

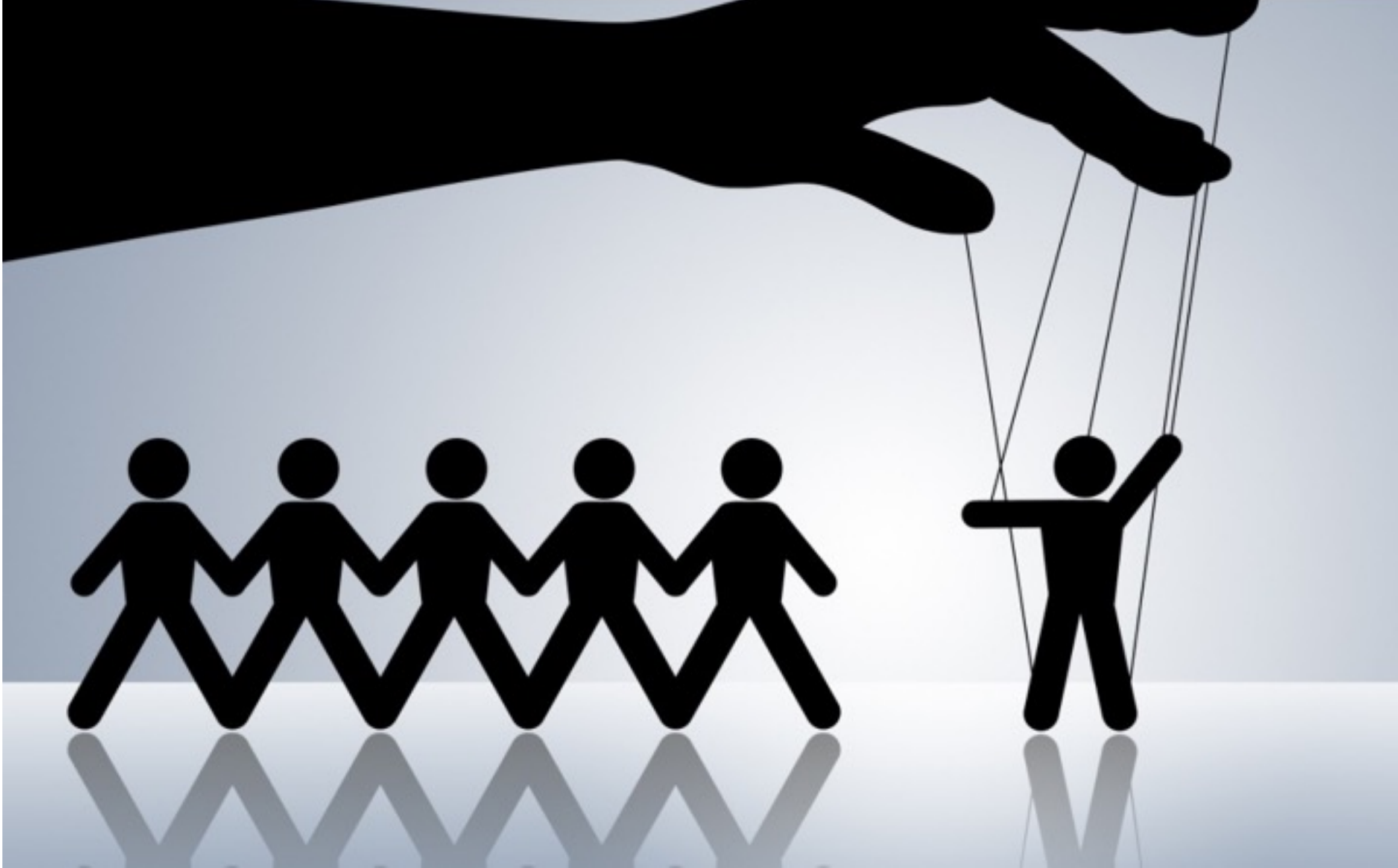
# Meedia ja meie elu

ANDRES JÕESAAR



TALLINNA ÜLIKOOL

Balti filmi, meedia ja  
kunstide instituut





vahetame ärikontakte  
business card exchange



#OgilvyAWNewYork

The average  
person scrolls  
through 300  
feet, or one  
Statue of  
Liberty, of  
mobile content  
every day.

**Andrew Keller**

GLOBAL CREATIVE DIRECTOR  
FACEBOOK





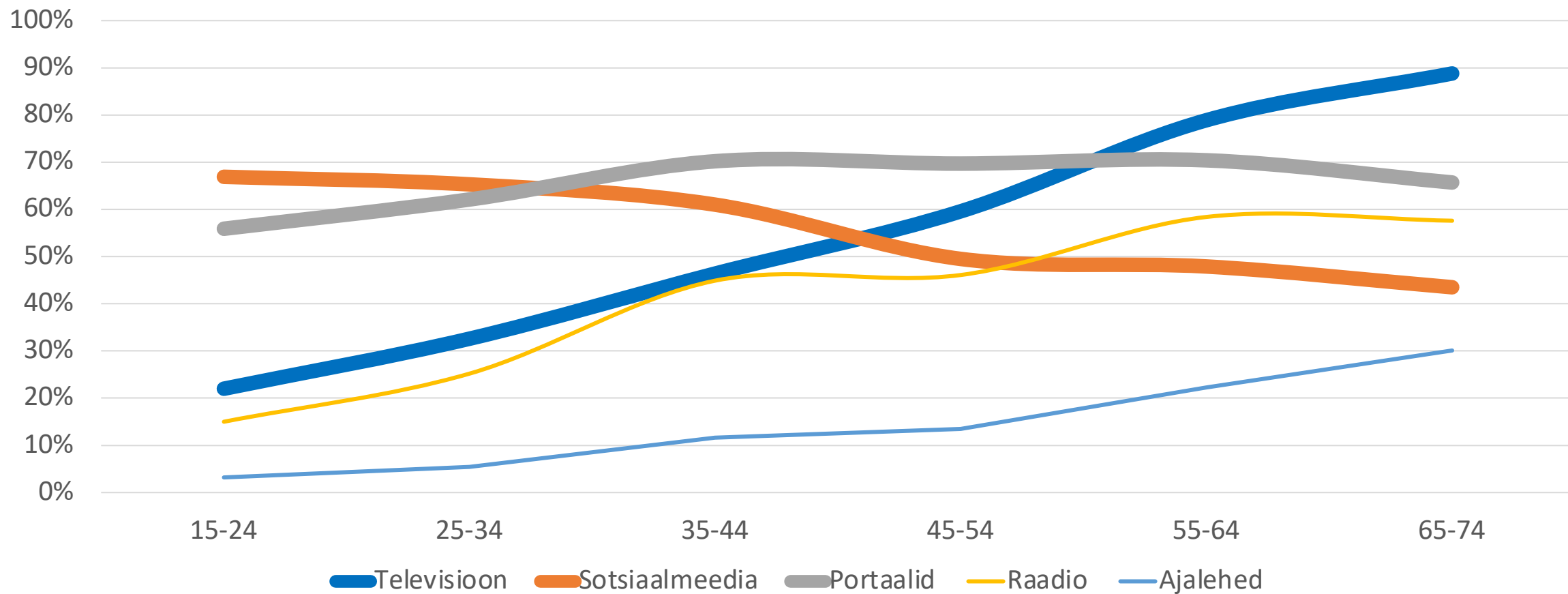


Uudiste jälgimine (vähemalt üks või  
mitu korda päevas) meediakanalites  
vanusegrupiti

