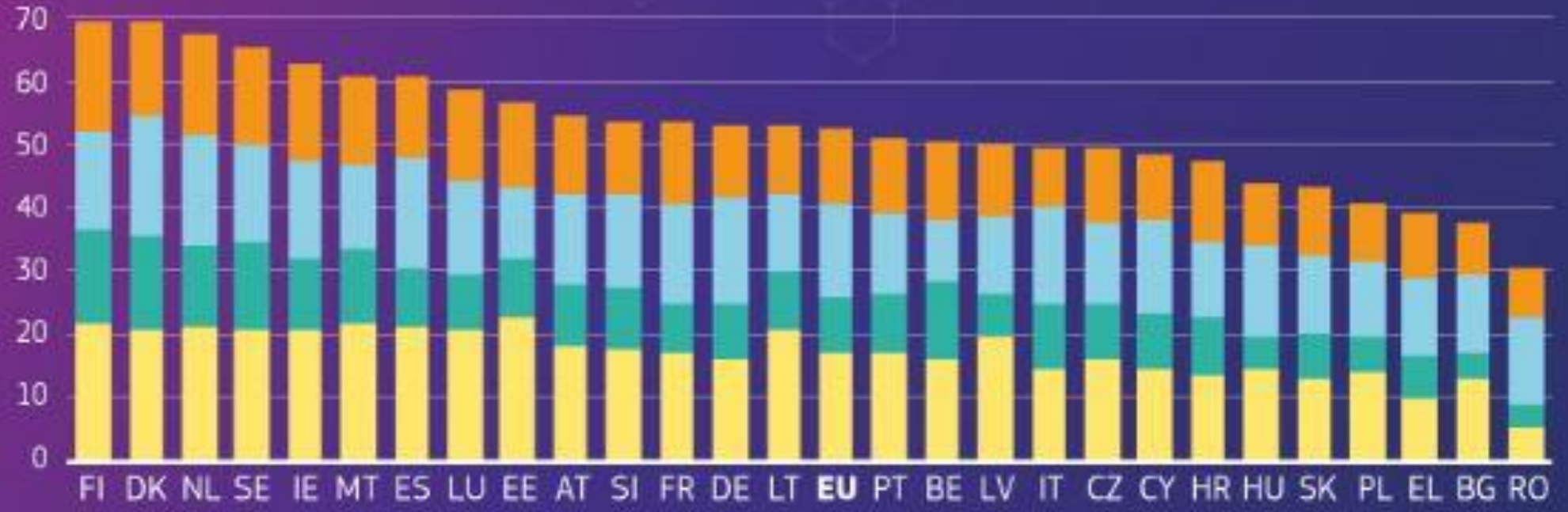
SENIORS – HOW WE CAN HELP THEM TO PROTECT THEM AGAINST DISINFORMATION?

