

**”600 000 jobs are threatened
to be replaced with robots
by 2020 in Finland.”**

☐

Genuine

☐

False

The internet is full of fishy headlines, and nearly all Finns see them every month. But don't worry – 75 % of Finns believe they are able to detect fake news from real ones.

Finns aged 18-44

1 795 000

95 % -----

Use Facebook monthly

1 700 000

70 % -----

See fake news monthly

1 190 000

Another study found that fake news headlines manage to fool adults around 75 % of the time.

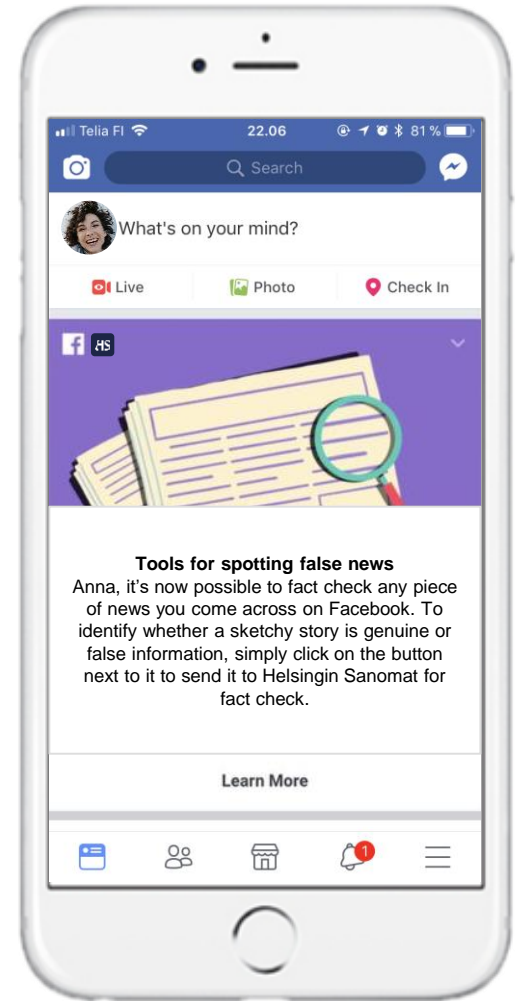
So how come people still are so confident on their own capability to recognize false information? In the field of psychology, this is called the Dunning–Kruger effect, or more commonly, illusory superiority. It is a cognitive bias whereby people tend to overestimate their own abilities in many social and intellectual domains – and typically, the lower a person's ability is, the more they tend to overestimate their own competence. It's the same reason why 76 % of Finns also claim to be better than average drivers.

Since people can't tell what is true and what is fake, they need a constant reminder to be cautious and means to take action.

We have the medium to reach people in the moment when they come across fake information online – and we have the technology to help them tell apart genuine facts from all kinds of crap disguised as news.



