

How to analyze in an alternative facts world

How to analyze links and sources – The balance between algorithm and human touch

Avoid the pitfalls of fake news, fake facts and misinformation with better technology, reliable partners, expertise and common sense

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**WORLD MEDIA INTELLIGENCE
CONGRESS**

BERLIN _____ **4-6 October 2017**

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A new phenomenon?

Interest over time ?



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Who am I?

Studied communication and
politics in Germany

In London since 2000

2000 – 2012
Report International (now
Carma)

2012-2014
W2O Group



LexisNexis Business Insight
Solutions

IPR Measurement Commission
AMEC Member
Host [SmallDataForum](#) podcast



Who are we?



Over 30'000 Employees

A world leading provider of information and analytics for professional and business customers in the Science, Technical, Medical, Legal, Risk and Business Sectors

Scientific, Technical
& Medical



World's leading
provider of
scientific and
medical
information

Legal & Professional



Provider of
world class
content,
technology and
expertise for the
corporate, legal
and risk markets

Exhibitions



World's leading
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business.

Risk & Business
Analytics



rbi reed business
information

Provider of
information-based
analytics and
decision tools that
enable customers to
evaluate and
manage risk



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Turbulent, anxious times...

ARTIFICIAL
INTELLIGENCE

FAKE NEWS

GENERAL
DISTRUST

BOTNETS



IS JOURNALISM
DYING?

UNCERTAINTY
EVERYWHERE

NO ONE WANTS
TO PAY FOR
CONTENT



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From AMEC's Global Business Insights Survey 2017

Measurement industry is growing, and at the same time facing ongoing structural change

AMEC members in new technology, as well as insights and high-end consultancy

Client expectations are changing in response to a changing communications ecosystem

AMEC Integrated Evaluation Framework has become industry standard

Descriptive analytics are out, integrated measurement and value-added insights are key

Fake news debate has major impact



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WHAT IS FAKE NEWS?

HISTORY & CONTEXT



Masters of spin



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What is, and how new is Fake News?



L.M. Slackers: The Yellow Press, showing William Randolph Hearst as a jester handing out newspapers; published by Keppler & Schwarzmann, October 12, 1910

1274 v. Chr.

Die Schlacht bei Kadesch zwischen den Hethitern und den Ägyptern unter Pharao Ramses II. wurde auf ägyptischer Seite zu einer detailreichen, aber erfindenen Triumphgeschichte. Jüngere Forschungen zeigen: Es war maximal ein Unentschieden.



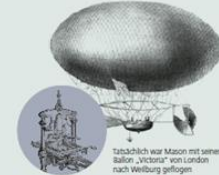
800 n. Chr.

Die Konstantinische Schenkung. Dass der katholischen Kirche die Herrschaft über Rom, Italien und die Westhälfte des römischen Reichs übertragen wurde, geht auf eine gefälschte Urkunde zurück. Erst im 15. Jahrhundert konnte die Fälschung nachgewiesen werden. Der Vatikan belief sich noch bis ins 19. Jahrhundert auf die Schenkung und leitete daraus Machtansprüche ab.



1844

Die zufällige Atlantiküberquerung – eine Poesche Ente. Auch als „Great Balloon Hoax“ bekannt, sorgte dieser Artikel von „The Sun“ in New York für große Aufregung. Angeblich hatte der Ire Mackey Mason zufällig in nur drei Tagen den Atlantik in seinem Flugballon überquert. Die Ausgabe wurde den Verkäufern aus den Händen gerissen, es kam zu Menschenansammlungen. Die Bemühungen des Autors Edgar Allan Poe am selben Tag, der Menge die Lüge zu erläutern, waren vergeblich.



1938

Immer wieder gern kolportiert wird die Weltuntergangsspektakel in New York, die sich 1938 während der Übertragung von Orson Welles' Hörspiel „Krieg der Welten“ abgespielt haben soll. Joseph Campbell wies 2016 nach, dass der Effekt in den Zeitungschlagzeilen am Tag danach maßlos übertrieben wurde, um das junge Konkurrenzmedium Radio als News-Quelle zu diskreditieren.



