

Can The Fight Against Disinformation Really Scale?

Gillian “Gus” Andrews, EdD
Theorem Media

Can The Fight Against Misinformation Really Scale?

Gillian “Gus” Andrews, EdD
Theorem Media

misinformation
disinformation

~~mis~~information

~~dis~~information

“it’s all just information”

– the internet

“it’s all just information”

- the internet
- also, humanity

“it’s all just information”

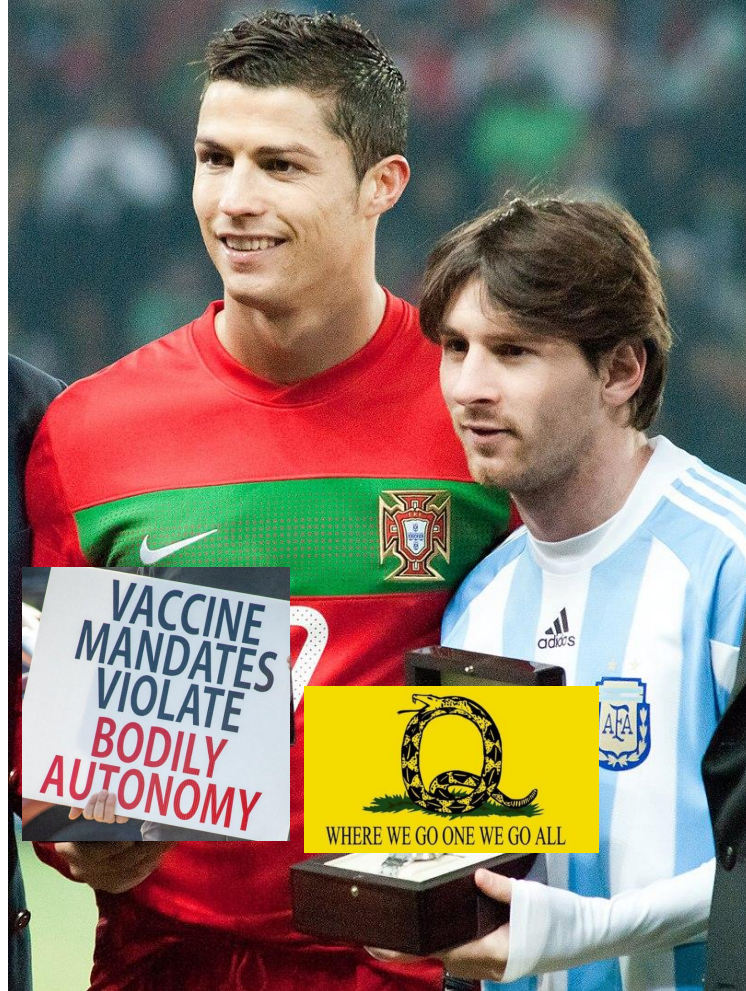
til democracy loses an eye



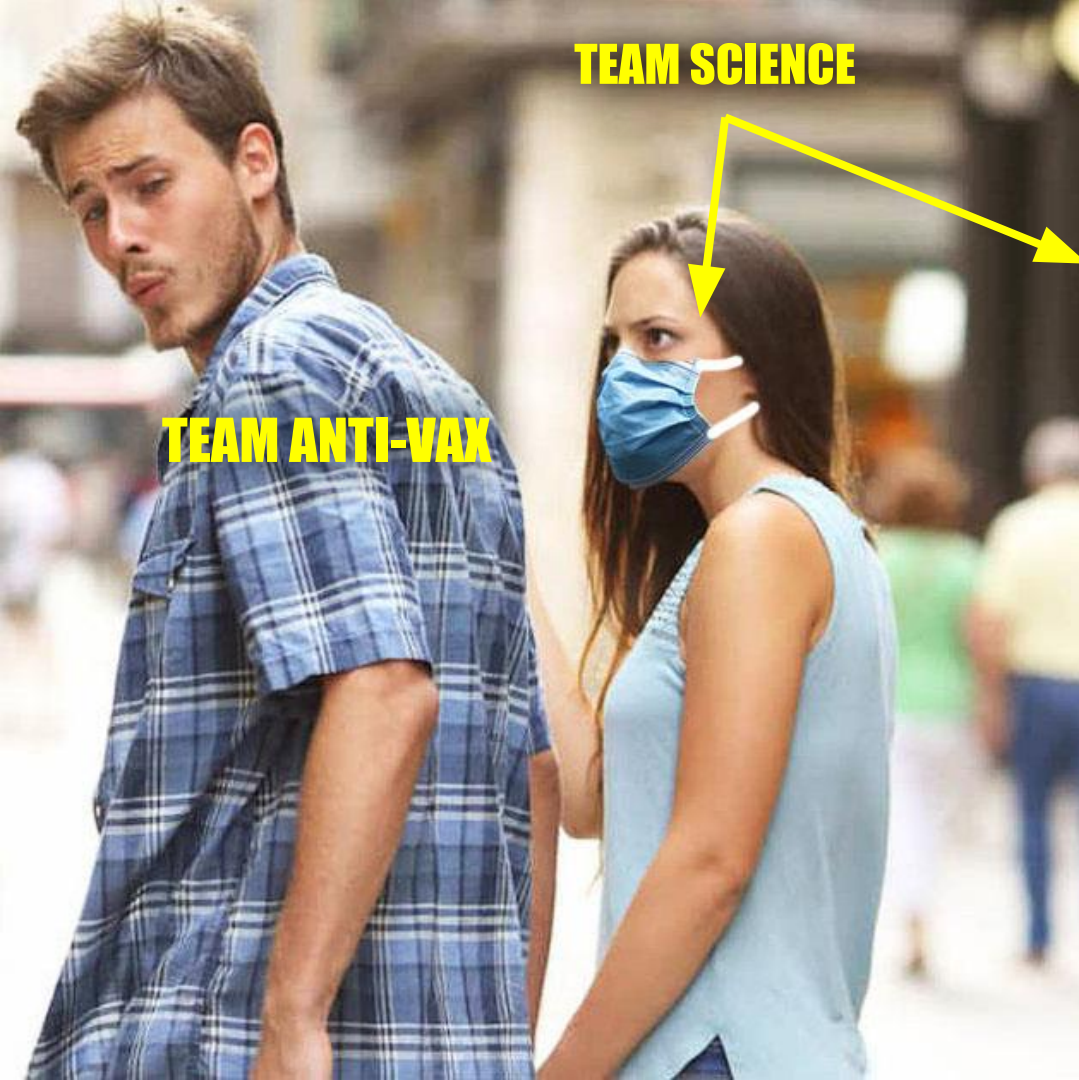
By [agenciabrasil.ebc.com.br Agência Brasil] - [1], CC BY 3.0 br,
<https://commons.wikimedia.org/w/index.php?curid=33424728>



By © Raimond Spekking / CC BY-SA 4.0 (via Wikimedia Commons), CC BY-SA 4.0,
<https://commons.wikimedia.org/w/index.php?curid=862475>

