

FAKING BELIEVABLE

USKOMATONTA MUTTEI TOTTA



HS

CAMPAIGN SUMMARY

The campaign creates awareness of impacts and motives of fake information and on how easy it is to produce. It encourages active social media users towards more critical media behavior and strengthens the impression of Helsingin Sanomat as an advocate for fact based online contents.

The campaign consists of videos in which a prestigious, well-known person talks about the negative consequences of fake information.

To concretize the deceptiveness of fake information, it's revealed midway the video that the video **itself** has been made using video-audio-manipulation: the spokesperson's facial gestures have been re-rendered and voice replicated. The campaign is made in close collaboration with the influencer.

Helsingin Sanomat will create a campaign site that contains information about different types and various agendas of fake information. In addition to campaign videos, the site contains a video greeting from the re-enacted dignitary, plus a "making of" video on how video manipulation works.





VIDEO-AUDIO MANIPULATION IS GETTING MORE COMMON, WHICH MAY REVOLUTIONIZE THE INFLUENCE OF FAKE INFORMATION. IT IS NOT A MATTER OF COMMON CONCERN – YET. THIS IS THE MOMENT FOR A RESPONSIBLE MEDIA TO TAKE INITIATIVE.



Many social media users tend to consume and share contents that confirms their preexisting beliefs or spawn strong emotional reactions. These are some of the reasons why fake news spread faster online than the truth*. In quick-paced online environment one may neglect source criticism or doesn't realize its importance.

Identifying fake information is crucial, as it may weaken legitimate authorities of knowledge, damage public debate and distort a worldview that bases on scientific facts.

** Soroush Vosoughi, Deb Roy, Sinan Aral: The spread of true and false news online, Science 09 Mar 2018*

We want to encourage Finnish social media actives to reflect their own media behavior and to become more aware of why people spreads fake information, including themselves. The campaign addresses a large target group by concretizing in a fearless way, just how easy it is to produce genuine-looking fake content. Not believing the first glances, no matter how tempting the story, is now more important than ever.

SOLUTION TO THE BRIEF

In collaboration with a **prestigious influencer** (like **President Martti Ahtisaari**, Teemu Selänne, Esko Valtaoja, Riku Rantala, Baba Lybeck, Pirjo Nuotio or Arvi Lind) and using manipulation software (e.g. Face2Face and Lyrebird), source material and reenactment actor, we create campaign videos that seem to be genuine but are revealed to be manipulations.

A script starts with the influencer stating some observations concerning fake information. Then the influencer notes it's also more and more easy to create genuine-looking fake content – saying “In fact it's not “me” speaking here at all. This is a re-rendered manipulation conducted with an actor and audio morphing tools.”

A text shows up, directing viewers to the campaign site's information about different types, methods and agendas of fake information. Discussion about fake information is ushered under campaign hashtag #UskomatontaMutteiTotta.

Our recommended marketing medium for the campaign are Facebook and Twitter as they are popular platforms of news sharing.

SOLVING THE PROBLEM

1

Challenging ordinary Finnish social media actives to reflect on their own media consumption and behavior opens a public discussion on fake information's enablers, methods and motives.



2

Campaign site gives tools to identify fake information and to act against it.



3

Using video/audio manipulation in marketing is bold and proactive way of storytelling. It draws attention the subject while educating about powerful manipulation technologies.



SOLVING THE PROBLEM

4 A prestigious, respected influencer popularizes the topic and attracts large audiences.



IMAGE SUMMARY



Helsingin Sanomat
Sponsoroitu ·



Fake online information is increasingly convincing and thus dangerous. Watch President [Martti Ahtisaari's](#) video greetings, and you'll know why.



hs.fi/uskomatontatutteitotta

Don't believe the first glance – How to identify fake information?

Tykkää

Kommentoi

Jaa



Pekka Juusola
[@pekka_jr_juusola](#)

Impressed by [#UskomatontaMutteiTotta](#) video greetings. Will definitely keep my eyes open in [#socialmedia](#). [@hsfi](#)

3:49 PM - 11 Mar 2018



IMAGE SUMMARY