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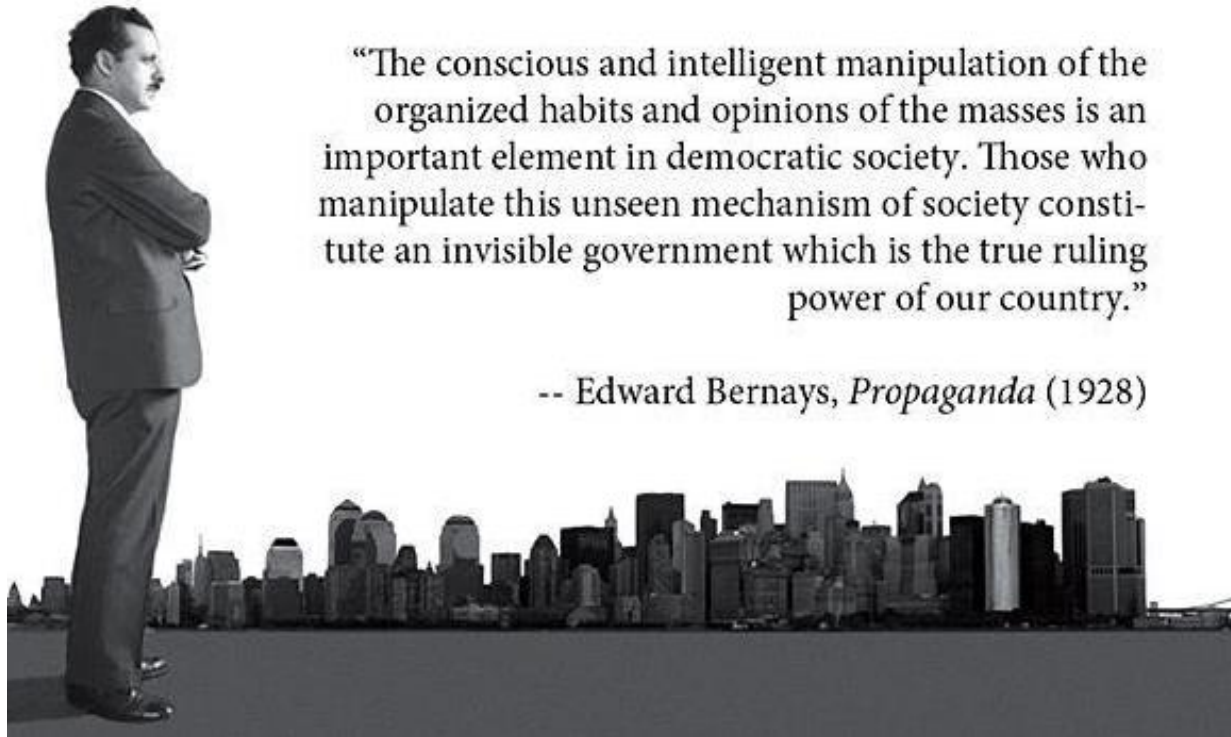


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Fake news and manufacturing consent: from B to Z



The invisible government



“The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country.”

-- Edward Bernays, *Propaganda* (1928)



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If Trump tweets, does Trump really tweet?

Who actually writes Donald Trump's tweets? Slip-up shows it could be this man

Posted about 3 hours ago



PHOTO: Dan Scavino (right) posted the same tweet at the same time as Donald Trump. (Facebook: Dan Scavino)



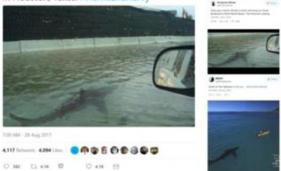
There is no algorithm against human instincts

Christian Triebert @ctriebert · 28 Aug 2017

That photo of a shark swimming on a flooded highway in Houston? It's a fake, and a very old one too.
motherboard.vice.com/en_us/article/...

