Fake News, Algorithmen und Filterblasen: Journalismus und Öffentlichkeit im Zeitalter der Digitalisierung

Christian Stöcker, @ChrisStoecker
(HAW Hamburg)

Präsentation erstellt in Zusammenarbeit mit **Konrad Lischka**, Bertelsmannstiftung

Intermediäre?

Intermediäre sind relevant für die Meinungsbildung, aber nicht entscheidend.

weit verbreitet:
57% der Onliner informieren sich am Tag bei Intermediären übers Zeitgeschehen.

aber weiter unten:
51% der Onliner nennen TV ihre Hauptquelle für Nachrichten.
6% soziale Medien.

Ecke, O. 2016
Hölig, S., & Hasebrink, 2016

Was ist Relevanz?

Nachrichtenfaktoren (nach Weischenberg, 2001)

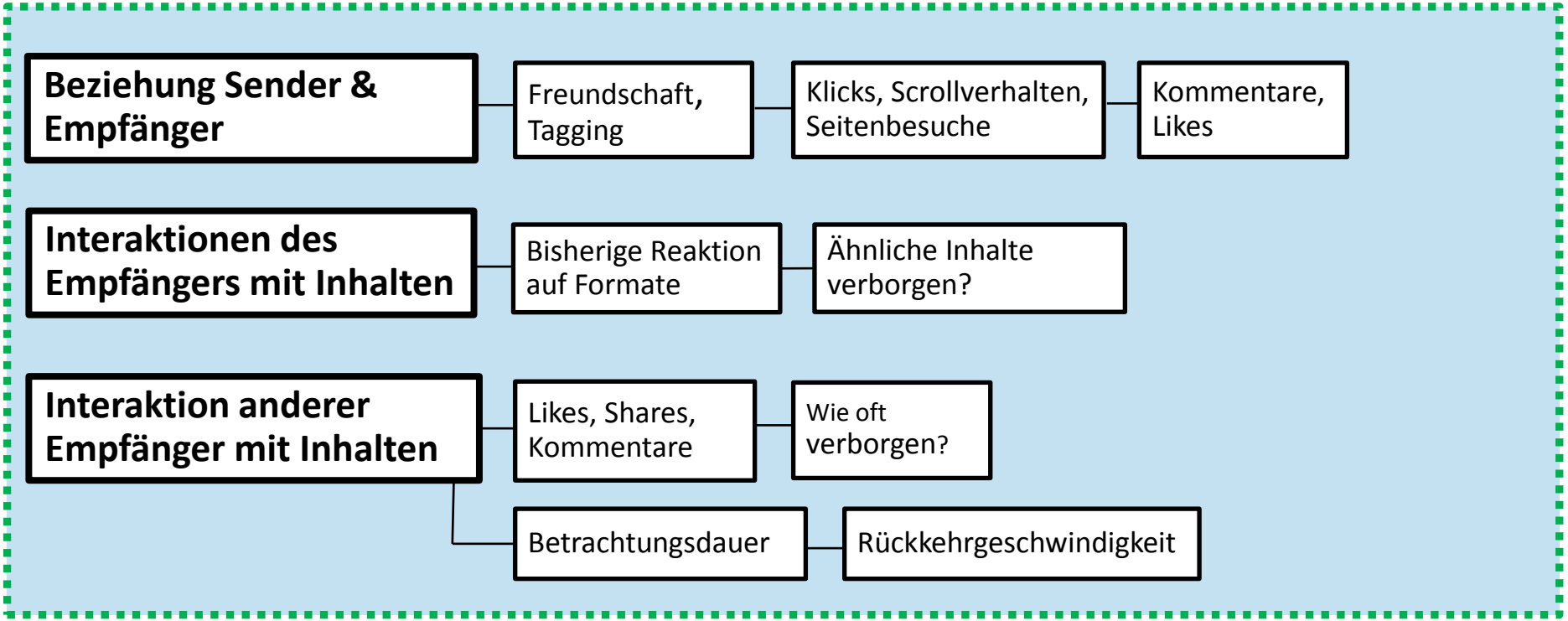
Bedeutung:

- Ausmaß: **direkte Folgen** eines Ereignisses
- Konsequenzen: **Reichweite** eines Ereignisses

Publikumsinteresse:

- Nähe: **Ort** des Ereignisses und **seine Bedeutung** für das Ereignis (räumliche und psychologische Nähe)
- **Prominenz**: Bekanntheitsgrad einbezogener Personen
- Aktualität: **Neuigkeitswert**
- Human Interest: **menschliche und emotionale Aspekte** eines Ereignisses

Signalauswahl exemplarisch:
Facebook wertet aus, wie Menschen reagieren



Aber: Automatische, impulsive Reaktionen von Menschen sind unzuverlässige Signale für Relevanz und Wahrheit.

Schnelles Denken, langsames Denken

System 1:

- automatisch
- schnell
- weitgehend mühelos
- ohne willentliche Steuerung

Beispiel: Feindseligkeit in einer Stimme erkennen

System 2:

- mühevoll/anstrengend
- bewusst
- logisch denkend
- hat Überzeugungen
- kontrolliert Denken und Handeln

Beispiel: Steuererklärung machen

(Nach Kahneman, 2012)

Die Macht der Plattformen

Plattform-Design beeinflusst menschliches Verhalten. Das Verhalten werten Plattformen aus.

“We find that the introduction of the 'People You May Know' feature locally nearly doubled the average number of edges added daily.”

