

# 捍衛真實：假訊息時代新聞工作者的責任與對策

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Fulbright訪問學者



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# I

# 歷史與現況

不實訊息的普遍性及嚴重性

# 腳尾飯事件(2005)



自由評論網-自由時報  
歷史上的今天》原來議員爆料，是造...



報時光-聯合報  
2005年議員曾跟爆活人吃恐怖腳尾飯結...



TVBS新聞  
認了！王育誠坦承腳尾飯影帶造假 | TV...



華視新聞  
腳尾飯外流烏龍王育誠協助道歉-...



TVBS新聞  
這假腳尾飯影帶王育誠獲不起訴 | TVBS...



TVBS新聞  
腳尾飯造假王育誠偽文誣告移送 | TVB...



Reddit  
新聞】腳尾飯事件王育誠等賠325萬: r/...



TVBS新聞  
腳尾飯不起訴王育誠：遲來正義 | TVB...



華視新聞  
腳尾飯影帶造假王育誠難辭其咎- 華...



Facebook  
大象有對腿耳朵- #大象有對腿耳朵#假...



tbs://news.tvbs.com.tw/politics/373637



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# 普及：2016美 國總統大選

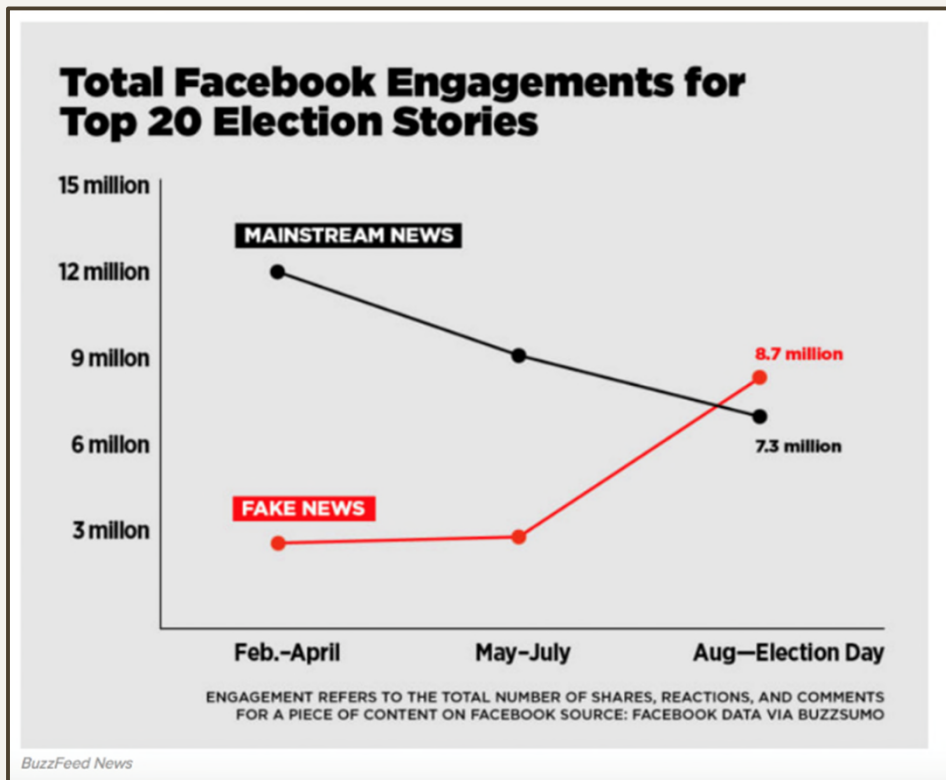
- BuzzFeed's 編輯Silverman發現許多杜撰文章好像都來自一個東歐小鎮
  - 找出至少140個假新聞網站，不斷在Facebook上發布訊息
-



First WHO Infodemiology Conference

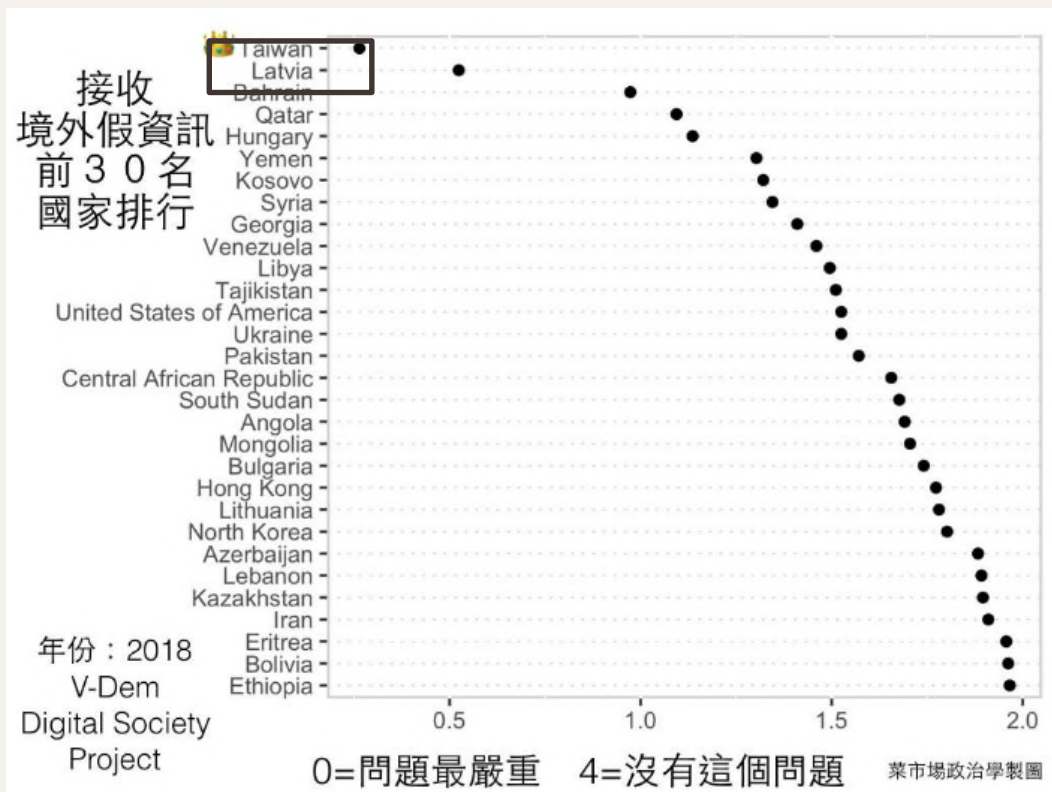
- An infodemic is an overabundance of information – some accurate and some not – occurring during an epidemic

