACE
- Political Commentary
- Anti establishment
- Politcal Commentary
- Anti-Democrat

### BUSINESS
- Punk Tattoo
- Fashion
- Bussiness
- Motivational Speaker
- Dating app

### OCCUPY MOVEMENT

### WOMEN-FOCUSED

### NEWS
- News
- Trending News
- Liberal News
- Convervative News
- Critical News
- Liberal news
- News / News Aggregators
- Republican News
- News
- News Aggregator
- Alternative News
- Non-PC News

### GRASSROOTS ACTIVISTS/ CITIZEN VIGILANTES
- For Free Society
- Againt Ted Cruz
- Pro Bernie
- For Disaster Preparness
- Against Islam
- Against Financial Terrorism
- Pro Latino
- For Liberty and Property
- White Lives Matter
- For Information Freedom
- Against Trump
- Against Republicans
- Againt Gun Owners
- Against Mainstream Media
- Anti-conservatism
- US Patriots
- Against Gun Control Advocates
- Anonymous
- Against Corruption
- Pro-Trump

### ENTERTAINERS

### PUBLIC FIGURE
- Artist
- Porn Actress
- Actor
- Republican Politician
- Journalist

### LOYALISTS
- Hillary Loyalists
- Trump Loyalists
- Bernie Loyalists

### COMMUNITY
- Spritual Community
- Democrat Community
- Pro Military
- Progessive Community
- Survivalist
- Republican Community
- Pro-Black
- Religious

### MUSIC/ENTERTAIMENT

### CLICKBAIT

# RAGE AGAINST THE MACHINE To Reunite And Release Anti Donald Trump Album

Marzo 21, 2016 - news - Tagged: crossover, donald trump, Los Angeles, rage aginst the machine, reunion - no comments

It has been more than fifteen years since Rage Against The Machine have released new music. The members of the band have involved themselves in various other projects during their lengthy hiatus, but one pressing issue has forced the band to team up once again.

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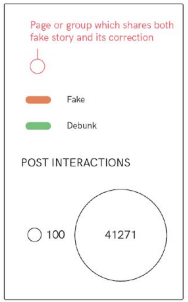
FEATURED VIDEO

## *ARE DEBUNKING WEB PAGES ACKNOWLEDGED BY THE PUBLICS OF FAKE NEWS?*

**Fake news pages and debunking web pages have different publics on Facebook.** Only six of the public pages that share fake news stories have acknowledged web pages which aim to debunk them in our CrowdTangle dataset. While Google looks to prioritise debunking web pages, on Facebook it is fake news stories that circulate better. While both progressive and conservative pages share fake news stories it is primarily progressive Facebook pages and those pertaining to journalists and fact-checking initiatives that share web pages which aim to debunk fake news stories.




**Rage Against the Machine To Reunite And Release Anti Donald Trump Album**
Published the 11th of March 2016 on heaviermetal.net

**Actor Bill Murray Announces 2016 Presidential Run**
Published the 3th of October 2016 on www.abcnews.com.co

**Mike Pence: 'Sarah Palin Is My Role Model For Beautiful, Smart American Women**
Published the 18th of September 2016 on www.politicops.com

**President Obama Confirms He Will Refuse To Leave Office If Trump Is Elected**
Published the 7th of September 2016 on www.burrardstreetjournal.com

**Trump Offering Free One-Way Tickets to Africa; Mexico for Those Who Wanna Leave America**
Published the 11th of November 2016 on www.tmzhiphop.com



**Obama passed law for grandparents to get all their grandchildren every weekend**
Published the 8th of March 2016 on www.react365.com

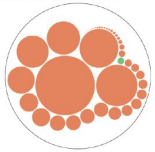


**Rupaul claims Trump touched him inappropriately in the 1990s**
Published the 14th of October 2016 on worldnewsdailyreport.com

**African Billionaire Will Give $1 Million To Anyone Who Wants To Leave America if Donald Trump is Elected President**
Published the 3th of November 2016 on www.empireherald.com

**BREAKING Romanian Hacker With Access To Clinton Emails Found Dead In Jail Cell**
Published the 6th of July 2016 on Christian Times

**ISIS Leader Calls for American Muslim Voters to Support Hillary Clinton**
Published the 11th of October 2016 on worldnewsdailyreport.com



**WHOA! Hillary Caught On Hot Mic Trashing Beyonce' With RACIAL SLURS!**
Published the 5th of November 2016 on www.thelastlineofdefense.org

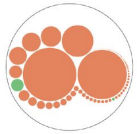
**Hillary Clinton In 2013: "I Would Like To See People Like Donald Trump Run For Office; They're Honest And Can't Be Bought**
Published the 17th of October 2016 on conservativestate.com

**Graham Says Christians Must Support Trump or Face Death Camps**
Published the 23th of July 2016 on www.bizstandardnews.com

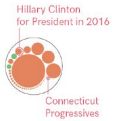
**Trump Claims America Should Never Have Given Canada Its Independence**
Published the 29th of July 2016 on www.burrardstreetjournal.com

