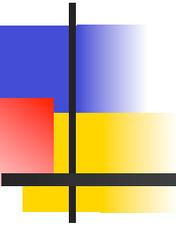


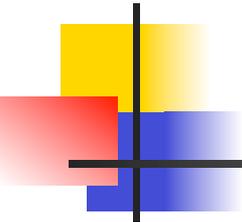
Disinformation v. the Business Model



Jon Crowcroft,

<http://www.cl.cam.ac.uk/~jac22>

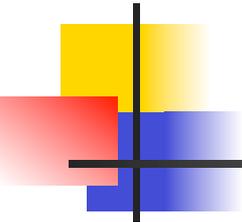
<https://www.hubofallthings.com/>



disinformation

- Fake news
- False Recommendations
- Counterfeit products
- Persistent Misinformation, Ref:

<http://media.digitalnewsreport.org/wp-content/uploads/2018/06/digital-news-report-2018.pdf>

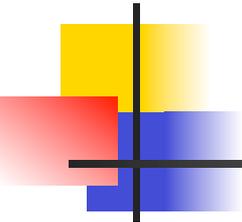


Business models

- Mission creep
- Maximise shareholder value
- Online digital services driven by ads
- Leads to clickbait-as-a-service

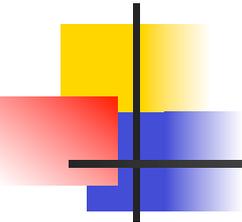
- Surveillance Capitalism, Ref:

https://en.wikipedia.org/wiki/Surveillance_capitalism



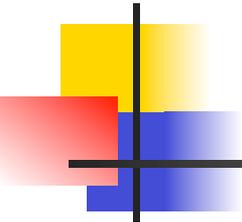
Cause&effect?

- Two-sided market doesn't require accountable ID(*)
- Misinformation persists when provenance and liability not available
- (*)Ironically, profiling by advert driven tech is pretty good at precision targetting
- But companies thriving on it are amazingly resistant to revealing source



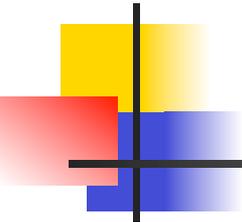
Countermeasure 1: Data minimisation

- To prevent targetted ads, we just give away nothing
 - Tech - personal cloud
 - Law - GDPR, RTBF, etc
- But maybe too little too late.
 - Too hard to manage
 - Availability, portability, performance etc



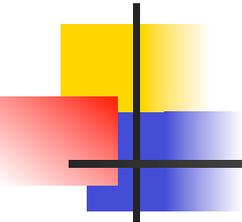
Countermeasure 2: Accountable identity/credentials

- Disaggregated ID may help(*)
- Idea (>15 years old) is a service that
 - Can vouch for a capability e.g. right to buy alcohol or drive car
 - Without giving away any other feature.
 - Could be right to use an online service
- Could be used as privacy preserving accountability....
 - * e.g. Verified.me



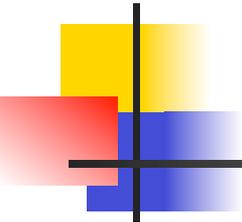
Countermeasure 3: subscription

- Using credentials, subscription based service becomes simple
- Revenue afforded by subscription fee
 - Redux clickbaiting...
- Or by privacy preserving targetted ads
 - what's to stop aforesaid mission creep?



Countermeasure 4: symmetric power

- Decentralized service, as much as
- Decentralized users:
 - Each with accountable id.
- Now, content is associated with
 - Creator&disseminator
 - Incentive aligned
 - Fake news/counterfeit product attributed
 - Liability established!
 - Game over?



Who Am I?

