

European Ideas Network Seminar

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Misinformation, Disinformation and Manipulation

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Media & Communications

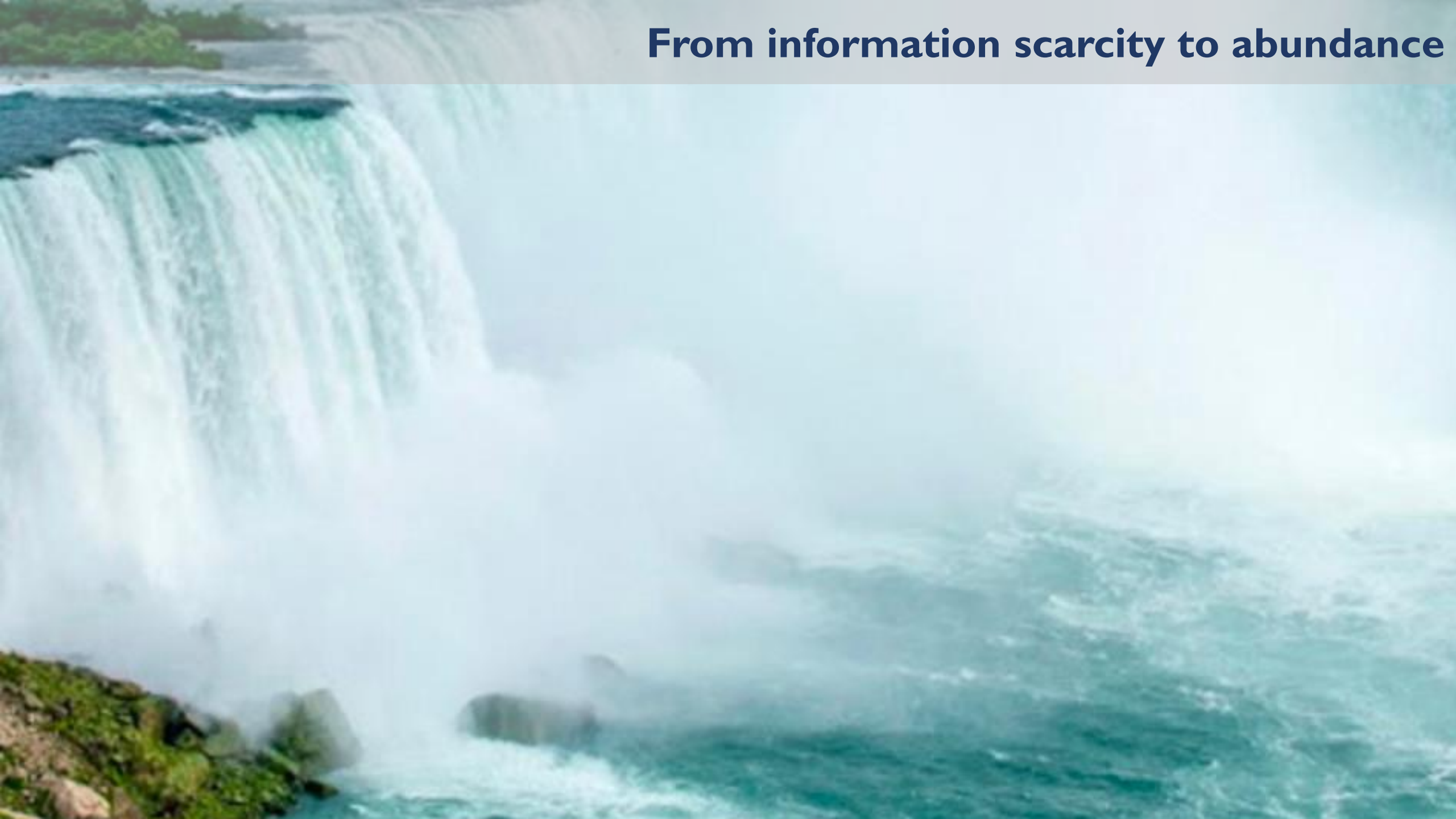
Commercial

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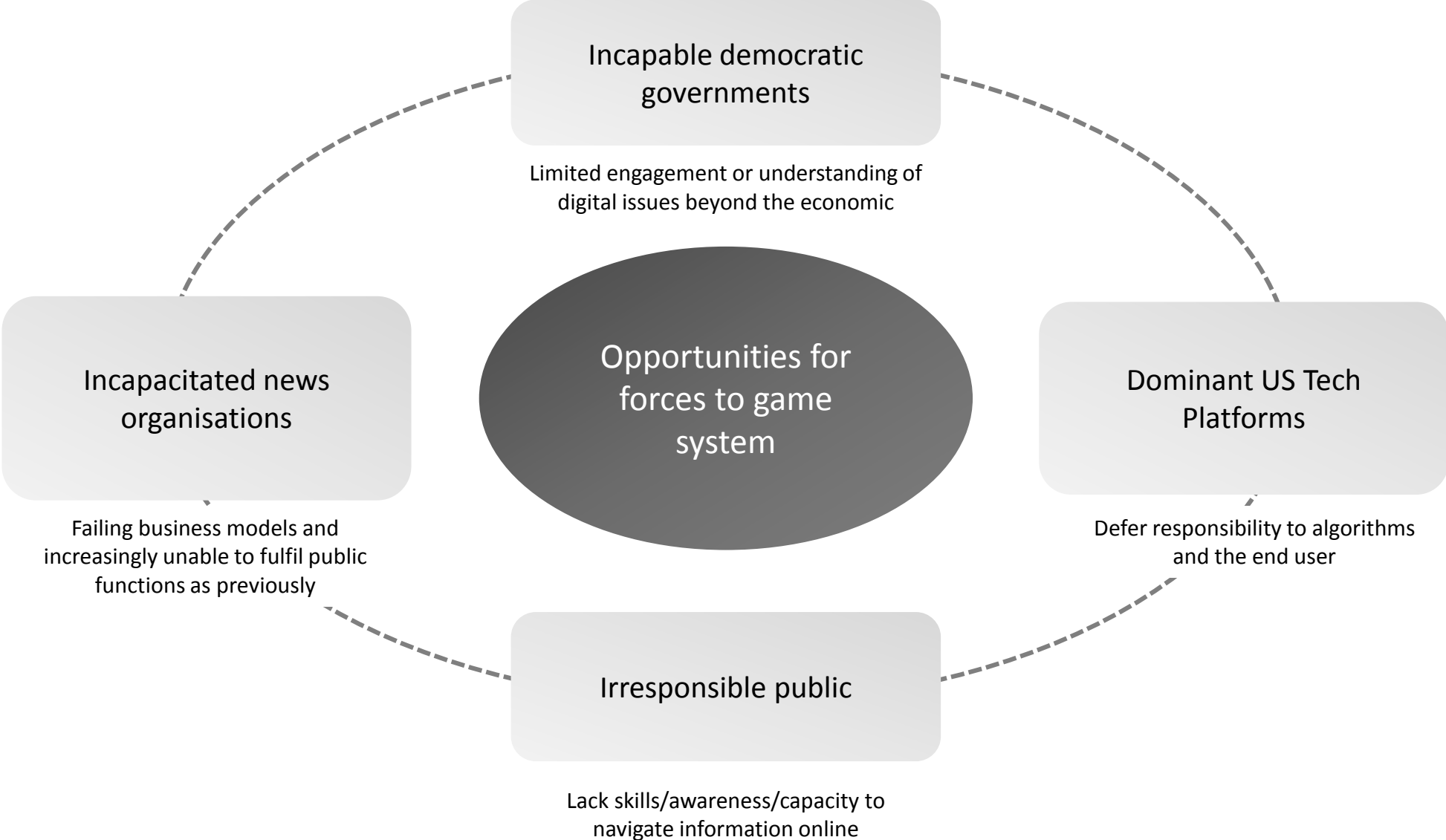
From information scarcity to abundance



