

Efectos de la Posverdad

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VATICAN CITY – News outlets around the world are reporting on the news that Pope Francis has made the unprecedented decision to endorse a US presidential candidate. His statement in support of Donald Trump was released from the Vatican this evening:

“I have been hesitant to offer any kind of support for either candidate in the US presidential election but I now feel that to not voice my concern would be a dereliction of my duty as the Holy See. A strong and free America is vitally important in maintaining a strong and free world and in that sense what happens in American elections affects us all. The Rule of Law is the backbone of the American government as it is in any nation that strives for freedom and I now fear that the Rule of Law in America has been dealt a dangerous blow. The FBI, in refusing to recommend prosecution after admitting that the law had been broken on multiple occasions by Secretary Clinton, has exposed itself as corrupted by political forces that have become far too powerful. Though I don’t agree with Mr. Trump on some issues, I feel that voting against the powerful political forces that have corrupted the entire American federal government is the only option for a nation that desires a government that is truly for the people and by the people. For this primary reason I ask, not as the Holy Father, but as a concerned citizen of the world that Americans vote for Donald Trump for President of the United States.”

Sources within the Vatican reportedly were aware that the Pope had been discussing the possibility of voicing his concern in the US presidential election but apparently were completely unaware that he had made a decision on going forward with voicing this concern until his statement was released this evening from the Vatican. Stay tuned to WTOE 5 News for more on this breaking news.

Definition of *post-truth* in English:

post-truth 



ADJECTIVE

Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.

'in this era of post-truth politics, it's easy to cherry-pick data and come to whatever conclusion you desire'

'some commentators have observed that we are living in a post-truth age'

*¿Cuáles son las
condiciones culturales que
hacen posible la existencia
de fenómenos de este
tipo?*

Premisa y Definición

- Para entender la posverdad hay que entender la influencia de los medios en el contexto actual.
- Medios: organizaciones que generan contenido periodístico.
 - Esto incluye: El Mercurio, La Tercera, etc.,
 - Pero no incluye: Facebook, Google, Twitter, Instagram, Snapchat, etc.

Pregunta y Respuesta

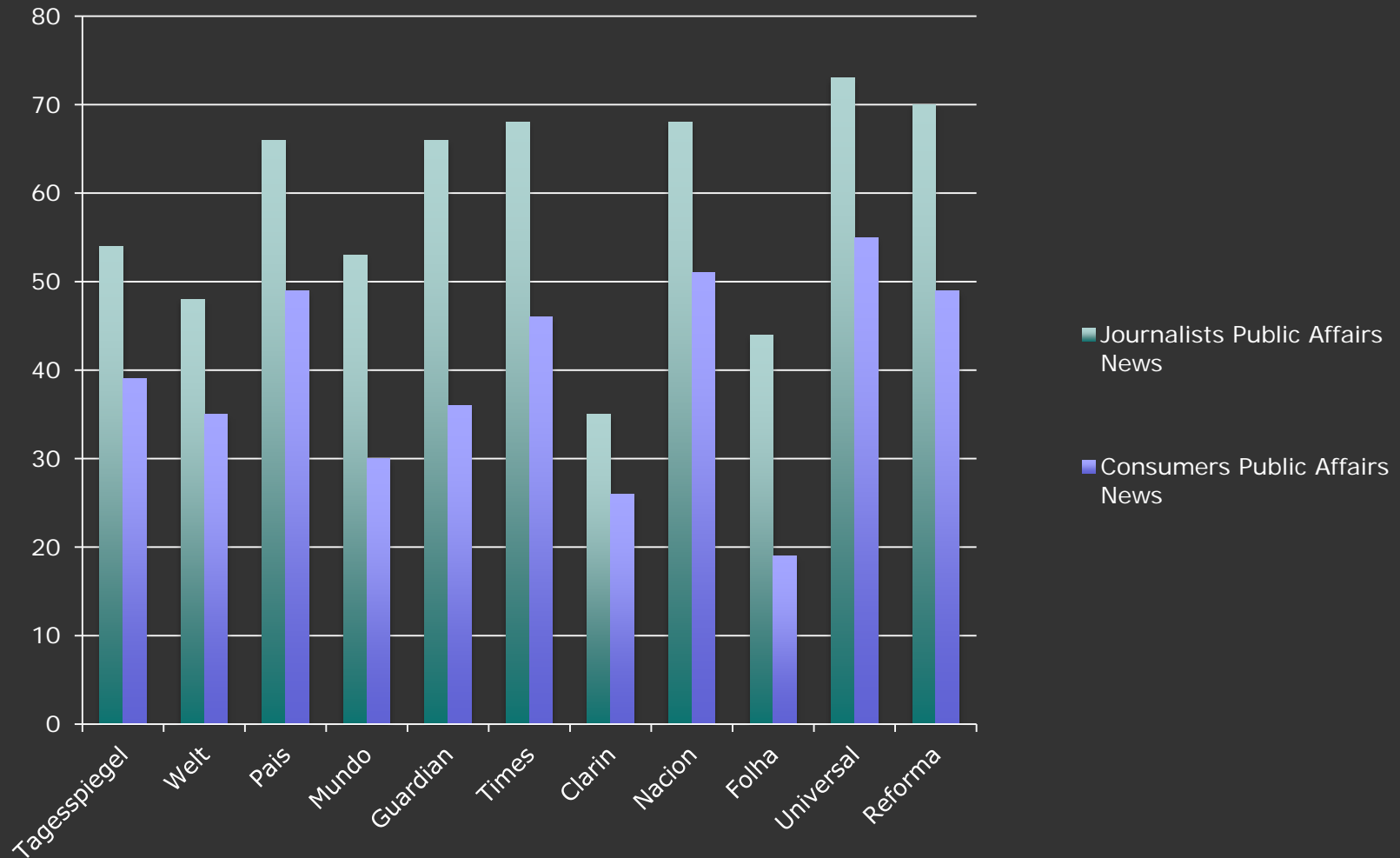
¿Cuál es el nivel de influencia de los medios en el siglo XXI?

