Faculty of Economic & Political Sciences
School of Journalism and Mass Communications

European Journalism

MA Thesis:
Fake news and Real Facts:
The role and importance of journalism in the era of uncontrolled online dissemination of fake news.
Fake news in Greek journalism, its connection to the financial crisis and the recent lack of popularity of mainstream media.

Eleni Apostolidou

Supervisor:
George Tsourvakas

Thessaloniki, January 2018
To my sister & SM
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Supervising committee
George Tsourvakas, Christos Frangonikolopoulos, Dimitra Dimitrakopoulou

ABSTRACT:

Purpose: The main aim of the present diploma thesis is to investigate the phenomenon of 'fake news' in Greek journalism taking into account the relationship between the issue of 'fake news' vis-a-vis the financial crisis, the extensive downsizing in the media sector and the decreasing popularity of mainstream media.

Materials and Methods: Eleven in-depth interviews with qualitative features were conducted following the semi-structure interview method. The strategy of purposeful sampling was implemented. These interviews took place with 11 news directors, from all media: newspapers, radio, television, internet; and a representative of the news agency APE-MPE was also chosen in order to capture the opinions of those in charge of decision-making in the newsroom. All interviewees are journalists, editor-in-chief or media directors who are currently working and have extensive experience in journalism. In the section dealing with 'fake news', the director of the Center for the Study of Media was interviewed and he also referred to the role of European media in fighting the phenomenon of 'fake news'.

Results: Interviewees believe that the issue of 'fake news' in Greek journalism is an actual phenomenon dominates the internet, weakening the image and the power of mainstream media. According to media leaders, Facebook dominance and lack of trust in the traditional media is the
factor influencing the spread of 'fake news', while the financial crisis and the changes made in the media sector have boosted the phenomenon.

**Conclusions:** 'Fake news' in Greek journalism is related to the development of technology and the emergence of social media as well as certain features of Greek reality. The evolution of technology has changed the situation and has made social media citizens dominant information channel. At the same time, the financial crisis and the extensive downsizing in the media sector have set aside experienced journalists who have been replaced by young and inexperienced once, intensifying the phenomenon of 'fake news'. Addressing the phenomenon requires media staffing by experienced journalists and the creation of special sections in the newsroom for news items cross-checking.

**Keywords** fake news, mainstream media, financial crisis, Greek journalism, media director Facebook, social media.
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THEORETICAL PART

1. Introduction

1.1 Context of the dissertation

The phenomenon of 'fake news' has no negative impact on journalism only, but it "shakes the very foundations of democracy and the world as we know it" (D'Ancona, 2016, p.4). 'Fake news' is a serious risk of distorting information that reaches the public influencing its judgment. At the same time, it undermines the role of information by eroding the public purpose of journalism.

The spread of 'fake news' is not a new phenomenon. Turning back in history, there are some forms of 'fake news' in the practices of propaganda during the two World Wars adopted by all sides.

The current form of 'fake news' is different but of equal force. The evolution of technology, the dominance of the internet and the emergence of social media have changed the environment of information and news broadcasting and have fueled the 'fake news' phenomenon, making its spread easier and faster.

With the emergence of the internet, news items have passed from the pen of a professional journalist to the keyboard of the average citizen and internet user, while with the spread of social media news releases are becoming uncontrollable.

In this new age, journalism seems to be at the heart of discussions in academic and journalistic circles. Issues related to the boundaries between 'true' and 'fake' news as well as the redefinition of production and transmission of news appear to be in the foreground.

Greek journalism could not be excluded from the explosion of the phenomenon of 'fake news'. The phenomenon of 'fake news' has also been covered in Greek media news and seems to be related to parameters relating to the new era of technology and the dominance of social media but also to elements with a close affinity to Greek reality, such as the financial crisis and repercussions thereof the media sector.
The intensity of the phenomenon is so great that it creates a patchwork of effects that, like dominoes, affect journalism as a whole and make it imperative to find mechanisms that will keep it safe away from lies. Not only do 'fake news' tools rely on technology but on media people as well. News managers, people who set the path of information together with journalists in the newsroom, seem to be looking for new elements that will help them redefine their role and restore the prestige of the information to the eyes and conscience of the citizens.

1.2 Aim and scope
The present diploma thesis aims to investigate the phenomenon of 'fake news' in Greek journalism, linking the problem with the financial crisis and cuts in the media sector as well as the 'weakening' of the traditional media. The investigation of the appearance of 'fake news' and its dynamics is related with the post-truth era. This term of 'post-truth' is mainly dealt with through the development of technology and less in relation to the political implications.

The advancement of technology, the rise in the use of social media and the choice of citizens to be informed by online platforms such as Facebook and Twitter, are related to the 'fake news' phenomenon as well as the attitude of the citizens towards the authenticity of the news.

The present thesis employing research methods, addresses how to deal with the phenomenon and the role of the journalist - reporter in the fight against 'fake news'.

1.3 Summary
The thesis is divided in two parts. The first part of the thesis presents the image of the problem of 'fake news', the birth of the phenomenon and its appearance, as well as the changes that it has brought to journalism and society. Then the role of technology in spreading the phenomenon of 'fake news' is analyzed a relevant research about the rise of social media use as a source of information for citizens is presented.
The thesis examines the relationship between the phenomenon and the traditional media as well as the lack of time to document the news as a result of the evolution of technology and the dominance of social media.

Moreover, the notion of 'post-truth' and its association with the 'fake news' phenomenon is investigated. At the same time, the concept of truth is being researched through the perspective of the public; it seems that information as post-truth finds plenty of ground because of the changes occurring in the way knowledge reaches the world.

Efforts to tackle the phenomenon of both large online organizations such as Facebook and Twitter, as well as efforts made by large press organizations to fight the phenomenon of 'fake news', have gained back the credibility and prestige of journalism.

In the second part of the empirical thesis, once research methodology has been presented, results are reported. In particular, heads of news media mapp the landscape in Greece regarding 'fake news', while the dynamics of the phenomenon are recorded.

In addition, the thesis then analyzes the element of informing citizens through online platforms by placing these platforms, vis-a-vis citizens lack of trust towards mainstream media. Citizens' disappointment with traditional media, such as newspapers, radio and television, is analyzed in connection with the rise of the phenomenon, and from the point of view of the economic crisis that has brought significant cuts in the media industry. Finally, proposals to address the phenomenon and the role of the journalist in the fight against 'fake news' are recorded.