Fake news is like freak weather



Existing digital ecology – opportunities to game



For example – Vote Leave campaign

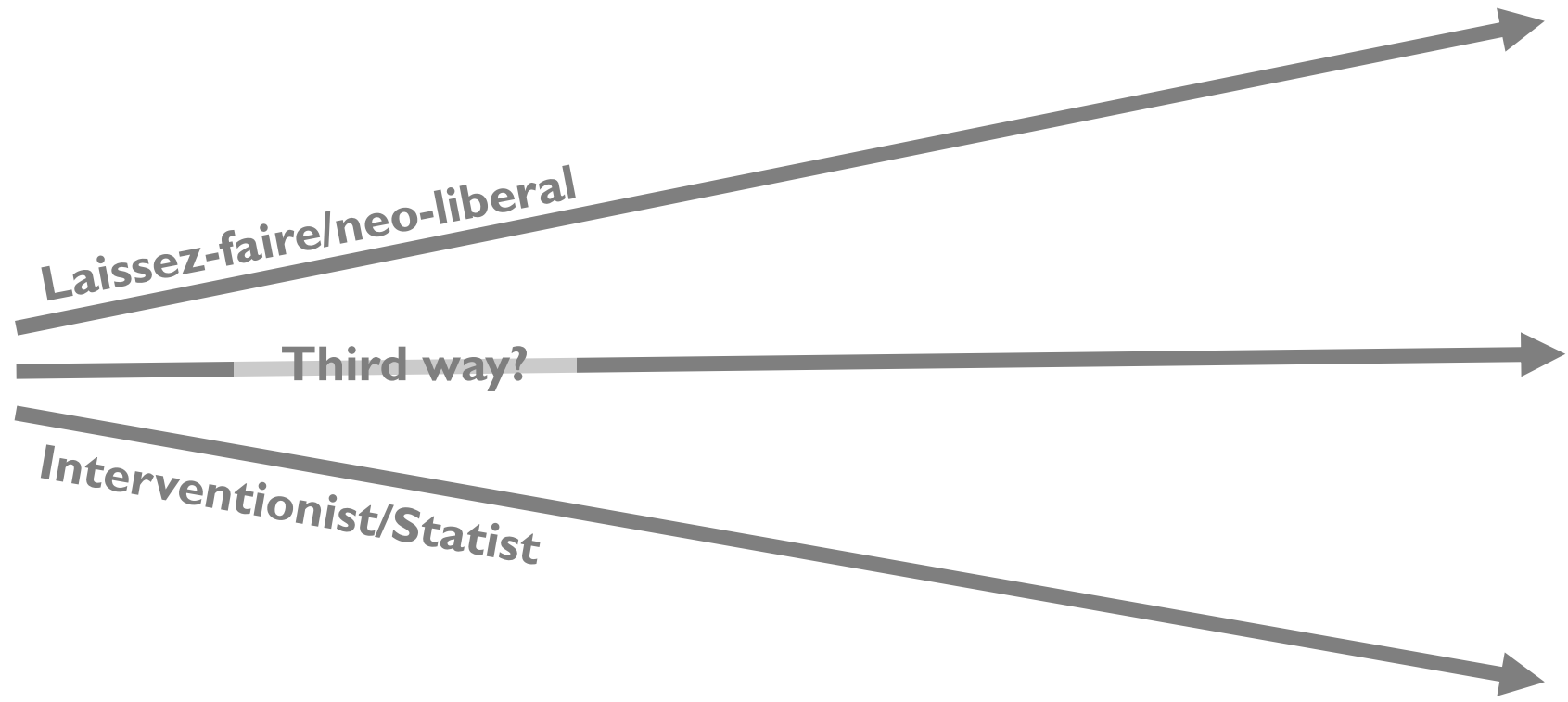
June 23 2016

EU REFERENDUM



A screenshot of the Facebook page for the Vote Leave campaign. The page header includes the name "Vote Leave" and navigation links for "Martin", "Home", and "Find Friends". The main content area features a red banner with the text: "We send the EU £350 million every week let's fund our **NHS** instead #TakeControl Thursday 23 June". Below the banner is a grid of photos showing people at campaign events. At the bottom of the page, there are buttons for "Like", "Follow", "Share", "Sign Up", and "Message".