**Van Full Of Illegals Shows Up To Vote Clinton At SIX Polling Places, Still Think Voter Fraud Is A Myth?**
Published the 5th of November 2016 on www.thelastlineofdefense.org

**FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide**
Published the 15th of October 2016 on www.usanewsflash.com

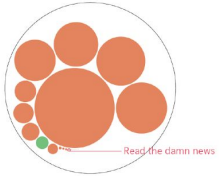


**Obama Signs Executive Order Declaring Investigation Into Election Results; Revote Planned For Dec. 19th**
Published the 12th of December 2016 on www.abcnews.com.co

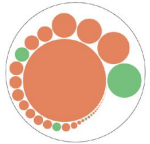



**Pope Francis Shocks World, Endorses Hillary Clinton for President, Releases Statement**
Published the 25th of July 2016 on www.kypo6.com

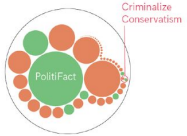
**Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement**
Published the 26th of September 2016 on Ending The Fed




**Obama Signs Executive Order Banning The Pledge Of Allegiance In Schools Nationwide**
Published the 11th of December 2016 on www.abcnews.com.co

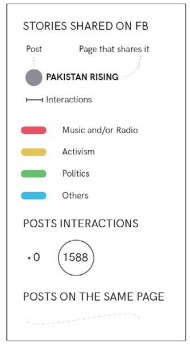


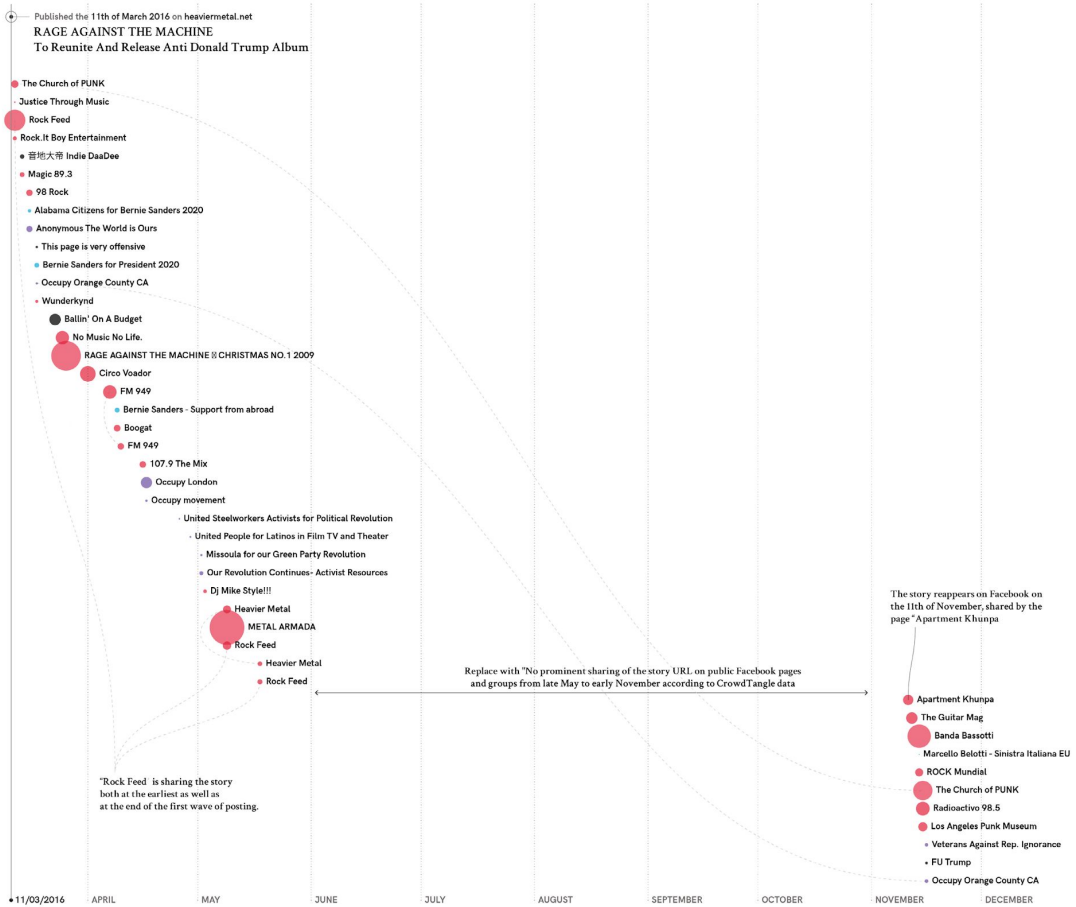
**Donald Trump Protester Speaks Out: I Was Paid $3,500 To Protest Trump's Rally**
Published the 22th of November 2016 on www.abcnews.com.co



## *HOW DOES THE STORY "RAGE AGAINST THE MACHINE TO REUNITE AND RELEASE ANTI DONALD TRUMP ALBUM" TRAVEL ON FACEBOOK?*

**Trajectory of "Rage Against the Machine to Reunite and Release Anti Donald Trump Album" story on Facebook pages and groups retrieved with CrowdTangle.** The story circulates best between March and June 2016 as satire amongst English language music and entertainment groups. It is revived in November after the US elections, when it is also picked up by Italian music and political pages.



