

# DAILY FAKE NEWS

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ONE PERSON'S FAKE NEWS IS ANOTHER PERSON'S NEWS

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## MITIGATING THE EFFECTS OF FAKE NEWS: GUIDING PRINCIPLES & BEST PRACTICE RECOMMENDATIONS

### STAKEHOLDERS



**PUBLISHER:** Any content provider, ranging from a personal blogger to an established news outlet (like the *New York Times*).



**PLATFORM:** Any forum created by a non-tangible medium, such as a website, mobile app, radio station, or other portal, that can provide for the dissemination and discussion of information.



**PLATFORM OPERATOR:** Any entity that provides an avenue for the distribution of information; an organization that controls a platform.



**FACT-CHECKER:** Any organization, typically not-for-profit, whose mission is to investigate claims made by journalists, institutions, and public figures in an effort to promote an objectively accurate and productive civic discourse.

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Fake news is a tough problem to tackle. It is challenging to define, and thus identify. Its real-world impact on public opinion has produced a range of harms, including: physical safety issues; damaging individual reputations; eroding civic discourse, and even the democratic process.

We define **FAKE NEWS** as content that:

- (1) Characterizes false information as facts; and
- (2) Is intended to mislead the reader into thinking the content is true, rather than opinion, satire, or parody.

We propose five recommendations aimed at stakeholders in the digital ecosystem to mitigate the harmful effects of fake news on the public. Our recommendations are in the form of best practices rather than a statute. Practically, the First Amendment would preclude most legislative solutions, and normatively, we want to avoid designating any one entity as an arbiter of truth.

### BEST PRACTICES

**Automatic News Verification:** The use of machine-learning tools would speed up the process of verifying claims to make fact-checking faster and more efficient. *Applies to:* Fact-Checkers & Platform Operators

**Citation Standards:** Encourage journalists to provide more hyperlinked citations for context, whenever applicable. *Applies to:* Publishers & Platform Operators

**Delivering Corrections:** Notify readers of disputed stories they have read, including both retracted and unsubstantiated articles. *Applies to:* Fact-Checkers & Platform Operators

**Changing Visibility:** Resist overly filtered feeds; add controls for a more generalized, rather than personalized, feed experience. *Applies to:* Platform Operators

**Organizational Collaboration:** Suggest opportunities for collaboration between organizations in the same sector and across different sectors of the digital information ecosystem. *Applies to:* All Stakeholders.