Mucho menor que en el siglo XX.

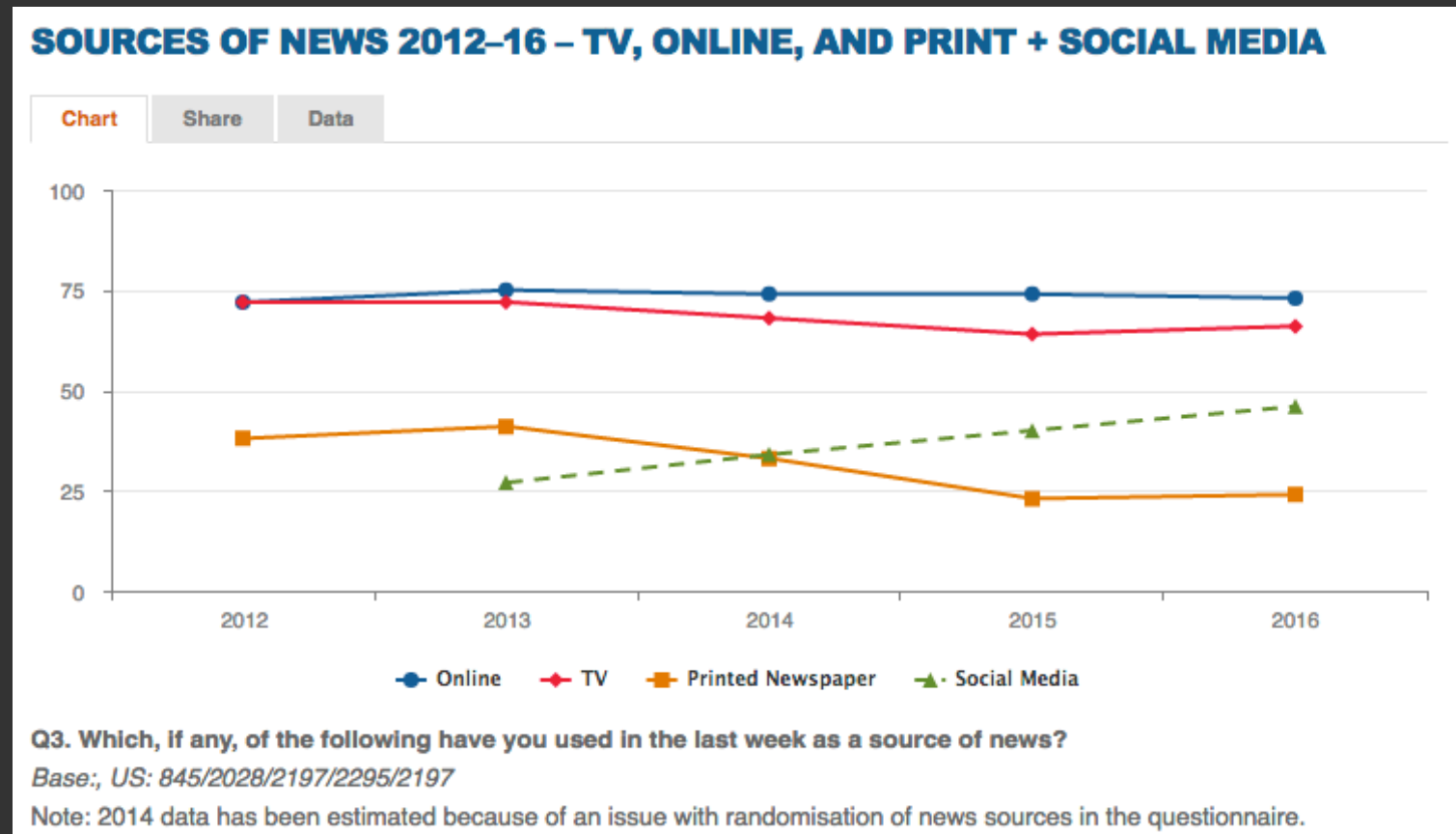
¿Por qué?

