

Young Lions 2018



News Manipulator

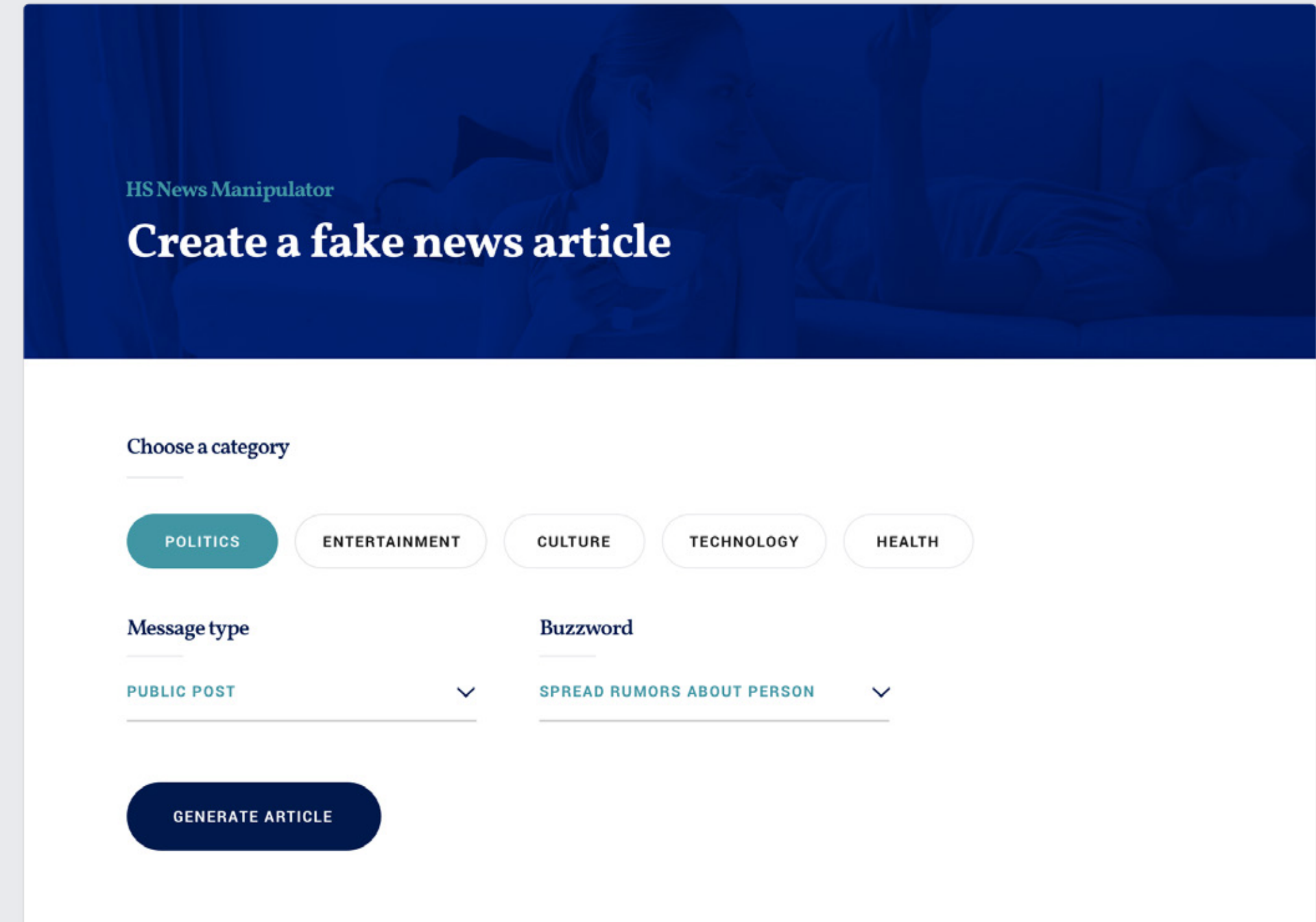
11.03.2018

 HELSINGIN SANOMAT 16.00
You have been hit by fake news!

