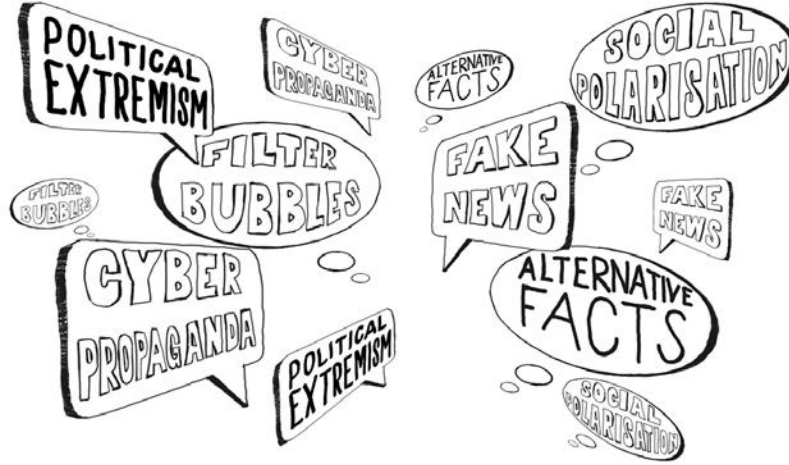


Post-Truth



Developing a Knowledge Organisation (KO) Community Response

IKO 2017

Innovation in Knowledge Organisation Annual Conference

Chennai, October 23rd 2017

David Clarke, FRSA

Developing a KO Community Response to Post-Truth



90 Minute Session

PART ONE: EXPOSITION

1. Background Briefing about Post-Truth (15 mins)
2. Specific Examples of Post-Truth Problems (15 mins)
3. Questions & Answers about the Presentation (10 mins)

PART TWO: DISCUSSION

1. Current Responses and Initiatives (10 mins)
2. Round Table Discussions – Your Ideas for Solutions (20 mins)
3. Plenary Discussion – Group Review of Ideas (20 mins)

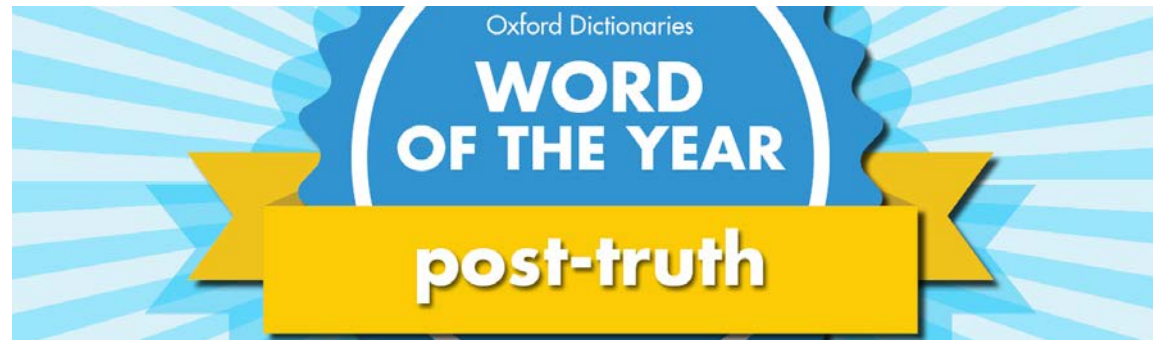
In 2016 we experienced a fake news epidemic



Definition

'post-truth', relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.'

In 2016 'post-truth' became:



<https://en.oxforddictionaries.com/word-of-the-year/word-of-the-year-2016>

The Internet democratised information



The Internet democratised the world of information.

It levelled the playing field between citizens and institutions, and it gave a voice to many previously marginalized individuals and communities.

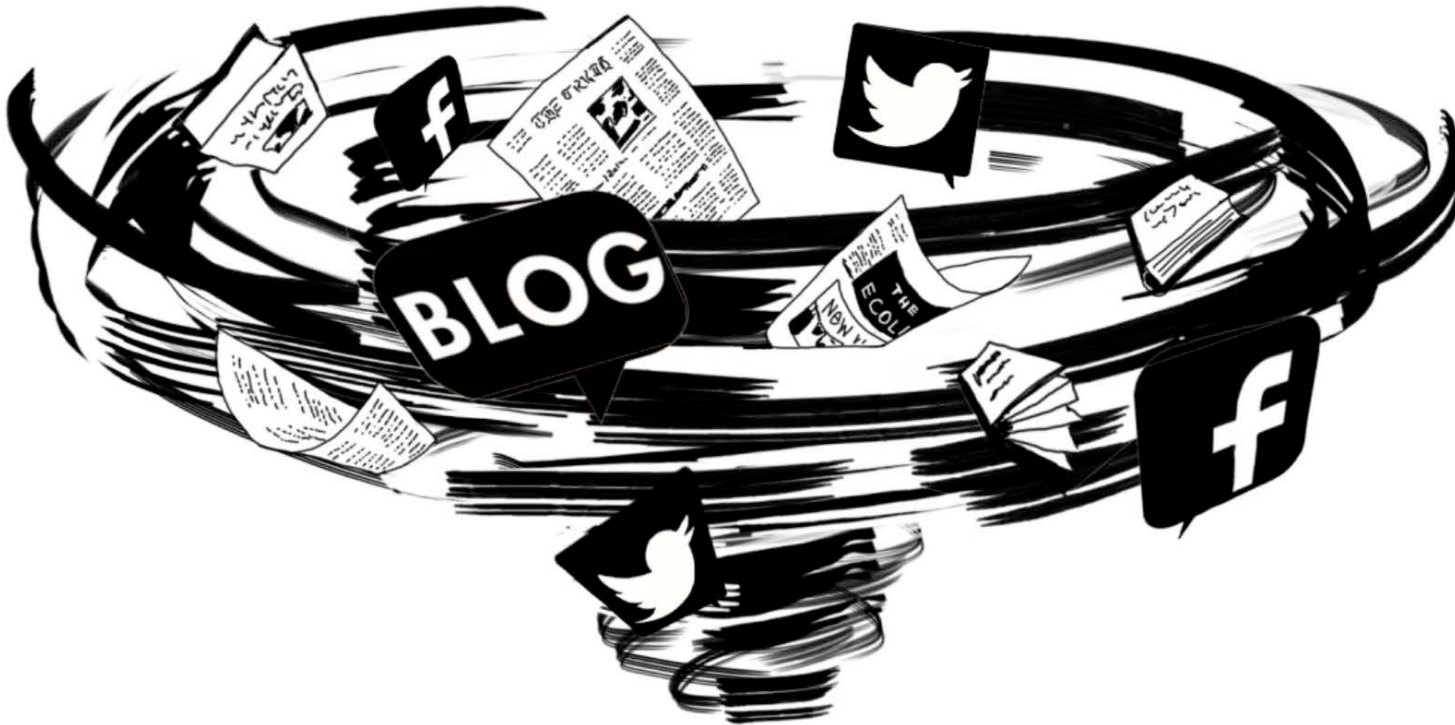
A migration from authoritative sources to social media

The Internet also changed where people go to find news and general information.

There has been a steady migration away from traditional resources toward content delivered via web search engines and social media



The source of information becomes blurred



As web search engines and social media became the primary 'go-to' source for news and general information, the public has become less conscious of the origin of information, who creates it, and whether it is trustworthy.

Getting harder to distinguish fact from opinion

A paradox of the Information Age is that while we have access to many more and diverse information sources, it is getting harder to distinguish fact from opinion and truth from lies.



Personalised search loved by consumers

Search engines and social media act as information filters. Filters have become essential as we sort and sift through vast amounts of information. Search has also become personalised: filters now evaluate both what we look at and the person who is looking.



A search for 'movies' won't just retrieve cinema listings, it will filter by what's on at the closest cinema to where you are now. A search for products will remember and filter by all your past searches and purchases.

Unintended consequences for factual searches



same question_ 



DIFFERENT

ANSWERS

Over the past decade personalised search has spread from the world of online shopping to become an inherent design feature in all major search engines and social media websites.

What worked well for shopping becomes problematic when applied to how we search for factual information.



Filter bubbles of confirmation bias

Personalised search can distort our view of reality, creating a personal *filter bubble* that reinforces our existing beliefs while limiting our exposure to new ideas and contrary viewpoints.



