



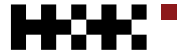
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# Fake News & Social Media

November 2017

EuropCom 2017 – Media Literacy Workshop

# Las Vegas shooting: Oct 1st 2017



The first news that came out of Las Vegas in the early morning aftermath:

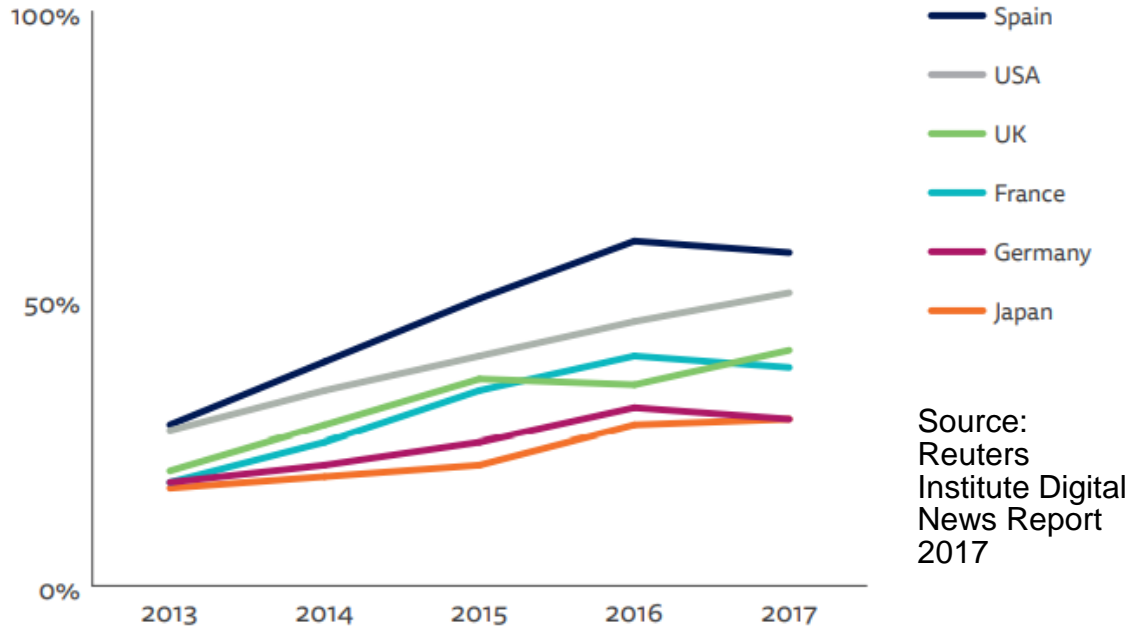
*"The man behind the mass shooting was an anti-Trump liberal who had already been linked to Islamic State by the FBI"*

FALSE

This story was fabricated by a vocal far-right contingent who had spent the night scheming about how to pin the shooting on liberals.

Their message thread was picked up by Google's "top stories" and Facebook's trending stories.

## SOCIAL MEDIA AS A SOURCE OF NEWS: 2013-2017 – SELECTED COUNTRIES



- Fake news is not new.
  - But, social media have lead to the proliferation of fake news and to a greater impact of fake news on public opinion.
  - Social media are increasingly a source of news.
- 
- Platforms like Facebook, Twitter and Google are fuel for fake news.
    - Rapid spread of unverified information posing as 'news'.
    - Algorithms (confirmation bias)
    - Little (self-) regulation of technologies.



## Trump supporters call to boycott Pepsi over comments the CEO never made

Donald Trump supporters are angry with Pepsi -- over something that never happened.

The President-elect's supporters are threatening to boycott Pepsi (PEP) over fabricated statements circulating on social media. Twitter users, many citing [debunked](#) news articles, claim PepsiCo (PEP) CEO Indra Nooyi told Trump fans to "take their business elsewhere."

Some websites published the fake quote while encouraging readers to stop buying Pepsi's products.



**Anton Cleav**  
@AntonCleav



.@pepsi @Tostitos #BoycottPepsi #boycott Pepsi PepsiCo will never buy ANY of your products again-I hope your stock continues to tumble #MAGA [pic.twitter.com/rtWpz8xxcA](https://pic.twitter.com/rtWpz8xxcA)  
9:13 PM - 17 Nov 2016



**James Woods**   
@RealJamesWoods



These are your options, if you're sick of corporate CEO interference in elections... #BoycottPepsi  
5:58 PM - 15 Nov 2016

← ↻ 7,925 ❤ 9,140



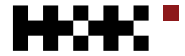
**Shawn Chand**  
@schand1980



Hey #pepsi. Thanks for the heads up. I wont buy your products anymore since you don't need us to. #PepsiBoycott  
12:50 AM - 16 Nov 2016

← ↻ 1 ❤

# Result of fake news on Pepsi stock price



**PepsiCo Inc** (NYSE:PEP)

[Add to Watch List](#) [Set Alert](#)

**101.62**

Delayed Data  
As of 4:01pm ET

↓ **-0.09 / -0.09%**

Today's Change

93.25  110.94

52-Week Range

**+1.70%**

Year-to-Date

[Quote](#) [Profile](#) [News](#) [Charts](#) [Forecasts](#) [Financials](#) [Shareholders](#) [Competitors](#)

