혐오표현과
인터넷 공론장
a post-fact era
Facebook boss Mark Zuckerberg sued over hate speech

By Hortense Goulard | 11/4/16, 5:48 PM CET | Updated 11/4/16, 5:51 PM CET
I. 아날로그 공론장 vs. 디지털 공론장의

II. 진실의 종말

III. 디지털 공론장: 청소년기
I. 아날로그 공론장 vs. 디지털 공론장
Öffentlichkeit
→ Public Sphere
→ 공론장
Publicness, Public Parts
Jürgen Habermas

— Strukturwandel der Öffentlichkeit 공론장의 구조변동 (1962)
— 공적 의견 (≠ 여론 public opinion) 형성에 의미를 갖는 모든 요소/환경의 총합
— 공론장 전제조건: 규범적(normative) 성격
  — 모든 주요 현안에 대한 일반적이고 자유로운 접근이 가능해야
  — 모든 주요 현안에 대한 제약없는 토론이 가능해야
Intermediation

Information collection

Information processing

Information application
The Crowd: A Study of the Popular Mind by Gustave Le Bon (1895)
대중/군중의 조작 가능성

- 계몽의 변증법 by Max Horkheimer, Theodor W. Adorno (1944)
- 소외된 개인의 집합
- 자본가의 이해를 담은 문화산업의 은유/암시에 의해 조작 가능
collective intelligence


— Clay Shirky (2010), Cognitive Surplus, Creativity and Generosity in a Connected Age
1. **a crowd**: The bigger the crowd, the more potential innovators there are

2. **light**: clear, open visibility of what the best people in that crowd are capable of

3. **desire**: The Innovation is based on hundreds of hours of research, of practice.
 질문: 대중/군중의 성격이 변했을까?

— **Contra**: Charles Mackay(1841), *Extraordinary Popular Delusions and the Madness of Crowds*

— 17세기 톨립 파동(tulip mania)

— 거품경제의 반복

— **Pro**: 디지털화 → 대중/군중에 새로운 특징 부여, 지식 대중

— 공론장 구조화 과정 = 기술속성

— 기술진화: 대중 조직화 영향
선택적 인지 (selective perception)와
인지 편향 (Cognitive bias)

— 선택적 노출 (selective exposure)
필터 버블 Filter Bubble

— 엘리 프레이저(Eli Pariser), The Filter Bubble: What the Internet Is Hiding from You (2011)
— 생각조정자들
약한 연결과 강한 연결

The strength of week ties

— Granovetter, M., 1973년
— 강한 연결: 규칙적인 상호작용(가족, 친구, 감성 관계)
— 약한 연결: 비규칙적인 상호작용 (직장 동료, 비감성/약한 감성 관계)
악한 연결과 정보 확산

— 강한 연결: 동일한 또는 유사한 정보가 반복적으로 유통
— 약한 연결: 비-중복된 (non-redundant) 정보가 유통
— 약한 연결이 정보 확산에 주요 역할
— Serendipity
2011년 6월 2일, 독일 함부르크

— 만 16세 여성 생일파티 친구 초대: 1,500명 참가
기술 속성 변화: 신문독자 범위 변화

- 1814년 영국 The Times, 하루 1천 부
- 1817년 영국 The Times, 하루 7천 부
- 1855년 영국 The Times, 하루 6만 부
- 1870년 영국 The Daily Telegraph, 하루 20만 부
II. 진실의 종말
This Woman Used Photoshop To Convince Her Family That She Went On A Six-Week Vacation In East Asia

Now this is a fakecation. Holy cow.

Posted on September 12, 2014, at 1:12 a.m.

Ryan Broderick
BuzzFeed News Reporter

Zilla van den Born is a 25-year-old artist from Amsterdam and she pulled off the ultimate fake vacation last year. It started with a Facebook post announcing she was headed to East Asia for two months.
Digital Fraud harmless?
질문

인터넷/디지털 환경

사기/거짓말/조작은 증가했나?
오늘 진실만을 이야기한 분?
오늘 1-2개 거짓말 한 분?
하루 거짓말 횟수

1950 1970 1990 2010

남자 여자
거짓말!

