

HS

PINOCCHIO:  
THE FAKE NEWS  
JOURNALIST

#pinocchiothejournalist



"Why do we have to tell the people what they **need** to hear?  
Why can't we just tell them what they **want** to hear?"  
– *Ron Burgundy*

# We respond to news with emotion

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The main difference between a real and a fake story – except for the truth value – is their emotional profile; people respond to false news with strong emotion, such as surprise and disgust, whereas true stories are most commonly characterized by sadness and trust.\*

Fake is easy.  
**The truth is difficult.**

# The new normal was impossible yesterday

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AI has already changed the line between possible and impossible, real and fake – and there is more to come.

Something you previously witnessed with your own eyes meant it was true. **Today, this isn't the case anymore:** whether it's an image or a video, a story or a manifesto, there are only a few bullet-proof ways to prove its authenticity.

**We believe that anyone can create fake news, and Helsingin Sanomat is about to prove it.**

# Meet Pinocchio

Pinocchio is the newest HS writer.  
He's an average journalist, with a twist: **He's an AI.**



# Pinocchio's news corner

HS will create a new news section for Pinocchio. The news on Pinocchio's news corner are generated by HS readers, yet they are written by Pinocchio.

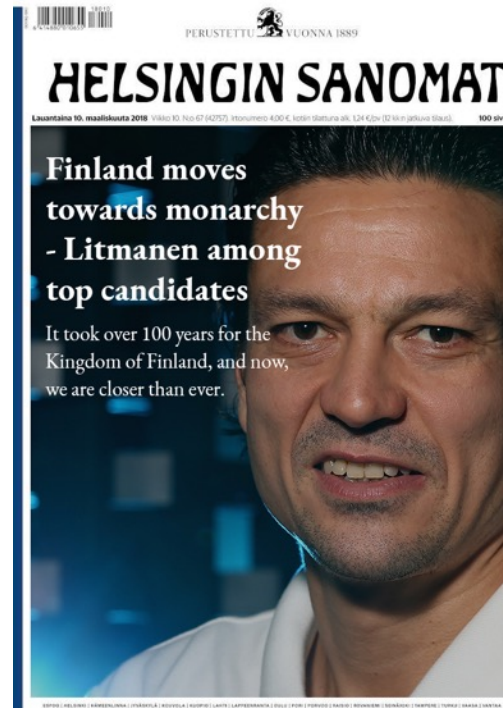
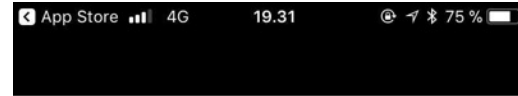
People can create their own fake news by simply giving a headline to Pinocchio, who will then publish a story based on the headline, and create a personal, shareable social media post enhanced with stock images.

In addition to publishing the stories on Pinocchio's news corner, some of the fake news will be hidden on Sanoma news sites.

The screenshot shows the Pinocchio news corner on the Helsingin Sanomat website. At the top, there is a navigation bar with the Helsingin Sanomat logo and a 'SUBSCRIBE NOW >' button. Below the navigation bar is a header image featuring a man in a white shirt looking thoughtful, with the text 'Pinocchio: the fake news journalist' and 'THE TRUTH IS BEYOND THE HEADLINES.' The main headline reads 'Finland cancels Christmas: "Christianity isn't prevalent anymore."' followed by the sub-headline 'Today, the Parliament voted 110-68 for cancelling Christmas.' Below the headline is a stock image of a Christmas tree. Underneath the image is a social media share bar with icons for Facebook, Twitter, and LinkedIn. The main body of the article contains placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi' Below the text are three buttons: 'READ NEXT STORY >', 'SHARE VIA FACEBOOK >', and 'CREATE YOUR OWN >'. At the bottom, there is a 'Kommentit (0)' section with a 'Välillä ensin' dropdown and a 'Kirjoita' input field. Below the input field is a placeholder comment: 'Tämä on olemattomasti luotettu uutis, jota ei ole tarkistettu. Ennen olemattomasti luotettu uutis, ei enää.' At the very bottom, there is a footer with the Helsingin Sanomat logo and social media icons for Facebook, Twitter, Instagram, and YouTube, along with their respective handles.

# Fake front page

At campaign start, HS will publish a fake front and second page, in both print and online.