假新聞轉貼  
數量超越主  
流新聞





# 台灣受假訊息的攻擊程度



# 民意調查： 媒體的問題是什麼？

27% ——— 28% ——— 68%

## 錯誤的新聞

不正確或內容有誤的  
新聞

## 新聞廣告化

看起來像新聞，其實  
卻是廣告

## 偏頗新聞

偏向某個立場、不公  
正的新聞

# 假新聞普遍程度

39.1%

普遍

24.5%

非常普遍

# II

## 定義與特性

不實訊息的多重宇宙

# 假新聞：事實錯誤的新聞 vs 你不喜歡的新聞



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# 不實訊息的分類

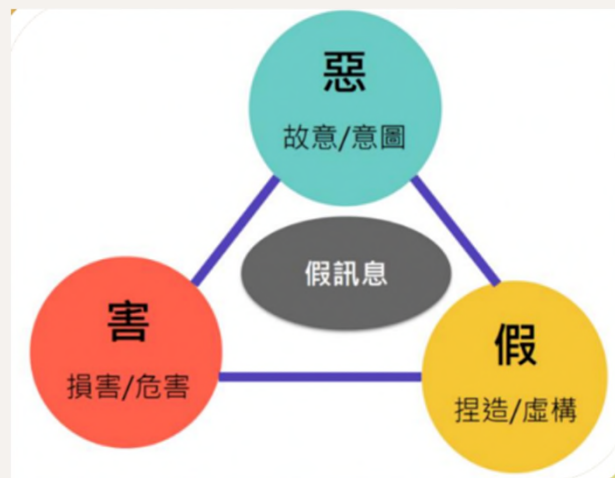
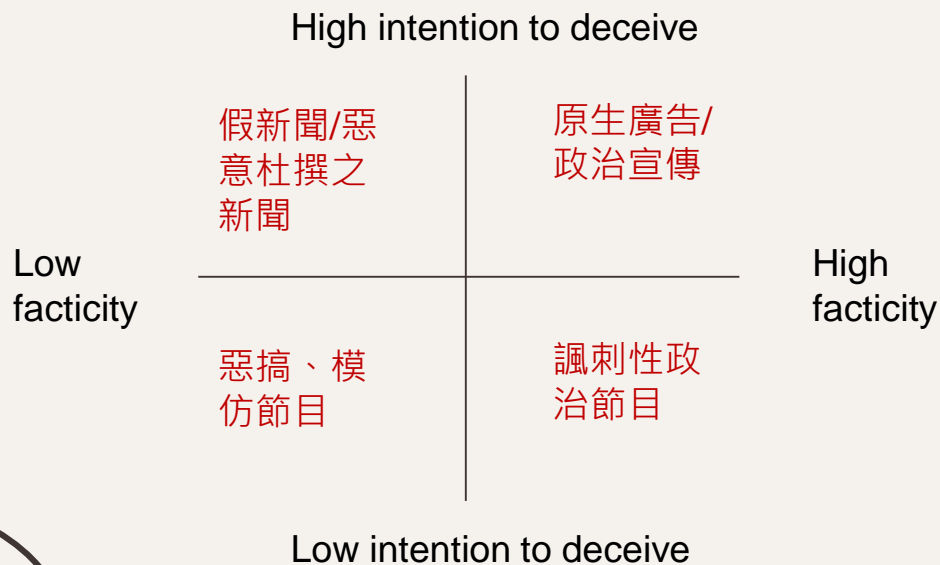
## 錯訊息 (misinformation)

- 客觀錯誤 vs 主觀錯誤
- 「預防腦中風請一定要戴個帽子」

## 惡訊息 (disinformation)

- 帶有不良意圖
- 「陳時中丟臉丟到韓國新聞」

# 不實訊息的分類



胡元輝董事長

# 假新聞傳播速度快於真新聞

The image is a screenshot of the Science website's news section. At the top, there is a dark navigation bar with a hamburger menu icon on the left, followed by links for NEWS, CAREERS, COMMENTARY, and JOURNALS with a dropdown arrow. The Science logo is centered in the navigation bar. On the right side of the navigation bar, there is a search icon, a LOG IN link, and a red button labeled BECOME A MEMBER. Below the navigation bar is a white sub-header area containing links for News Home, All News, ScienceInsider, and News Features, separated by a vertical line. To the right of these links is a red button labeled DONATE. Further to the right is a link labeled GET OUR E-ALERTS. The main content area has a dark background. It starts with a breadcrumb trail: HOME > NEWS > ALL NEWS > FAKE NEWS SPREADS FASTER THAN TRUE NEWS ON TWITTER—THANKS TO PEOPLE, NOT BOTS. Below the breadcrumb trail, there are two categories: NEWS | SOCIAL SCIENCES. The main headline is "Fake news spreads faster than true news on Twitter —thanks to people, not bots" in large, bold, white text. Below the headline is a sub-headline: "Tweets containing falsehoods were 70% more likely to be retweeted than truthful tweets". At the bottom left of the article preview, it says "8 MAR 2018 · BY KATIE LANGIN".