*Following the news in the media  
channels by different age group. At  
least one or more times a day*

# EESTI

n=1000







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Auditooriumi hinnang infokanalite olulisusele

*Audience assessment of the importance of information channels*



Hinnang meediakanalite  
usaldusväärsele COVID'i info  
edastamisel

*Assessment of the reliability of  
media in the dissemination of COVID  
information*

**SIX**



**NINE**





INFORMATION



TIME



KNOWLEDGE



- [Weather channel](#)
- [AI News Anchor](#)
- [Deep Fake](#)



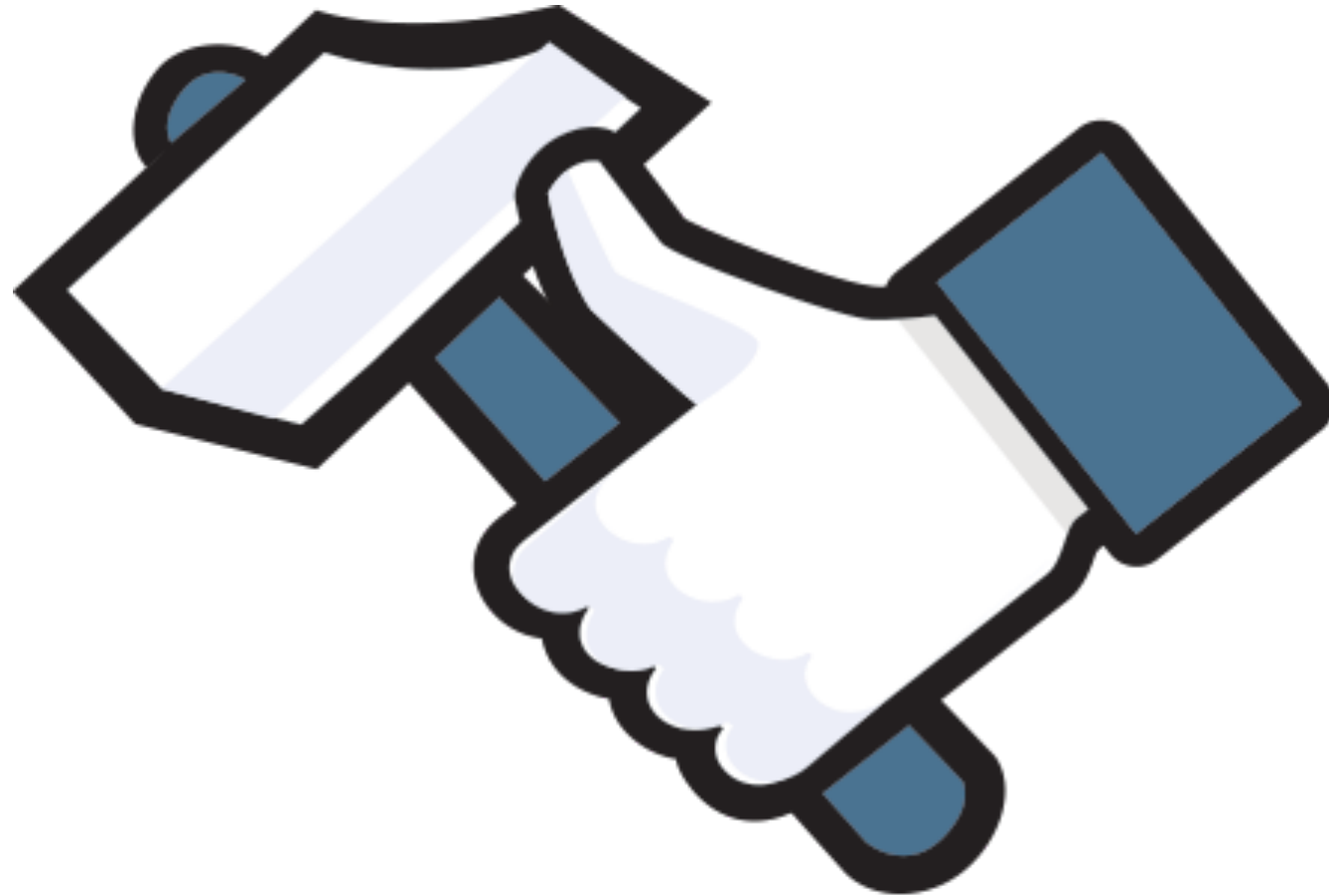
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# Populism is

1. Everything is rotten
2. The people are pure
3. I am the people



# The spread of true and false news online

Soroush Vosoughi<sup>1</sup>, Deb Roy<sup>1</sup>, Sinan Aral

Science

09 Mar 2018:Vol. 359, Issue 6380, pp. 1146-1151

DOI: 10.1126/science.aap9559

<http://science.sciencemag.org/content/359/6380/1146.full>

# **Top 5 Fake Election Stories by Facebook Engagement (three months before election)**

**“Pope Francis Shocks World, Endorses Donald Trump  
for President, Releases Statement”  
(960,000, *Ending the Fed*)**

**“WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS...  
Then Drops Another BOMBSHELL! Breaking News”  
(789,000, *The Political Insider*)**

**“IT’S OVER: Hillary’s ISIS Email Just Leaked &  
It’s Worse Than Anyone Could Have Imagined”  
(754,000, *Ending the Fed*)**

**“Just Read the Law: Hillary Is Disqualified  
From Holding Any Federal Office”  
(701,000, *Ending the Fed*)**

**“FBI Agent Suspected in Hillary Email  
Leaks Found Dead in Apparent Murder-  
Suicide” (567,000, *Denver Guardian*)**

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS  
FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

