



EUROPE DIRECT

Slavonski Brod

RESPONSIBLE COMMUNICATION IN NEW MEDIA UNIVERSE

Tomislav Levak, mag. cult.

Lecturer at Department of Culture, Media and Management

Academy of Arts and Culture in Osijek, Croatia

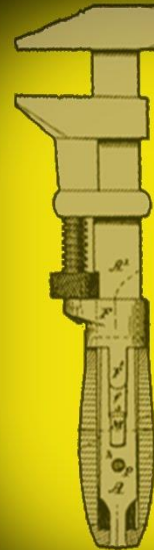


Responsible Communication in the Digital Revolution

Slavonski Brod, 1 June, 2023

RESPONSIBLE COMMUNICATION

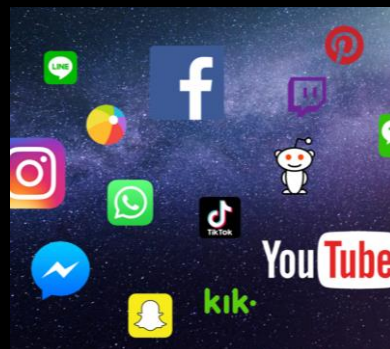
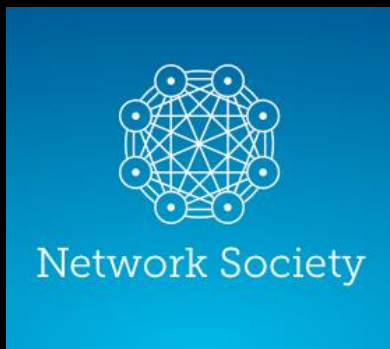
- Responsible communication conveys a message in an ethical and transparent way, with the sole aim of contributing to the well-being of society



Responsible Communication

[We're using Political Correctness wrong. Lets replace it.]

NEW MEDIA AND MEDIA UNIVERSE



- **Lev Manovich (2001):** “in popular view, categories considered **new media** are the Internet, websites, multimedia, computer games, CD-ROMs, DVDs and virtual reality“
- today this also includes: digital television, social networks, communication platforms, mobile apps, etc.
- **Manuel Castells:** NETWORK SOCIETY (1996)
INTERNET GALAXY (2003)

NEGATIVE PHENOMENONS IN THE MEDIA AND THE PUBLIC COMMUNICATION

- **INSULTING, EMBARRASSING**
- **HATE SPEECH** - "all forms of expression that spread, encourage, promote or justify racial hatred, xenophobia, anti-Semitism and other forms of hatred based on intolerance, including intolerance expressed by aggressive nationalism and ethnocentrism, discrimination or hostility towards minorities, immigrants or to people of immigrant origin" (Council of Europe) - **VERBAL AND NON-VERBAL COMPONENT**
- **STEREOTYPES, PREJUDICES, DISCRIMINATION**
- **ELECTRONIC ABUSE (CYBERBULLYING)** - situations when a child or teenager is exposed to an attack by another child, teenager or group of children, via the Internet or mobile phone (cyber-technology) - both the perpetrator(s) and the victim(s) are often children and/ or minors
- **FAKE NEWS / DISINFORMATION**
- **VIOLATION OF PRIVACY - BIG DATA!**

INTERNET TROLLS AND HATERS

- **Internet (online) trolls** are people who deliberately leave provocative, inflammatory or offensive comments or messages on the Internet, often unrelated to the topic of the conversation, in order to attract attention, cause trouble or upset someone
- Trolling is the intentional frequent spreading of provocative comments with the aim of provoking a verbal conflict
- The word **hater** comes from the English word hate
- Accordingly, **haters** are those people who unconditionally hate the content and people they come across on the Internet
- **Don't let yourself be "caught" by the bait of a troll or hater!**

PRODUCTION OF DISINFORMATION AND FAKE NEWS



- **in the focus of the general public:** Brexit (2016); Donald Trump campaign in US presidential election (2016); the Russian-Ukrainian conflict (from 2014)
- the problem escalated quickly and the relevant structures were not ready
- popular term in the public – ***fake news***

CHARACTERISTICS AND DIFFERENCES

- Council of Europe Report (September 2017):
- **"INFORMATION DISORDER: Toward an interdisciplinary framework for research and policy making"**
- The three types of **information disorder**:
 1. **Dis-information** – information that is false and **deliberately** created to harm a person, social group, organization or country
 2. **Mis-information** - information that is false, but not created with the intention of causing harm
 3. **Mal-information** – information that is based on reality, used to inflict harm on a person, social group, organization or country