# The ~~world~~ truth is beyond the headlines

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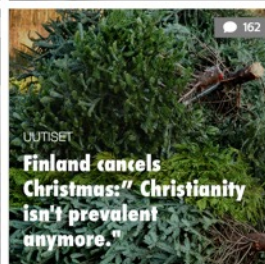
For the campaign, HS modifies its phrase "The world is beyond the headlines" to "The truth is beyond the headlines." – which can be seen in all campaign communications, in social and display advertising.



**Finland moves towards monarchy  
- Litmanen among top candidates**

THE TRUTH IS BEYOND THE HEADLINES. >

**HS**



TÄHTIARTIKKELIT




**Liisa Mallikas**  
 23 hrs · 🌐

Can't believe this is happening!! I'm celebrating Christmas for sure this year as well! 🙄



FINLAND CANCELS CHRISTMAS:  
 "CHRISTIANITY ISN'T  
 PREVALENT ANYMORE."

HS.fi  
 The Parliament: Christmas needs to go

 Like     
  Comment     
  Share

 2




**Jussi Niemi** COOL!!!  
 Like · Reply · 10h



**Meri Johanna** Nyt oikeesti.... 🤔🤔🤔  
 Like · Reply · 8h


Write a comment...
 




DNA 4G      18.59      79%





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


SAARA AALTO IS  
 THE NEW BOND GIRL

Read more >

341 views

How did a girl from Oulunsalo end up starring a James Bond movie? Read the whole story at HS.fi.

# Kamppi take-over

To showcase the possibilities of AI, Pinocchio comes to Narinkkatori to boast about his video editing skills.

HS will overtake Narinkkatori's main screen with an interactive video screen, where people can place themselves in the middle of world-famous events, creating their own fake stories.

Implemented using Clear Channel and smart phone's face mapping tools.



# Fake interviews

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During the Kamppi take-over, HS will perform interviews related to Pinocchio's stories, such as "Who's your favorite candidate for the next Finnish King/Queen?"

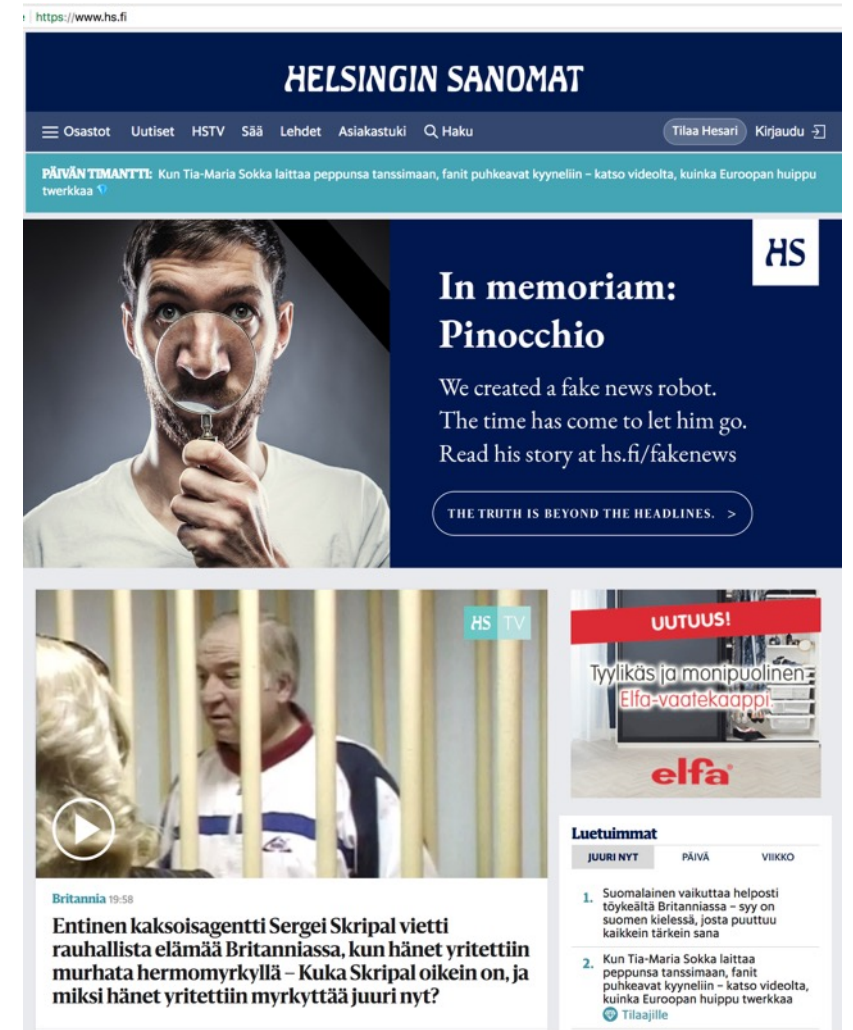
These interviews will be used in social and display advertising.