For most news media managers, cross-checking the news is the main criterion that will help avoid 'fake news'. At the same time, most interviewees associated the phenomenon with the financial crisis, setting out a series of issues such as staffing a media with experienced executives and creating a special news board team.
2. Fake News

2.1 Definition and interpretation

'Fake News' was the most common expression of 2017 (Guardian, 2017) with most of the world's dictionaries including it in their entries. The interpretations are many and varied as there is no specific definition of the phenomenon. Words such as 'crafted news', 'de-information' and 'propaganda' dominate the interpretation of the term. Below are some of the most popular definitions of 'fake news'.

"fake news: false reports of events, written and read on websites. Many of us seem unable to distinguish fake news from the verified sort. Fake news creates significant public confusion about current events" (oxfordlearnersdictionaries, 2017).

"fake news: false news stories, often of a sensational nature, created to be widely shared online for the purpose of generating ad revenue via web traffic or discrediting a public figure, political movement, company, etc" (Time, 2017).

Hunt Allcot and Matthew Gentzkow (2016) define 'fake news' as "news articles that are deliberately and verifiable false and could mislead readers" (p.213). 'Fake news' generally refers to a wide range of misinformation circulating on the internet and in the media, but their term is also a "controversial term" (Marwick & Lewis, 2017). That is why it is important to look at the types of misinformation that exist and the motives behind their creation and dissemination.

On one side of the phenomenon, they are those news producers who appear to deceive citizens by publishing fake reports. Their design is misleading as they items have been created in such a way that they resemble reliable news sources, and in some cases, mimic the style of a specific news portal. On the other hand, we encounter 'fake news' tied to highly ideological bases that manipulate information to 'fit' into a particular worldview (Marwick & Lewis, 2017). Through this practice not only to gain ground but also to harm the other side (Allcott & Gentzkow, 2016).
Apart from strictly 'fake news', there are other types of news that fall under the category of 'fake' and are: 1) unintentional journalistic mistakes, 2) rumors that do not come from news reports, 3) conspiracy theories usually derived from people who believe them to be true, 4) fabricated satire, 5) false statements of politicians and 6) reports that are not entirely "fake" but are more than misleading.

According to Gentzkow, Shapiro and Stone (2016), "fake news falls into the category of distortion rather than filtering" (Allcott & Gentzkow, 2016). Irrespective of the way in which the issue is highlighted, the spread of "fake" or misleading information has a real impact on the public's own life and the functioning of the Democracy (Marwick & Lewis, 2017, p.42).

2.2 Reappearance of the phenomenon

Spreading 'fake news' is not a new phenomenon. 'Fake news' will come across if we go back to the pages of history and turn to government propaganda during the two World Wars and the practices adopted by all the conflicting sides. At that time, all sides used propaganda to gain popularity. The US press often refers to a historical example of 'fake news', the "Big Moon" of 1835. At that time, the *New York Sun* published a series of articles that revealed life on the moon. The report was "fake" (Allcott & Gentzkow, 2016).

Nowadays "the fake news phenomenon grew in recent years and reached its peak during the 2016 election period in the United States, triggering a debate on its impact on the election result" (CNN Greece, 2017). At the same time, researchers point out that the expansion of the phenomenon is due to the digital "explosion" we live in but also to the change in the way we consume and produce information, with social media as the main factor. Platforms such as Facebook and Twitter have a different structure than previous media technologies, in the sense that there is an absence of a reliable cross-checking of information or editorial team; a fact which bring to light the vulnerabilities of these social media, such as the inability to filter the vast amount of news people receive.
An exemplary example is the US *Ending the Fed*, which is responsible for four out of ten most popular 'fake news' published on Facebook events that have affected US elections such as Pope Francis' approval of Donald Trump's nomination or the sale of weapons from Hillary Clinton to ISIS, according to a survey of the American site *Buzzfeed*. Social media platforms, such as Facebook, have become a predominant source of news in a way that did not exist during the presidency 2012 elections" (Huffington post, 2017).

Today's reality, however, makes the spread and dynamics of 'fake news' increasingly important. According to Stanford University (2016), the reasons for this are mainly two. First, the economic and secondly, the ideological motive. "The profit of the owners of misleading websites is enormous and young managers have gained great financial benefits from spreading 'fake news'. In addition, barriers to entry into the media industry are scarce and social media give this convenient ground for their creation and dissemination. The second motivation, the ideological one, is mainly related to politicians and the very exercise of politics" (Allcott & Gentzkow, 2016, p.214).

At the same time, the challenges faced by media managers are great. Media administrators are in a fixed and characteristic dilemma that they can effectively manage the interests of different stakeholders with different motivations. Finally, one aspect that may be connected to 'fake news' is the motivation of influence that exists in media and looks very charming. According to G. Tsourvakas (2016),"staff working within media companies— journalists, producers, artists, technicians, and administrative staff—often pursue both economic and noneconomic incentives. They like to work within their chosen media and to wield influence. Professional identity is a core feature of personal identity and self-worth. Many choices in media industries are based on noneconomic considerations. As Picard (2010) has noted, many people will do media work for free. There aren’t many industries where that happens. The potential for ethical problems becomes pronounced where conventional workplace rewards (principally salaries) are very low or there are no clear or agreed professional standards. Financial pressures, or the allure of fast money, can encourage corrupt relationships with politicians or business people, or the use of inappropriate methods to collect news in manner that risks violating human dignity or producing low quality content. Competitors influence, as well,
when the intensity encourages short-term thinking or prioritizes low-cost strategies" (Tsourvakas, 2016, p.155).

2.3 Many faces of fake news

'Fake news' reports come from various types of web sites. For example, entire websites are created to spread deliberately crafted news and misleading articles. One of the elements of the success of these sites is the choice of their name. Name are of strategic importance for the authors of these sites as they are most often names that resemble those of media international news organizations. Another type of website those with mixed context. That is, there is a mixture of true news with fake articles, causing confusion to the reader. Finally, their main feature is their lifespan, as the online news pages that create and channel 'fake news' are characterized by short life (Sismondo, 2017).

Websites that falsified news in the 2016 US elections no longer exist. The revelations that took place in the aftermath of the elections provided an insight into the people behind the 'fake news' of the sites designed on purpose and the locations they were operating in the small riverside town, Veles of Former Yugoslav Republic of Macedonia, was the capital of fake news, especially during the US election (Allcott & Gentzkow, 2017).

The main motive behind the fabricated news is the enormous economic gain. "The purpose of fake news is not just to manipulate the audience, but to increase the traffic of accounts and related sites to attract advertisements and therefore revenue" (Huffington post, 2017). Through this practice, the young people in the riverside town of Veles in the Former Yugoslav Republic of Macedonia won tens of thousands of dollars (CNN Greece, 2017) channeling news for Trump and Clinton during the USA elections in 2016.