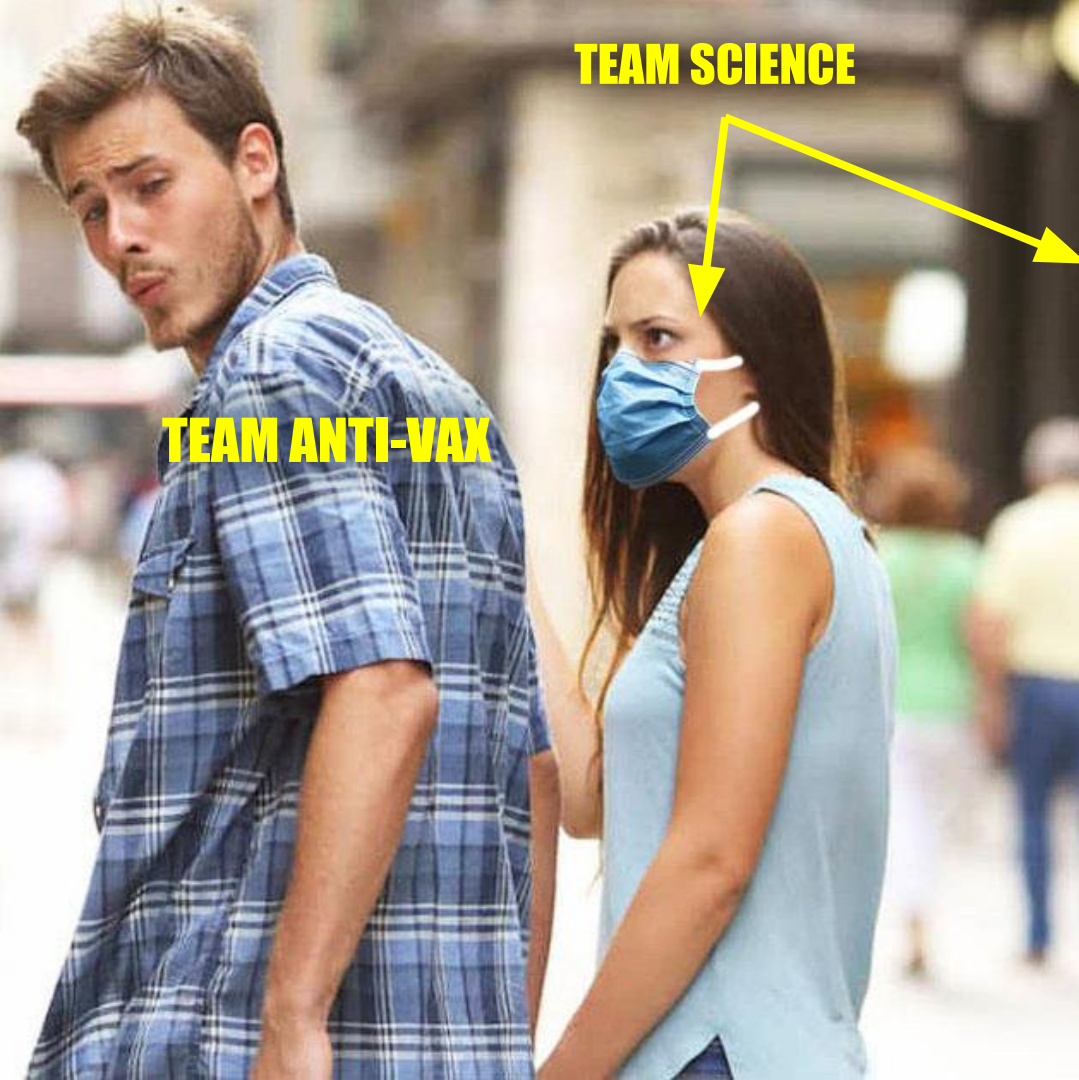


By Fanny Schertzer - File:Cristiano_Ronaldo_(L),_Lionel_Messi_(R)_-_Portugal_vs._Argentina,_9th_February_2011_(1).jpg, CC BY 3.0, <https://commons.wikimedia.org/w/index.php?curid=40017453>; Becker1999 from Grove City, OH, CC BY 2.0 <<https://creativecommons.org/licenses/by/2.0>>, via Wikimedia Commons



Internets, The. (2017) "Distracted boyfriend" (meme). Blank macro retrieved from Know Your Meme January 12, 2022.

Original image from Guillem, Antonio. (2015) "Disloyal man with his girlfriend looking at another girl" (photo). iStock. Transformed for purposes of commentary and education within the provisions of United States copyright law.



TEAM SCIENCE

TEAM ANTI-VAX

TEAM FUR COPYRIGHT LAW THO

Internet, The. (2017) "Distracted boyfriend" (meme). Blank macro retrieved from Know Your Meme January 12, 2022.

Original image from Guillem, Antonio. (2015) "Disloyal man with his girlfriend looking at another girl" (photo). iStock. Transformed for purposes of commentary and education within the provisions of United States copyright law.

TEAM US LEGAL SYSTEM



By Fanny Schertzer - File:Cristiano_Ronaldo_(L),_Lionel_Messi_(R)_–_Portugal_vs._Argentina,_9th_February_2011_(1).jpg, CC BY 3.0, <https://commons.wikimedia.org/w/index.php?curid=40017453>; Becker1999 from Grove City, OH, CC BY 2.0 <<https://creativecommons.org/licenses/by/2.0>>, via Wikimedia Commons

- 1) fact checking
- 2) AI/ML at scale

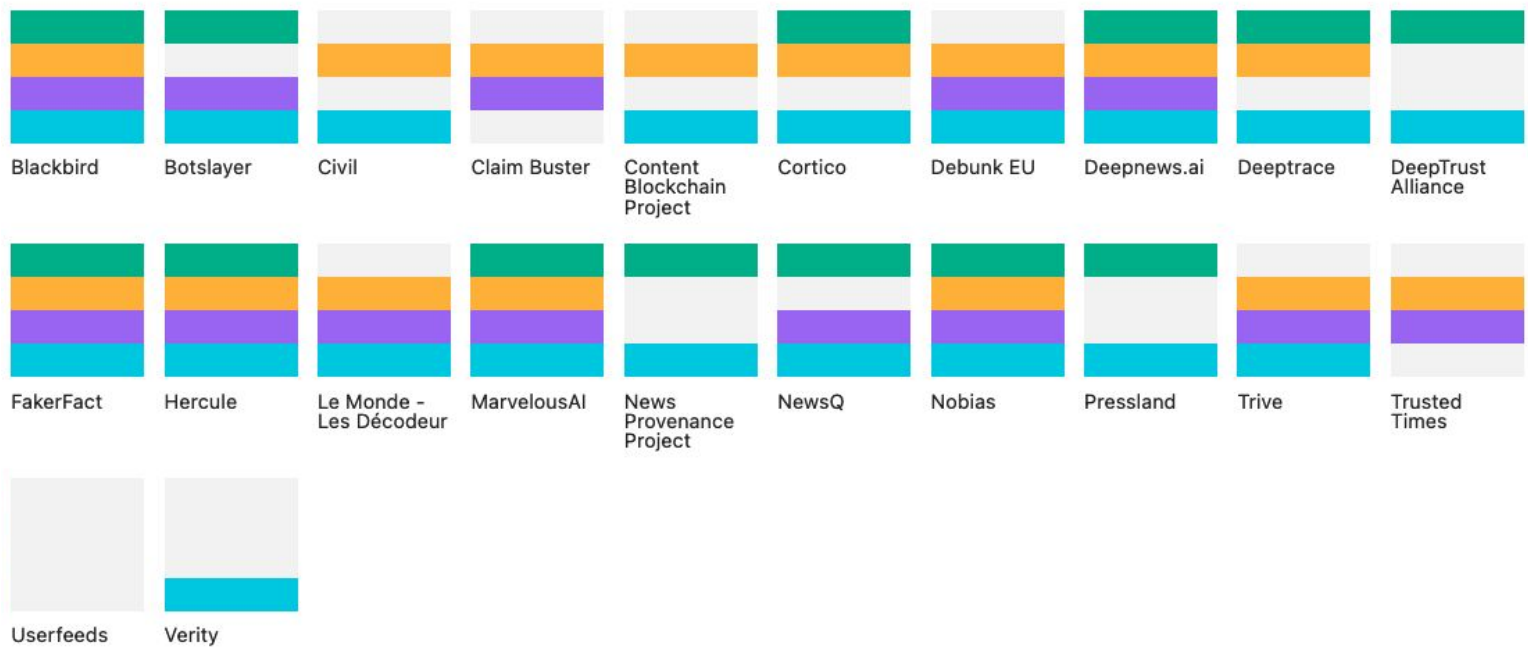
AFP Factuel	Africa Check	Agência Lupa	Aos Fatos	AP Factcheck	Australian Associated Press FactCheck	Bellingcat's Digital Toolkit	Bien Chequeado	BOOM	Cek Fakta - Liputan 6	Channel 4 - Fact Check	Check - Meedan	Check Your Fact	Chequeado	Chile Check
Citizen Evidence Lab	Civic Online Reasoning	Claim Buster	Climate Feedback	Cocuyo Chequea	Colombia Check	Congo Check	ConPruebas	CORRECTIVO RG	Dagens Nyheter	Debunk EU	Deepnews.ai	Demagog Association	Detecteur Rumeurs	Detector de Mentiras
Digital Eye India	Digital Forensic Research Lab	Dispute Finder	Doğruluk Payı	dpa-Faktencheck	Dubawa	Duke Tech & Check Cooperative	Ecuador Chequea	El poder de elegir	El Sabueso	Ellinika Hoaxes	Estadão Verifica	EU vs Desinformación	FaktenFinder	Fact Check - The Journal.ie
Fact Check EU	Fact Check Kazakhstan	Fact Checking Chile	Factcheck.org	FactChecker.in	FactCheckNI	FactCrescendo	FACTLY	Factograph (BBG)	Fake off	Faktabaari	Faktisk	Faktograf.hr	Fátima	First Draft News
France 24 - Les Observateurs	Full Fact	Health Feedback	Hercule	Hoaks Atau Fakta?	Image Verification Assistant (Reveal)	India Today Fact Check	International Fact-Checking Network	Istinomer	Istinomjer	Jordanian Media Credibility Monitor (AKEED)	Krypometri	La Chistera	La Voce	Le Monde - Les Décodeurs
Lead Stories	Libération - CheckNews	Mafindo	Maldito Buló	Metafact	Mozilla Information Trust Initiative	Myth Detector	NewsCheck	NewsMobile Fact Checker	Newtral	NuChekt	O Truco	Observador Fact Check	Ojo Bionico	Our.News



How to read

Initiatives are visualized as four blocks of colours that each represent a different area of focus. If an initiative shows a colour, that means the initiative may be active in that area of focus.