- Intervienen varios factores (por supuesto!)
- Esta charla pone el foco en dos de ellos:
 - *Contenido noticioso: Existe una brecha entre las noticias que los editores consideran más importantes y aquellas que capturan masivamente el interés del público.*
 - *Modos de acceso a este contenido: El consumo acontece cada vez más de manera incidental (como un subproducto de estar en las redes sociales).*

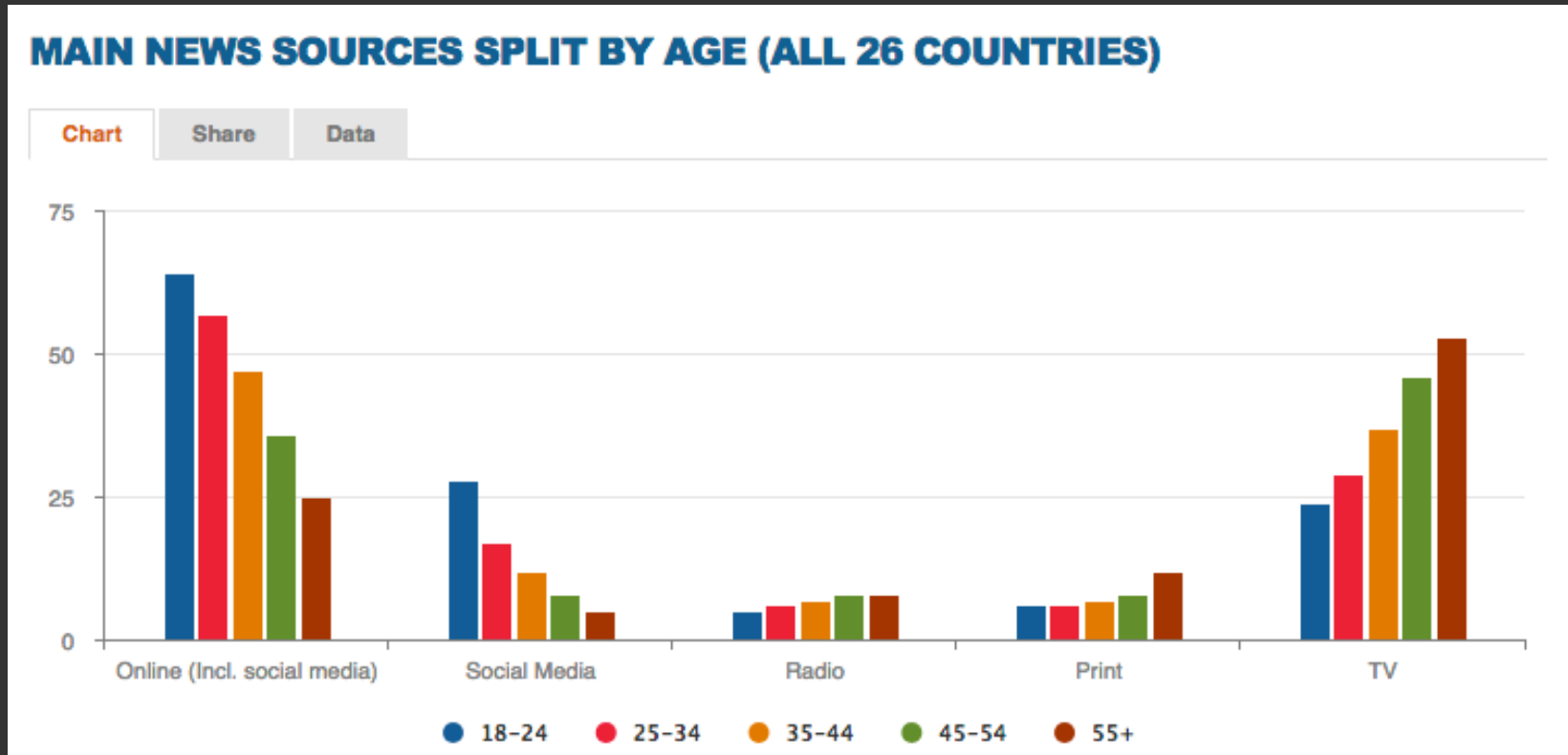
La Brecha Noticiosa



Reuters Digital News Report 2016



Reuters Digital News Report 2016




El Poder de las Plataformas de Distribución

WHEN THE
MEDIA MELTED
INTO THE AIR

PABLO BOCZKOWSKI

"The top-down news infrastructure of the previous century has not been replaced by a grassroots, bottom-up alternative. What has emerged instead is a matrix that combines the concentration of ownership and attention of the legacy media system with the distribution of communication flows of daily life."

Los medios con Clinton (proporción de apoyos explícitos: 27 a 1)
Versus
Las redes con Trump (desempeño superior en Facebook y Twitter)



PABLO BOCZKOWSKI
NOVEMBER 8, 2016

Has Election 2016 been a turning point for the influence of the news media?

“The stark contrast between editorial dynamics and electoral preferences might lead to two trends directly affecting the news media in the short-term future.”

El Contexto de la Posverdad

La infraestructura informativa actual es multilateral
Es difícil detectar matices ideológicos en los algoritmos
La crisis en la autoridad cultural del conocimiento

