

<https://www.youtube.com/watch?v=vckz6EAn30Y>

❖ POST-TRUTH ERA

❖ EMBRACE OF SUBJECTIVITY

❖ Primacy of feeling over fact (selfie culture)

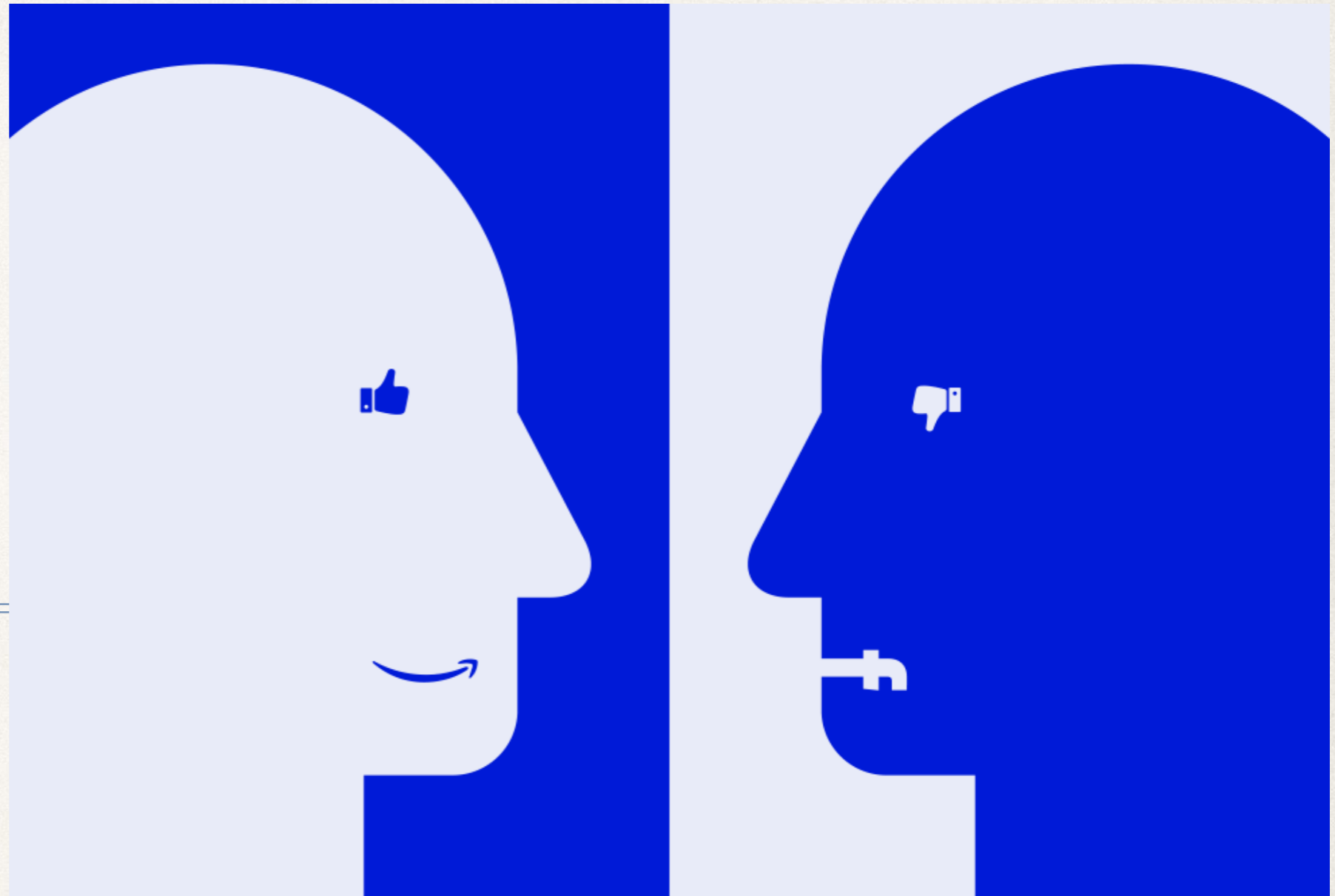
Media, disrupted

Business model

Content

Distribution

Trust



Social media "has made things much worse," because it "offers an easy route for non-journalists to bypass journalism's gatekeepers, so that anyone can 'publish' anything, however biased, inaccurate or fabricated."