Science

NEWS CAREERS COMMENTARY JOURNALS

News Home All News ScienceInsider News Features | DONATE GET OUR E-ALERTS

HOME > NEWS > ALL NEWS > FAKE NEWS SPREADS FASTER THAN TRUE NEWS ON TWITTER—THANKS TO PEOPLE, NOT BOTS

NEWS | SOCIAL SCIENCES

## Fake news spreads faster than true news on Twitter —thanks to people, not bots

Tweets containing falsehoods were 70% more likely to be retweeted than truthful tweets

8 MAR 2018 · BY [KATIE LANGIN](#)



# 為什麼？

- 假新聞的新奇性：推特上的不實資訊通常是閱聽人沒有看過的消息
- 情緒誘發：不實訊息通常能帶來較為強烈的情緒，例如噁心、驚訝、生氣等

# III 理由

為什麼媒體需要查證

# 為什麼媒體要進行事實查核？

傷害

未查證的訊息會帶來  
哪些傷害？

預防

事後更正效果不彰

01 ——— 02 ——— 03 ——— 04

責任

提供事實是媒體的  
責任與義務

信任

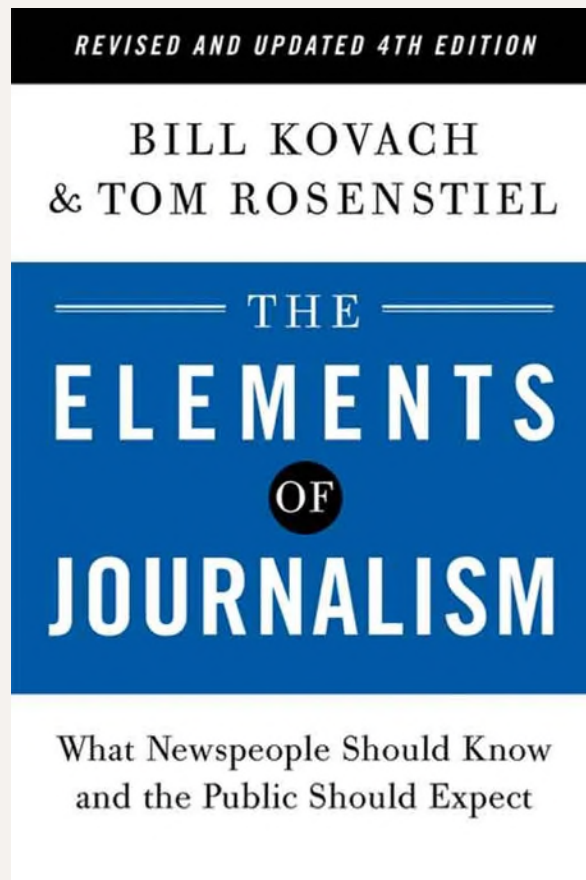
網路資訊信任度低  
，是媒體的機會？

# 01 責任



# Journalism's first obligation is to the truth

- 報導事實 (facts)
- 進行專業查證 (verification)
- 忠於公民 (loyal to citizens)
- 獨立自主 (independence)
- 監督權力 (Monitor power)





# 02 傷害

不實訊息的負面影響是什麼？

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# 不實訊息的負面影響



## 媒體信任

缺乏可信之資訊來源



## 民主運作

資訊是民主社會運作的  
基石



## 行為決策

人們缺乏決策所需之資  
訊，包含氣候、健康、  
政治行為

# 影響：實際的人命



The image shows a screenshot of the BBC News website. At the top, there is a navigation bar with the BBC logo, a 'Sign in' button, and links for Home, News, Sport, Reel, and Worklife. Below this is a red banner with the word 'NEWS' in white. Underneath the banner is a secondary navigation bar with links for Home, Coronavirus, Video, World, Asia, UK, Business, Tech, Science, Stories, and Entertainment. A third navigation bar lists regional categories: World, Africa, Australia, Europe, Latin America, Middle East, and US & Canada. The main content area features a 'Future Planet' section with the subtitle 'Solutions for a sustainable world' and an image of a person in a forest. Below this is a large headline: **'Hundreds dead' because of Covid-19 misinformation**. The byline reads 'By Alistair Coleman BBC Monitoring' and the date is '12 August 2020'.