Filters exert subliminal influence

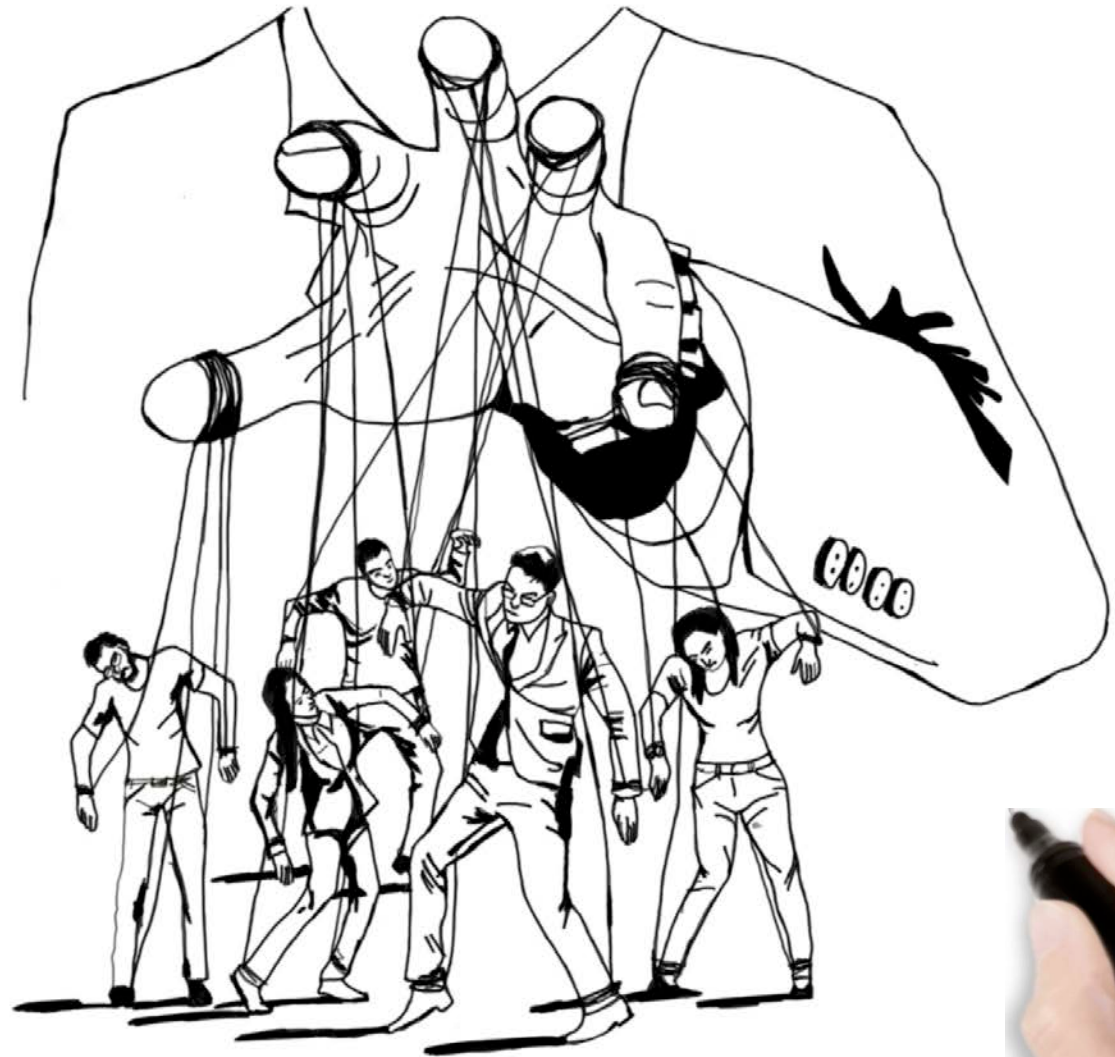


Personalised search operates imperceptibly and without our conscious consent. Its influence is effectively subliminal: we have little awareness of and even less control over the data that is collected about us and how it is used to filter our access to information.

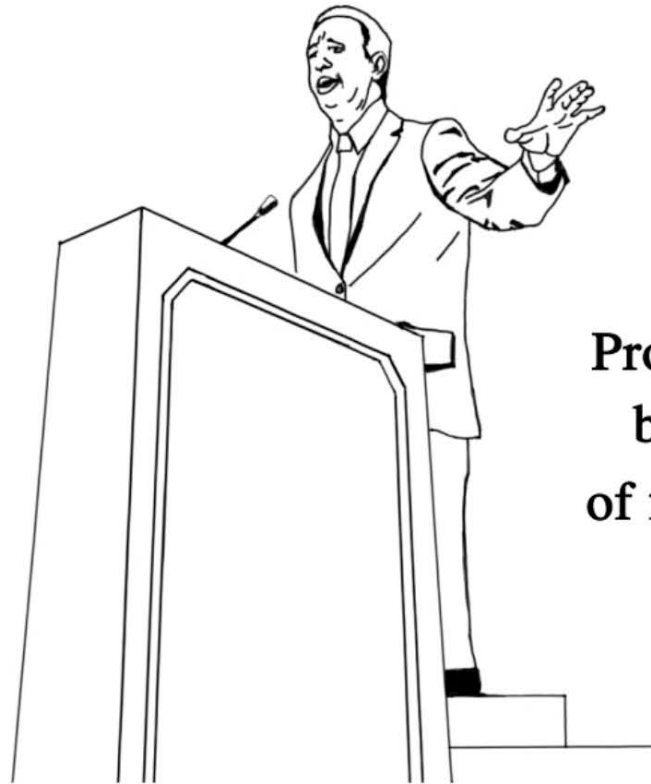
Filters now for sale enabling micro-targeted messaging

Conversely, advertisers can pay to use this data to influence the information that we retrieve.

Political campaign managers in the USA and UK described micro-targeted messaging via social media as decisive in recent elections.



Propaganda is an inevitable part of democratic discourse



Propaganda is persuasively presented information, whether false or true, that is intended to influence people's beliefs and behaviour.

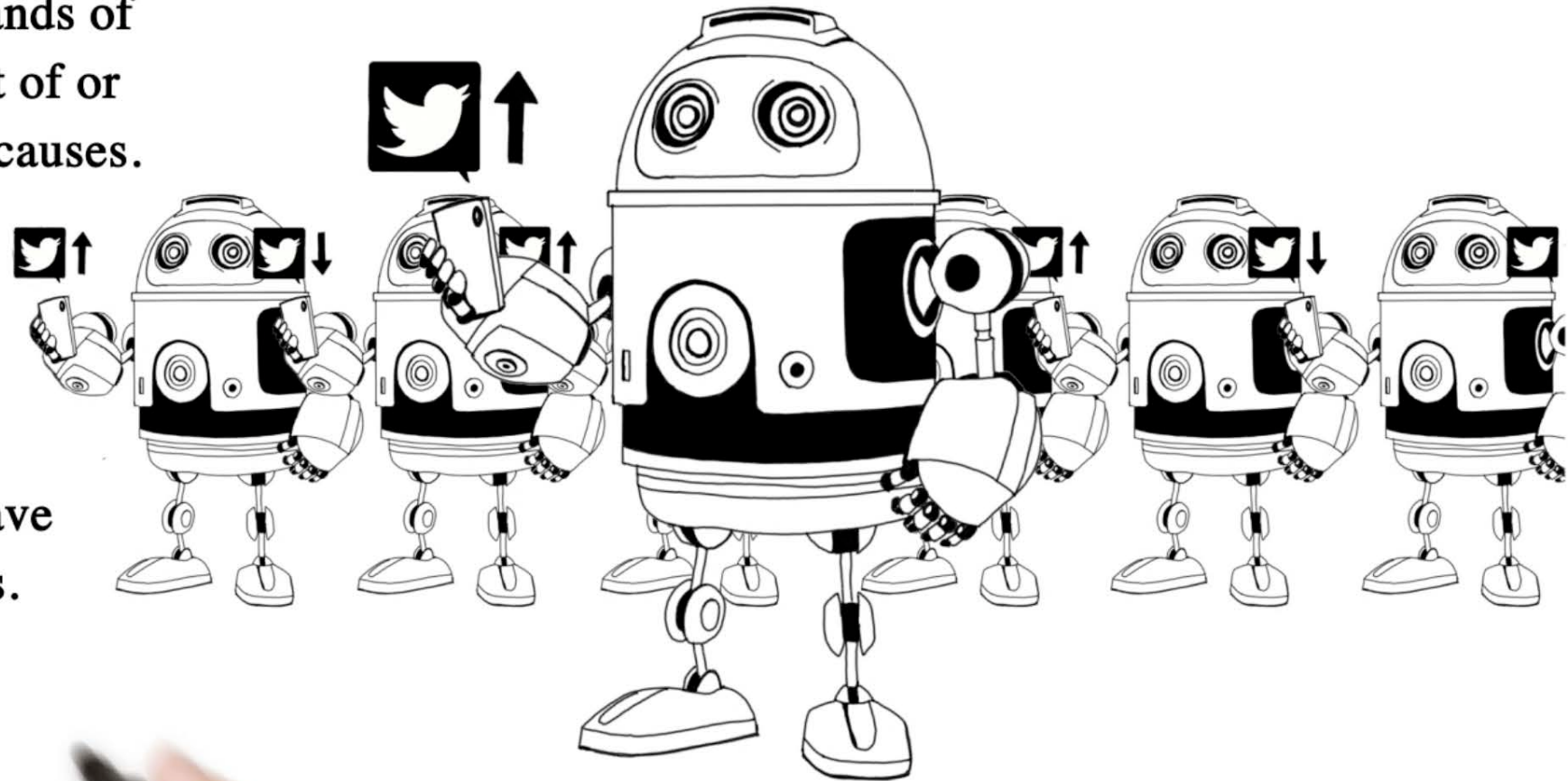
Propaganda has negative connotations, but it is nevertheless a manifestation of free speech and democratic discourse.



