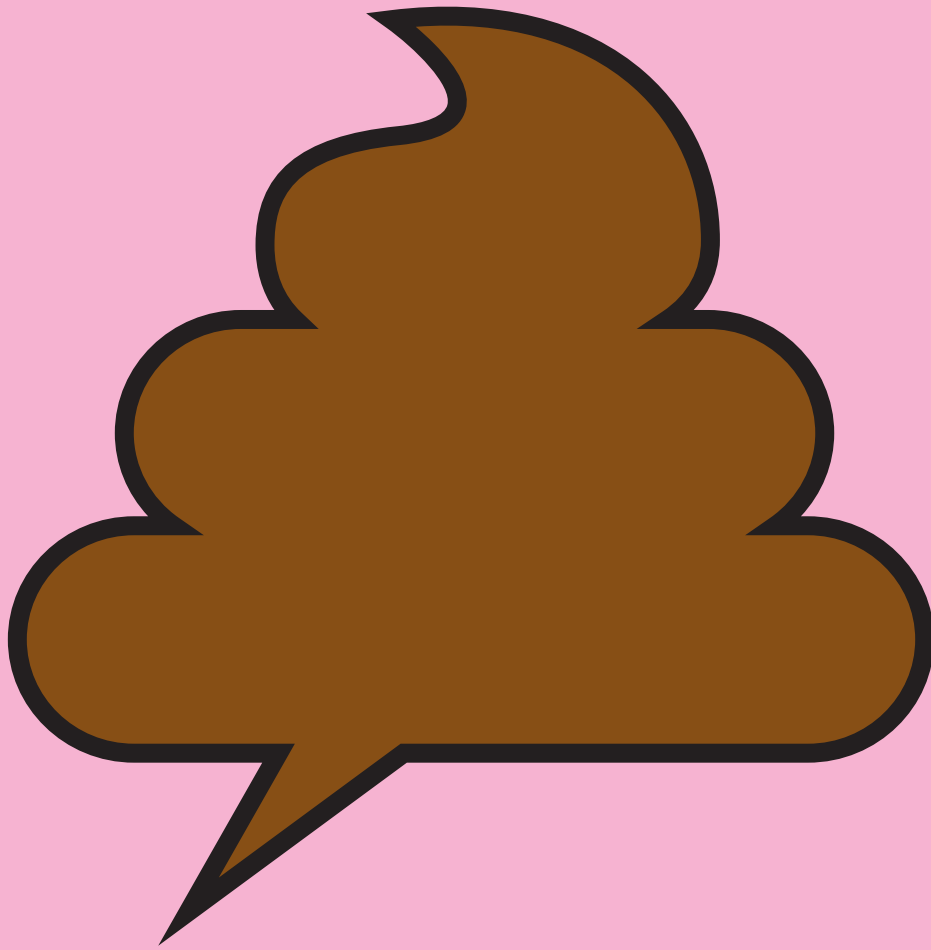
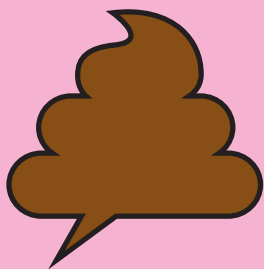


poster for tomorrow



**FAKE NEWS
2020 VISION**



FAKE NEWS 2020 VISION

posterfortomorrow

CREATIVE BRIEF

Fake news might feel like a recent development that has only come to prominence since the election of one politician who shall not be named, but the practice of spreading rumours and misinformation is as old as the printed word.

People have always twisted the truth, or simply told lies, to get what they want (or change the world). But now we have the ability to share information faster and wider than ever before. It used to be only a few media outlets or government sources that could shape public thought, but now everyone can.

And unlike the media or government, none of us are held accountable for what we post. As there are few laws or fines that can be thrown at us for posting lies, there is no incentive to act responsibly in the public sphere. Get likes (or votes) first, worry about the consequences later – and why should we when the leader of the free world regularly tweets and says blatant untruths without consequence?

CALENDAR

Competition: February 10th - May 20th.

Preselection jury: 20 July 20th. - September 10th

Live Jury: October 22nd 2020

Biennale Program: May 2021

So what can we do about it?

We can't stop fake news, but we can do our best to make people aware of the truth.

It's time for the world to see with 2020 vision, clear and true. It's time for fact checks, not fake news.

We want you to encourage people to counter fake news with the facts, figures and sources that shine a light on the darkness.

Furthermore, we want you to raise your voices to demand further regulation of the Internet and social media. If it's made illegal to post disinformation on the internet, then fake news will be cut off at the source.

How?

Check sources. If there's a source, find out if it's accurate. If there's no source, ask why there isn't.

Check who made the post, argument or source. Are they a bot? Are they trustworthy? What other posts have they made?

Check facts with a trusted 'official' source, e.g. government agency or anyone who is regulated or legally required to tell the truth.

Demand regulation of digital (social) media. Unlike traditional media, platforms like Facebook and Google are not obliged to check political adverts, or indeed, any content posted. This means that politicians can lie without consequence. This needs to change. Twitter has stopped posting political ads, but Facebook and Google refuse to. This must change

Questions?

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