DR KLAUDIA ROSIŃSKA

DESI 2022

Digital Economy and Society Index



HUMAN CAPITAL

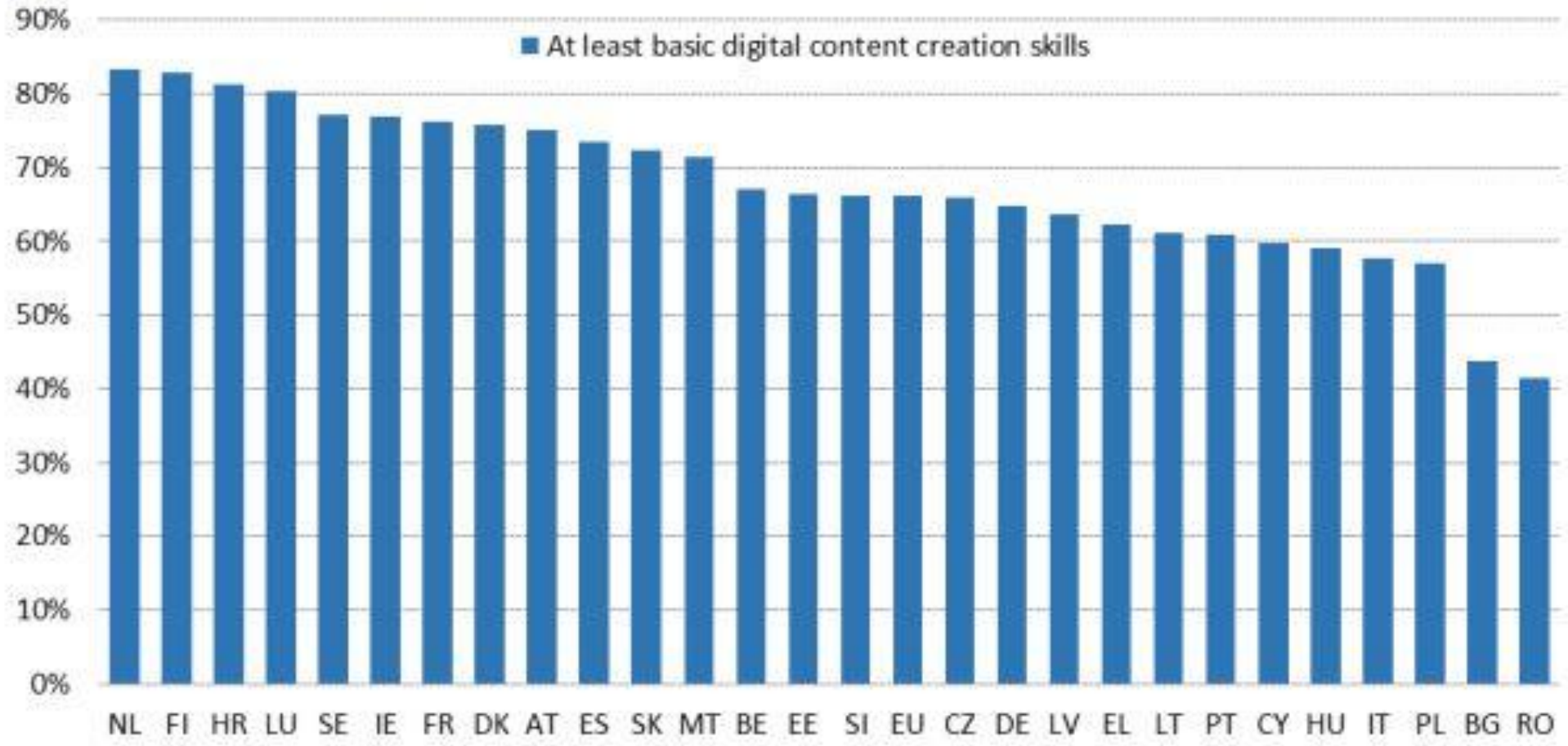
CONNECTIVITY

INTEGRATION OF DIGITAL TECHNOLOGY

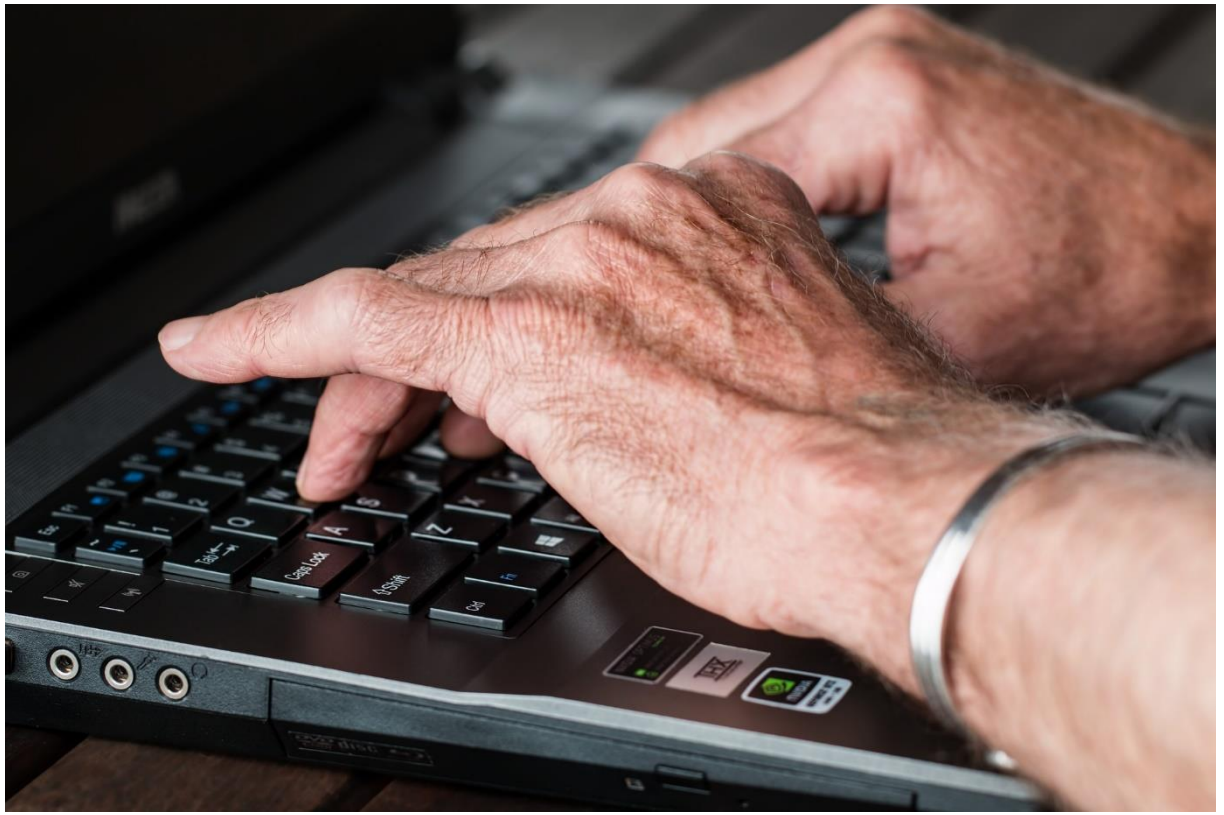
DIGITAL PUBLIC SERVICES

#DESIeu #DigitalEU

Figure 13 At least basic digital content creation skills (% of all individuals), 2021