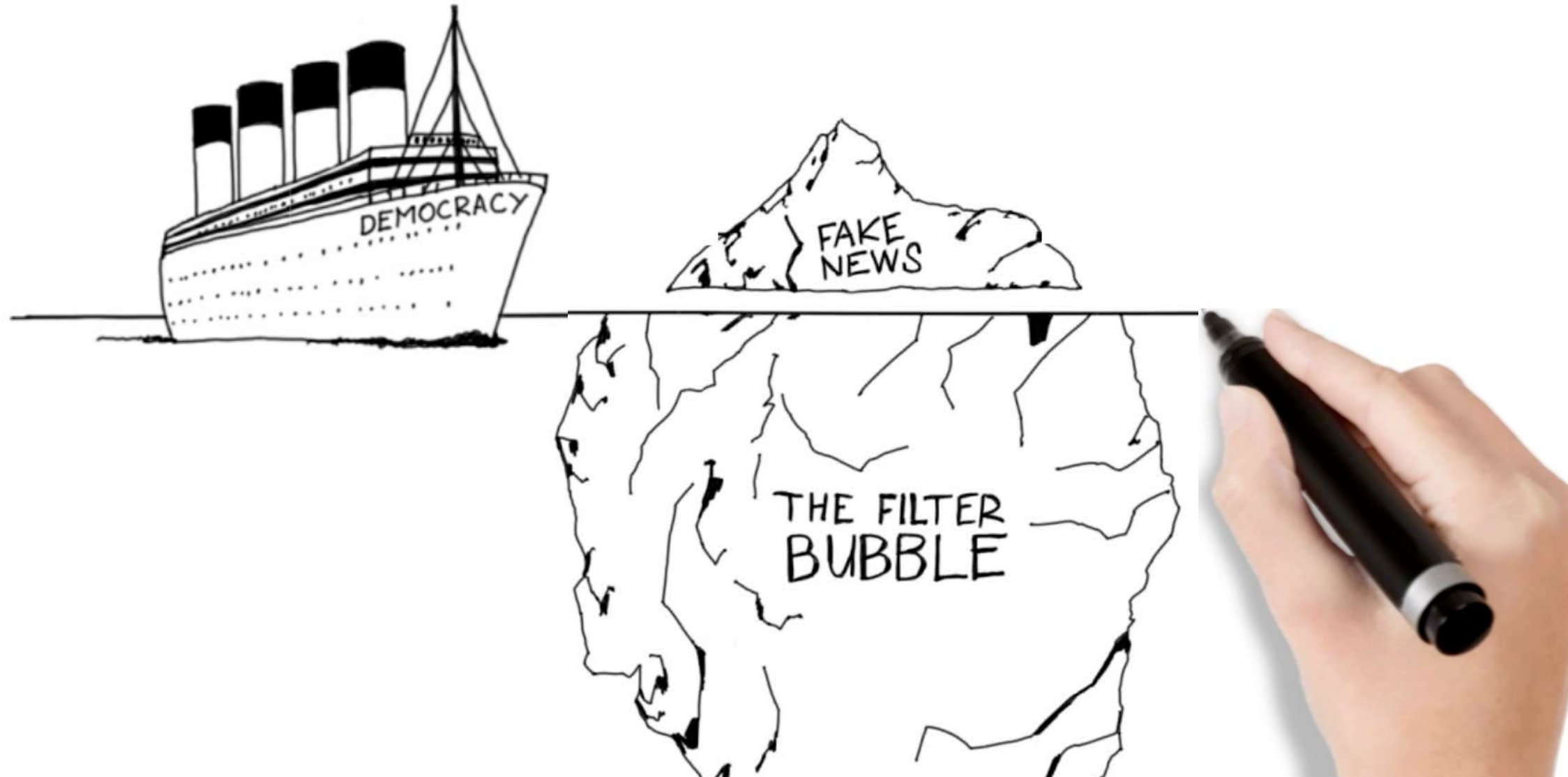
Cyber-propaganda distorts human democratic discourse

Cyber-propaganda presents new problems, such as 'socialbots', which automatically generate thousands of artificial messages in support of or opposition to candidates and causes.

They distort human democratic discourse and have influenced recent elections.



Democracy relies on a well informed public



Unpacking Post-Truth

	Dubitable Information	False Information	Filtered Information
Causes	Proliferation of opinion-based content Source ambiguity Fact apathy	Partisan fake news State-sponsored propaganda Socialbots	Personalised search Online political advertising Confirmation bias
Effects	Culturally induced ignorance and confusion Echo-chamber distortion	Political extremism Electoral interference Counter-scientific thinking	Divergent realities Confirmation bias Social polarisation
Trends	Migration away from professional publications and libraries to search engines and social media as <i>'primary'</i> sources of variable quality.	Devaluation of facts, evidence and rational argument in political discourse. Increasing technical sophistication of state-sponsored propaganda.	Massive increase in political advertising spent on search engines and social media, especially micro-targeted messaging.

The problem of state-sponsored propaganda

State-sponsored propaganda

January 2017 ODNI Report



Background to "Assessing Russian Activities and Intentions in Recent US Elections": The Analytic Process and Cyber Incident Attribution

https://www.dni.gov/files/documents/ICA_2017_01.pdf

- 'the Russian Government aspired to help President-elect Trump's election chances when possible by discrediting Secretary Clinton'; and that
- 'a Russian messaging strategy [was developed] that blends covert intelligence operations—such as cyber activity—with overt efforts by Russian Government agencies, state-funded media, third-party intermediaries, and paid social media users or “trolls.”'
- 'We assess Moscow will apply lessons learned from its Putin-ordered campaign aimed at the US presidential election **to future influence efforts worldwide, including against US allies and their election processes.**'

The problem of personalised search

The filter bubble – example

Google Search for Egypt

Scott: Egyptian Protests

Google Egypt

About 350,000,000 results (0.24 seconds)

[Crisis in Egypt](#)
Voices in Egypt have been muted but will not be silenced. Listen.
humanrightsfirst.org/Egypt

[Egypt - Wikipedia, the free encyclopedia](#)
Egypt officially the Arab Republic of Egypt, is a country mainly in North Africa, with the Sinai Peninsula forming a land bridge in Southwest Asia. ...
Hosni Mubarak - Ancient Egypt - Female genital cutting - History of modern Egypt
en.wikipedia.org/wiki/Egypt - Cached - Similar

[Egypt News - The Protests of 2011 - The New York Times](#)
World news about Egypt and the protests of 2011. Breaking news and archival information about its people, politics and economy from The New York Times.
topics.nytimes.com > World > Countries and Territories - Cached - Similar

[Egypt Travel, Tours, Vacations, Ancient Egypt from Tour Egypt](#)
Information for travelers, resources on history, monuments and activities.
www.touregypt.net/ - Cached - Similar

[News for Egypt](#)
 [Why Lara Logan Was Eager to Return to Egypt](#)
1 hour ago
By Charlotte Triggs AP Lara Logan had already had one troubling experience in Egypt before last Friday's "brutal and sustained" sexual assault, ...
People Magazine - 1658 related articles - Shared by 20+
[In Egypt, renewed hope for gender equality](#)
USA Today - 24874 related articles - Shared by 5+
[Realtime updates for Egypt \(390\)](#)

Daniel: Travel Information

Google Egypt

About 321,000,000 results (0.15 seconds)

[Egypt - Wikipedia, the free encyclopedia](#)
Egypt officially the Arab Republic of Egypt, is a country mainly in North Africa, with the Sinai Peninsula forming a land bridge in Southwest Asia. ...
Hosni Mubarak - Ancient Egypt - Female genital cutting - History of modern Egypt
en.wikipedia.org/wiki/Egypt - Cached - Similar

[Egypt Travel, Tours, Vacations, Ancient Egypt from Tour Egypt](#)
Information for travelers, resources on history, monuments and activities.
www.touregypt.net/ - Cached - Similar

[Egypt Daily News, Egypt News](#)
Egypt Daily News, covering Egypt News, Arab news, Middle East news and World news. Egyptian Guides, egyptian recipes, egyptian food, egyptian airforce, ...
www.egyptdailynews.com/ - Cached - Similar

[Images for egypt](#) - Report images


[Egypt - CIA - The World Factbook](#)
Feb 1, 2011 ... Features a map and brief descriptions of geography, economy, government, and people.
<https://www.cia.gov/library/publications/the-world.../eg.html> - Cached - Similar

<https://blog.nus.edu.sg/is1103grp203/2013/03/31/personalized-search-and-its-discontents-ii/>

The filter bubble – example

Googling for BP

Caitlin: Oil Spill News



Google

bp

About 139,000,000 results (0.19 seconds)

Advanced search

Bp

www.BP.com/GulfOfMexicoResponse Info about the Gulf of Mexico Spill Learn More about How BP is Helping.

BP Global | BP

May 26, 2010 ... Welcome to BP. Our products and services provide the freedom to move, to heat and to see. [Show stock quote for BP](#)

www.bp.com/ - Cached - Similar

Careers BP worldwide
Investors Gas and petrol station locator
Contact us Gas and fuel cards
About BP Press releases

[More results from bp.com »](#)

Gulf of Mexico response | Oil spill | BP

May 28, 2010 ... BP started the "top kill" operations to stop the flow of oil from the MC252 well in the Gulf of Mexico at 1300 CDT on May 26, 2010. ...

www.bp.com/extendedsectiongenericarticle.do?categoryId=40...

BP - Wikipedia, the free encyclopedia

BP plc is a British global energy company which is the third largest energy company and the fourth largest company in the world. ...

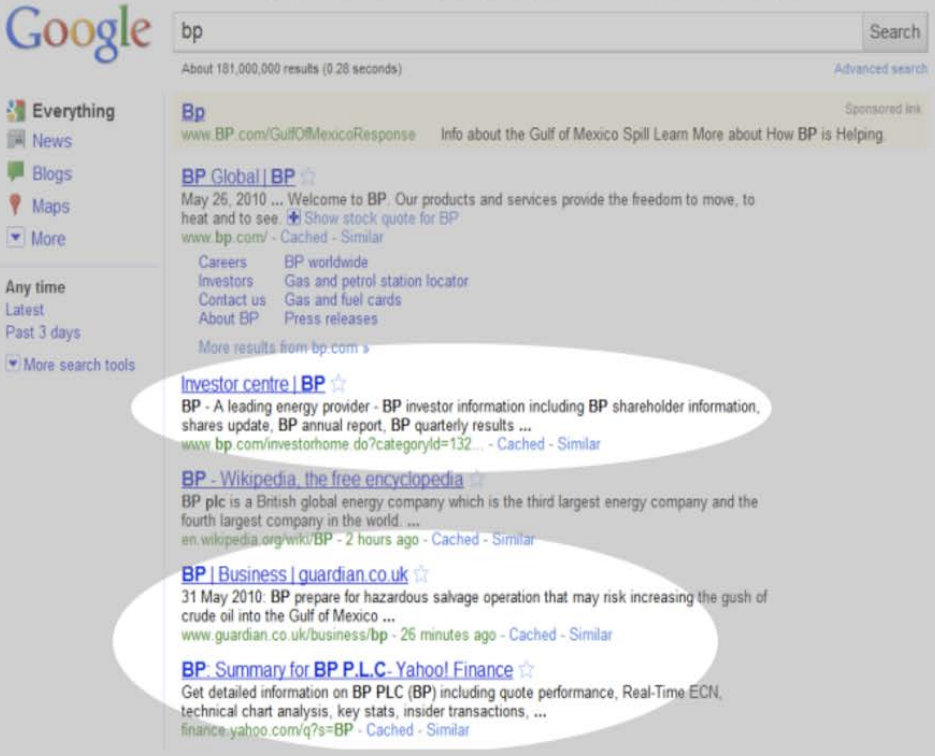
en.wikipedia.org/wiki/BP - Cached - Similar

News for bp

BP Retries Diverting Oil Leak With Dome - 2 hours ago
By CLIFFORD KRAUSS HOUSTON — Unable for six weeks to plug the gushing oil well beneath the Gulf of Mexico, BP renewed an effort Monday to use a dome to ...