Joan Michael @JoanMichael · 28 Aug 2017


Believe it or not, this is a shark on the freeway in Houston, Texas. #HurricaneHarvey



4,117 Retweets 6,294 Likes

Finnigans 天有道地有道人无道 @TheFinnigans · 28 Aug 2017

The flying boats of Houston Airport.
Houston, we got problems




4:14 AM - 28 Aug 2017

237 Retweets 153 Likes

Steve Silberman @stevesilberman · 27 Aug 2017

This picture from Houston is haunting me.
[via @KHOU]




9:47 PM - 27 Aug 2017 from San Francisco, CA

1,085 Retweets 1,419 Likes

Katie Couric @katiecouric · Aug 27


Look who wandered into my friend's Houston 'hood Thinking about everyone affected by Harvey and 🐊 they r safe



55 Retweets 285 Likes 752 Likes

Parker Molloy @ParkerMolloy · 27 Aug 2017

Replying to @katiecouric
This photo is from April.
2:58 PM - 27 Aug 2017 from Chicago, IL



2 Retweets 12 Likes

yelp Find law firm

law firm New York, NY


Sort By: Best Match, Highest Rated, Most Reviewed

Neighborhoods: Midtown East, Midtown West, Financial District, Lower East Side, Chelsea, Hell's Kitchen, Upper West Side, Upper East Side, East Harlem, West Harlem, Harlem, Morningside Heights, Inwood, Yonkers, Mount Vernon, White Plains, Westchester, Putnam, Dutchess, Sullivan, Ulster, Albany, Rensselaer, Schoharie, Warren, Hamilton, Fulton, Seneca, Oneida, Madison, Oswego, Yates, Hamilton, Fulton, Seneca, Oneida, Madison, Oswego, Yates, Hamilton, Fulton, Seneca, Oneida, Madison, Oswego, Yates

Showing 1-10 of 618

Fake reviews

Fake Reviews



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What we know...



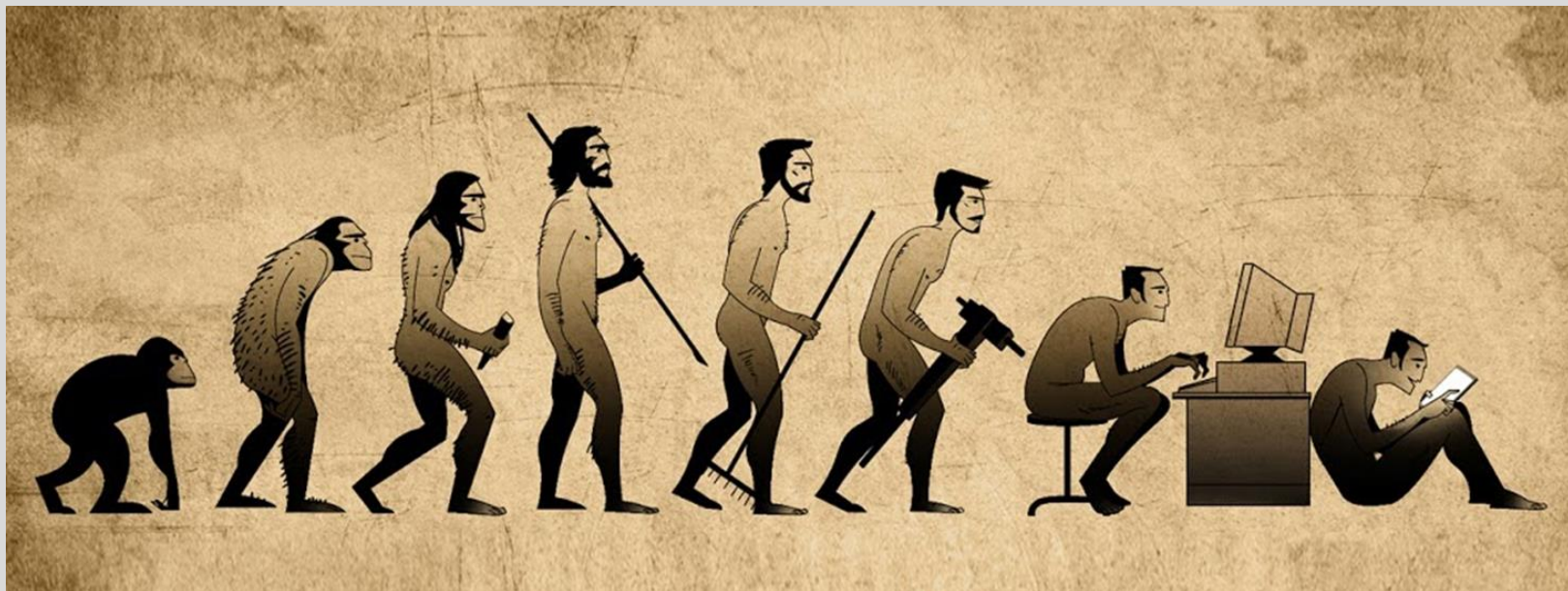
**WHY IS FAKE NEWS A GROWING
PROBLEM?**

HUMANS AND MACHINES...