2.4 The Dynamics of fake news

There are many reasons why 'fake news' could be more effective than a costly TV advertisement. Hunt Allcott and Matthew Gentzkow (2017) call upon us to think of the example between Pope Francis and Trump (see example 1). "If it were true that Pope Francis approved of Donald Trump as President of the United States, this alone would be as strong a motive as to move the
conviction of many voters, resulting in more power than a typical and costly advertising campaign" (Allcott & Gentzkow, 2017, p.217).

But the impact of spreading 'fake news' has created a huge damage to the very concept of journalism. A study by Stanford University (2016) has shown that 'fake news' has multiplied in the three-year period 2014-2016, having a serious impact on true news, since 'fake news' can become more 'real' than real news (Vargo, Guo, Amazeen, 2017).

'Fake news' is also a serious threat to citizens' trust towards all traditional and online media. In a period of technological revolution, journalism seems to be again at the heart of discussions in academic and journalistic circles about the boundaries between 'fake' and 'real' news. Free from ethical codes accepted by professional journalists, 'fake news' providers are free to propagate, lie, criticize and build news on their own. 'Fake news' does not exist regardless of the truth, but it does coexist most of the time and, according to Meddaugh (2010) "fake news affects new consumers, a part of the population that was once considered away from politics" (Berkowitz & Schwartz, 2015, p.4). A dominant element in of its new role as we will be seeing is social media and a kind of public dialogue these create, focusing on specific themes that serve specific purposes with a wide range of implications.

3. Journalism in the Age of Technological Evolution and Social Media

3.1 Introduction

New technologies have brought sweeping changes to journalism, resulting in the need to redefine the role and position of journalists in the new field that has been created. The rise in internet use and the growth of social media dynamics have opened up a large circle of debates in the public sphere. Papacharissi (2002) described the new state of the internet as "a fragmented space dominated by only a few actors" which does not recall the public space that was in the past and which was an important step to create informed and active citizens" (Papacharissi, 2002, p.16).

With the emergence of the internet, professional journalism were substituted by the simple user of the internet and with the spreading of social media the circulation of information
has now become uncontrollable. In the journalism of the digital age of social media, the cost of 'fake news' remains zero, as it is difficult to assign responsibility to anyone for its dissemination.

3.2 Social media as a source of information
Social media platforms are extremely useful sources of 'fake news'. Firstly, because the cost of producing their content is very small, a fact which increases their profitability, which is small scale. Secondly, there is an ease in their form that makes it difficult to assess the credibility of an article. Thirdly, according to Bakshy, Messing and Adamic (2015), Facebook networks are ideologically segregated. There is, therefore, a common ideological relationship between friends. Typically, only 20% of Facebook friends have opposite ideology with the user. So, they share and read news that can't have a different relationship with this perception they have already formed. Thus, they can't shape a global and real state of an event to begin with(Allcott & Gentzkow, 2017).

3.3 Journalism at social media
Technological developments, the acceleration of the use of mobile devices and the increased use of social media have led to citizens being informed through "third party platforms". "In less than ten years, Facebook provides news to more people than any other media organization in human history" (Kalogeropoulos, Panagiotou, Dimitrakopoulou, 2016). The increasing trend in the choice of information from computers rather than journalists is growing worryingly. The "consumers" of the news show a clear preference for news chosen by algorithms in relation to them chosen by journalists. The survey by the Reuters Institute for the Study of Journalism (2016), states that 51% of internet users in 26 countries declare social networks as their source of information. The report shows that 44% of users use Facebook to find, read, watch, share or comment on the news (Newman, Fletcher, Levy and Nielsen, 2016).

3.4 Journalistic variations
According to research by the Reuters Institute for the Study of Journalism about Greece (Kalogeropoulos, Panagiotou, Dimitrakopoulou, 2016), "Citizens of Greece read and comment on news found in social networks social networking news to a higher degree (74%) than users in other countries. The bulk of users find news using social networking platforms (55%), higher than all countries surveyed"(Kalogeropoulos, Panagiotou, Dimitrakopoulou, 2016, p.18).
"The high modernity of journalism, the New Age, has been transposed into a changing contemporary state of things of journalistic differentiation in all kinds of media" (Deuze, 2005, pp.10-11). By contrast, the new reality creates the opportunity for a new brand of news. According to the Reuters Institute for the Study of Journalism (2016), over two-thirds (70%) of digital leaders surveyed say they believe their position will be strengthened, highlighting the need for reliable companies and accurate news in a period of uncertainty.

4. Mainstream Media and Fake News

4.1 Growing distrust at the mainstream media

A patchwork of different moves, moments and developments has created contemporary media landscape. In 2016, active Facebook users reached 1.8 billion, while Twitter users reached 400 million. Researchers in the USA and Europe revealed a continuing decline in "trust" in the media in the same year, with many researchers rushing to declare the correlation of lack of confidence with the growing influence of 'fake news'. That is, on the one hand confidence was in a descending order, and on the other hand, 'fake stories' and news gained ground (Allcott & Gentzkow, 2017).

Historically, low levels of confidence in traditional media can be traced back to media manipulation, as researchers Alice Marwick and Rebecca Lewis (2017) argue. The media's preference to create an impression, "the need for continuous innovation, and the emphasis on profits make them vulnerable to the manipulation strategy" (Marwick & Lewis, 2017, p.47). As they point out, "the mistrust of traditional media has major implications. People who do not trust the media are less likely to have access to accurate information that has political and political implications. At the same time, low levels of trust in the media weaken citizens' political knowledge, inhibit their function as 'custodians of the news' and may even hinder the exercise of democracy" (Marwick & Lewis, 2017, p.45).

4.2 Lack of trust

Citizens' confidence towards the media is low. This was reflected in the World Economic Forum at Davos in early 2017. The annual Edelman Trust Barometer survey (2017) recorded the biggest
drop in "loyalty" in the media. According to the findings of the survey, "people have shifted their faith towards the Internet rather than traditional media as the providers of truth. In fact, online search engines were considered more reliable than traditional media for information, a reversal from five years ago" (Edelman Trust Barometer, 2017). Edelman's president commented on the results by saying that "people now see media as part of the elite. The result is a proclivity for self-referential media and reliance on peers. The lack of trust in media has also given rise to the fake news phenomenon and politicians speaking directly to the masses. Media outlets must take a more local and social approach" (Edelman.com, 2017).

Another survey (Knight Foundation, 2017), this time in the USA, found Americans' lack of trust in the media, only 32% replied that news was "accurate and impartial"; the lowest percentage in the history of the poll. "This figure dropped sharply by eight percentage points from 2015" (Marwick & Lewis, 2017, p.40).