For more information view our [How to Read CredCatalog document](#).



facts
trust
scale

~~facts~~

trust

scale

~~facts~~

~~trust~~

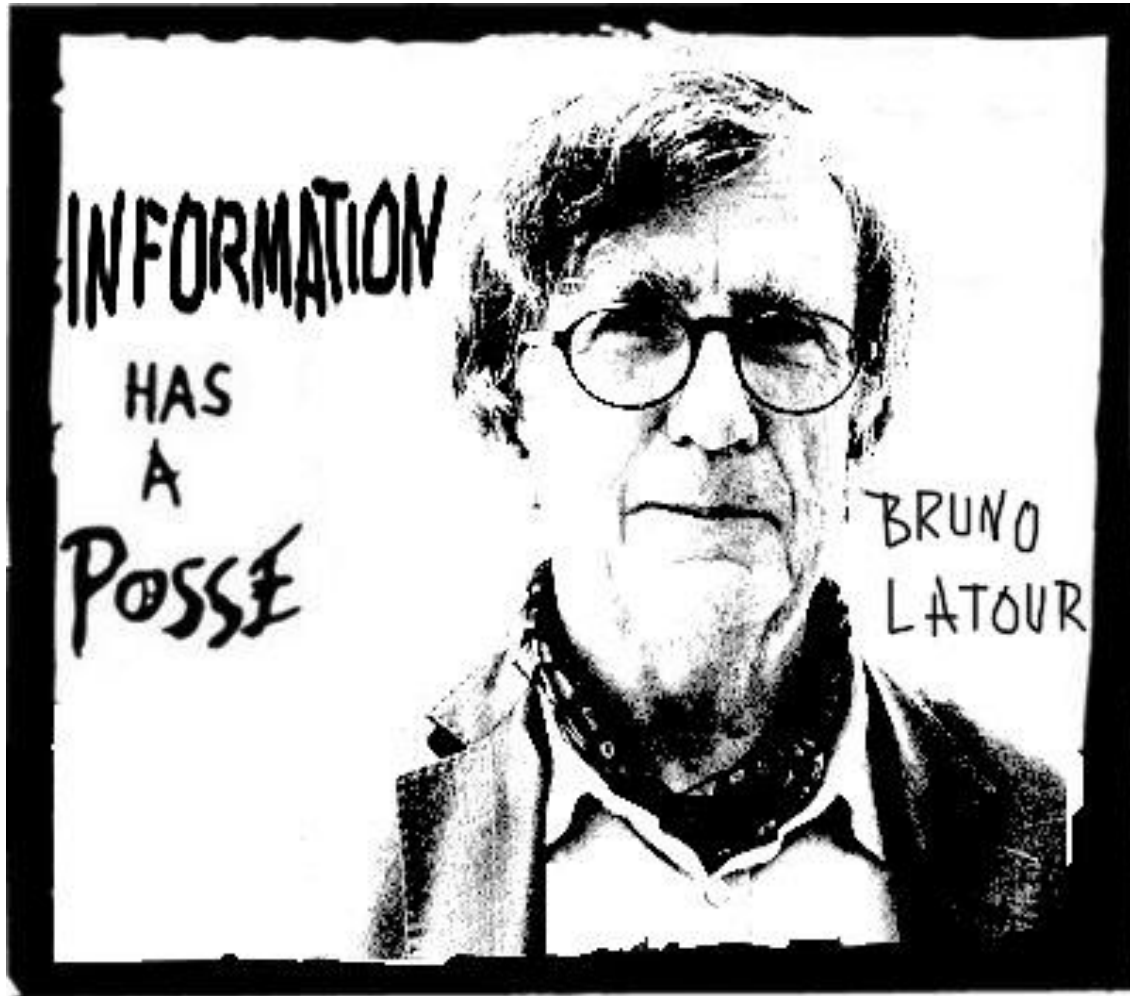
scale

~~facts~~

~~trust~~

~~scale~~

sorry y'all



it's science-
and-journalism-
are-social-
constructs time

“fact”

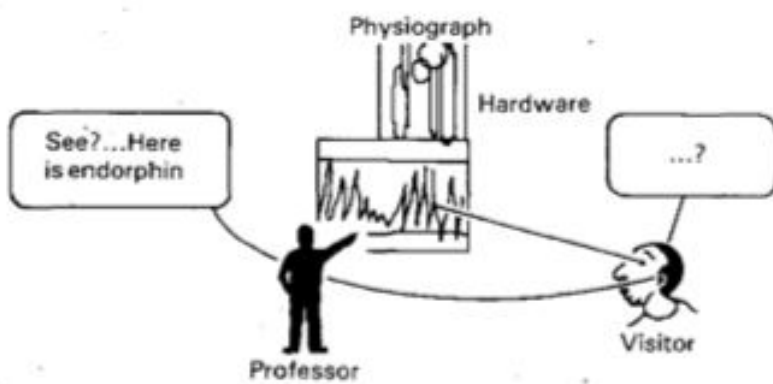
ca. 17th century

–Wootton, 2015, “The Invention of Science”