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Human and technological evolution are out of synch...

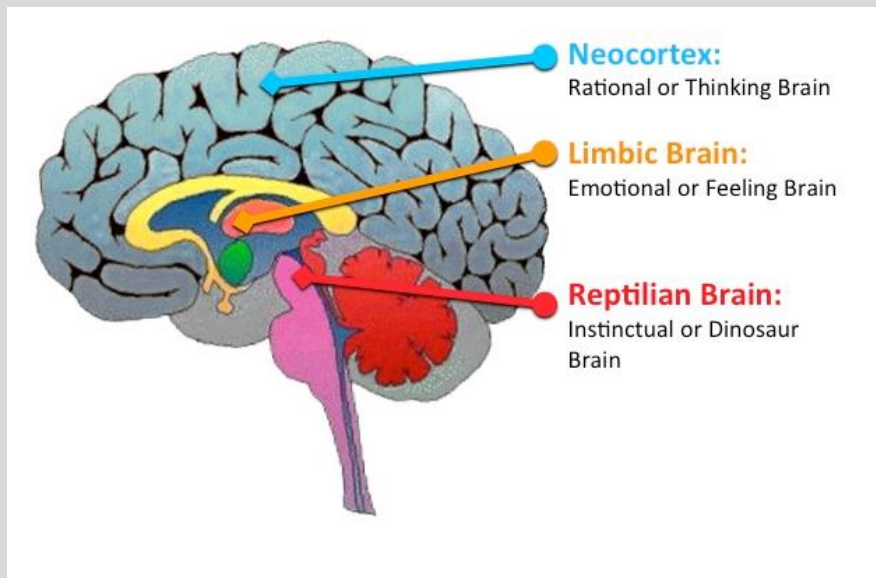
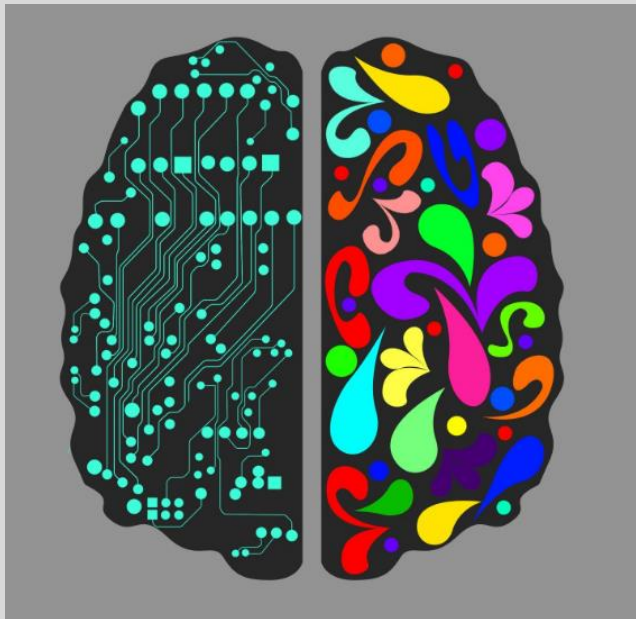


