

# Moderate and Conservative Caucus Fishbowl Report Out

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# Moderate and Conservative Caucus

## *Experiences and Values*

### Common to the Caucus (Summary in Random Order)

Fact and Data Driven (Truth)

Personal Responsibility and Obligations

Value Freedom/Liberties/Rights (*with Responsibility*)

Safety (public, personal, property, etc)

Private Sector before Government where practical

Stomp Hypocrisy

Good Leadership

Golden Rule

# Moderate and Conservative Caucus

## *Vision and Outcomes*

### Common to the Caucus (Summary)

**Wide recognition with resolve for action** - that this is a large and complex problem (REALLY BIG!) that requires a combination of technology AND psychology (see article on the website “The psychological drivers of misinformation belief and its resistance to correction”). **Treat the overall problem and its consequences as a pandemic**

**Populace is educated for widespread personal action by the receiver of information** - A meaningful portion of the populace is **educated** and motivated on how to assume responsibility for **widespread personal action** (voting out, never purchasing, critical commentary, rejecting unworthy purveyors, etc) to stop/reduce the benefits of creating or distributing false information.

**Stakeholder Designed Solution** - Stakeholders have converged from high tech, academic, advertisers, non-profits, healthcare, government, etc to design, implement, and continually adjust the range of industry practices (high tech, media, journalism, advertising, research, etc) with law and public policy (US, State, Local)

**Aligned Policy and Law in place and enforced with support from all stakeholders**

**Burst of Supporting Technical Innovation** - Tools and capabilities to detect, identify, and label false information are put into the hands of the information consumer, and widely available across all information streams (examples: (1) browser tool to identify funding sources for the politician or advertiser, etc, (2) contradicting or supporting information readily available along side of claims or information flows, (3) Blockchain applied to fake video, where any video would be noted as “verified” (camera, date, location) or not verified so viewer trust assessments can be made)

**Freedom of Speech Rights, per the US Constitution, are preserved** – it is anticipated that by (1) providing multiple views on issues - different data interpretations, impact assessment variance by viewing narratives, etc and (2) tagging suspect data and information that alert and educate information consumers can divine a better truth – all without limiting existing Free Speech

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## *Suggested Paths & Actions (note nuanced actions)*

### Common to the Caucus (Summary)

**Launch a movement promoting wide recognition, for the U.S. problem (getting worse) with resolve for action. Strive for a "pandemic" or "moonshot" declaration to create a populace that is educated and motivated for widespread personal action when receivers of of dis/mis/fake information**

- Rally stakeholders to organize, define the problem, and agree on action steps
- Elect leaders who support the stakeholder plans and US Policy and Law required for the solution
- Stimulate high tech to lead the "Burst of Technical Innovation"
- The net: We need a way to examine the news to discern what is real and what is false. We need a way to look behind what is being said to understand what is the source of the information.

### **Mainstream Media (Video, Print, Web) and Cable News**

- Identify news/information that complies with defined journalism standards and clearly label news/information that does not abide by these rules or is not news/information but opinion
- See Pro's and Cons' of 24hour News Cycle article

### **Social Media (Including Internet not in previous line)**

- Treat as completely unreliable (wild wild west)
- Source identification standard or marked otherwise
- Simplify alternate content automatically (AI?)
- Algorithm practices rules of engagement

### **Advertising**

- Reveal It, Control It, Predict It, Prevent It
- Pam Spiegel commentary