



University of
Zurich^{UZH}

IPMZ – Institute of Mass Communication and Media Research

The IPMZ Speaker Series presents:

**In a world of fake news – do people trust
fact-checkers?**

Petter Bae Brandtzaeg

SINTEF Digital

Monday, October 2, 2017

16:00-17:00

Andreasstrasse 15, Room 3.02

With the rise of social media sites like Facebook, YouTube and Twitter, users receive endless flows of information, alternative facts and fake news, which makes it harder to filter and assess the accuracy of content and sources. In response to this challenging situation, recent years have seen a substantial growth in outlets supporting people with fact-checking and debunking in the flow of information online. An international census from 2016 counted 96 active fact-checking initiatives, which was a 50% increase from the previous year. Well-known examples of such services include Snopes, FactCheck.org, and StopFake. Clearly, such fact-checking services should be beneficial to users of social media, but building and sustaining trust is often challenging. This talk aims to talk about the rise of fact-checkers and to understand how people perceive fact-checking outlets concerning their usefulness and trustworthiness.

Dr. Petter Bae Brandtzaeg is a Senior Research Scientist at SINTEF Digital. He holds a Ph.D in media and communications studies from the University of Oslo. He has been researching Internet usage for more than 17 years. Since 2013 he has been researching fake news, and verification and fact-checking of social media content in the European research project REVEAL (<https://revealproject.eu/>). He has published widely in journals such as New Media and Society, Journal of Computer-Mediated Communication, Computers in Human Behavior, and Communications of the ACM.