—John Huxford, an Illinois State University journalism professor

It took the truth approximately 6x as long
as falsehood to reach 1,500 people.

– *MIT researchers who examined 126,000
rumors spread by three million people*

Filipinos more aware of fake news

❖ Pulse Asia surveys

❖ *Sept 2018:*

- ❖ 47% use internet; majority access it via mobile; 98% use it to check social media accounts
- ❖ **88% aware of fake news on social media; 79% aware it's widespread on social media**
- ❖ **51% said their political opinions have been swayed by fake news**

❖ *June 2017:*

- ❖ 37% use internet for social media; 74% read, heard, or watched at least one piece of fake news on the platforms they used.
- ❖ 59% thought fake news was widespread on these platforms
- ❖ 39% aware they changed their views on politics and government because of fake news



REPORTS, FACT-CHECK

VERA FILES FACT CHECK: Angara wrongly claims Pacquiao first Filipino to speak at Oxford Union

AUTHOR

VERA FILES

DATE

NOVEMBER 13, 2018

SHARE



Sen. Juan Edgardo “Sonny” Angara falsely claimed fellow senator Emmanuel “Manny” Pacquiao is the first Filipino to speak before the Oxford Union.

STATEMENT

Congratulating his colleague, Angara in a Nov. 9 [tweet](#) said:

Congrats to our colleague Sen. @mannypacquiao for speaking at the prestigious Oxford Union at Oxford University. First Filipino if I’m not mistaken, where guests have included personalities like Einstein, Stephen Hawking, Churchill.



Sonny Angara ✓

@sonnyangara

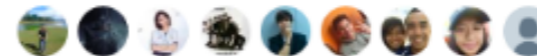
Follow

Congrats to our colleague Sen. [@mannypacquiao](#) for speaking at the prestigious Oxford Union at Oxford University. First Filipino if I’m not mistaken, where guests have included personalities like Einstein, Stephen Hawking, Churchill. 🇵🇭 🇵🇭



10:22 PM - 9 Nov 2018

43 Retweets 511 Likes





Fake news is part of a strategy

- ❖ For political gain, to destabilise
- ❖ Silence the critics, silence dissent
- ❖ For profit: Ruin reputation
- ❖ Just mischief

Strategies, Tools, Tactics:

- ❖ Distribution - game the algorithm (Cambridge Analytica)
- ❖ Trolls
- ❖ Shoot the messenger, plant doubt ... "Did she really...?"

What now?

What now?

❖ **ASK: Why?**

- ❖ Inspire, entertain, **educate, inform**, help, reward

❖ **ASK: Who is your audience?**

- ❖ Content

- ❖ text, photo, video, gif, meme, infographic

- ❖ Distribution

- ❖ Online? Offline?

Content types:

1. *On-the-go*

- ❖ Static post. Consumed when waiting for Grab, elevator, etc.

2. *Lean forward*

- ❖ interactive, less random

3. *Lean back*

- ❖ Immersive. Finished braving the traffic. The best time when engagement happens since less clutter. No disruption. The long form videos.

How?

✿ 'Scroll-stoppers'





Education data to empower parents, pupils, educators & build accountability

Organisation: Passmark

Country: South Africa 🇿🇦

Passmark gives a clearer picture of the state of schools in South Africa by collecting data and presenting it in useful ways to anybody who has an interest in

education.

—Check out the [live link](#) or the [project page](#).



VOX BORDERS S2 • E2

China is erasing its border with Hong Kong

3,472,449 views

👍 92K 💬 5.6K



Vox Borders: Life at the edge of nations

378,175 views

👍 13K 💬 567 ➦ SHARE 📌 SAVE ...



#SaferRoadsPH

Organisation: Rappler

Country: Philippines 🇵🇭

The #SaferRoadsPH microsite tackles road safety issues in the Philippines, puts together visualized information on road crash incidents and how it can be prevented, and compiles Rappler's articles on the matter. —Check out the [live link](#) or the [project page](#).