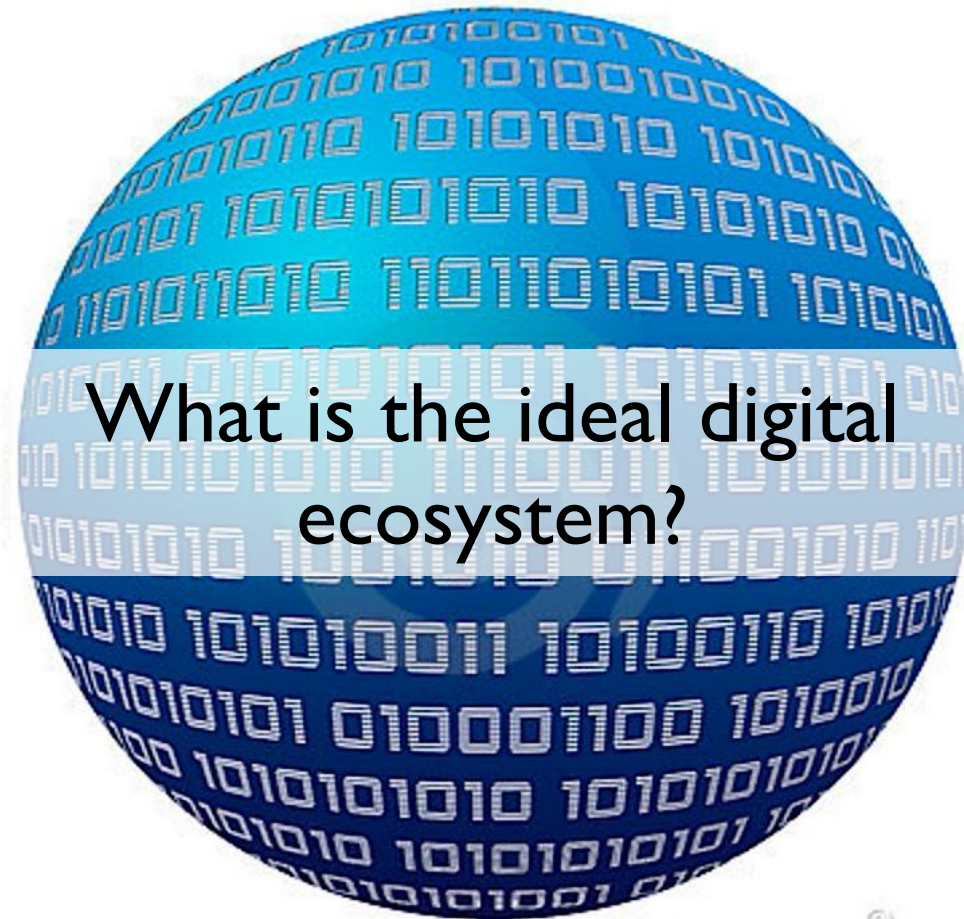
Many others including: State actors, alt-right, yellow journalists, macedonian teenagers, plutocrats, for the lulz...



