



Painel: O uso abusivo de dados pessoais e a falta de transparência de algoritmos na distribuição de "fake news"



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Internet e Eleições



1a. Geração - Descobrimento



Jesse Ventura

- Lutador profissional – Wrestler
- Eleito governador de Minnesota – 1998
- Uso intenso de internet
 - ❑ Lista de e-mails com mais de 3.000 pessoas
 - ❑ Originada da rede de lutadores profissionais
 - ❑ Website
- Baixo alcance

2a. Geração - Maturação



Bush (2004)

- Perguntas online para a campanha
- Mobilização e arrecadação



Obama 2008

- 35% dos cidadãos com idade de votar assistiram a algum vídeo online relacionado às campanhas;
- 39% dos usuários de internet conectaram-se para ver debates políticos, discursos e declarações de candidatos
- **ENGAJAMENTO!**



"I'M ASKING YOU TO BELIEVE.
Not just in my ability to bring about
real change in Washington... I'm
asking you to believe in yours."



MAKE CALLS

EN ESPAÑOL

[LEARN](#) [ISSUES](#) [MEDIA](#) [ACTION](#) [PEOPLE](#) [STATES](#) [BLOG](#) [STORE](#)

LAST CHANCE TO DONATE

MEET *the* CANDIDATE



Barack Obama was raised by a single mother and his grandparents. They didn't have much money, but they taught him values from the Kansas heartland where they grew up. He took out loans to put himself through school. After college, he worked for Christian churches in Chicago, helping communities devastated when steel plants closed. Obama turned down lucrative job



MEET BARACK

MyBO

BARACK TV

[MORE VIDEOS](#)

One Day to Change the World



4a. Geração ?????



4a. Geração!!!



- Dados sensíveis
 - ❑ Cambridge Analytica
 - ❑ Anúncios

Cambridge Analytica

A screenshot of a news article from The Guardian. The article is titled 'Leaked: Cambridge Analytica's blueprint for Trump victory' and is subtitled 'Exclusive: Former employee explains how presentation showed techniques used to target voters'. The author is Paul Lewis and Paul Hilder, and it was published on March 23, 2018. The article has 16,533 views and is noted as being over 6 months old. The main image shows a woman in profile, looking at a smartphone, with a large yellow circle behind her head. The image is overlaid with a network diagram consisting of black nodes and lines. The Guardian logo is in the top left corner of the article preview.

The Cambridge Analytica Files
Cambridge Analytica

Leaked: Cambridge Analytica's blueprint for Trump victory
Exclusive: Former employee explains how presentation showed techniques used to target voters

Paul Lewis and Paul Hilder
in San Francisco
Fri 23 Mar 2018 12.53 GMT

f t e 16,533
This article is over 6 months old

▲ The document reveals how US voters were targeted by thousands of different ads on social media. Photograph: Getty Images

<https://www.theguardian.com/uk-news/2018/mar/23/leaked-cambridge-analyticas-blueprint-for-trump-victory>

1) Sinta-se representado **Big Ticket Items**



YouTube Mastheads

Displayed different versions of the masthead depending on location of the site visitor

Today, Nov. 8th
Everything Changes

Get to know Donald Trump from some of his closest supporters.

[Learn More >](#)

Ivanka Trump
Businesswoman



STRENGTH

Willie Robertson
Duck Dynasty



MIDDLE CLASS

David Clarke
Sheriff



JUSTICE

Marcus Luttrell
Retired Navy Seal



MILITARY

Dana White
President, UFC



BUSINESS

Today, Nov. 8th
Everything Changes

Today is one of the most important and historic elections in our nation's history. Today is your chance to be heard. Your chance to make a better America – a brighter America – for everyone. Get up. Get out. **VOTE.**

Find Your Local Polling Place:

eg. 390 Valencia St. San Francisco, CA 94103

[Search & Expand](#)



SPONSOR-GENERATED CONTENT

Paid advertisement by Donald J. Trump for President

2) Para os indecisos...

CLINTON CORRUPTION

TEN INCONVENIENT TRUTHS ABOUT THE CLINTON FOUNDATION

PAID ADVERTISEMENT FOR AND CREATED BY DONALD J. TRUMP

LEARN MORE



Persuasion Search Advertising



Search Query: *Trump Iraq War*

Hillary Voted For The Iraq War - Donald Trump Opposed It

Ad www.donaldjtrump.com/iraq

Crooked Hillary voted for the war in Iraq as a New York Senator. Bad Judgment!



Control The First Impression

Search Query: *Hillary Trade*

Hillary Clinton Supports NAFTA - She Will Ship Jobs Overseas

Ad www.lyingcrookedhillary.com

Hillary Clinton's Trade Deals Destroy American Jobs. No More Bad Deals.



Go Negative on Hillary's Positions and Expose Scandals

Search Query: *Trump Economic Plan*

Donald Trump For President - See His Full Economic Plan

Ad www.donaldjtrump.com/Economy

Donald Trump will fix America's rigged economy. See the full plan here.



Drive Traffic To Relevant Issue Pages

4a. Geração!!!