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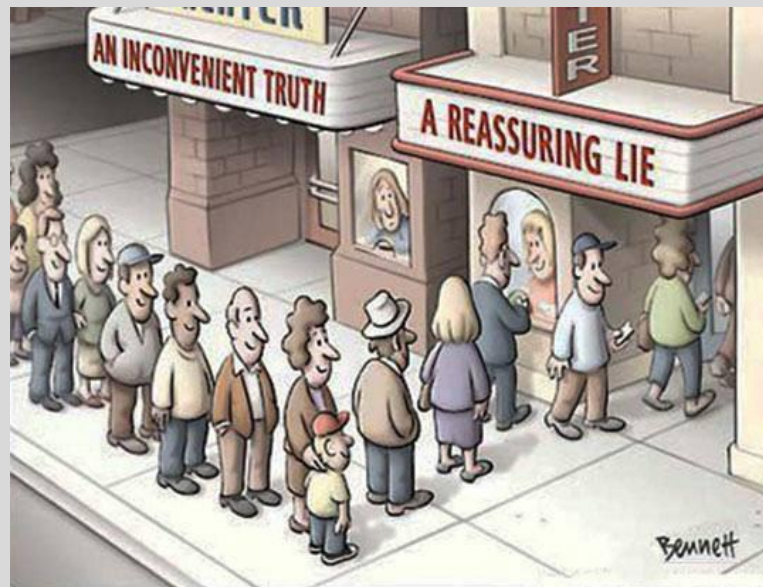
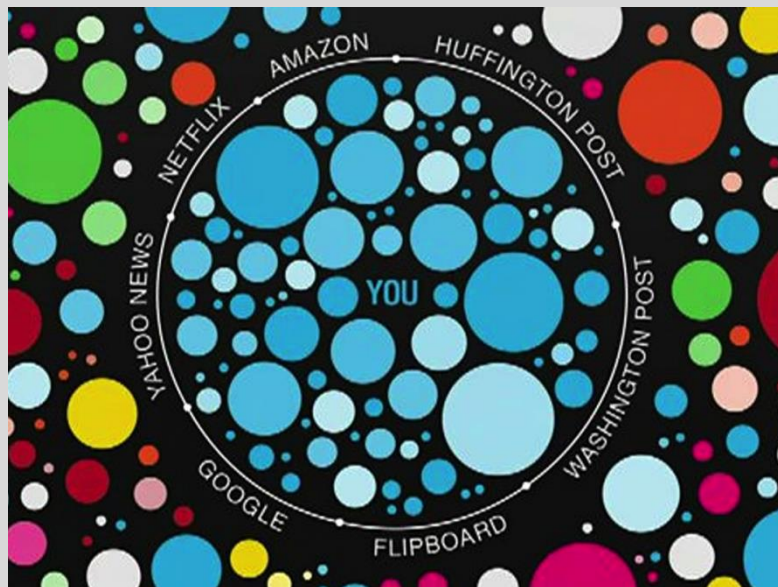


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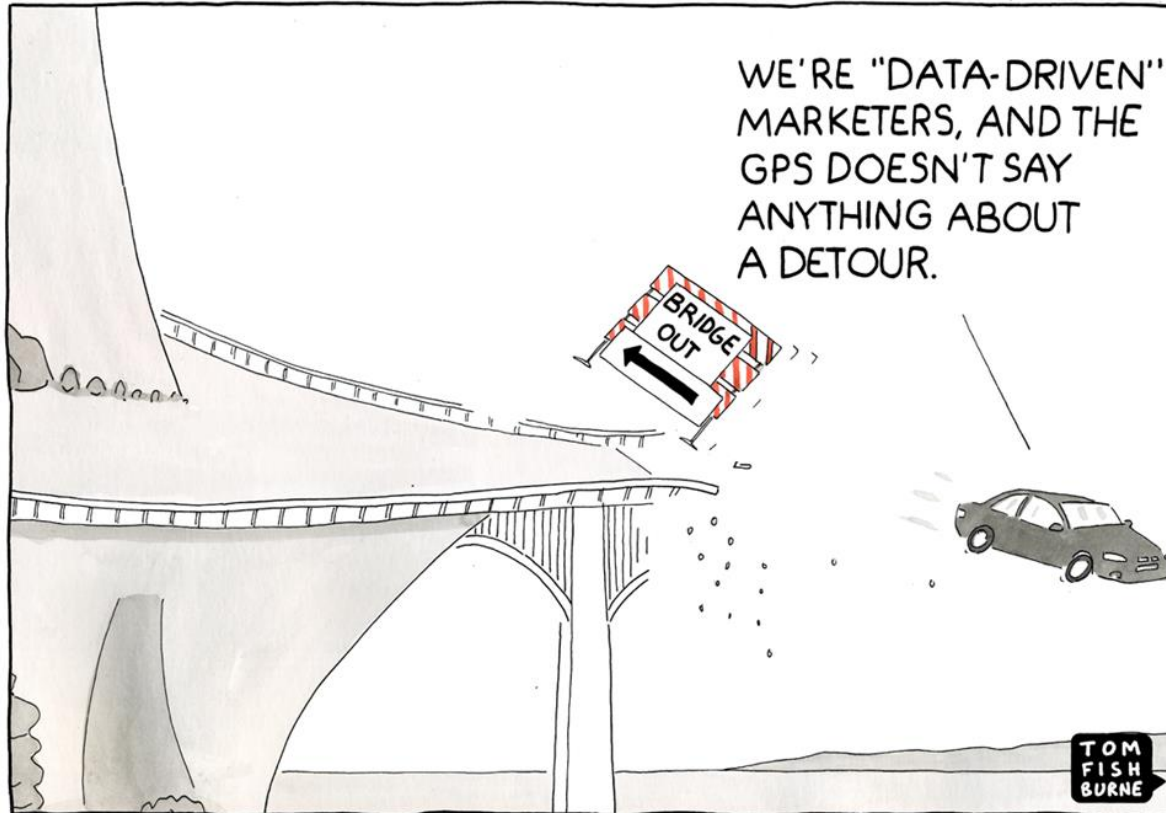
Feeling fast and thinking slow



