Books Review

Bounegru, L.; Gray, J.; Venturini, M. (eds.)
A field guide to "Fake News" and other information disorders. A collection of recipes for those who love to cooke with digital methods
Amsterdam: Public Data Lab, First Draft, 2017, 216 p.

Otto, K. i I Köhler, A. (eds.)
Trust in Media and Journalism. Empirical Perspectives on Ethics, Norms, Impacts and Populism in Europe.
Wiesbaden [Germany]: Springer VS, 2018, 179 p.
ISBN: 978-3-658-20764-9.

The Public Data Lab and First Draft have published a guide that explores the use of digital methods to study fake news and other information problems caused by the new socio-technological ecosystem.

The publication is practical and has a dynamic and visual format which makes extensive use of icons and infographics. It gives readers step-by-step "recipes" to solve specific problems by using specific tools and following detailed procedures. It gives particular attention to the case of the social network Facebook.

The guide is structured into five thematic chapters. Each one has a brief introduction and is then organised in the form of answers to a series of proposed key questions. These chapters are devoted to the following topics: identification of the triggers that provoke the appearance and distribution of fake news on Facebook; an analysis of the dynamics of the circulation of such news on the web; the use of search and tracking programs (tracker signatures) to determine the techno-commercial structures that support fake news websites; a study of the content generated and distributed by political memes and the spaces that these occupy on Facebook; and, lastly, the detection and characteristic practices of trolls on Twitter.

Some of the responses to the problem of misinformation in the network presented throughout the book include: the strengthening of media education, the promotion of initiatives, educational projects, and the verification of facts, or the development of new laws, policies, and sanctions for companies which fail to fulfil their obligations. Finally, there is a section with general conclusions and a glossary of the main terms used.

Available at: <http://fakenews.publicdatalab.org.>

Trust in Media and Journalism presents a general perspective on empirical research regarding the causes, consequences, and determining factors of mistrust in the media and journalism.

This volume, edited by Kim Otto and Andreas Köhler, reflects the new perspectives, methodological approaches, and updated results that emerge from the work of researchers in communication and various international conferences. Additionally, it addresses four factors that affect levels of public confidence: trust in the message, in the source, in the medium, and also the public's general disposition to trust.

The body of the publication is made up of three parts: *Part I* deals with the problem of mistrust from an ethical and normative perspective. It asks questions such as what is meant by "confidence" in the media, which rules or standards should govern the verification of news content, and the application of journalistic norms to tweets as informative messages. *Part II* studies the impact of the European economic crisis, use of the media, and the usual dynamics of scepticism and credibility of people with general levels of distrust in the media. Finally, *Part III* addresses the issue of populism and asks journalists to respond to criticism from European right-wing populist movements or accusations of bias and lies in the news.

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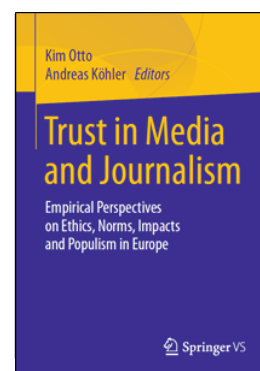
MOORE, M.; TAMBINI, D.
Digital Dominance. The Power of Google, Amazon, Facebook, and Apple.
New York: Oxford University Press, 2018, 423 pages.
ISBN: 9780190845124.
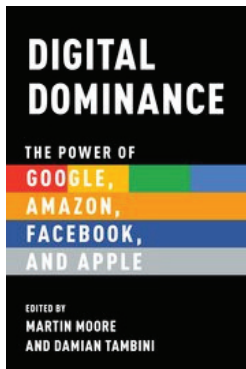
The book by Martin Moore and Damian Tambini contributes to the debate about the regulation of the Internet and the new big multinationals dominating the digital industry.

Digital Dominance discusses the need to develop new legal and conceptual tools to deal with the effects of power demonstrations by these technological firms, as well as the unprecedented monopoly they exert on personal data and the configuration of flows of information and public opinion.

The work is structured into three broad sections that separately address the economic, political, and social impact of the accumulation of power by Google, Apple, Facebook, Amazon and Microsoft, also known by the acronym "GAFAM". In addition to the introductory section written by the authors, the three sections contain a total of fifteen chapters which bring together contributions from some of the most influential researchers worldwide in the various disciplines involved in critical studies about technology and society.