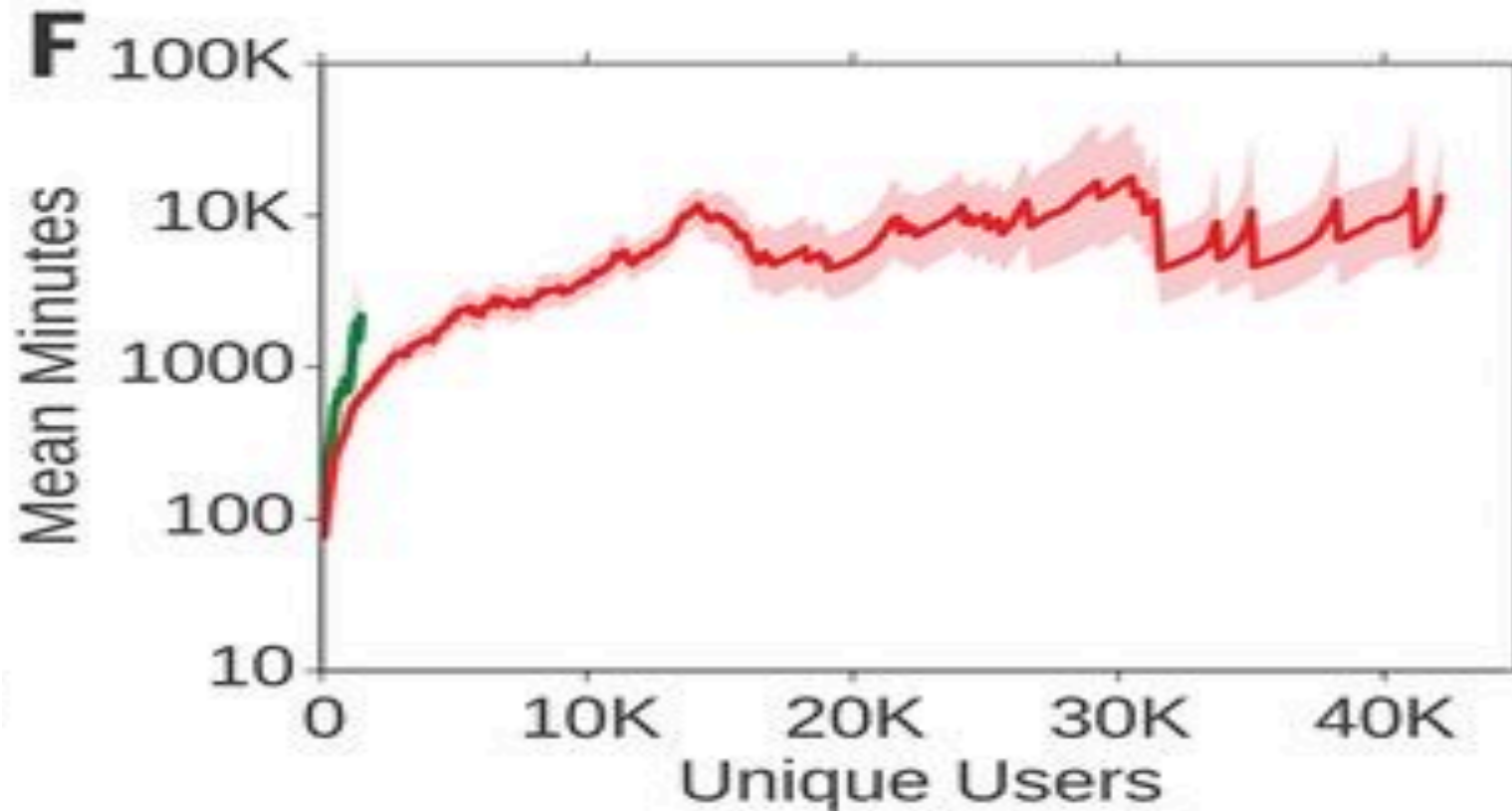


# Total Facebook Engagements for Top 20 Election Stories



ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

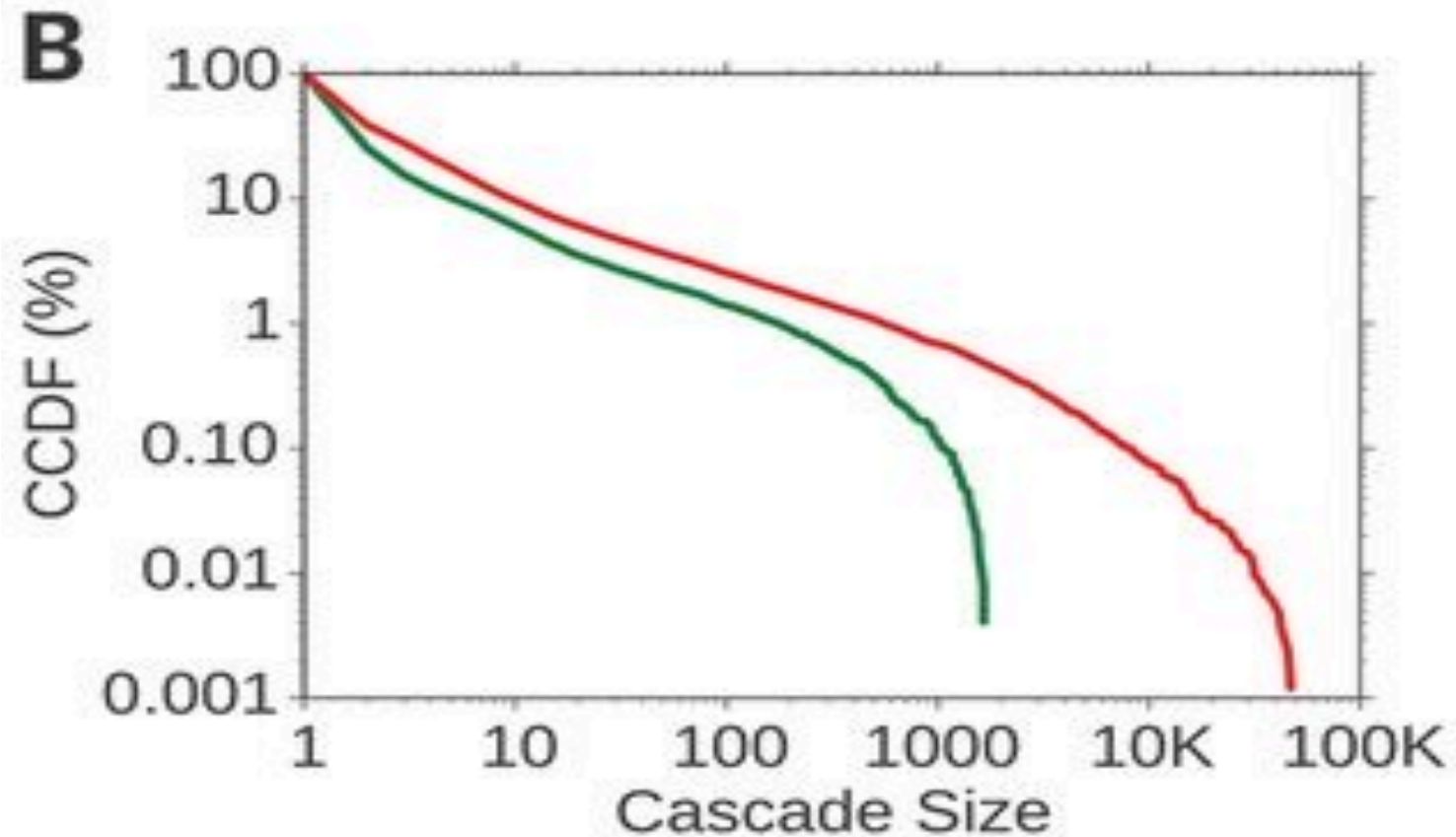
# Complementary cumulative distribution functions (CCDFs) of true and false rumor cascades.