## Advanced Chart

Chart style **Mountain** Add **Comparison** **Events** **Technical Indicators**

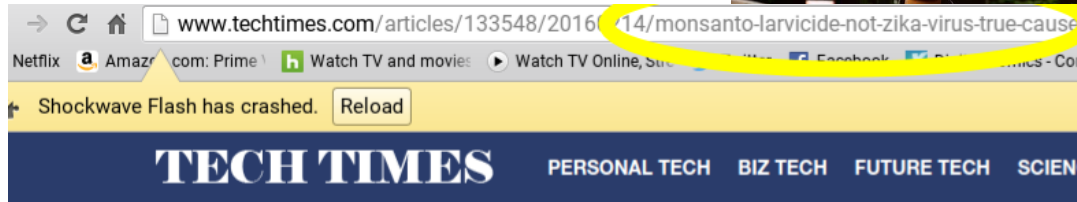
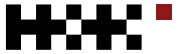
[1 day](#) [5 day](#) [10 Day](#) **[1 Month](#)** [3 Months](#) [6 Months](#) [YTD](#) [1 Year](#) [3 Year](#) [10 Year](#)



Pepsi's stock price fell 3.75% on the day of Nooyi's interview.

Over the course of the month, PepsiCo stock decreased by 5.21%, according

(Source:CNNMoney's data calculations)



**TAG** Zika Virus , Microcephaly , Babies , Brazil , Monsanto

## Larvicide Manufactured By Sumitomo, Not Zika Virus, True Cause Of Brazil's Microcephaly Outbreak: Doctors

By [Alyssa Navarro](#), Tech Times | February 14, 8:58 AM

Sponsored



1 Brilliant  
Wrinkles





# Monsanto – countering fake news via employees:



<https://www.quora.com/Is-Monsanto-evil>

Quora

Search for questions, people, and topics

Ask New Question

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monsanto.

When I wrote this reply, I forgot that I had also covered the topic on my blog. Using the word evil to describe something (company, person, etc) is a way to totally shut down dialogue. <http://janiceperson.com/personal...> There is a great piece from Keith Kloor in COSMOS magazine where he looks at this demonization and the impacts. <http://www.cosmosmagazine.com/fe...>

EDIT: This information was originally posted to another question.

Originally Answered: Why don't Monsanto employees quit the evil company and work somewhere else?

I can't speak for all my colleagues but will be glad to tell you my thoughts since I work at Monsanto.

The question you ask is based on the assumption that Monsanto (and the work we do) is evil, if that was the case I would not be working there. I have lots of skills that can be used in other companies and industries. But in fact, if you talk with employees at Monsanto like me, you will find we are committed to making a positive difference in agriculture and the world at large. You will find people who work closely with farmers, many of whom grew up as farm kids and spend vacations returning to the farm.

For me, the basis of saying Monsanto is evil is done with the intent of shutting down conversation, eliminating voices from dialogue. The polarization keeps people focused on that rather than the complexities of today's world where we need to balance resource utilization with feeding ourselves. That's an intense challenge as we have limited water and land and more and more mouths to feed

Related Questions

Why are so many people against Monsanto?

What does Mon

What is Monsanto business?

Are Monsanto s

Is Donald Trump

Is the world bec

Has Monsanto c

Is love evil?

What is Monsan

Are atheists evil

**Michael Stephens said...**

Your words are full of irrational hate. Why do you hate Monsanto - because of what you have read on the internet - which is wrong/incorrect/false maybe some education is needed. For please like you

June 12, 2014 at 4:19 PM

**Michael Stephens said...**

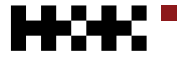
I work for Monsanto and I can tell you 99% of what I read about Monsanto on the internet is not true. The diction part for Monsanto is just to reach out to our local communities and help in many ways in including helping with general science education , awarding grants for schools, fire houses, charities etc. I strongly object to you suggesting otherwise. I am not a liar. or satan. I think the opposite may be closer to the truth. I see virtually none who campaigns against Monsanto doing anything useful other than complain about false stories. GM and glyphosate and just Monsanto as a name apparently causes all diseases in humans and plants -- you need to really think hard about where you get your facts from and understand the motivations of those who provide them. 3 billions acres plants 18 years and 1 a trillion meals and not a SINGLE hospitalization from GM crops but organic food kills every year. I am not saying that organic food will kill but the reality is it has and Gm has not. You can say well it really is killing people - but where is the evidence?

This is why blindly listening to scare stories by activists is plain stupid. Have a brain and use it. Please

June 12, 2014 at 4:26 PM

## 6 truths of dealing with fake news (and counting)

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- Truth#1:** Everyone can publish. This requires more listening, monitoring and influencer mapping.
- Truth#2:** Audiences are scattered. Use data to know your audience. Data is power.
- Truth#3:** Knowing your audience is key. Use targeted messaging to reach them.
- Truth#4:** Facts matter, but they don't counter emotions. To convey facts, you need to include emotions and creativeness
- Truth#5:** Fake news spreads quickly. Be ready to respond immediately and do so in very strong, unequivocal wording. And find trustworthy others who endorse you.
- Truth#6:** Identify the source – and make your public aware if sources are questionable





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# Thank you

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