Ethics, Fake News and information professionals

Bobcatsss 2020 - Paris

Juan-José Boté

juanjo.botev@ub.edu

Universitat de Barcelona

Fake News Dissemination - goals

- Damage someone's reputation
- Earning money through click-bait
- Online communication

- US →55% population →
  false profiles spread FakeNews

Photo by Matthew Guay on Unsplash

Changing the reality

- Fake News tends to alter the reality of a story

- Feeling of familiarity and truthfulness based on the illusory truth paradigm

Photo by Artur Tumasjan on Unsplash

Causes

- Decentralized control
- Easy to produce
  - Few money
  - Out of control before publishing

Photo by Ernesto Carrazana on Unsplash

Information disorder

- Dis-information
- Mis-Information
- Mal-Information

Depending on the harm

- Hoaxes
- Clickbait
- Bogus stories
- Conspiracy theories

Taxonomies for Fake News

- Ignorance per se

- Disinformation

- Misinformation

- Missing information

- Self-deception

- Bad faith

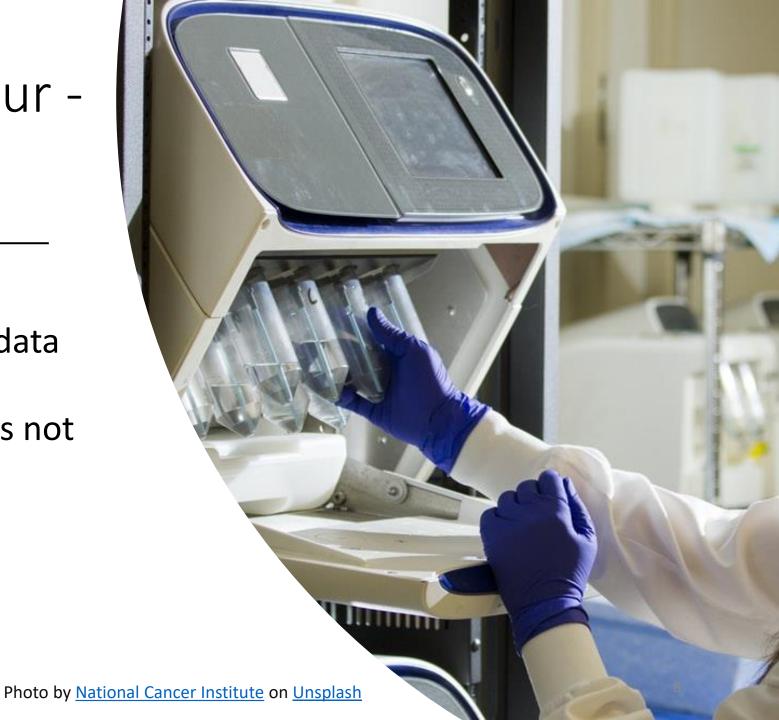- Dominant forms of calumny doxing

- Fake news

Photo by Megan Thomas on Unsplash

Unethical behaviour - Examples

- Fake news are unethical information behaviour
  - Treatment
  - Management
  - Publishing

Unethical behaviour - Examples

- Science
  - Scientist manipulating data to publish paper.
  - Peer-review system…it's not the best system.

Unethical behaviour - Examples

- Banking

- Hidden information

  - Stock prices
  - Capital markets
  - Consumer loans

What about information professionals codes?

- Access to information

  "Librarians and other information workers reject the denial and restriction of access to information and ideas most particularly through censorship whether by states, governments, or religious or civil society institutions." (IFLA, 2016).

- Neutrality

  Neutrality: "*Librarians and other information workers are strictly committed to neutrality and an unbiased stance regarding collection, access and service.*" (IFLA, 2016)

What about information professionals codes?

Journalists, another information professional who deliver content, also have a code of conduct.

Society for Professional Journalists

Journalists' work must be accurate, verifying and correcting information when necessary

(Society of Professional Journalists, 2014)

What about information professionals codes?

There is some contrast

- 44% of the worldwide population surveyed had detected Fake News in print media

- Turkey, 72% of printed media

- The United States 47% of printed media news are considered Fake News (Watson, 2019).

- 28% of the population of the United States

  - CNN are spreading disinformation

  - 30% believe Fox News is doing the same

Solutions (diverse)

"Past tense situations"

- Fact-checking

- Image reversing

- AI solutions – not possible in all SNS
- Information literacy skills of users
  - Secondary School - Finland
  - Higher Education – Standford University
  - Open Education – Reuters MOOC
- PISA test indicators → FNews.

https://edition.cnn.com/interactive/2019/05/europe/finland-fake-news-intl/

Photo by Mari Helin on Unsplash

Conclusions

- Information disorder is planned
    - It is not intentional
    - Is planned
- Code of conduct Information Professionals
    - Reliable source
- Information literacy + Technology aid seems a better solution
- Information literacy + ethics need contents

@jjbote
juanjo.botev@ub.edu