# Chapter 2

**Fake news are not just “false news”. They are interesting not so much because their content or form are different from that of “authentic news”, but because they travel as much as (and sometimes more than) mainstream news**

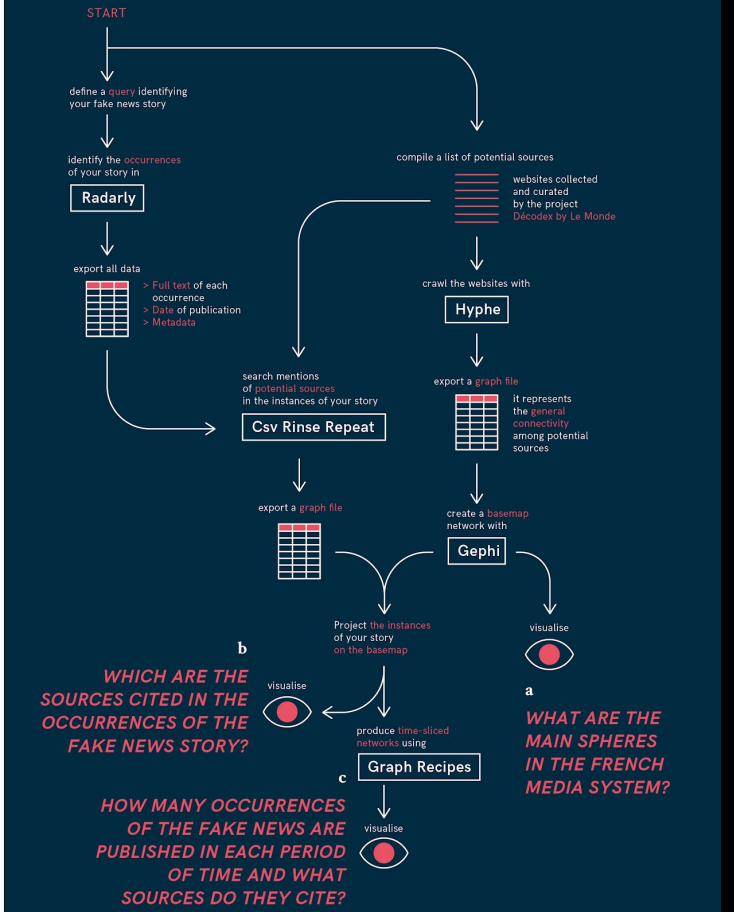
# WHICH ARE THE MOST VISIBLE SOURCES RELATED TO A FAKE STORY? WHEN AND BY WHOM ARE THEY MENTIONED?

## BEFORE STARTING

This recipe enables a scaling up of the approach presented in the previous recipe, but requires a bit more technical knowledge, as well as some bigger datasets. In particular, you will need to have access to:

- A web archive (we used **Radarly** by Linkfluence).
- A list of all the possible web sources in which your chosen fake news story may have appeared (we used the list curated by **Le Monde Décodex**).

To illustrate this recipe, we focus on a false story that circulated during the 2017 French presidential election and referred to the presumed homosexuality of Emmanuel Macron.

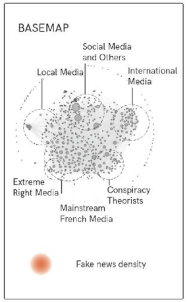


## *WHAT ARE THE MAIN SPHERES IN THE FRENCH MEDIA SYSTEM?*

**Network analysis of the media sources active in French public debate.** The image shows the news sources listed by the Décodex project by *Le Monde* and the hyperlinks connecting them. A force-directed layout has been applied to reveal the main clusters of websites and their respective associations and positions.

## *HOW MANY OCCURRENCES OF THE FAKE NEWS STORY ARE PUBLISHED IN EACH PERIOD AND WHAT SOURCES DO THEY CITE?*

**Temporal evolution of the fake news story in the whole observed period.** In this image, the occurrences of the fake news story are divided in slices of 4 weeks (with an overlap of two weeks) and represented as a density heat map rather than as individual points. Though mentions of the story have been present for more than one year, its circulation appears to spike up in February 2017, when a new strand of the fake story is published by the Russian website *Sputnik International*.



