



AI4Debunk

The **Rise** of **Misinformation** and **Fake News** and the Future of News and Media.

Chris van Vleuten & John Wallbrink

Utrecht, Netherlands - October 22, 2024

1938



Radio Listeners in Panic, Taking War Drama as Fact Many Flee Homes to Escape 'Gas Raid From Mars'—Phone Calls Swamp Police at Broadcast of Wells Fantasy

A wave of mass hysteria seized thousands of radio listeners throughout the nation between 8:15 and 9:30 o'clock last night when a broadcast of a dramatization of H. G. Wells's fantasy, "The War of the Worlds," led thousands to believe that an interplanetary conflict had started with invading Martians spreading wide death and destruction in New Jersey and New

and radio stations here and in other cities of the United States and Canada asking advice on protective measures against the raids. The program was produced by Mr. Welles and the Mercury Theatre on the Air over station WABC and the Columbia Broadcasting System's coast-to-coast network, from 8 to 9 o'clock.

Welles (Orson) + Wells ***** tor What Did NOT Happen



The New York Times

Entered as Second-Class Matter,
Postoffice, New York, N. Y.

Copyright, 1938, by The New York Times Company.

NEW YORK, MONDAY, OCTOBER 31, 1938.

Radio Listeners in Panic, Taking War Drama as Fact Many Flee Homes to Escape 'Gas Raid From Mars'—Phone Calls Swamp Police at Broadcast of Wells Fantasy

MEAD STANDS PAT AS A NEW DEALER IN BID FOR SENATE

Democratic Candidate Opposes
Any Except Minor Changes in
Labor and Security Laws

UPHOLDS THEORY OF TVA
Wants Budget Balanced, but
Not if This Means 'Misery,'

A wave of mass hysteria seized thousands of radio listeners throughout the nation between 8:15 and 9:30 o'clock last night when a broadcast of a dramatization of H. G. Wells's fantasy, "The War of the Worlds," led thousands to believe that an interplanetary conflict had started with invading Martians spreading wide death and destruction in New Jersey and New

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The radio play, as presented, was

WAR OF THE WORLDS

The original broadcast that panicked the nation!

The Actual Broadcast by The Mercury Theatre on the Air as heard over the Columbia Broadcasting System, October 30, 1938.

The most thrilling drama ever broadcast from the famed HOWARD KOCH script!

FAKE RADIO 'WAR' STIRRS TERROR

ORSON WELLES

Wrote "War of the Worlds" radio pictures, even no-

WAR OF THE WORLDS

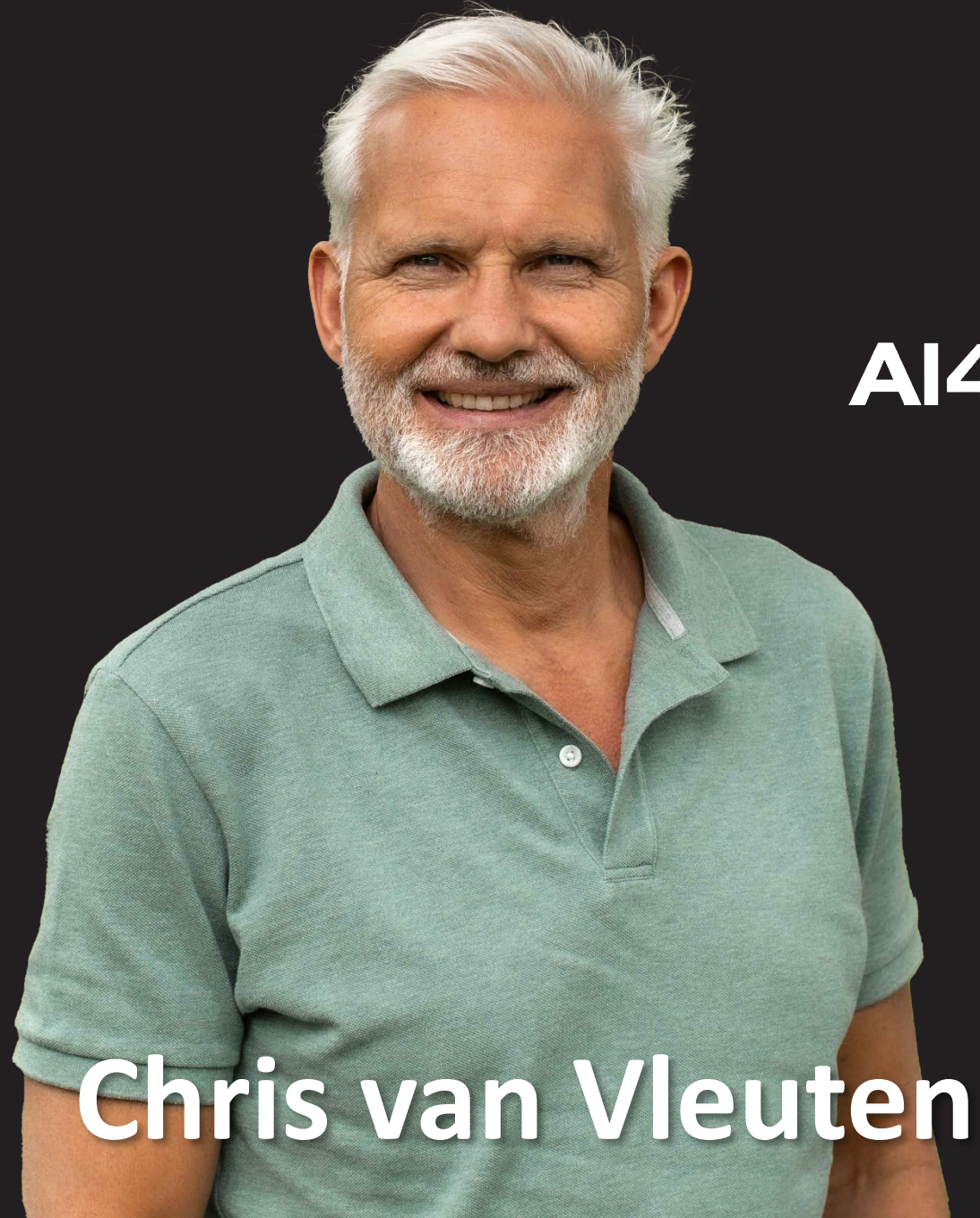
OCTOBER



Later in this presentation, we will cover the **top 5** European countries that have spread the **most** fake news.



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Chris van Vleuten



John Wallbrink



Chris van Vleuten



Chris van Vleuten

- **AI researcher** and trendwatcher



Chris van Vleuten

- AI researcher and trendwatcher
- **Digital media** and leisure industry



Chris van Vleuten

- AI researcher and trendwatcher
- Digital media and leisure industry
- **Public** speaker



Chris van Vleuten

- AI researcher and trendwatcher
- Digital media and leisure industry
- Public speaker
- **Trainer and** facilitator

John Wallbrink



John Wallbrink

- **AI researcher** and trendwatcher





John Wallbrink

- AI researcher and trendwatcher
- **Marketing strategist** in combination with AI



John Wallbrink

- AI researcher and trendwatcher
- Marketing strategist in combination with AI
- **Public speaker** at events and conferences



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- **AI prompting** specialist



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- AI researcher and trendwatcher
- Marketing strategist in combination with AI
- Public speaker at events and conferences
- AI prompting specialist
- **In-company** training and inspiration sessions