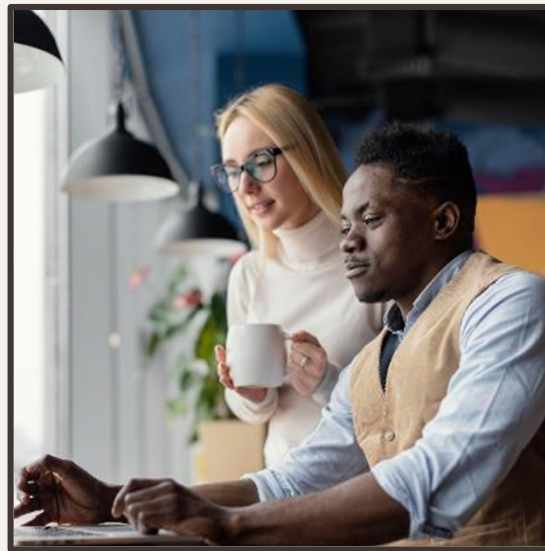


The image shows a screenshot of the Al Jazeera News website. At the top, there is a navigation bar with the Al Jazeera logo, the word 'ALJAZEERA', and links for News, Israel-Palestine conflict, Features, Economy, and Opinion. Below this is a secondary navigation bar with the text 'News | Coronavirus pandemic'. The main content area features a large headline: **Iran: Over 700 dead after drinking alcohol to cure coronavirus**. Below the headline is a sub-headline in italics: *More than 700 people died in Iran after ingesting toxic methanol, erroneously thinking it can cure the new coronavirus.*

About 5,800 people were admitted to hospital. Many died from drinking methanol or alcohol-based cleaning products, which they wrongly believe to be a cure for the virus.



# 03 信任





[About us](#) [Investors](#) [Careers](#) [Contact us](#) | Choose your market: [Global](#) ▾

[News & Events](#) [Innovation & Knowledge](#) [Our Solutions](#) [Ipsos.Digital platform](#) [ESG](#) 

[Ipsos](#) > [News & Events](#) : [News](#) > [Internet users' trust in the Internet has dropped significantly since 2019](#)

# Internet users' trust in the Internet has dropped significantly since 2019

TECHNOLOGY  
&  
TELECOMS

Online users want better control over how their personal data is collected, used and sold.

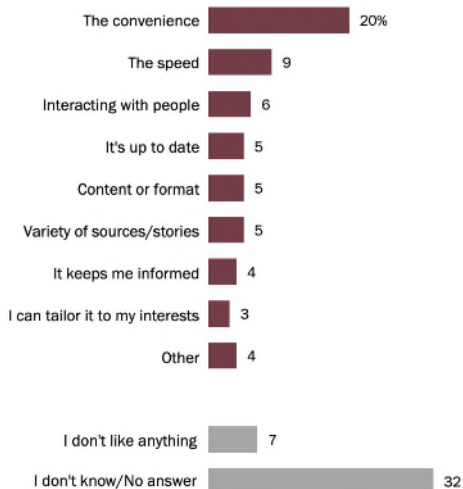
14 November 2022 [Society](#) / [Internet](#) / [Data Privacy](#) / [Social Media](#) / [Technology](#)

<https://www.ipsos.com/en/trust-in-the-internet-2022>

# Pew Research Center, 2023

## Social media news consumers like the convenience and speed of getting news there most

Among U.S. adults who get news on social media, % who say what they like most about getting news on social media is ...

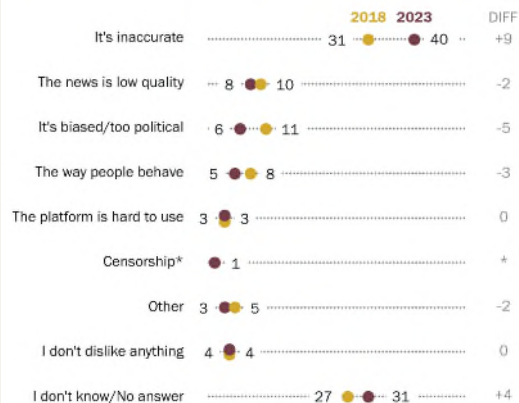


Note: Figures may not add up to 100% due to rounding.  
Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

PEW RESEARCH CENTER

## Increased share of Americans who get news from social media say inaccuracy is what they dislike most

Among U.S. adults who get news on social media, % who say what they dislike most about getting news on social media is ...



\* Censorship was not coded as a category in 2018.  
Note: Figures for each year may not add up to 100% due to rounding.  
Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