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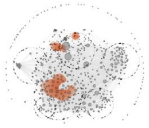
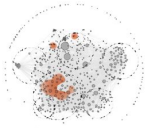
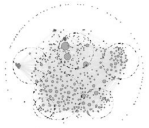
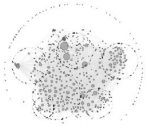
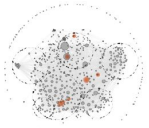
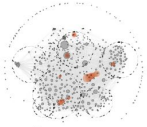

28 MAR 2016 - 25 APR 2016

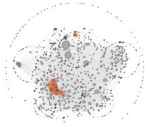

11 APR 2016 - 9 MAY 2016


25 APR 2016 - 23 MAY 2016


9 MAY 2016 - 6 JUN 2016


23 MAY 2016 - 20 JUN 2016


6 JUN 2016 - 4 JUL 2016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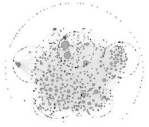
4 JUL 2016 - 1 AUG 2016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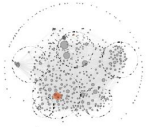
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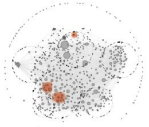
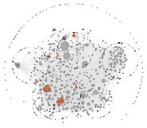
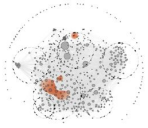
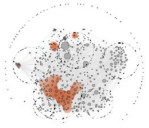
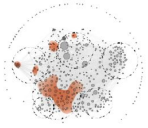

15 AUG 2017 - 12 SEP 2016


29 AUG 2016- 26 SEP 2016

12 SEP 2016 - 10 OCT 2016


26 SEP 2016 - 24 OCT 2016


10 OCT 2016 - 7 NOV 2017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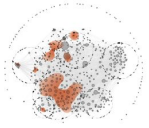
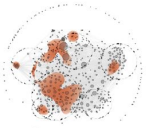
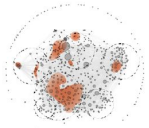
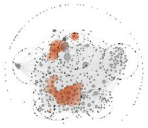

7 NOV 2016 - 5 MAY 2016


21 NOV 2017 - 19 DEC 2016


5 DEC 2016 - 2 JAN 2017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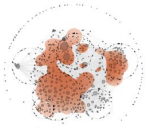
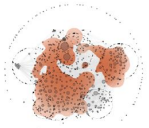
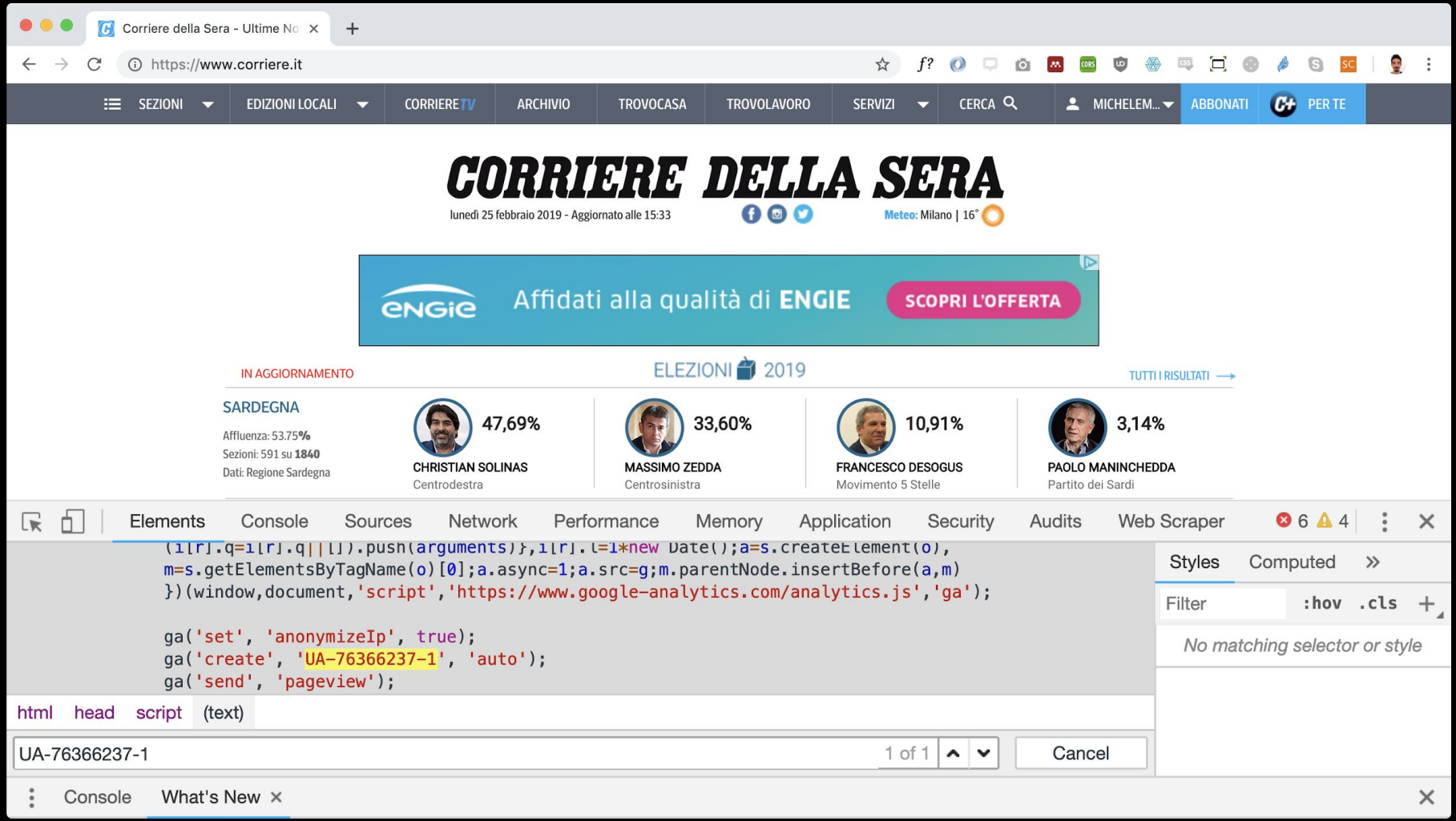
2 JAN 2017 - 30 JAN 2017