What's it all about

Have you ever thought how easy it actually is to make false information look like legit news? With **HS News Manipulator** everyone can create fake news by manipulating a real news piece with false facts and share it in their network.

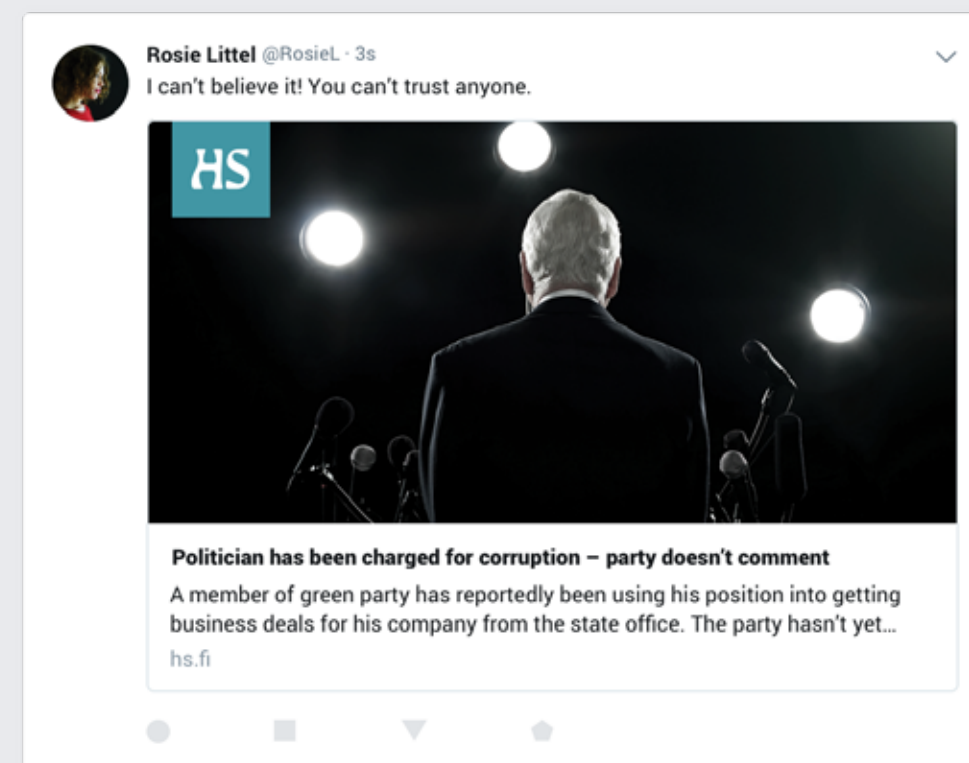
In the Manipulator the reader can choose interest attributes and a motive. The manipulated piece can be shared as a separate article with a disclaimer about the campaign and its motives – raising awareness on **how easy it is to publish manipulated content** as legit news and the fact that it's happening all the time.



