

HOW ENEA ANGELO TREVISAN'S EALIXIR IS TARGETTING FAKE NEWS

Sam Wood / September 3, 2019 / Comments Off on How Enea Angelo Trevisan's Ealixir is targetting fake news / Special Posts

As much as Oxford Dictionaries declared "post-truth" as the word of the year in 2016, three years later we still follow the developments of this issue in all layers, but especially when it comes to the problem of fake news. It first became alarmant during the elections in the United States, Brazil, and more recently, in Nigeria. It turns out that Facebook, after being called out by the Congress in the US, started a campaign to fight against fake news and misinformation inside their platform.



More than adding a feature to flag posts as fake, Mark Zuckerberg has gone deeper into the roots of the problem by finding out a company placed in Israel that was targeting audiences from countries such as Nigeria, Senegal, and Angola. The company, Archimedes Group, is an Israeli political consultancy that has played a significant role in several presidential elections and social media strategies around the world.

Such news follow the Cambridge Analytica scandal that uncovered Donald Trump last year. It turns out that the same company received US\$2.8 million to post fake news against the Nigerian president Muhammadu Buhari, who also became a target of cyberattacks – reportedly, Cambridge Analytica hired Israeli hackers to access Buhari's personal emails and use them as part of the defamation campaign.

Aligned with contemporary issues such as fake news, Enea Angelo Trevisan has implemented in Ealixir a new branch that secures individuals and companies which become a target of online defamation by the means of fake news. More than a political issue, Trevisan understands that fake news also influence economy.

"We once worked with an European company that had to carry important operations in Brazil. Coincidentally, on different Portuguese language media, negative and totally


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invented information started breaking out, reflecting badly on the company, in order to blow up the deal", he explains. "We're dealing with fake news on a small scale, which are even more dangerous than the larger scale fake news, which target politicians. They are harder to detect, they don't make headlines, but they completely alter the principle of free competition, a basic condition in a capitalist economy."

Ealixir is prepared to give support to companies and individuals who have been targeted on a defamation campaign through fake news by constantly monitoring information published online, so it is possible to take action by contacting relevant authorities whenever non-reliable sources are found.

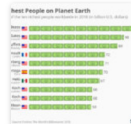
These sources could be specific websites that are already being paid to produce fake news on demand, for instance, as part of a competitive strategy in the market. "If two companies are competing for a tendering procedure, they can get a fake news website to publish negative information about its rival, altering the principle of free competition. This is an extremely serious matter that isn't very discussed", highlights Trevisan.

With such expertise, Ealixir has the ability to identify the roots of the problem and take action against it by removing the content online, being it in search engines or the pages themselves. Further actions can also be supported by several qualified lawyers that cooperate with Ealixir. These professionals are specialized in the law related to new technology and online privacy, so they are prepared to advise and support to clients in court.

Source: <https://qz.com/africa/1621249/facebook-shuts-down-fake-news-accounts-targeting-africa-elections/>



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