2017 is considered for many researchers as a year of changes and innovations in the journalistic industry. However, as the survey of Data and Society and the Knight Foundation of USA (2017) shows, the audience seems to "turn its back" to journalistic organizations. As it is pointed out, "young people are widely skeptical of the news and concerned that their news sources have been inaccurate or biased. For many young people, newspapers, TV shows and websites are not even the first place they look for news. Social media, increasingly, is the primary source for updates on what's going on in the world, and people are more likely to trust a story if they trust the person who shared it, not the source itself "(Knight Foundation, 2017). The study reflects the low level of trust in mainstream media, as their online strategies help these young people navigate the stories they are most interested in.

At the same time, the Reuters Institute (2016) looked at the level of confidence in the media by citizens, finding features of a lack of confidence. The Digital News Report from the Reuters Institute for the Study of Journalism (2016) states that "the 3 percent of over 70,000 consumers surveyed in 36 countries say they can't rely on the news to be true" (Newman, Fletcher, Levy, Nielsen, 2016). In countries like the United States and Britain, people were twice as likely to have faith in the news media to weed out 'fake news'. On the contrary, research
findings show that "Greece was the only country where people said social media was better at separating truth from fantasy" (Kalogeropoulos, Panagiotou, Dimitrakopoulou, 2016).

More specifically, in the research for Greece (2016), "confidence of Greek citizens in news media and journalists is the lowest of the 26 countries surveyed. Only 17% of citizens says that the selection of news from the writing room of each medium satisfies them, with 33% saying they are pleased with the automatic choice of news with algorithms and the selection based on the background of each user". An important finding of the survey is also the fact that low trust in journalists is linked to a lack of confidence in media. According to the researchers, "this development partly confirms the shift recorded toward information search in the internet" (Kalogeropoulos, Panagiotou, Dimitrakopoulou, 2016, p.35).

4.3 Who cares if they are true or false?
In a BBC survey in Veles, a –pioneer in the creation of 'fake news' as mentioned above, one of the authors of "fake" publications states: "The Americans loved our stories and we make money from them. Who cares if they are true or false? "(BBC, 2016).

The answer to this statement is coming from Yale University (Pennycook, Rand, 2017) and the findings about Facebook intention to use fact-checkers to point out articles and posts that may be 'fake news' to its users. According to the study, the fact-checking and reporting of inaccurate social media news does not work. The label, "disputed by third parties", had little effect on readers (3.7%) (Politico, 2017). However, this claim seems to contradict research carried out by BBC World Service (2017) in 18 countries where 79% of respondents said they were "worried about what is fake and what's real on the internet" (BBC, 2017).

4.4 Lack of documentation time and fake news
Ben O'Loughlin (2014), communication specialist, concludes that the rise of social media has changed the role of journalists, who are now increasingly acting as verifiers for the public. At the same time, the development of technology has increased the importance of verification. According to David Jordan (2015), Director of Publishing Policy at the BBC, traditional large-scale journalistic bands are sources of credibility that internet users see to verify what they have
seen and questioned. Jordan stresses that "the BBC still aspires to attribute new research features to the role of a 'trusted driver' because this is very important. In this world of seemingly endless vast information available, people will need a band or a large media organization that can rely on. People turn to the BBC because they want reliable information" (Saisho, 2015, p.14).

There is a general redefinition of broadcasters and viewers. "Now that citizens have access to unlimited information, the role of the journalist as an analyst and the presentation of the truth itself has become more important than ever" (Saisho, 2015, p.17).

Digital revolution and the rise of social media have led to a huge conceptual change in journalism. In the dilemma "Speed vs. Accuracy", Reiko Saisho from University of Oxford (2015) stresses that "precision is still a basic and fundamental principle for journalism. Speed plays a role only when journalists have completed their verification" (Saisho, 2015, p.41). He uses the phrase "tyranny of the time line" to express the pressure but says that institutions have no choice but to act quickly and assertively. On television, the old broadcast model was that the authors who had time to learn what was happening had time to check it out and check it again, and once the hierarchy of news was made, it was brought to the audience. Now the digital age has brought new data to the broadcast and the actors are in "looking for new business models, investing on new technologies, cultivating a new relationship with the public, and preserving journalistic standards" (Saisho, 2015, p.5). Work under the pressure of time is recognized in journalist surveys in the United States and elsewhere, and journalists report how important it is to deliver the news "as quickly as possible" (Deuze, 2005).

Scientific literature has revived the concept of speed on emerging journalistic practices and 'fake news' on the internet, highlighting the implications of the new field in which journalists are forced to work in the so-called "digital environment" (Deuze, 2005, p.25). From the perspective of journalists, "speed can be regarded as both a meaningful value and a problematic side effect in the production of news" (Deuze, 2005, p. 9).

In today's era where media is considered saturated, both traditional and new media seek to cover everything they can to attract citizens. Technological progress and a change in the way
information is have brought sweeping changes to the traditional media, which saw a big part of their profits go in other directions. Traditional newspapers have already gone through a wide range of measures to reduce their costs and have followed other traditional media since the 90s. One phenomenon of the time is the fact that cuts in media staff have created more responsibility for the remaining journalists. At the same time, there is a continuing need for adaptation to the so-called "novelty", the new information template called "24/7/365" that calls for coverage of events 24 hours a day, 7 days a week and 365 days a year (Marwick & Lewis, 2017, p.42). Very often the result is that the news is published before it is even finalized, let alone have it fully checked. To respond to such pressures, mainstream media often gets stories directly from Twitter, Facebook or from blogs that produce a constant stream of new content (Marwick & Lewis, 2017).

New and old media use software that provides detailed data to show exactly which articles have the most "clicks," "notifications," "likes," and "comments." This allows newspapers and blogs to tailor future content to guide their measurements by encouraging low-quality but high-performance jobs, and promoting fake news on the continuum of news (Marwick & Lewis, 2017).

5. The Age of Post-Truth

5.1 Introduction

The term post-truth was voted by Oxford’s Dictionary as “the Oxford word of the year 2016” (oxforddictionaries.com). According to its definition:

"Post-truth:

Relating to or denoting circumstances in which objective facts are less influential on shaping public opinion than appealing 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' "

(oxforddictionaries.com).
"Hence, post-truth signifies the existence of various grades of truth. Similarly, within post-truth, politics truth is of secondary importance. Feelings, not facts, are what matter in this sort of campaigning. This definition of ‘post-truth’ is directly equivalent -or even identical- to the approaches of propaganda, since it denotes an attempt to influence public opinion in favor of the producer and disseminator of post-truth information, through the use of specific discursive practices (opinions over facts, emotions over rationalism, half-truth of even lies -fake news- instead of research, rumors instead of cross-checked information). This condition describes conditions in the diachronic function of both the political and journalistic field" (Frangonikolopoulos ,Poulakidakos, 2017, p.68).