**Pinocchio must die.**

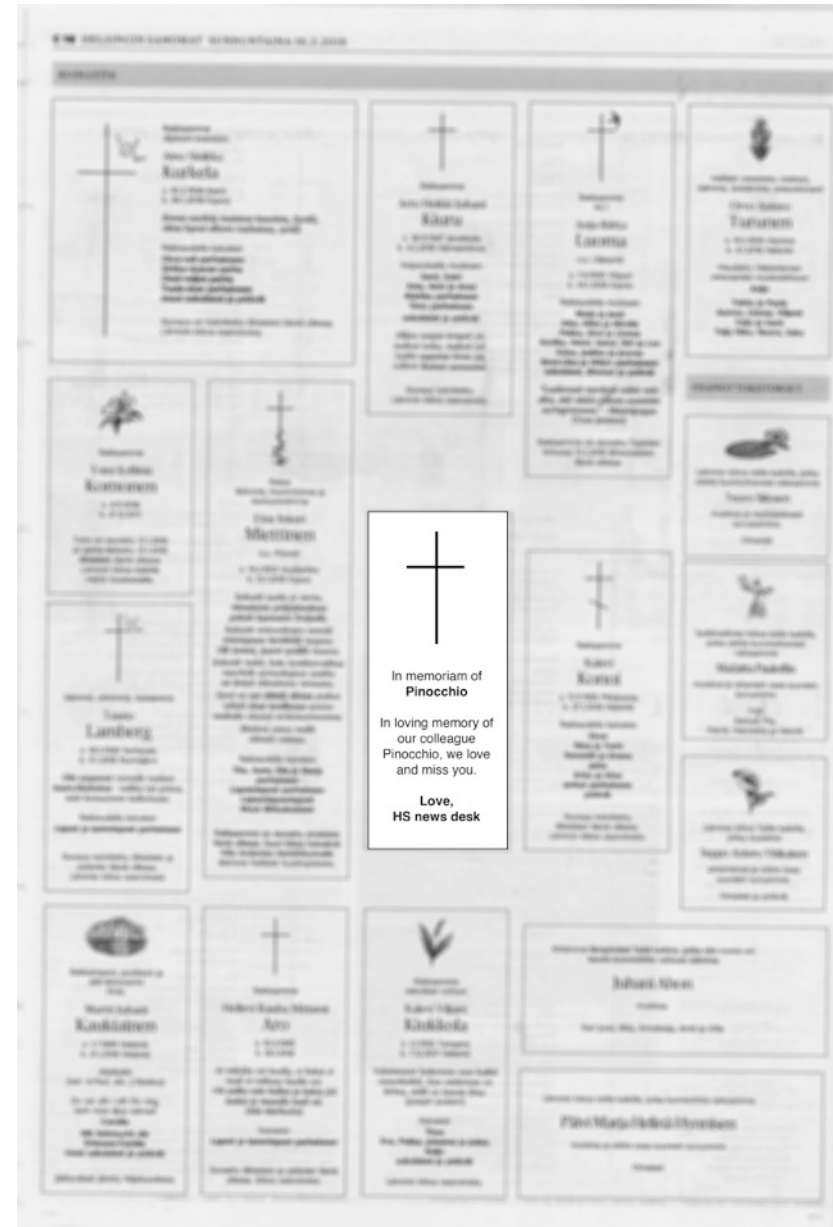
# In memoriam: Pinocchio

In the second phase, HS declares Pinocchio's death.



# HS Obituary

And publishes an obituary.





# In memoriam site

Pinocchio's news corner becomes in memoriam site, featuring the case video which covers Pinocchio's funeral and highlights from his week long career.