(Malik & Pfeffer, 2016)

„At Facebook, we run over a thousand experiments each day.“

(Bakshy, 2014)

Es zählt nur, was man sieht

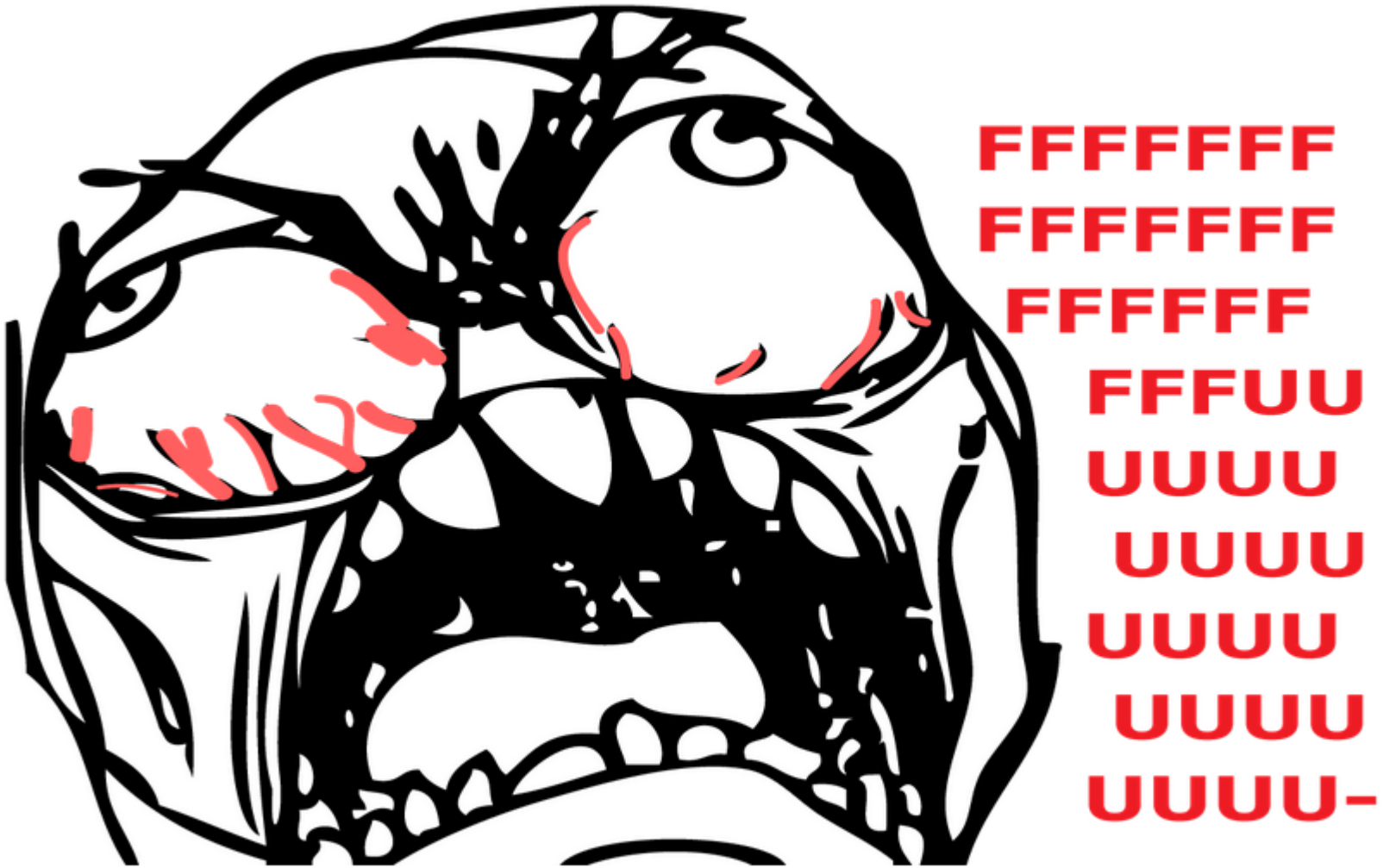
Darstellung externer Quellen auf Plattformen kann die einzige Grundlage für Diskussionen sein.

“Our results show that sharing content and actually reading it are poorly correlated.”

“People form an opinion based on a summary, or summary of summaries, without making the effort to go deeper.”

Gabielkov, Ramachandran, Chaintreau, Legout (2016)

Emotion bringt Reichweite



Emotional negativ aufgeladene Beiträge provozieren mehr Reaktionen

“We found that while negative emotions articulated in Wall posts make them more likely to receive more comments, the opposite is true for posts featuring positive emotions.”

“Emotionally charged Twitter messages tend to be retweeted more often and more quickly compared to neutral ones.“

Stieglitz, S., & Dang-Xuan, L. (2012).
Stieglitz, S., & Dang-Xuan, L. (2013)

★ ★ ★ AN INDEPENDENT VOICE FOR FREEDOM ★ ★ ★

AMERICA FIRST - AMERICA ONLY

ALIEN INVASION!

„Fake News“?

Alliance members have unearthed information on the existence of extraterrestrial oppressors in Europe. Part serpent, part assassin, this new breed of menace has set its sights on our women and children, ready to eradicate America as we know it. If we don't wise up to this harrowing situation, then the space mutants will surely enslave us all... or worse.

THIS IS THE END OF LIFE AS WE KNOW IT!

Scores of Alliance members have been working tirelessly on their SRPA.net terminals to keep us informed as to the presence of these creatures in Europe. That makes it official: they're coming here next and the War Department is preparing to fight these [illegible] vermin on our shores.

Will Schulz Umerziehu
Anhänger?
blog.halle-leaks.de

Gabriel findet Mord an Maria stati

Maas billigt **Kinderehen** – Solang sich das Kind nicht beschwert Save

halle-leaks.de - More from this domain

FACEBOOK ENGAGEMENTS

111.3K

DEIN T-SHIRTZSHOP:

SHIRTZSHOP OUTLET –

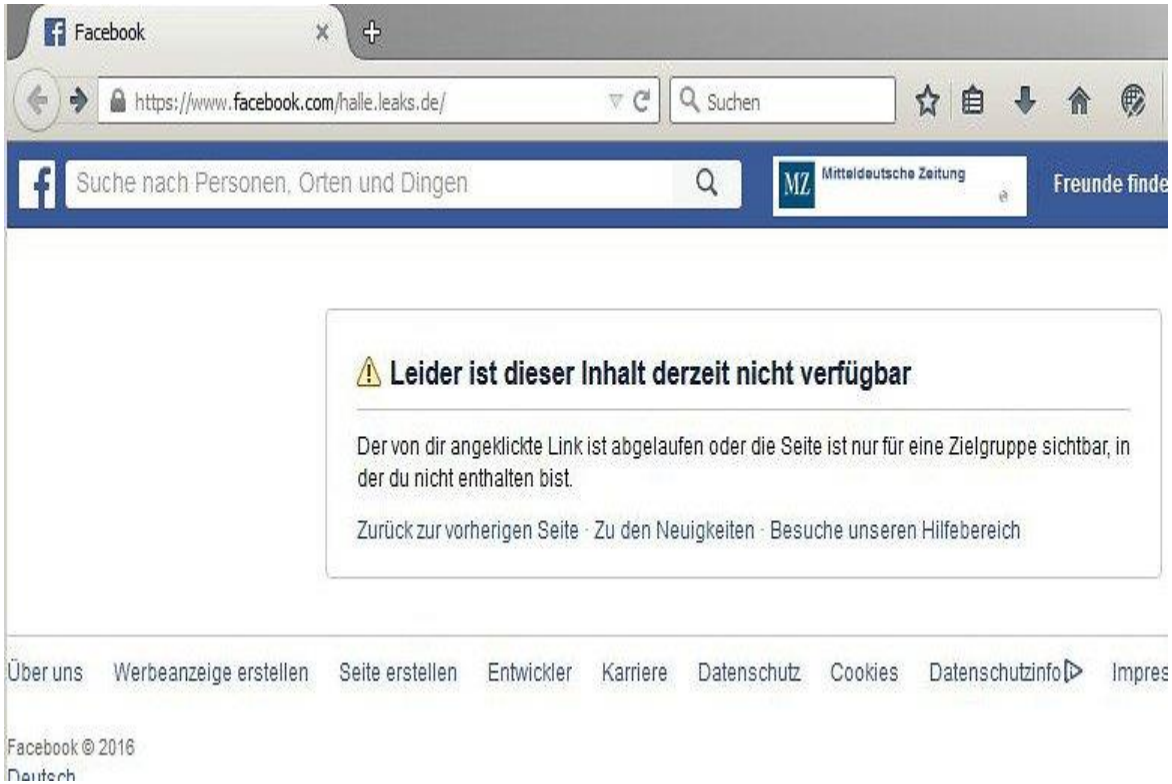
SHIRTS FÜR 6,66 €

Folgt Halle-Leaks auch auf unserer aktuellen **Facebook-Präsenz (HIER klicken)** und auf **V-Kontakte (HIER klicken)**. Facebook wird immer mal durch die Maas-Gesinnungs-Polizei gelöscht. Also schaut, ob Ihr noch die **aktuelle Seite** geliked habt. Und ladet Eure Freunde dazu ein.

pssst, shirtzshop outlet mit 10.000 T-Shirts für je 6,66 €... Vor Weihnachten fix sein!

50 WIKINGER-SHIRT-MOTIVE

FOLG UNS AUF FACEBOOK


Facebook
https://www.facebook.com/halle.leaks.de/
Suchen
Suche nach Personen, Orten und Dingen
MZ Mitteldeutsche Zeitung
Freunde finde
Leider ist dieser Inhalt derzeit nicht verfügbar
Der von dir angeklickte Link ist abgelaufen oder die Seite ist nur für eine Zielgruppe sichtbar, in der du nicht enthalten bist.
Zurück zur vorherigen Seite · Zu den Neuigkeiten · Besuche unseren Hilfebereich
Über uns
Werbeanzeige erstellen
Seite erstellen
Entwickler
Karriere
Datenschutz
Cookies
Datenschutzinfo
Impres
Facebook © 2016
Deutsch

Halle.leaks.06
Community · 3,069 like this
Shop Now Like

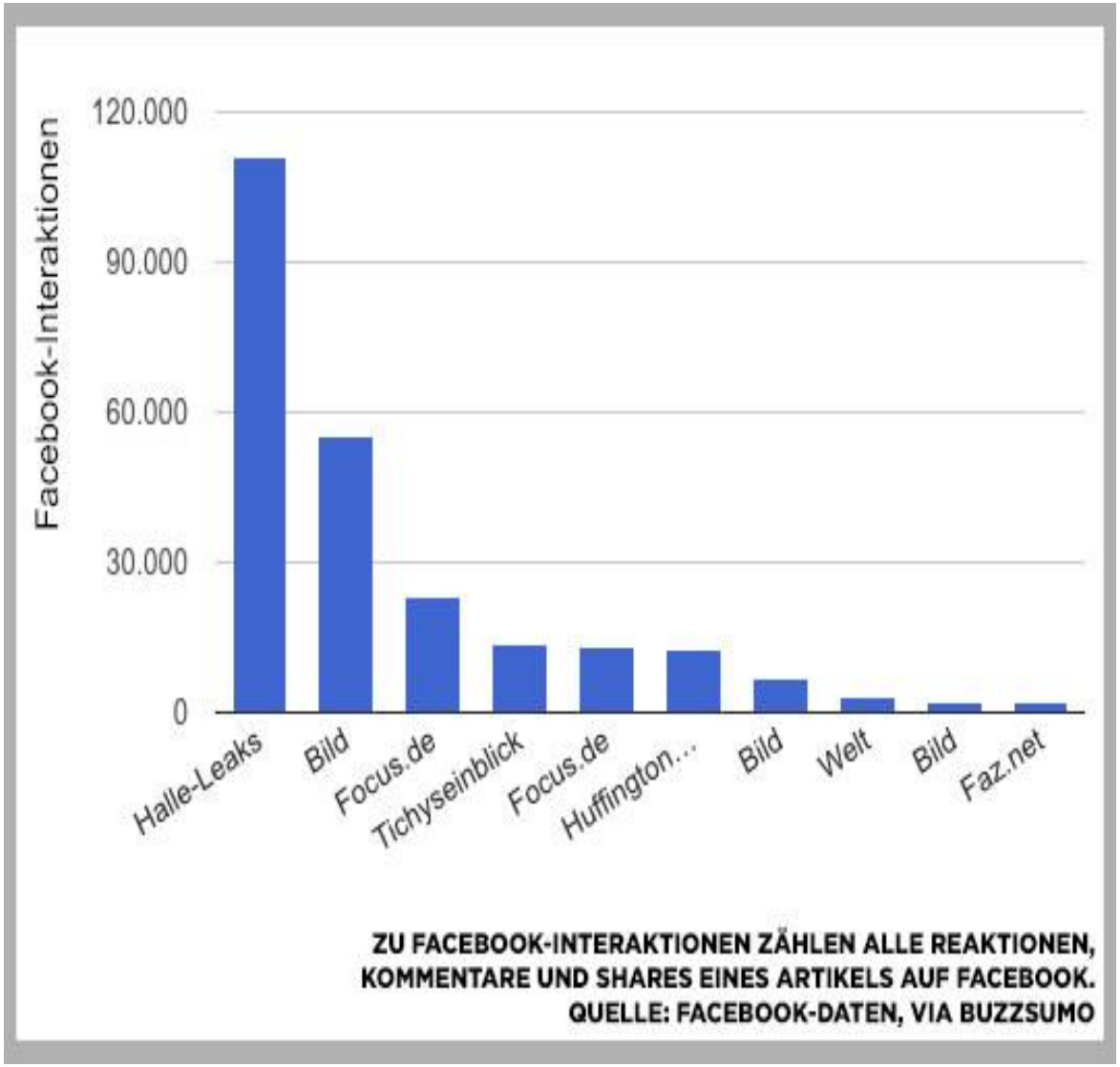
Halle-Leaks
Cause · 123 like this
Bei der Montagsdemo scheisse erzählen und sich zum Idioten mac...
Message Like

