



FAKE NEWS, FAKE EVERYTHING? Simon Lindgren

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www.umu.se/digsum



post-truth

ADJECTIVE

Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief

EFTER SANNINGEN

9.09,2
5.94,66755.39,0,0,0
59.12,42826.99,0,0,0
35.64,50656.8,0,0,0
115.94,67905.07,0
115.94,66938.9
0192.49,8642

DATAFIERING

ETT NYTT DATALANDSKAP

Different types of data

In trying to describe the ever-changing data environment, Purdam and Elliot (2015: 28–29) outline an eight-point typology of different data types based on how the data in question has been generated:

- 1 **Orthodox intentional data:** Data collected and used with the respondent's explicit agreement. All so-called orthodox social science data (e.g. survey, focus group or interview data and also data collected via observation) would come into this category. New orthodox methods continue to be developed.
- 2 **Participative intentional data:** In this category data are collected through some interactive process. This includes some new data forms such as crowdsourced data [...].
- 3 **Consequential data:** Information that is collected as a necessary transaction that is secondary to some (other) interaction (e.g. administrative records, electronic health records, commercial transaction data and data from online game playing all come into this category).
- 4 **Self-published data:** Data deliberately self-recorded and published that can potentially be used for social science research either with or without explicit permission, given the information has been made public (e.g. long-form blogs, CVs and profiles).
- 5 **Social media data:** Data generated through some public, social process that can potentially be used for social science research either with or without permission (e.g. micro-blogging platforms such as Twitter and Facebook, and, perhaps, online game data).
- 6 **Data traces:** Data that is 'left' (possibly unknowingly) through digital encounters, such as online search histories and purchasing, which can be used for social science research either by default use agreements or with explicit permission.
- 7 **Found data:** Data that is available in the public domain, such as observations of public spaces, which can include covert research methods.
- 8 **Synthetic data:** Where data has been simulated, imputed or synthesized. This can be derived from, or combined with, other data types.

REKOMMENDATIONSSYSTEM

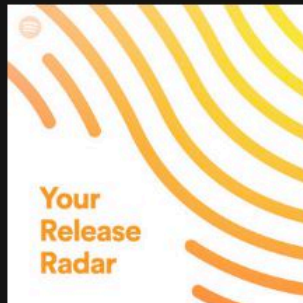
Made for s_lindgren

Get better recommendations the more you listen.



Family Mix

Introducing Family Mix: Listen together with the people on your Family Plan



Release Radar

Never miss a new release! Catch all the latest music from artists you follow, plus new singles...