SNEAK PEAK



I FOLLOW 30+ SUCCESSFUL MARKETERS AND SALES STRATEGIST WORLDWIDE



Aaron Fletcher



Amy Porterfield



Blake Nubar



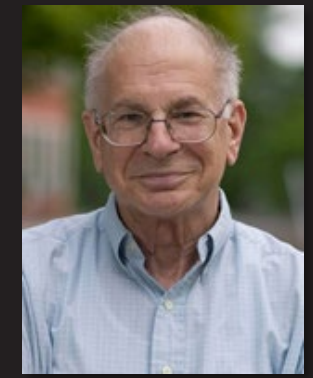
Dan Kennedy



Yara Golden



Ray Edwards



Daniel Kahneman



Xander Sharp



Russel Brunson



Dan Lok



Jim Edwards



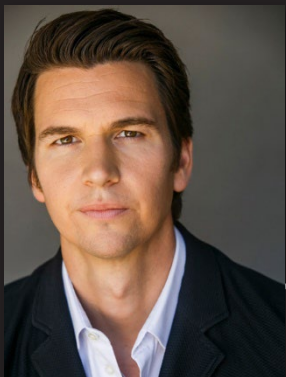
Scott Oldford



Todd Brown



Frank Kern



Ted McGrath



Steve Larsen



Ryan Levesque



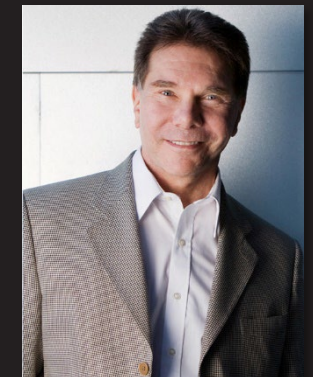
Perry Belcher



Pam Foster



Neil Patel

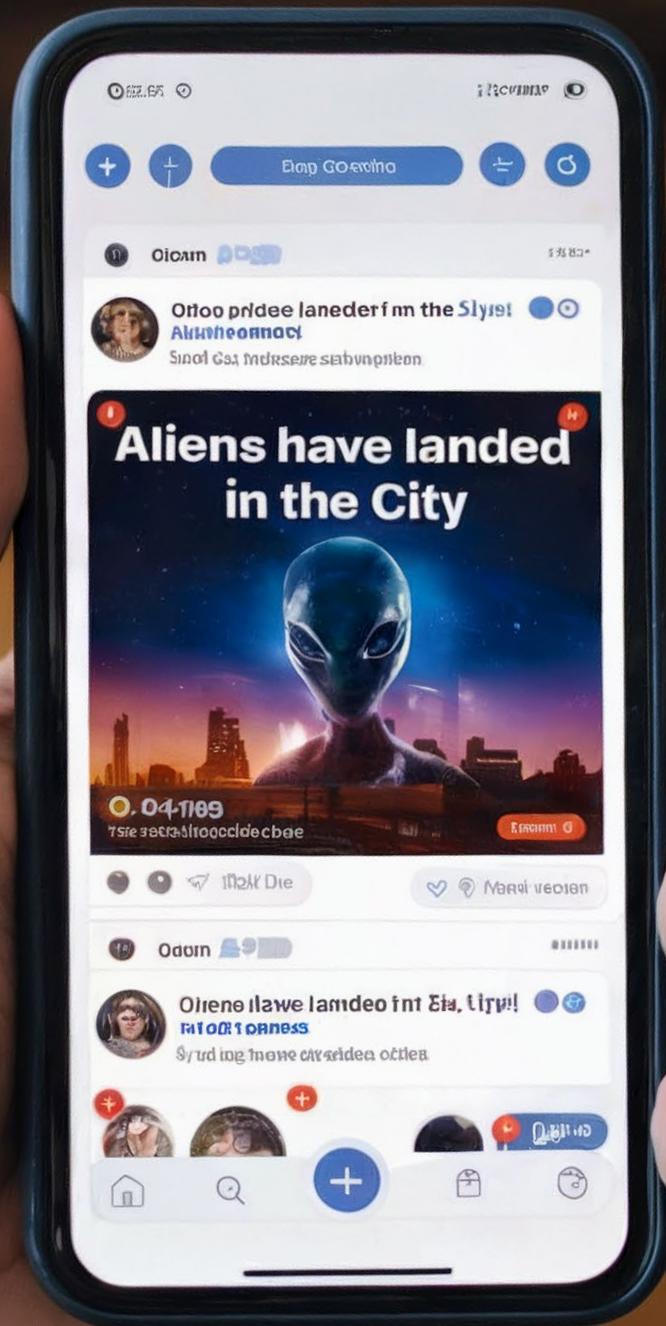


Robert Cialdini



Later in this presentation, we will cover the **top 5** European countries that have spread the **least** fake news.





OH NO, ANOTHER
FAKE NEWS!

EUROPEAN UNION FAKE NEWS TOP 5 IN 12 MONTHS



 AUSTRIA	 GERMANY	 POLAND
 BELGIUM	 GREECE	 PORTUGAL
 BULGARIA	 HUNGARY	 ROMANIA
 CROATIA	 ITALY	 SLOVAKIA
 CYPRUS	 IRELAND	 SLOVENIA
 CZECH	 LATVIA	 SPAIN
 DENMARK	 LITHUANIA	 SWEDEN
 ESTONIA	 LUXEMBOURG	 UNITED KINGDOM
 FINLAND	 MALTA	
 FRANCE	 NETHERLANDS	



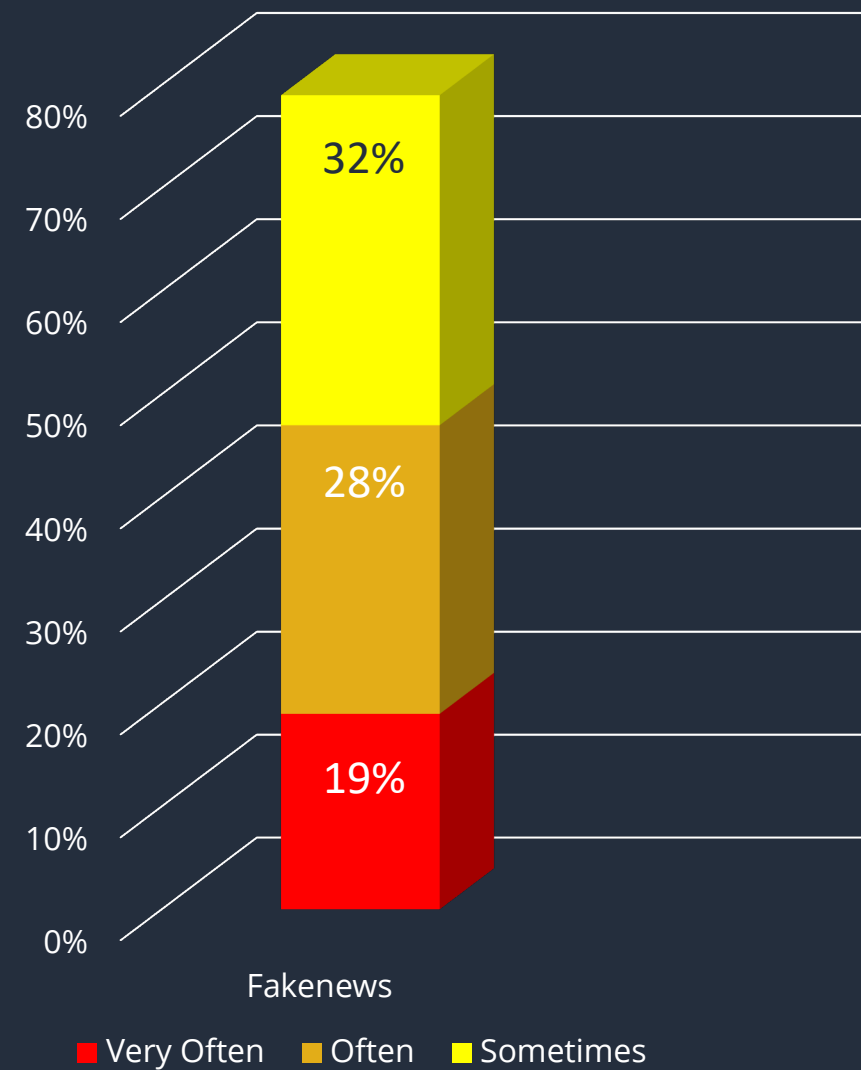
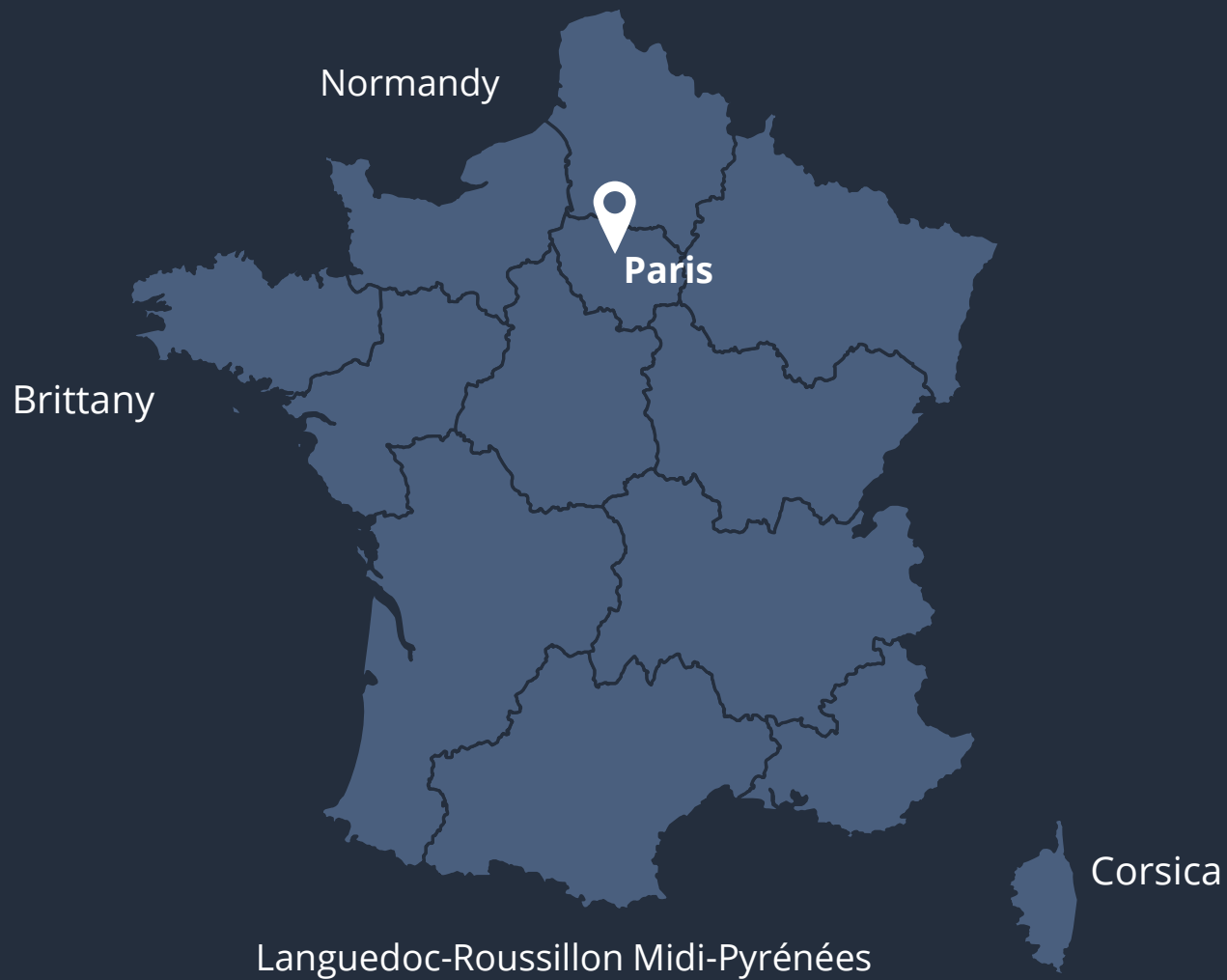


The **top 5** European countries that
have spread the **most** fake news.