Halle.leaks.07
Community · 1,320 like this
Like

WasteLeaks Halle - Saale
Community · 70 like this
WasteLeaks Halle - Saale setzt sich aktiv gegen Lebensmittelversc...
Message Like

Halle.leaks.08
Community
Message Like

Stand: März 2017



Quelle: Buzzfeed Deutschland

Quelle: Buzzfeed US

“In Macedonia the economy is very weak and teenagers are not allowed to work, so we need to find creative ways to make some money. I’m a musician but I can’t afford music gear. Here in Macedonia the revenue from a small site is enough to afford many things.”

Top 5 Fake Election Stories by Facebook Engagement

(three months before election)

"Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement" *(960,000, Ending the Fed)*

"WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS... Then Drops Another BOMBSHELL! Breaking News" *(789,000, The Political Insider)*

"IT'S OVER: Hillary's ISIS Email Just Leaked & It's Worse Than Anyone Could Have Imagined" *(754,000, Ending the Fed)*

"Just Read the Law: Hillary Is Disqualified From Holding Any Federal Office" *(701,000, Ending the Fed)*

"FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide" *(567,000, Denver Guardian)*

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

Verzerrte Kognitionen

Verfügbarkeitsheuristik: Woran man sich leicht erinnert, das scheint wichtiger, häufiger.

"People tend to assess the relative importance of issues by the ease with which they are retrieved from memory – and this is largely determined by the extent of coverage in the media.“

(Kahneman, 2013)

Quelle: Bundesarchiv, Bild 183-55802-0001 / Hesse, Rudolf / CC-BY-SA 3.0 [CC BY-SA 3.0 Wikimedia Commons

Confirmation Bias und kognitive Dissonanz: Was nicht passt, wird passend gemacht

„There has been considerable interest among cognitive and social psychologists in the idea that people tend to hang on to their favored hypotheses with unwarranted tenacity and confidence. This tendency has been referred to as perseverance of beliefs, hypothesis preservation, and confirmation bias."

(Klayman, 1995)

„This theory centers around the idea that if a person knows various things that are not psychologically consistent with one another, he will, in variety of ways, try to make them more consistent."

(Festinger, 1962)

Kurz: Geht es um die demokratische Öffentlichkeit, ist System 1 nicht unser Freund

„Contrary to the rules of philosophers of science, who advise testing hypotheses by trying to refute them, people (and scientists, quite often) seek data that are likely to be compatible with the beliefs they currently hold. **The confirmatory bias of System 1 favors uncritical acceptance of suggestions and exaggeration of the likelihood of extreme and improbable events**."

(Kahneman, 2012)

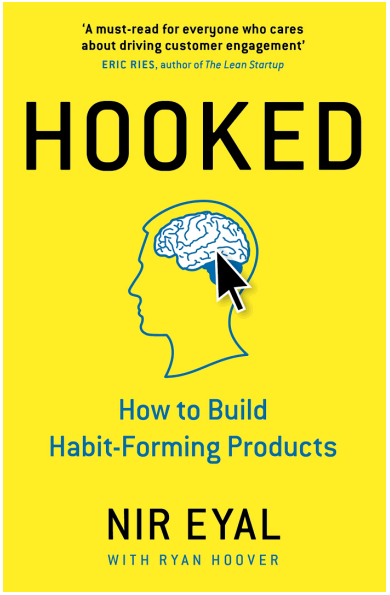
„Captology“ oder die Wissenschaft der digitalen Verhaltensmanipulation

Das Ziel: Verhalten ohne Nachdenken so wahrscheinlich wie irgend möglich zu machen

“As recent history of the web demonstrates, the ease or difficulty of doing a particular action affects the likelihood that a behavior will occur. To successfully simplify a product, we must remove obstacles that stand in the user’s way.”

“To initiate action, <u>doing must be easier than thinking.</u> The more effort – either physical or mental – required to perform the desired action, the less likely it ist to occur.”

(Eyal, 2014)



"In my view, the evolution of persuasive technology systems shlould not be left to accident or to market forces alone."

(Fogg, 2003)

Bots oder – welche
Reichweite
ist wirklich echt?

Bots sind dafür optimiert, scheinbare Reichweite zu erzeugen.

„The bots try to hide their bot-identity; by being interesting to normal users whilst promoting topics via pushing hashtags and retweeting selected Tweets.“

„They follow abstract rules like ‚take a popular tweet and add the following hashtags.‘“

(Hegelich & Janetzko, 2016)

Quelle: Chris 73 / Wikimedia Commons cc-by-sa 3.0

Sie machen sich wichtig und erzeugen imaginäres Interesse für bestimmte Inhalte.

