

Question 1 (12 marks)

Reference 6 Reference 8

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Click on 'Menu' to reveal the contents list.

EXPOSING THE MONETIZATION OF DISINFORMATION MENU
Report from the *Global Disinformation Index*

Global Disinformation Index (GDI)

Our story

Disinformation has become a business. Today's internet business models reward engagement above all else. These models monetize attention without considering the quality of the content garnering that attention or the harm it may cause. There is a robust and growing community of industry, policy, and civil society supporters pushing for change of this ecosystem, but they all need data to inform their actions.

- Pre-release material
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- 2 (12 marks)
- 3 (12 marks)

Scroll down to continue

Disinformation Index (GDI) was born out of this need for data, specifically the transparent, independent, neutral disinformation risk ratings across the open web.

Middle Years Programme | abc abc | INTERDISC | Pause Assistance | 1:59

EXPOSING THE MONETIZATION OF DISINFORMATION

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The Global Disinformation Index (GDI) was born out of this need for data, specifically the need for transparent, independent, neutral disinformation risk ratings across the open web. The GDI's founders recognized early on that in order to disrupt the business model of disinformation, commercial companies, researchers and policymakers alike need access to independent ratings of news sites' disinformation risk.

Thus, the GDI was established in 2018 as a not-for-profit entity built on the three pillars of neutrality, independence and transparency.

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Pre-release material

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Related concepts in mathematics and language and literature

Reference 6 Reference 8

Related concepts in mathematics

Approximation	Change	Equivalence
Generalization	Models	Patterns
Quantity	Representation	Simplification
Space	Systems	Validity

Related concepts in language and literature

Audience imperatives	Character	Context	Genre
Intertextuality	Point of view	Purpose	Self-expression
Setting	Structure	Style	Theme

Scroll down to continue

Discuss how mathematics and language and literature can be used to monetize disinformation. In your answer you must:

- explain how mathematics can be used to monetize disinformation
- explain how language and literature can be used to monetize disinformation
- explain how the synthesis of both subjects impacts the monetization of disinformation
- use the concepts from both mathematics and language and literature to support your answer.

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Pre-release material

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Video transcript:

Over time the number of advertisements we are exposed to on a daily basis has increased from approximately 500 in the 1970s to an alarming 5000 today.

We can be easily persuaded by this constant bombardment of messaging and not even realize it.

This form of advertising uses a variety of propaganda techniques that are designed to manipulate people's actions and appeal to their emotions and beliefs.

Testimonials seek to entice people by involving celebrities or respected individuals to endorse a product or an idea. The technique seeks to promote the product or idea through trust and belief in the celebrity or respected individual.

Beware: People are paid to promote these products and ideas.

"Jumping on the bandwagon" describes people choosing to go along with the rest of the crowd. Bandwagon propaganda creates the impression that there is widespread support for a thing or idea. These messages create a sense of peer pressure to join in.

Bandwagons seek to entice people by encouraging them to join the crowd. Beware: Bandwagon claims are often not supported by evidence.

Name-calling seeks to undermine the reputation of people, ideas or institutions. Name-calling and unflattering toward a competing product or idea and can use words and/or

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Glittering generalities uses slogans to appeal to peoples' imagination, senses and emotions. This technique often has memorable sayings or visual stimulus.

Beware: This technique does not provide detail or facts.

Card stacking presents positive and negative facts and figures, usually for competing products or ideas.

Positive facts and figures will be promoted for a product or idea. This may then be contrasted by negative facts and figures for the competitor.

Beware: Some facts and figures may be deliberately left out.



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
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Plain folks uses slogans and promotion techniques that attempt to mirror the target market. For example, the advertiser will use "ordinary"-looking people to attempt to gain trust from the general population.

Transfer is a technique that links emotions and feelings associated with established images or products with a new product or idea. It attempts to build familiarity and can be used to persuade a person to like or dislike a product or idea.

Beware: There may not actually be connections between the two products or ideas.

Pre-release material

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Reference 2: Timeline showing the impact of the advancement of technology for transfer of information in the USA

This media is interactive

Click on the images to reveal more information.

Mail
1776



Telegram
1858



Telephone
1928



Social media
2015



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Video transcript:

Whenever we check out our favourite bands online, message our friends on social media, or post a selfie, we leave an online trail. This is called our digital footprint.

In fact, nowadays our digital footprint can begin before we even know what a computer is. Every time you give an online platform information, they increase their virtual picture of you.