- Dados sensíveis
 - ❑ Cambridge Analytica
- Transparência
 - ❑ Dark posts

4a. Geração!!!



- Dados sensíveis
 - Cambridge Analytica
- Transparência
 - Dark posts
- Fake News

Top 5 Mainstream Election Stories by Facebook Engagement

(three months before election)

**"Trump's History of Corruption Is Mind-Boggling.
So Why Is Clinton Supposedly the Corrupt One?"**
(849,000, *Washington Post*)

**"Stop Pretending You Don't Know
Why People Hate Hillary Clinton"**
(623,000, *Huffington Post*)

**"Melania Trump's Girl-on-Girl Photos
From Racy Shoot Revealed"**
(531,000, *New York Post*)

**"Ford Fact Checks Trump:
We Will Be Here Forever"**
(407,000, *CNN*)

**"I Ran the C.I.A. Now
I'm Endorsing Hillary
Clinton"** (373,000,
New York Times)

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENT
FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

Top 5 Fake Election Stories by Facebook Engagement

(three months before election)

**"Pope Francis Shocks World, Endorses Donald Trump
for President, Releases Statement"**
(960,000, *Ending the Fed*)

**"WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS...
Then Drops Another BOMBSHELL! Breaking News"**
(789,000, *The Political Insider*)

**"IT'S OVER: Hillary's ISIS Email Just Leaked &
It's Worse Than Anyone Could Have Imagined"**
(754,000, *Ending the Fed*)

**"Just Read the Law: Hillary Is Disqualified
From Holding Any Federal Office"**
(701,000, *Ending the Fed*)

**"FBI Agent Suspected in Hillary Email
Leaks Found Dead in Apparent Murder-
Suicide"** (567,000, *Denver Guardian*)

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS
FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

<https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook>

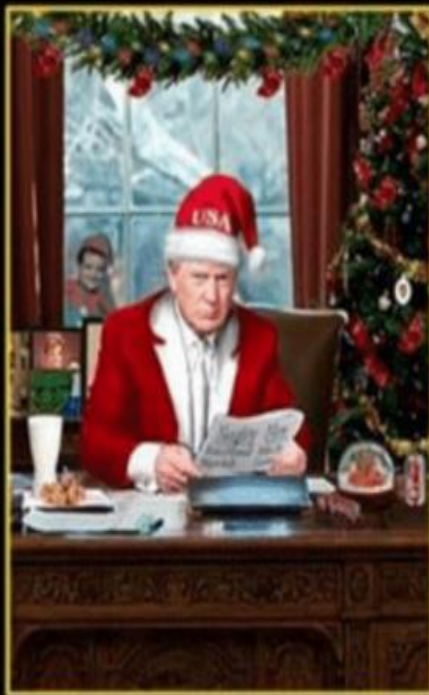
Fake News na Campanha Trump



- ❑ Estima-se que houve pelo menos 40 milhões de compartilhamento de notícias falsas no Facebook
- ❑ 3 vezes mais notícias falsas pró-Trump que pró-Clinton
- ❑ Notícias falsas pró-Trump foram 4 vezes mais compartilhadas do que notícias falsas pró-Clinton

Social Media and Fake News in the 2016 Election - Journal of Economic Perspectives,
Hunt Allcott and Matthew Gentzkow—Volume 31, Number 2—Spring 2017—Pages 211–236

LIKE IF YOU AGREE



**'WE ARE GOING TO SAY
MERRY CHRISTMAS AGAIN!'
PRESIDENT-ELECT DONALD TRUMP**

"I THINK SHARIA LAW WILL BE A POWERFUL
NEW DIRECTION OF FREEDOM & DEMOCRACY"

Hillary Clinton



KILLARY WANTED A 550% INCREASE IN ISLAMIC REFUGEES
IF ELECTED SHE WOULD OPEN U.S. BORDER TO ISIS TERRORISTS

THANK GOD SHE'S NOT OUR PRESIDENT

LIKE IF YOU AGREE

LIKE IF YOU AGREE



**NO MORE REFUGEES. NO MORE ILLEGALS
DEPORT THEM AND KEEP THEM OUT!**

**"SHHH! BE REALLY QUIET!!
WE'VE GOTTA SNEAK
OVER THE US BORDER!"**



171011_tech_secureborderslikeifyouagree

UNRA THE EXPLORER KNOWS HOW EASY IT IS TO CROSS THE US BORDER!

**IT'S LIKE A CHILDREN'S GAME! AND EVEN IF YOU GET CAUGHT
THEY'D JUST SEND YOU BACK IN YOUR COUNTRY SO YOU CAN TRY AGAIN**

**DEMS GIVING AWAY CITIZENSHIP
TO INCREASE NUMBER OF VOTERS**



**1/2 OF TRUMP'S
SUPPORTERS
ARE DEPLORABLE!**

**1/2 OF HILLARY'S
SUPPORTERS
ARE DEPORTABLE!**

**THIS IS OUTRAGEOUS!
LIKE IF YOU AGREE**



https://www.ajs.nrw.de/wp-content/uploads/2016/06/160617_HateSpeech_WEB2.pdf

Inofensivos (mas nem tantos)



**Papa Francisco
apoando Trump**



Pablo Kids

Com resultados



Ataque a pizzaria nos EUA mostra perigo de rumores nas redes sociais

Edgar Maddison Welsh, de 28 anos, entrou na pizzaria Comet armado com fuzil por conta de informações falsas que vinculavam pizzaria a uma rede de pedofilia.



