



TASK 2 – REPORTING FOR THE DIGITAL MEDIA

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Article - Assignment

FACEBOOK KNOWS MORE THAN YOU KNOW ABOUT YOURSELF

APRIL 13, 2018 XANDRU AZZOPARDI LUCA VELLA

Christopher Wylie used to work with Cambridge Analytica. He left. He became a whistleblower and told the world that Facebook was transferring personal data to Cambridge Analytica which was then making it available to political entities in America and UK.

It transpired that Facebook was not only giving information about 100,000 people who took part in what looked like a very innocent quiz game but also to all their friends. Quoting CNN “ the amount is now 87 million Facebook users”.

This personal information was then processed in an algorithm software, and a very detailed profile of every targeted user emerged. Six thousand of these users were Maltese. This was announced by the European Commission who said that “2.7 million citizens in 28 EU members states might have fallen victims of this scandal. The people profiled will receive propaganda which is intended to confirm or alter their voting patterns such as the Brexit issue or the US elections where Trump was elected.”

Quoting CNN , Aleksander Kogan, a Russian data scientist who gave lectures at St. Petersburg State University, gathered Facebook data from millions of Americans. He then sold it to Cambridge Analytica, which worked with President Donald Trump’s 2016 presidential campaign.

In an interview with The Guardian, whistle-blower while said that the difference between Obama and Trump using Facebook is very clear. He says that Obama targeted people with information, but Trump targeted people with fake news only after knowing from their secret profile how to get it through. Vice news asked where is the data now?

“It could be stored in various parts of the world, including Russia, given the fact that the professor who was managing the data harvesting process was going back and forth between the UK and to Russia,” Wylie said.

Speaking to Maltese IT expert Dr Anton Ghio, he said that this is very dangerous. In fact, he deleted his Facebook as he is not willing to share his data without his consent. He insisted that Facebook is not safe anymore but would go on and say that even Whatsapp belongs to Facebook. Dr Ghio said that is so serious that on the day this news was out there, Founder and CEO of Facebook, Zuckerberg, lost 4 billion U.S. dollars while Facebook lost 100 billion U.S. dollars.

In this situation, one might think what would happen if this information would be available to robots who have already the artificial intelligence to not only analyse the data but learn strategies how it can be used. In this context, it is even scarier that our data will end up belonging to robots as this would make the quote of Profs Stephen Hawking very true.

“The emergence of artificial intelligence could be the worst event in the history of our civilization. It will transform or destroy society says Hawkins to [NBC news](#) a year before he died.”

It's been two weeks since Chris Wylie went from faceless data expert to world-famous whistle blower by revealing that Cambridge Analytica gamed Facebook on behalf of right-wing causes like the Brexit “leave” campaign before the firm was hired for Donald Trump's 2016 campaign. (Vice news)

Because of Wylie, we now know how Cambridge Analytica got its hands on 50 million Facebook users' data and spread targeted political content, and how Facebook's old privacy rules made it acceptable.

On this day, [VICE News](#) is Wylie's fourth interview, and he's not even close to done. Earlier in the day he'd given a witness statement to U.K. police, and attended a “Fair Vote” rally on Brexit, at which he was harassed. “I got attacked several times after,” he said. “I had bodyguards, and even then I had to be bundled into a car.”

([CNN](#)) Cambridge Analytica whistle-blower Christopher Wylie says the data the firm gathered from Facebook could have come from more than 87 million users world wide and could be stored in Russia.

Questions

AN INTERVIEW WITH BJORN FORMOSA

Artificial intelligence is and might help ALS patient Bjorn Formosa. Bjorn is an IT guru. He used to be a director of a very successful international IT company. Born is now using IT to adapt to his condition. In the coming days, I have an interview with Bjorn Formosa. These are the question I would like to discuss with him.

1. What do you understand by artificial intelligence?
2. How can AI help you and other ALS patients?
3. Can artificial intelligence become self-aware?
4. Can artificial intelligence be creative?
5. Would AI be the end of jobs?
6. Can artificial intelligence create the next wonder of the world?
7. Will Will AI ever be more intelligent than us? ·
8. "The emergence of artificial intelligence could be the "worst event in the history of our civilization." · How do you react?

Documentation

A New AI “Journalist” Is Rewriting the News to Remove Bias

Narrative Construction: The story is presented as news. News because when one reads it gives the impression that it is happening HERE AND NOW. The narrative is “good news” as it gives the impression that the KNOWHERE site is the site that can produce unbiased news. Why? Because now it will be made by Robots who will be reporting through their AI intelligence and after consulting thousands of sites about every story before print.

- Treatment: The Treatment is news, happening but at the end of it one will not know when this will happen though through its treatment it gives the impression that it is happening now.
- Quality and depth of subject matter: It lacks depth because it is only based on hearsay and quoting only the site NOWHERE. I did analyse the site, and it is the same as other sites- i.e. it is biased with sensational titles for the click bait effect.
- The role of the presenter/interviewer: There is no presenter and no interviewee. It is only the “journalist” relating the news story.
- The interviewee as a character in the story: One would assume that he spoke to other people without quoting them. So the interviewee is anonymous.
- Technical Elements: The title is composed of an interesting piece of artwork which creates the idea of entertainment rather than news. So I would say it was intended to an audience which is in the news which is entertaining - (more of SKY that BBC even though the latest had to become more entertaining)
- The reports’ cultural context: The cultural context is one that today is speaking about robots writing and producing news is not science fiction anymore. This same story written five years ago would be considered as science fiction. Today it is possible so people would still question it but in a

cultural context that it can be real. The culture to “accept” or “question” the facts still remains but now in a context that “the point of departure is changed completely” Robots today, with AI can write and produce news stories. Does that make this story true? No but the possibility is there because it can be true.

● The intentions of the presenter’s telling of the story: One cannot come to any conclusion of the intention of the writer of this story. I think that the intention was to

1. Gives the impression that it is a news story
2. That it is exclusive even though he was quoting another site called “motherboard.”
3. That the story is real and true
4. That it is based on reliable sources. The author is sure that only a small percentage would go to look for further information so he takes the all the risks to make it look real and 100% true.
5. Since he was talking about the UNBIASED news, he had to give the impression that his story is unbiased. It was biased with no critical analysis of this initiative.

Production Folder

Location

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Equipment

Camera

SonyA7sl, Lens 18 – 200mm

Rigs

Tripod with Fluid head.

Lights

3 Red Heads with three light setups. (Main, Fill, Backlight)

Sound

Zoom H6 Pocket Recorder, Sennheiser wireless Video kit.

References

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