Emotions make decisions



Algorithms are dumb...



© marketoonist.com

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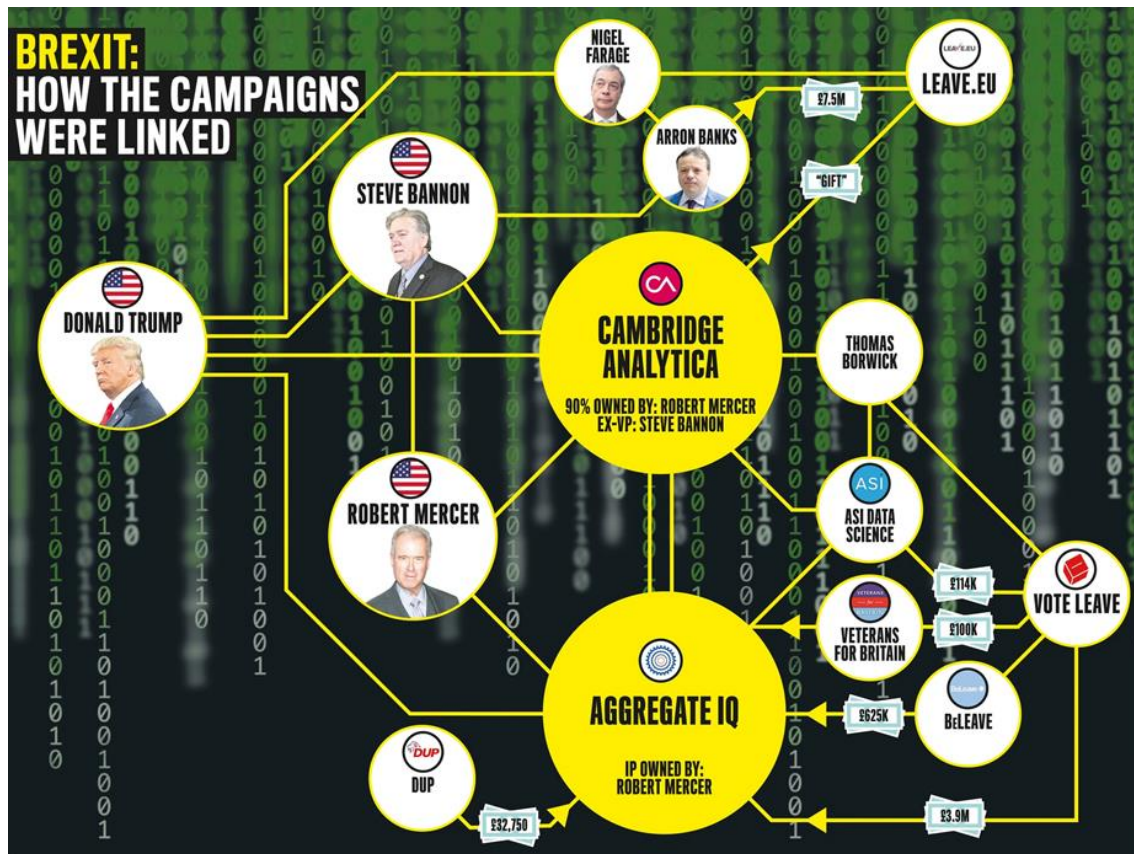
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Humans make technology 'good' or 'bad'