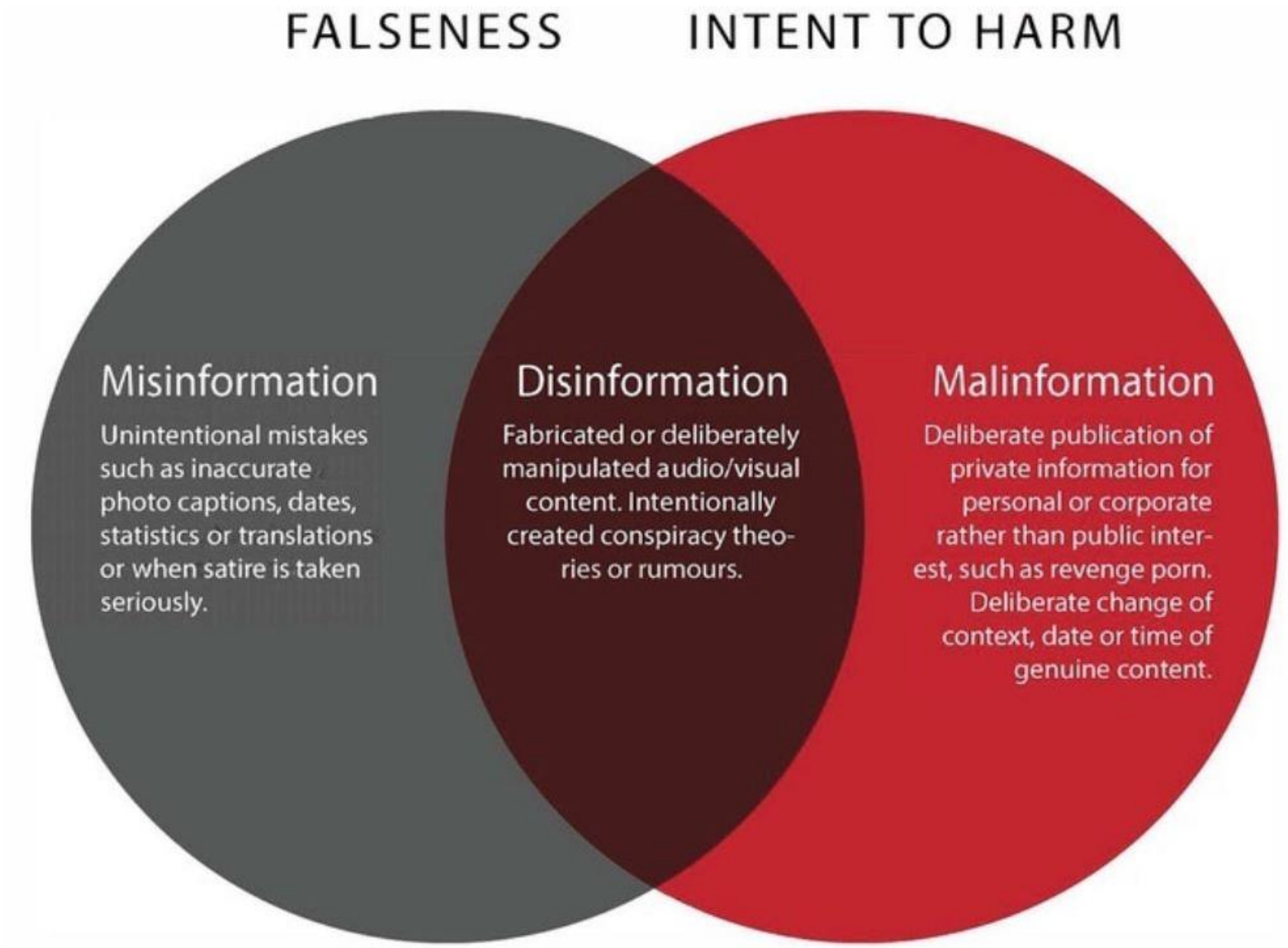
Source: Eurostat, Community survey on ICT usage in Households and by Individuals.