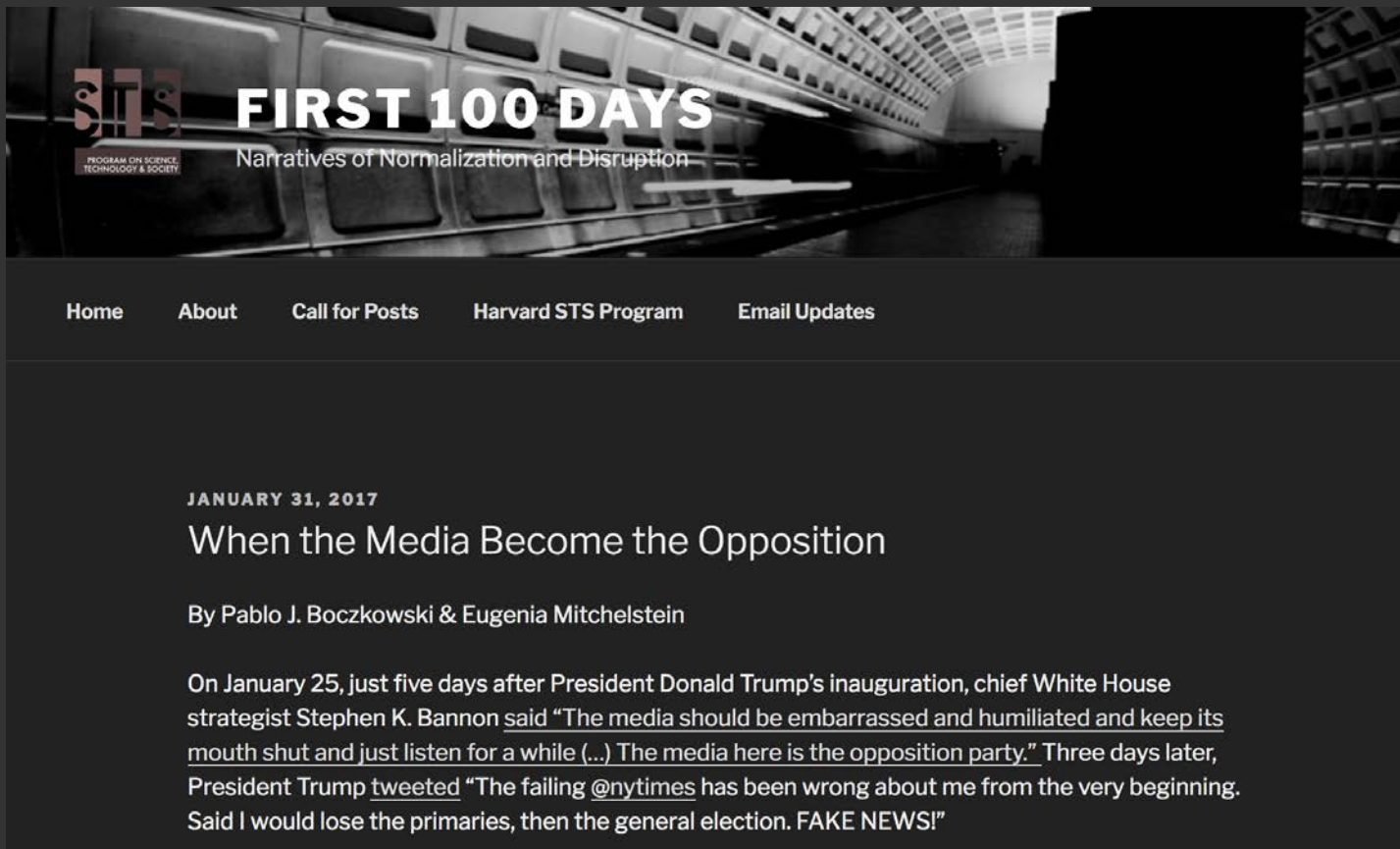
FAKE NEWS AND THE FUTURE OF JOURNALISM

"We can feel nostalgic about a media world slowly but steadily waning, or instead imagine that perhaps a more decentralized and effective everyday culture of critique and argumentation might emerge over time."

PABLO BOCZKOWSKI

La Posverdad y la Comunicación Política

Baja credibilidad de los medios como institución social
Posicionar a los medios como la oposición es redituable
Uso de la idea de “noticias falsas” como herramienta



La Posverdad y la Lectura

- Cuatro mecanismos que inciden en la lectura de las noticias sobre el Presidente Trump:
 - Selección estratégica
 - Procesamiento consciente
 - Interpretación emocional
 - Apego subjetivo

Los Efectos de la Posverdad

- La pérdida de influencia de los medios:
 - Contenido: Superposición parcial entre la oferta y la demanda informativa
 - Acceso: “Incidentalización” de la noticia
- Genera un terreno propicio para:
 - Decrecimiento en la centralidad de los datos
 - Crecimiento en la importancia de las creencias y los sentimientos
- Mecanismos de lectura moderan los potenciales efectos negativos

OCT. 3, 2016
7:04 A.M.



Michael A. Memoli



Pope Francis has advice, but no endorsement, for U.S. voters



No, Pope Francis will not be making an endorsement in the U.S. presidential race.

But the leader of the Roman Catholic Church offered [this advice](#) to American faithful: “Study the proposals well, pray, and choose in conscience.”

Muchas gracias!
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