16 JAN 2017 - 13 FEB 2017


30 JAN 2017 - 27 FEB 2017

# Chapter 3

Many websites use “trackers” – small bits of embedded code – in order to monitor engagement, including visitor numbers, visitor behaviour and the effectiveness of ads


Corriere della Sera - Ultime No
https://www.corriere.it
SEZIONI
EDIZIONI LOCALI
CORRIERE TV
ARCHIVIO
TROVOCASA
TROVOLAVORO
SERVIZI
CERCA
MICHELEM...
ABBONATI
PER TE
CORRIERE DELLA SERA
lunedì 25 febbraio 2019 - Aggiornato alle 15:33
Meteo: Milano | 16°
ENGIE
Affidati alla qualità di ENGIE
SCOPRI L'OFFERTA
IN AGGIORNAMENTO
ELEZIONI 2019
TUTTI I RISULTATI
SARDEGNA
Affluenza: 53.75%
Sezioni: 591 su 1840
Dati: Regione Sardegna
47,69%
CHRISTIAN SOLINAS
Centrodestra
33,60%
MASSIMO ZEDDA
Centrosinistra
10,91%
FRANCESCO DESOGUS
Movimento 5 Stelle
3,14%
PAOLO MANINCHEDDA
Partito dei Sardi
Elements
Console
Sources
Network
Performance
Memory
Application
Security
Audits
Web Scraper
6
4
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');
ga('set', 'anonymizeIp', true);
ga('create', 'UA-76366237-1', 'auto');
ga('send', 'pageview');
Styles
Computed
Filter
:hov
.cls
No matching selector or style
html
head
script
(text)
UA-76366237-1
1 of 1
Cancel
Console
What's New

Corriere della Sera - Ultime No

https://www.corriere.it

SEZIONI | EDIZIONI LOCALI | CORRIERE TV | ARCHIVIO | TROVOCASA | TROVOLA

# CORRIERE DEI

lunedì 25 febbraio 2019 - Aggiornato alle 15:52

IN AGGIORNAMENTO

ELEZIONI 20

SARDEGNA

Affluenza: 53.75%
Sezioni: 649 su 1840
Dati: Regione Sardegna

47,45%
CHRISTIAN SOLINAS
Centrodestra

33,33%
MASSIMO ZEDDA
Centrosinistra

LE REGIONALI

## Sardegna, centrodestra avanti. Crol
## Di Maio: per il governo non cambia
## Ma Nugnes: sua leadership va ridis

Christian Solinas (42 anni, centrodestra) e Massimo Zedda (43 anni, centrosinistra)