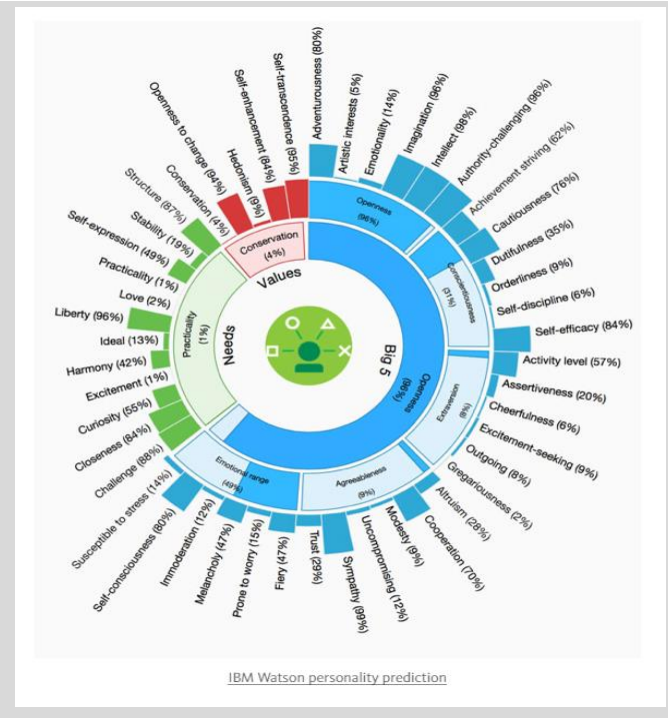


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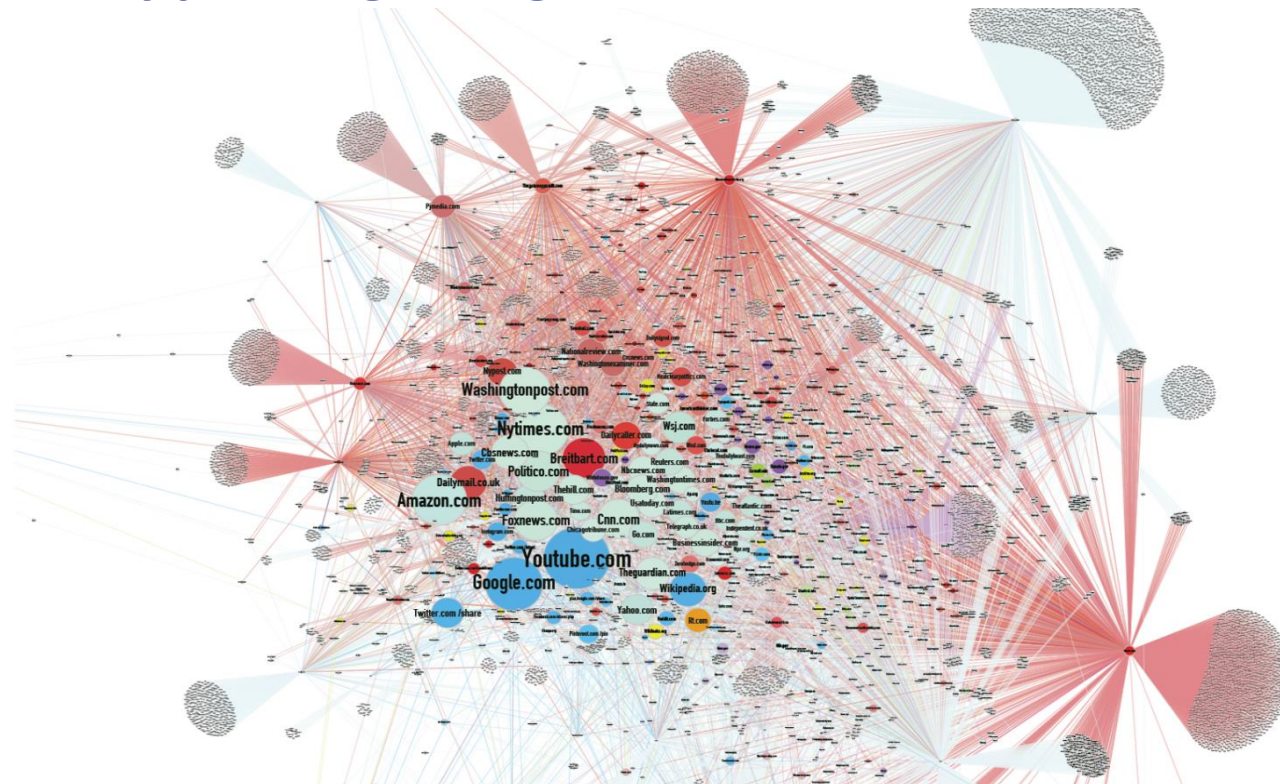
The Brexitrup Complex