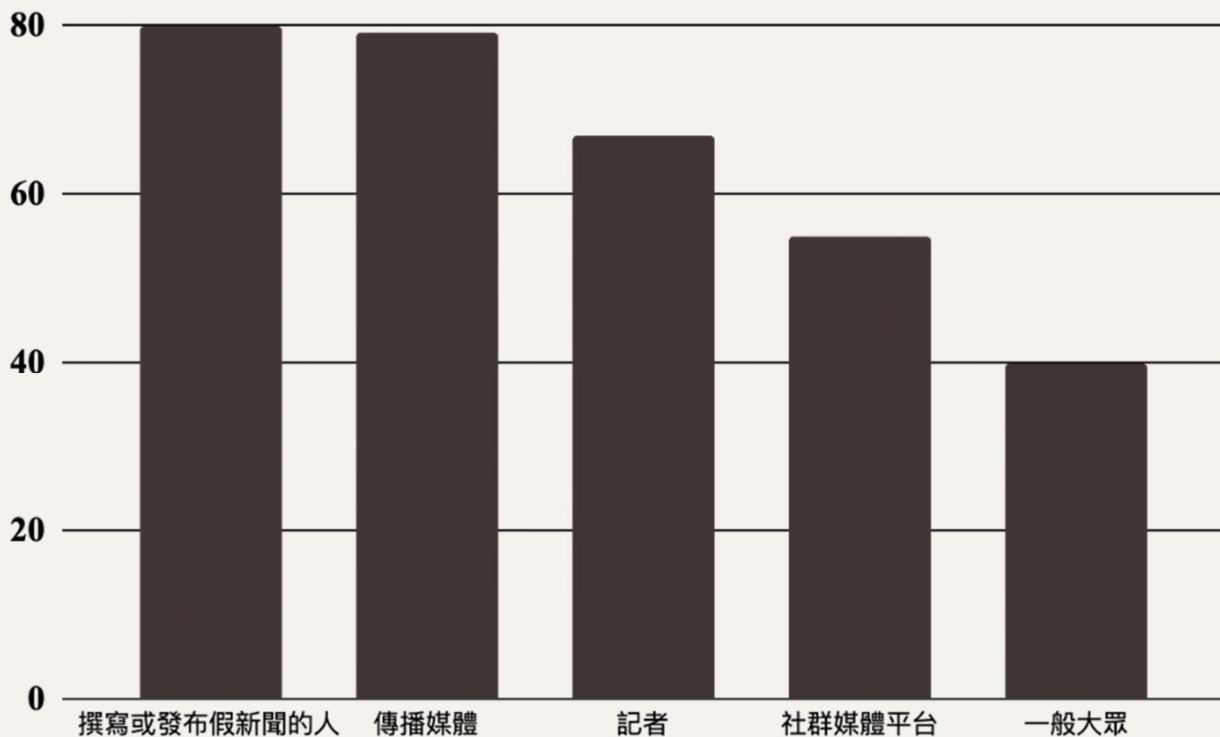
PEW RESEARCH CENTER

如果你不看新聞，  
你會與世界脫節；  
如果你看新聞，  
你會與事實脫節



<https://www.youtube.com/watch?v=ISY4L5-lwrY>

# 誰需要對假新聞負責？ 有權力發布訊息的人





# 04

## 預防

發布前查證勝過事後更正？

# 你覺得更正訊息是否有效？

## 預防注射理論

事實與錯誤資訊並陳，會  
促進閱聽人思考，增進議  
題知識

## 後設認知理論

不正確、正確的資訊並  
陳，閱聽人容易搞混或  
記錯真假

---

“Correction does not entirely eliminate  
the effect of misinformation.”

更正並不能完全消除錯誤資訊的影響

—Walter et al., 2019

---



# 心理原因

## Mental model

一但形成先入為主的概念，就很難打破。例如：疫苗效果、疫苗和自閉症、不相信被詐騙

## Exemplar vs statistics

心裡想到的例子，重要性會大過於機率

## Fluency & familiarity

容易理解、熟悉的資訊比較容易被認為是真的

---

# 各種條件

## 比較有效的情境

- 更正資訊較有連貫性  
(Coherent)
- 符合自身價值觀
- 由發布錯誤資訊的機構提供

## 比較沒效的情境

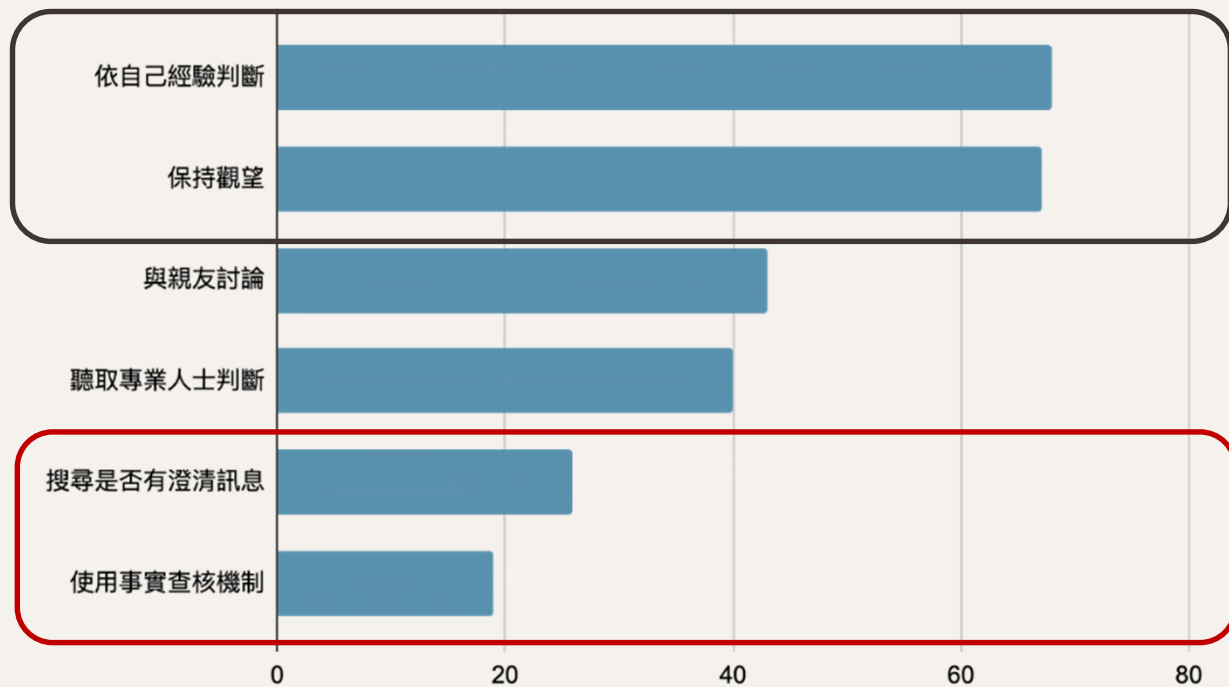
- 發布消息的是受到信任的來源
  - 已經廣為流傳
  - 太慢更正
-

外在原因

< 20%

會使用「事實查核機制」確認訊息真假

# 人們如何判斷<sup>絲絲</sup>訊息真假？



# IV

# 挑戰

新媒介技術以假亂真，讓事實更難驗證

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Threats to information integrity are  
“proliferating and expanding with  
unprecedented speed on digital  
platforms, supercharged by AI  
technologies.”