**Il duetto tra Lady Gaga e Bradley Cooper agli Oscar, la standing ovation degli Academy Awards** *Il video*

La coppia canta «Shallow», miglior brano

GHOSTERY

Simple View | Detailed View

Plus

27

www.corriere.it

Trackers Blocked: 15
Page Load: 2.12 secs

Trust Site

Restrict Site

Pause Ghostery

2 12 1

TRACKERS

Unblock All

Collapse All

Advertising
6 TRACKERS

DoubleClick

NetRatings SiteCensus

Rubicon

Krux Digital

Google Publisher Tags

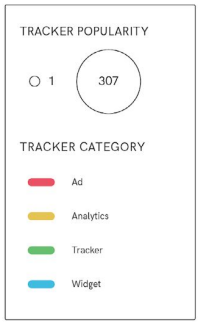
Google IMA

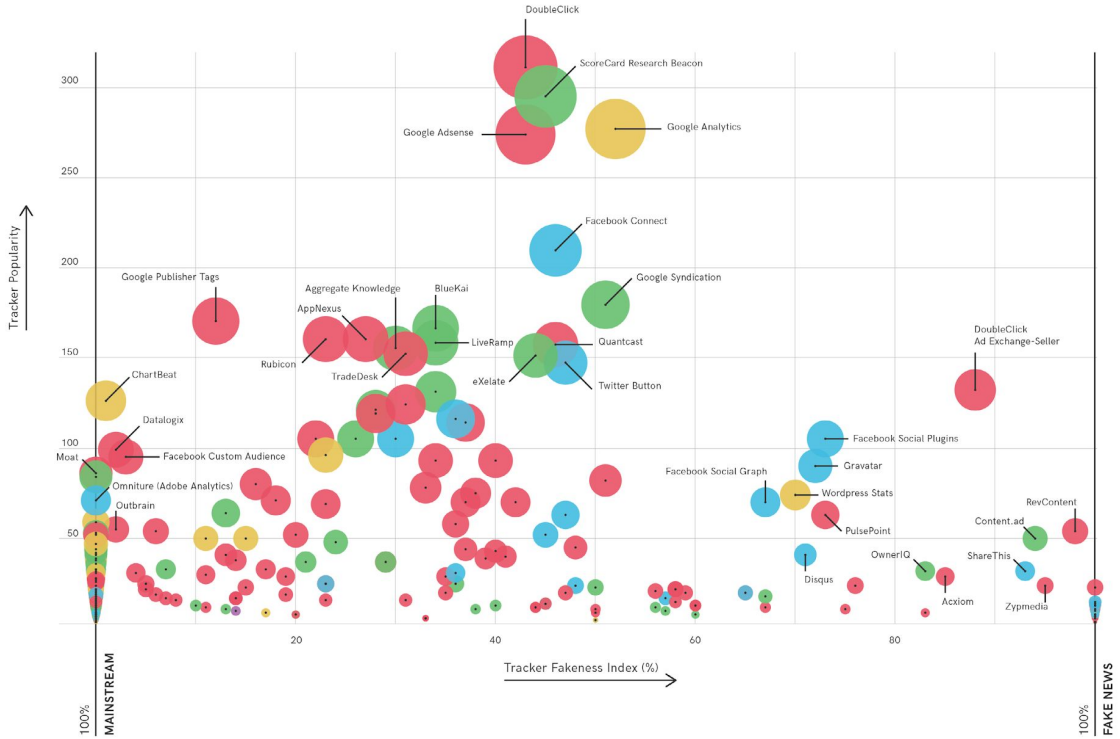
Essential
1 TRACKER

List View

## *DO MAINSTREAM MEDIA AND FAKE NEWS WEBSITES SHARE THE SAME TRACKER ECOLOGIES?*

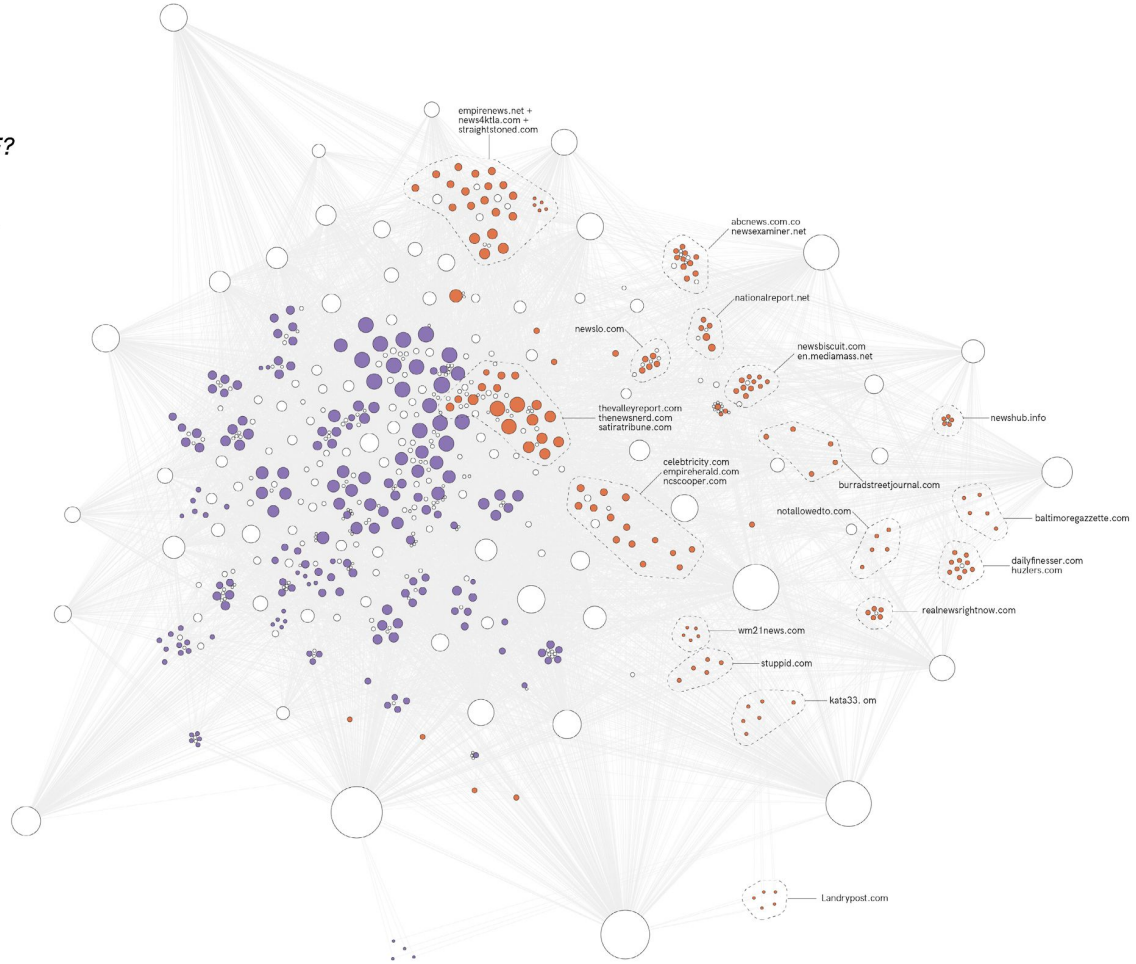
**Scatterplot representing tracker usage on a series of fake news and mainstream media sites.** While fake news sites and mainstream media sites share popular tracker services such as Google Adsense, DoubleClick and Google Analytics, mainstream media sites appears more mature and sophisticated in its use of trackers in terms of the number and diversity of trackers that it uses.