PLAYLIST • BY SPOTIFY



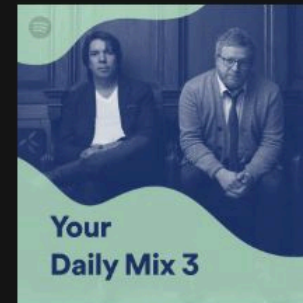
Daily Mix 1

Primal Scream, Hot Chip, Jamie T and more



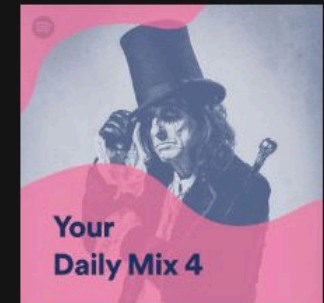
Daily Mix 2

Star Hopper, The Sleep Principle, The Celestial Dimension and more



Daily Mix 3

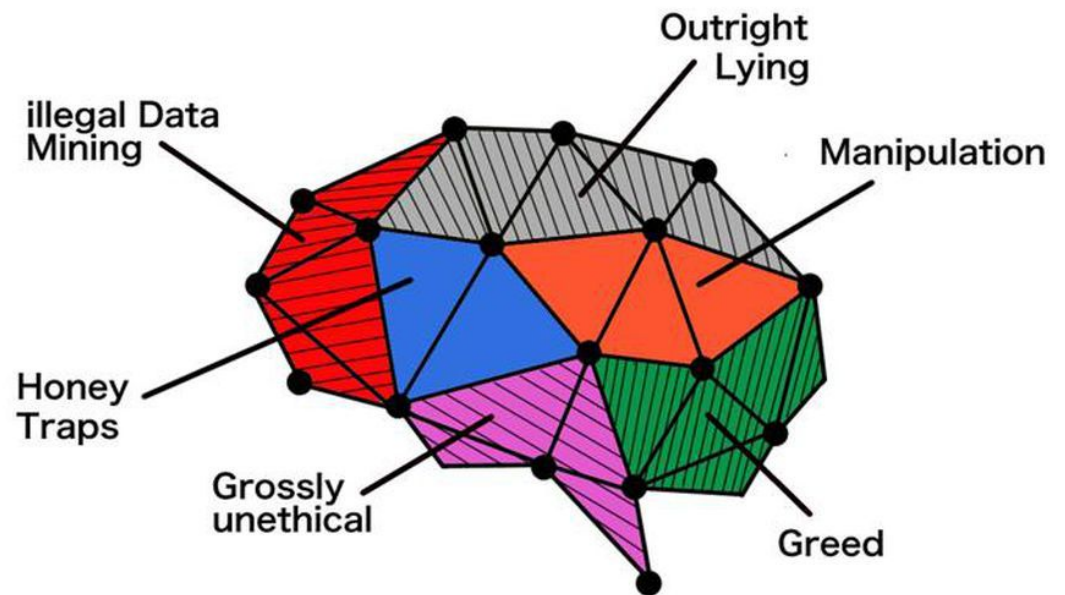
Hammock, Silver Maple, Rannar Sillard and more



Daily Mix 4

Alice Cooper, T. Rex, Rush and more

PROPAGANDA



Cambridge
Analytica



Edit "People you choose through targeting" audience

Bay of Biscay France Milan Italy Croatia Belgrade Romania Bucharest Drop Pin

Detailed targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Demographics > Education > Field of study

German Schutzstaffel

History of "why jews ruin the world"

How to burn jews

Jew hater

Demographics > Education > Fields of study > Jew hater

German Schutzstaffel

Demographics > Work > Employment > NaziParty

2,274 people

Description: People who listed their main subject or field of study as Jew hater on their Facebook

Report this as inappropriate

Add demographics, interests or behaviours | Suggestions Browse

Exclude people or Narrow audience

☐ Get better results by showing this advert to additional groups of people who are likely to engage with it. ⓘ

Your audience selection is great!

Potential audience size: 108,000 people ⓘ

Specific Broad

Cancel Save

McLuhan: The medium **is the message**

‘the “message” of any medium or technology is the change of scale or pace or pattern that it introduces into human affairs’



SOCIALA MEDIER

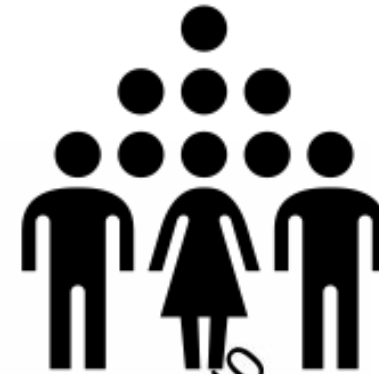
SELF-TRACKING





THE INTERNET
OF THINGS

SAMHÄLLE



DATA

10101001011010011001010101010101
10101001011010011001010101010101
010001010 10011 01010101011001010110110
110010111010100101110010100100101
1010100101101 00100101010101010101
001100101111011001
010



FORSKNING

SOCIAL SCIENCE

Computational Social Science

David Lazer,¹ Alex Pentland,² Lada Adamic,³ Sinan Aral,^{2,4} Albert-László Barabási,⁵ Devon Brewer,⁶ Nicholas Christakis,¹ Noshir Contractor,⁷ James Fowler,⁸ Myron Gutmann,³ Tony Jebara,⁹ Gary King,¹ Michael Macy,¹⁰ Deb Roy,² Marshall Van Alstyne^{2,11}

A field is emerging that leverages the capacity to collect and analyze data at a scale that may reveal patterns of individual and group behaviors.