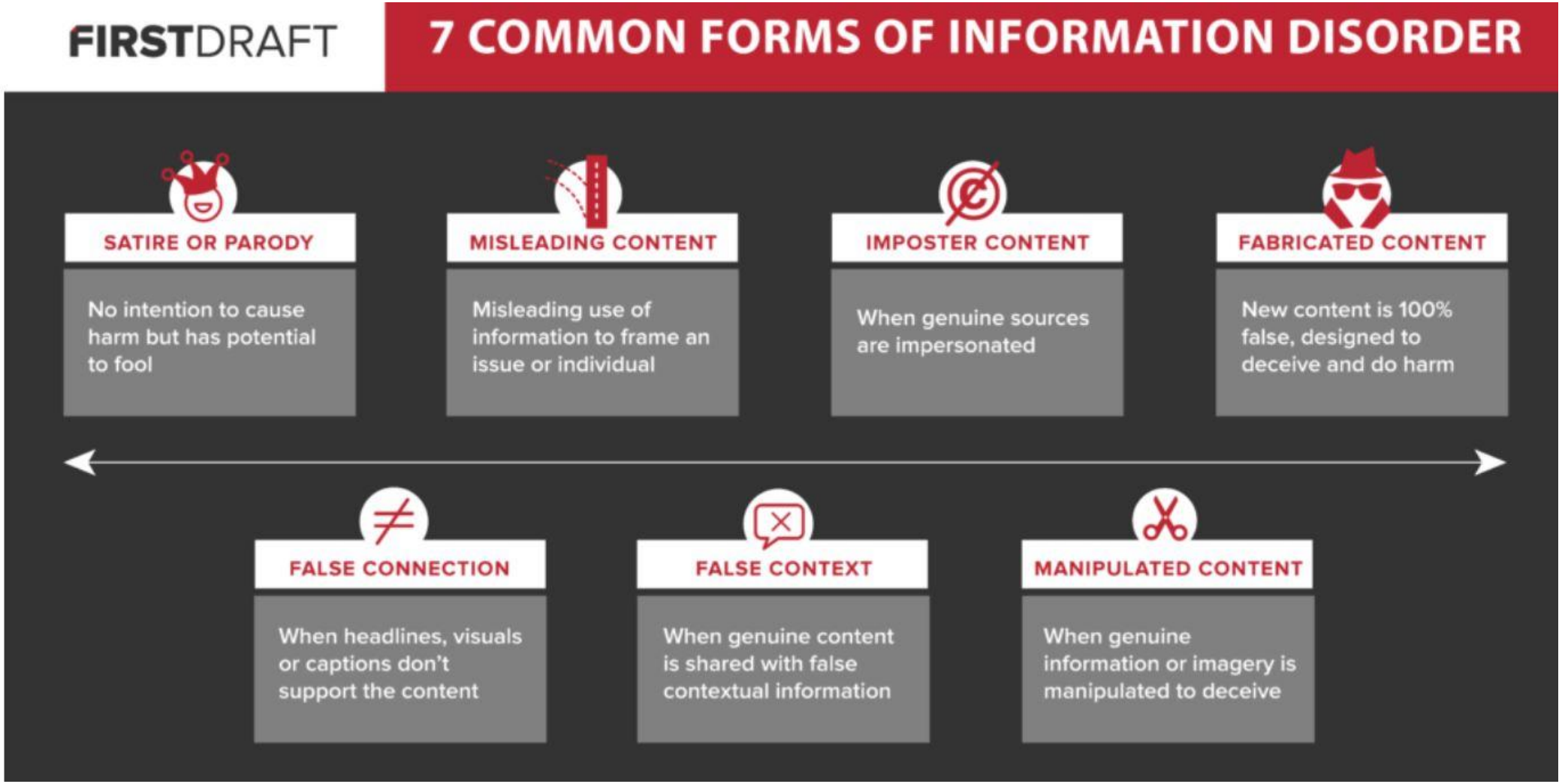
DISINFORMATION

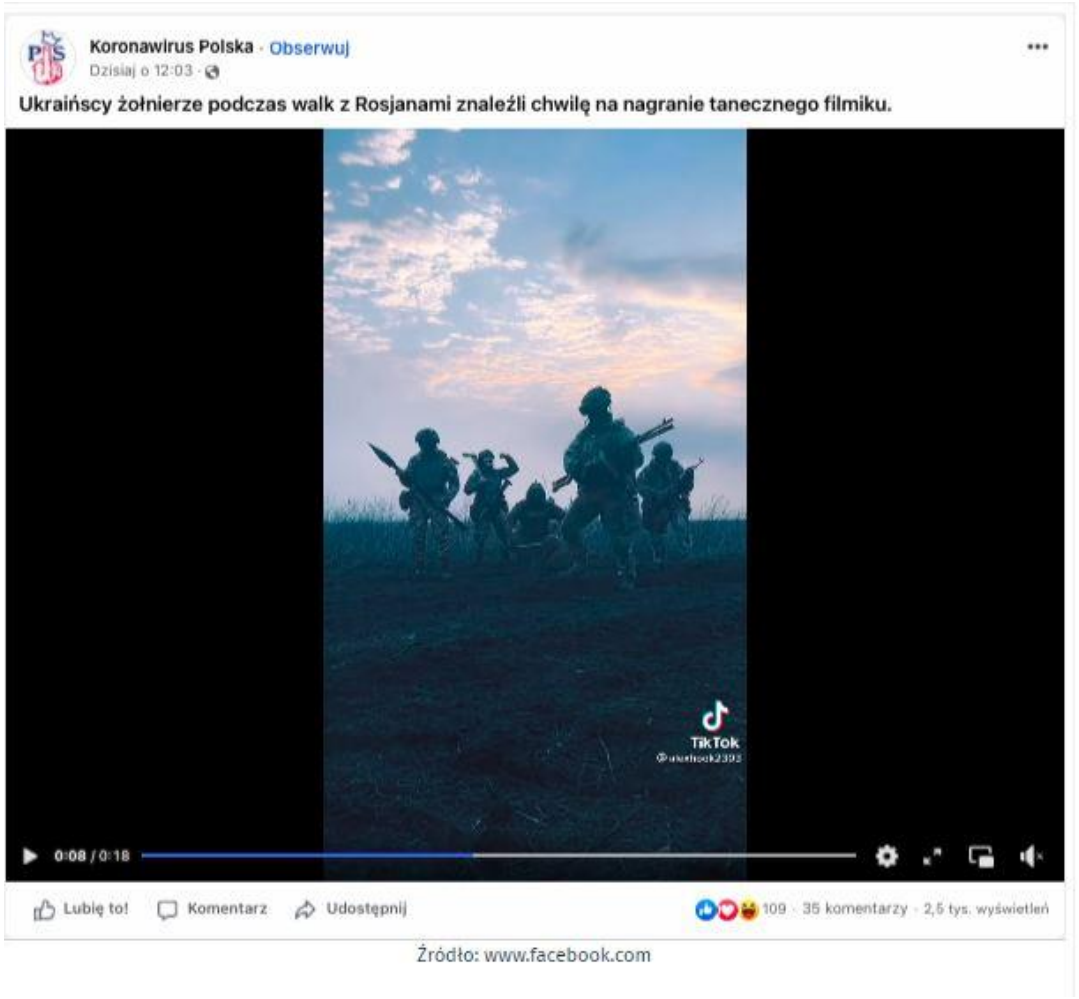
- EU Cybersecurity Agency (ENISA) - online disinformation is understood as: „false, inaccurate or misleading information disseminated on the Internet, designed, presented and promoted for a malicious purpose or for-profit”.