Following the victory of Donald Trump and Brexit in the British referendum, the term "post-truth" and "post-fact" dominated, with different interpretations. For many, the concept of post-truth comes after 'fake news' and poses more serious risks as it misinterprets truth itself.

Sergio Sismondo, in his book "Post -Truth" (2017), points out that the occurrence of the term post -truth indicates that the post-truth period may be stronger than most people would imagine. Every event we know comes from specific forms of practical reason, scientific policies and institutions, which are often understood and analyzed differently. Since these configurations are now altered, it is not too much to imagine that the practices that produce truth are disturbed. The enormous attention to 'fake news', with a great effort to distinguish between the real and the "fake", shows that many people are worried that we may enter a time after the "truth" (Sismondo, 2017, p.p.3-4).

The concept of post -truth is widespread since it has dominated the current political scene. According to William Davis, Professor of Economics, Goldsmiths, University of London (2017), "we are in the midst of a transition from a society of facts to a society of data. During this interim, confusion abounds about the exact status of knowledge and numbers in public life, exacerbating the sense that truth itself is being abandoned "(The New York Times, 2016).

5.2 Truth and misinformation
The digital age and the new information platforms have influenced news and political narratives. The co-founder of "Wired", Kevin Kelly(2016) says "the new big challenge in the news report is
the new form of truth (The economist, 2016). If the 'truth' dominance in political rhetoric continues, the power of truth as a tool for properly informing citizens will be continually diminishing. The time of truth finds plenty of ground in many countries because it is made possible in the public sphere because of two factors. Firstly, the loss of confidence in a country's policy, and second, because of the way knowledge reaches the world" (The economist, 2016).

People with common interests are more likely to find each other or converge around a source of information online rather than offline according to Yochai Benkler of Harvard University (2016). Social media allow members of such groups to reinforce each other's beliefs even by presenting contradictory information and undertaking collective action. The danger, therefore, lies in the actual information we receive from social media news, as the news that comes to users is filtered according to peoples’ expectations. Algorithms are designed in such a way so as to trap users by channeling material similar to what they read and liked or shared earlier, creating a bad filtering of truth itself.

6. Fighting the Phenomenon

6.1 Introduction

Both Facebook and Google are now removing 'fake news' sites from their ad platforms claiming that such sites are violating their content policies. Facebook social networking platform has taken steps to tackle 'fake news' by creating a label that writes "third-party controversy" in news that is bogus. In this way, Facebook aims to present fewer potentially 'fake articles' to its users and help them avoid sharing or disclosing controversial articles. "In our theoretical context, these energies can increase social well-being, but the discovery of 'fake news' sites and articles also raises important questions about who is the judge of the truth" (Allcott & Gentzkow 2017, p.233).

At the same time, charitable organizations and foundations have increased funding of the Digital News Initiative (DNI). Facebook has also announced outsourcing plans for services such as Snopes, Washington Post and PolitiFact, and their algorithmic integration with its news feed.
However, there are disagreements about which fact-finding services are being used, who finances them and why. "Trump fans will denounce them as part of a conspiracy of the left and create their own services to control their political opponents and the media. Traditional news agencies will also upgrade their settings in this area by creating or upgrading branding to increase their credibility. By the end of the year there are likely to be hundreds of browser extensions and bots that offer fact-based services" (Newman, 2017, p.8).

However, as Eric Schmidt CEO of Google (2011) points out, "the technology will be so good, it will be very hard for people to watch or consume something that has not in some sense been tailored for them" (Pariser, 2011, p. 30).

"Fake news threatens to undermine democracy around the world. Faced with this threat, news publishers have no financial means to retreat behind pay walls: we have to be out there, in people's news feeds, to deal with lies on a scale, to deal with misinformation on social media platforms as an emergency"(Newman, 2017, p.12).

6.2 Education in the newsroom
Fighting the phenomenon of 'fake news" does not start with algorithms nor does it stop in the check- information machines, but it also focuses on the people of the media. "With all these challenges, there is an informal obligation on the part of large news organizations to train their journalists to use the internet tools, where usually the dangers for the reproduction of 'fake news' are hidden. However, as it turns out, education may not be a problem in a big news organization like The New York Times, but it is a problem for smaller organizations: training journalists and reporters is a costly process" (Hansen, Sales, Keegan, King, 2017, p.5).

Top platforms are already targeting counterfeit news because they know that a loss in confidence in their website will mean downgrading. "Facebook will not solve the problem of fake news next year, but automatic image recognition, mechanical learning, better verification, and all-of-the-box sorting are on the way" (Newman, 2017, p.8).
"Working with academic institutions and researchers is already an essential way for journalistic organizations to start using tools against fake news" (Hansen, Sales, Keegan, King, 2017, p.10). According professor Paul Bradshaw, Birmingham City University (2017), the response of technology specialists can work to a certain extent this time, but verification mechanisms in the near future will be an important high-level tool and he says: "Fake news threatens to undermine democracy all over the world". (Digitalnewsreport, 2017).

6.3 Fines and compliance

In the short term, there will be a focus on sanctions against unreliable sources. This will reduce 'fake news'. At the same time, "mechanisms will be created to allow users to have better control over what is shown in their own news feed. In Twitter, the use of a new "mute" button is a first indication that users have more choices to choose the type of news they are exposed to" (Newman, 2017, p.8).

Proposals toward dealing with fake news have already been filed in Germany by senior politicians who have called for a fine of up to € 500,000 for any 'fake news' that fail to be removed from websites, including Facebook. "Many people believe this is difficult to apply but it is yet another measure of pressure on information platforms" (Newman, 2017, p. 9).

An interesting parameter in the debate about 'fake journalism' related to 'fake news' is the fear that openly discussing fake news in society ultimately hurts the image and increases the unreliability of journalism itself. As pointed out in Nick Newman's research for the Reuters Institute (2017), "The discussion of fake news can further harm public confidence in the media or force people to move away from the news altogether. This is clearly a turning point for the media and all eyes will be on how publishers and platforms respond to this crisis of credibility"(Newman, Fletcher, Levy, Nielsen, 2016 p.10).