[New York Times - 222 related articles »](#)
[Obama administration moves to distance itself from BP on oil spill ...](#)
[Washington Post - 257 related articles »](#)
[US oil spill has not stopping Kiwis going to BP - TVNZ - 25213 related articles »](#)

Julia: Investment Information



Google

bp

About 181,000,000 results (0.26 seconds)

Advanced search

Bp

www.BP.com/GulfOfMexicoResponse Info about the Gulf of Mexico Spill Learn More about How BP is Helping.

BP Global | BP

May 26, 2010 ... Welcome to BP. Our products and services provide the freedom to move, to heat and to see. [Show stock quote for BP](#)

www.bp.com/ - Cached - Similar

Careers BP worldwide
Investors Gas and petrol station locator
Contact us Gas and fuel cards
About BP Press releases

[More results from bp.com »](#)

Investor centre | BP

BP - A leading energy provider - BP investor information including BP shareholder information, shares update, BP annual report, BP quarterly results ...

www.bp.com/investorhome.do?categoryId=132... - Cached - Similar

BP - Wikipedia, the free encyclopedia

BP plc is a British global energy company which is the third largest energy company and the fourth largest company in the world. ...

en.wikipedia.org/wiki/BP - 2 hours ago - Cached - Similar

BP | Business | guardian.co.uk

31 May 2010: BP prepare for hazardous salvage operation that may risk increasing the gush of crude oil into the Gulf of Mexico ...

www.guardian.co.uk/business/bp - 26 minutes ago - Cached - Similar

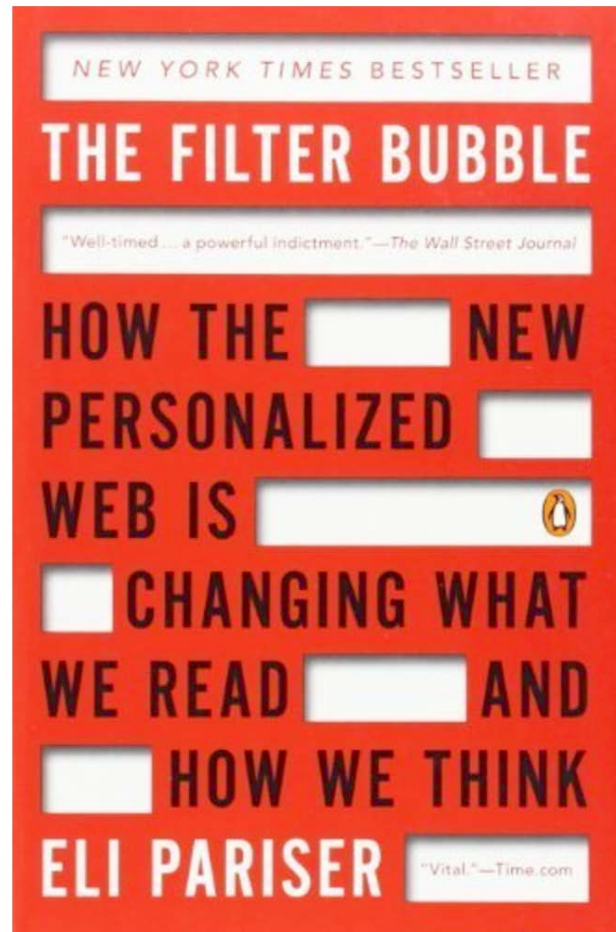
BP Summary for BP P.L.C. Yahoo! Finance

Get detailed information on BP PLC (BP) including quote performance, Real-Time ECN, technical chart analysis, key stats, insider transactions, ...

finance.yahoo.com/q?s=BP - Cached - Similar

<https://blog.nus.edu.sg/is1103grp203/2013/03/31/personalized-search-and-its-discontents-ii/>

The filter bubble – analysis and predictions in 2012



*'Left to their own devices, personalisation filters serve up a kind of **autopropaganda**, indoctrinating us with our own ideas, amplifying our desire for things that are familiar... In the filter bubble, there's less room for the chance encounters that bring insight and learning... the collision of ideas from different disciplines and cultures'.*

Eli Pariser, 2012

<https://www.worldcat.org/title/filter-bubble-how-the-new-personalized-web-is-changing-what-we-read-and-how-we-think/oclc/819281442>

The filter bubble – reflections on social polarisation in 2017



January 10th 2017, Chicago

*'For too many of us, it's become safer to retreat into our own bubbles, whether in our neighborhoods or college campuses or places of worship or our social media feeds, surrounded by people who look like us and share the same political outlook and never challenge our assumptions. The rise of naked partisanship, increasing economic and regional stratification, the splintering of our media into a channel for every taste... **we become so secure in our bubbles that we accept only information, whether true or not, that fits our opinions, instead of basing our opinions on the evidence that's out there.'***

President Barack Obama, 2017

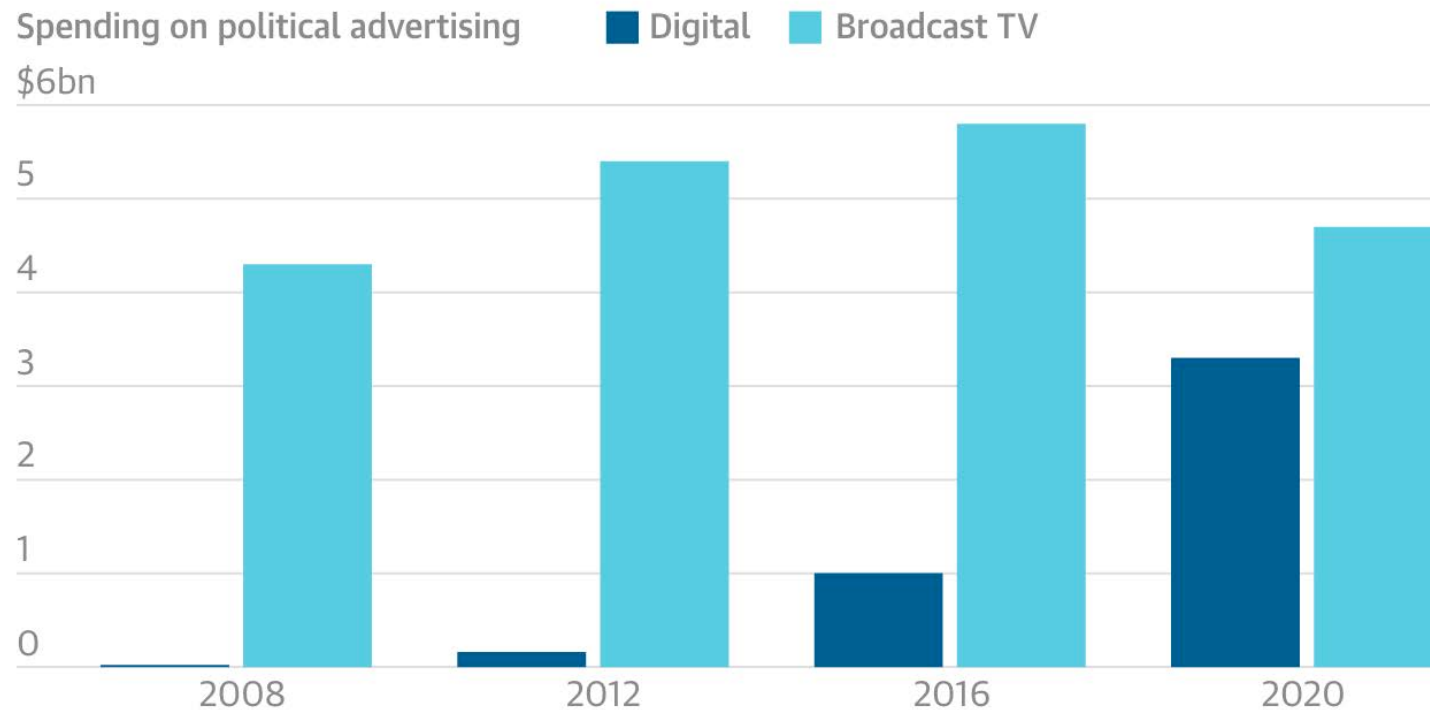
<http://www.latimes.com/politics/la-pol-obama-farewell-speech-transcript-20170110-story.html>

The problem of political search

Online political advertising on path to overtake broadcast media

How campaign ads went digital

Candidates are now targeting Facebook users on their phones, with US online political spending expected to pass \$1bn this year. By 2020, digital could be within 30% of TV