5.



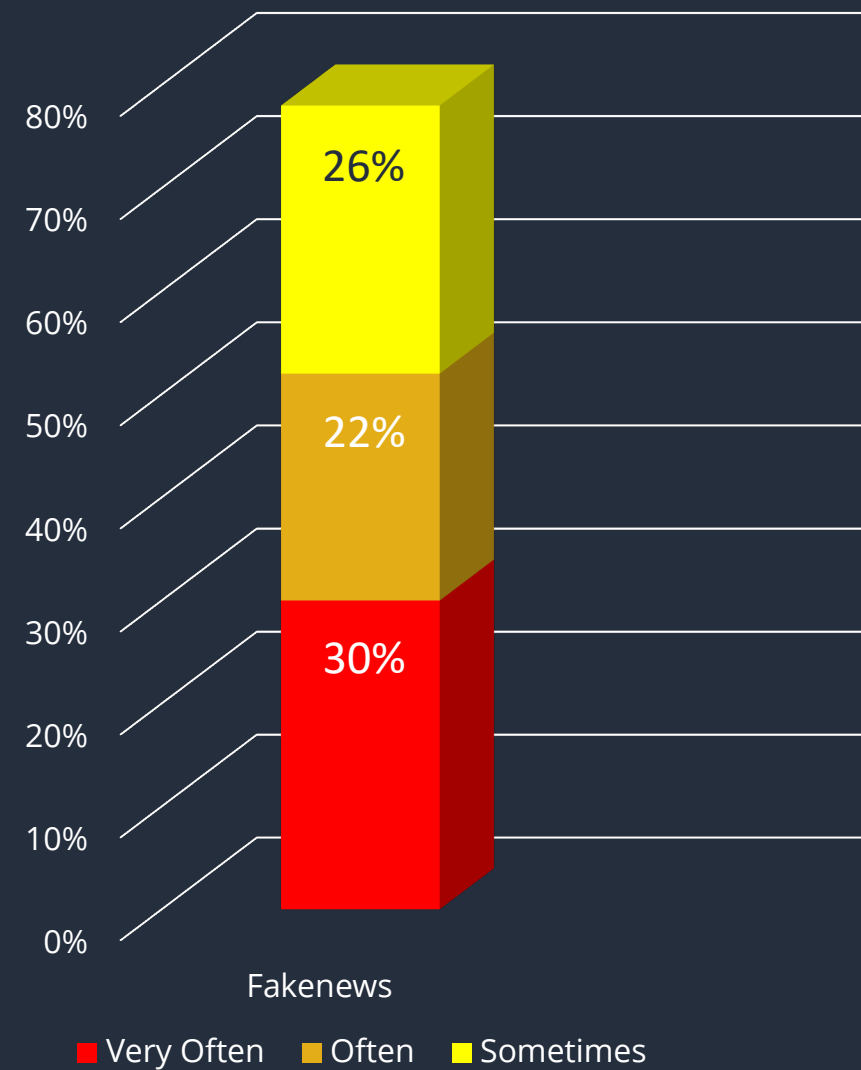
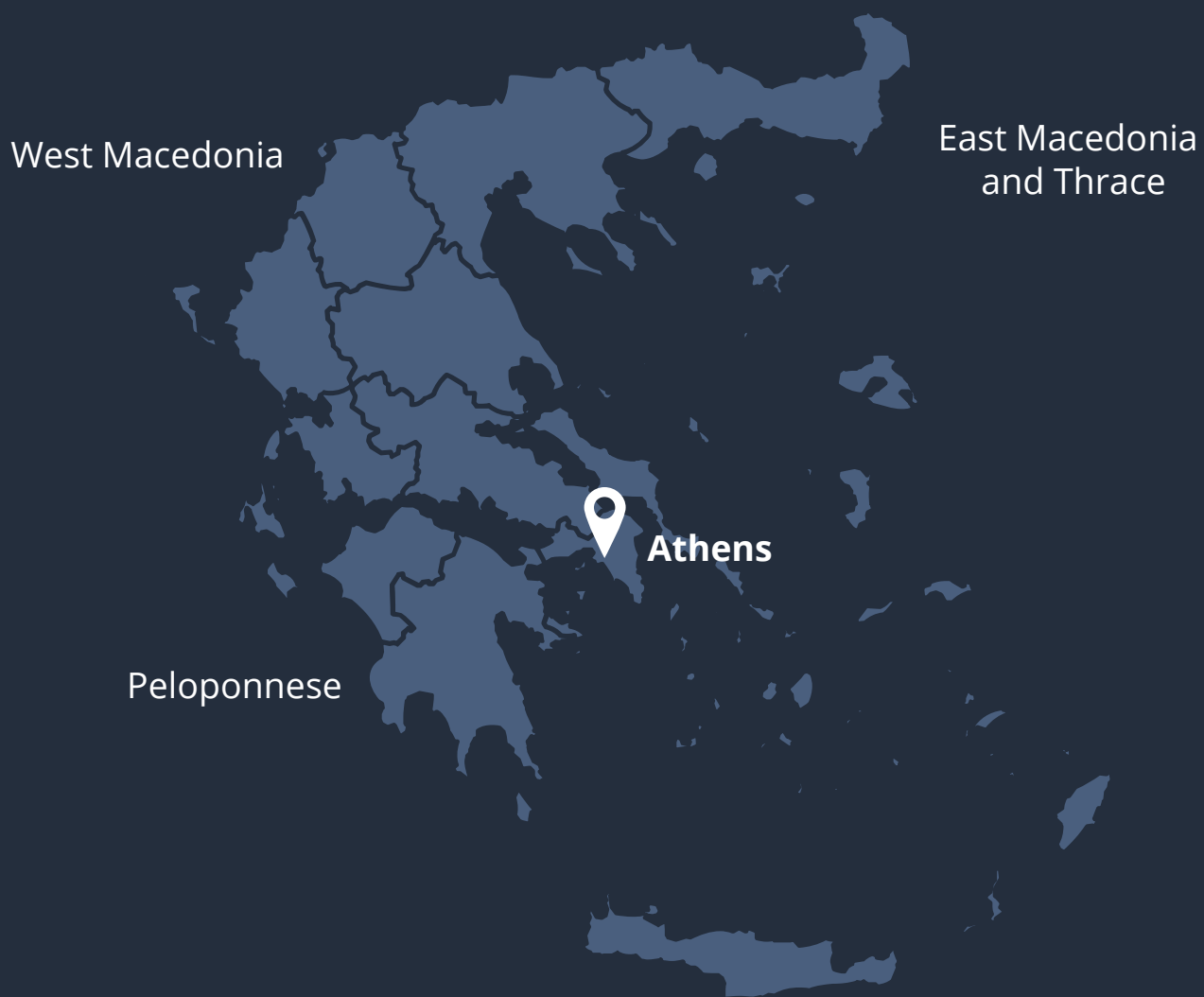
FRANCE



4.