“This is a (non-comprehensive) list of the capabilities that they provide:

- Search Twitter for phrases/hashtags/keywords and automatically retweet them
- Automatically reply to tweets that meet a certain criteria
- Automatically follow any users that tweet something with a specific phrase/hashtag/keyword
- Automatically follow back any users that have followed the bot
- Automatically follow any users that follow a specified user
- Automatically add users tweeting about something to public lists
- **Search Google (and other engines) for articles/news according to specific criteria and post them, or link them in automatic replies to other users**
- Automatically aggregating public sentiment on certain topics of discussion
- Buffer and post tweets automatically.“

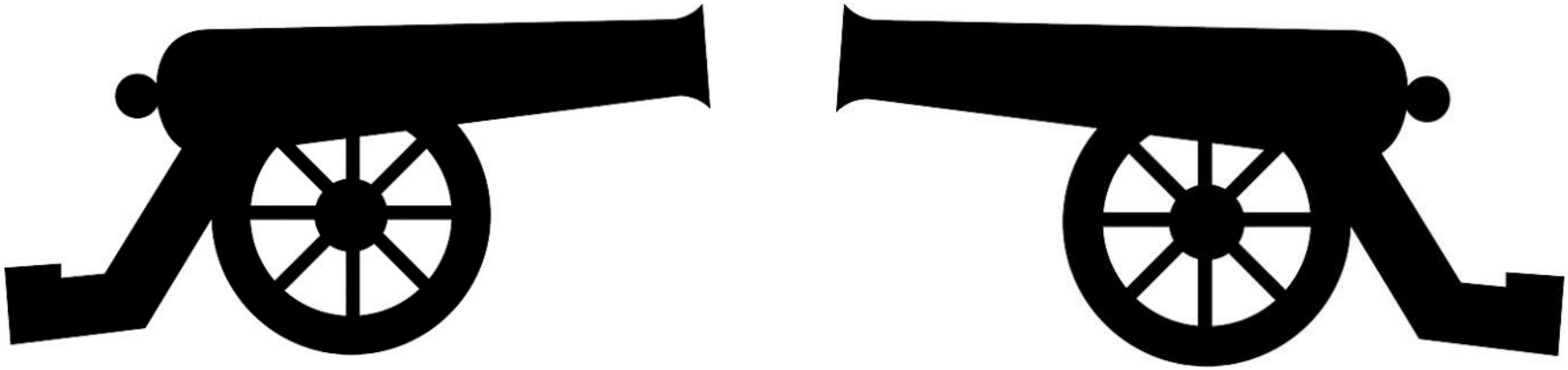
(Bessi & Ferrara, 2016)

Es sind ziemlich viele.

„By adopting state-of-the-art detection techniques developed by our group in the past, we estimated that about **400,000 bots** are engaged in the political discussion about the Presidential election, responsible for roughly **3.8 million tweets**, about one-fifth of the entire conversation.”

(Bessi & Ferrara, 2016)

Polarisierung und Radikalisierung



Polarisierung hängt von den gesellschaftlichen und politischen Rahmenbedingungen ab.

„The effect of personalised news on **polarisation is conditional on the political system.“**

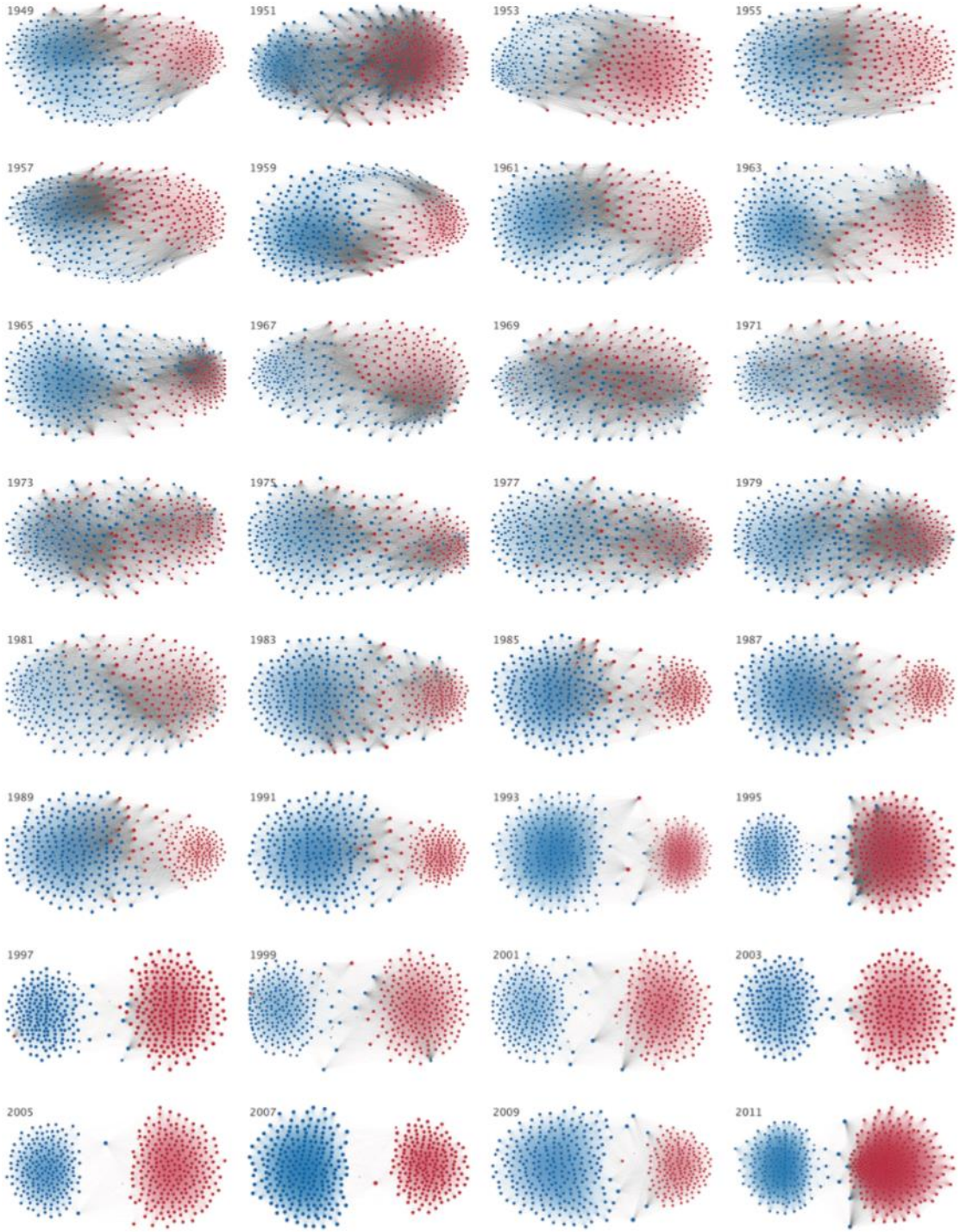
(Borgesius u. a., 2016)