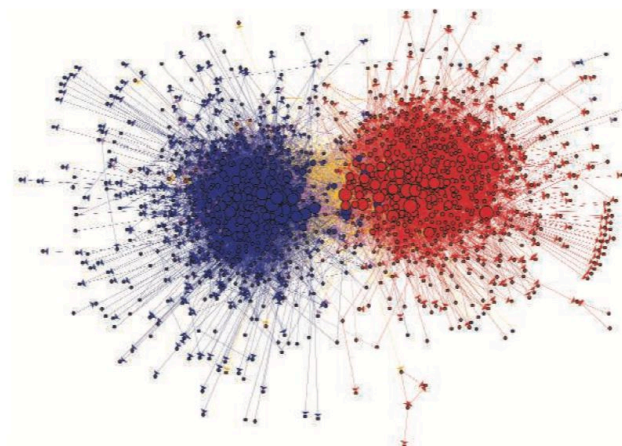
We live life in the network. We check our e-mails regularly, make mobile phone calls from almost any location, swipe transit cards to use public transportation, and make purchases with credit cards. Our movements in public places may be captured by video cameras, and our medical records stored as digital files. We may post blog entries accessible to anyone, or maintain friendships through online social networks. Each of these transactions leaves digital traces that can be compiled into comprehensive pictures of both individual and group behavior, with the potential to transform our understanding of our lives, organizations, and societies.

The capacity to collect and analyze massive amounts of data has transformed such fields as biology and physics. But the emergence of a data-driven "computational social science" has been much slower. Leading journals in economics, sociology, and political science show little evidence of this field. But computational social science is occurring—in Internet companies such as Google and Yahoo, and in govern-

ment agencies such as the U.S. National Security Agency. Computational social science could become the exclusive domain of private companies and government agencies. Alternatively, there might emerge a privileged set of academic researchers presiding over private data from which they produce papers that cannot be

critiqued or replicated. Neither scenario will serve the long-term public interest of accumulating, verifying, and disseminating knowledge.

What value might a computational social science—based in an open academic environment—offer society, by enhancing understanding of individuals and collectives? What are the

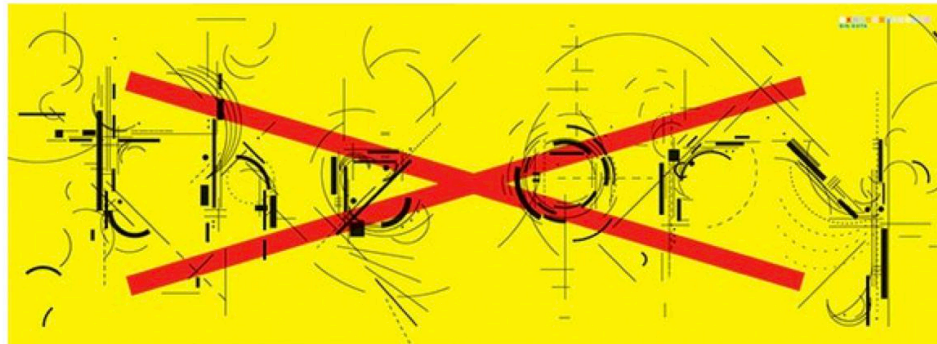


Data from the blogosphere. Shown is a link structure within a community of political blogs (from 2004), where red nodes indicate conservative blogs, and blue liberal. Orange links go from liberal to conservative, and purple ones from conservative to liberal. The size of each blob reflects the number of other blogs that link to it. [Reproduced from (8) with permission from the Association for Computing Machinery]

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CHRIS ANDERSON SCIENCE 06.23.08 12:00 PM

THE END OF THEORY: THE DATA DELUGE MAKES THE SCIENTIFIC METHOD OBSOLETE



This is a world where massive amounts of data and applied mathematics replace every other tool that might be brought to bear. Out with every theory of human behavior, from linguistics to sociology. Forget taxonomy, ontology, and psychology. Who knows why people do what they do? The point is they do it, and we can track and measure it with unprecedented fidelity. With enough data, the numbers speak for themselves.

What is covfefe? The tweet by Donald Trump that baffled the internet

Puzzling tweet by US president leads, naturally, to madness on the internet



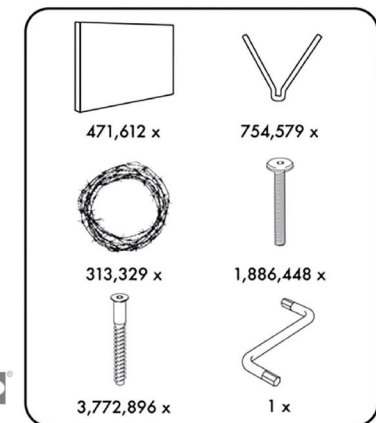
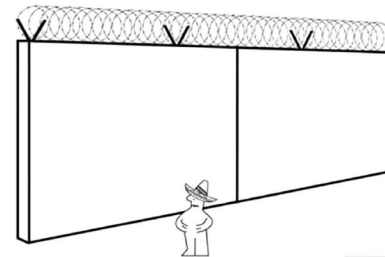
▲ Donald Trump and the secret meaning of 'covfefe'

If you haven't looked it up already, don't bother.