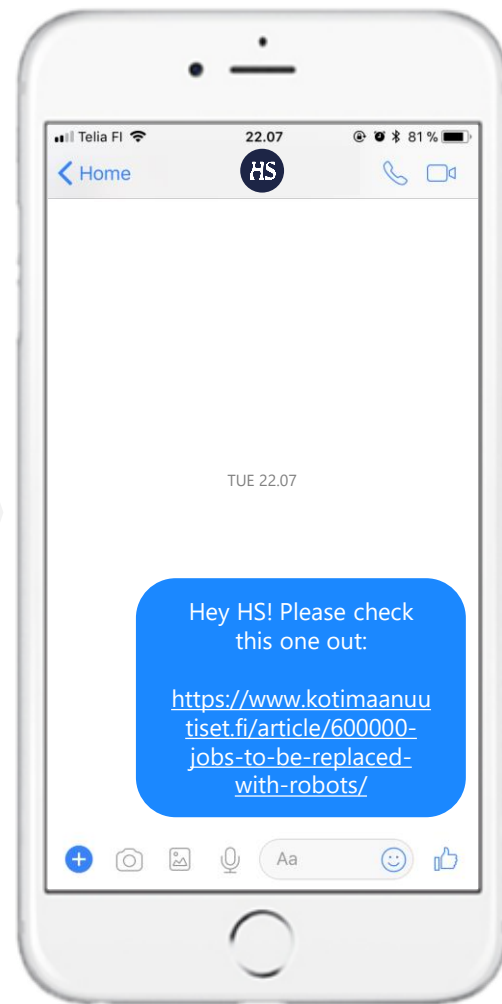
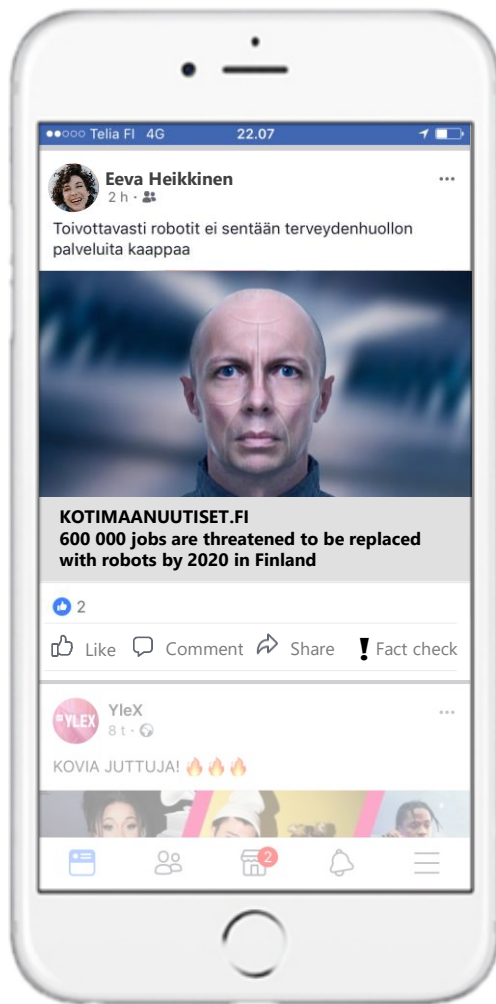
A small black square logo with the white letters 'HS' inside.



Introducing the HS bot

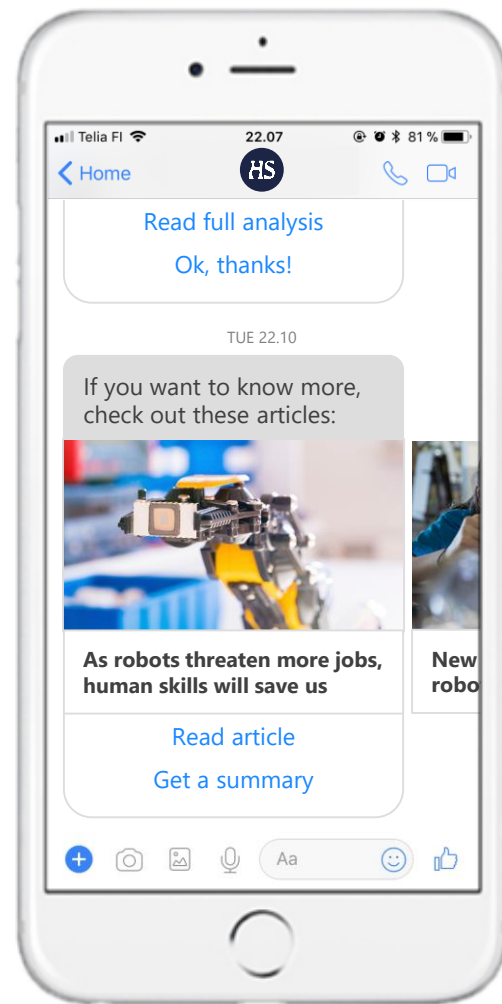
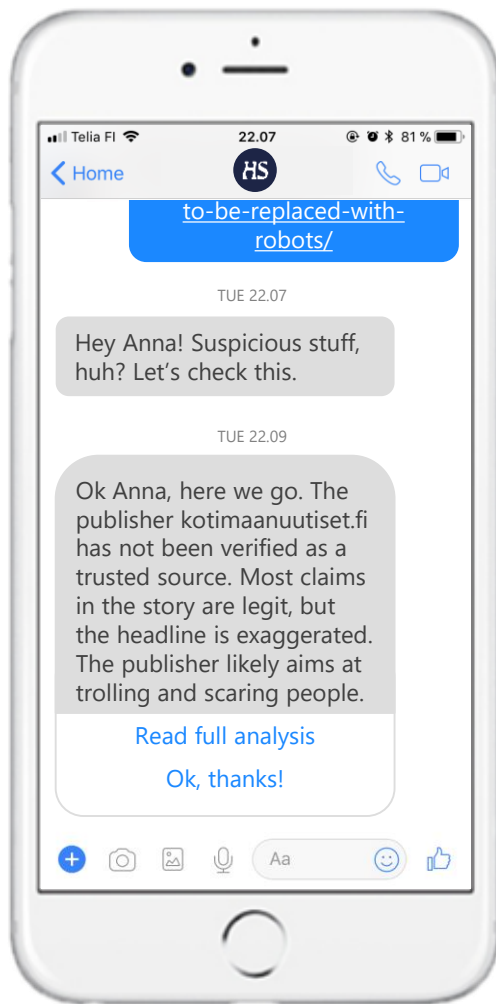
When you come across something sketchy, you can send it to HS bot for verification with one click.