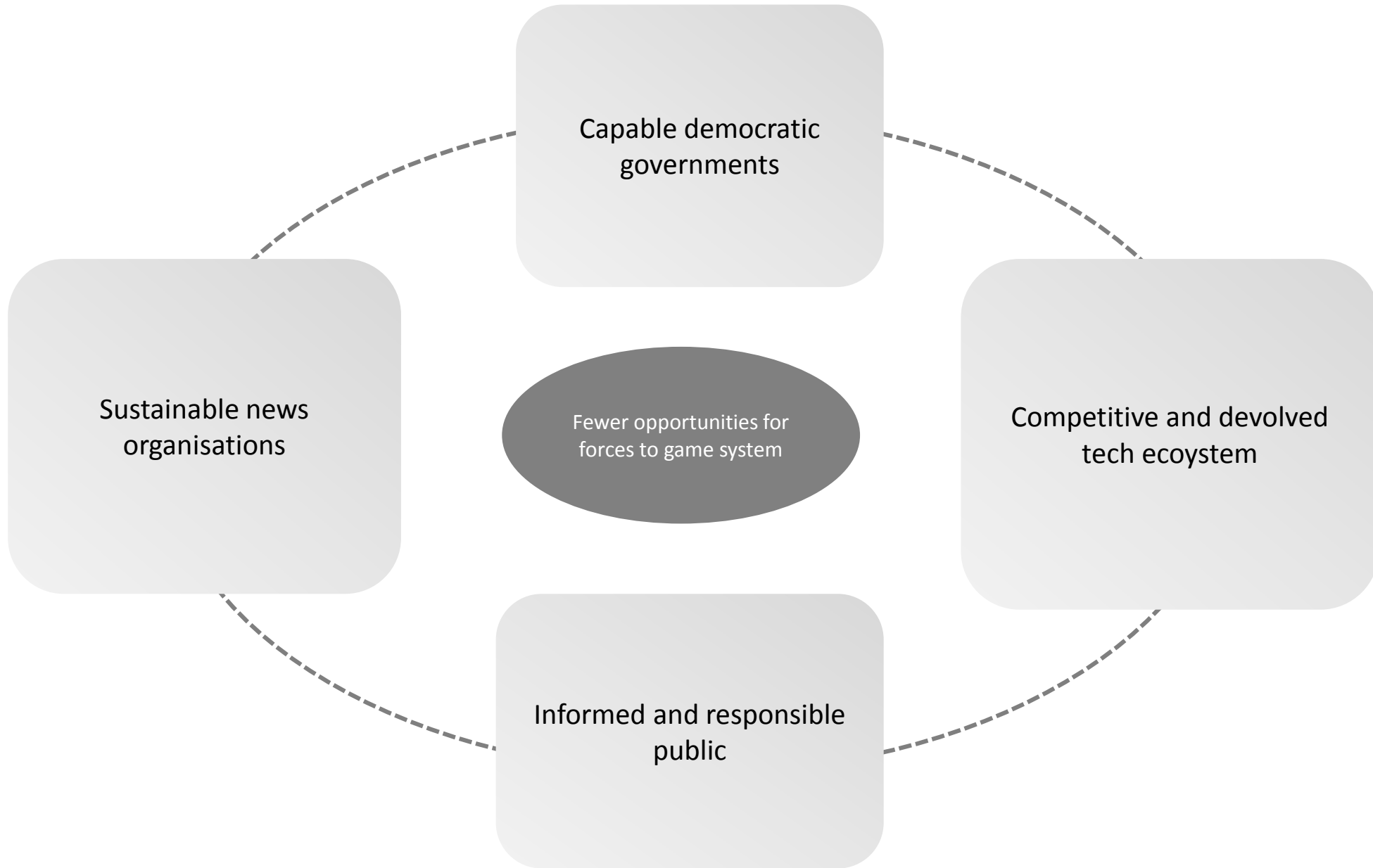
- Further empowerment of, and growing reliance on, dominant global tech platforms
- Privatisation of public – and democratic – functions (news, political participation, transport, health, education)
- Further manipulation of information system by motivated actors for political or economic gain
- Polarized and divisive digital publics
- De-legitimization of democratic process