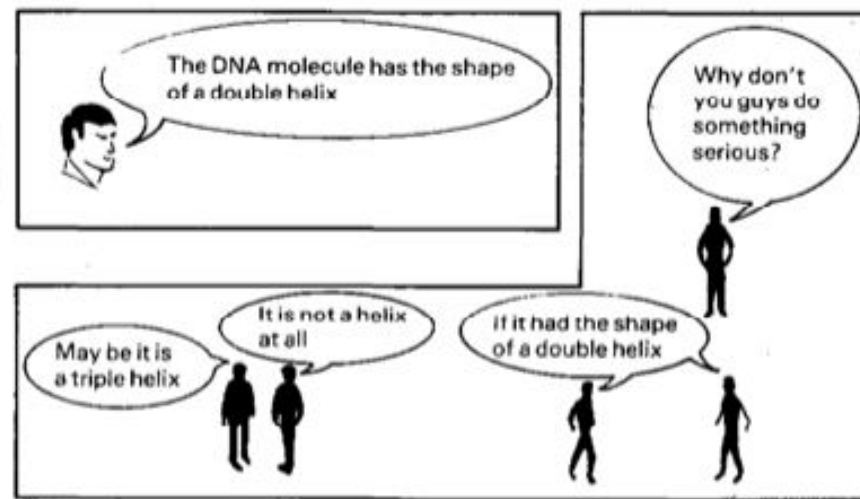
appeal + evidence

> authority or reason

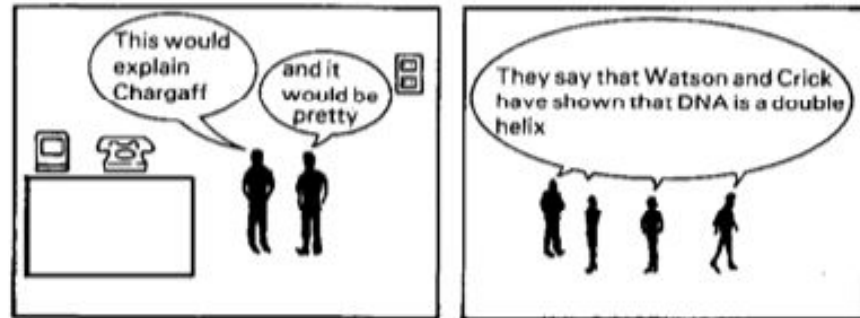
Facts are social



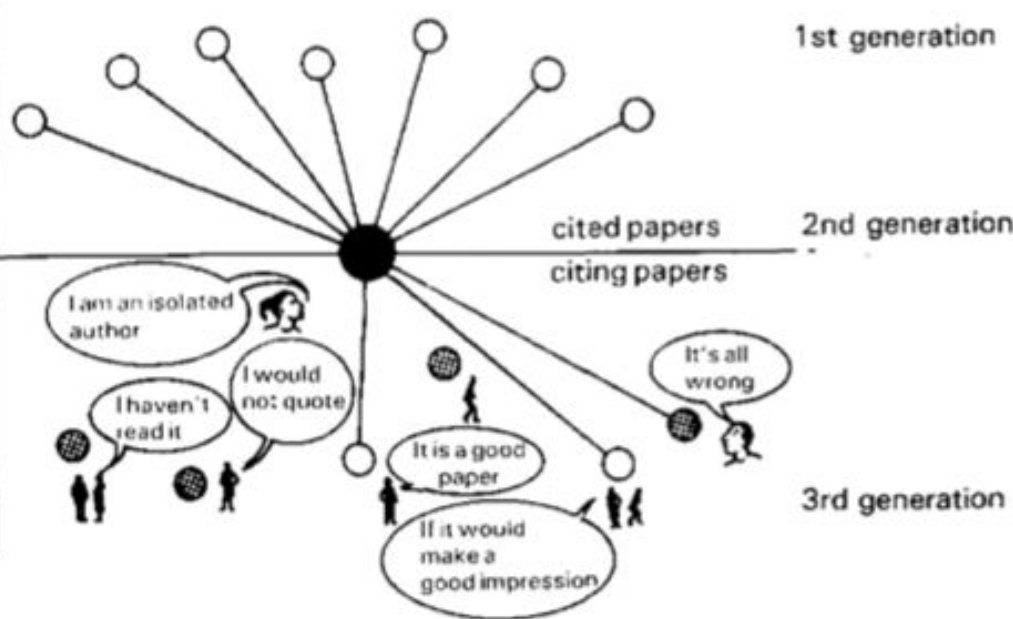
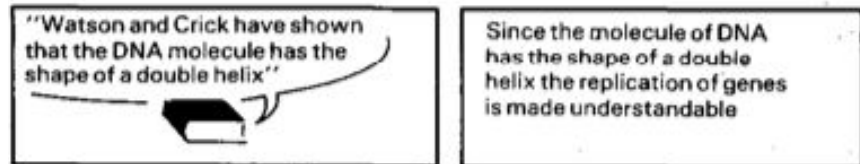
1st generation



2nd generation



3rd generation



Galileo facing the Roman Inquisition



Cristiano Banti's 1857 painting *Galileo facing the Roman Inquisition*.
<http://www.law.umkc.edu/faculty/projects/ftrials/galileo/galileotrial.jpg> Public Domain,
<https://commons.wikimedia.org/w/index.php?curid=631170>

<https://www.aiweirdness.com/clip-backpropagation/>



Photo of a plush giraffe. AI's rated it as: lung with covid:

(Chekhov's Lamarck's giraffe)



4



Flat Earth 101: how seasons work on Flat ...