Soroush Vosoughi et al. Science  
2018;359:1146-1151



# Complementary cumulative distribution functions (CCDFs) of true and false rumor cascades.



Soroush Vosoughi et al. Science  
2018;359:1146-1151





VALEL ON LÜHIKESED  
JALAD,  
AGA TA JOOKSEB  
TÕEST KIIREMINI



# 1

Valeuudised on tõestest  
uudistes uudsemad /  
huvitavamad





Valeuudised tekitavad  
vastajates hirmu, põlgust ja  
üllatust

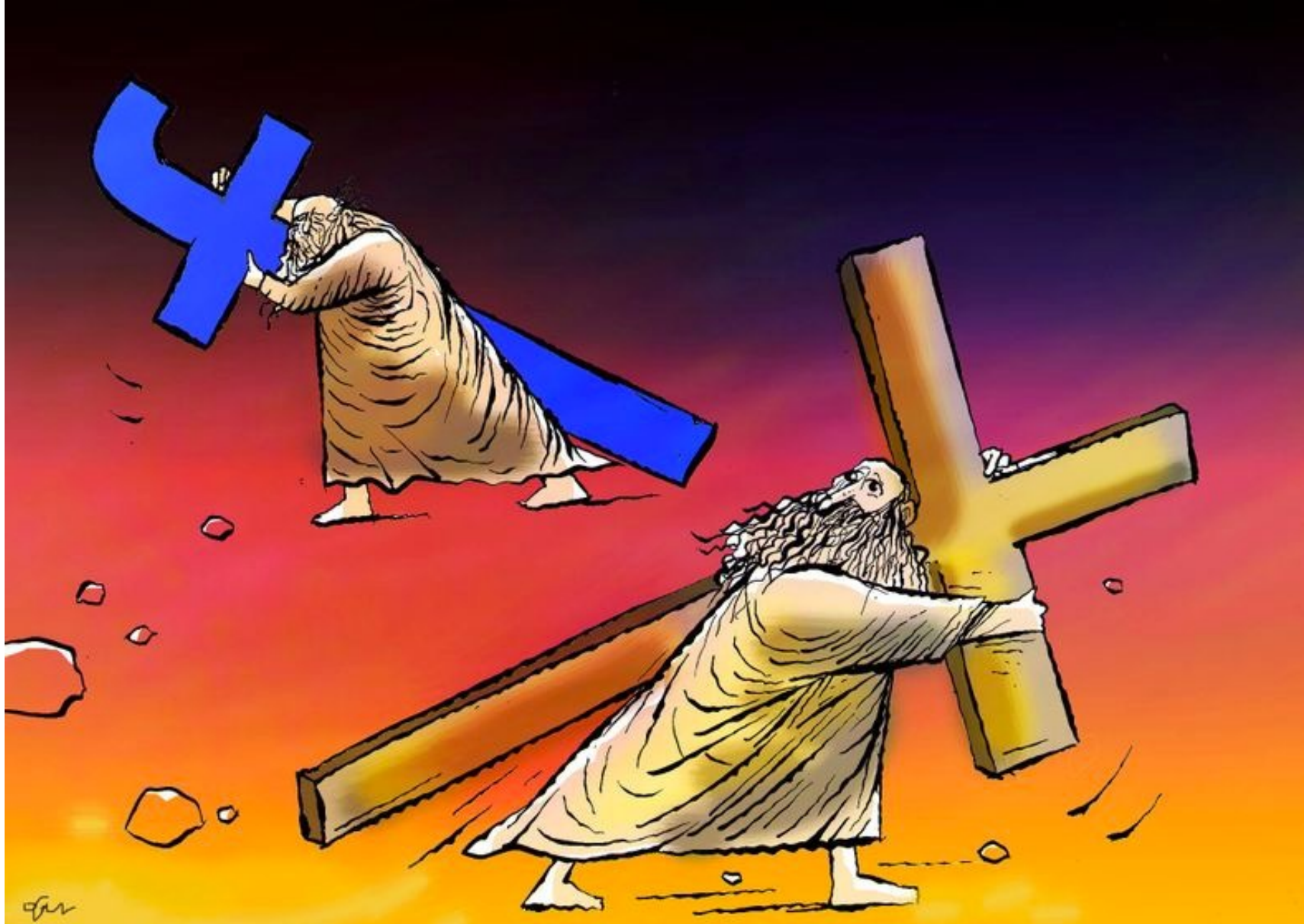


Tõesed lood tekitavad  
vastajatest kaastunnet,  
kurbust, rõõmu ja usaldust

# 4

Robotid jagavad valeuudiseid ja tõeseid lugusid võrdse kiirusega, inimesed aga valeuudiseid kiiremini