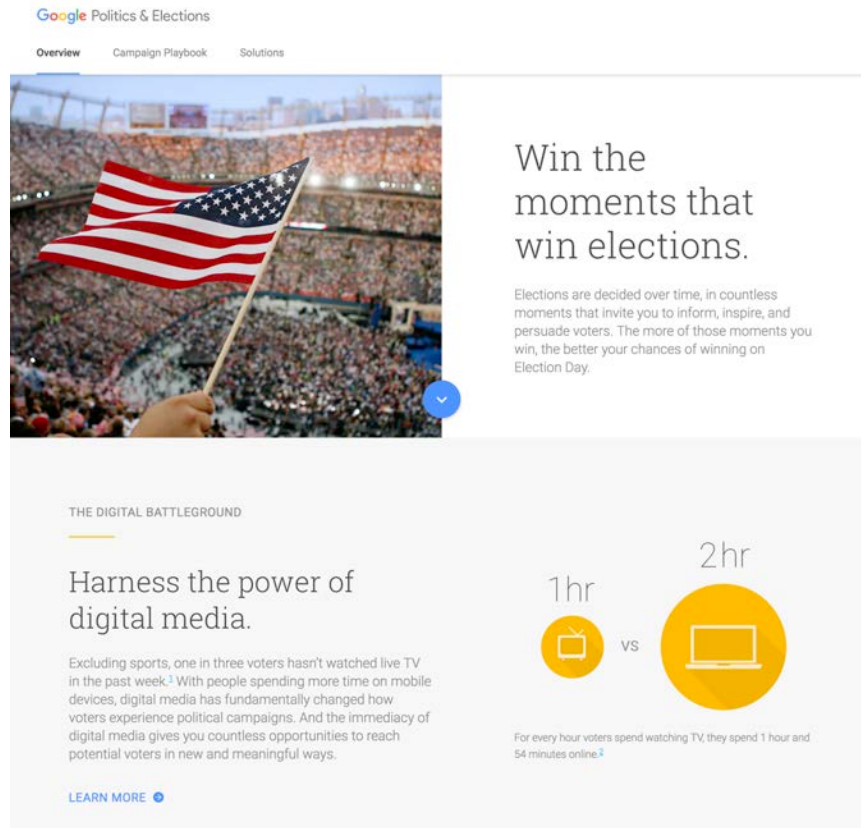
Guardian graphic

Source: Borrell Associates

<https://www.theguardian.com/us-news/2016/jan/28/facebook-voters-us-election-ted-cruz-targeted-ads-trump>

Politicians wooed by search and social media companies

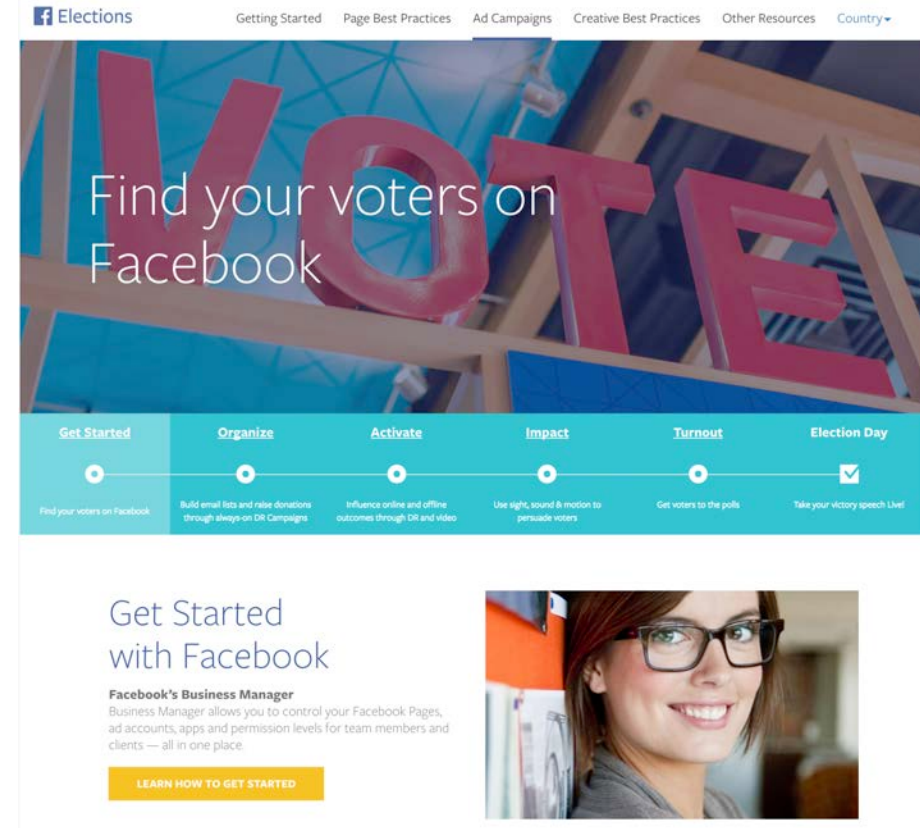
Google's political services



The screenshot shows the Google Politics & Elections website. At the top, there's a navigation bar with "Google Politics & Elections" and links for "Overview", "Campaign Playbook", and "Solutions". The main header features a large image of an American flag being held up in a crowded stadium, with the text "Win the moments that win elections." and a sub-headline: "Elections are decided over time, in countless moments that invite you to inform, inspire, and persuade voters. The more of those moments you win, the better your chances of winning on Election Day." Below this, a section titled "THE DIGITAL BATTLEGROUND" discusses digital media's impact on politics, stating that one in three voters hasn't watched live TV in the past week. It includes a comparison graphic showing "1hr" (TV icon) vs "2hr" (laptop icon) and a note: "For every hour voters spend watching TV, they spend 1 hour and 54 minutes online." A "LEARN MORE" link is at the bottom.

<https://www.google.com/ads/elections/>

Facebook's political services



The screenshot shows the Facebook Elections website. The top navigation bar includes "Elections" and links for "Getting Started", "Page Best Practices", "Ad Campaigns", "Creative Best Practices", "Other Resources", and "Country". The main header features a large image of a "VOTE" sign with the text "Find your voters on Facebook". Below this is a horizontal timeline with six stages: "Get Started" (Find your voters on Facebook), "Organize" (Build email lists and raise donations through always-on DR Campaigns), "Activate" (Influence online and offline outcomes through DR and video), "Impact" (Use sight, sound & motion to persuade voters), "Turnout" (Get voters to the polls), and "Election Day" (Take your victory speech live!). A "Get Started with Facebook" section follows, highlighting "Facebook's Business Manager" and its features for controlling Facebook Pages, ad accounts, apps, and permission levels. A "LEARN HOW TO GET STARTED" button is present. A photo of a smiling woman with glasses is on the right.

<https://politics.fb.com/ad-campaigns/>

Micro-targeted messaging a 'game-changer' in recent elections



Interviewed for BBC Panorama Gary Coby of the Republican National Committee described how Facebook's **micro-targeted campaign messaging** was '**decisive**' in the 2016 election.



Speaking about micro-targeted messaging on the same programme Gerry Gunster, Campaign Strategist for Leave EU, said 'I think **Facebook was a game-changer for the campaign**... I can send a specific message through Facebook to them that no one else is seeing'.

BBC Panorama programme *What Facebook Knows About You*, first broadcast May 8th, 2017

<http://www.bbc.co.uk/iplayer/episode/b08qgbc3/panorama-what-facebook-knows-about-you>

The problem of computational propaganda

ACM Report on *Bot* detection and response

COMMUNICATIONS OF THE ACM

HOME CURRENT ISSUE NEWS BLOGS OPINION RESEARCH PRACTICE CAREERS ARCHIVE VIDEOS

Home / Magazine Archive / July 2016 (Vol. 59, No. 7) / The Rise of Social Bots / Full Text

REVIEW ARTICLES

The Rise of Social Bots

By Emilio Ferrara, Onur Varol, Clayton Davis, Filippo Menczer, Alessandro Flammini
Communications of the ACM, Vol. 59 No. 7, Pages 96-104
10.1145/2818717
Comments (1)

VIEW AS: SHARE:



Bots (short for software robots) have been around since the early days of computers. One compelling example of bots is chatbots, algorithms designed to hold a conversation with a human, as envisioned by Alan Turing in the 1950s.³³ The dream of designing a computer algorithm that passes the Turing test has driven artificial intelligence research for decades, as witnessed by initiatives like the Loebner Prize, awarding progress in natural language processing.⁴ Many things have changed since the early days of AI, when bots like Joseph Weizenbaum's ELIZA,³⁹ mimicking a Rogerian psychotherapist, were developed as demonstrations or for delight.

[Back to Top](#)

Key Insights

- Social bots populate techno-social systems: they are often benign, or even useful, but some are created to harm, by tampering with, manipulating, and deceiving social media users.
- Social bots have been used to infiltrate political discourse, manipulate the stock market, steal personal information, and spread misinformation. The detection of social bots is therefore an important research endeavor.
- A taxonomy of the different social bot detection systems proposed in the literature accounts for network-based techniques, crowdsourcing strategies, feature-based supervised learning, and hybrid systems.

SIGN IN for Full Access

User Name

Password

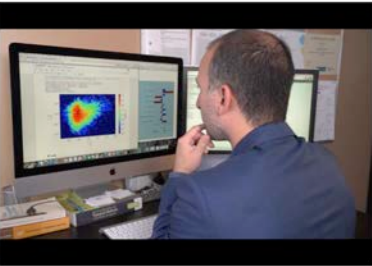
» Forgot Password?

