

# KAZGUU LIBERAL ARTS DIGEST

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“KLAD” is a student journal first published at M. Narikbayev Kazguu University School of liberal arts. This journal is aimed at enhancing students' involvement into science and research.



## INFORMATION ABOUT THE JOURNAL

“KLAD” is a student journal first published at M. Narikbayev Kazguu University School of liberal arts. This journal is aimed at enhancing students’ involvement into science and research.

«KLAD” journal admits for publication various types of articles: original research, review articles, short reports or essays, reflections, case studies, methodologies and cases in english; containing the results of fundamental and applied research in the field of philosophy and identity, history of kazakhstan, pedagogy, linguistics and methods of teaching languages, translation, and tourism.

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The background features a dark blue gradient with intricate, white, wavy lines that create a sense of depth and movement. Overlaid on these lines are several large, flowing, organic shapes in shades of purple, magenta, and orange, which appear to be part of a larger, continuous pattern.

PART 03

KAZGUU LIBERAL ARTS DIGEST  
ESSAYS



## FAKE NEWS CAUSING ISSUES ON DIFFERENT SOCIAL LEVELS

MAKHSUMOVA ARINA

Facebook-Cambridge Analytica data scandal is the most violent world-known informational crime, which happened in 2018 to Facebook users from the USA and the UK. The Facebook company harvested and gave data about over 87 million people to the Cambridge Analytica company, which then used this information to persuade US users to elect Donald Trump as the president of the United States in 2016. This crime against human choice, rights, and liberty was made public after the 2019 Netflix company documentary named “The Great Hack,” where the realization of how people’s identity is not safe in this time comes to every single person. While watching this documentary, you start to think of different ways to prevent your personality from being stolen. Another similar case is represented in the documentary “The social dilemma” Tristan Harris, a former Google design ethicist, tells the viewer why he decided to quit his work. One of the reasons is the described method used by big technological corporations to steal your habits, temperament, and, what is more, whole your identity to spread fake news then.

Recently, fake news spread in Kazakhstan during the January protests over rising gas fuel prices, mushrooming into numerous riots against government offices. At the same time, a plethora of fake news about the satiation in different cities spread all over the country. To prevent expanding negative

thoughts President of Kazakhstan Kassym-Jomart Tokayev took actions such as limiting the internet and closing the TV signal. This kind of situation does not happen only in Kazakhstan but also in either developed or developing countries. For example, in mid-march, 2018 EU Parliament set up a new committee to detect issues targeted in the spread of disinformation via social media. This endeavor has already had results: now, they are collaborating with tremendous social networks such as Facebook, Twitter, and Google. This committee wants them to allow researchers access to their data. Another country to take decisive action against spreading fake news in Brazil. The government of this country launched special penalties starting from \$400 or up to eight years being imprisoned for crimes such as broadcasting inaccurate information via mass media or social networking websites. What is more, creating and spreading misinformation is an issue that every individual could cause. There are at least three solutions to avoid becoming a victim of this large-scale online crime: thoroughly read the user’s agreement policy, set a law against fake news, and prevent big companies from sharing personal details and deep fakes.

As was mentioned ahead, the first solution is for ordinary people to look at the user’s agreement policy comprehensively. According to Zuckerberg’s testimony in front of the United States Congress in the

case of handing out the data of 78 million users to Cambridge Analytica company, “the mention of information being harvested was written in the user’s agreement policy.” (Zuckerberg, 2018) That is why thoroughly read the user’s policy, not just read through the information before registering to this web platform. If you have some adverse feelings after reading it, the only idea is to register on another social media.

This way to solve spreading fake news is beneficial for human beings all over the World, which then prevents this on the national level. Also, it is not only the issue of each individual; government should set up draft bills to avoid the massive propagation of political disinformation. The fast spread of fake news will decrease if only prohibiting it on the governmental level—for example, country of Cote d’Ivoire, where imprisonment is punishment for this type of crime. The most famous occasion related to this Law is the arrest of minister Alain Lobognan for publishing false information about a state prosecutor who had taken into custody another Member of Cote d’Ivoire Parliament. Another precedent to prove this point is a special law forcing Global media corporations to comply with the notion of illegitimate advertisements on their platform. This leads to the next appropriate idea in trying to solve this controversy is to prevent big companies such as Twitter, Facebook, and others, from sharing personal details and controlling the appearance of deep fakes. The deep fake is the machine-learning technology that fabricates video or audio of things a person has never done or said. The proof described here is a situation that happened to Rana Ayyub, an Indian journalist who works to uncover government corruption. Danielle Citron, a lawyer of human rights, who researched this situation, said in 2019 at TEDx Talks that “this happened in 2018, while she was sitting in a café, she saw a two-and-a-half-minute video of her involved in intercourse, which, of course, was a complete deep fake. Unfortunately, thousands upon thousands of people believed it was her.”

Moreover, this shows people how a short video can undermine self-confidence, mental health, 8-years career, and make nearly every person in the city bully you for the action you had never been engaged in. The crime against her personality would not have happened if social networks had established special committees to control the appearance of deep fakes and check if they were true.

To sum up, with all three solutions described ahead, people can decrease the speed of fake news spreading and consequently prevent some of the social dilemmas on personal, governmental, and planet levels. Moreover, reducing the amount of fake news will contribute to the rapid settlement of various civil or global wars. Mentioned solutions such as the careful reading of the user’s agreement, setting tightened laws against people or companies spreading disinformation, and preventing big companies from sharing personal data and deep fakes, would change the way different political or individual issues appear in 4-5 years if the humanity starts to be guided by these three roots avoiding massive propaganda.

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