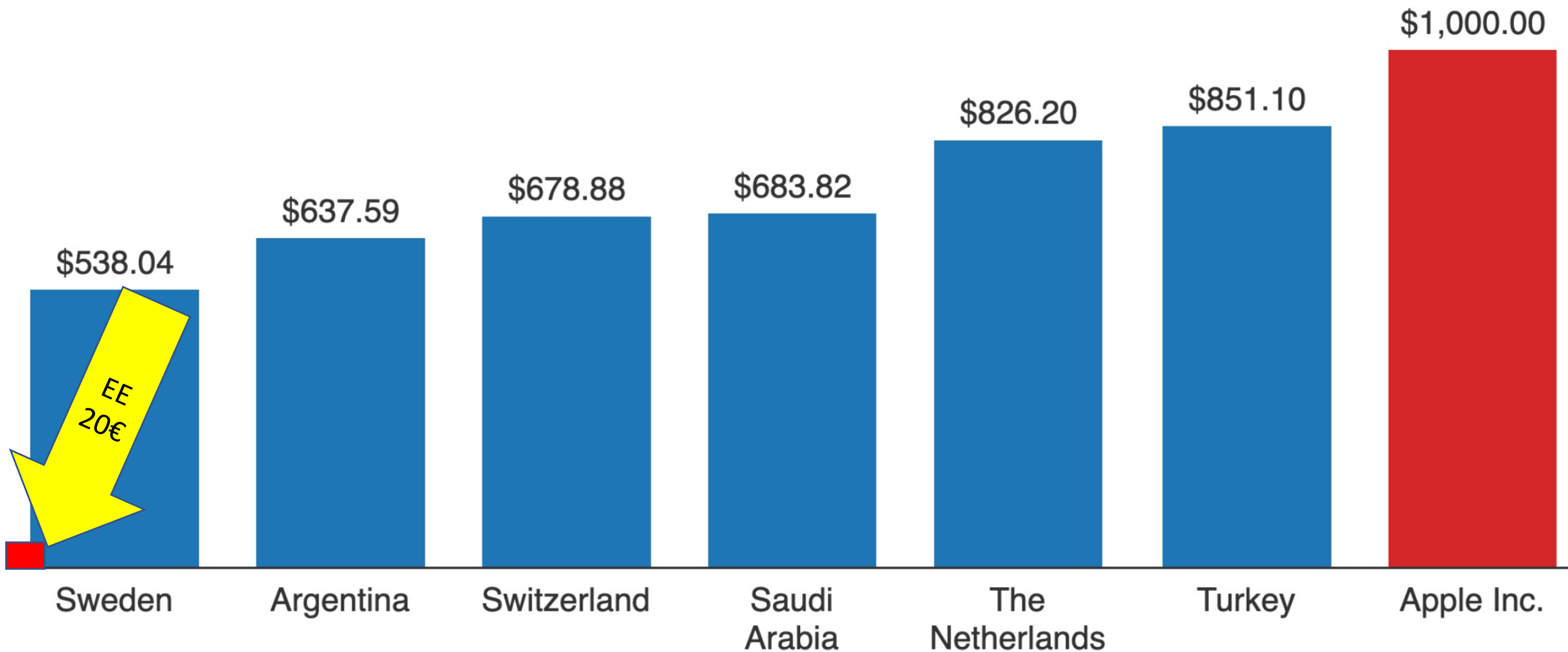






## Miljardit dollarit

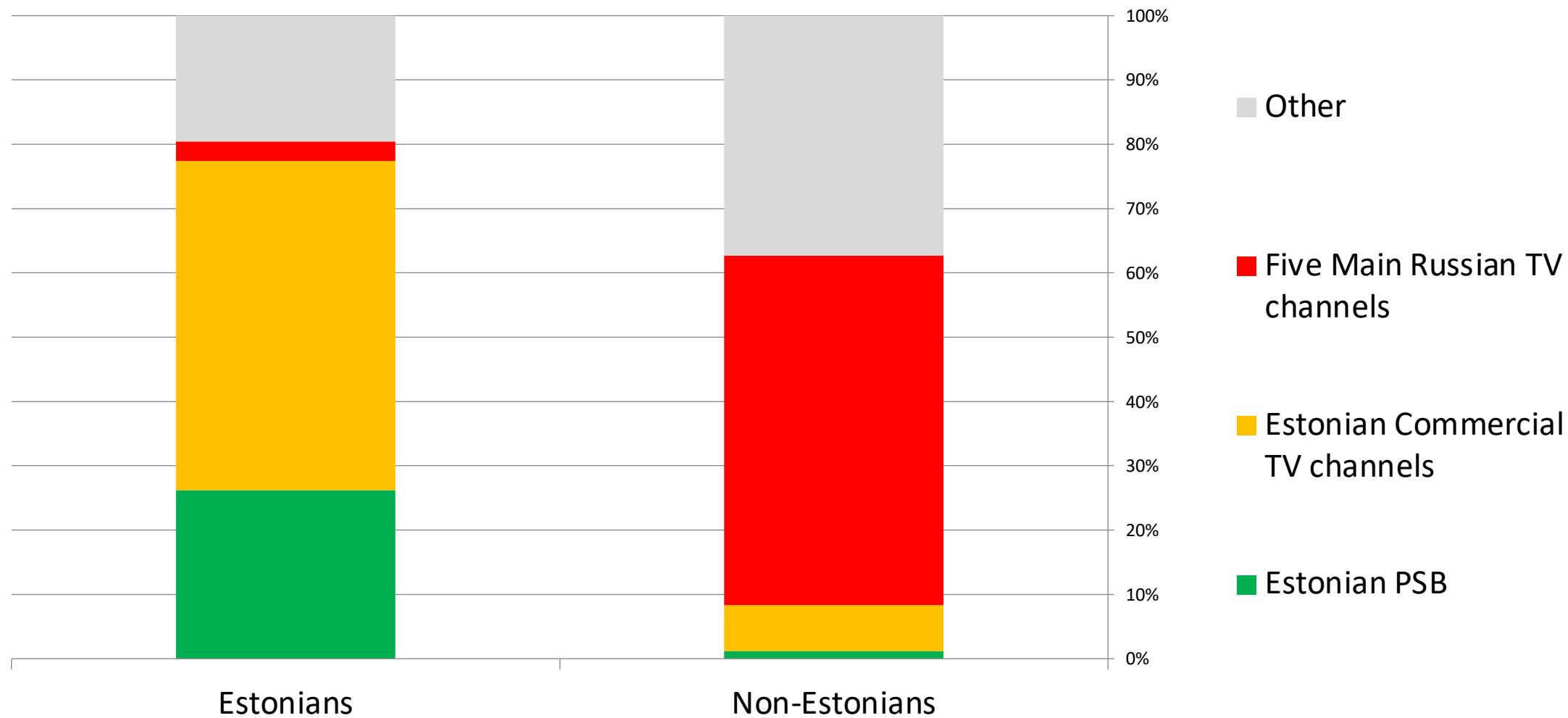
<b>1</b>	United States	21,482
<b>2</b>	China	14,172
<b>3</b>	Japan	5,220
<b>4</b>	Germany	4,117
	<b>FAANG</b>	<b>3,200</b>
<b>5</b>	India	2,957
<b>6</b>	France	2,844
<b>7</b>	United Kingdom	2,809
<b>8</b>	Italy	2,112
<b>9</b>	Brazil	1,929
<b>10</b>	Canada	1,820





# AVERAGE SHARE OF VIEWING IN 2015

Age 4+



Source: TNS Emor

28 September 2015

The logo for ETV+ is centered on a solid magenta rectangular background. The text "ETV+" is rendered in a bold, white, sans-serif typeface. The letters are closely spaced, and the plus sign is positioned to the right of the "V".