ANC HD

DISSECTING DATA

EARLY EDITION

6:27 AM

THE WEATHER'S IMPACT ON INFLATION

T IN SPY KILLING U.K. IDENTIFIED IN REPORT AS RUSSIAN COLONEL

ANC

Watch more in [iWantv](#) or [TFC.tv](#)

News and Events

Does the 'Duterte Factor' Affect ABS-CBN and GMA Share Prices?

The stock market reacts more strongly to the President's actions than to companies' financial performance

By **Pauline Macaraeg** | May 22, 2017

9.4K Shares



Real Market Power

How share prices of ABS-CBN Corp. and GMA Network Inc. moved in reaction to President Duterte's actions on their legislative franchise

(Rebased, share prices as of April 17, 2017 = 100)



1 April 21
Duterte signs RA 10925, which renews GMA Network's franchise for another 25 years



2 April 25
News about GMA's franchise renewal comes out in the media



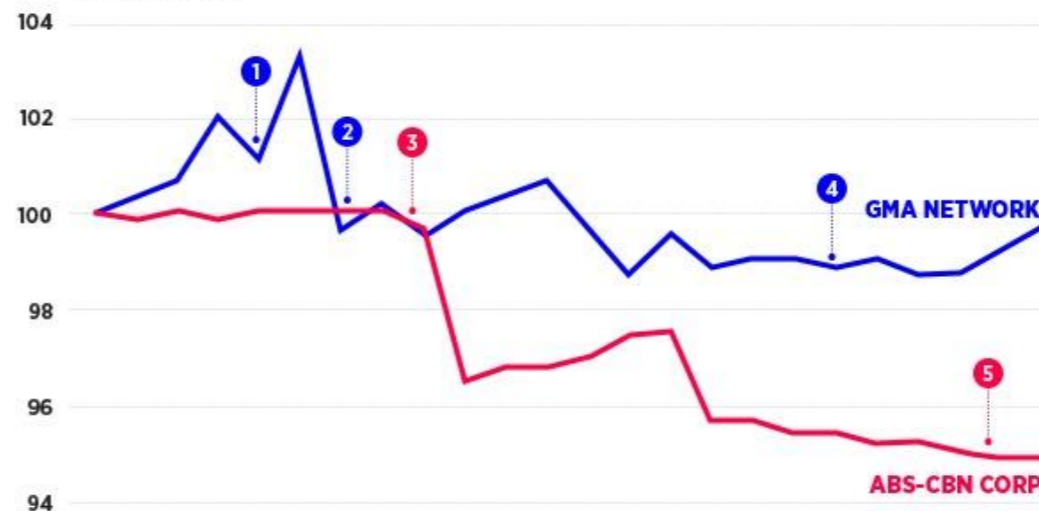
3 April 27
Duterte threatens to block ABS-CBN's franchise renewal