GREECE





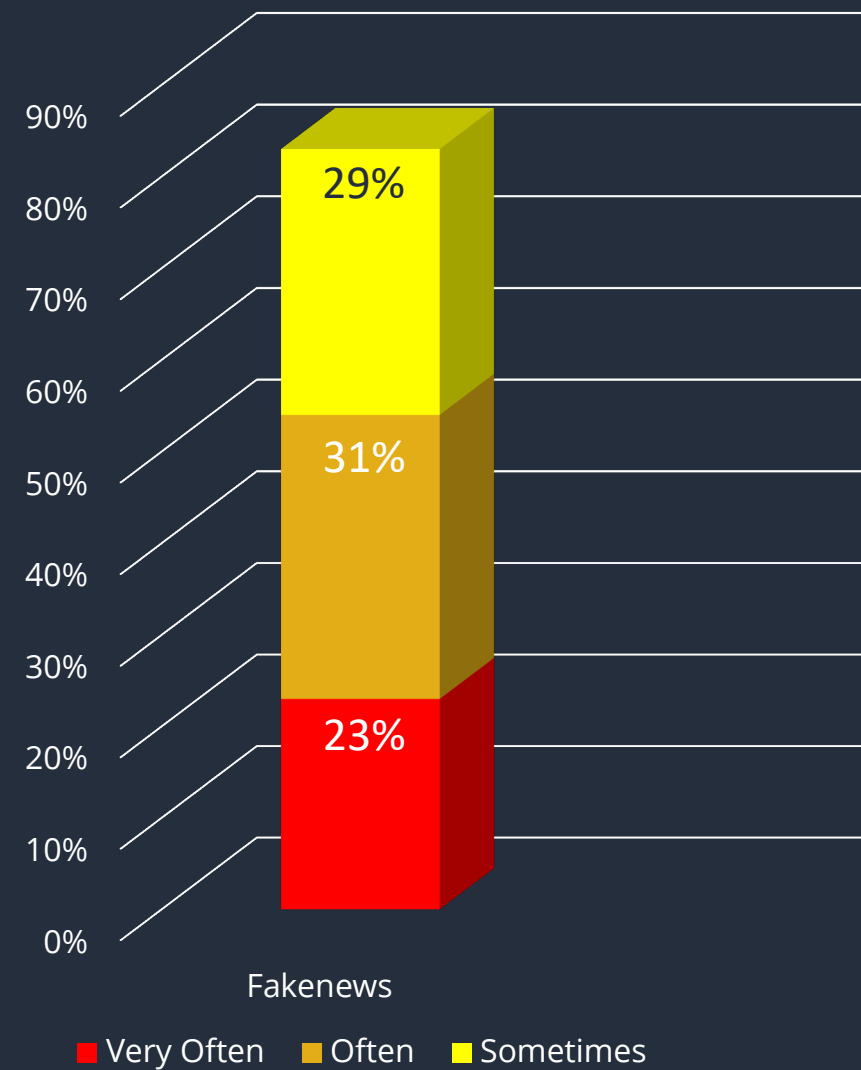
In a moment, we will cover the **top 5**
European countries that have spread
the **least** fake news.



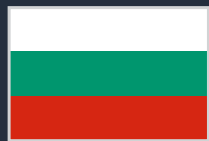
3.



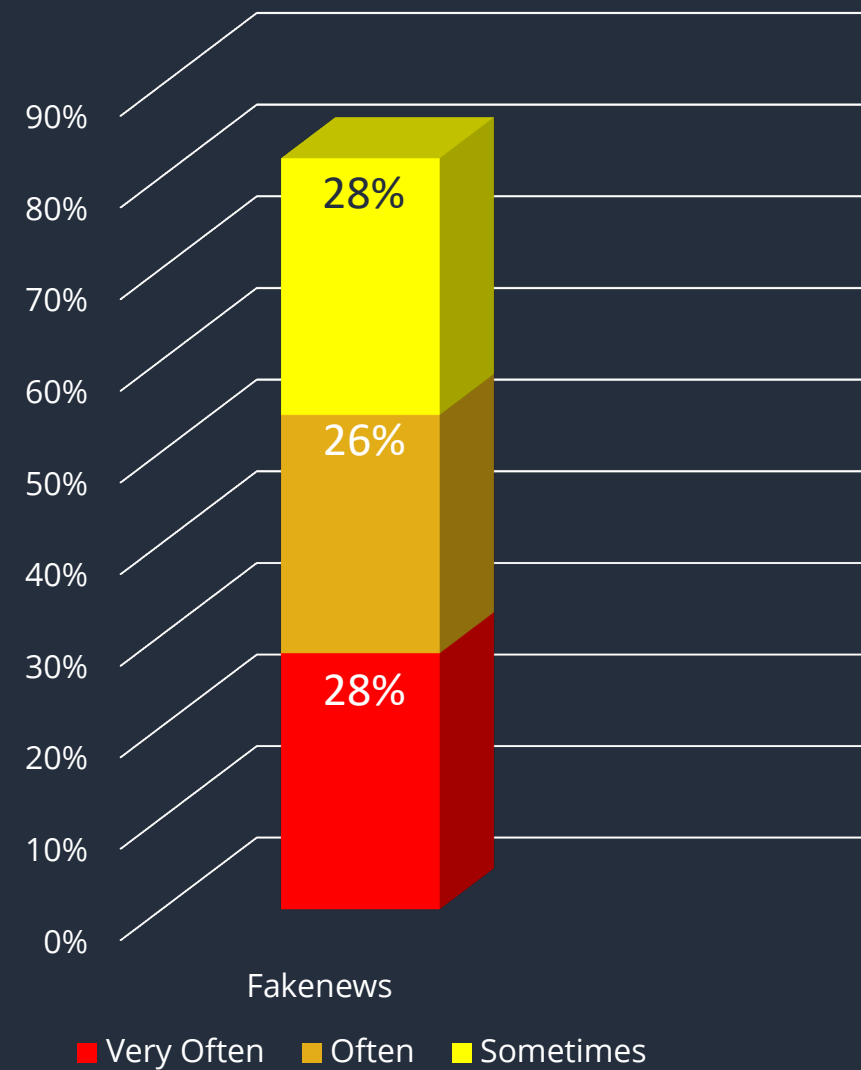
SPAIN



2.



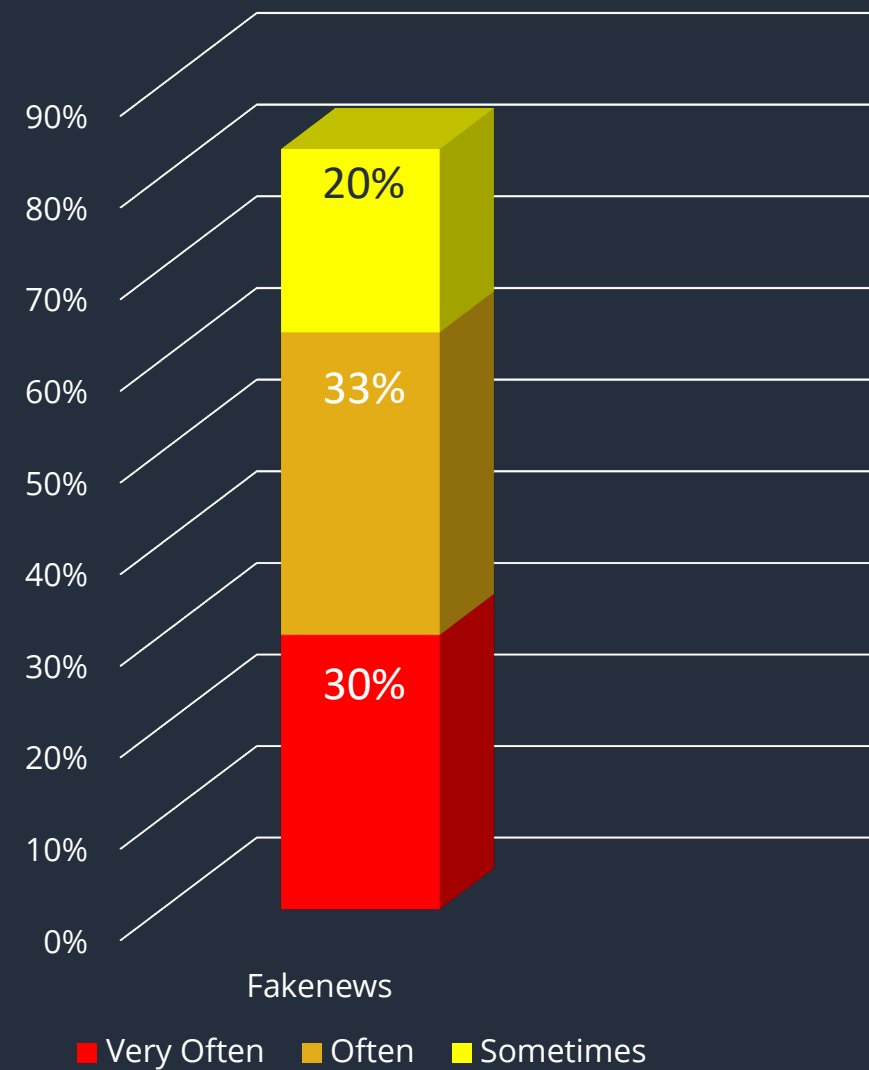
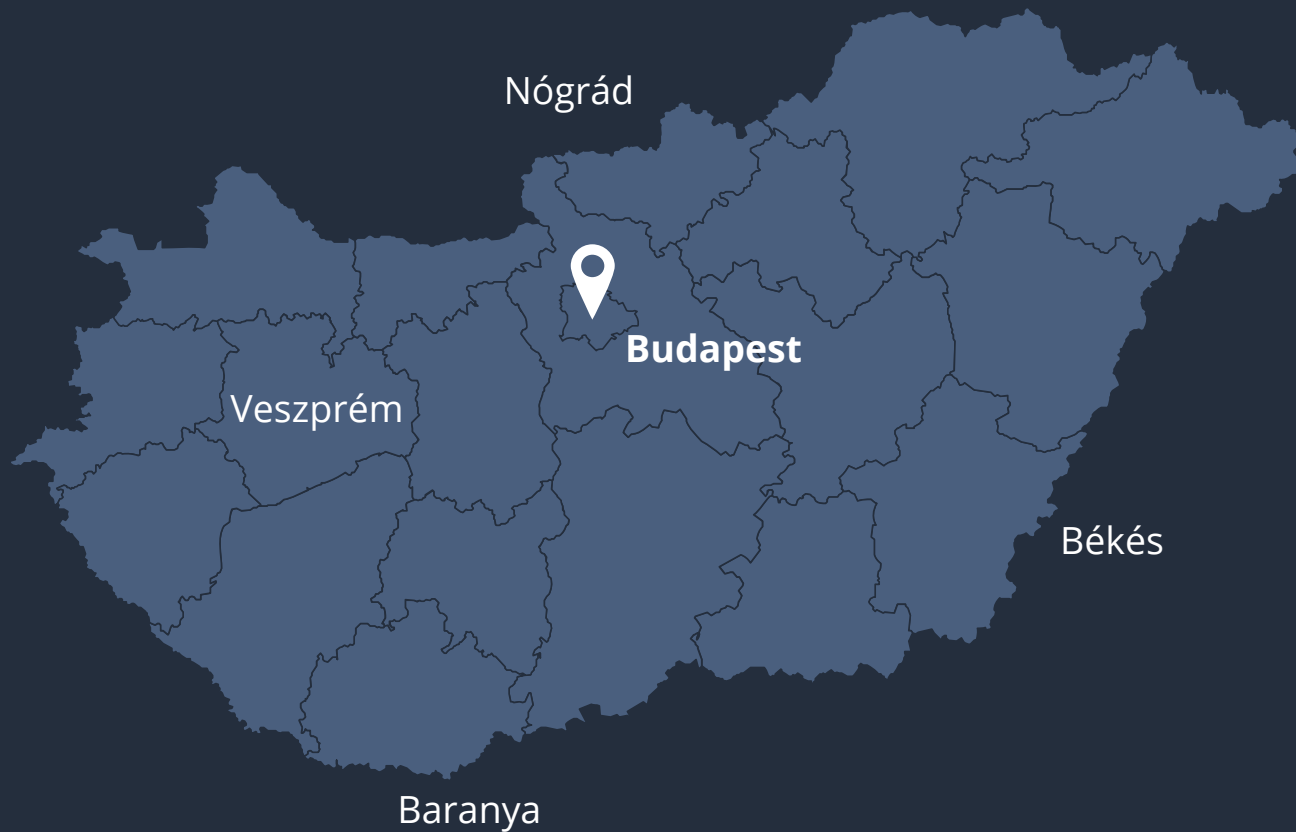
BULGARY