Psychographics and microtargeting



We're only just beginning to understand



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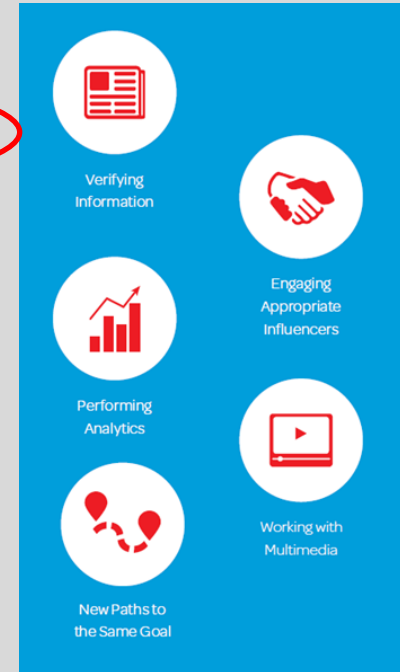
OUR APPROACH & SOLUTIONS



The evolving skillset of the PR professional

Spoiler alert: ~~trust~~ is everything...

- **Verifying information** to spare customers from the deluge of fake news sowing confusion
- Engaging **appropriate influencers** to give brands a human face
- Performing analytics to make **objectively smart moves** instead of using guesswork
- Working with multimedia because **information consumption habits** have evolved



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A product suite for evolving analytics needs



Monitor
emerging issues
and trends pro-
actively



Benchmark
their brands
against
competitors



Measure
campaign
successes



Identify
key
influencers



Share copyright-
compliant news
and information



Integrate content,
including live
interactive charts
and visualisations



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Multiple sources, one work stream

**SEARCH ACROSS
MULTIPLE CONTENT
TYPES IN A SINGLE
PLATFORM**

**Easy-to-use dashboard for monitoring global content in
75 languages and 100+ countries**

**Licensed
News**

**Open
Web**

Broadcast

**Social
Media**

Blogs

Content enrichment, tagging, indexing, normalization

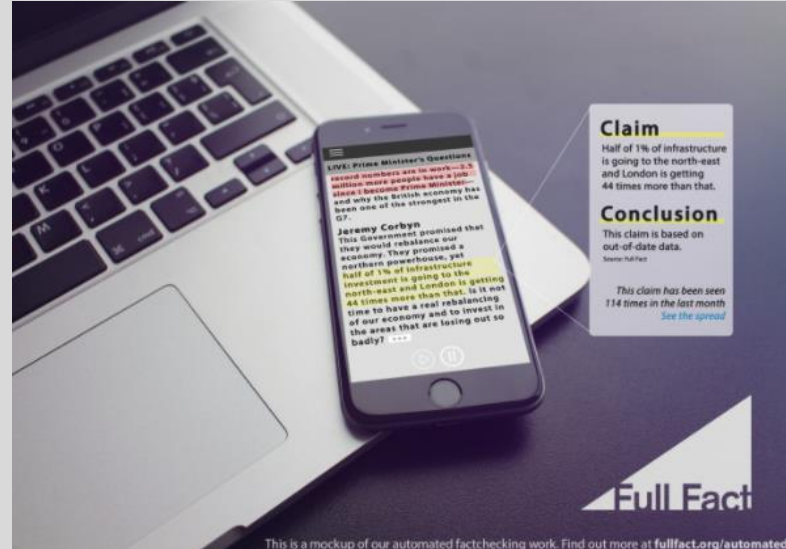
Source and Article Counts Last 360 Days

Click and drag in the plot area to zoom in



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Verified, accurate information is key



Emerging monitoring and analytics trends

From publication level to story level (who really sees)

From sentiment analysis to emotions (who really cares)

Role of fake news and changing news consumption (who really trusts)

From tracking results to using insights for planning and execution (who really matters)



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[illegible]

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