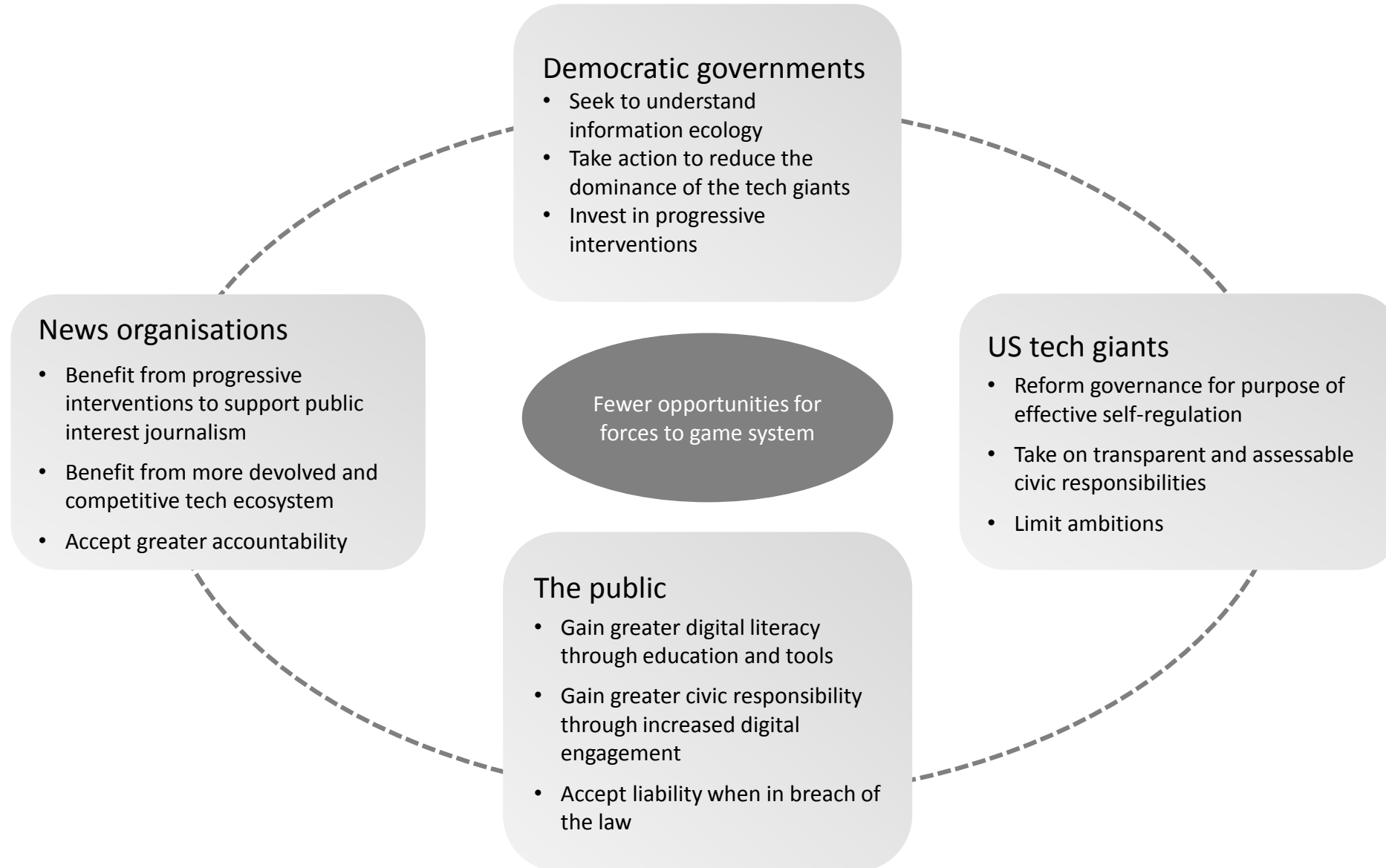
Precipitate action could lead to...

- Empowerment of the State
 - Indirect empowerment of dominant global tech platforms – in co-operation with the State
- Erosion of civil liberties and political freedoms
- Democratic decline



What is the ideal digital ecosystem?





Gutenberg
Printing Press



Martin Luther



Henry VIII
(Brexit #1)

European wars of
religion

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