1.



HUNGARY



A dark, stylized map of Europe serves as the background for the text.

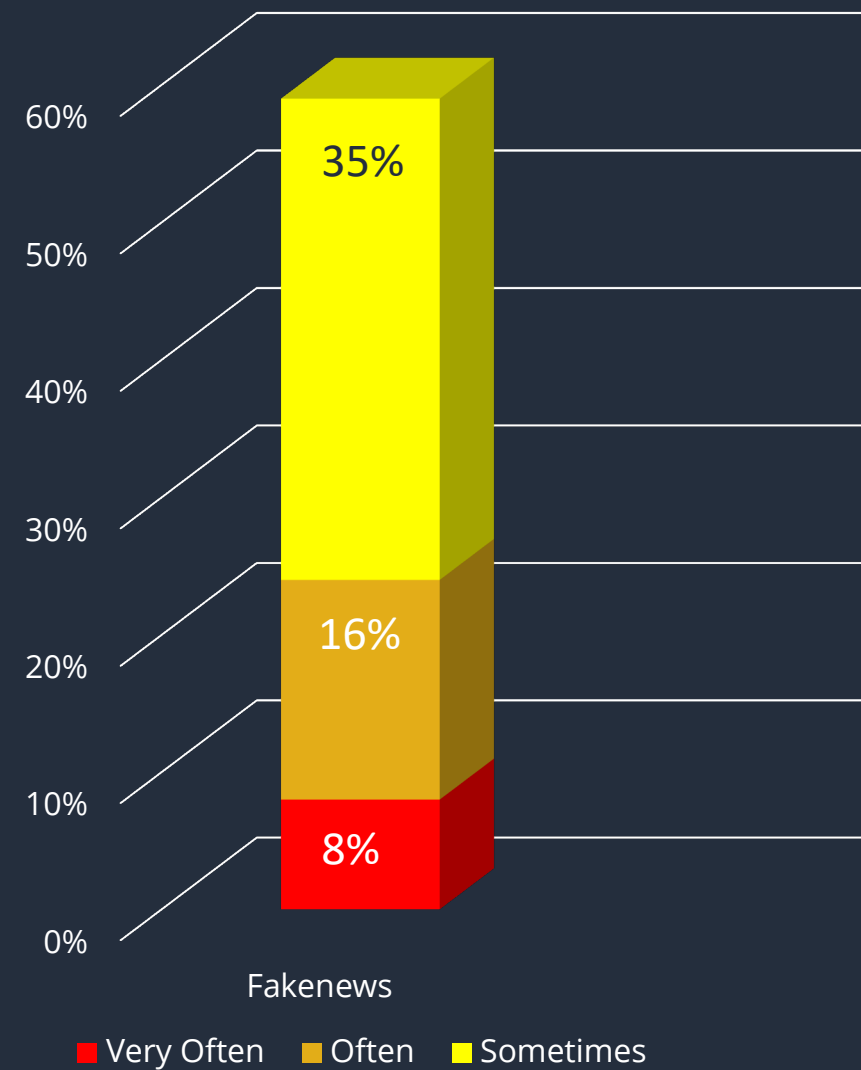
The **top 5** European countries that
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5.



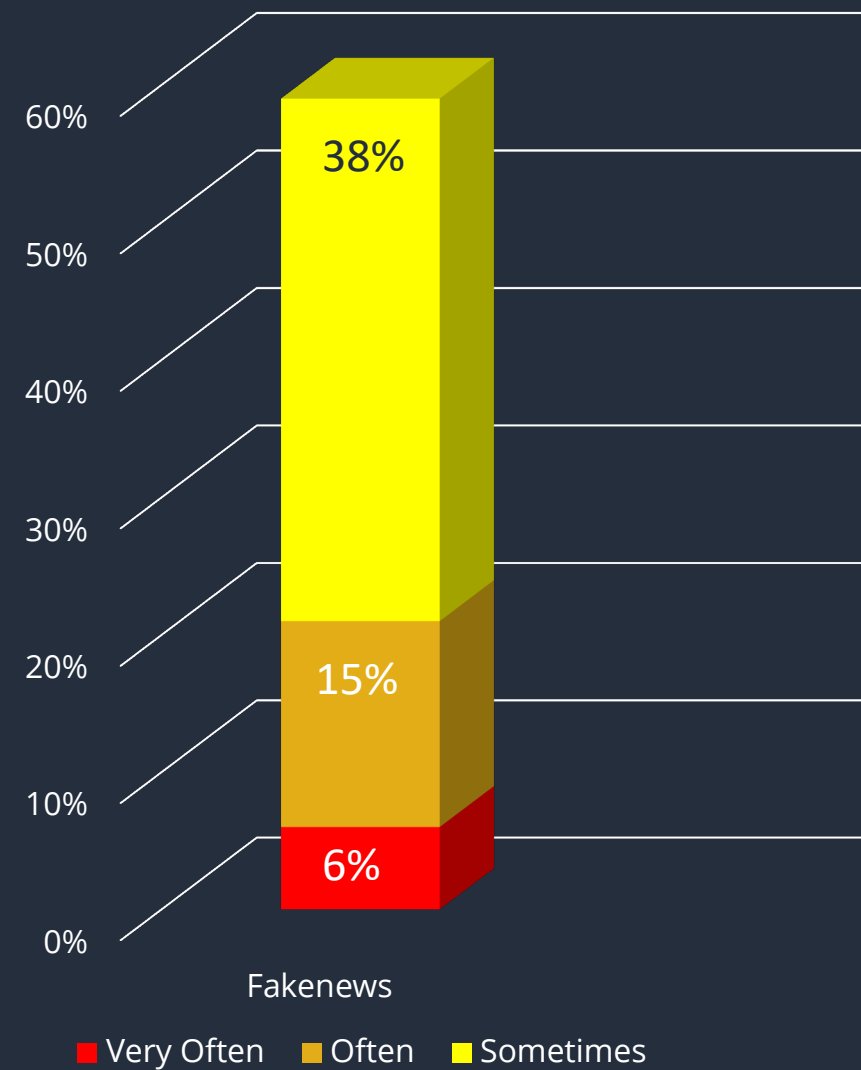
LATVIA



4.