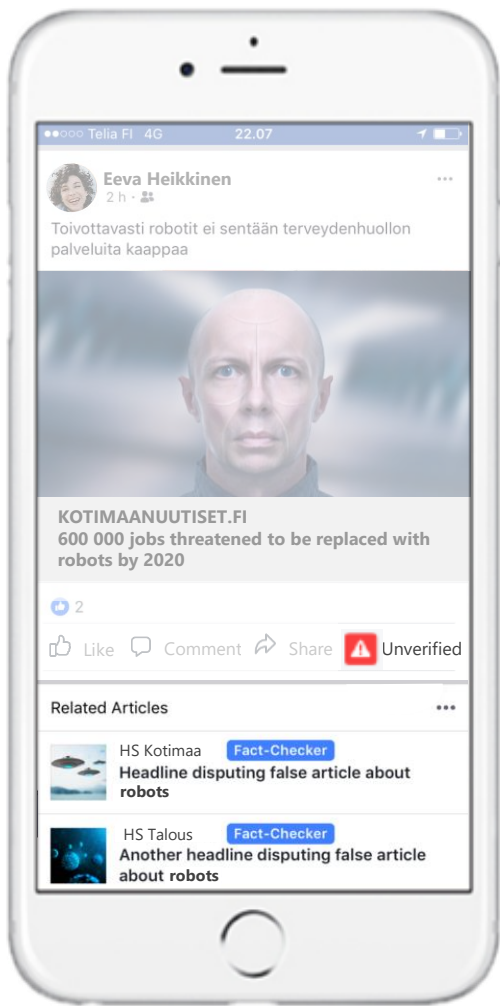
HS



By utilizing Sanoma blockchain, the HS bot will come back with an automated analysis of the article and a suggestion of related articles on HS.fi.

HS





Reported articles found to include disinformation will appear for all users as unverified, accompanied with related articles from HS.

The HS bot will be launched on media literacy week in February 2019.

HS

Technology

100 000 €

HS media

70 000 €

Sanoma media

100 000 €

Social media

30 000 €

Media literacy tour

50 000 €



PERUSTETTU  VUONNA 1889

HELSINGIN SANOMAT

Suomenlainen 2. kesäkuuta 2019 Vihko 22. Nro: 168 (HIDRO), Internetinero 400 €, Kotiin tilattuna 400 €, Opi €/opu (12 kkoa jatkuvaa tilaus). 136 sivua

Our mission is to help people understand the world. With quality journalism, we contribute to the functioning of our society as a democracy.

We create high quality, relevant, captivating content – information, inspiration, education and entertainment – in multiple channels across media, and thus have a vital role in promoting democracy and free speech.

On the internet, it is easy for anyone to publish and encounter misleading information. False information, such as fake news, are being published and spread for different kinds of motives: information war, elections, racism, political agenda or commercial purposes.

Our aim is to help you to tell apart genuine information from fake content.

See more at hs.fi/factcheck and contribute to our HS bot on Facebook.



THE WORLD IS BEYOND THE HEADLINES.



Facebook teams up with Helsingin Sanomat to battle disinformation

Facebook launched today a new feature in cooperation with Helsingin Sanomat. The feature allows users to report suspicious news content, which will be verified by utilizing Sanoma blockchain technology. Over 10 000 journalists within verified, Finnish publishers work together to verify news content shared online.



Sanoma Blockchain unifies publishers to ensure credible journalism

Finnish journalists of all verified publishers cooperate to diminish sharing of disinformation. Sanoma has invested in blockchain technology to enable non-hackable news verification.



Through high reach and a tool to take action, we increase awareness of fake information and the motives behind it.

Campaign
reach

3 600 000

people aged 18+
reached

Critical
thinking

570 000

people aged 18-44
became more about
the source and
motives behind
online content

Activation

100 000

articles sent to
HS bot