Just after midnight in Washington, **Donald Trump** tweeted: "Despite the constant negative press covfefe." That was it. No more. Just that word "covfefe" left hanging there.

It left many of his 31 million followers on **Twitter** baffled, and slightly concerned.

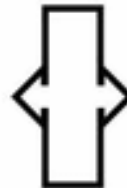
CÖVFEFE



CONNECTIVE ACTION

Self Organizing Networks

- Little or no organizational coordination of action
- Large scale personal access to multi-layered social technologies
- Communication content centers on emergent inclusive personal action frames
- Personal expression shared over social networks
- Collectivities often shun involvement of existing formal organizations



COLLECTIVE ACTION

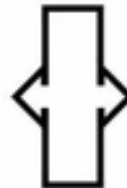
Organizationally Brokered Networks

- Strong organizational coordination of action
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- Organizational management of social networks - more emphasis on interpersonal networks to build relationships for collective action
- Organizations in the foreground as coalitions with differences bridged through high resource organization brokerage

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This is actually happening...

**‘Boaty McBoatface’ Is Currently
Leading An Open Vote To Name
The New £200 Million Royal
Research Ship**



- Communication content centers on emergent inclusive personal action frames
- Personal expression shared over social networks



**THE
INTERNET
HAS SPOKEN.**

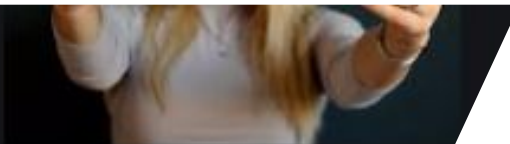
“RRS Boaty McBoatface” is the people’s choice to name a \$300 million state-of-the-art polar research ship. Over 7,000 names were submitted to the Natural Environment Research Council (NERC) poll, but “Boaty McBoatface” won in a landslide.

British Antarctic Survey

Las denuncias del #MeToo sac...
prensalibre.com



Formas financieras forskningsp...
mynewsdesk.com



#MeToo movement puts big da...
pressandjournal.com



#Metoo måste bli en
arbetstidningen.se

- Communication content centers on emergent inclusive personal action frames
- Personal expression shared over social networks



SO YOU WANT TO TAKE THE ALS ICE BUCKET CHALLENGE

A HELPFUL HOW-TO GUIDE FOR THE ICE-BUCKET CHALLENGE.

1 ACCEPT



2 RECORD



3 UPLOAD



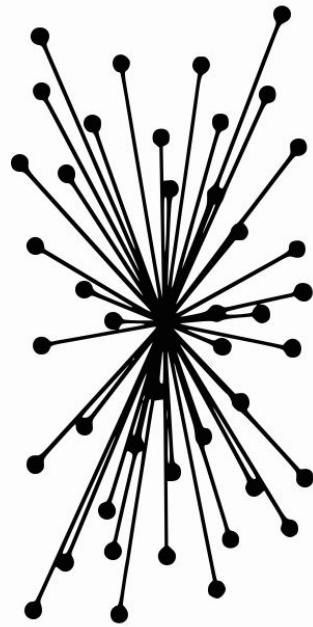
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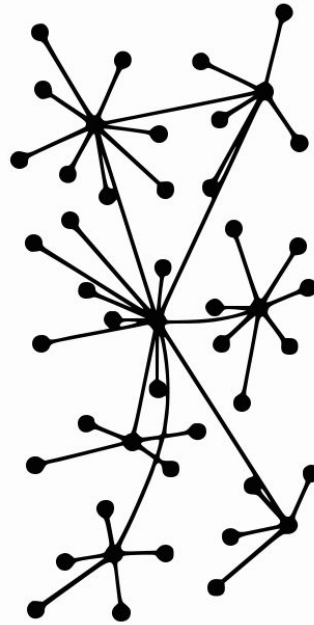
Krantzberg's first law

"Technology is neither good nor bad; nor is it neutral ... Technology's interaction with the social ecology is such that technical developments frequently have environmental, social, and human consequences that go far beyond the immediate purposes of the technical devices and practices themselves, and the same technology can have quite different results when introduced into different contexts or under different circumstances".