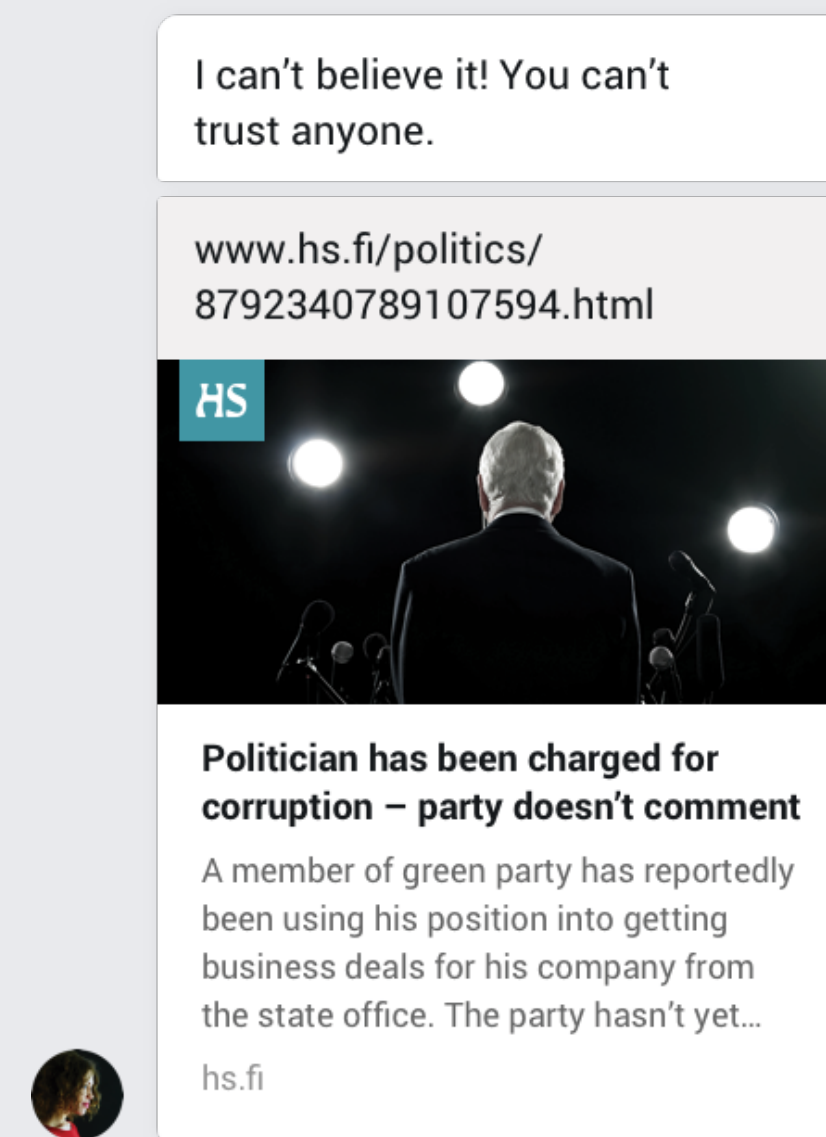
The screenshot shows the HS News Manipulator web application interface. At the top, there is a dark blue header with the text "HS News Manipulator" and "Create a fake news article". Below the header, the interface is white and contains several sections:

- Choose a category:** A section with five buttons: "POLITICS" (highlighted in teal), "ENTERTAINMENT", "CULTURE", "TECHNOLOGY", and "HEALTH".
- Message type:** A dropdown menu with "PUBLIC POST" selected.
- Buzzword:** A dropdown menu with "SPREAD RUMORS ABOUT PERSON" selected.
- GENERATE ARTICLE:** A large, dark blue button at the bottom.

