



UNIVERSITY OF COPENHAGEN
FACULTY OF HUMANITIES

***CENTER FOR
INFORMATION
AND BUBBLE
STUDIES***

VINCENT F. HENDRICKS

CIBS | Sponsored by the CARLSBERG FOUNDATION

ATTENTION ECONOMICS AND THE MARKET OF INFORMATION

- **The prime asset in the information age is attention**
- **Attention is distributed according to power laws**
- **The information market is not efficient**
- **Users as products**

>> HAPPY HOUR FOR FAKE NEWS

FAKE NEWS INVASION



DEFINITION

Fake news = "BS" + journalistic flair

ZONE 1

True statements

Verified facts

ZONE 2

Doctored statements

Framing, cherry-picking etc

Undocumented statements

Rumors (maybe true, maybe false)

ZONE 3

Lies

False statements, intended in contradiction with facts

"Bullshit"

Diversion, dillution of distinction bet. true / false

Fake news

"Bullshit" statements simulating journalism and truthfulness



Social psychology on speed

"Social proof"

- Bystander effects
- Bandwagon-effects
- Informational cascades
- Polarization
- Echo chambers
- Bias / Motivated reasoning
- Framing
- Spiral of Silence
- ...

$$\bigwedge_{a \in \mathcal{A}} B_a \left(\varphi \wedge \bigwedge_{b \neq a} B_b \neg \varphi \right)$$



VINCENT F. HENDRICKS · MADS VESTERGAARD

FAKE NEWS

Når virkeligheden taber

Vincent F. Hendricks
Mads Vestergaard

POST FAKT ISCH

Die neue
Wirklichkeit in Zeiten
von Bullshit, Fake News und
Verschwörungstheorien
Blessing

Vincent F. Hendricks · Pelle G. Hansen

INFOSTORMS

Why do we 'like'?
Explaining individual behavior
on the social net.



 Springer