„No matter how we sliced the data—either at the level of individuals or news stories — **the results demonstrate that Fox News is the dominant news source for conservatives**.”

(Iyengar & Hahn, 2009)

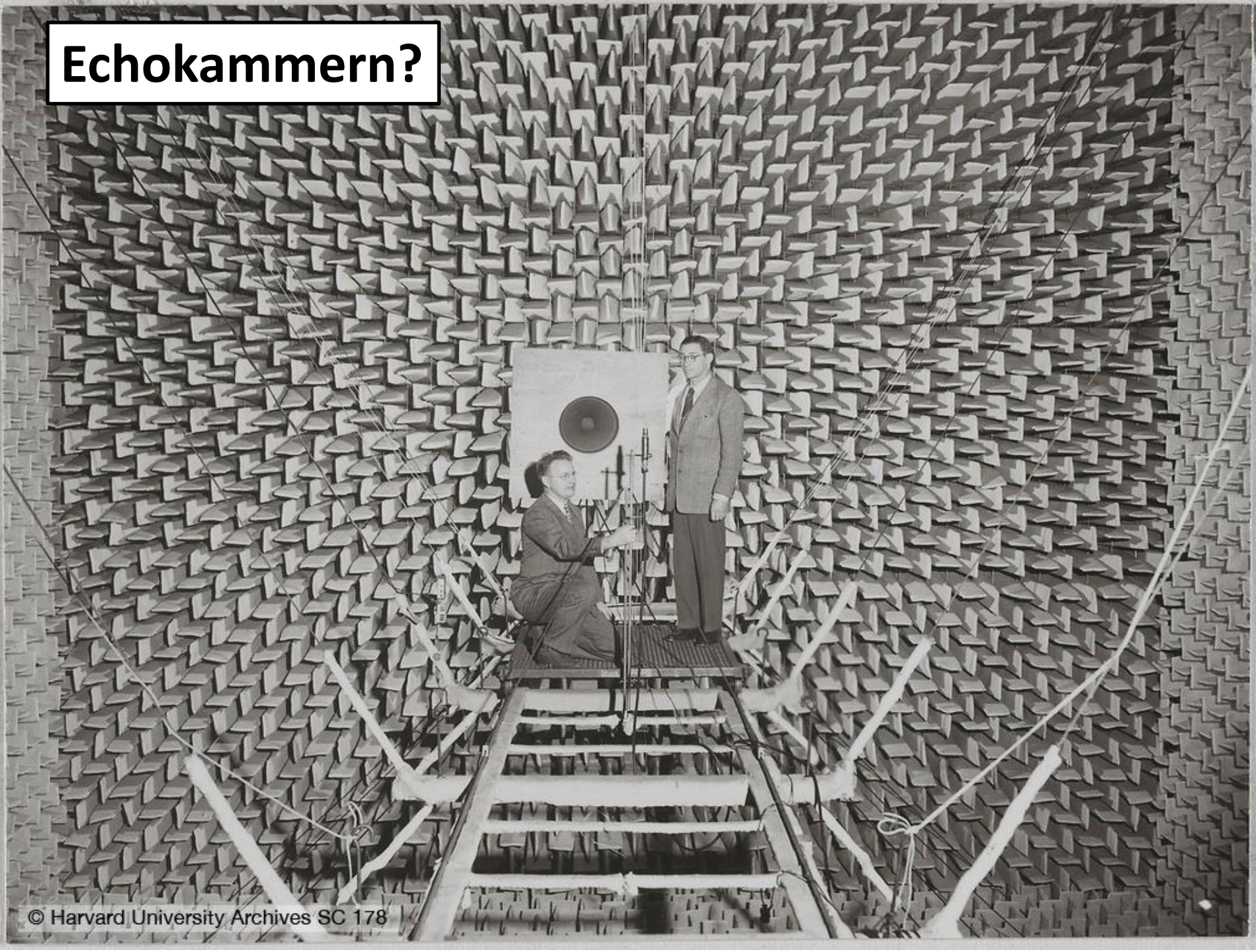
“In the contemporary American political environment, **there is evidence of increasing hostility across party lines**, which has been attributed to a variety of factors, including candidates’ reliance on negative campaigning and the availability of news sources with a clear partisan preference.”

(Iyengar & Westwood, 2015)



(Andris u.a., 2015)

Echokammern?

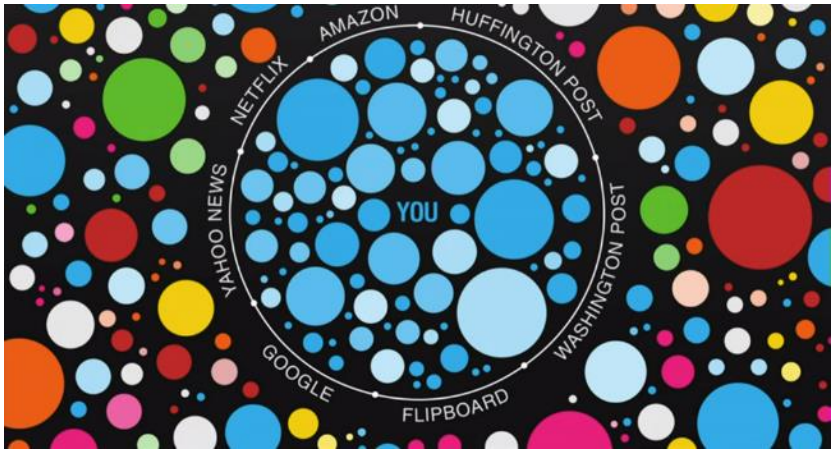


© Harvard University Archives SC 178

Facebooks Forscher und die Filterblase

„Despite the differences in what individuals consume across ideological lines, our work suggests that individuals are exposed to more cross-cutting discourse in social media than they would be under the digital reality *envisioned by some*."