In a series of comprehensive in memoriam articles HS opens about the motives and techniques behind fake news, and underlines the importance of truth.

The screenshot shows a news article on the Helsingin Sanomat website. At the top, there is a dark blue header with the site's name and a 'SUBSCRIBE NOW >' button. The main article features a large image of a man in a suit holding a microphone, with the headline 'In memoriam: Pinocchio, the fake news journalist' and the sub-headline 'THE TRUTH IS BEYOND THE HEADLINES.' Below this is a section titled 'What has Pinocchio taught us?' with a smaller image of a microphone. The article text is in Latin, starting with 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.' There are social media sharing buttons for Facebook, Twitter, and Email. Below the article, there are buttons for 'READ NEXT STORY >' and 'SHARE VIA FACEBOOK >'. A 'Kommentit (0)' section is visible, with a 'Vaihda ensin' dropdown menu. At the bottom, there are social media icons for Facebook, Twitter, Instagram, and YouTube, along with a list of site categories like 'Yhteistyö', 'Aikajournali', 'Lähieläjä', 'Muuksa', 'Käyttäjät', 'Tutkimus', 'Rekisteröinti', and 'Käyttäjien perustava materiaali'.

**HS Helsingin Sanomat**  
23 hrs · 🌐

A week ago Pinocchio, an AI powered fake news robot, went online. Today, he passed away. Read the full story at HS.fi.



HS.fi


In memoriam: Pinocchio

👍 Like      💬 Comment      ➦ Share

DNA 4G      18.59      🔒 📶 79% 🔋

Instagram

**HS Helsingin Sanomat**      ⋮



👍 💬 📌      🏷️

341 views

A week ago Pinocchio, an AI powered fake news robot, went online. Today, he passed away. Read the full story at HS.fi.

🏠 🔍 + ❤️ 👤



HS

**And this  
is what  
happened..**

THE TRUTH IS BEYOND THE HEADLINES.

HS

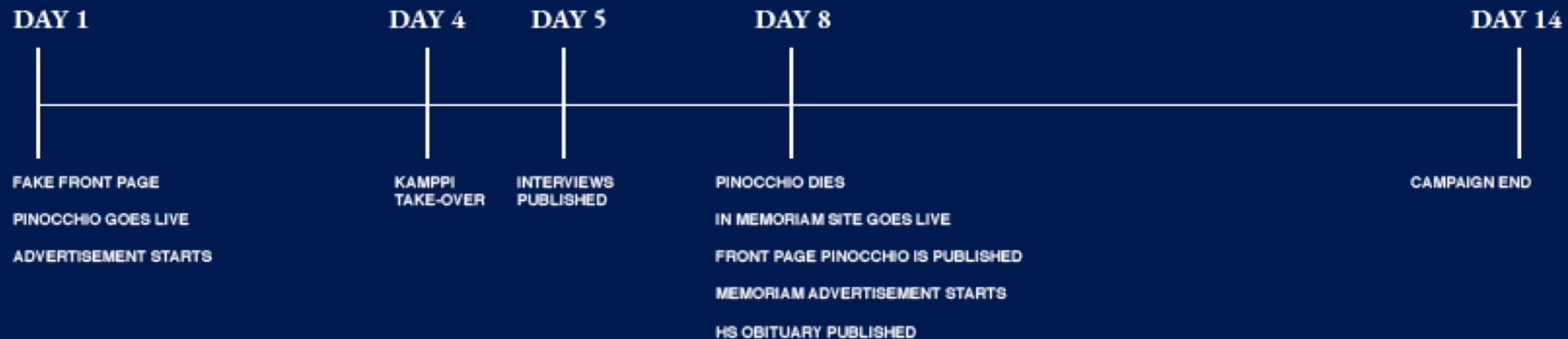
**504 376  
likes**

**164 554  
shares**

**0  
truth**

THE TRUTH IS BEYOND THE HEADLINES.

# The life of Pinocchio, the fake news journalist



# Summary

Through creative use of technology, and with the help of Pinocchio, anyone can become a fake news journalist.

The campaign showcases how little it takes to create fake news and spotlights the importance of real and examined information.

**With anyone being able to create fake news, the truth is often more miraculous than fiction; and the truth is beyond the headlines.**

**THE TRUTH IS BEYOND THE HEADLINES.**