» Create an ACM Web Account

SIGN IN

ARTICLE CONTENTS:

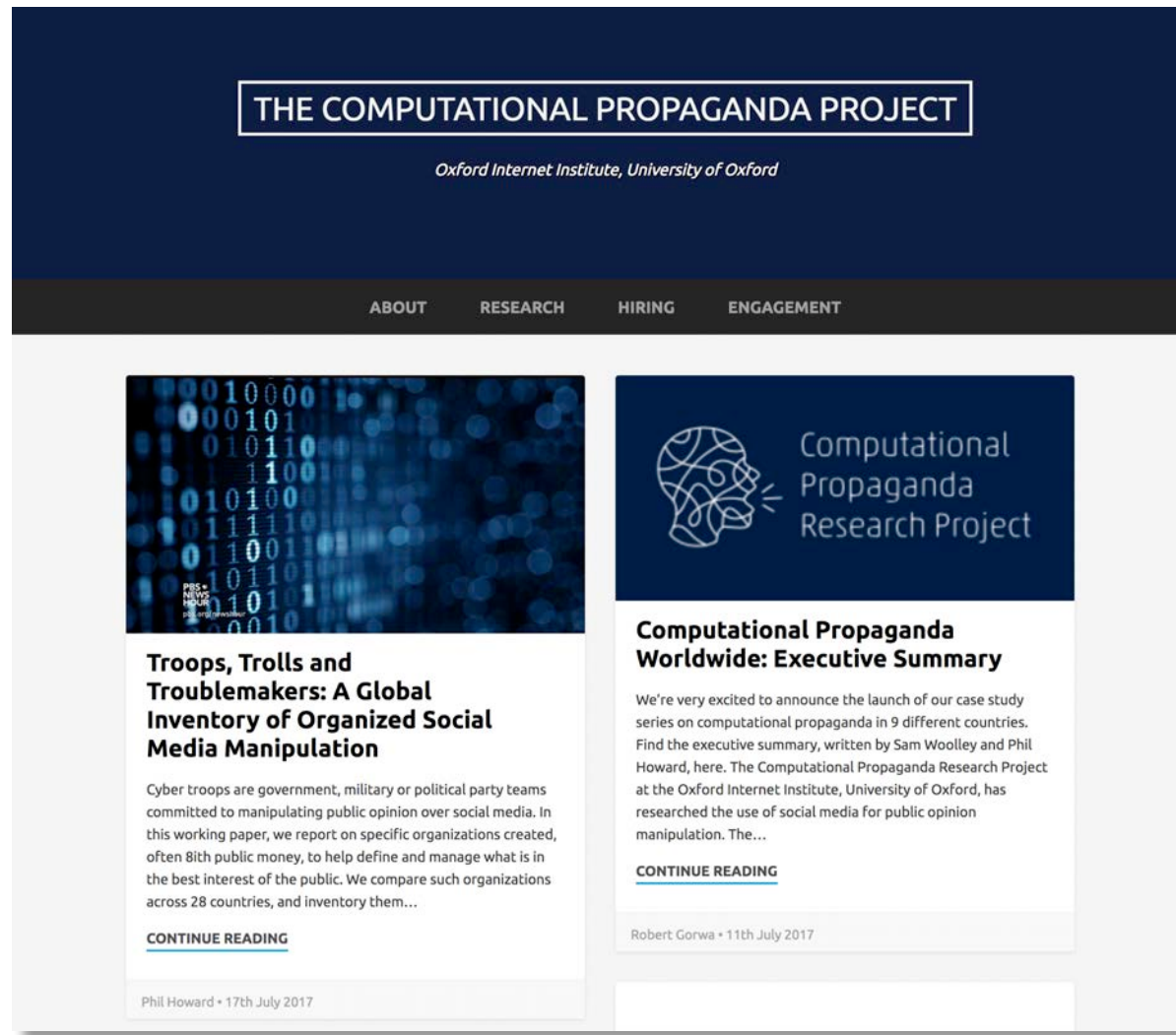
- Introduction
- Key Insights
- Engineered Social Tampering
- The Bot Effect
- Act Like a Human, Think Like a Bot
- A Taxonomy of Social Bot Detection Systems
- Graph-Based Social Bot Detection
- Crowdsourcing Social Bot Detection
- Feature-Based Social Bot Detection
- Combining Multiple Approaches
- Master of Puppets
- Acknowledgments
- References
- Authors
- Footnotes
- Figures
- Tables



‘With every new technology comes abuse, and social media is no exception. A second category of social bots includes malicious entities designed specifically with the purpose to harm. These bots mislead, exploit, and manipulate social media discourse with rumors, spam, malware, misinformation, slander, or even just noise. This may result in several levels of damage to society. **For example, bots may artificially inflate support for a political candidate; such activity could endanger democracy by influencing the outcome of elections.**’

<https://cacm.acm.org/magazines/2016/7/204021-the-rise-of-social-bots/fulltext>

Computational Propaganda Project – Oxford Internet Institute



‘The Computational Propaganda Research Project (COMPROP) investigates the interaction of algorithms, automation and politics. This work includes analysis of how tools like social media bots are used to **manipulate public opinion by amplifying or repressing political content, disinformation, hate speech, and junk news.**’

<http://comprop.oii.ox.ac.uk/>

The problem of information literacy

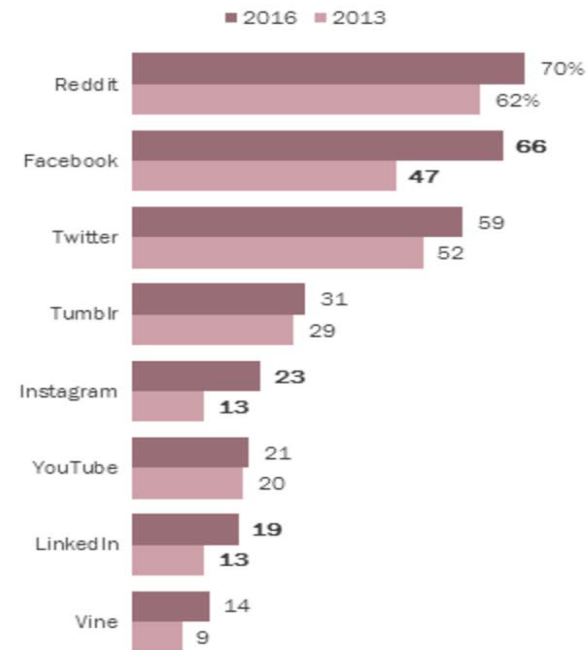
Dubitable information – trends



Migration away from professional publications and libraries to online and social media sources of variable quality.

'34% of adults had used a public library service in the 12 months before being interviewed [in 2015]. This is a statistically significant decrease [14%] since data collection began in 2005/06...' *Changing patterns of library use*, Libraries Taskforce, UK Dept. For Culture, Media & Sport, May 10, 2016:
<https://librariestaskforce.blog.gov.uk/2016/05/10/changing-patterns-of-library-use/>

Growth in use of social media for news
% of users of each social networking site who get news there



Note: Statistically significant differences in **bold**.
Source: Survey conducted Jan. 12-Feb. 8, 2016.
"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

<http://www.journalism.org/2016/05/26/news-use-across-social-media-platforms-2016/>

Counter evidence challenges the idea that library use is in decline.



Pew Research Center

MENU

RESEARCH AREAS

FACTANK
NEWS IN THE NUMBERS

AUGUST 30, 2017

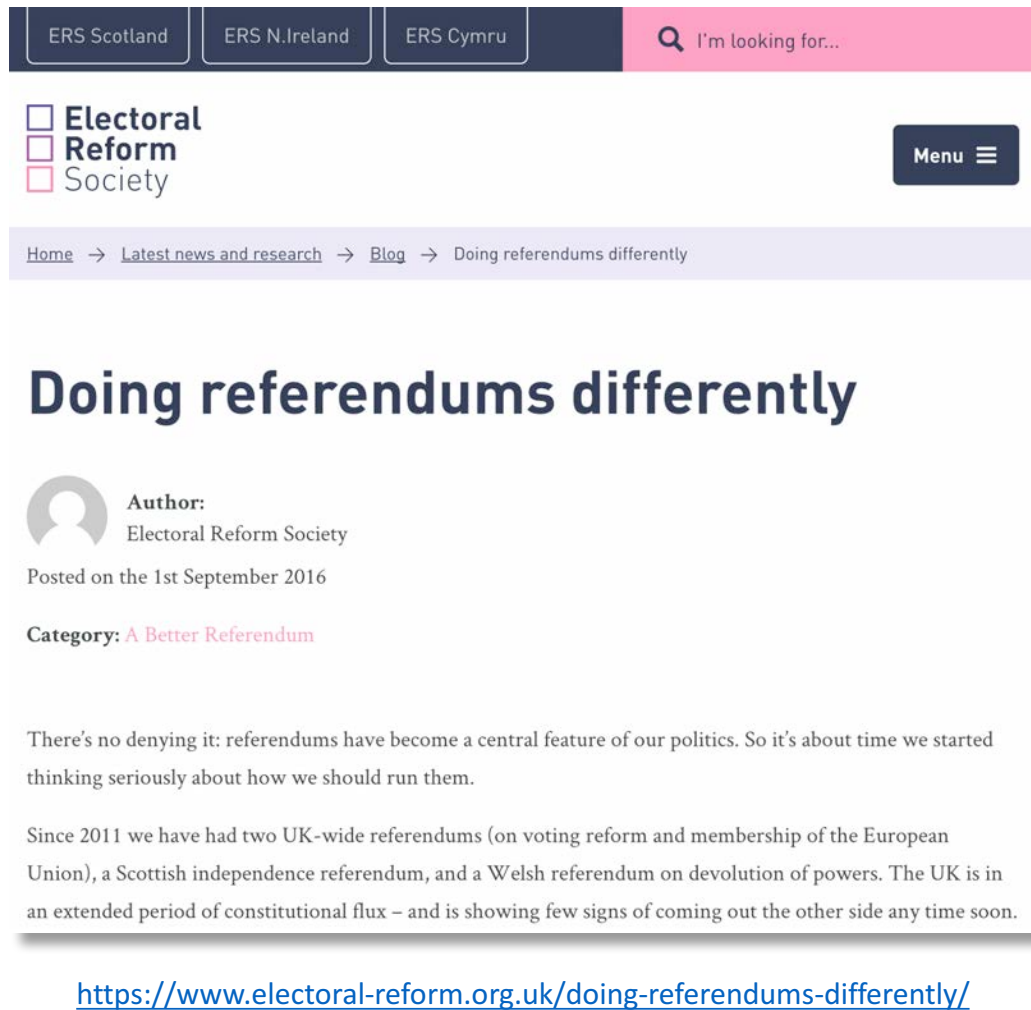


Most Americans – especially Millennials – say libraries can help them find reliable, trustworthy information