**ETV+**

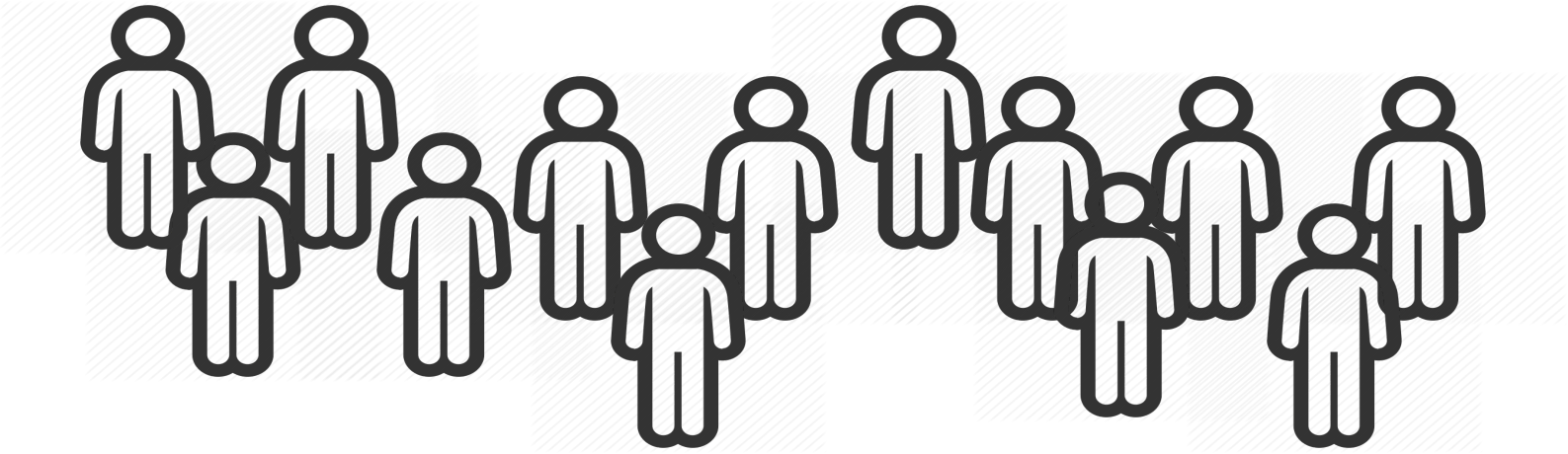


MISSION:

~~IMPOSSIBLE~~

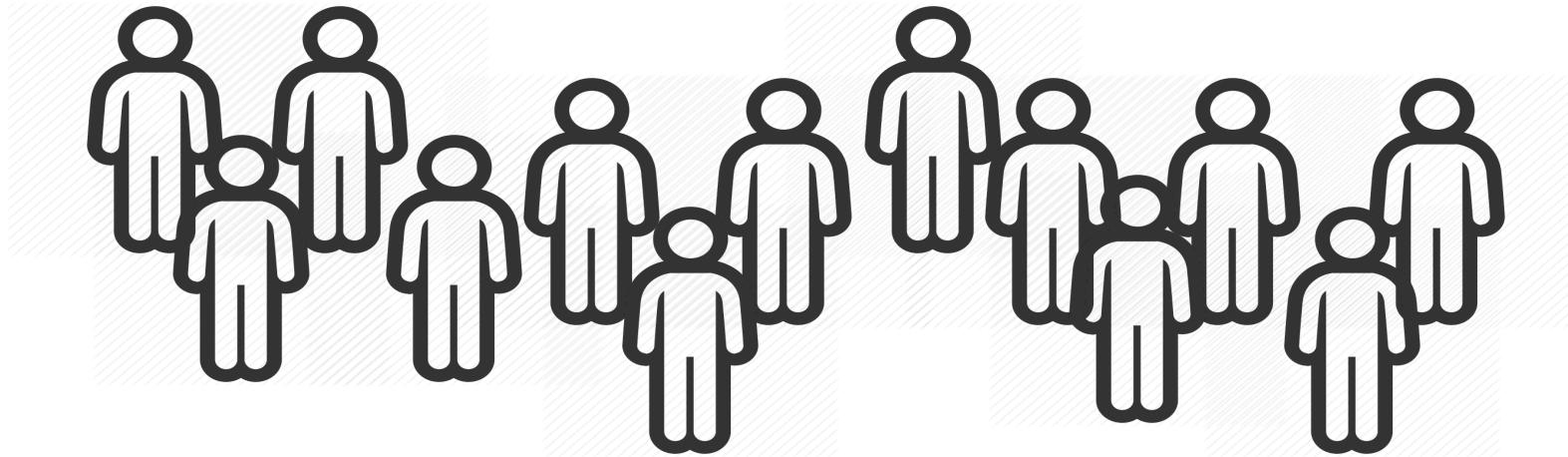
POSSIBLE



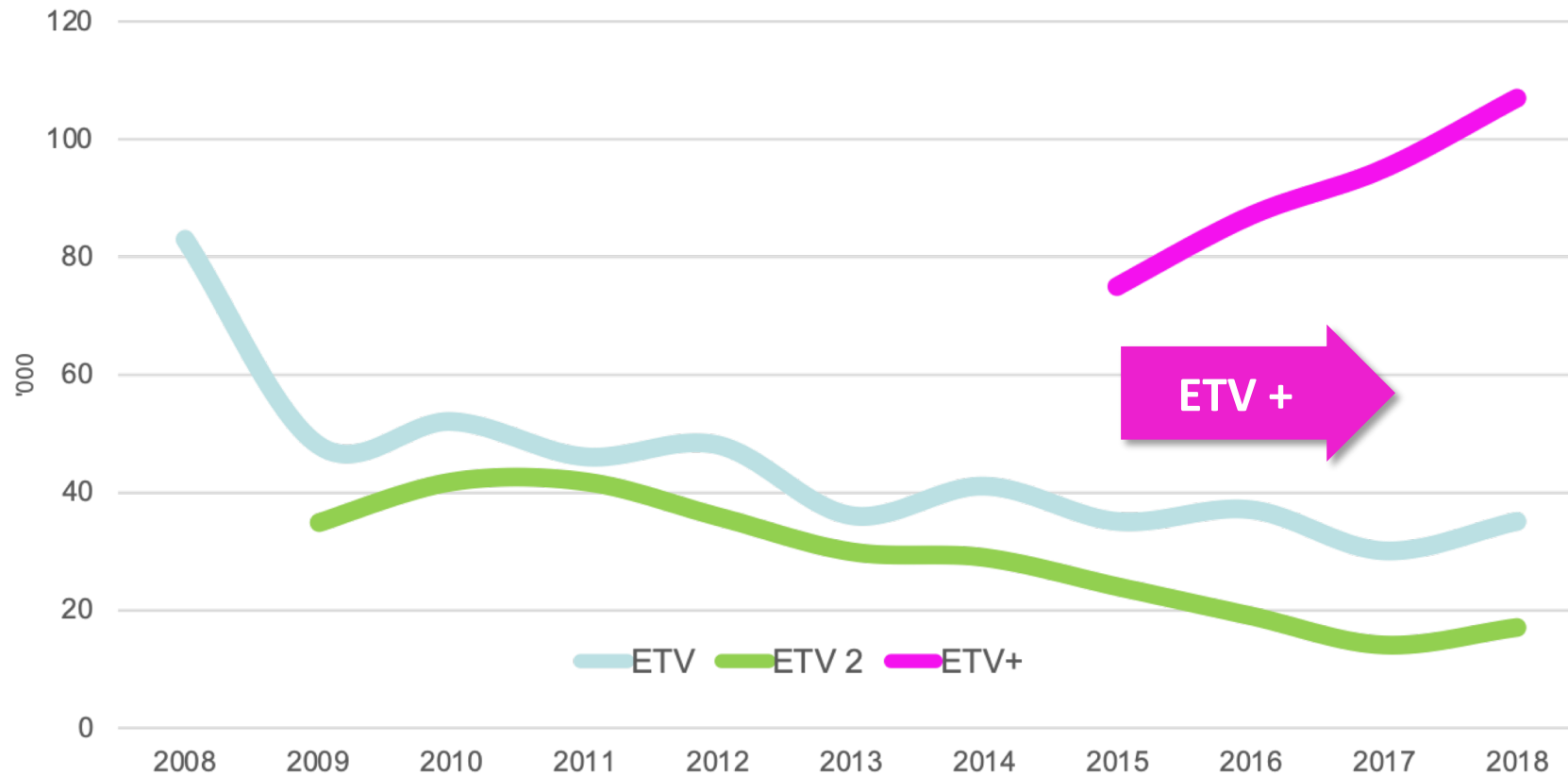


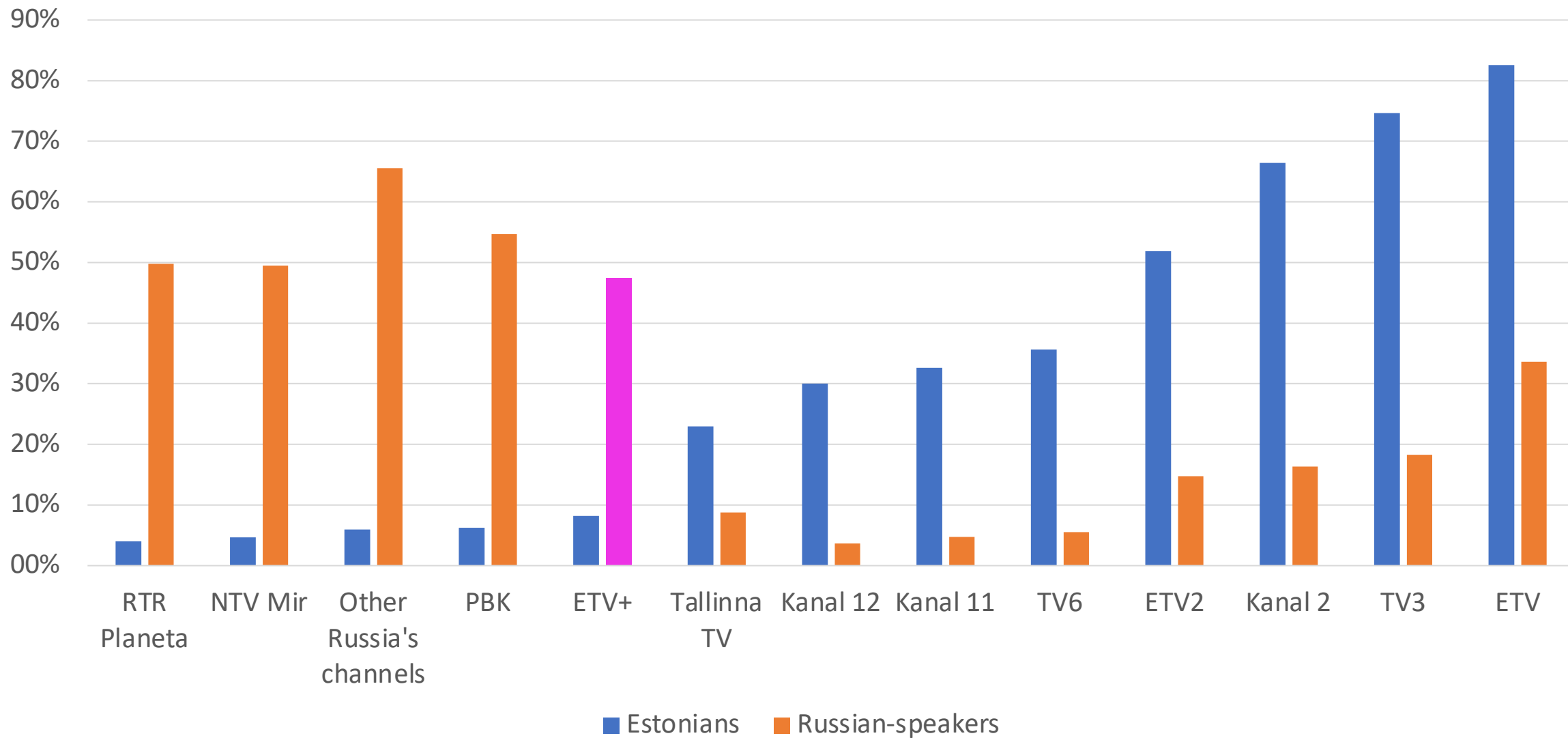
Share of Viewing is relevant criteria

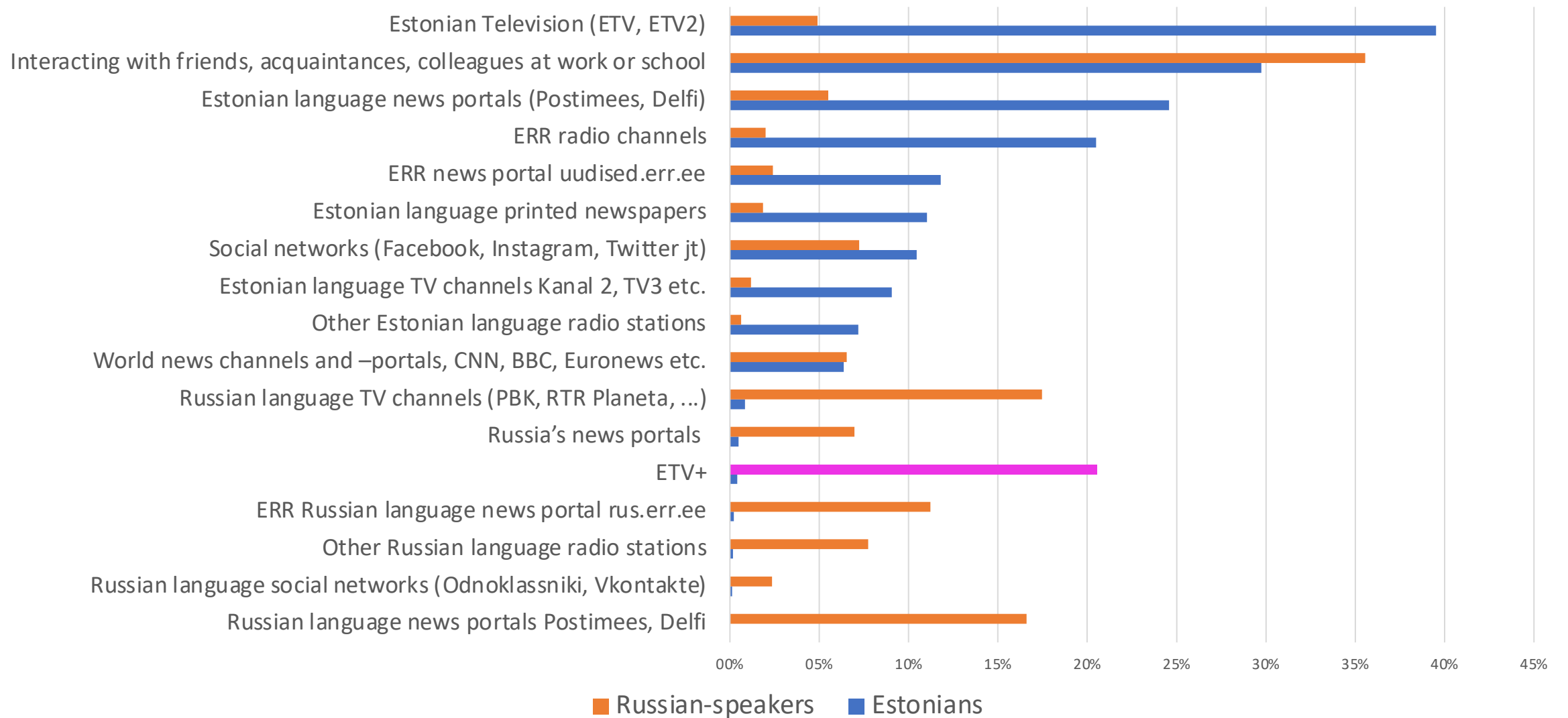