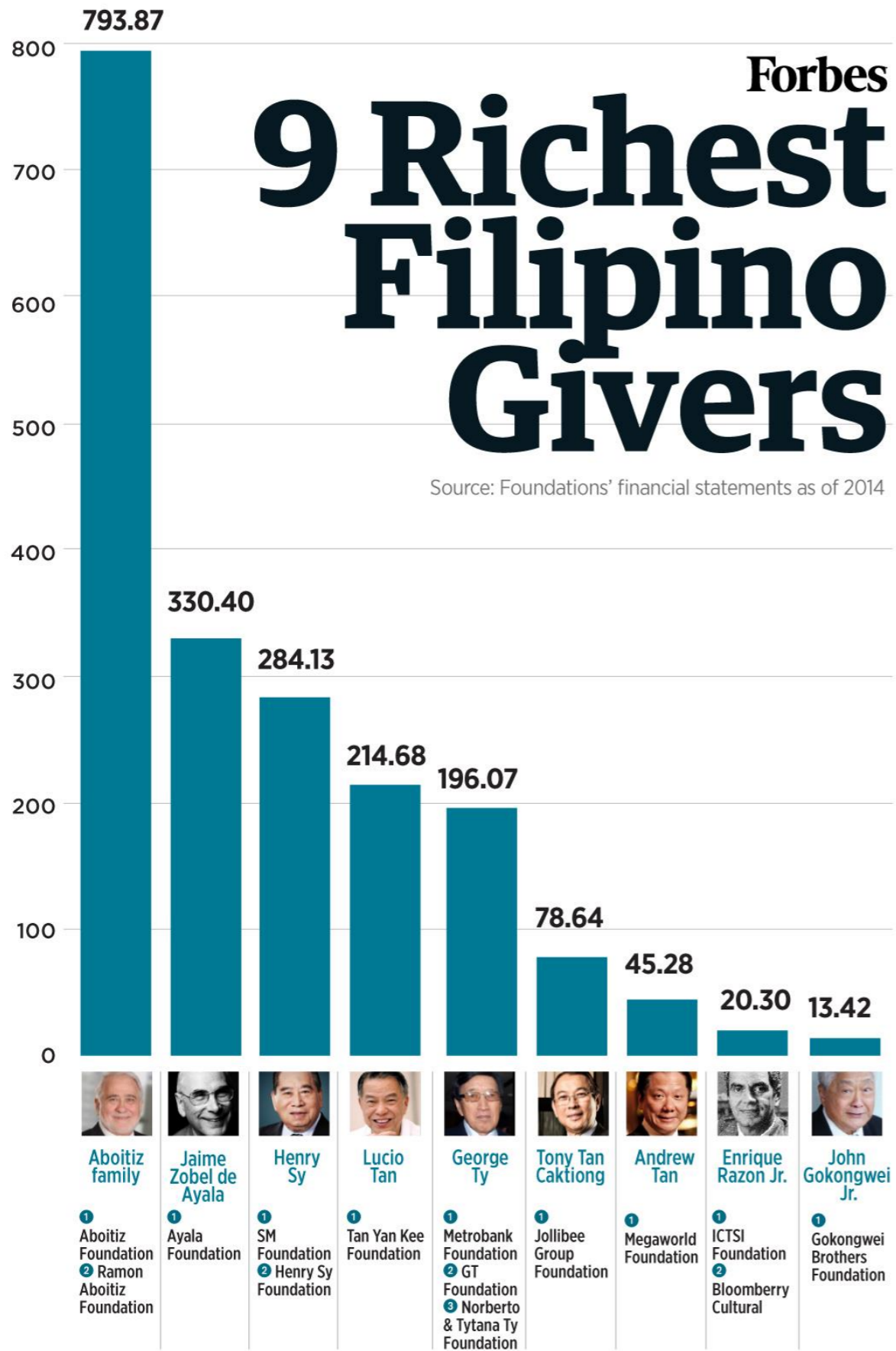


4 May 15
GMA releases its first quarter earnings



5 May 19
ABS-CBN releases its first quarter earnings

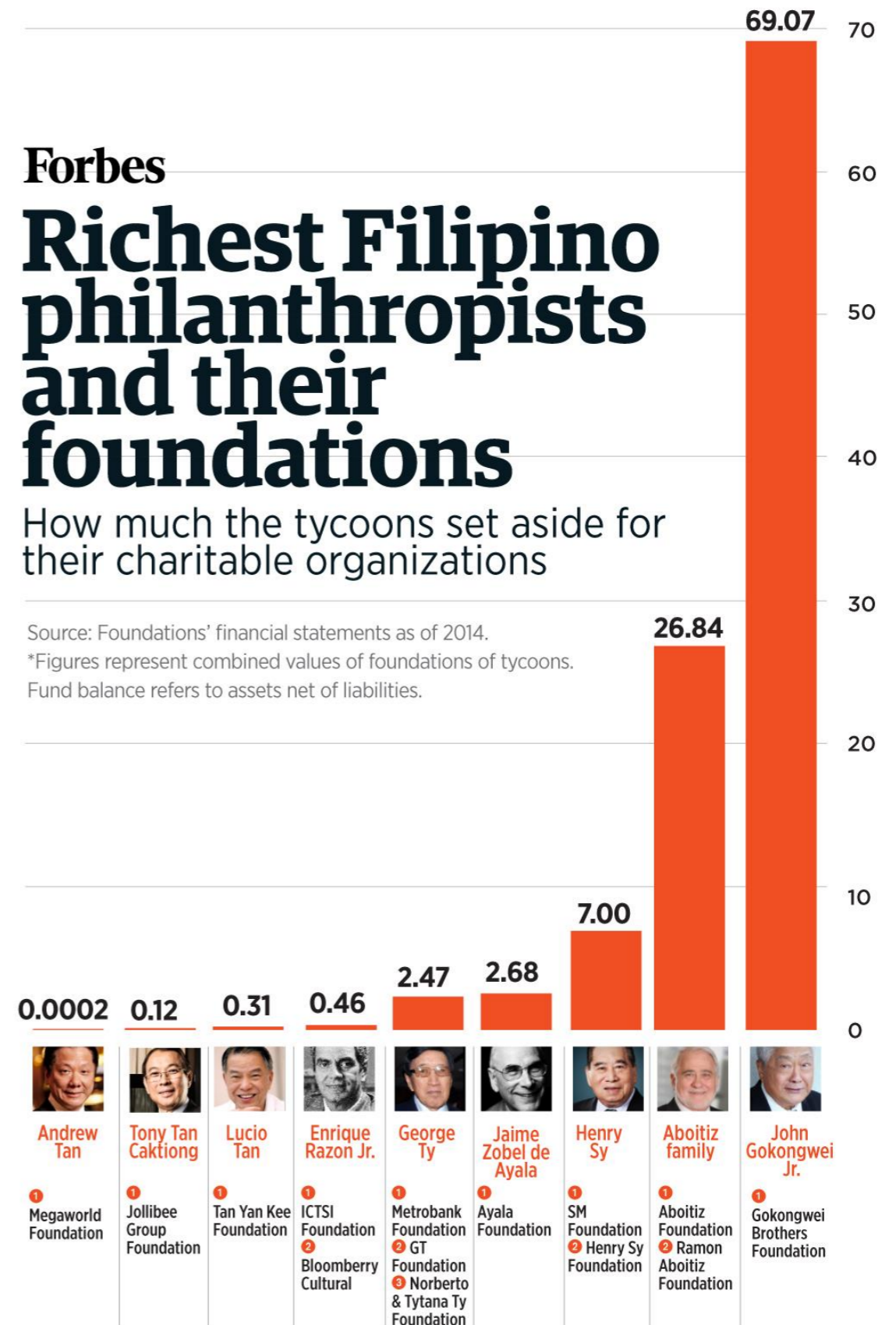




Forbes Richest Filipino philanthropists and their foundations

How much the tycoons set aside for their charitable organizations

Source: Foundations' financial statements as of 2014.
 *Figures represent combined values of foundations of tycoons.
 Fund balance refers to assets net of liabilities.





Humanizing data on the Syrian conflict using Animations

Organisation: Bayanat Box

Country: Lebanon 🇱🇧

Improving data literacy on key economic and social issues in the Arab region has been the focus of the Bayanat Box.

—Check out the [live link](#) or the [project page](#).

الحرب السورية خفضت متوسط العمر المتوقع للسوريين بمقدار ٢٠ سنة

سوريا

سوريا

bayanatbox • Follow

bayanatbox انخفاض متوسط العمر المتوقع ٢٠ عاماً منذ بداية الحرب في سوريا ليصل إلى مستويات الستينيات من القرن الماضي. #بيانات_بوكس

raghdaa.yaser لا إله إلا الله

majedsolaimani Shit!

bayanatbox المصدر: SCPR، ٢٠١٦، Confronting fragmentation، البنك الدولي، مؤشرات التنمية العالمية ٢٠١٧. ملاحظة: تعكس الأرقام متوسط العمر المتوقع للمواليد وفق معدلات الوفيات الحالية @albankaldawli

mostafa51 تعساً للديان وحروبها

deema_alhaj لا حول ولا قوة إلا بالله

omar_joma حسبي الله

mutaz84 حسبي الله ونعم الوكيل

rasha_star_20 لا حول ولا قوة إلا بالله

19,122 views

NOVEMBER 9, 2017