Por France Presse
06/12/2016 11h32 - Atualizado 06/12/2016 11h32

A invasão de um homem armado a uma pizzaria de Washington, alvo de um rumor que a vinculava a uma rede de pedofilia, mostra os riscos das informações falsas na internet e nas redes sociais, em particular.



06/05/2014 11h03 - Atualizado em 06/05/2014 13h17

Mulher morta após boato em rede social é enterrada em Guarujá, SP

Mulher foi morta após página postar boato sobre sequestro e bruxaria. Novo vídeo, divulgado nesta terça, mostra mulher sendo interrogada.

Anna Gabriela Ribeiro
Do G1 Santos



Mulher tenta linchar casal após boato de sequestro em rede social

Uma dona de casa foi agredida até a morte após um boato divulgado na internet.

NOTÍCIAS - 07/04/2017

19 | Partilhar | 19 | Tweetar | Pin it

globo.com | g1 | globoesporte | gshow | famosos & etc | videos



14/10/2014 07h00 - Atualizado em 14/10/2014 14h17

Após suspeita de ebola, haitianos enfrentam preconceito em Cascavel

Segundo Polícia Federal, cerca de 2 mil estrangeiros vivem na região oeste. Preconceito não é pela cor da pele, mas pela nacionalidade, diz haitiano.

John
R, em Cascavel





MUITO

OBRIGADA



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...o que fazer?



○

- $1 \times N, N \times N$



2)Acredite, nós somos manipulados...



- Lembre-se: os dados pertencem à empresas!
- Empresas prestam serviços!

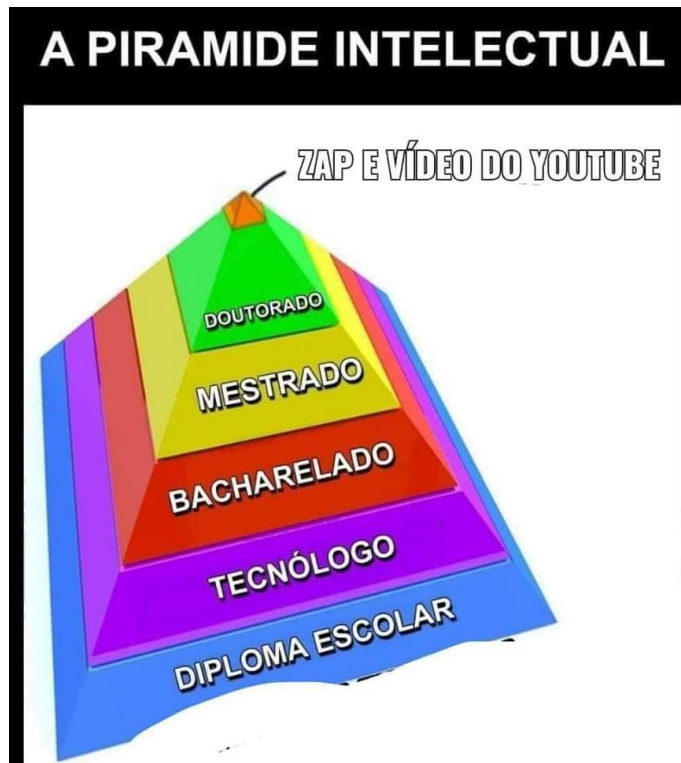
2)Acredite, nós somos manipulados...



- **Artigo: Visibilidade no Facebook: Modelos, Medições e Implicações**
 - Eduardo Hargreaves, Daniel Menasché, Giovanni Neglia, Claudio Agosti
 - BraSNAM 2018 - CSBC

Como sair dessa?

A PIRAMIDE INTELECTUAL



- Limpe histórico e *cookies*
- Verifique informações sobre a notícia:
 - Data
 - Confiabilidade e viés da fonte
- Procure a mesma informação em outras fontes → Principalmente as originais
- Leia conteúdo enviado pelo seu colega com uma visão diferente da sua
- Ouça especialistas!
- Combata a mentira!

Transparência e Abertura



Tim Berners-Lee launches campaign to save the web from abuse

A 'Magna Carta for the web' will protect people's rights online from threats such as fake news, prejudice and hate, says founder of the world wide web

Ian Sample *Science editor*

 @iansample

Mon 5 Nov 2018 18:30 GMT

#ForTheWeb

https://amp.theguardian.com/technology/2018/nov/05/tim-berners-lee-launches-campaign-to-save-the-web-from-abuse?__twitter_impression=true



Nossas Contribuições



Lançamento: 01/01/2019



<FAKE>

Não é nada novo...



Não apenas texto...

Vídeo: <https://www.youtube.com/watch?v=ohmajJTcpNk&t=14s>



</FAKE>