WHAT IF ONE OF THE MOST OBVIOUS REASON FOR FAKE NEWS IS THE WAY OF INTERPRETING RESULTS?

HS

A false story reaches 1,500 people six times faster, on average, than a true story does.

HS

Fake news are attention-grabbing and something that reinforces extreme views. People tend to share this kind of content easily.

The more extreme the emotion in a **headline**, the more likely it is to be clicked on.

Clickbaits also known as link baits are type of hyperlink that leads the reader into the article by conspicuous first impression.

This is why fake news and clickbait hyperlinks have such **an overlap**.

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THE CHALLENGE is that people don't recognize the difference between fake and real news, instead they only tend to click on eye-catching hyperlinks.

45%
of consumers are somewhat confident about their ability to recognize fake news.

15%
of consumers are not confident about their ability to recognize fake news.

HS

IDEA

Old Way of Thinking: *The world is beyond the headlines.*

Start the movement from click-based culture towards quality journalism.

To get people recognize that HS content is fact-based information and HS wants to be amongst this new movement of killing the click-based thinking.

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New Way of Thinking:

The world used to be beyond headlines,
The fact based world is going to be there from now on.

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SOLUTION

1) Forget the click-based thinking
Instead of measuring the success of articles by click-through-rates, focus on valid metrics and time spent with content.

2) Engage and educate consumers
Make it clear that HS is letting it's readers to be in a key role of increasing quality content by their new article rating system.

3) Deliver the message
Be the trendsetter of a new era where things are analyzed differently and communicate that the change will start **NOW!**

HS

Instead of focusing on click amounts...

HS builds a rating system for online articles which combines emotional aspects and machine learning.

1) Readers get to rate HS news according the reliability and sincerity of the article.

2) Implementation of AI that uses sentiment analysis and text classification algoritms to validate the quality of the content (IBM Watson)

...HS will get a new perspective on data which removes click-based thinking.

HS

By reaching and engaging people we will make them think about motives behind fake news and be more critical of the source.

The campaign will be executed only on online medias. This is because the click culture only exists online → supports our message.

IBM Watson Sentiment Analysis

Social Media:

HS, Online Advertisement

10 000€

400 000€

90 000€

The aim of the social media is to awaken discussions.

Focus on younger generations.

Includes all Sanoma online inventory. This will reach our target group from 18 to 44 years old.

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FORGET THE CLICKS!