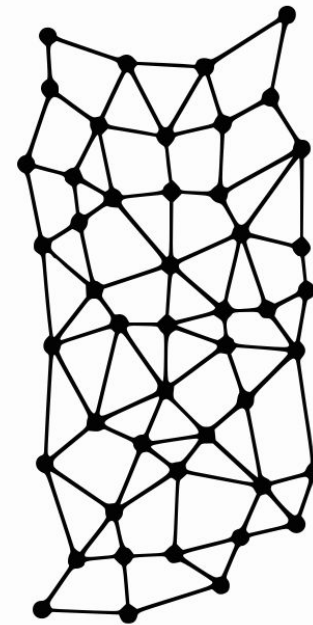
MASS SELF-COMMUNICATION



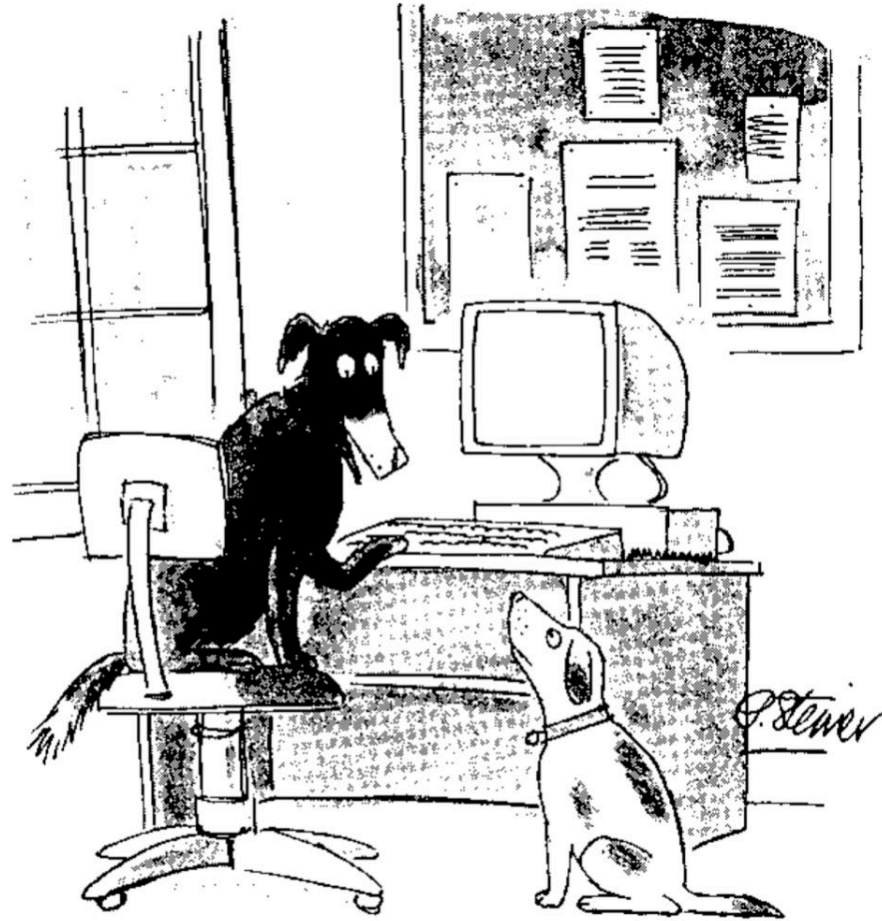
Centralized



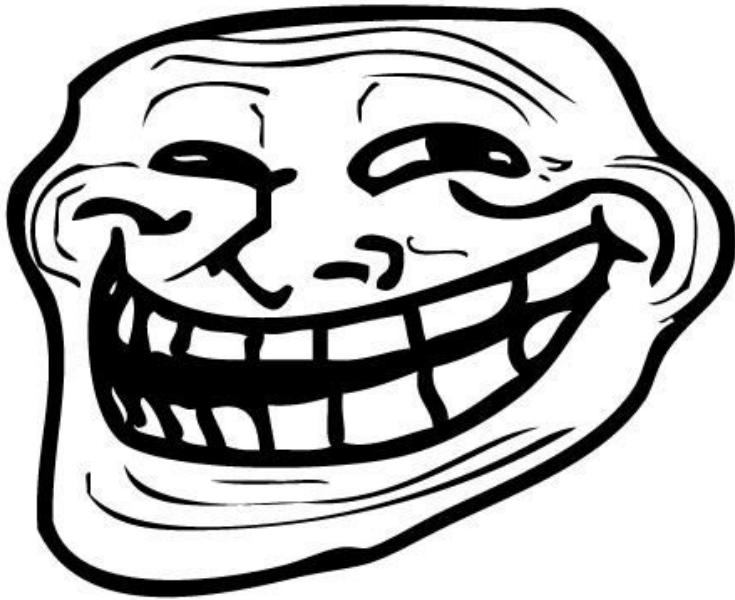
Decentralized



Distributed



"On the Internet, nobody knows you're a dog."



- **Dissociative anonymity** – users can conceal their identity and separate their online actions from those of the physical world
- **Invisibility** – users cannot be seen or heard and therefore cannot give or receive non-verbal cues
- **Asynchronicity** – users don't have to process immediate feedback
- **Solipsistic introjection** – users turn other online subjects into real characters within their mind
- **Dissociative imagination** – see the online world as a type of game with different rules and expectations
- **Minimization of authority** – everyone online has an equal chance to express themselves

ONLINE DISINHIBITION EFFECT



- Samhället tycks bli alltmer präglad av "post truth" och "fake news"
- Det leder till utmaningar när det gäller mätbarhet, omvärldsbevakning och prognostisering
- Hur kan vi möta de utmaningarna när det gäller att analysera samhället?

CONTEXT
IS
KING!

danah boyd & Kate Crawford

CRITICAL QUESTIONS FOR BIG DATA

Provocations for a cultural,
technological, and scholarly
phenomenon

The era of Big Data has begun. Computer scientists, physicists, economists, mathematicians, political scientists, bio-informaticists, sociologists, and other scholars are clamoring for access to the massive quantities of information produced by and about people, things, and their interactions. Diverse groups argue about the potential benefits and costs of analyzing genetic sequences, social media interactions, health records, phone logs, government records, and other digital traces left by people. Significant questions emerge. Will large-scale search data help us create better tools, services, and public goods? Or will it usher in a new wave of privacy incursions and invasive marketing? Will data analytics help us understand online communities and political movements? Or will it be used to track protesters and suppress speech? Will it transform how we study human communication and culture, or narrow the palette of research options and alter what 'research' means? Given the rise of Big Data as a socio-technical phenomenon, we argue that it is necessary to critically interrogate its assumptions and biases. In this article, we offer six provocations to spark conversations about the issues of Big Data: a cultural, technological, and scholarly phenomenon that rests on the interplay of technology, analysis, and mythology that provokes extensive utopian and dystopian rhetoric.

Keywords Big Data; analytics; social media; communication studies; social network sites; philosophy of science; epistemology; ethics; Twitter

