

# Industry Forum 3

(Live)



## Fighting Misinformation on Social Networks

**Date/Time:** Thursday, December 10, 2020, 09:00-10:30 and 11:00-12:30

**Room:** North Lounge

**Organizers:** Charalampos Z. Patrikakis, University of West Attica, Greece





Willie Yang, eLand Technologies, Taiwan

Maria R. Lee, Shih Chien University, Taipei, Taiwan

Neeli Prasad, Chair, IEEE Social Networks Technical Committee

**Abstract:** Social Media have become a dominant, direct and highly effective form of news generation and sharing at a global scale, in a manner that influences, enhances, but also challenges and often antagonizes traditional media corporations. However, paradoxically, it has led to the further accumulation of power to a relatively short list of central intermediaries. As news passes to users, the news passes through the hands of actors whose credibility and goals are unknown, with even less is known about the information cascades they trigger. It is already evident that deliberate misinformation, as exemplified by fake news, is not being tackled effectively. Relying on large-scale detection of disinformation on third party professional would effectively introduce a new type of intermediary, while relying solely on static machine learning, is unsuitable for the dynamic and extremely fast-paced information cascades of social media, especially as fake news adapts and spreads much faster than real news. Voices advocating for the need for an intermediary-free and democratic approach, where what is true and what is false is not left to third party experts or entirely on computer algorithms are sounding louder and louder. The successful paradigm of Mastodon is an excellent example of this, while the announcement by Twitter's CEO Jack Dorsey of the Bluesky project in 2019 is characteristic of the trend towards decentralization of social networks. In this Forum, a discussion on the ways misinformation on social networks can be battled will be hosted, featuring presentations by academics and industry representatives, and an open discussion.

Program (all sessions are live)

| Time               | Speaker/presenter   | Topic   |
|--------------------|---|---|
| 09:00-09:10        | <b>Welcome and introduction (<i>Live on site &amp; virtual</i>)</b>                 |   |
| 09:10<br><br>09:40 |    | Prof. Charalampos Z. Patrikakis<br>University of West Attica, Greece<br><i>EUNOMIA project: A decentralized approach on fighting fake news</i><br>( <i>Live virtual</i> ) |
| 09:40<br><br>10:10 |    | Prof. Neeli Prasad<br>Chair, IEEE Social Networks Technical Committee<br><br><i>Empathic Intelligence in Social Networks</i><br>( <i>Live virtual</i> )                   |
| 10:10-10:30        | <b>Open discussion</b>  |   |
| <b>Break</b>       |   |   |
| 11:00-11:30        |  | Dr. Willie Yang<br>eLand Technologies, Taiwan<br><i>Social Listening for Risk reduction and Market prediction</i><br>( <i>Live on site</i> )                              |
| 11:30-12:00        |  | Prof. Maria R. Lee<br>Shih Chien University, Taipei, Taiwan<br><i>From Neurofeedback and AI to Social Network</i><br>( <i>Live on site</i> )                              |
| 12:00-12:20        | <b>Open discussion (<i>Live on site &amp; virtual</i>)</b>                          |   |
| 12:20-12:30        | <b>Closing statements (<i>Live on site &amp; virtual</i>)</b>                       |   |

