ARE YOU ONE IN 10?

Discover whose agenda you are supporting and let's relieve Finland of false news.

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Goal

Increasing Finnish understanding of what is reliable news and stop unreliable news from spreading across social media.

Objective

30% of the target group state that the campaign made them think more about the motives behind online content.

20% of the target group state that the campaign made them more critical of the source.

Issue

Media literacy is generally poor among adults. Ensuring the reliability of the source and reviewing the news critically can be labor-intensive and challenging, making it easy to not do it.

Organizing idea

The Truth will liberate us.

All strategic and creative actions are based on an organizing idea - from the most massive spectacles to the tiniest online interactions.

Insight

PEOPLE WANT TO KNOW EASILY WHETHER THEY CAN TRUST THE CONTENT THEY SHARE AND READ.

TO HELP MITIGATE THE NEGATIVE EFFECTS CAUSED BY FAKE NEWS IT'S CRITICAL THAT WE DEVELOP METHODS TO AUTOMATICALLY DETECT FAKE NEWS ON SOCIAL MEDIA.

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TOGETHER WITH HELSINGIN SANOMAT, FINNS WILL CREATE DATA TO ANALYZE IF ONE IS SHARING FALSE INFORMATION.

By combining data from one's personal social media profile with an open source based **fake news detector** we will be able to show how much one has shared bad media content in her/his social media profile.

By participating, one is also part of a greater cause. During the time this system will become better and better at recognizing patterns of trustworthy content.
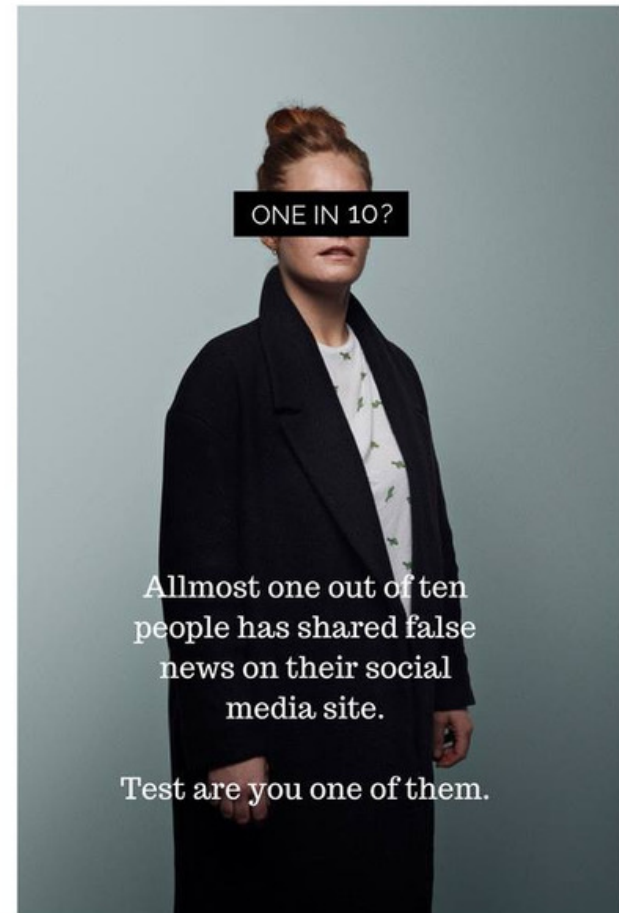
ONE IN 10?

Allmost one out of ten people has shared false news on their social media site.

Test are you one of them.

Allmost one out of ten people has shader false news on their social media site. Source: Medialiitto 2017

THE WORLD IS BEYOND THE HEADLINES.

ANALYZE YOUR SOCIAL MEDIA FEED

By giving permission to view the user's own social media profile, they get a summary with visualized data of their shared media links.

The summary includes information on whether the links are reliable or not. A user can share their summary on social media and encourage other users to make their own summaries.

THE WORLD IS BEYOND THE HEADLINES.

DEVELOPE A FAKE NEWS DETECTOR SOFTWARE THAT UNDERSTANDS FINNISH.

We can identify fake information relatively well in English but Finnish is a particularly hard language for detector softwares. Who is going to help Finnish speakers? We are.

All new user data make an open source based fake news detector better. By giving examples of media content in Finnish, the software starts to learn what media or news content what is trustworthy and what is not.

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THE WORLD IS BEYOND THE HEADLINES.

WE DON'T JUST NEED 'BIG DATA'. WE NEED 'BIG INSIGHT' THAT WE CAN TURN INTO 'BIG ACTIONS'.

Nathan Ansell, M&S
Marks & Spencer director of loyalty, customer insights & analytics

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FINNS WILL TAKE ACTIONS AND BE A PART OF A GREATER CAUSE.

Fake news on social media has been occurring for several years; however, there is no agreed upon definition of the term "fake news".

A calculated trustworthy index from the detector can become a standard measurement for a quality news media.

Implications of this technology are many – we have a change to greate easy and fast way to measure, detect and possibly erase a serious negative impact on individuals and society, by recognizing things like propagandists to convey political messages or influence.

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THE CAMPAIGN AGAINST FAKE INFORMATION IS LAUNCHED IN OCTOBER, BEFORE FINLAND'S COUNTY ELECTIONS WHICH WILL BE HELD ON THE 28TH OF OCTOBER 2018.

SANOMA MEDIA CHANNELS

Online 250 000 €
Print 150 000 €

REACH

1 552 000
APRX. 18-44 years old

EXTERNAL MEDIA

SEM 30 000 €
Online Video 10 000 €
Digital Display 20 000 €
Social media channels 40 000 €

REACH

2 000 000
APRX. 18-44 years old

WITH THE FASCINATING FACTS OF INDIVIDUALS' OWN CHOICES AND HIGH REACH, THE CAMPAIGN WILL MAKE MILLIONS OF FINNS THINK ABOUT THEIR BEHAVIOR AND POSSIBILITY OF SHARING FAKE INFORMATION IN SOCIAL MEDIA.

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THE WORLD IS BEYOND THE HEADLINES.

Estimates are based on studies of Sanoma Media (2018), Statistics Finland (2017) and YouGov & Teosto (2017).