

# Fake News & the Future of Journalism: Looking through the Caribbean Window



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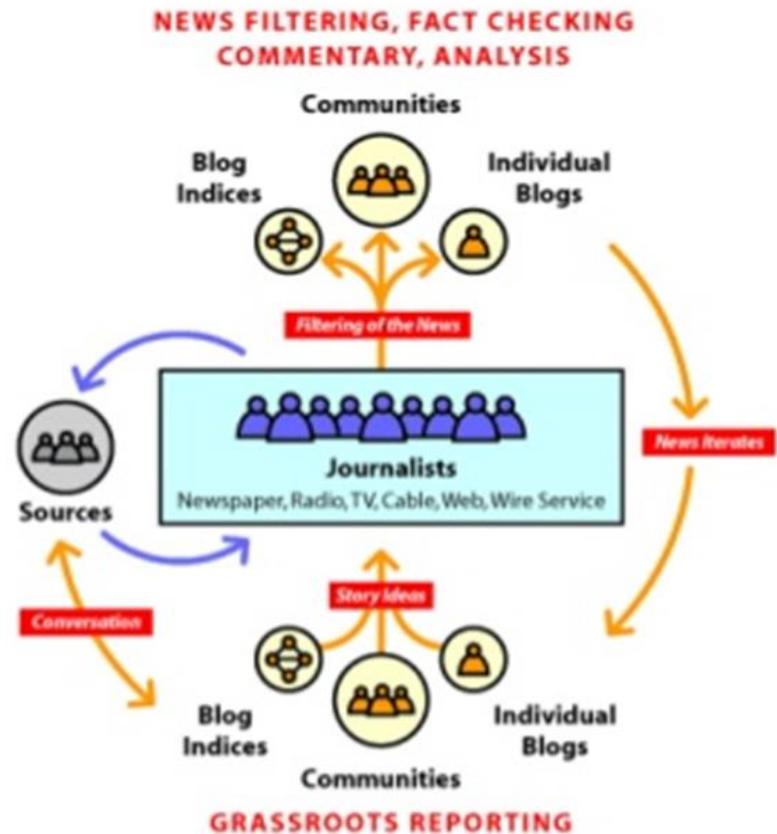
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# New media ecosystem

- Online communities discuss and extend the stories created by mainstream media.
- These communities also produce participatory journalism, grassroots reporting, annotative reporting, commentary and fact-checking, which the mainstream media feed upon, developing them as a pool of tips, sources and story ideas.

Figure 1.2 - The Emerging Media Ecosystem



Source: Based on "Blogosphere: the emerging Media Ecosystem" by John Hiler, Microcontent News

# FAKE NEWS!



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- “Mainstream Media” like Fox News and CNN saying:  
Fox News: “Hurricane Irma left a path of destruction in the Caribbean. Millions homeless, without electricity...”
  - > Impact on our region is economic (tourism, foreign investment, trade, and more)
  - > It is necessary to state the damage but not to overstate it at the cost of other islands and economies who can also assist our neighbours who have been affected
- In T&T: President Trump bans visas for TT citizens

# In the Caribbean our Oral Tradition has always pitted us against what is “Real” versus what is “Fake”



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There is Wisdom in the Anansi Stories but the trickster is in every one of them.

In the village the news goes from neighbour to neighbour... house to house... to the street... to the next street ....

To the entire village!

Culturally we live in a Word of Mouth society (Maco, Mauvelangue, Gossip)

We see it now with What's App, Facebook and Instagram

Traffic reports... Reports of hold ups on car parks...

audio messages of a coup being planned...

warning of a cult who blinks their car lights at you...

As the messages go out to each individual's network, each sender is

1. Warning friends and family
2. Awaiting a response on validation of the message

But the messages go viral with a “forward” click!



**We must be**  
**INNOVATIVE**  
**to be**  
**TRANSFORMATIVE**

**We are attempting to Change the Mentality  
of at least 2 Generations**

## How do we respond?

# Maybe we need to be Disruptors? Be Creative Disruptors!



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- Better equipped Newsrooms
- Better Investigative Reporting
- More Responsive within strict timeframes
- Governments respecting Freedom of Information legislation and policies alongside Legislation that can impinge upon the practice of Investigative Journalism (Data Protection Act / Cybercrime Bill / Criminal Defamation / Whistle-Blower legislation / etc)
  
- Understand the Psychographics of the Demographics
  - We live in an era where being glamorous and famous is measured by our fan base
  - Real News needs to be provocative and sexy
  - We need to distribute real news in the same cyberspace communities
- Perhaps we need to have “Real News” Ambassadors
  
- Or be part of the Digital Economy where we give digital money for arresting Fake News stories or for Sharing Real News
  
- Give Cash Awards for Real News video that debunks Fake News  
(Shattered Glass the Movie and Adam Penenberg)

# QUESTIONS WE SHOULD CONSTANTLY ASK?



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- The Policy is Great, but is it rigorous enough to achieve the Goals?
- Is there an Implementation Strategy that arrests the attention of the “most susceptible target audiences”?
- Is the Policy guided by the same Distribution and Viral Strategy of “Fake News” itself?
- Is there a Rapid Response Approach? Should there be one?
- Why is Macedonia a Hub? Can the youth there be employed to fight Fake News almost as a Crime Stoppers type initiative?
- After the Classroom and Libraries, what happens when they step out into the real world?

It's a Psychological Battle fuelled by Money!

The vicious circle effect is that Gen Y & Gen Z is already growing or grown up with the internet as parents... if this continues then Fake News becomes Real News by perception and we cannot change it!

# Build our own Real News Ecosystem



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