(Gemeint ist Eli Parisers **"Filter Bubble")**



„The risk ratio comparing the probability of seeing cross-cutting content relative to ideologically consistent content is 5% for conservatives and 8% for liberals."

(Bakshy u.a., 2015)

Echokammern?

„We showed that **articles found via social media or web-search engines are indeed associated with higher ideological segregation** than those an individual reads by directly visiting news sites. However, **we also found**, somewhat counterintuitively, **that these channels are associated with greater exposure to opposing perspectives**. Finally, we showed that **the vast majority** of online news consumption mimicked traditional offline reading habits, with **individuals directly visiting the home pages of their favorite, typically mainstream, news outlets**. We thus uncovered **evidence for both sides of the debate**, while also finding that the magnitude of the effects is relatively modest.“

(Flaxman u. a. 2016)

Echokammern?

„In any case,however, our results are directionally consistent with worries that social media increases segregation. We further find that search engines are associated with the highest levels of segregation among the four channels we investigate.“

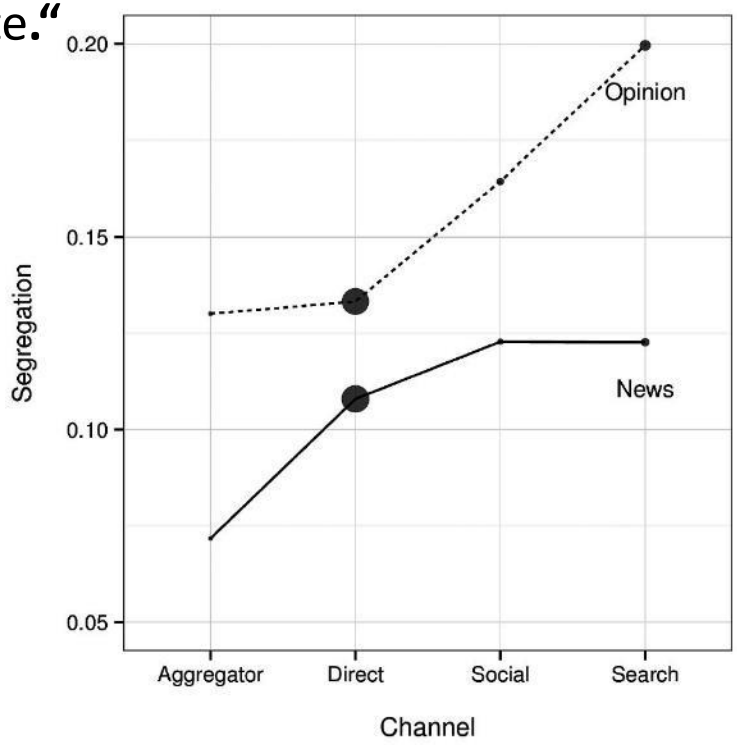


Figure 3. Estimates of Ideological Segregation across Consumption Channels. Point sizes indicate traffic fraction, normalized separately within the news and opinion lines.

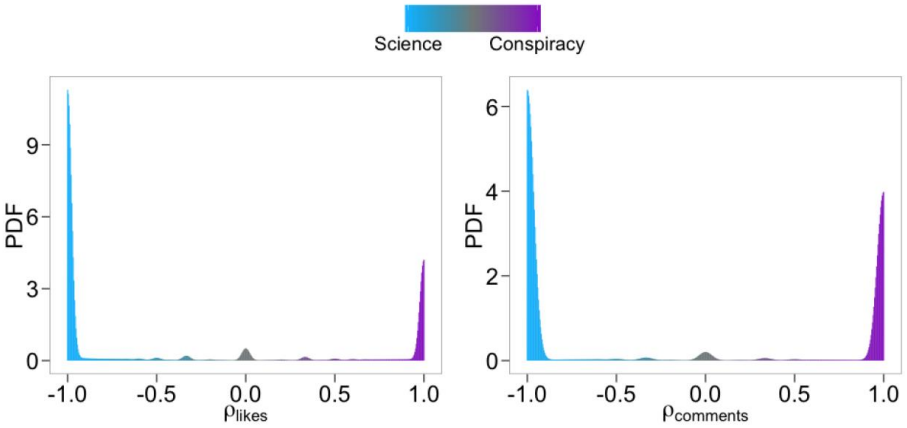
(Flaxman u. a. 2016)

„78 percent of users get the majority of their news from a single publication, and 94 percent get a majority from at most two sources.”

Ist das Internet schuld?

"We find that the increase in **polarization is largest among the groups least likely to use the internet** and social media."

(Boxell et al 2017)

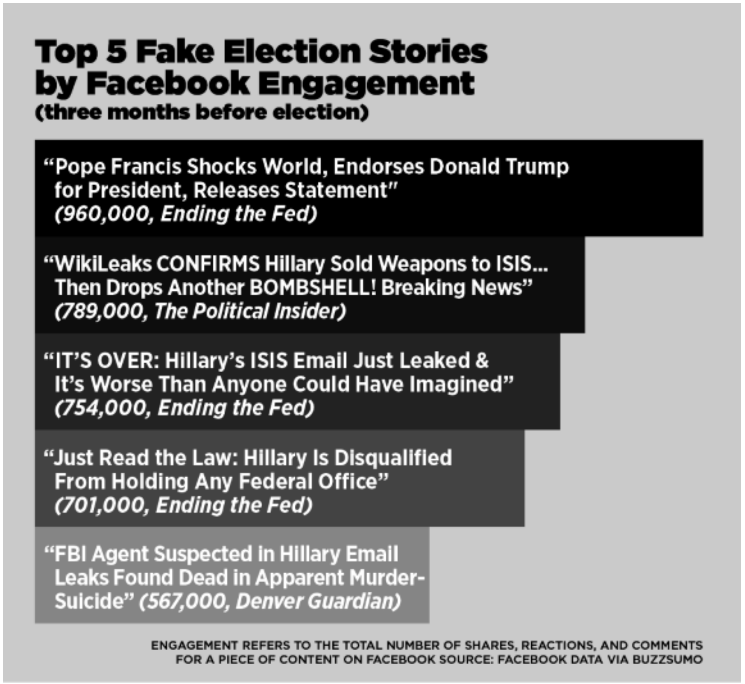


(Aus: Zollo u.a., 2015)