Finally, it is very important to highlight the connection of the subject with an education that generates positive beliefs. For some, education is the enemy of political misunderstanding. The aim of education should be, among other things, to cultivate the ability to distinguish the event from fiction. Appropriate training gives people the tools they need to evaluate true
information. Adam Smith (1776) wrote: "The more people are educated, the less they are pitiful about the delusions of enthusiasm and superstition, which, among the nations, often cause the most terrible disorders. If we do not understand the big problems our societies face, we cannot act together to correct them" (Pariser, 2011, p.31).

Walter Lippmann (1920), the father of modern journalism, phrased it eloquently: "All that the sharpest critics of democracy have alleged is true if there is no steady supply of trustworthy and relevant news. Incompetence and aimlessness, corruption and disloyalty, panic and ultimate disaster must come to everybody who is denied an assured access to the facts" (in Pariser, 2011, p.31).
SPECIAL PART

7. Methodology

7.1 Aims and research questions

The main research question is 'fake news' in Greek journalism, its connection to the financial crisis, cuts in the media sector and the weakening of traditional media.

The specific objectives of the research study were to:

- investigate the emergence and extent of the 'fake news' phenomenon in Greek media, through the image the directors - heads of the media have in their minds.
- investigate and map the dynamics of 'fake news' in Greek journalism. That is, to emphasize the influence the journalists - information managers of all categories of Greek media have on the Greek readers, listeners, viewers and internet users, respectively.
- examine and record whether or not the "truth" phenomenon exists when recording events on daily news.
- examine and evaluate the consequences of the use of social platforms as a main source of information for citizens, Greek journalism and the "plotting" of news. To study how it influences Greek media and to which direction it leads them.
- study the phenomenon of "citizen journalism" and explore the relationship and coexistence of the phenomenon with the traditional form of recording the news from a specific medium.
- to investigate the connection of the appearance of 'fake news' in Greek media along with the disappointment of the citizens with traditional media and the connection of the phenomenon with their lack of trust that started exist prevailing few years ago.
- investigate the attitude of the public towards 'fake news' and the possible indifference to the authenticity of the news.
- investigate and evaluate the link between the emergence and spread of 'fake news' in Greek journalism with the country's financial crisis. Consider the possible impact of the economic crisis on changing the working image of Greek media.
- enable professional journalists to come up with the right ways to avoid and combat the phenomenon of 'fake news'.
- consider the tools used by these heads of news in order to avoid the trap of 'fake news'.
- investigate and evaluate the role of the journalist as a reporter in the fight against the phenomenon of 'fake news'.

7.2 Methods and Tools
Twelve in-depth interviews were conducted, aimed at collecting / producing quality research data in psychological, social and educational research (Isari & Purkos, 2015). A voice recorder was used for recording the answers of the respondents and to accurately replicate their answers, while facilitating the analysis of the data.

The "semi-structured interview" method, which is characterized by a set of predefined yet open-ended questions, was chosen, because this offers flexibility in terms of changing the question content depending on the respondent and adding questions and topics for discussion. This method allows the researcher to further deepen the subject under consideration, while allowing him / her to conduct additional questions beyond the predefined questions. The aim was to extract in-depth information and data, as well as to highlight issues that were not originally predetermined (Josephides, 2008).

7.3 Type of questions
- Contemplation and opinion questions investigating the perceptions, views and attitudes of the interviewees.
- Descriptive questions about the characteristics of the research project.
- Open questions, which leave the interviewees free to develop his / her answer without per-determinations.
- Opinion questions aimed at investigating the situation and causes of the phenomenon been looked at.

The strategy employed was deliberate sampling (Isary & Purkos, 2015). The interviewees were of all categories of Greek media (newspaper, radio, television, internet, news agency) who have been active for years in Greek journalism. These interviews was also chosen in order to capture the opinions of those in charge of decision-making in the newsroom.
7.4. Research Approach Strategy
Twelve interviews with media directors took place in Thessaloniki and Athens, in an effort to ensure equal treatment of the interviewees and a uniform interview process. The intention behind the selection of the interviewees was to include representatives from all categories of media (newspaper, radio, television, internet) in order to include all aspects of the phenomenon, but also to compare data among different media. It was considered useful, to include representatives from the Athens News Agency – Macedonia Press Agency (ANA-MPA) apart from mainstream media, newspapers, radio, television and internet representatives. Prior, consent and permission was granted by all interviewees, exclusively for the purposes of the present thesis, for recording the corresponding interviews and for waiving anonymity. The interviews were conducted in Greek and translated into English for the purpose of the research work.

7.5 List of interviewees:
Interviewees for the investigation of 'fake news' in relation to the printed press (newspapers):
1) Noulis Chadzidimitriou, Director, "Ethnos" newspaper.
2) Paschos Mandravelis, Editor-in-Chief, "Kathimerini" newspaper.
3) Michalis Alexandridis, Director, "Macedonia" newspaper.

Interviewees for the investigation of 'fake news' in relation to TV media:
1) Giannis Michelakis, News Director General of "Ant1 TV".
2) Nikos Filippidis, News Director General of "Skai TV".
3) Antonis Fourlis, Editor-in-Chief of "Mega Channel".

Interviewees for the investigation of 'fake news' in relation to the internet and media group:
1) Dimitris Mihaelelis, Director, "Real Group" (web, radio, newspaper).
2) Lambros Papageorgiou, Director, "Contra Group" (web, newspaper, TV).

Interviewees for the investigation of 'fake news' in relation to radio:
1) George Choudalakis, Director, "Parapolitika FM".
2) Stefanos Diamantopoulos, Director, "Radio Thessaloniki".
Interviewee for the investigation of 'fake news' in relation to news agencies:
Sofia Papadopoulou, Director of Athens News Agency – Macedonia Press Agency (ANA-MPA), in Northern Greece.

