

Reporting Facts and the Future of Journalism Conference

Friday, 18 August 2017
Ballroom 2, Level 3
Orchard Hotel

Panel IV
Fake News and Journalism 3.0

PRESENTATION BY
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Truth, trust and technology

An anti-‘fake news’ agenda

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Getting worse before it gets better?

1. Governments, corporations, lobby groups now investing in information manipulation
2. New channels, platforms and networks will provide fresh distribution outlets for misinformation
3. Failure to address systematic problem means we treat symptoms not structural challenges

Truth: the real problem is...

1. Over abundance of information creates confusion
2. Complexity of issues, diversity of sources and perspectives
3. Understanding instinctive, emotional, personal responses

Trust: what do we mean by it?

1. Deference is gone, welcome scepticism
2. Transparency is vital, but just the start
3. Build a relationship based on humility and listening
4. Earn trust through realising diversity and being credible all the time

Technology: a tool for trust?

1. Use audience data to build engagement and a relationship of trust not clickbait
2. Algorithmic accountability: what principles for the platforms?
3. Platform/publisher relations: putting public first

Subjectivity is the new objectivity

1. 'Traditional' journalism values now at a premium
2. Gatekeeper role over, traditional objectivity inadequate
3. Understand the 'audience' and their emotional, personal media lives
4. Go with the human grain of social media

Keep in touch:

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Notes for this talk:

<http://blogs.lse.ac.uk/polis/2017/08/17/truth-trust-and-technology-finding-a-new-agenda-for-public-information/>

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