— 聯合國秘書長 António Guterres

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# 1. 生成式 AI 技術的普及





# DeSantis campaign shares apparent AI-generated fake images of Trump and Fauci

JUNE 8, 2023 · 3:59 PM ET

 Shannon Bond



A recent video from Republican presidential candidate and Florida Gov. Ron DeSantis includes an image with three fake photos of former President Donald Trump and Dr. Anthony Fauci hugging. These three images appear to be AI-generated.

*DeSantis War Room/Screenshot and annotation by NPR*





# 川川+登登 《爱我别走》



[https://youtu.be/pkY\\_ZaNOYoc](https://youtu.be/pkY_ZaNOYoc)

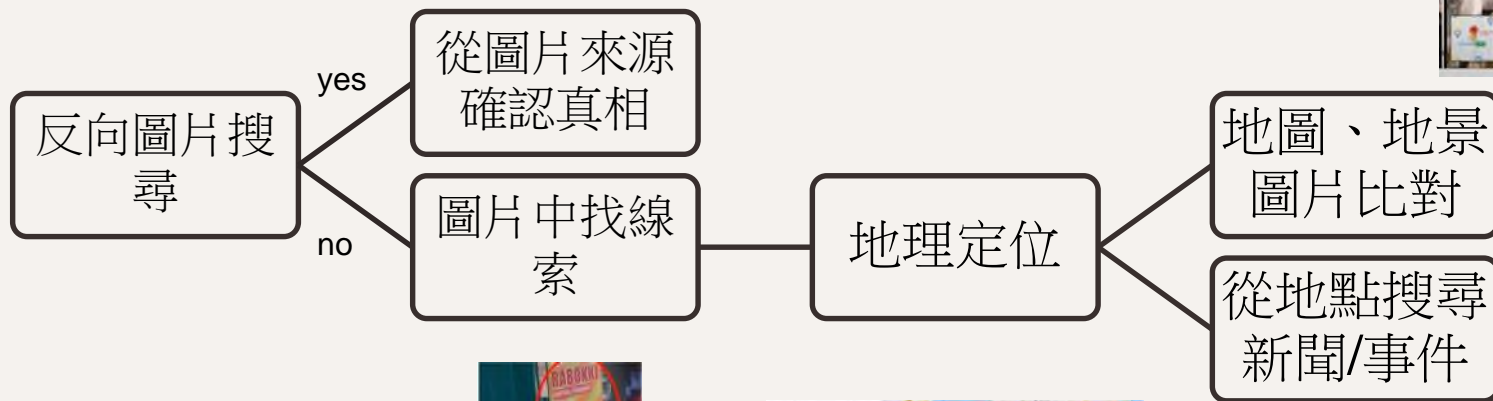
## 2. 移花接木、張冠李戴



在新、馬、印尼的通訊軟體中流傳一段影片，訊息聲稱一女子昏倒在地，事件發生在「附近的購物中心」。亦有另一版本譴責大眾冷漠，無人協助。

# 不出門查天下事

Google新聞計畫案例



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# 3. Conspiracy

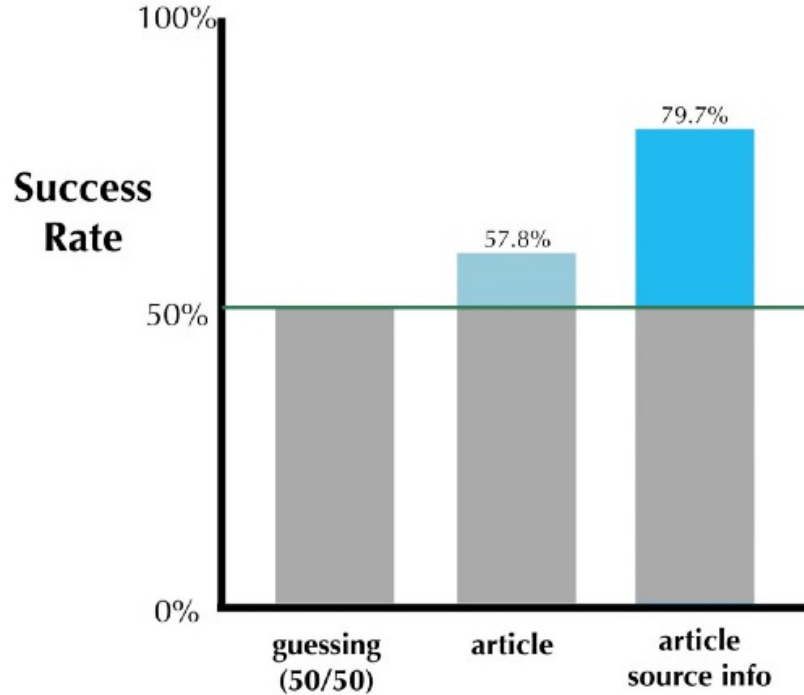
- 無法驗證的事：陰謀論訊息難以確認
- 新冠病毒的起源

V

機會

媒體可以做什麼？

# A hint matters



- Students who viewed a hint that shows the source of the article (the site's url) correctly identified fake articles 80.8% of the time.
- Students who viewed only the article performed somewhat better than chance (57.8% vs. 50%).



