FAKE NEWS AND DESIGN
PROJECT

Description
Understand the context of fake news and the challenges social media stakeholders face in order to build a project framing and an ideal design strategy solution.

Deliverables
- Poster 2 x 3'
- 10-pager Paper
- Presentation Deck

Project Duration
7 weeks — Part time (Grad-School Project)

Main Challenges
- Creating a unified set of deliverables when you plan to divide and conquer as a team.
- Dealing with different time availabilities.
- Engaging all team members to become proactive members and active judges of all the generated work.

Team Members
4 MDes students; Harsh, Jinjia, Christopher & Nathalie
Social media in numbers

75% of worldwide internet users are also social media users.

In the U.S., social media has a penetration of 66%.

60% of U.S. citizens use an internet-based source as their leading source of information for the 2016 election.

The average weekly usage on social media is 6 hrs.

Which means, a regular social media user spends almost 11.5 days a year reading and sharing content.

Polarization in politics

Fake news was heavily tilted in favor of Donald Trump during elections.

Pro-Trump fake stories were shared 30 million times while pro-Clinton fake stories were shared only 7.6 million times translating to more than 760 million engagements from social media users.

Social media has allowed for staggering engagement from users.

Which one is fake?
02. APPROACHING A DEFINITION OF SOCIAL MEDIA

Social media is defined as the use of web-based and mobile technologies to create, share, and disseminate personal or public information and knowledge. It is characterized by the interaction of users in real-time, allowing for virtually instant information access. It is a key strategy for social media marketing and engagement. Social media platforms allow for real-time feedback, as well as the ability to share and interact with content.

03. THE SILVER LINING

When successful, social media can be a powerful tool for engaging and connecting with customers. However, it is important to remember that social media can also be a source of noise and distraction. It is important to focus on what matter most and to avoid getting carried away by the constant stream of information.

04. TAKING ACTION

There are many things that you can do to make the most of social media. It is important to be proactive and to always be on the lookout for new opportunities. However, it is also important to be realistic and to make sure that you are setting yourself up for success. It is important to remember that social media is not a magic solution, and it is important to use it in conjunction with other marketing strategies.

PAPER
62% of adults get their news on social media. (Gottfried and Shaerer 2016)

Fake news heavily dominated all Social欧洲 with 50% of fake news stories.

The perfect setting to become insulated from contrasting perspectives.

The most popular fake news stories were more widely shared on Facebook.

Companies are able to monitor human behavior on a mass level.

75% of the world are social media users. (Statista 2017)

Social media companies allow people to share content, depict and create interests. (Silverman 2016)

TARGETED ADS
Cookies allowed servers to identify and remember the user.

BROWSER COOKIES
Necessary for browsers to function.

CONNECTED DEVICES
Devices provide continuously data to companies.

_facebook_algorithm
High speed Internet allow users to be connected 24/7 h.

3G/LTE outreach
Rapid growth of cellular networks.

Early targeted ads.

Cellphone explosion.

Smartphones early adoption.

Digital echo chambers

\#algorithm/smart ads
People create and share their own content.

Rapid growth
Social media
3G/LTE outreach
Facebook algorithm
Early targeted ads
Cellphone explosion
Smartphones early adoption
Digital echo chambers

There is no clear singular avenue for change. It must be a dynamic interplay of tech, government, and community.

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