Source: ENISA - the EU Cybersecurity Agency, Strengthening network & information security & protecting against online disinformation (“fake news”), Kwiecień, 2018.



TERMS AND DEFINITIONS


FIRSTDRAFT
7 COMMON FORMS OF INFORMATION DISORDER
SATIRE OR PARODY
No intention to cause harm but has potential to fool
MISLEADING CONTENT
Misleading use of information to frame an issue or individual
IMPOSTER CONTENT
When genuine sources are impersonated
FABRICATED CONTENT
New content is 100% false, designed to deceive and do harm
FALSE CONNECTION
When headlines, visuals or captions don't support the content
FALSE CONTEXT
When genuine content is shared with false contextual information
MANIPULATED CONTENT
When genuine information or imagery is manipulated to deceive



Źródło: www.facebook.com

HTTPS://DEMAGOG.ORG.PL/FAKE_NEWS/UKRAINSCY-ZOLNIERZE-TANCZA-W-TRAKCIE-WOJNY-FILMIK-NAGRANO-PRZED-INWAZJA/

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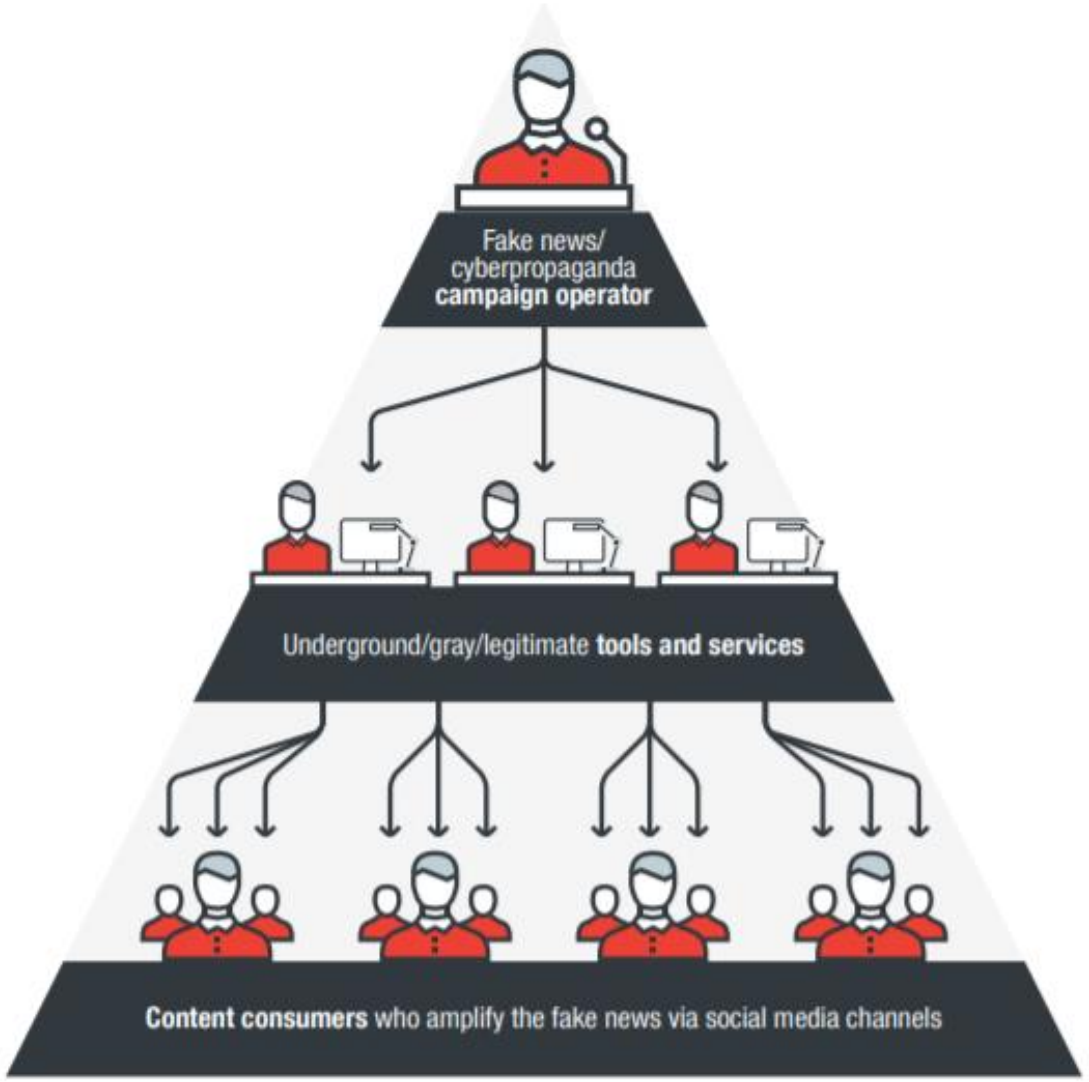
HTTPS://DEMAGOG.ORG.PL/FAKE_NEWS/CHLOPIEC-SAM-PRZEKROCZYL-GRANICE-BYLA-Z-NIM-JEGO-RODZINA/