# Trump Claims Harris's Rallies Are Smaller. We Counted.

Harris  
Milwaukee, Wisconsin

Trump  
Glendale, Arizona

12.6 萬

nytimes The sizable support Vice President Kamala Harris has generated at her rallies has rattled Donald Trump, who has emphasized, and frequently exaggerated, his crowd sizes for years. He has said,



The crowd at Harris's event filled about **70% of the arena's maximum capacity.**

This section that was initially curtained off was later opened.

The crowd at Trump's event filled about **60% of the arena's maximum capacity.**

Some people left their seats later during Trump's speech, which went on for an hour and a half.



12.6 萬

nytimes The sizable support Vice President Kamala Harris has generated at her rallies has rattled Donald Trump, who has emphasized, and frequently exaggerated, his crowd sizes for years. He has said,



## Crowd size estimates at Trump's and Harris's campaign events

The Times counted the number of people at six campaign events just after each candidate began their speech.

### Harris

Sat., Aug. 10	Las Vegas	6,200
Tue., Aug. 20	Milwaukee, Wisconsin	12,800
Thu., Aug. 29	Savannah, Georgia	6,200

### Trump

Fri., Aug. 9	Bozeman, Montana	4,300
Sat., Aug. 17	Wilkes-Barre, Pennsylvania	5,900
Fri., Aug. 23	Glendale, Arizona	11,500

12.6 萬

nytimes The sizable support Vice President Kamala Harris has generated at her rallies has rattled Donald Trump, who has emphasized, and frequently exaggerated, his crowd sizes for years. He has said,





Google News Initiative

## 歡迎使用 Google 新聞倡議計畫

Google 新聞倡議計畫與發布者和記者攜手合作，打擊錯誤資訊、共享資源，打造多元創新的新聞大環境。

[瞭解詳情](#)

### Google 熱門資源



課程

Verification: Google Image Search



課程

Google Historical Imagery:  
Google Earth Pro, Maps and  
Timelapse



課程

Google News Archive: Access  
the past.



Non-profit, Non-partisan, Free.



How it Works ▾

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Donate

SIGN IN

JOIN NOW

# Identifying **Political Deepfakes** in Social Media using AI

Try our deepfake detector

Add a URL to a social media post...

IS IT REAL?



SUPPORTED SOURCES



TikTok



X



Facebook



Instagram



Reddit



Truth Social

# 中國使用AI機器人耕種




# 查核結果

TrueMedia.org Share

## Is this real?

**Early Results: Substantial Evidence of Manipulation**



TrueMedia.org verdict: **substantial evidence** of manipulation.  
Note: we are still waiting for one pending analysis.

ANALYSIS	DETECTORS	RESULTS
Voices	3	Substantial Evidence
Semantic	1	Little Evidence

Disclaimer: TrueMedia.org uses both leading vendors and state-of-the-art academic AI methods. However, errors can occur.

<https://www.tiktok.com/@octopusaimarketing/video/7391006720849464577>

威斯康辛州議員提案，  
規定候選人必須揭露  
競選文宣中是否使用  
synthetic media  
(利如深偽技術)

**58** NEWS WEATHER SPORTS CAMPAIGN 2024 HOMETOWNS SUNDAY MORNING

## Lawmakers propose labeling political ads that use AI

By: [Emilee Fannon](#) [Facebook](#) | [Twitter](#)

Posted: Jan 9, 2024 2:42 PM CDT

[FACEBOOK](#) [TWITTER](#) [EMAIL](#)



# VI

## 結語

社群媒體、網路來源信任度下降，優質媒體  
是否能把握機會？

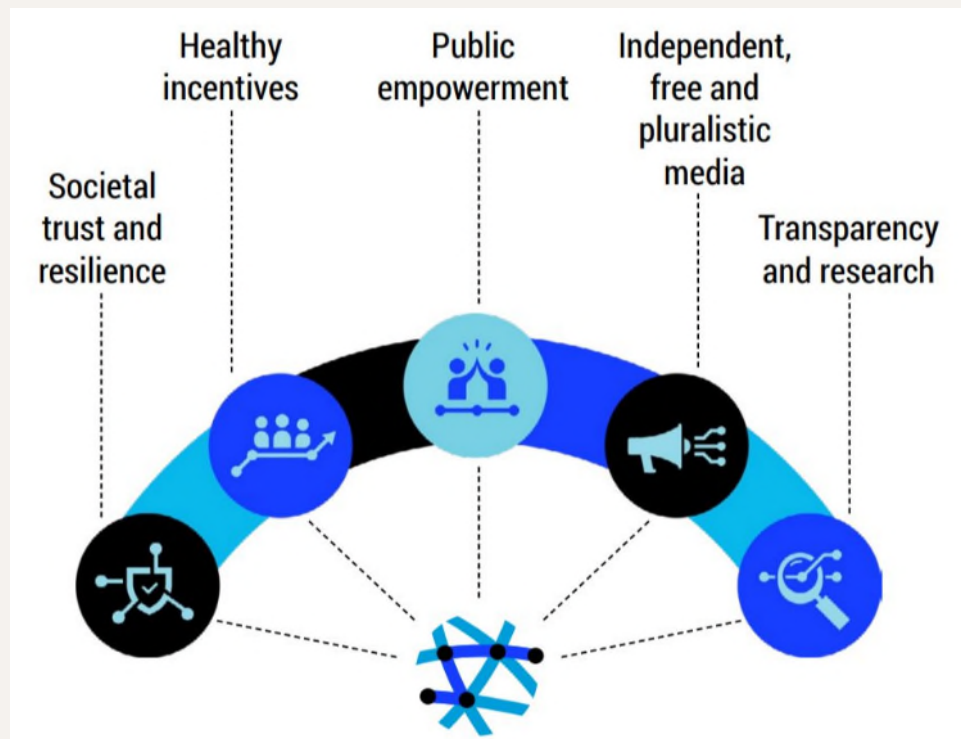
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# 資訊完整性國際 準則