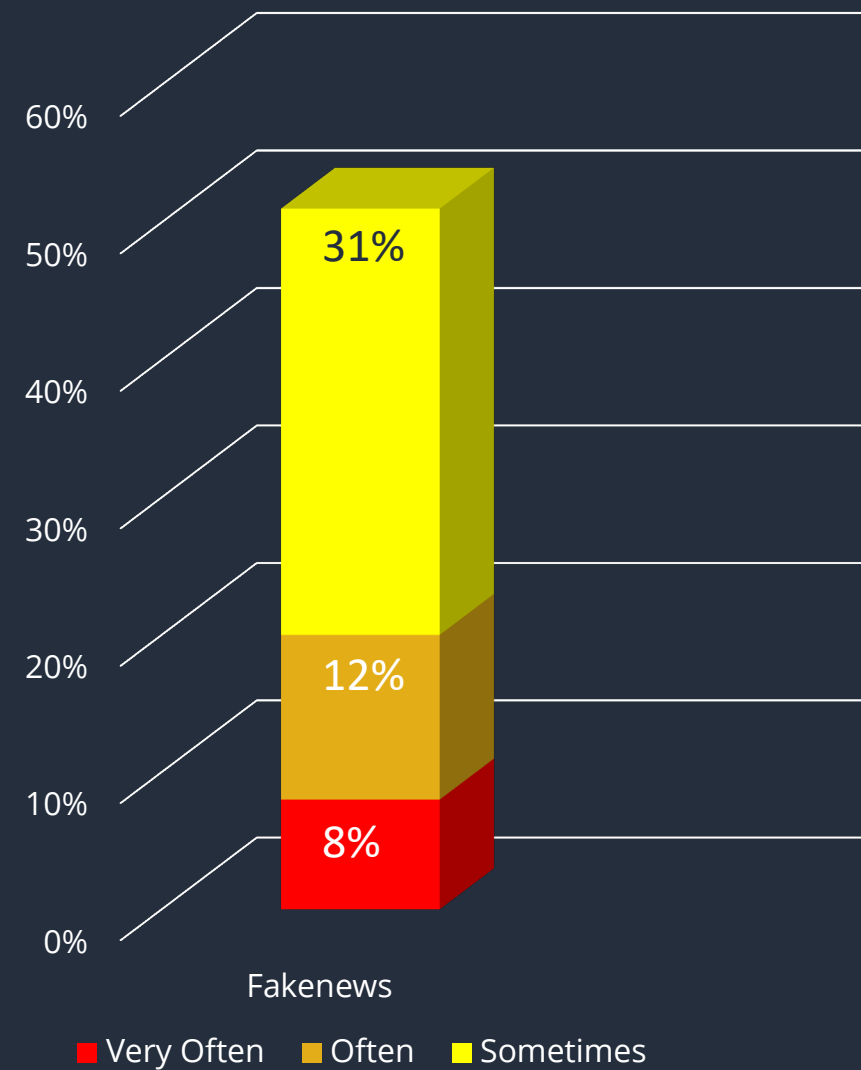
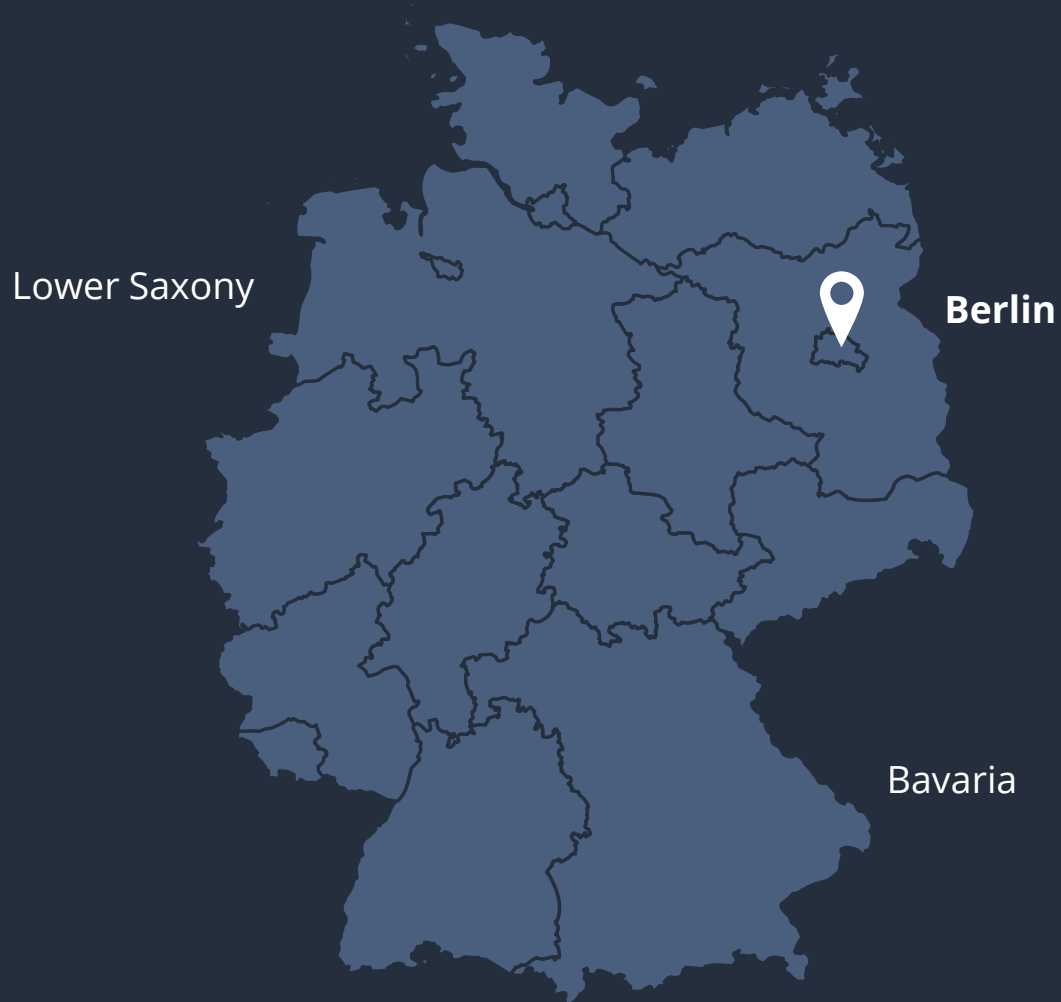
ESTONIA



3.



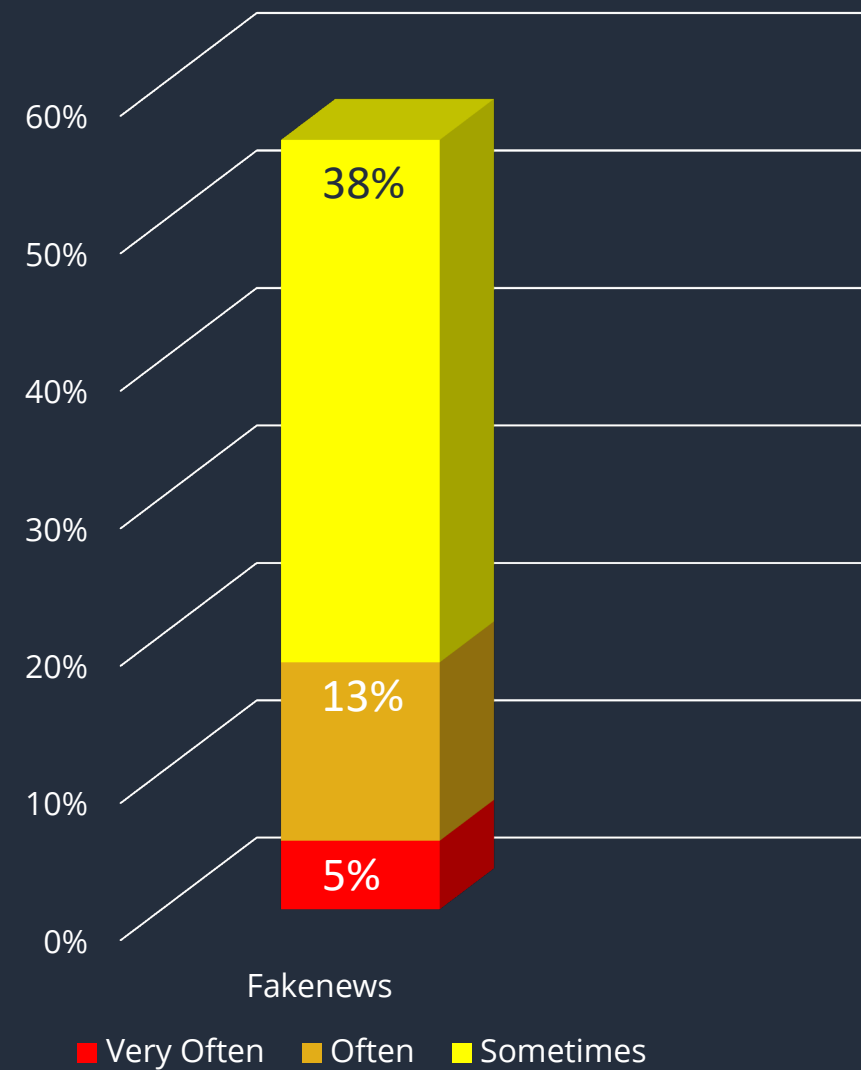
GERMANY



2.