BY ABIGAIL GEIGER | [LEAVE A COMMENT](#)

<http://www.pewresearch.org/fact-tank/2017/08/30/most-americans-especially-millennials-say-libraries-can-help-them-find-reliable-trustworthy-information/>

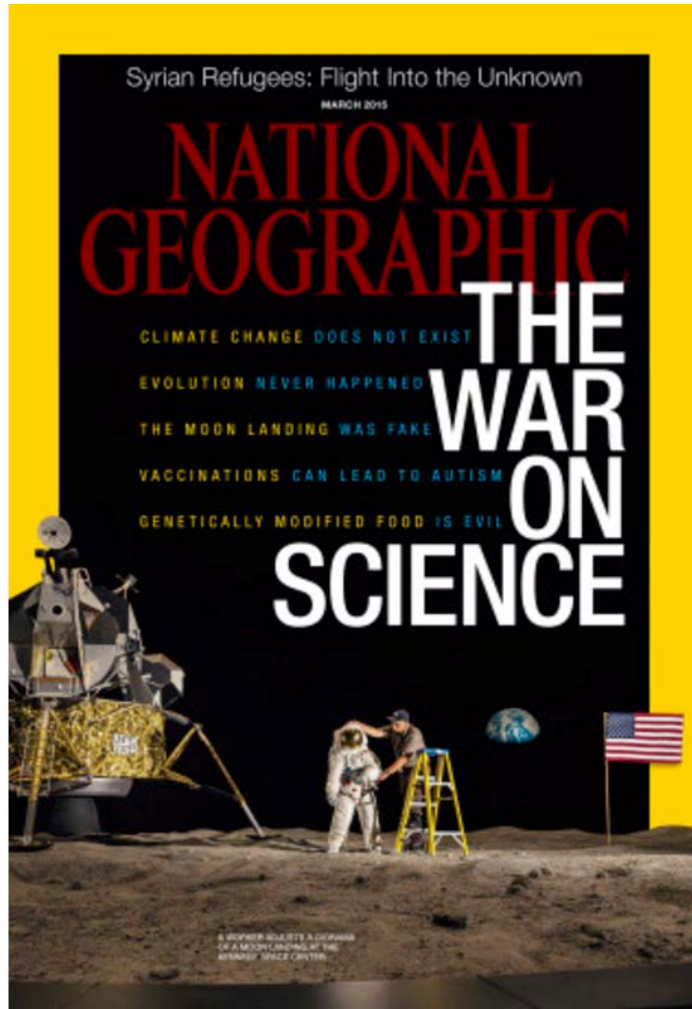
Need for impartial information during elections



September 2016 ERS Article on the EU Referendum:

- 'glaring democratic deficiencies'
- 'people felt they were ill-informed about the issues'
- 'misleading [campaign] claims could be made with impunity'
- Need for 'a minimum data set or impartial information guide'
- Need for tools 'for members of public to host own debates'
- Need to make media coverage 'more deliberative than combative/binary.'

Counter Scientific Thinking



<http://press.nationalgeographic.com/2015/02/17/national-geographic-magazine-march-2015/>



<https://friendsofscience.org/>

Friends of Science takes a position that humans are largely not responsible for the currently observed global warming, contrary to the established scientific position on the subject. They are considered by many to promote climate change denial. They are largely funded by the fossil fuel industry.

Agnotology

the study of culturally induced ignorance or doubt, particularly the publication of inaccurate or misleading scientific data.

<https://en.wikipedia.org/wiki/Agnotology>

Initiatives

(some among many)

March for Science rallies held worldwide in 2017



MARCH FOR SCIENCE

In 2017 more than **1.3 million people** in more than **600 cities** around the world **marched to defend the role of science in policy and society.**

<https://www.marchforscience.com/>



Washington DC, April 22



London, April 22



Deli, August 9

Facts matter

The library and information association

Search

[Home](#) / [Advocacy & awards](#) / [Advocacy & campaigns](#) / Facts Matter

[About](#) [Advocacy & awards](#) [Careers](#) [Membership](#) [News](#) [Research](#) [Events](#) [Products & services](#) [Join CILIP](#)

Facts Matter



Take a stand: #FactsMatter

Our Facts Matter campaign champions the value of quality information and evidence for learning, to our economy, to health and healthcare, in democracy and for equal, inclusive communities.

We're asking the library, information and knowledge to **take a stand** with us to show that **#FactsMatter**.

Download our [postcard](#) and a supporter board below and share your support!

If you are attending [CILIP Conference 2017 in Manchester](#), please come and see us on the CILIP stand, where we'd love you to join in and take an action to support #FactsMatter.

Facts Matter and the 2017 General Election

With an urgent need for reliable information and evidence in political debate and democratic decision-making, in the run up to the 2017 General Election CILIP and our members asked political parties and candidates to endorse the vital role of facts and evidence in public life.

Advocacy & campaigns

- A million decisions campaign
- Let libraries lend ebooks
- Campaign supporters
- Support your library
- Equity and Excellence
- Libraries Week

Facts Matter

- Party Manifestos
- Parties and candidates who supported the Facts Matter pledge
- Infographic
- For librarians and information professions
- For politicians and political parties
- Facts matter for an informed, prosperous and healthy society
- IFLA Elections 2015
- Intellectual Freedom
- Libraries All Party Parliamentary Group

<https://www.cilip.org.uk/advocacy-awards/advocacy-campaigns/facts-matter>

THIS ELECTION
FACTS MATTER
TELL TRUTH FROM SPIN

THINK



Consider the issues
What really matters to you?



See the big picture
Get a broad view of the issues



Find out what the parties say
What do they promise?

CHECK



Verify your facts
Fact checking sites are here to help



Look for evidence
Is the information reliable?



Seek informed views
Use trusted sources

SHARE



Be part of the debate
Share your views and opinions



Don't share bad information
Check before you share



Beware of fake news
Don't be the victim of a hoax

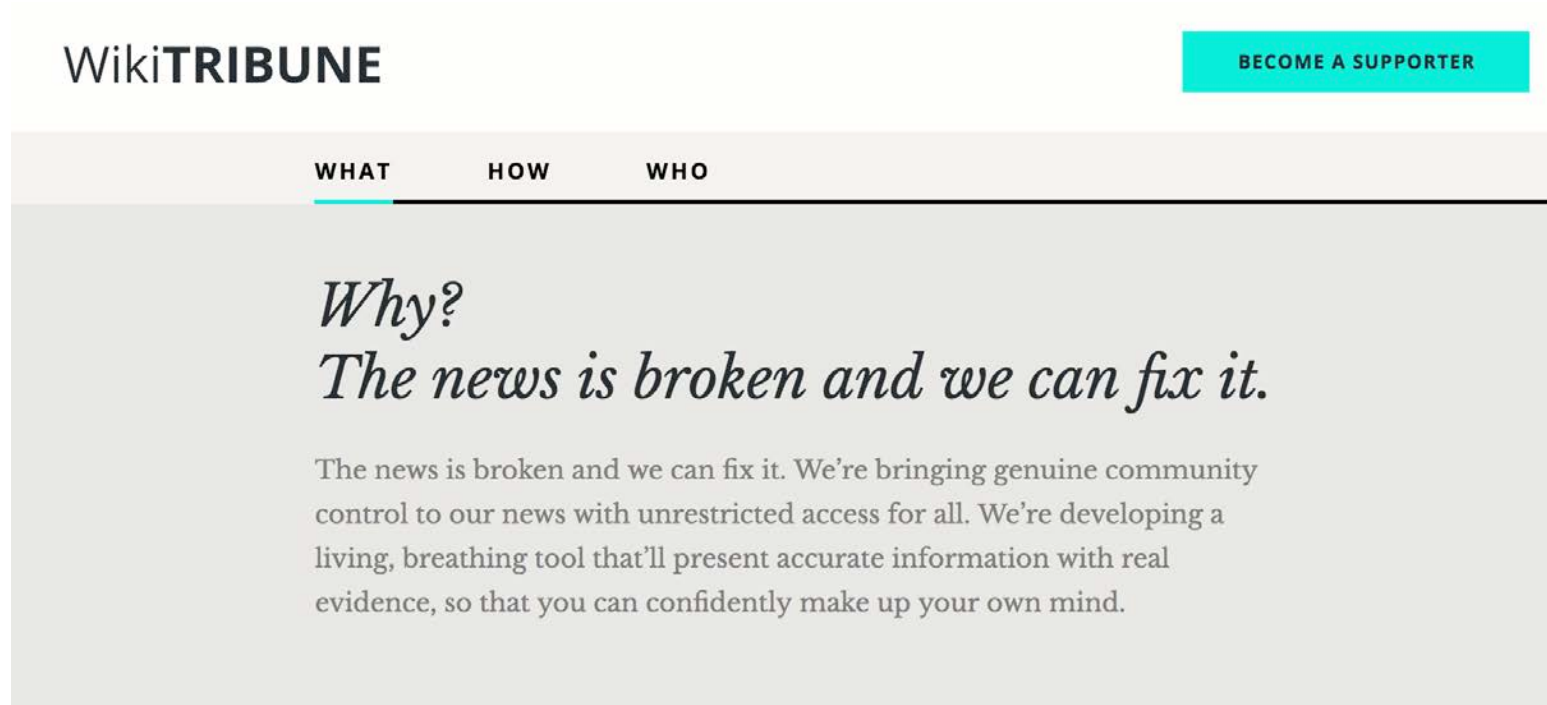
[cilip.org.uk/factsmatter](https://www.cilip.org.uk/factsmatter)