Close

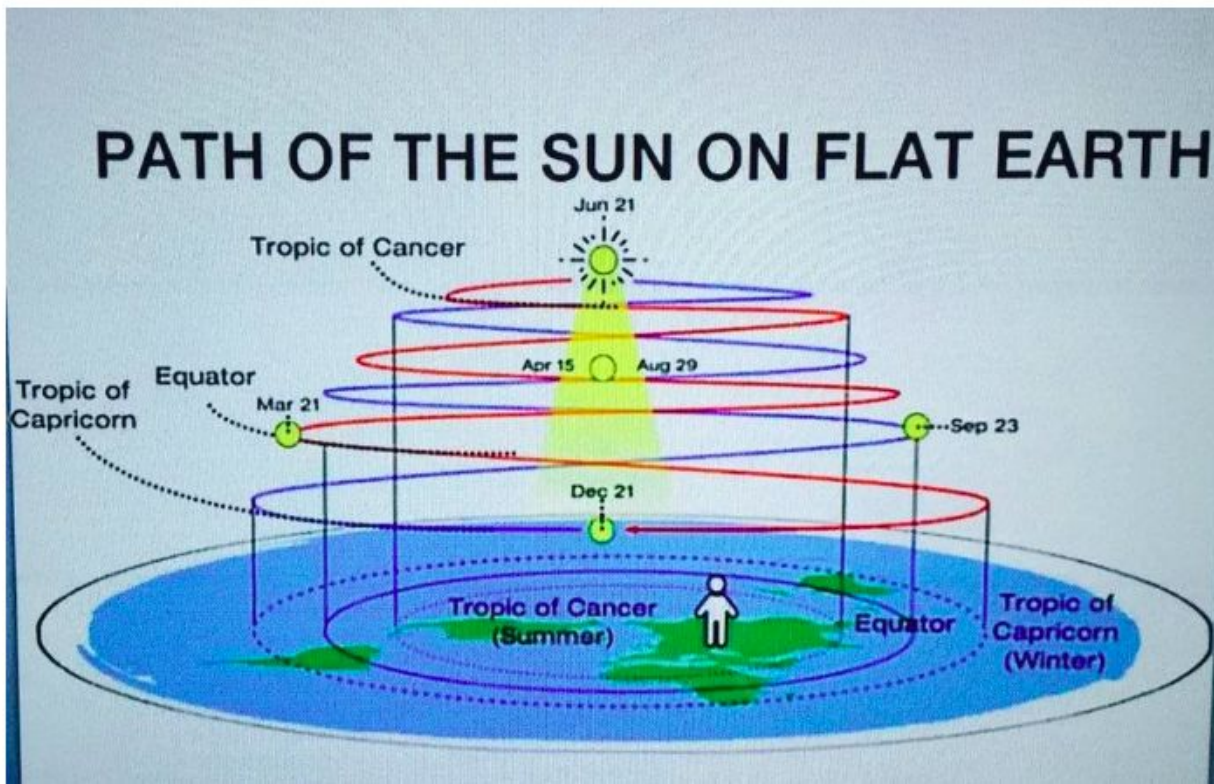


Posted by u/Defie-LOH-Gic 4 years ago

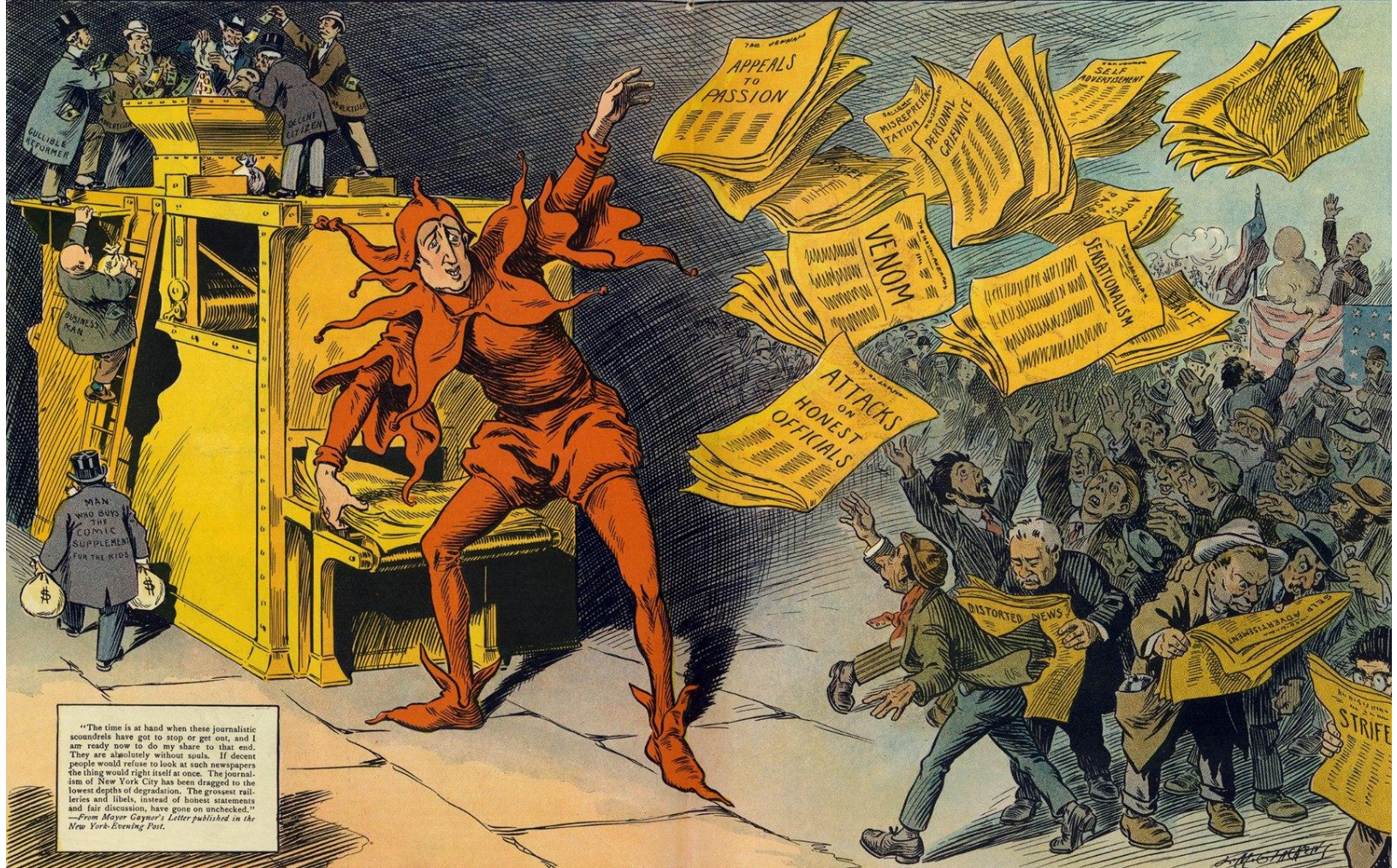


4

Flat Earth 101: how seasons work on Flat Earth.



fact checking



"The time is at hand when these journalistic scoundrels have got to stop or get out, and I am ready now to do my share to that end. They are absolutely without souls. If decent people would refuse to look at such newspapers the thing would right itself at once. The journalism of New York City has been dragged to the lowest depths of degradation. The grossest raileries and libels, instead of honest statements and fair discussion, have gone on unchecked."
—From Mayor Gaynor's Letter published in the New York Evening Post.

"The Yellow Press" by L. M. Glackens, 1910. <https://commons.wikimedia.org/w/index.php?curid=67421346>



Professionalization

By Columbex - Own work, CC0,
<https://commons.wikimedia.org/w/index.php?curid=61371593>

appeal + evidence

> authority or reason

trust

human trust

~~trusted systems~~

~~trusted algorithms~~

human trust is:

cognitive

historical

developmental

social

limited

trust...



to do what?

"Driving Dog," by Matt Cornwell, CC BY 2.0
https://www.flickr.com/photos/corndog_au/253966397/



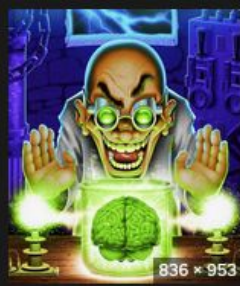
675 x 900

Mad Scientist Phot...
fineartamerica.com



1500 x 1019

The Mad Scientist - ABOUT RC



836 x 953

Mad Scientist with Brai...
net



750 x 687

Mad Scientists: The Top 5 | Mo...
movierewind.com



3

Mad Science:

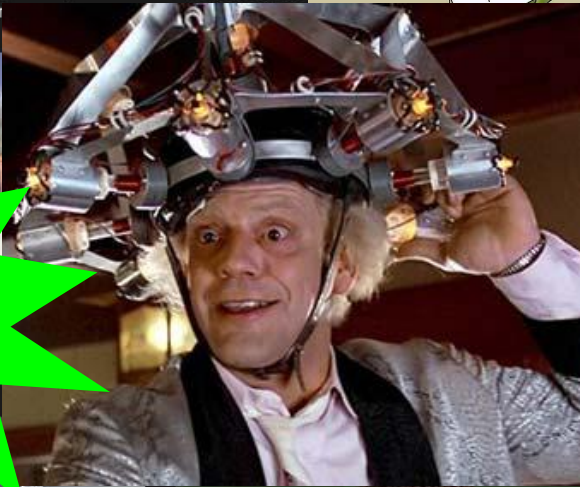


1578 x 200

Mad scientist pict..
newcastlebeach.org



DEEP HURTING



102



987 x 1024

Mad Scientist Playing...
gettyimages.com

Artist
thesta



x 1410

Mad Scientist Photograph by Coney...
fineartamerica.com



900 x 675

Mad Scientist Photograph by Coney...
fineartamerica.com

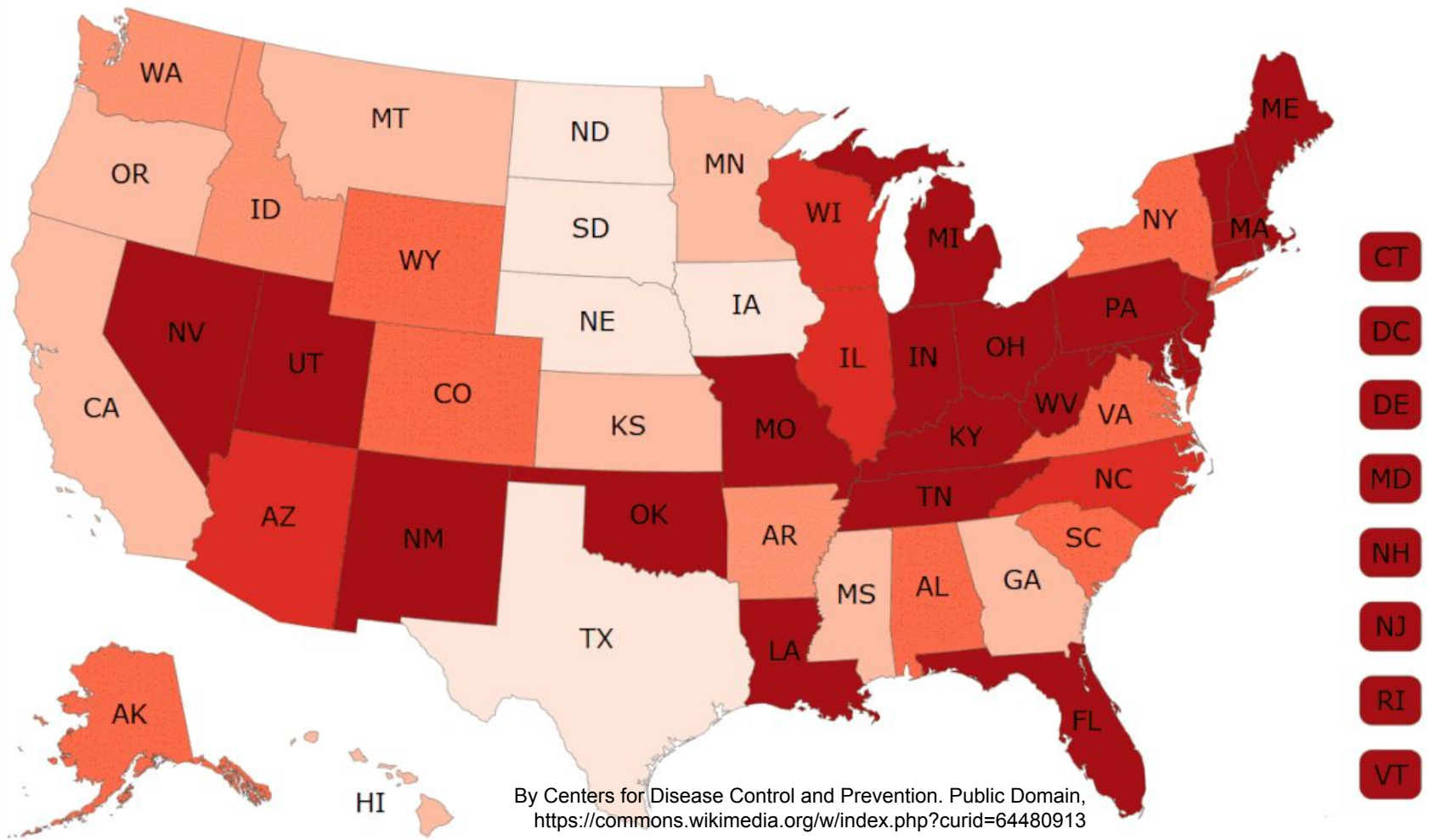


Mad scientist pictures - 15 free HQ online Puzzle Games ...
newcastlebeach.org



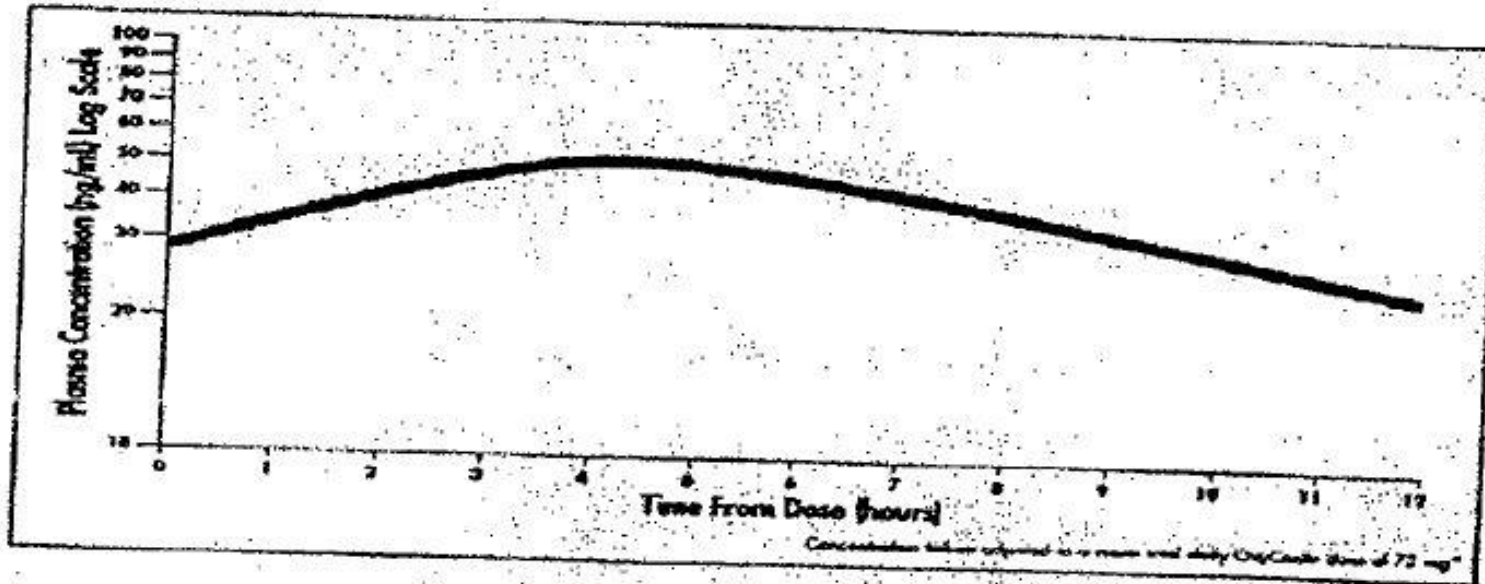
and th

Drug overdose deaths per 100,000 population by state, US 2016.



By Centers for Disease Control and Prevention. Public Domain,
<https://commons.wikimedia.org/w/index.php?curid=64480913>

**Q12h dosing
provides smooth and
sustained blood levels.**



— Fewer "peaks and valleys" than with immediate-release oxycodone

A QUARTER OF A CENTURY'S EXPERIENCE IN STERILIZATION OF MENTAL DEFECTIVES IN CALIFORNIA

By F. O. BUTLER, M.D.

Medical Director and Superintendent, Sonoma State Home, Eldridge, Calif.

BIRTH
B
PRINC

TWENTY-FIVE years' experience in sterilization of mental defectives in California has confirmed my faith in the universal need of a law permitting sterilization.

The second State in the Union to pass a sterilization law was California in 1909, the first being Indiana in 1907. From the time of the passing of this measure until I took over the superintendency in April, 1918, twelve cases had been sterilized. The law in the early period was felt to be somewhat

this State were operated on under this procedure. Thirty-one cases were admitted since 1941 under a voluntary act, but they are not legally eligible for sterilization.

Reasons for commitment:

Of the 4,310 cases committed and sterilized over 80 per cent were for care and training, sterilization, sex difficulties, custodial care, general maladjustment, i.e., burglary, theft, sex, forgery, truancy from school and epilepsy.

trust



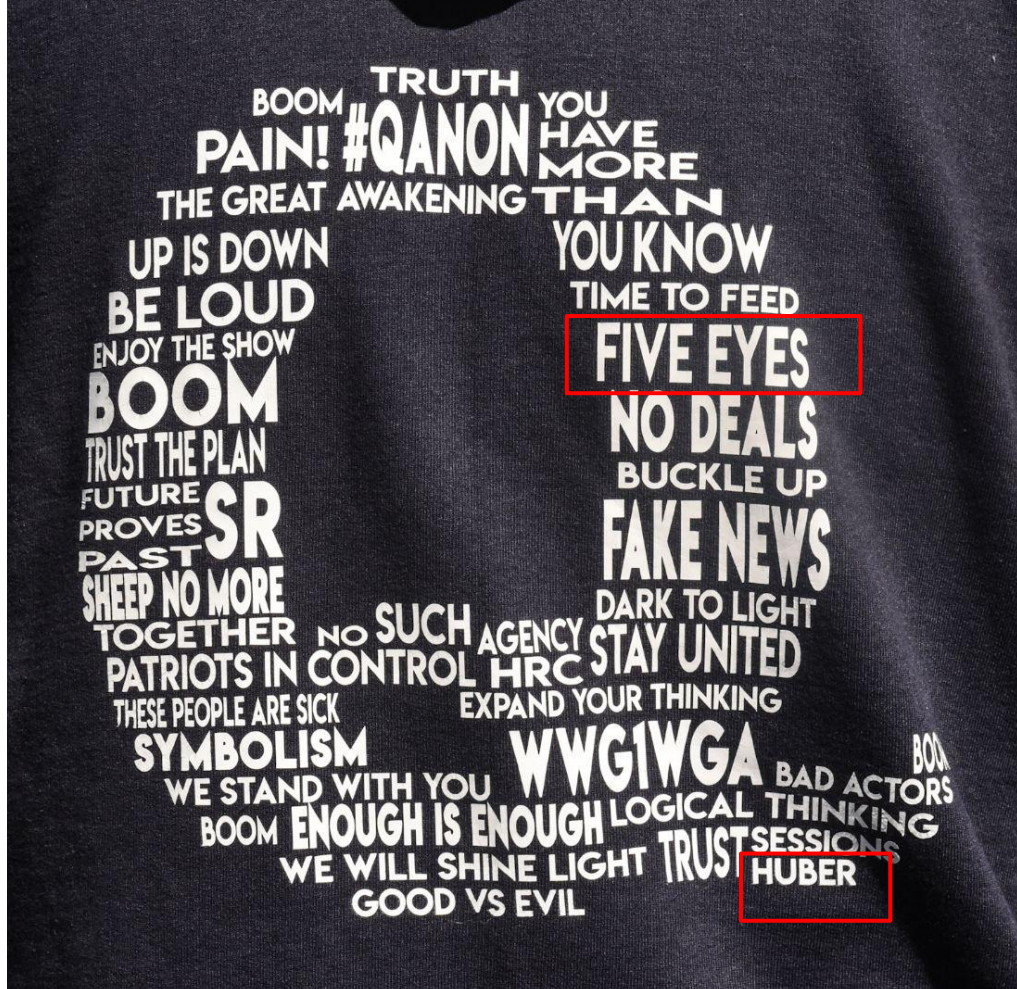
Searching for Alternative Facts:

Analyzing Scriptural Inference in
Conservative News Practices

New conspiracy theories borrow and build on older narratives



5G tower: Oli Scarff/AFP via Wired

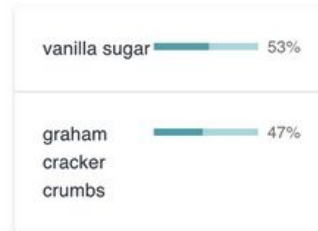


QAnon hoodie detail from Stephanie Keith/Getty Images



If I give it captions to choose from that aren't a good match, it still has to choose something.