This means companies and other people, whether we like it or not, know a lot about us.

Have you ever wondered when you're online and the adverts seem to know what you like? That's your digital footprint catching up with you. Posts, messages, pictures, everything by you or about you, adds to your digital footprint.

Some of these things can be kept by the companies you give them to. But hang on: you can always delete it... right?

Uh, no, not always. People can always screen grab things, and deleted things can still be hanging around somewhere online, and the negatives might come back to bite you.

In the future, like when you meet new people or look for jobs, it's pretty much guaranteed that someone will look you up online, and you've got to think: what will they see?

If you live part of your life online, then your digital footprint becomes part of not only your present but also your future.

Scroll down to continue your footprint because it's with you for life.

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In the future, like when you meet new people or look for jobs, it's pretty much guaranteed that someone will look you up online, and you've got to think: what will they see?

If you live part of your life online, then your digital footprint becomes part of not only your present but also your future.

You've got to own your footprint because it's with you for life.

Pre-release material

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Reference 4: Around the world in idioms

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Click on the highlighted countries to reveal the idioms.



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Click on the highlighted countries to reveal the idioms.



Pre-release material



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- Reference 4
- Reference 5
- Reference 6
- Reference 7
- Reference 8

Reference 5: Key findings on the spread of true and false news online

This media is interactive

Click on  and  to reveal more information.

Background: The following data and findings have been taken from a study published on 9 March 2018 in the journal *Science*, by researchers at Massachusetts Institute of Technology (Vosoughi, S., Roy, D., & Aral, S.) The study explored how and why true and false news spreads differently.

Abstract

We investigated the spread of all of the verified true and false news stories distributed on Twitter from 2006 to 2017. The data comprise around 126 000 stories tweeted by approximately 3 million people more than 4.5 million times. We classified news as true or false using information from six independent

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We investigated how and why true and false news spreads differently on Twitter in 2016. We found that true news stories were tweeted by approximately 9 million people more than 4.5 million times. We classified news as true or false using information from six independent fact-checking organizations that exhibited 95–98% agreement on the classifications.

The top 1% of false news reached between 1000 and 100 000 people.

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Pre-release material

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False news reached more people than the truth.

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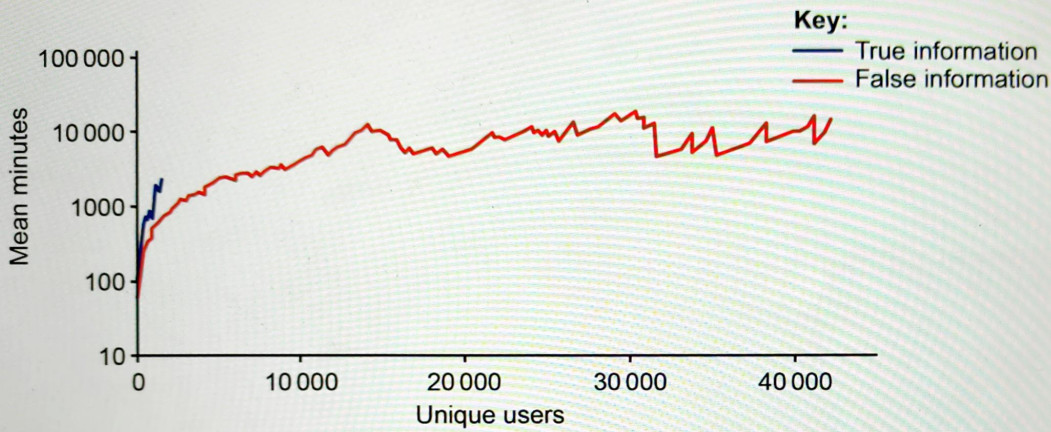
ct Unique users Shares

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The graph below shows the number of minutes it takes for true and false information to reach any number of unique users.



Falsehood spread significantly further, faster, deeper, and more broadly than the truth in all categories of information.

False news is more interesting than true news, which suggests that people are more likely to share interesting information.

False news spreads more than the truth because humans, not robots, are more likely to spread it.

