

Written Representation 106

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Agenda

- 01 Introduction**
Business case study of fake news
- 02 Impact**
Magnitude and Urgency for fake news
- 03 Demographics**
Statistics on our source and medium for news
- 04 Recommendations**
Combination of solutions to tackle fake news
- 05 Conclusion**
Summary of presentation

Singapore

Business case study (9 February 2018)

SGX SINGAPORE EXCHANGE

FRASERS CENTREPOINT TRUST

View Retail Brokers | Download/Print

Technical Charting | Comparable Companies

Price: S\$ 2.2 | S\$ 2

In The News

- A** Frasers Centrepoint Trust (SGX:J69U) acquired one-third stake in Waterway Point from Frasers Centrepoint Limited (SGX:TQ5).
- B** Frasers Centrepoint Trust Has Announces Distribution for the Period from 1 October 2017 to 31 December 2017, Payable on 28

What Happened?

- SGX posted a false claim that Frasers Centrepoint Trust (FCT) acquired a stake from Frasers Centrepoint Limited
- Immediate posting by FCT to debunk and remove the news from SGX

Introduction | Impact | Demographics | Recommendations | Conclusion

Impact

Magnitude and Urgency for Fake News



Individual

- Shareholders, investors and managers misled by information leading to misguided judgements.
- E.g. FCT investors suffering financial losses when stock price plunge.



Business Community

- Detrimental to non-financial and financial aspect of a company
- E.g. SGX and FCT's reputation and share price to fall after the Fake News.



Country

- Attractive target as Singapore is a key international hub for trade and finance
- Affect investors confidence in Singapore

Introduction

Impact

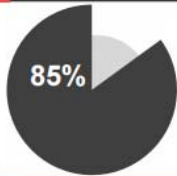
Demographics

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Singapore

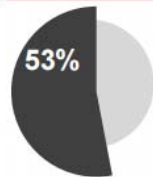
Sources of news (Reuters, 2017)



Online (Majority from social media)



Television



Print



Radio



Play a crucial role in the spreading of online fake news

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Read widely

Individual level



Look out for suspicious indications

- Name of the website
- Author
- Date of news
- Supporting sources
- Read beyond the headlines

Read news

- Practice healthy skepticism when reading
- Less vulnerable to confusion and false information to spread

2

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Step-by-step guide to identify Fake News

4



Cross-reference

- Check out other mainstream and credible sources for similar news
- Discuss with friends and family to reduce judgement biases

Read Widely

- Reading consistently from various sources
- Improve one's ability to identify Fake News

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Encourage behaviors

Community level



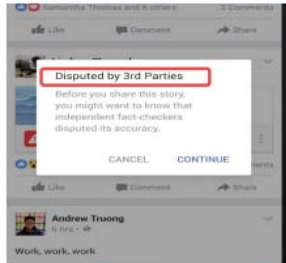
Technology companies

1

- Organizations could use Unilever as an example to encourage online falsehoods regulations by reducing advertisement revenue.
- Pressurize social media platforms to reduce Fake News.

2

- 72% of Singaporeans used Smartphones to access news
- Government could encourage its technology firms to adopt following approach:
 - Warning of falsehoods before sharing
 - Supplement with news from trusted sources



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Artificial Intelligence

Country level



Developing Algorithms

- Work closely with AI companies
- Fake News are often recycled and reused
- Detect heavy usage of slangs and adverbs common using keyword analytics
- Ability to evaluate many articles online

Scorecards

- Giving a score to the website based on the accuracy of facts and content
- Weighed against reputable media sources

Browser plug-in

- Pop-up warnings
- Readers are warned of the possibility of fake news from the site with low score

Removal of websites

- Reports on the reputation of website or news source generated
- Poor scoring and lack of regulations result in removal immediately

Introduction

Impact

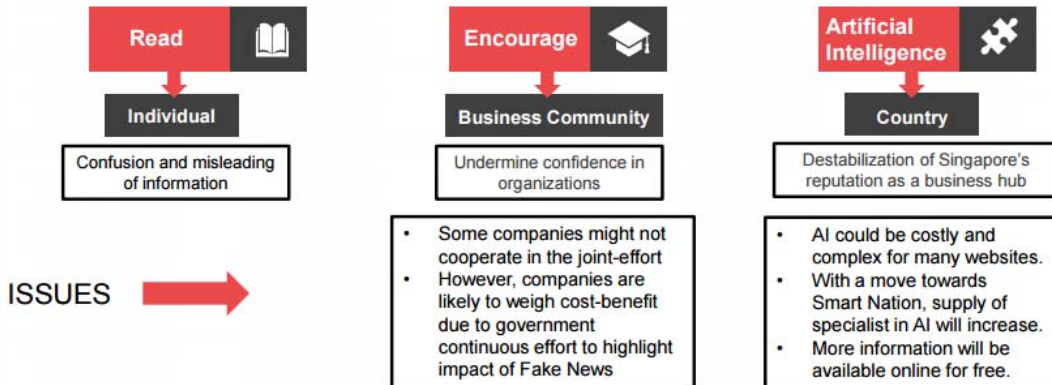
Demographics

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Summary of R-E-A

Combination of solutions to tackle Fake News



ISSUES

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