## *HOW DO FAKE NEWS SITES AND MAINSTREAM MEDIA CLUSTER ACCORDING THEIR TRACKER USAGE?*

**Bipartite network of trackers and websites that use them.** Shared tracker signatures may be used to explore tracker practices or strategies amongst a set of websites or to detect fake news "media groups."




NUMBER OF CONNECTIONS

Fake news sites

Mainstream media sites

Tracker

# Chapter 4

We shall use the term "memetic activity" in this section to designate the multiple ways in which users act around memes online, including circulating, imitating and transforming them

men across
ok pages.
a number
ular image
th alleged
t from his
"groping
erpretative
th the frame

rightsrevoked
sarahpalin
specialairserviceball
straightpatriotman
succfucczucccucc
thealexjoneschannel
theantimedia
thearcanefront
thedailydfp
thepatriotfederation
trollsfortrump
trumpmillennials
trumppoliticalmovement
truthaboutdonaldtrump
wakeupandreclaimamerica
wearechange.org
worldtruthtv

8 OCTOBER
9 OCTOBER
10 OCTOBER

FIRST
A
I J
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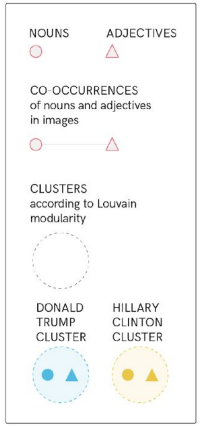
O
P

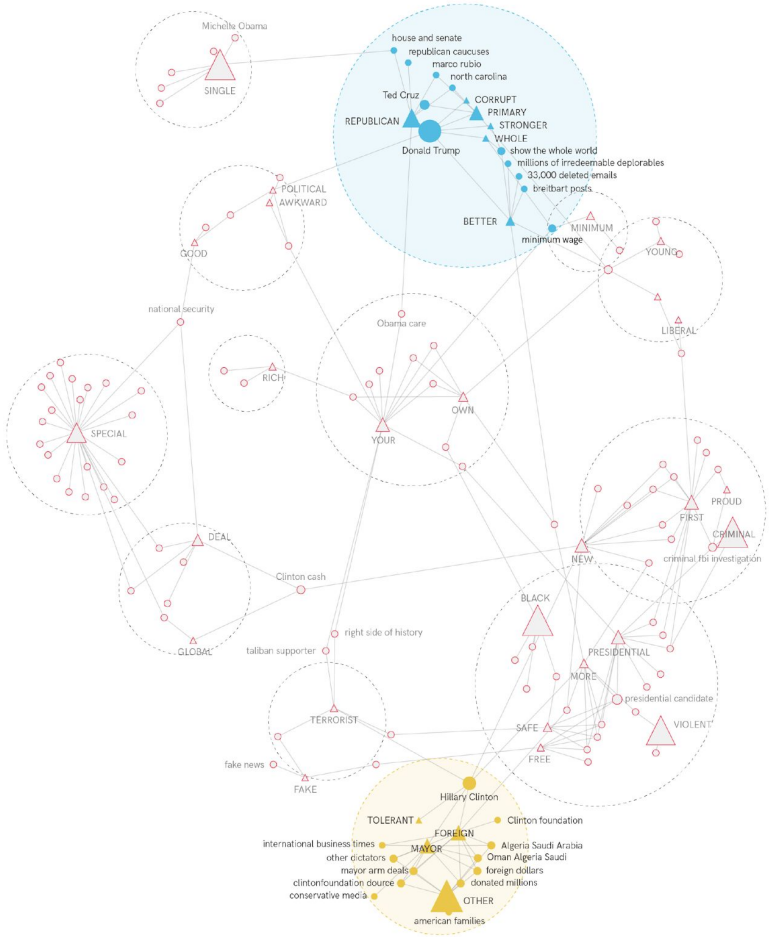
FIRST A 01:55 (GMT) truthaboutdonaldtrump
B 02:21 politicalcorrectnessgonewild
C 02:28
D 03:18 GET
E 03:34 dailytrumpmemes
F 03:43 theantimedia
G 04:05 trumpmillennials
H 04:2 GET