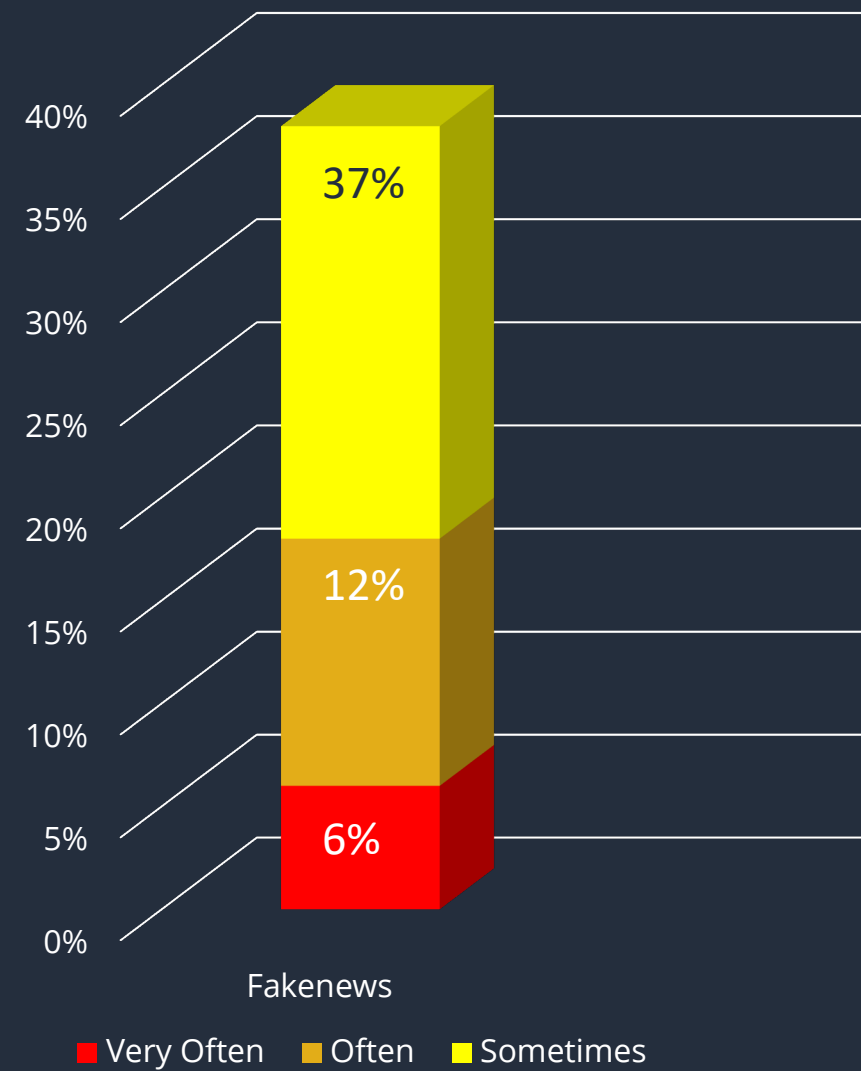
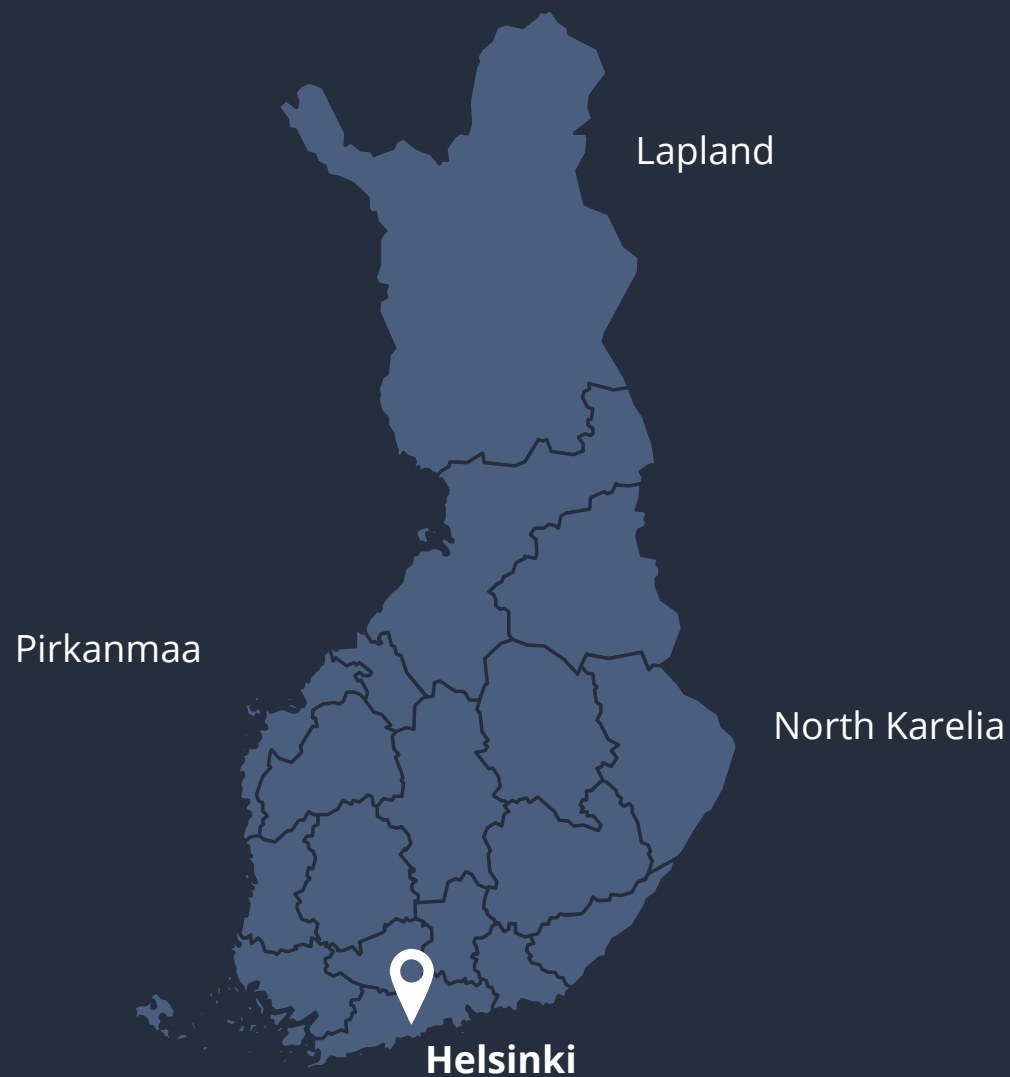
DENMARK



1.



FINLAND





Fake news spreads **rapidly**
through social media, **affecting**
public **trust** and perception.



Habitual social media users **spread**
30%/40% of fake news online.



Social media platforms **reward**
sensational posts, **regardless** of
their accuracy.



Engagement based algorithms
prioritize likes and shares over
content **reliability**.



Public figures and online
communities **amplify** misleading
information for influence



Later in this presentation, we'll
provide a **checklist** for **detecting** fake
news manually

Global impact of Donald Trump's disinformation campaign



Trump spreads disinformation on:



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Trump spreads disinformation on: Hurricanes



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Trump spreads disinformation on:

Hurricanes

Migrants and the nation's state



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Trump spreads disinformation on:

Hurricanes

Migrants and the nation's state

False claims of election fraud in 2020



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Trump spreads disinformation on:

Hurricanes

Migrants and the nation's state

False claims of election fraud in 2020

Promising healthcare reforms without delivering.



Trump spreads disinformation on:

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Migrants and the nation's state

False claims of election fraud in 2020

Promising healthcare reforms without delivering.

Exaggerating successes in trade deals and tariffs.



Trump spreads disinformation on:

Hurricanes

Migrants and the nation's state

False claims of election fraud in 2020

Promising healthcare reforms without delivering.

Exaggerating successes in trade deals and tariffs.

Denying climate change



His lies aim to
change reality
for millions of
Americans.