PRODUCTION AND SPREADING OF DISINFORMATION – LARGE CURRENT PROBLEM



- DEVELOPMENT OF NEW DIGITAL MEDIA
- CHANGE IN MODES OF COMMUNICATION – “PROSUMERS”
- GLOBALIZATION
- GENERAL DECLINE OF TRUST IN SOCIAL INSTITUTIONS
- INCREASE IN PREFERENCE FOR CONSPIRACY THEORIES

- one of the consequences – quicker and easier spreading of disinformation and unconfirmed news

DISINFORMATION AND NEW MEDIA

Kucharski (2016): Rumors, like strains of disease, develop and spread in a favorable environment, and opinions, like infections, are transmitted through social contacts



Edelman Trust Barometer (2017): People increasingly prefer friends and contacts on the Internet as sources of news and truth

DISINFORMATION AND NEW MEDIA

Many citizens use social networks and communication platforms as sources of news

Reuters Institute Digital News Report for 2019: over half of our combined sample (55%) prefer to access news through search engines, social media, or news aggregators, where large tech companies typically deploy algorithms rather than editors to select and rank stories

DreamGrow (July 2022): a steady increase in the number of users of social networks and communication platforms

DETECTING DISINFORMATION AND FAKE NEWS



HOW TO SPOT FAKE NEWS



CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.



CHECK THE DATE

Reposting old news stories doesn't mean they're relevant to current events.



IS IT A JOKE?

If it is too outlandish, it might be satire. Research the site and author to be sure.



CHECK YOUR BIASES

Consider if your own beliefs could affect your judgement.



ASK THE EXPERTS

Ask a librarian, or consult a fact-checking site.



FIGHTING DISINFORMATION

- computer algorithms for recognition, deletion, blocking and prevention

FIGHTING DISINFORMATION



- the return to traditional ethical and professional values in journalism
- journalists and editors – “*gatekeepers*” once again?
- **FAKE NEWS** – last chance for journalism?

FIGHTING DISINFORMATION

- increasing the number of conferences and scientific studies devoted to this issue
- creating new media and legal regulatory frameworks
- creating guidelines to prevent this problem – increasing level of media literacy and critical thinking



media
L I T E R A C Y

The logo for Media Literacy is contained within a rounded rectangular box with a green border. The word "media" is written in a white, lowercase, serif font. A small blue square with the European Union flag (a circle of twelve gold stars) is positioned above the letter 'i'. Below "media", the word "LITERACY" is written in a bold, uppercase, sans-serif font, with each letter in a different color: L (pink), I (green), T (orange), E (dark green), R (purple), A (blue), C (yellow), and Y (red).

MEDIA LITERACY

- the ability and capacity to access, use, analyze, understand, critically evaluate and create new media content
- there are three dimensions of media literacy:
 - 1. technical competencies
 - 2. skills
 - 3. practicing critical thinking and content production



PHOTO, AUDIO AND VIDEO MONTAGES

- Edited photos and videos are used as one of the main weapons in the production and spread of disinformation and fake news
- Today, efficient computer tools for photo editing are available to almost all users, and better and more perfect mobile applications are constantly appearing
- One of the more recent examples is so-called **deepfake**
- **Don't take photos or recordings for granted!**

“THE SHINING” MOVIE

- Jim Carrey vs. Jack Nicholson
- <https://www.youtube.com/watch?v=ZjhfUvEA5nQ>

DEEPPFAKE

- **Bill Hader impersonates Arnold Schwarzenegger**
- <https://www.youtube.com/watch?v=bPhUhypV27w&t=29s>

TRUE OR FALSE NEWS?

- Title:
“Queen Elisabeth errases the Obamas from Prince Harry’s wedding guest list”
- Webpage:
JustNewsUSA.com
- Author/source: Jordan Hill
- Published:
December 3, 2017



JUST NEWS USA

HOME USA TODAY WORLD NEWS GROUP REQUEST



USA Today

Queen Just Gave Michelle Royal Beatdown After She Tried To Sneak A Spot On Wedding Guest List

December 3, 2017 Jordan Hill Comment(0)

For eight years, Michelle Obama genuinely thought she was a queen and expected to be treated like one. Now that she's a regular citizen, she's having a hard time of letting go of her former status as the (failed) first lady and keeps trying to push her way into every major social scene where she doesn't belong and is apparently not invited.

LET'S PLAY!

- <https://www.goviralgame.com/en>

GO VIRAL!

**A 5-MINUTE GAME THAT HELPS PROTECT
YOU AGAINST COVID-19 MISINFORMATION**

THANK YOU FOR YOUR ATTENTION!



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