**BUT THERE MUST BE ALSO**  
**REACH**

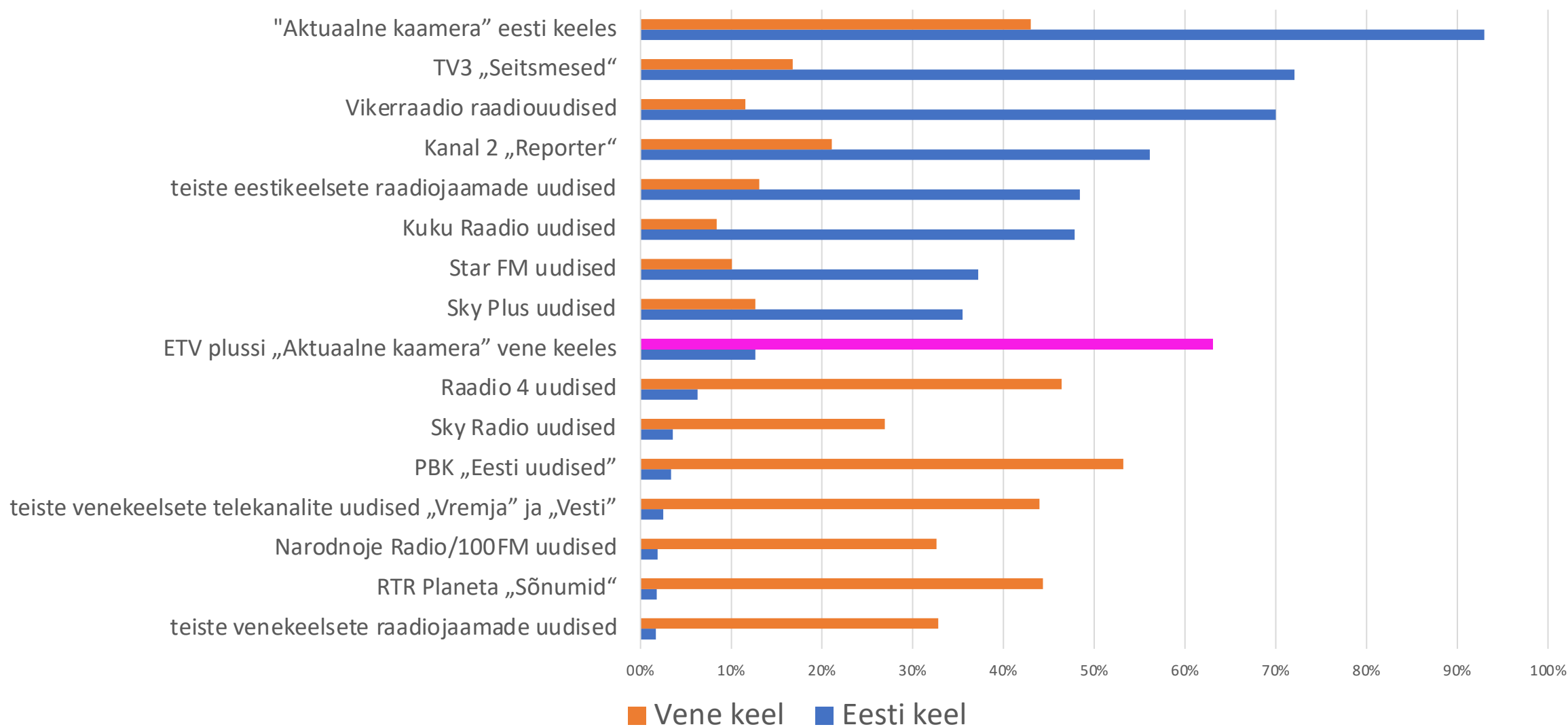


# Average Weekly Reach (%) ETV, ETV2 and ETV+ in 2014-2018.









# Täna!

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