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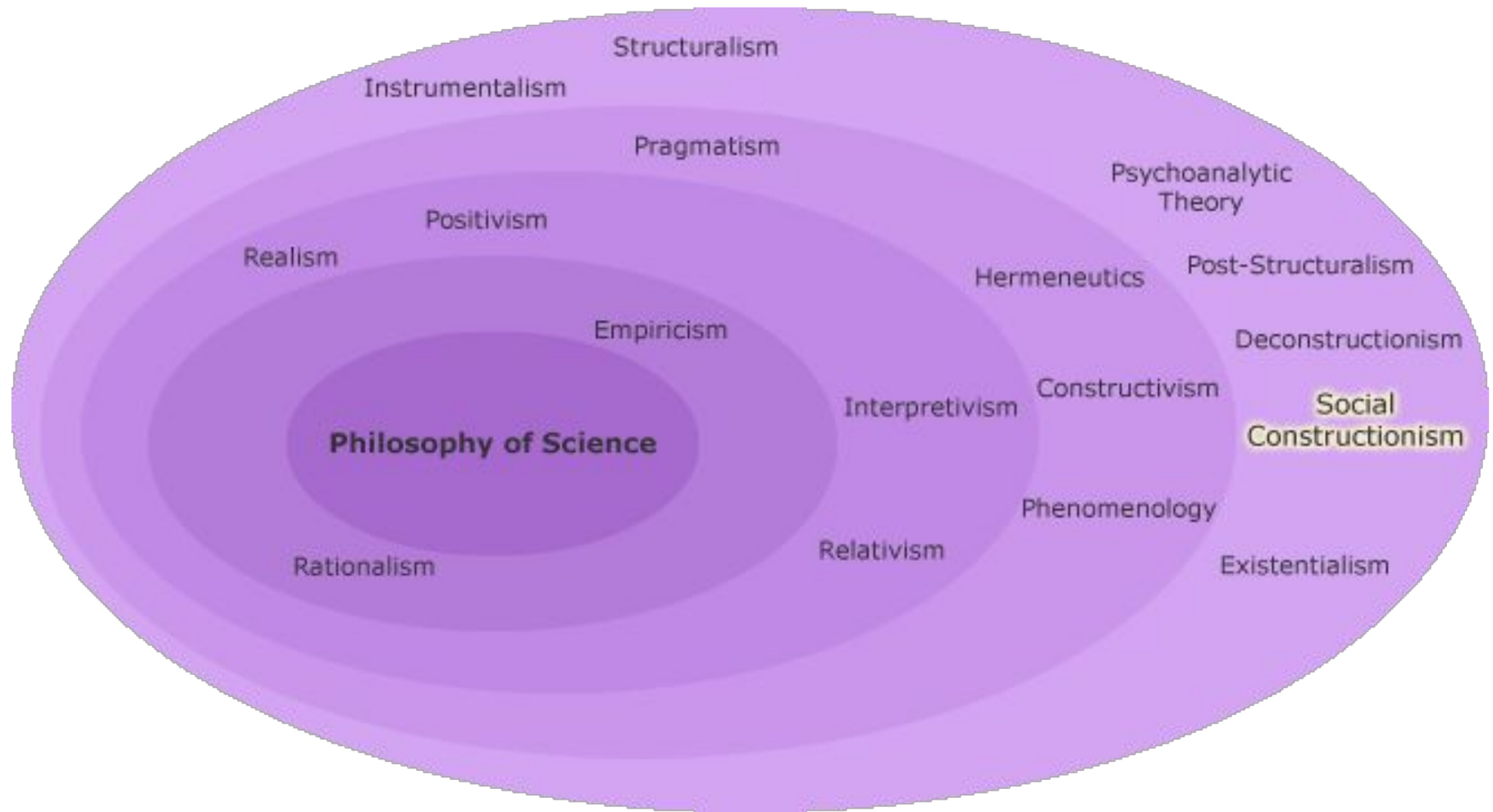
Technology is neither good nor bad; nor is it neutral . . . technology's interaction with the social ecology is such that technical developments frequently have environmental, social, and human consequences that go far beyond the immediate purposes of the technical devices and practices themselves. (Kranzberg 1986, p. 545)



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<http://www.tandfonline.com> <http://dx.doi.org/10.1080/1369118X.2012.678878>

4. Taken out of context, Big Data loses its meaning

Data are not generic. There is value to analyzing data abstractions, yet retaining context remains critical, particularly for certain lines of inquiry. Context is hard to interpret at scale and even harder to maintain when data are reduced to fit into a model. Managing context in light of Big Data will be an ongoing challenge.



ETT SOCIALKONSTRUKTIONISTISKT PERSPEKTIV (Gergen, 1985)

1. What we take to be experience of the world does not in itself dictate the terms by which the world is understood. What we take to be knowledge of the world is not a product of induction, or of the building and testing of general hypotheses.

3. The degree to which a given form of understanding prevails or is sustained across time is not fundamentally dependent on the empirical validity of the perspective in question, but on the vicissitudes of social processes (e.g., communication, negotiation, conflict, rhetoric).

2. The terms in which the world is understood are social artifacts, products of historically situated interchanges among people. From the constructionist position the process of understanding is not automatically driven by the forces of nature, but is the result of an active, cooperative enterprise of persons in relationship.

4. Forms of negotiated understanding are of critical significance in social life, as they are integrally connected with many other activities in which people engage. Descriptions and explanations of the world themselves constitute forms of social action. As such they are intertwined with the full range of other human activities.



TACK!

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