"Users tend to aggregate in communities of interest, which causes reinforcement and fosters confirmation bias, segregation, and polarization. This comes at the expense of the quality of the information and leads to proliferation of biased narratives fomented by unsubstantiated rumors, mistrust, and paranoia. According to these settings **algorithmic solutions do not seem to be the best options in breaking such a symmetry.**"

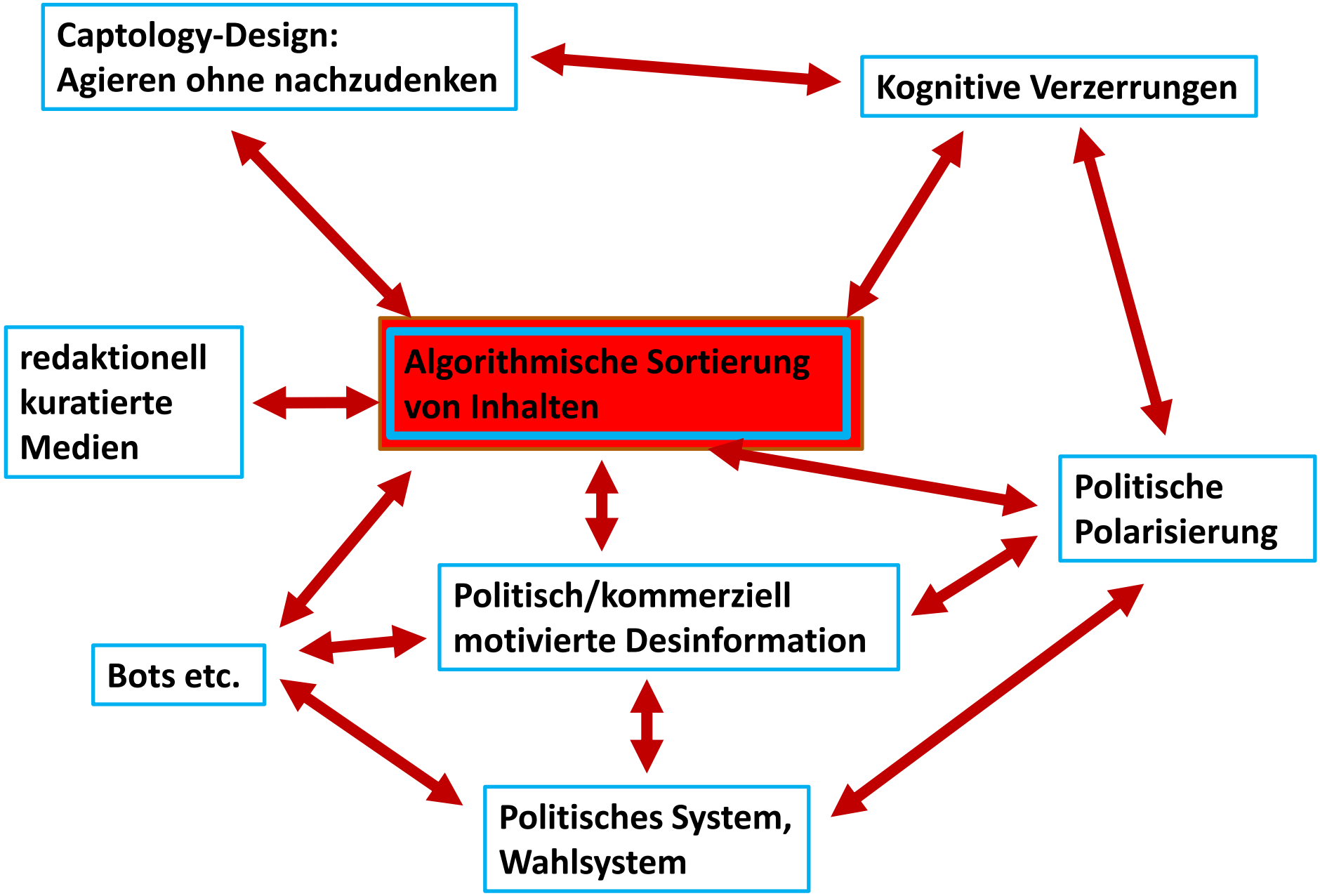
(Vicario u.a. 2016)

Wechselwirkungen überall oder: It‘s complicated



Fragen:

- Wer hat das geteilt?
- Und warum?
- Wer hat es tatsächlich gelesen?
- Wieviele Shares und Likes stammen von Bots?
- Wieviele menschliche Nutzer haben das zu sehen bekommen, weil der Algorithmus die Signale von Nichtlesern und Bots als Relevanzsignale deutet?
- Bei wie vielen Nutzern ist davon etwas hängengeblieben?
- Bei wie vielen Nutzern hat das einen Einfluss auf ihre politische Haltung gehabt?
- Hat daran jemand verdient?


Captology-Design:
Agieren ohne nachzudenken
Kognitive Verzerrungen
redaktionell
kuratierte
Medien
Algorithmische Sortierung
von Inhalten
Politische
Polarisierung
Politisch/kommerziell
motivierte Desinformation
Bots etc.
Politisches System,
Wahlsystem

HAW HAMBURG

Danke fürs Zuhören!

Christian Stöcker: @chrisstoecker
christan.stoecker@haw-hamburg.de

Quellen:

https://gist.github.com/klischka/e366d91e32979d92c0272ea4c7bfadb9