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Keynote
The Role of Academic Publishing in an Age of Misinformation
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THE ROLE OF ACADEMIC PUBLISHING IN AN AGE OF MISINFORMATION

Peter Cunliffe-Jones

Association of Learned and Professional Society Publishers.
14 September 2022
The tropes of ‘fake news’ misinformation

- It emerged in 2016
- It’s an online problem
- Effects are all via mass audiences
- Bad information is only problem
Mis/disinformation is a more common problem than ‘fake news’

Key points of definitions
1. Sets out who or what defines it as wrong
2. Recognizes that information’s accuracy changes over time
3. Recognizes that information that is not strictly ‘false’ may mislead audience
4. Addresses intent

**Misinformation:** information that, according to the best evidence and expert opinion publicly available at the time, is false or misleading but may not be known to be so by those who create or spread it.

**Disinformation:** Information that, according to the best evidence and expert opinion publicly available at the time, is false or misleading and is known to be so by those who create or spread it.
Three broad factors that, to differing degrees at different times and in differing places, combine to undermine public understanding.

- False & misleading information
- Lack of access to good information
- Distorted focus of information
What is number one challenge for fact-checking false claims?

1. Funding the operation
2. Attacks from politicians, authorities
3. Tanks on the streets
4. Lack of access to accurate information
False information from authoritative sources – one part of Information Disorder


Subsequent research found this led to >330,000 excess deaths in South Africa.
Prestigious media base reporting on ‘evidence’ from fake journals
Post 2016, a growth in efforts by many fields to counter misinformation
Identifying trust- and untrustworthy fact-checkers, websites... and journals?

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Any other organization that holds the IFCN badge and is not listed is NOT a signatory to the code of principles.
THANK YOU

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