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.
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.

Source: Reuters Institute Digital News Report 2017
Fake news – moving into corporate life

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 @Tosstios #BoycottPepsi #boycott Pepsi Pepsico-will never buy ANY of your products again.I hope your stock continues to tumble #MAGA 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

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
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 to CNNMoney's data calculations.
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
Monsanto – countering fake news via employees:

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://jaineperson.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/fc...  

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.

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 10 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 4:25 PM
6 truths of dealing with fake news (and counting)

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.
Thank you

Hill+Knowlton Strategies

Ingo Heijnen
Ingo.heijnen@hkstrategies.com
+31 20 404 407
+31 6 55867904

www.hkstrategies.com