7.6. Research questions
Research questions were created to address the individual issues that investigated. In particular, an attempt was made to record, with predefined questions, the occurrence of the phenomenon of 'fake news' in Greek journalism and its association with the dominance of social media as a source of information for citizens, the economic crisis and its impact on manifestation of the phenomenon, focusing on traditional media and the "turning" of citizens from them to the internet. Questions 3) 4) and 5) below were based on surveys published and presented in the theoretical part of this thesis. The aim was to capture the situation in the field of Greek media. The specific questions asked were the following:

1) 'Fake news' in Greek Journalism. How often do you find 'fake news' and how do you define their dynamics?
2) Our era has been characterized as "post-truth". How is this term explained and how does it relate to the daily recording of the news?
3) According to a survey by the Reuters Institute for the Study of Journalism (2016), the main source of information for citizens in Greece is Facebook. Social platforms have given a huge boost to the so-called "citizens' journalism". What does this mean for the traditional form of news and information in general?
4) Can the phenomenon of 'fake news', in addition to the development of technology and the internet, possibly be connected with a "disappointment" (Reuters Institute, 2016) of the citizens towards mainstream media?
5) Do you think there is a general "indifference"(Yale, 2017) of citizens towards the authenticity of the news?
6) The financial crisis in Greece has led to significant cuts in the media sector. Could you tell me if this situation affects the spread of the phenomenon of 'fake news' and to what extent?
7) Which are the ways to deal with the 'fake news' phenomenon in your opinion? What is the role of journalist - reporter and what are the tools of the media in order to avoid 'fake news'?
Interviewees also included Martin Moore, director of the Center for the Study of Media, Communication and Power at King's College London, who focused on efforts carried out at a high level, such as the European Parliament to eliminate the phenomenon. The interviewee replied to the questions:

1) The phenomenon of 'fake news'. How was journalism hurt in your opinion?
2) Do you believe journalism could regain its credibility and how?

The interview took place in Thessaloniki. The interviewee agreed to the recording of his statements and mentioning his details in the present thesis.
Graphic 1. Mapping Greek Media

Mapping of the Fake News in Greek Media, the correlation of the phenomenon with the Financial Crisis in the Mass Media sector and the changes that have occurred in the Mainstream Media.
7.7 Originality of the research
The originality of this study lies in the fact that it investigates possible links between the effects of the economic crisis in our country and the cuts in the media sector in relation to the 'fake news' phenomenon. In addition, it is an attempt to investigate the link between the phenomenon of the appearance and spread of 'fake news' in relation to the possible disappointment of citizens towards mainstream media.

In addition, the present diploma thesis attempts to map the phenomenon of 'fake news' onto Greek media. The performance of the image is based on the people who "run" the information field in various media.

7.8 Ethical Issues
The interviewees agreed to record the interviews and use their answers for the purpose of this research diploma thesis.
FINDINGS
8. Presentation of Replies and Analysis

8.1 Question: The dynamics of fake news and the emergence of the phenomenon

'Fake news' exists in Greek journalism and covers a wide range of topics. More examples of 'fake news' spread are on the internet, but that does not mean that traditional media does not fall into the trap of transmitting 'fake news'. A typical example is the news that was broadcast from various news sites related to the forecast about a major earthquake on the island of Crete. The news was spread on the internet and was broadcast very fast. It was then proved to be fake and seismologists were denying making any statements that they are expecting a major earthquake in Crete (see example 2).

However, it is dangerous to reproduce issues related to citizens' health. 'Fake news' about serious illnesses but also aspects of nutrition and health is often reproduced at great speed, causing a great deal of misinformation. Representative examples are the news that "75% of doctors worldwide deny chiropractic treatment to cancer patients" and "Infertility and mutations in DNA from the popular sweetener stevia"; in both cases, these proved to be fake stories that could harm citizens' lives or turn them toward an erroneous nutritional direction (see example 2).

Answers to the questions concerning the frequency of the appearance of 'fake news' and their dynamics are summarized in the following layout plan. The replies are ranked according to category.
Graphic 2. Fake News: Appearance & Dynamic

Fake News
Appearance & dynamic

Existing Phenomenon

It dominates the web

- Weakening of Mainstream Media
- Internet, Social Media - Lack of rules
- Correlation with the economic crisis collapse of ethical values
The phenomenon of fake news exists in Greek journalism. As all interviewees pointed out, 'fake news' is a phenomenon that is prevalent in the news, with most journalists focusing mainly on the internet, singling out this media from the rest.

Noulis Chdzidimitriou, director of the newspaper "Ethnos", points out that the phenomenon of fake news appears "increasingly in recent years, especially after fake news during the Trump-Clinton election campaign". The director of the newspaper "Macedonia", Michalis Alexandridis, points out that the phenomenon is real but not in the newspapers. As directors mention, "'fake news' is rarely found, in newspapers". Paschos Mandravelis, editor-in-chief of "Kathimerini" newspaper, says it is an "old story, they just got a new name and they all deal with fake news ".

On television, the directors of the news says that the phenomenon exists and causes difficulties to all traditional media. "All this has made the work of traditional media very difficult, including television. So, "fake news is sure to show up" declares Nikos Filippidis, news director general at "Skai" TV channel.

Giannis Mihelakis, "Ant1 TV" news director general, claims that 'fake news' spread is more often than not found on the internet. He focuses on the internet and the lack of rules by saying that "in newspapers and overall printed press, there are rules based on the criminal code".

Antonis Fourlis, editor-in-chief of "Mega Channel", talks about the "increasing spread of the phenomenon" and links it to the changes in Greek society. "It is a phenomenon that could be considered large, to a great extent after the crisis, but it is not just something that was observed right after the onset of the economic crisis in Greece. One would say that it is linked to the crisis to the extent that it has brought about a total cultural and global collapse of values and data in Greek society, and thus also in journalism, the Greek political scene and the economy".

Heads of radio stations do not seem to agree on the frequency of the appearance of 'fake news'. George Choudalakis, director of the "Parapolitika FM" mentions: "we often see fake news". On the contrary, Stefanos Diamantopoulos, director of the radio station "Radio
Thessaloniki", replies that "we are seeing this phenomenon, but not too often". Mr. Choudalakis talks about the "modernization of fake news", adapted to the current era: "We have a fake news tradition, which is obviously being modernized, but we cannot say in any case that it is a phenomenon that appeared for the first time. In our own age, fake news has also boosted them with lies that come from trusted sources".

Dimitris Michalelis, director of the "Real Group", the head of a large news organization that includes web page admits that 'fake news' has made its appearance, giving them their own dimensions in correlating the phenomenon. Mr. Michalelis, states: "Of course there is this phenomenon. There is fake news, but I do not know if it is speed, if it is non-cross-checking items or if you consciously play according to the game of a political party, a strategy or a policy". The CEO of the "Contra Group" Mr. Papageorgiou, says the phenomenon is related to the purpose it serves. "Fake news is here and will continue to exist because fake news serves a number of purposes and necessities that challenge them and define their necessity. We have been meeting them quite often".

Sophia Papadopoulou, director of Athens – Macedonia press agency "ANA-MPA", in Northern Greece, states that this is an old phenomenon "which, however, is growing bigger with the evolution of technology".

In identifying 'fake news' dynamics, most interviewees focused on the changes brought about by 'fake news' in the very existence of journalism, and some linked the phenomenon to the inability of journalists to deal with 'fake news'.

