

Obama Signs Executive Order Declaring Investigation Into Election Results; Revote Planned For Dec. 19th

By Jimmy Kimmel, ABC News - November 18, 2016

# Asking PolitiFact to Police 'Fake News' on Facebook is a Terrible Idea

*Facebook may need someone to fact-check their own fact-checkers.*

10:00 AM, DEC 16, 2016 | By **MARK HEMINGWAY**



**Fake news**

**How does our thoughts  
and opinions being  
influenced by fake news?**

# How does our thoughts and opinions being influenced by fake news?

- Where do our thoughts and opinions get influenced by?
- What is fake news?
- What makes fake news popular?
- Why does the media use fake news?

# Our thoughts and opinions are being influenced by...

- Our personality
- Our perceptions
- Our motivations

# Personality

- Erikson who believed in a Neo-Freudian's theory.
- Four stages how our personality is develop.
- Youth & adolescent, identity.
- Twenties, intimacy.
- Adulthood, generatively/fertility.
- Wisdom.

# Perception

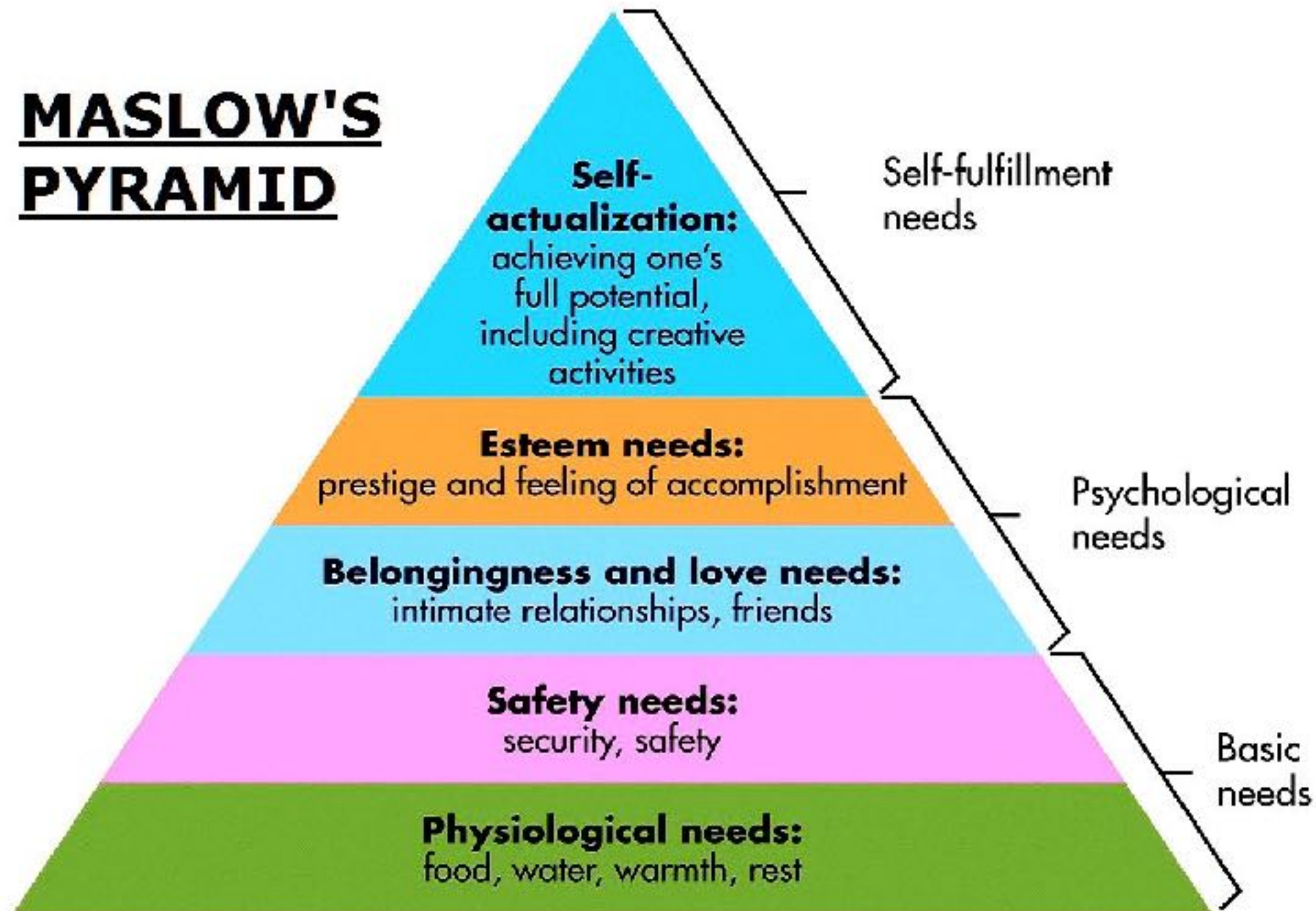
- Perception is..
- Three ways to recognise a stimulus.
- The characteristics of the stimulus, observer & socio-cultural environment.

# Motivation

- Maslow motivation's theory
- Emotion



# MASLOW'S PYRAMID



“Emotion is psychic and physical reaction that arise from internal and external incentives. These incentives could be beneficial or harmful to your interest”

- (Psychologie & sociologie, E. Wijsman).

# What is fake news?

- Fake news is an article or video content that's based on partly truth or made up information.
- The goal of fake news to mislead and deceive people.
- Fake news in 2016..



organizations were there but the people truly  
get what's going on

# What makes fake news so popular?

- Psychology part
- Business side of fake news

# Why does the media use fake news?

- Most of the fake news can be found via social media (Facebook & Twitter).
- Accessibility.
- Fake news are a profitable.

# Conclusion

- Our thoughts and opinions are being influenced by our personality, perception & motivations.
- Young adults get their news from social media.
- Fake news, who mostly appears online, are being used to manipulate and deceive people.
- For some, fake news is a way for confirming their believe and a way to persuade others.

# Why is fake news relevant for CMD?

- Not necessary fake news, but..



# Hypothesis

- We need to be more skeptical on what we see on the internet. Even more so on the things we see on social media.