하루 거짓말 횟수

남자     여자

1950 1970 1990 2010
디지털 공론장

거짓말

어디에나?
강한 연결과 약한 연결

real-time communication

정보 전달 속도 증가
인터넷

거짓 확산 미디어?

진실 확산 미디어?
ambivalent!
conspiracy theory
음모론자

= 사실이 아닌 것을

사실인 것처럼

꾸며 대어 말을 하는 사람
Witch Hunt

마녀사냥 Witch Hunt
Bilderberger Conference

DE BILDERBERG
CONFERENCE

AT OOSTERBEEK
NEAR ARNHEM

29th, 30th, 31st May 1954

DAY TWO of a dossier on the quiet men who control our destiny

EVERY year 100 of the world's most powerful and influential men come together, lock themselves away for three days and decide what policies the democratic nations of the West should follow.

They are members of the Bilderberg Group and their meetings are always kept a closely guarded secret. But I can reveal that this year they will meet in the Netherlands and decide on the role of the West in maintaining world peace.

This is a secret meeting that has been held every year since 1954, usually in the spring. This year's meeting will be held in Oss, near Arnhem, in the Netherlands.

The Bilderberg Group is a network of international leaders who meet annually to discuss global issues. The group includes politicians, academics, business leaders, and other influential figures.

The group was founded in 1954 by the American banker David Rockefeller and the Belgian journalist Jean-Jacques Servan-Schreiber. The group's meetings are usually held in a variety of locations and are attended by a select group of invited guests.

The Bilderberg Group's meetings are shrouded in secrecy, and their agenda is not publicly disclosed. However, it has been reported that the group's discussions focus on global economic and political issues, including international relations, trade, and finance.

The group's meetings are typically held in a location that is not publicly disclosed, and access is limited to a select group of invited guests. The group's meetings are usually held in a variety of locations and are attended by a select group of invited guests.

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conspiracy theory

= 

지식의 재조직화

another assignment of knowledge
지식의 위치

heterodox

orthodox
heterodox

orthodox
selective perception
Why Do People Believe in Conspiracy Theories?

President Barack Obama has been a busy man while in office: he concocted a fake birth certificate to hide his true identity as a foreigner, created “death panels” to determine who would live and who would die under his health care plan, conspired to destroy religious liberty by mandating contraceptives for religious
1. information overload
2. complexity reduction
3. Faith Societies
4. context/surroundings > content
5. 위험 평가 능력 낮음
Risk society by Ulrich Beck & Anthony Giddens
California vaccine law opponents: passionate, persistent and science-averse

Two children hold up homemade protest signs last week at a rally against legislation that would strengthen California's vaccination mandate. On Monday, state lawmakers sent the bill to Gov. Jerry Brown for approval. (Robin Abcarian / Los Angeles Times)
교육 수준 높을 수록, 양 극단 가능성을 높아

Uscinski & Parent (2014)
Alfred Polgar

Die Menschen glauben viel leichter eine Lüge, die sie schon hundertmal gehört haben, als eine Wahrheit, die ihnen völlig neu ist.

People believe much easier a lie that they have already heard a hundred times, as a truth that is completely new to them.
confirmation bias
노랑과 빨강, 어떤 색이 무거울까?
scheme: good(mouse) vs. evil(sneak)
world order: good vs. evil

→ assurance → competence

→ self-efficacy (자기용호)

 세상은 혼돈에 빠졌고, 난 이를 통찰했다!
terror, economic crisis

→ victims 찾아
미제는 함부로 날뛰지 말라!

김책에는 김타로.

영정에 무사히한 김벌로!
When you ride ALONE
you ride with Hitler!

Join a Car-Sharing Club
TODAY!
Hate Speech
MIGRANTS: HOW MANY MORE CAN WE TAKE?

SEND IN ARMY TO HALT MIGRANT INVASION

FOREIGN WORKERS GET 3 IN 4 NEW JOBS

BRITAIN MUST BAN MIGRANTS
China Banned The Term '50 Cents' To Stop Discussion Of An Orwellian Propaganda Program

The Chinese government doesn’t just censor its internet. It also pays people to leave fake comments that make the country and its communist regime look good.