UN Global Principles for  
Information Integrity

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# 聯合國資訊完整性全球守則



# 強調資訊完整性

- 建立健全的編輯流程和標準，包括資訊來源的審核，以幫助維護並鞏固媒體閱聽人的信任。
- 建立事實查核機制，作為公眾的參考依據。

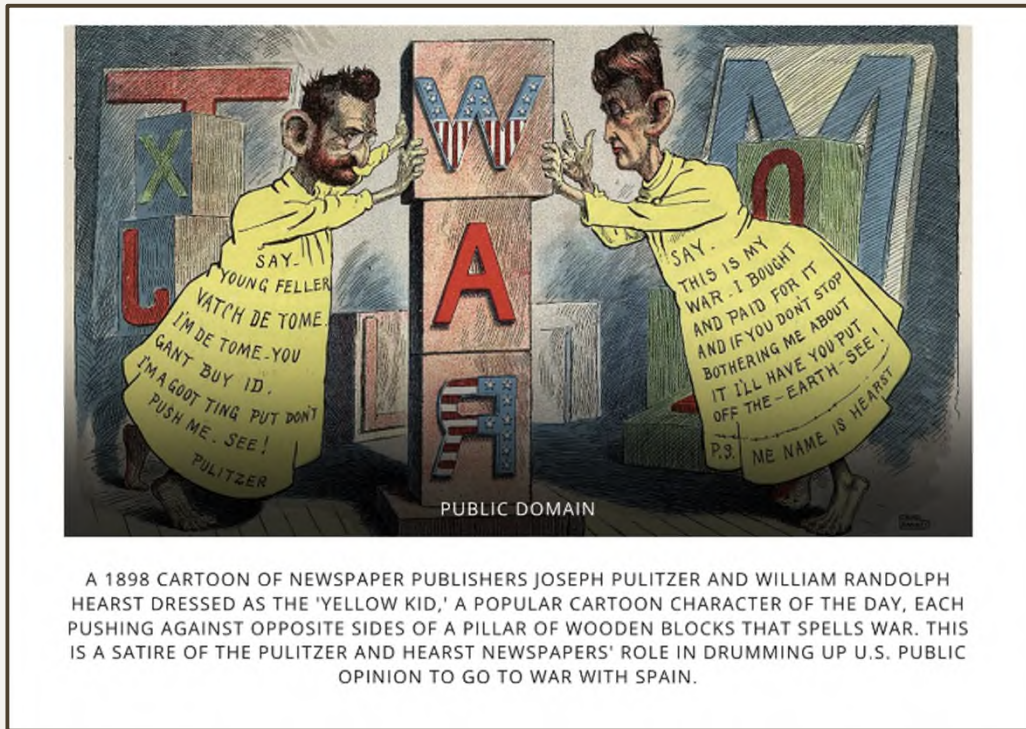


# 專業及道德

- 承諾並遵守全球公認的專業與道德新聞規範，強調公眾利益、客觀公正和編輯獨立性，並積極採取自我監管問責機制。
- 提供定期且高品質的培訓，以促進符合道德標準、正確且公正的報導，並提升技能以因應傳播領域的變化與創新需求。
- 公開資金來源、所有權結構和財務獎勵，以便閱聽人能更好地了解他們所選擇和消費的新聞內容。

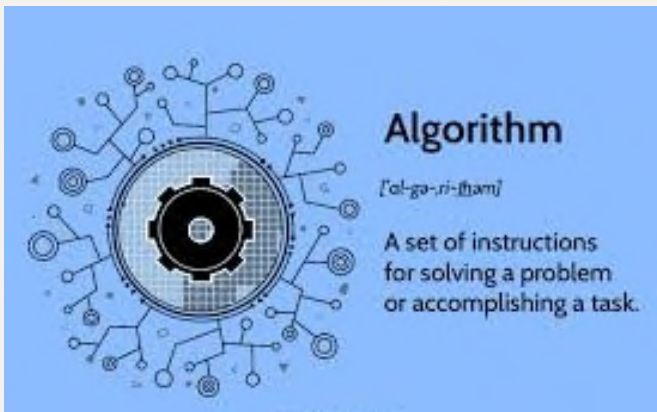
# 建立透明、符合人權的廣告機制

- 採取行動，確保廣告不會對健康的資訊環境造成傷害。
- 明確區分新聞、評論和贊助內容，並確保評論文章的資金來源及潛在利益關係是公開透明的。
- 明確標示所有付費、人工智慧生成或廣告內容。
- 提供透明的廣告收入來源報告，並制定清晰且易於理解的廣告政策。



# 新聞業也曾經歷 過很差的年代

黃色新聞、煽色腥、八卦小報



未來平台的演算法，  
可能凸顯優質媒體來  
源，讓使用者更容易  
接觸到來自優質媒體  
的資訊

把不看新聞的人  
或是不從主流媒  
體獲取資訊的人  
拉回來



# 謝謝聆聽

Do you have any questions?  
tjshih@g.nccu.edu.tw

