



CIME Workshops Template 2018

Task Force Topic: Solutions for Fake News

Context: In 2018 the world has realised that 'fake news' is pervasive in online news consumption. The realisation of this problem is acute since the last US elections in November 2016 and continues to gain attention globally.

1. A more effective means of avoiding fake news is arguably to channel consumers' attention to higher quality sources.

Question: What are some examples of how that could be done?

2. Using blockchain, the DNN media initiative proposes a model where content is only published if there is consensus to do so amongst its content reviewers, rather than a central editing authority having the decision-making power.

Question: What are the advantages/disadvantages of decentralised models for news? How can we harness technology to improve credibility of news content? What are some examples?

4. A 2016 Reuters Institute study at University of Oxford reports that recently: ‘the biggest change in digital media has been the growth of news accessed via social media sites like Facebook, Twitter, Instagram, and Snapchat.’

Question: As a journalist, how does using social media impact your reporting methods? What are potential pitfalls and how can you avoid them?

3. The solution: go straight to sources that you trust, from the start. Refocus consumer time and energy on content that comes from journalists they connect with directly and trust. This encourages journalist accountability and shines the spotlight on the value of the journalist’s craft as a reporter.

Question: As a journalist, what methods or platforms can you use to connect more directly with your audience?

5. There is an urgent need for new models that channel consumers’ attention toward accurate reporting - and away from fake news.

Question: What kind of models might that be, for example?

About CIME

Center for Internet & Media Ethics is a global network of media professionals. We work together to provide training, discussion and expertise in the ethics of their profession. Our driving emphasis is that media professionals take responsibility in shaping society.

Since 2007 CIME has grown as a powerful wave of positive energy, with journalists gathering in ethics workshops in local hubs across the globe. Starting 2018 we are hosted by [Qui](#) as part of our mission to work bottom-up rather than top-down.

For additional reading and training materials, visit www.qui.ai/cime

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