I 04:30
J 05:10 thealexjoneschannel
K 05:11 GET
L 05:22 guardiansoffreedom.com.au
M 06:46
N 10:34 GET
O 11:12 wakeupandreclaimamerica

## *WHAT THEMES LEND THEMSELVES TO MEMETIC ACTIVITY ON BREITBART'S FACEBOOK PAGE?*

**Network of nouns and adjectives co-occurring in images posted in 2016 on Breitbart's Facebook page (two words are connected if they are present in the same image).** Colors identify clusters according to Louvain modularity. The two most prominent clusters are centered around Donald Trump (top, blue) and Hillary Clinton (bottom, yellow). One may examine the terms present in the Hillary Clinton cluster and in clusters in its proximity in terms of framing and agenda setting.




most specific images for the Hillary Clinton cluster

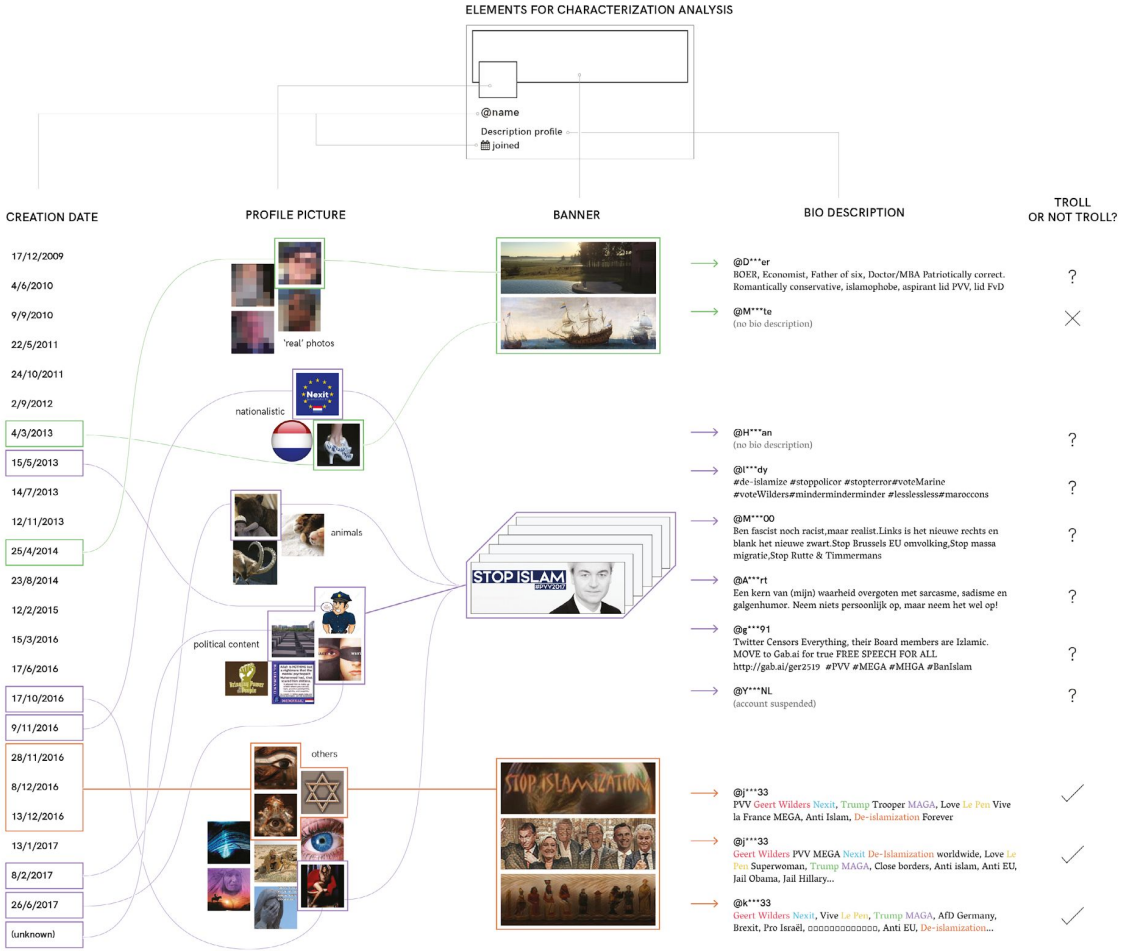
most specific images for the Donald Trump cluster

# Chapter 5

Tactics such as trolling and the use of bots and “sock-puppet” accounts have been linked to the spread of political disinformation and propaganda online

## *HOW CAN WE CHARACTERISE SOURCES OF TROLLING ACTIVITY BASED ON THEIR PROFILE INFORMATION?*

**Clustering of 24 accounts engaging in troll-like activity around the Dutch elections.** The profile information is clustered according to similarities. Three users have very similar profiles and are created in a short amount of time: this helps us to identify them as 'sock-puppet' account created for trolling activities. Other six promote the same anti-islam agenda, but without being fake accounts.



Thanks!

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