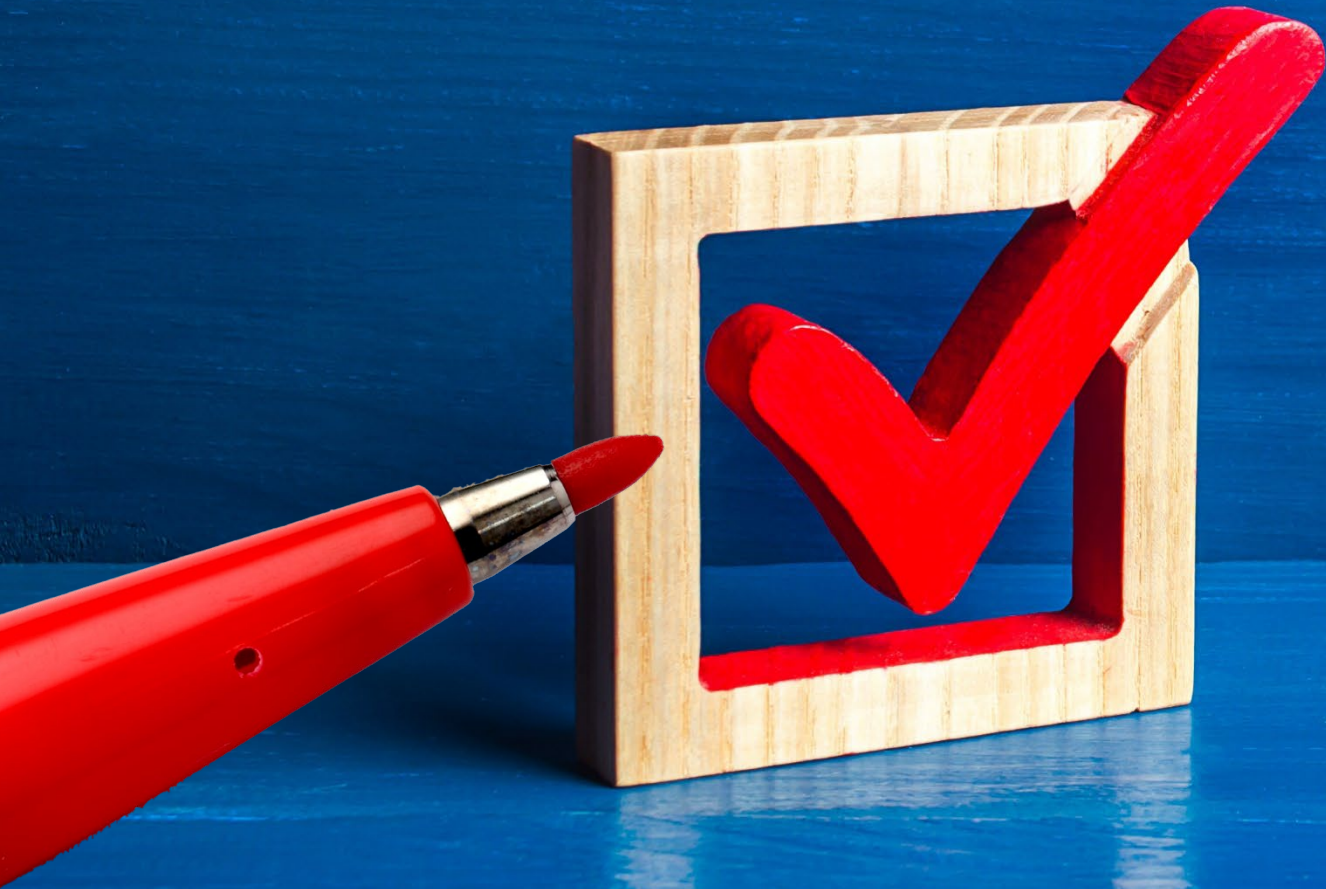
Elon Musk pours **\$1 million daily**
into fueling Donald Trump's
campaign on platform X.



The result!

Everyone contributes, but habitual
users **disproportionately** impact
fake news spread

The ultimate 45-point checklist to spot fake news your complete toolkit





Checklist for Detecting Fake News **Based** on Three **Scientific Sources**



Vosoughi. (2018). The spread of
true and **false news** online



Zellers R. Holtzman. (2019).

Defending Against
Neural Fake News.



Pennycook (2019).
Lazy, not biased.



Later, we'll reveal how **confirmation**
bias tricks your **mind** into believing lies





The **top five** from
this checklist





1.

Use Archive.org to track web
page **changes** and expose
manipulated content.



2.

Analyze image context using
Google **Reverse Image Search**
or TinEye for verification.



3.

Sentiment

analysis tools

detect emotional
manipulation
often found in
fake news.



SCAN ME

4.

Watch for **AI-generated text**
with odd structures using
tools like **Grammarly**.

5.

Whois reveals website
ownership, helping assess a
site's **trustworthiness.**



DOWNLOAD
THE FULL
CHECKLIST
FOR FREE



SCAN ME





What is the **Confirmation** Bias?





TESLA MODEL X





TESLA MODEL X



Research

Taber and Lodge (2006) study
"Motivated Skepticism in the
Evaluation of Political Beliefs



Confirmation bias is the **tendency**
to **favor** information supporting
existing beliefs.



People **ignore** conflicting data,
reinforcing their **preconceptions**
and **avoiding** cognitive dissonance.



This bias **strengthens** personal viewpoints, making them **resistant** to **change** or challenges.



It **affects** decision-making, leading to **errors** or misguided conclusions based on **incomplete data**.



Confirmation bias **fuels fake news**
spread, **deepening** polarization
and societal divisions.



Top 5 **crucial** insights from the Reuters Digital News Report 2024

Key **shifts** in news consumption,
video growth, and **AI concerns**



**The Reuters Digital News Report
2024 is based on data from nearly
100,000 respondents across 47
markets worldwide**

1.

Decline in Facebook news.

2.

Platform **fragmentation**.

News consumption is spreading
across more platforms, like
YouTube and **WhatsApp**.



3.

Video news consumption **grows**.

Short news videos are
increasingly popular, especially
among **younger users**.

4.

Concerns about **misinformation** rise.

60% of people worry about
distinguishing real from **fake news**.

5.

AI in journalism **concerns.**

Public wants **humans in control** of
AI produced political news.



FULL REUTERS
RAPPORT **168**
PAGES

FREE **DOWNLOAD**



SCAN ME



NEW MODEL

∞ Meta AI

Old LLMs

- Relied on **human feedback** for training and improvement



Old LLMs

- Relied on human feedback for training and improvement
- **Slow, expensive process** with constant reannotation of data



New LLM Self-Taught Evaluator

- Uses **synthetic data** for **autonomous** learning without human intervention

New LLM Self-Taught Evaluator

- Uses synthetic data for autonomous learning without human intervention
- **Faster**, more scalable, and **less prone** to human bias





LET AI DO THE TALKING!



Historian and philosopher
Yuval Noah Harari on Buitenhof,
20 October 2024, with his
message to the world.





**ARE THERE ANY
QUESTIONS?**



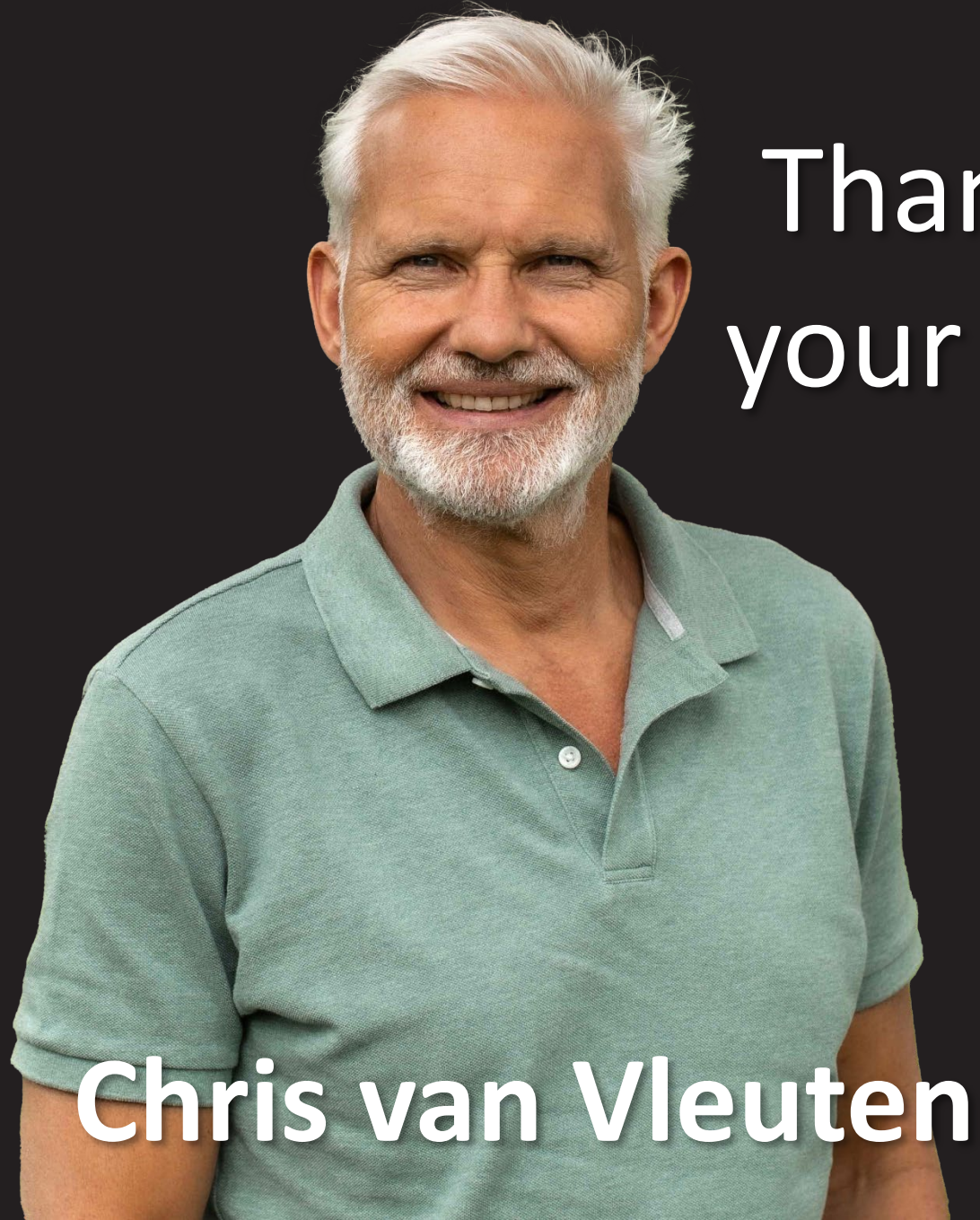
THE **FULL**
PRESENTATION
YOU CAN
DOWNLOAD
HERE



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Thank you for
your attention!



Chris van Vleuten



John Wallbrink