The library and information association



CC BY-NC-SA 2.0. Image Clock Tower by Snapshooter46

Wiki Tribune – Evidence Based Volunteer Journalism



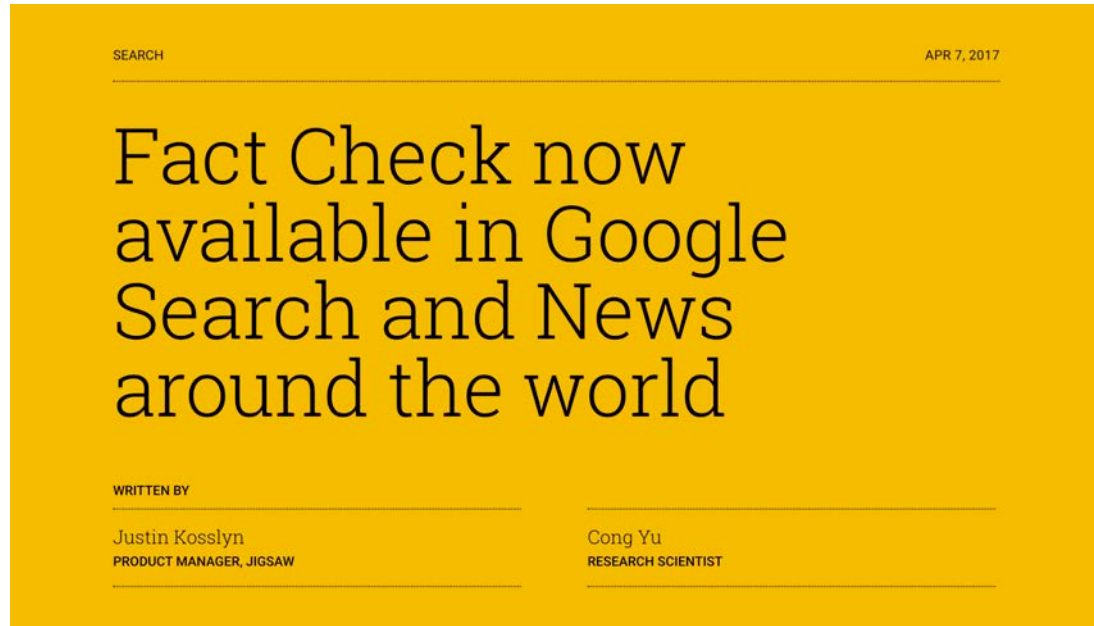
<https://www.wikitribune.com>



Jimmy Wales

Founder of Wikipedia in 2001
Founder of WikiTRIBUNE in 2017

Google and Facebook supporting fake news initiatives



<https://www.blog.google/products/search/fact-check-now-available-google-search-and-news-around-world/>

'Disputed by multiple fact-checkers': Facebook rolls out new alert to combat fake news

Feature - which flags content as 'disputed' - trialled on story that falsely claimed thousands of Irish people were brought to the US as slaves



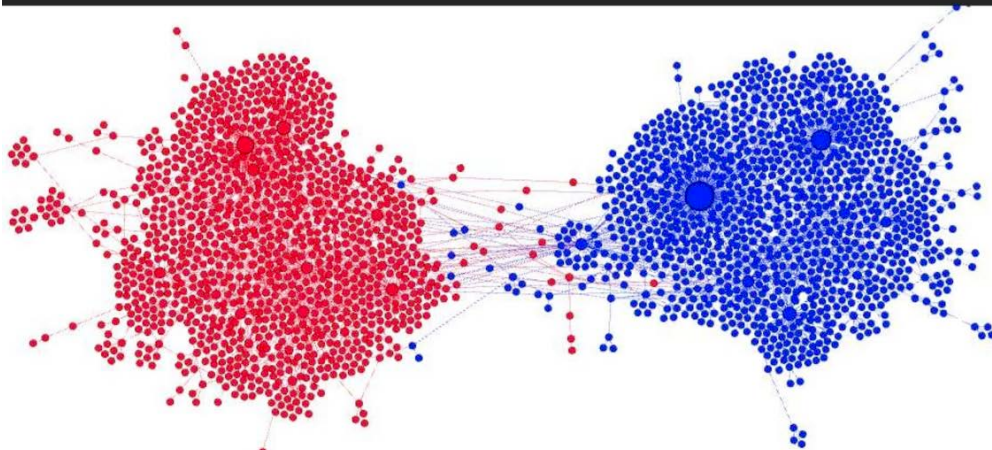
<https://www.theguardian.com/technology/2017/mar/22/facebook-fact-checking-tool-fake-news>

Big data analytics

37

MEASURE OF POLARIZATION

- ▶ Quantify degree of polarization in a network
- ▶ How well does information flow between the two sides?



◀ 37 of 56 ▶



How can big data analytics and graphs help us to understand the problem

Quantifying and Bursting the Online Filter Bubble

February 2017

Kiran Garimella
PhD Student
Kings College London

<https://www.slideshare.net/KiranGarimella1/quantifying-and-bursting-the-online-filter-bubble>

How can the KO community help

Starter Ideas

**big data
analytics**

**automated
provenance
detection**

**information
literacy
programmes**

**personalised
search opt-out for
facts & news**

**adoption of
journalistic
standards**

**trusted source
certification**

**regulation of
online political
advertising**

**analysis &
awareness
projects**

**automated fake
news detection**

**public debate
forums**

**fact
checking
projects**

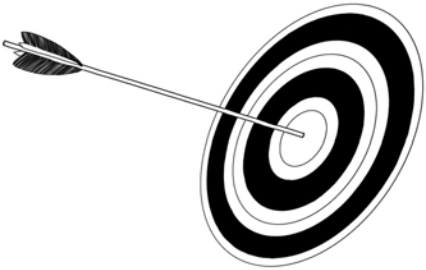
**socialbot
blockers**

**relevancy
search
standards**

The biggest problem isn't being addressed



How search methodologies have changed

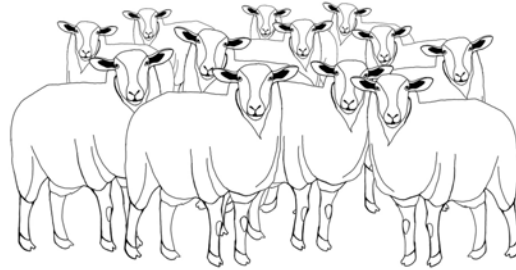


Relevancy

content is ranked
by its relevance to the
question

Based on library science.

*Aims for the objective
retrieval of content based
on the best match to the
meaning of the question.*

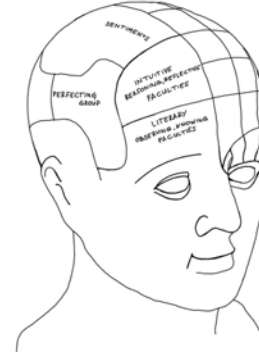


Popularity

content is ranked
by its popularity and
connections

*Underpins most search
engines and social media.*

*While not biased by
subject, it limits exposure
to new or outlier content.*



Personality

content is ranked
by personal profiles
about the searcher

*A successful model for
shopping preferences.*

*Its self-referential design
reinforces biases and limits
access to new ideas.*



Publicity

content is ranked
by the interests of
paying advertisers

*Accepted within the
market of products and
services,*

*Problematic when applied
to news and factual
content.*

Should facts be for sale?

When a user requests factual information, **should search providers filter the results based on the interests of a paying third-party?**

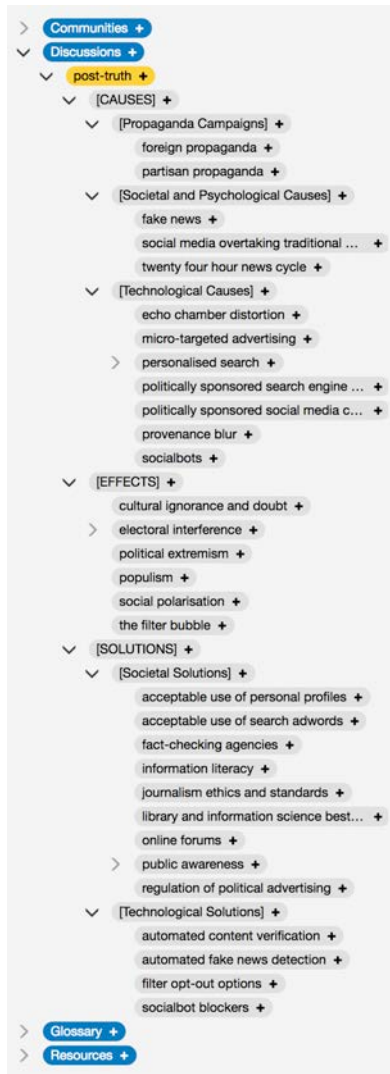
Is this a technical, regulatory or standards issue, or all of the above? **Should the KO community champion best practice guidelines?**

Should facts be personalised?

When a user requests factual information,
should search providers automatically filter the results based on personal profile data?

Some people may prefer not to see balanced information... **what should be the default behaviour?**
Should opt-in /out filters be supported?

Developing a Post-Truth Knowledge Organization System



- Glossary of post-truth terms
- Faceted classification of
 - Causes
 - Effects
 - Solutions
- Resource References
 - Books
 - Blogs
 - Websites
 - Videos

KOS to be published at

www.posttruthforum.org

Visit my blog for updates or
follow me on Twitter

[@DavidClarkeBlog](https://twitter.com/DavidClarkeBlog)

Call to action

Let us work together to build a society that is open-minded, fact-loving and search savvy.

Let us hold our leaders, businesses and institutions accountable to promote and protect **truthfulness** as a core value.

The Beginning!