Public post



Private message


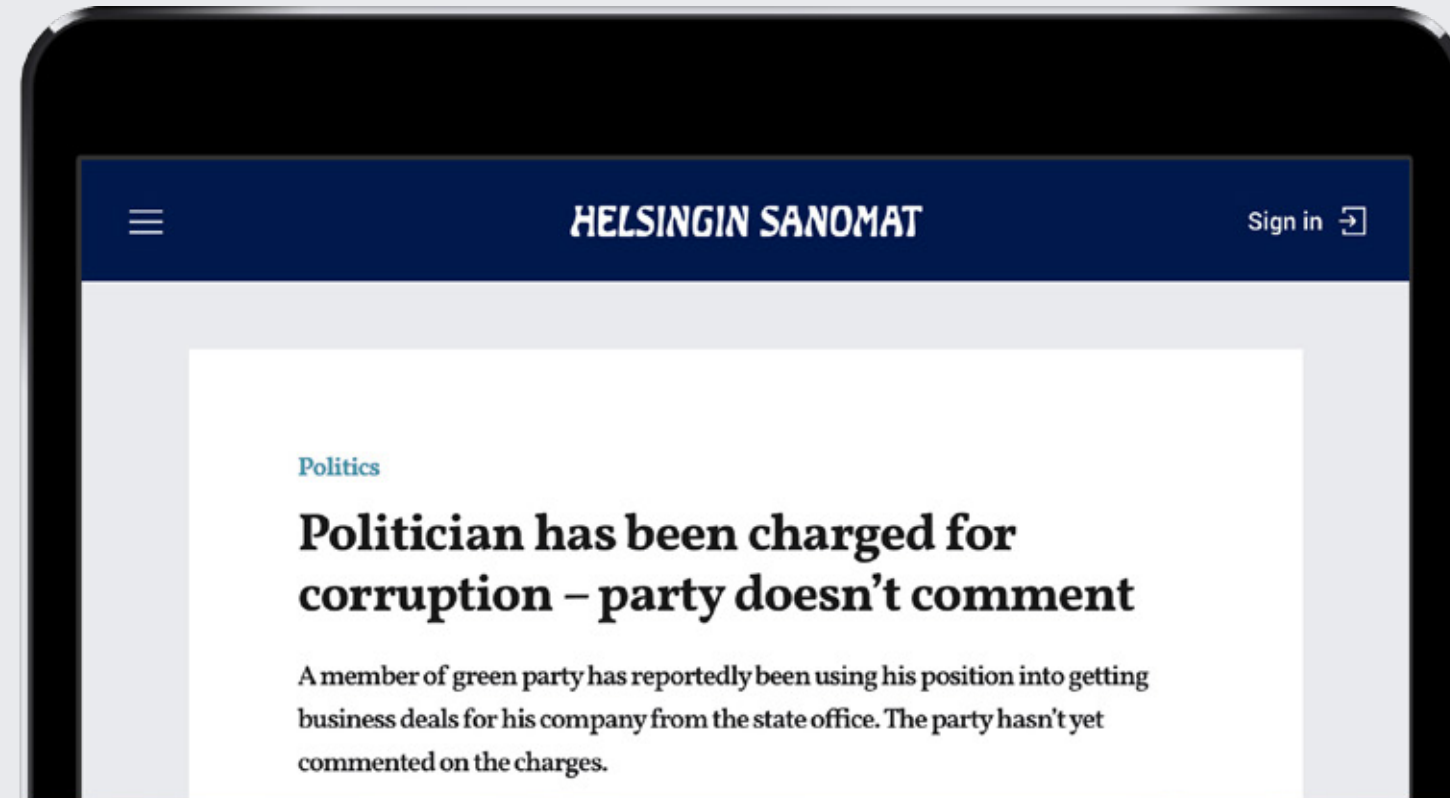


How it's going down

The main asset of the campaign is the generator that will pop up in real news articles that have been chosen in advance. Different aspects can be chosen to be implemented into a copy of the original article.

The fake articles can be shared in Facebook and Twitter as public posts or private messages. The articles themselves won't be promoted on social or hs.fi, all the visibility will come from pop ups and the shares.

The fake article will be available through a link during the campaign. The URL will look like a normal HS article, but once a visitor clicks to the page a disclaimer will clearly state that this was part of a campaign. The disclaimer will also have a button to guide reader to read more about fake news in general and how to recognize legit news sources, like Helsingin Sanomat.




Got you!

You have been hit by fake news!

Don't blame yourself – 70 % of people don't realize they're reading misleading news.

[FIND OUT MORE](#)

Try it yourself with HS News Manipulator



What's the whole point

The campaign talks about fake news in a fun yet down-to-earth tone, showing that **basically anyone can manipulate news** into something that better supports their outlook. Naturally Helsingin Sanomat would never actually share fake news, which is why it's important to state that the article is part of a campaign right away. Explaining the reason behind doing something like this is also crucial, so people understand the real issue and get a better judgement when reading/watching news online.

The how and the why of fake news

Fake information is being shared more and more in different formats. People are so eager to believe the things that support their opinions that they easily forget to think critically and **question motives** behind content. In our campaign we want to put people into fake news' creator's shoes to give them perspective on how and why it's done. Sharing the creation with others will spread the word and make more people understand the reasons behind "real" fake news.