Abstract

Unique users

Shares

Pre-release material

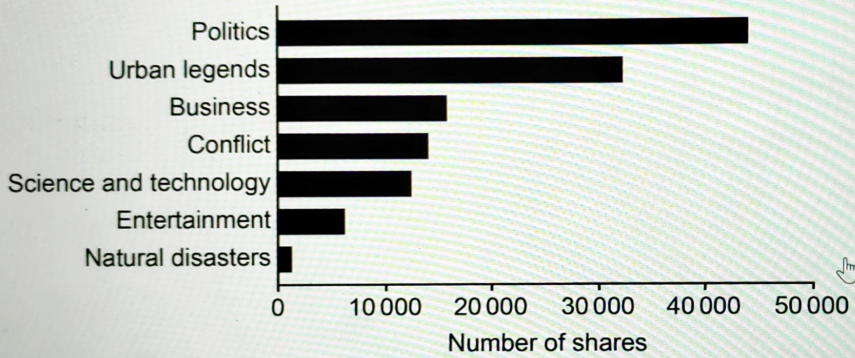
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Background

Shares

The chart shows the total number of shares across the seven most common categories.



False news can drive misallocation of resources during conflict and natural disaster, the misalignment of business investments, and misinformed elections.

False political news reached more people faster and went deeper into their networks than any other category of false information.

Pre-release material

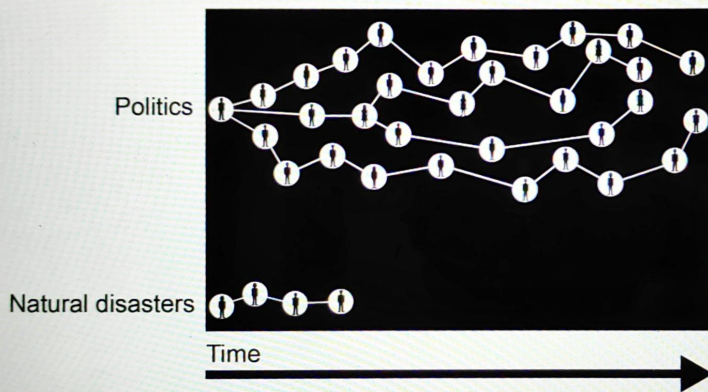
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Background

Shares – Politics v Natural disasters

The illustration shows how political and natural disasters are shared.



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Reference 6: Exposing the monetization of disinformation – Report from the *Global Disinformation Index*

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Pre-release material

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Glossary

Disinformation: False information deliberately spread to deceive people.

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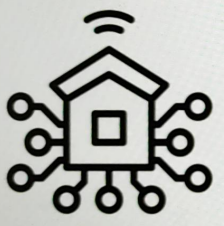
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- Reference 6
- Reference 7
- Reference 8

Reference 7: Regulation systems: we are watching you! The potential power of technology

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Click on the four icons to reveal more information.



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Pre-release material

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Pre-release material

Related concepts in mathematics and language and literature

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- 2 (12 marks)
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Reference 8: Related concepts in mathematics and language and literature

Related concepts in mathematics

Approximation	Change	Equivalence
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Related concepts in language and literature

Audience imperatives	Character	Context	Genre
Intertextuality	Point of view	Purpose	Self-expression
	Structure	Style	Theme

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Question 2 (12 marks)



Reference 1

Reference 1 transcript

Reference 4

Reference 5

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Testimonials seek to entice people by involving celebrities or respected individuals to endorse a product or an idea. The technique seeks to promote the product or idea through trust and belief in the celebrity or respected individual.

Beware: People are paid to promote these products and ideas.

"Jumping on the bandwagon" describes people choosing to go along with the rest of the crowd. Bandwagon propaganda creates the impression that there is widespread support for a thing or idea. These messages create a sense of peer pressure to join in.

Bandwagons seek to entice people by encouraging them to join the crowd. Beware: Bandwagon claims are often not supported by evidence.



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



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article statement:

There is no such thing as freedom of thought: opinions are paid for by the rich

Using the statement for inspiration, **create** an article expressing your point of view on the spread of news on social media. In your answer you must:

- explain how news spreads on social media using both mathematics and language and literature
- explain your point of view about the spread of news on social media using both mathematics and language and literature
- use relevant information from the pre-release material to support your answer.

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Pre-release material

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- 3 (12 marks)

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Question 3 (12 marks)



Throughout this examination you have developed new interdisciplinary understanding that could influence your interaction with the online world.

Demonstrate this new understanding in an informative speech for younger students on how they can act responsibly online.

In your speech you must:

- discuss what you have learned as a result of this examination about interacting with the online world
- suggest actions for younger students to act responsibly online based on this new understanding
- explain potential positive and negative consequences of these actions
- use relevant information from the pre-release material to support your answer.

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Pre-release material

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