HTTPS://DEMAGOG.ORG.PL/FAKE_NEWS/PESEL-TO-NIE-OBYWATELSTWO-WYJASNIAMY-SYTUACJE-PRAWNA-UCHODZCOW-2/

RACISM ON POLISH BORDER - PRZEMYŚL

Źródło: www.facebook.com

THE PYRAMID OF DISINFORMATION

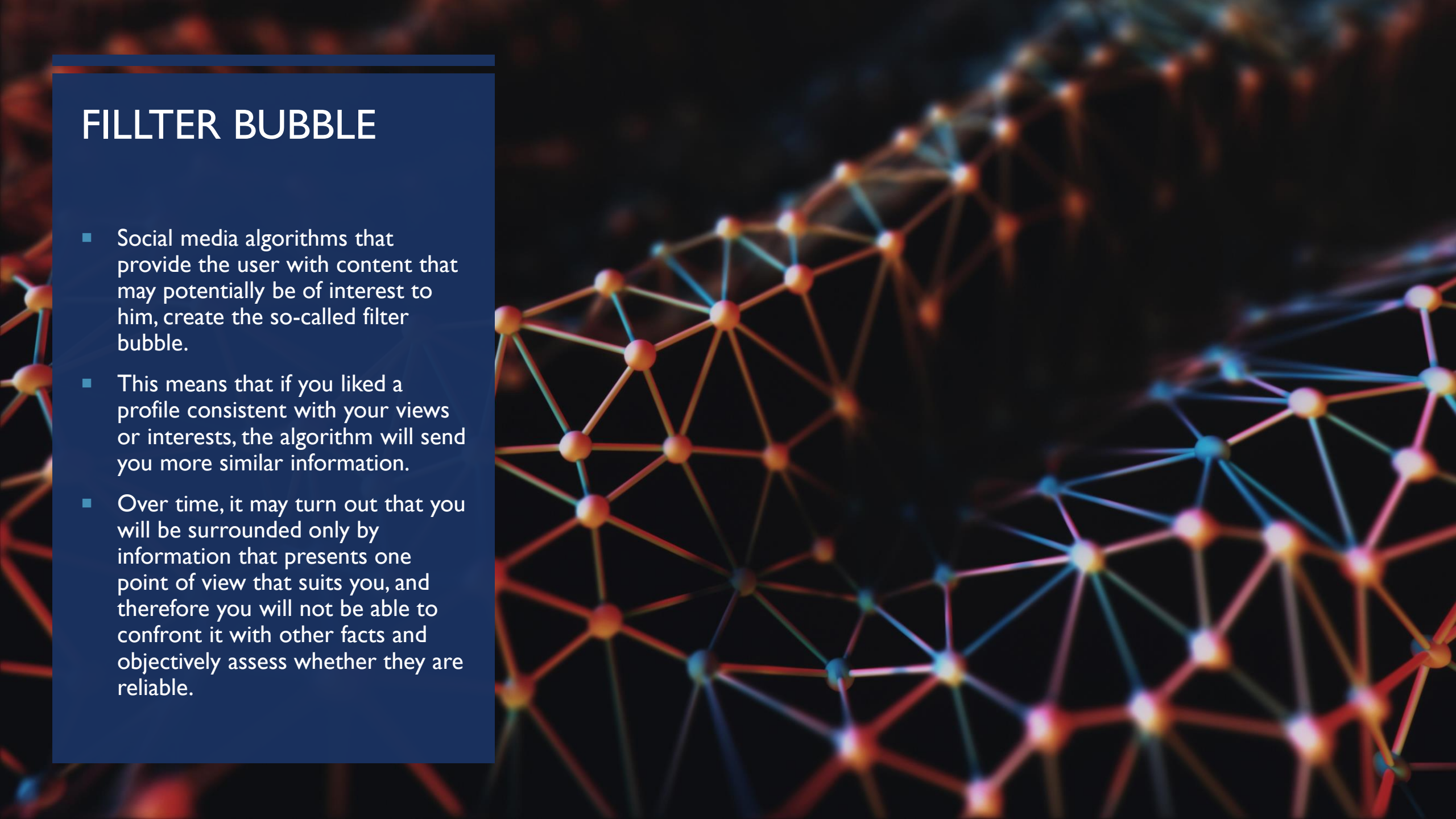


THE INFLUENCE OF NEW TECHNOLOGIES ON ACCESS TO INFORMATION

- Filter bubble
- Echo chamber
- Information overload

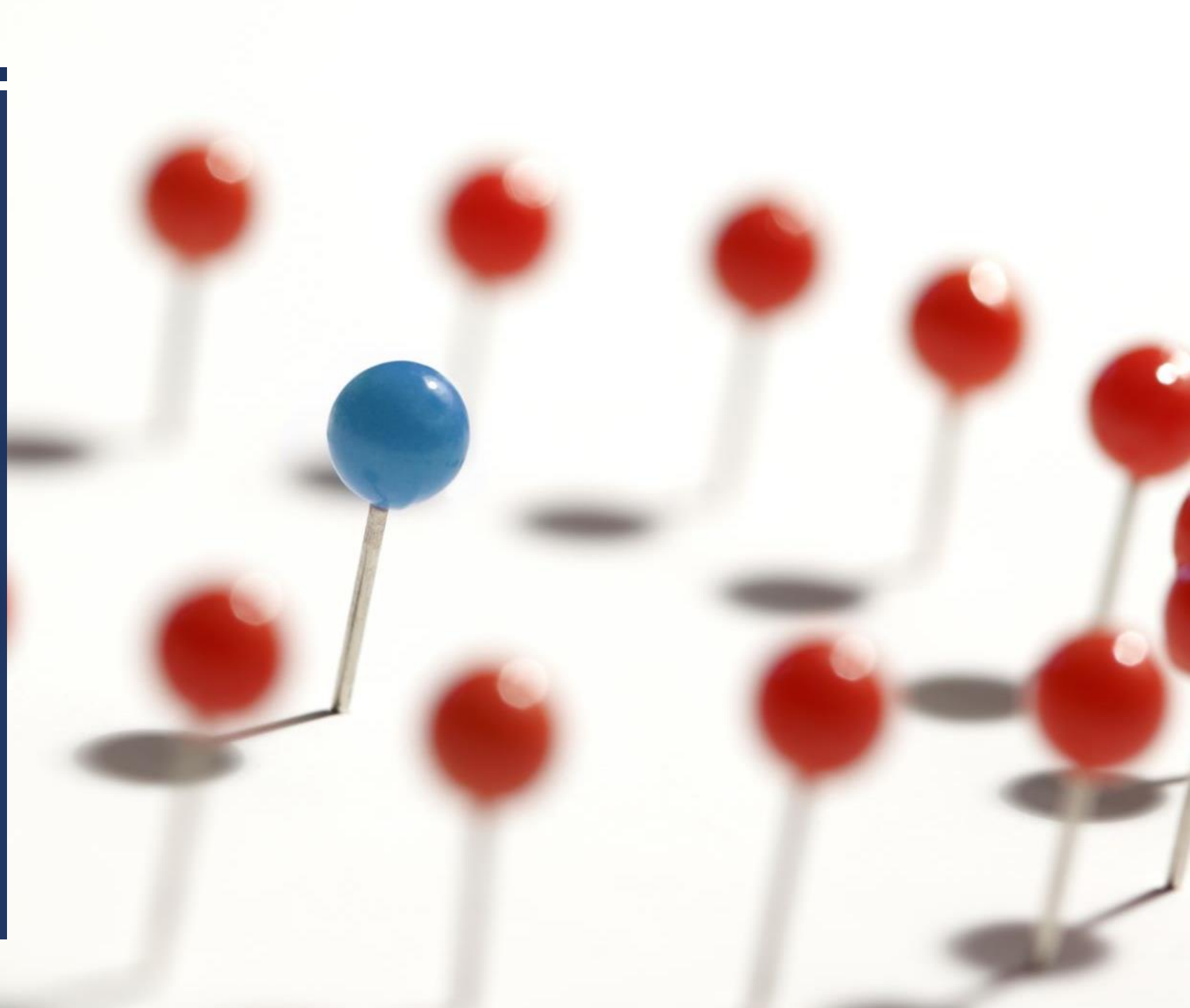
FILLTER BUBBLE

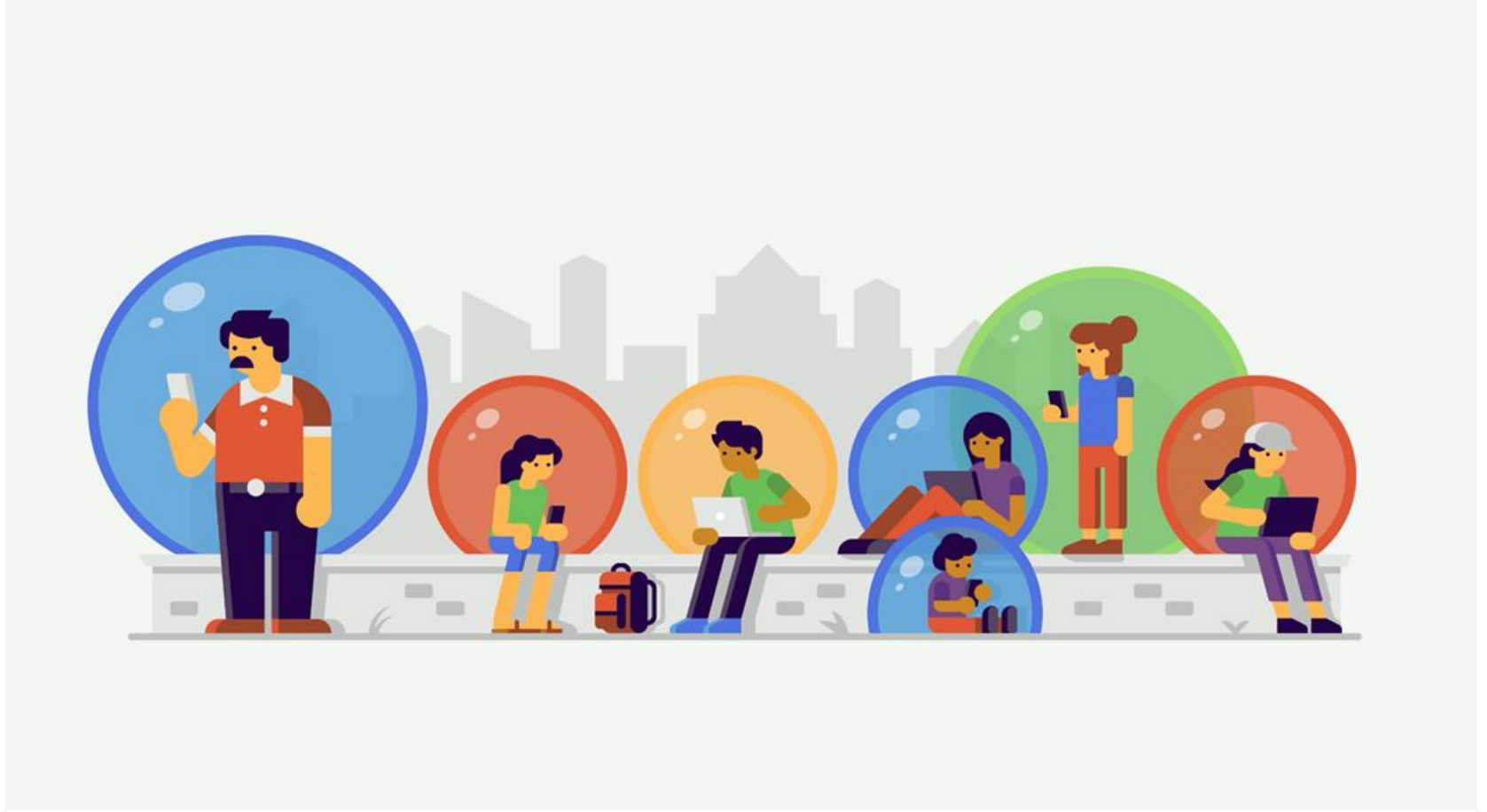
- Social media algorithms that provide the user with content that may potentially be of interest to him, create the so-called filter bubble.
- This means that if you liked a profile consistent with your views or interests, the algorithm will send you more similar information.
- Over time, it may turn out that you will be surrounded only by information that presents one point of view that suits you, and therefore you will not be able to confront it with other facts and objectively assess whether they are reliable.