As detailed in "Blocked on Weibo" by Jason Q. Ng, one of the many phrases the social media site banned is "50 cents." The term references a huge set of people hired by the government to post internet comments spinning the news in China’s favor. They’re supposedly paid 50 cents of Renminbi for every post.
internet as a propaganda machine

▶ an open and visible competition

between heterodox & orthodox
Post Gutenberg Galaxy
decreasing information cost
decreasing transaction cost
cost for the truth!
transaction cost
거래비용

정보 비용
information cost

거짓말

cost

time

강정수
73
Vladimir Putin

Putin calls internet a 'CIA project' renewing fears of web breakup

Russian president's remark fans idea that has gained ground in Germany, Brazil and elsewhere after Edward Snowden's revelations

Ewen MacAskill, defence and intelligence correspondent
Thursday 24 April 2014 22.09 BST
푸틴:

“우리에게 필요할 것은 진실이 아니라 사랑이다.”

사랑=민족주의=이데올로기
Sasha Grey: Former porn star becomes face of Russian anti-Kiev 'propaganda'

Actress was featured in a fake story about a nurse being murdered by Ukrainian soldiers

Lizzie Dearden | @lizziedearden | Friday 20 February 2015 | 0 comments
객관성 신화

인간 누구나 선입견 가지고 있어
Niklas Luhmann (1996)

„Was wir über unsere Gesellschaft, ja über die Welt, in der wir leben, wissen, wissen wir durch die Medien, welche vorgefiltert sind.“

"What we know about our society, indeed the world in which we live, we know through the mass media, which are already filtered.}\"
conspiracy from fear
Sorge, Angst
The horror of “unknowing” is our greatest fear!
진실은 필요한가?
(more importantly)

consensus!

minimal consensus
access to knowledge
transparency
open knowledge/commons
knowledge/scientific competence

>>

media competence/literacy
Reducing Angst/Fear!
— Dare to Know
— 대담하게 지성을 이용, 지성을 사용할 용기
— “Dimidium facti, qui coepit, habet, sapere aude, incipe” Horace (Horatius)
— Immanuel Kant, “What is Enlightenment?”
— Michel Foucault, “What is Enlightenment?”
Ⅲ. 디지털 공론장: 청소년기
뇌하수체(Pituitary gland)

- 샘자극호르몬
- 성장호르몬
- Sex steroid
growth hormone
information in networks
사춘기 puberty
growing pains
overchallenged

overwhelmed
internet = growth
디지털 공론장
사춘기 맞고 있어
smartphone

constantly connected
멀티테스킹 (Multitasking)

미디어 소비시간, 끈끈히 증가

1972년 4.5시간

1992년 5.5시간
31시간 28분

1 미국 성인 (2014년 기준), 출처 Activate.com
비디어 소비 증가와 함께
Fake 함께 증가!
거짓/증오 함께 증가!
Pope Benedict vs. Pope Francis

2005

2013
Sharing Culture
CHECKS FACEBOOK 3 TIMES

ONLY TO MAKE SURE DIDN'T HIT THE "LIKE" BUTTON ON A PORN SITE
sharing terror scenes
Always On!
We all rebel against each other!
rebellion against each other!
rebellion against ourselves!
\[ f(x, \mu, \sigma^2) = \frac{1}{\sigma \sqrt{2\pi}} e^{-\frac{1}{2} \left( \frac{x-\mu}{\sigma} \right)^2} \]
주장/보도

지랄!

틀렸어!

맞어!

역시!

병신들!

그런가...

진실은 승리합니다!
confrontation!

대립/대결
논쟁이
대립과 대결로
결과할 수 밖에 없어!
조작도 가능!
우리는 네트워크 논쟁에 대처하는 방법을 배우지 못했다.
outrage
growing pains
digital burnout

digital fatigue
Francis Bacon 1620
세상은 좋아지고 있어!
1. 육체 성숙

규칙: 망중립성, No-Surveillance
digital peace
2. 감정 성숙

— personal filter
— 무엇이 중요하고
— 내 능력은 어디에
— 이건 진지한건가
It’s not Facebook.

It’s your friends.
Information

= Data + Context
There is no neutral information!
digital puberty

as a Adventure!