Photo of a plush giraffe. AI's rated it as: lung with covid: 70%; healthy lung





I'D LIKE TO ADD YOU

**TO MY PROFESSIONAL NETWORK
ON LINKEDIN**

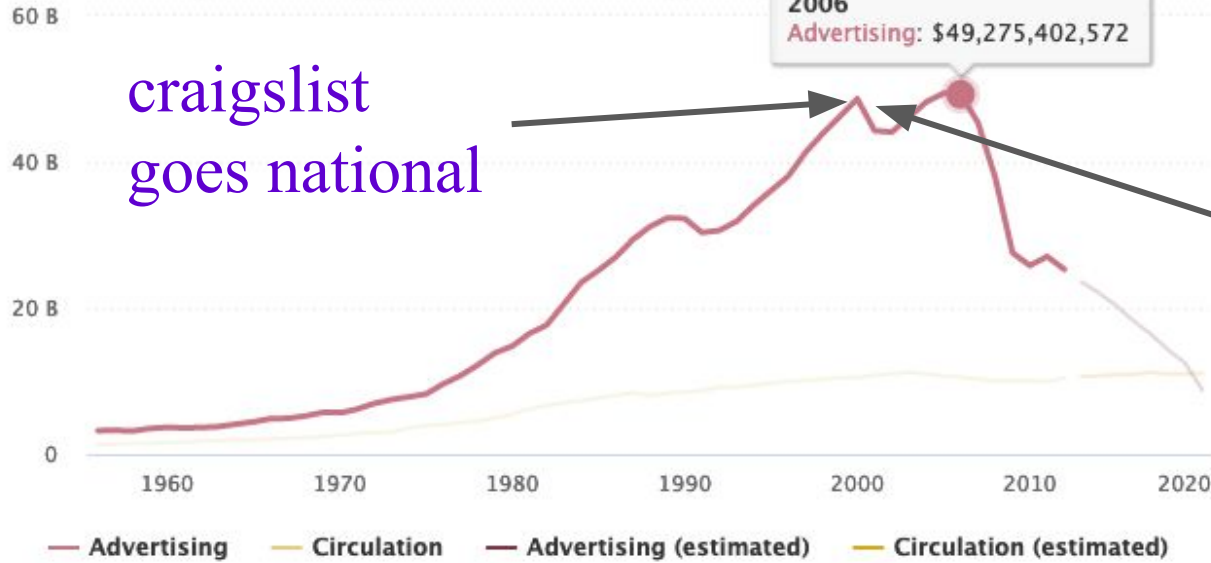
retweet \neq endorsement

(neither are likes, faves, social media connections)

~~scale~~

Estimated advertising and circulation revenue of the newspaper industry

Total revenue of U.S. newspapers (in U.S. dollars)



craigslist goes national



Source: News Media Alliance, formerly Newspaper Association of America (through 2012); Pew Research Center analysis of year-end SEC filings of publicly traded newspaper companies (2013-2020).



How to Make Money on the Internet

Friday, February 4, 2000 by Dave Winer.

[Prev](#)

[Next](#)

[1994](#)

Good evening! 🍷

“The old publishing standard "Everyone needs an editor," will soften in the age of universal publishing.... "Editing can sometimes improve the effectiveness of writing" is more accurate.... Judge the process by the end result. **Some people can write without filtering.**”



Donald J. Trump ✓
@realDonaldTrump

An 'extremely credible source' has called my office and told me that @BarackObama's birth certificate is a fraud.



Donald J. Trump ✓
@realDonaldTrump

The concept of global warming was created by and for the Chinese in order to make U.S. manufacturing non-competitive.



Donald J. Trump ✓
@realDonaldTrump

Despite the constant negative press covfefe

RETWEETS 22,999
LIKES 27,982

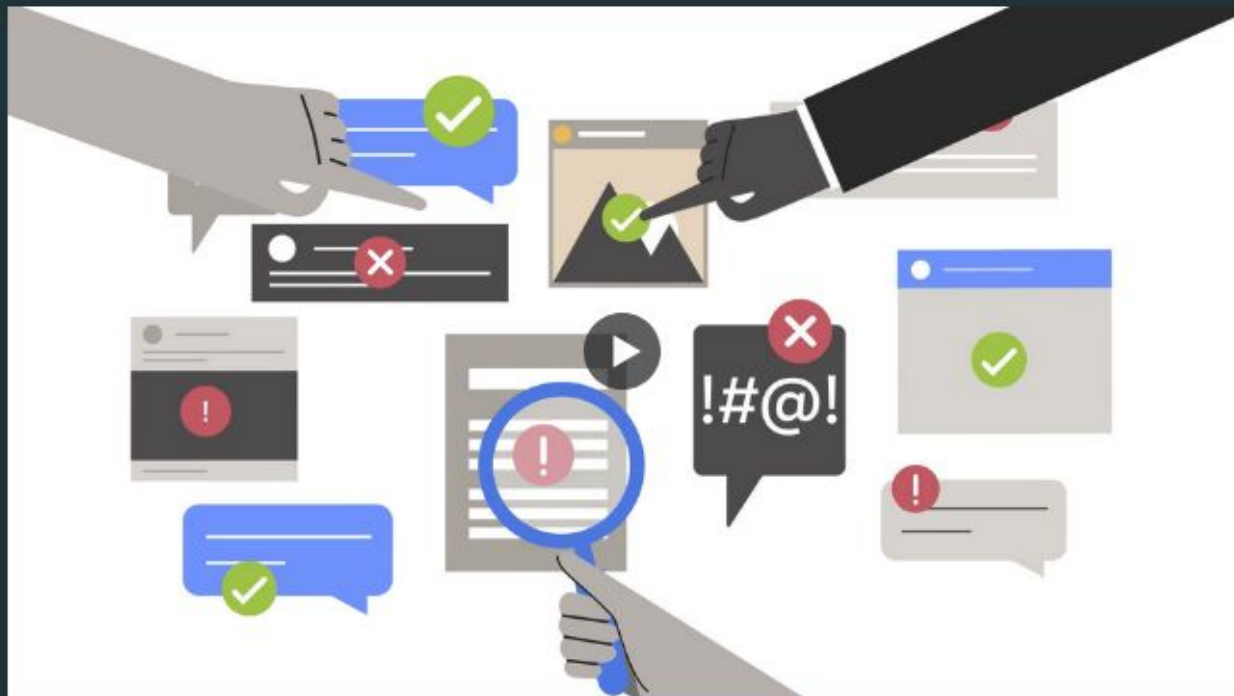


9:06 PM - 30 May 2017

Meta's Third-Party Fact-Checking Program

Working with independent, IFCN-certified fact-checkers who identify, review and rate viral misinformation across Facebook, Instagram and WhatsApp.

Get the guide



Our approach to fact-checking

Fighting misinformation is an ever-evolving problem, and Meta can't do it alone. **We rely on independent fact-checkers to review and rate the accuracy of stories through original reporting**, which may include interviewing primary sources, consulting public data and conducting analyses of media, including photos and video.

Each time a fact-checker rates a piece of content as false on our platforms, we significantly reduce that content's distribution so that fewer people see it, label it accordingly and notify people who try to share it. **Fact-checkers do not remove content, accounts or Pages from our apps.** We remove content when it violates our Community Standards, which are separate from our fact-checking programs.

What you can do

Final Report

November 2021

Commission
on Information
Disorder

AFP Factuel	Africa Check	Agência Lupa	Aos Fatos	AP Factcheck	Australian Associated Press FactCheck	Bellingcat's Digital Toolkit	Bien Chequeado	BOOM	Cek Fakta - Liputan 6	Channel 4 - Fact Check	Check - Meedan	Check Your Fact	Chequeado	Chile Check
Citizen Evidence Lab	Civic Online Reasoning	Claim Buster	Climate Feedback	Cocuyo Chequea	Colombia Check	Congo Check	ConPruebas	CORRECTIVO RG	Dagens Nyheter	Debunk EU	Deepnews.ai	Demagog Association	Detecteur Rumeurs	Detector de Mentiras
Digital Eye India	Digital Forensic Research Lab	Dispute Finder	Doğruluk Payı	dpa-Faktencheck	Dubawa	Duke Tech & Check Cooperative	Ecuador Chequea	El poder de elegir	El Sabueso	Ellinika Hoaxes	Estadão Verifica	EU vs Desinformación	FaktenFinder	Fact Check - The Journal.ie
Fact Check EU	Fact Check Kazakhstan	Fact Checking Chile	Factcheck.org	FactChecker.in	FactCheckNI	FactCrescendo	FACTLY	Factograph (BBG)	Fake off	Faktabaari	Faktisk	Faktograf.hr	Fátima	First Draft News
France 24 - Les Observateurs	Full Fact	Health Feedback	Hercule	Hoaks Atau Fakta?	Image Verification Assistant (Reveal)	India Today Fact Check	International Fact-Checking Network	Istinomer	Istinomjer	Jordanian Media Credibility Monitor (AKEED)	Krypometri	La Chistera	La Voce	Le Monde - Les Décodeurs
Lead Stories	Libération - CheckNews	Mafindo	Maldito Buló	Metafact	Mozilla Information Trust Initiative	Myth Detector	NewsCheck	NewsMobile Fact Checker	Newtral	NuChekt	O Truco	Observador Fact Check	Ojo Bionico	Our.News

Maybe having editors
wasn't a bad idea?!



this is not our first
content moderation
goat rodeo (collectively)

Coral Project?

