

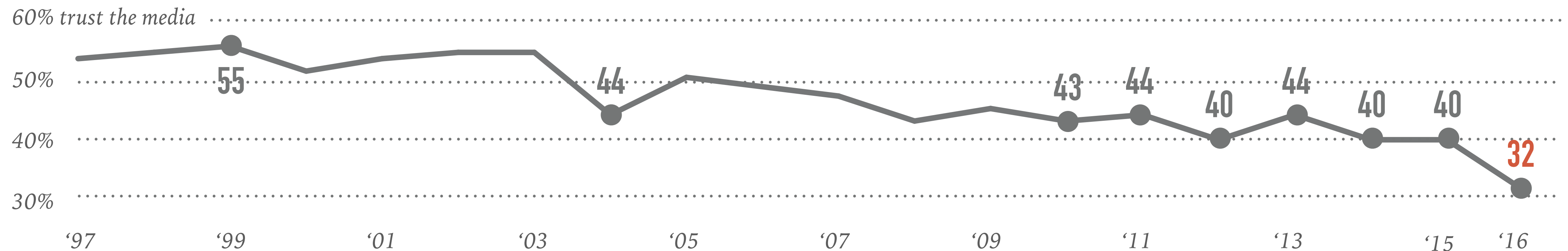


An algorithmic approach to media bias and fake news

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BACKDROP FOR DEFACTO

- ▶ The public's **trust in media** is incredibly important in a democracy, but that trust & attention has rightfully degraded because of:
 - ▶ News dilution (CNN's 24-hour news reporting without real news to report)
 - ▶ Media bias (News organizations implicitly allowing personal bias to slip through)
 - ▶ Fake news (Lazy journalism or purposeful misleading of readers to degrade trust in media)
- ▶ U.S. public trust in media in steady decline since 1999; fell sharply in 2016 in wake of contentious presidential campaign (Swift, 2016).



ENTER DEFACTO

- DeFacto works to restore reasons for the public to trust the media
 - Analyzes all news on a certain subject and algorithmically verifies & then displays an accurate account of events to reader
 - Crucially, explains to the reader why news is considered accurate or not
- This approach allows the public to stay informed and, with the media, hold those in power responsible.
 - Additionally, educates public to recognize and understand fake news & media bias

DEFACTO DEVELOPMENT

- Began with conversations with 8+ individuals based in the US
 - Participants ranged across political spectrum, age, and job role
 - 3 participants are current or former journalists
- Most repeated responses from conversations (paraphrased):
 - I need to stay informed because it's important to hold officials responsible
 - I can't trust the news I read because I encounter so much bias
- Goal: Create a service which would cut through noise of news dilation, media bias, fake news to accurately inform readers and actively educate them about these pitfalls
 - In order to restore public's trust in news media

DEFACTO IN ACTION

Press Esc to exit full screen mode.



hi!



00:01



Animaker



Prototype

A QUICK THANK YOU TO

Michihito Mizutani

& our classmates in Prototyping Service Design

WORKS CITED

- Swift, A. (2016). *Americans' Trust in Mass Media Sinks to New Low*. [online] Gallup. Available at: <http://www.gallup.com/poll/195542/americans-trust-mass-media-sinks-new-low.aspx>. [Access Date 22 May 2017].