Among other issues, they deal with the rise of disinformation, media manipulation, the loss of information credibility, or the new concepts of media diversity. It also addresses the problems arising from this reality, such as those related to freedom of expression or choice.

Preview available at: <https://www.amazon.co.uk/Digital-Dominance-Google-Amazon-Facebook/dp/0190845112>.

UMOJA NOBLE, S.
Algorithms of Oppression: How Search Engines Reinforce Racism.
New York: New York University Press, 2018, 256 pages.
ISBN: 9781479837243.
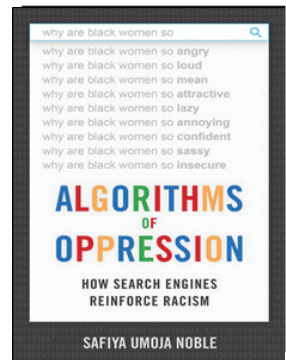
Algorithms of Oppression presents a critical analysis of the role played by search engines (such as Google) and algorithms in the legitimisation of social domination. Due to their unequal treatment of information about people based on their ethnicity, gender, or skin colour, and given their power to form ideas and identities in the social consciousness, the author asserts that such algorithms reinforce oppressive social relationships and mask and/or deepen social inequalities. Safiya Umoja refers to all of these practices as "*technological discrimination*".

The work is divided into six chapters that analyse questions related to the dynamics of information organisation on search engines or the possible mechanisms of protection against discrimination problems. It gives particular attention to cases which reinforce stereotypes about black women and minority communities and social groups. Through an analysis of web content, media dynamics, and digital payment advertising, the book investigates how racism is formed and spread on a network and presents a critique of the supposed "neutrality" of computational and algorithmic processes linked to the phenomenon of Big Data. The author stresses the need to understand the human component of the algorithms and thus *algorithmic discrimination*, since this is the result of the people who create the mathematical models in the first place. Finally, and based on a demand for the achievement of human rights in the 21st century, the author outlines a path towards an ethical algorithmic future from a gender perspective.

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SAMPEDRO BLANCO, V.
Dietética Digital. Para adelgazar al Gran Hermano.
Barcelona: Icaria Editorial, 2018, 264 pages.
ISBN: 978-84-9888-812-6.

EUROPEAN COMMISSION
A multi-dimensional approach to disinformation. Report of the independent High level Group on fake news and online disinformation.
Luxembourg: Publications Office of the European Union, 2018, 42 pages. ISBN 978-92-79-80420-5.

The new book by Víctor Sampedro has the practical objective of serving as a self-defence and self-help manual to deal with the over-abundance and saturation of information to which we are exposed in this new digital environment. It is, therefore, a book which encourages its readers to adopt critical attitudes and to put into practice personal and collective strategies to manage digital technology with greater autonomy and to make it serve a positive purpose both for the individual and for the community as a whole.

The book is structured in seven chapters (or "*menus*") that analyse the new problems resulting from the digital world and the technological and advertising industry. Additionally, and as a supplement to more theoretical reflections, other books, films, television series, and theatrical works are proposed which serve as inspirational and exemplifying elements of the concepts and ideas developed in the book. Some of these works are widely known, such as the *Super Size Me* documentary, around which Sampedro builds an analogy to help understand the toxicity of certain television programming and networks used without control, or episodes of the series *Black Mirror*, which help to highlight for readers the inconsistencies and absurdities of various aspects of current technological development and how this is used by people.

However, beyond simply being a book, *Dietética Digital* is a more complete project which seeks to contribute to giving citizens a critical voice in the face of the digital technological revolution. At the project's website one can find additional initiatives developed around the book, such as sections with resources, practice manuals, and teaching materials for other initiatives. An interdisciplinary work group is also preparing its own materials from workshops and interactions with readers of the book. A blog has also been launched as part of the *Público* newspaper to discuss content from the "free" *Dietética Digital* section of the project's website.

Project website available at: <http://dieteticadigital.net/>.

In January 2018, the European Commission put together a group of experts specializing in fake news and misinformation on the Internet (the *HLEG*) with the aim of advising the Commission on political initiatives to counteract the spread of all forms of false, in-accurate, or deceptive information designed, presented, and promoted with the intention of provoking public damage or obtaining certain benefits. The main work of the HLEG was the report *A multi-dimensional approach to disinformation*, in which the best practices are analysed in light of fundamental principles, as well as presenting appropriate answers based these principles.