Reddit?

MetaFilter?

Expose your algorithms to more perspectives

- Hire anthropologists
- and other qualitative, social researchers
- Hire women, BIPOC, LGBTQIA, people from different class backgrounds

Expose your algorithms to more perspectives

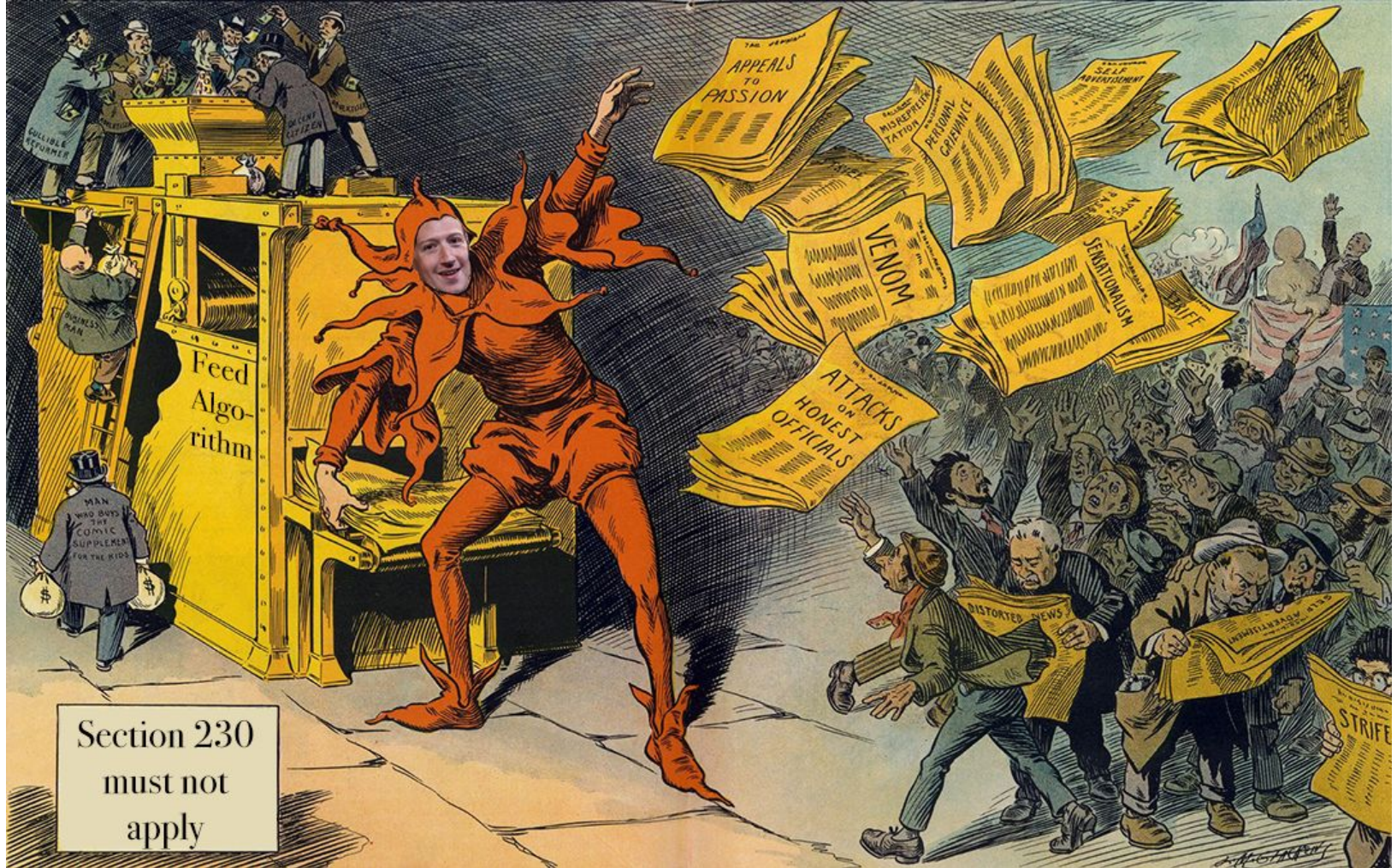
- Hire anthropologists
- and other qualitative, social researchers
- Hire women, BIPOC, LGBTQIA, people from different class backgrounds

... *treat them fairly, act on their advice, **don't fire them***

~~SHOCKING~~



(this is the *Network* “mad as hell” speech, not Edward R. Murrow, but who actually remembers the difference anymore)

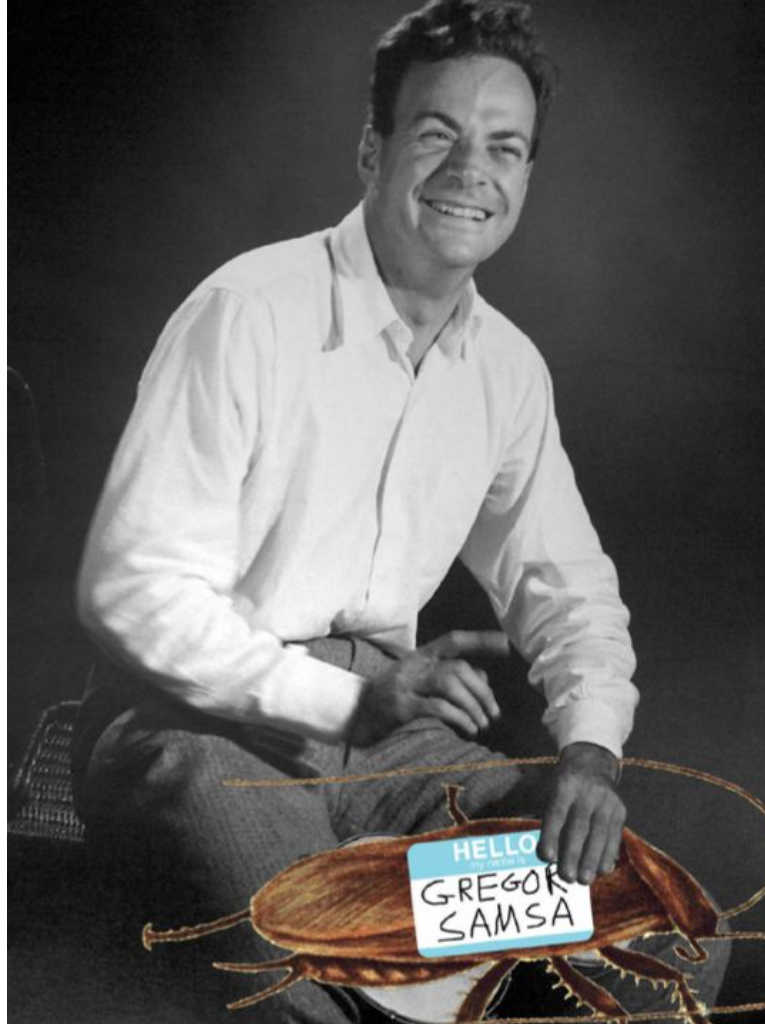


Section 230
must not
apply

things to do  at human scale:

Learn from practitioners
Fund schools

it sucks
it's kafkaesque



Feynman did it
and so can you

can you believe I actually had cause to use this slide a second time

thx

Gillian “Gus” Andrews, EdD
Theorem Media
Medium and Twitter: @gusandrews