ECHO CHAMBER

- These are forms of information transfer involving the exchange of views only with people of the same views.
- We often see this in Facebook groups. People with the same political, religious, or ideological views form groups in which it is easier for them to communicate because they agree with each other.
- They share information that the filter bubble tells them, and then usually unanimously comment on it.
- This gives the impression of a discussion that is only apparent because it lacks opposing points of view.





Bot

Cyborg

Trolls and unawere users

SPREADING DISINFORMATION ON SOCIAL MEDIA

LIFE CYCLE OF A MEDIA DISINFORMATION CAMPAIGN

How to verify information on the Internet?

	Currency: ***The timeliness of the information.*** • When was the information published or posted? Revised or updated? • Does your topic require current information, or will older sources work as well?
	Relevance: ***The importance of the information for your needs.*** • Does the information relate to your topic or answer your question? • Who is the intended audience? / an appropriate level?
	Authority: ***The source of the information.*** • Who is the author/publisher/source/sponsor? • What are the author's credentials or organizational affiliations? • Is the author qualified to write on the topic? / contact information?
	Accuracy: ***The reliability, truthfulness and correctness of the content.*** • Where does the information come from? / supported by evidence? • Has the information been reviewed or refereed? • Does the language or tone seem unbiased and free of emotion?
	Purpose: ***The reason the information exists.*** • What is the purpose of the information? Is it to inform, teach, sell, entertain or persuade? • Does the point of view appear objective and impartial? • Are there political, religious, institutional or personal biases?

IMPORTANT QUESTIONS?

AUDIOVISUAL DISINFORMATION - VERIFICATION TOOLS

Wyszukiwarka Google i Yandex

Aplikacja TinEye

Wtyczka InVid

HOW TO USE TINEYE?

1. Go to the website: www.tineye.com
2. Insert a link to a photo or upload an image from your computer, click on the lens symbol
3. Check the result

JPEG, 768x320, 42.7 KB

27 results

Searched over **31.1 billion images** ir

for: http://bi.im-g.pl/im/51/09/15/z2

Best match

Filter by domain/collection

- Best match
- Most changed
- Biggest image
- Newest
- Oldest

jbzdy.pl

Filename: **16445a0b31d26a206c103**

Found on: obr/574664/sloik

Page crawled on Jul 25, 2018

REVERSE IMAGE SEARCH - COMPARISON

	Elements Identified	Faces	Structures	Places	Digital/ Logos	Alternate Sizes	Flipped or Altered
Google	1	Neutral	Great	Great	Great	Good	Neutral
Yandex	2+	Great	Great	Great	Good	Good	Good
Bing	3+	Good	Good	Good	Good	Neutral	Great
TinEye	1	Neutral	Neutral	Neutral	Great	Great	Good

WIDEO VERYFICATION - INVID

To download: https://www.invid-project.eu/tools-and-services/invidverification-plugin/

The plugin can be installed in a few simple steps, and after installing it, we can review the frame of the video we are interested in. We do it as follows:

1. After installation, the InVid icon will appear in the bookmarks bar of your browser.

2. After clicking on the icon, go to the page with the InVID toolkit.

3. Choose Keyframes and paste the URL address of the video you are interested in or insert a file from your computer. This feature allows you to extract single frames from a movie, and then verify them using the image search method in Google.

ACCOUNT VERYFICATION

Botometer

10 tips how to check social media users

Botometer®

An OSoMe project (bot•o•meter)

1. Go to https://botometer.iuni.iu.edu/
2. Log in to your Twitter account
3. Enter the name of the account you want to check and decide (and then click) whether you want to research the user, his followers or friends.
4. Check the result

@K_A_Rosinska

0.4 / 5

Bot type scores

Echo-chamber	0.0
Fake follower	0.9
Financial	0.0
Self declared	0.0
Spammer	0.4
Other	0.8

Bot score based on

All features:	1.7
Language-independent:	0.4

53% of accounts with a bot score above 0.4 are labeled as humans.

Majority tweet language: pl

Profile | Tweet | Details | Feedback

- Train yourself: whichfaceisreal.com

WEB ARCHIVE - WAYBACK MACHINE

- 1. Go to www.archive.org/web
- 2. Enter the address of the site whose old versions you want to view and click "Browse history"
- 3. Check the result

THANK YOU FOR YOUR ATTENTION

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