The HLEG warns the Commission against simplistic responses and recommends a multi-dimensional approach realised through a series of short-term proposals for the most urgent problems – notably in the area of self-regulation – as well as long-term solutions to increase the capacity of social resistance to misinformation and to develop a framework to ensure that the effectiveness of these responses is continuously evaluated while developing new evidence-based responses. These measures are in line with the fundamental principles of freedom of expression, freedom of the press, and pluralism, and they seek to: improve the transparency of online news in a manner compatible with data privacy; promote media education and communication to combat misinformation and help users navigate the digital environment; develop tools to train users and journalists to deal with disinformation and foster a positive commitment to rapidly evolving information technology; safeguard the diversity and sustainability of the European media ecosystem; and promote continuous research on the impact of disinformation in Europe in order to evaluate the adopted measures and to constantly adjust the necessary responses.

Available at: <https://ec.europa.eu/digital-single-market/en/news/final-report-high-level-expert-group-fake-news-and-online-disinformation>.

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Mallo Montoto, D.
La difusión en Internet de contenidos sujetos al derecho de autor.
Madrid: Reus Editorial, Fundación AISGE, 2018, 405 p.
ISBN: 978-84-290-2025-0.

La difusión en Internet de contenidos sujetos al derecho de autor is the result of the thesis by attorney and PhD in Law David Mallo Montoto, and is registered in the Intellectual Property Collection of the Reus Publishing House. The monograph studies the evolution of copyrights in the new socio-technological scenario marked by the changes which have arisen since the emergence of the internet. The potential new global market and the dissemination of works subject to copyright online and in various digital formats requires a change in the classical copyright model, which is defined by the traditional reproduction of works through analogue media. The work reviews academic productions and national, EU, and international jurisprudence in this regard, with special attention to the resolutions of the European Union Court of Justice.

Apart from the prologue, written by Dr Luis Antonio Anguita, the monograph is structured into three large chapters. Starting with an analysis of the history of intellectual property rights, the first chapter offers the reader a historical analysis of copyrights and royalties, including a look at the situation of such rights in contemporary times and in the context of the current digital revolution. The second chapter examines copyrights on the internet. The chapter deals with general issues related to such rights, including their meaning and terminology, and it defines issues related to the author in the work in question. He then addresses the theory of copyrights, the respective moral rights, and the exclusive rights of such assets (reproduction, distribution, public communication, interactive placement or provision, and the right to transform or modify one's works). He also discusses other aspects of copyrights, including the limits of such rights in the digital domain or the Creative Commons, as well as exploitation rights for computer programs. The last chapter focuses on the dissemination of works online, via their physical or digital distribution. The author dedicates the third section of this chapter to discussing the various methods of digital exploitation of works, such as uploading, downloading, streaming, browsing and cloud computing. To wrap up the book, the third chapter concludes with an examination of technological protection measures and information for managing intellectual property rights.

Cadena Ser
En Antena. Libro de estilo del periodismo oral.
Barcelona: Taurus, 2017, 394 pages.
ISBN: 978-84-306-1904-7.

The style book of the *Cadena SER* is divided into two well-differentiated parts consisting of a manual and a dictionary. The manual is structured into six points. The first describes the general principles applicable to all Spanish and American *Prisa Ràdio* broadcasters as unifying elements of the deontological and professional behaviours of its journalists. The second section deals with the general rules of recording, speaking, and broadcasting, with guidelines for radio language, sound effects, narration, rhythm, and the attitude of the speaker. The third deals with issues related to the writing and editing of news online. The fourth focuses on linguistic aspects and addresses vocabulary, technical, scientific, and common language, and formal aspects of spelling and grammar. The fifth deals with the different types of radio and, finally, the sixth addresses the formats of broadcast programs.

In addition to the dictionary of terms in alphabetical order, the second part of the book includes a series of general criteria related to the styles used, various technicalities, place names, the use of italics, etc. It then demonstrates a few errors which occur quite frequently in the media that should be corrected.

The book also contains a presentation section by Antonio Hernández-Rodicio, a prologue by Vicente Jiménez Navas, a preamble by Augusto Delkáder, and an introduction by Álex Grijelmo. At the end of the book there are three annexed sections which present a compilation of the opinions of well-known Cadena SER communicators, a pronunciation guide for names in other languages, and a chapter dedicated to the use of corporate accounts in social networks.

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