In particular, Mr. Michalelis from "Real Group" stresses that "the dynamics of journalists have made unreliable. But I would like to know if fake news comes from politicians can it be more unreliable? Not because we use this as inability, they do their job, whereas this is not own job". Mr. Diamantopoulos, from "Radio Thessaloniki", states that "there is fabricated news that is shocking and does not seem 'fake'. Those who create fake news are so good liars that you cannot understand the lie. The citizen-journalist has multiplied and the result is that everything is easily accessible".
For the Director of Radio "Parapolitika FM", the dynamics of the phenomenon is that "the modern fake news is that it has become a tool on people's hands, mechanisms and parties and unfortunately journalism either was not ready to face it or just participates in the process".

Another feature of "fake news" is related to truth and reliability, and also to the aspect of cross-checking news in the new environment that has emerged. Mr. Filippidis from "Skai TV" states that "the problem at this time is the fact that all news, even the most improbable, must be confirmed, that is, you must find someone to validate it in any way possible". Mr. Chatzidimitriou says about truth in the social media age that "the way in which social media is expanding and the way that news is spread through social media is so enormous that an opinion written by someone is presented as an absolute truth after its 10th or 20th repetition. This is the great danger of our times. Now that everyone has an account on Facebook, Twitter, Instagram, they think they are involved in a global dialogue about everything. Journalism is not the journalism we once knew, 25 and 35 years ago, it has changed radically and is taking place based on different terms. Social media make the beginning and mainstream media follows by highlighting some of the news through the analysis and rendering of several different aspects of the subject ".

8.2 Question: The post-truth period and the occurrence of the term in Greek news

Truth for some is only one, while for others truth may have many interpretations. An example of ‘fake news’ much analyzed and commented on by the international press was the news titled "Trump's Oath, Less People in Obama Involvement". This news provoked a storm of reactions and was also broadcast by the Greek media. The photos, although confirming the title, were challenged by the Trump team, forcing all media to publish all the photos they had at each hour of the gathering to prove the truth of their claims. (see example 3)

The importance of truth and the comparison of the interpretation thereof with the modern term post-truth in Greece as well as abroad and the use of the term by foreign press has been a focal point for journalists.
Graphic 3. Post-truth

"Post Truth"

Journalists' Approaches

The importance of truth

Modern Term "Post Truth"

Linking the term of "post truth" with technology
One of the representatives of printed journalism, Mr. Chatzidimitriou, states that "Truth in everything is subjective; but, objectively, either something has happened or has not happened. That is, there is something objective you need to look for and find it and that is the role of the journalist. So, 'true' can be said to be something that can be hidden behind 'fake news', but it can be something that contributes to part of reality, perhaps not all of reality". Also from print journalism, Mr. Alexandridis gives his own view by saying: "we think that everyone has his/her own truth closer to reality, but this is related to the different perspective through which everyone sees things; there are some objective things nevertheless. We are now at a time when everything is forgiven, everything is permitted, and everything is forbidden, in terms of interpreting an event, I think it is the concept of post-truth," where any event depending on the view you see it or want you to see, you can approve it or you can disapprove it". Mr. Mandravelis, gives a different answer. He believes that the so-called "post-truth" era does not exist. As he states, "There is no post-truth, there is the truth, and from that point onwards some people use media to go about their own purposes and it's not the first time".

Heads of tv channels, make a point by linking the appearance of post-truth with the changes that technology has brought to the media, while focusing on the actual term. "The concept of post-truth is somehow relevant to the neologism. Everyone can find the truth in what he thinks and says, but at the same time the greater truth can be challenged "says Mr. Philippidis from "Skai"TV.

Mr. Fourlis, from "Mega Channel" rejects characterization of our era as post-truth era and says , "I do not really agree. It may be unpleasant for journalists to admit that we live in a post-truth age because this is practically interpreted as a real failure for all of us, for us who are stakeholders in the case of informing citizens. On the other hand, however, we must go for an enormous self-criticism and admit, whether we like it or not, that it is our duty to re-estimate the situation and look again at real journalism". Mr. Michelakis from "Ant1 TV", for his part, mentions "I do not understand the importance of the truth. What is true? I know the truth. That is, if an incident is true, if it has taken place or not, we start with it. These are not truths, however,
one's view may be correct, but no one holds the absolute truth. Truth exists only in religion, journalism is not a religion".

Mr. Papageorgiou does not agree with the term either and says "There is no post-truth, the truth is one. It existed and it will exist in the future. Now the truth is what we show, how we show it and how we serve it. Others serve the truth with dedication and others as they wish or as it suits them". Mr. Michalelis also talks about the responsibilities of journalists, saying "Truth is something very relative. We ought to be honest, but it is the individual responsibility of everyone, journalist and media".

Mrs. Papadopoulou, from news agency "ANA-MPA", says, "I cannot say that it touches us so much that we can talk about the truth, it is perhaps a newly introduced concept, which has not yet touched us, at least the media that I represent. Truth is one, but the way we handle the truth can take us to all these fake news processes are produced.

The heads of radio media associate the emergence of the term with technology and the contemporary concerns that arise. Mr. Choudalakis states "When you recycle the lie, you create another truth. That moment, you create a truth which the world believes and thinks is true and you do not only reproduce it but also enrich it because it is everyone who adds to the lie, who really thinks of it as its own piece, the 'real' truth is lost. There is no post-truth but parallel universes". Mr Diamantopoulos, deny that we are living in the post-truth era, as he says "there is one truth. There are many questions related to capturing the great issues of the modern citizen as regards democracy and globalization".
8.3 Question: Facebook and the phenomenon of "citizens' journalism"

The news that comes out of social media and is reproduced by the citizens is often unfiltered and in a big part touches issues that cause emotional reactions to readers. Such news was the murder of a 17-year-old student in a residential area of Thessaloniki (Greece). This news was originally transmitted by an internet user and then enriched by comments and highlights, taking on large dimensions and scattering fear and panic in a particular neighborhood. The news was proved 'fake', but it was too late.

The element of surprise, admiration and impressiveness is what lies behind the creators of 'fake news' but also to those citizens who seem to be easily impressed. Such news was the alleged flight of a canadair plane in order to extinguish fire in progress in various regions of Greece and flying very low and almost touching a motorway. The news was also accompanied by a shocking photo (see example 4) that was shot in Spain a year earlier.

Regarding the question about the dominance of social media in the information of citizens, based on research by the Reuters Institute (2016) that "Greeks read and comment on news in social media in a higher percentage than others surveyed" (Reuters Institute, 2016), most interviewees reported on the development of the internet and the tools of social media networks available both citizens and journalists, highlighting the risks and the novelty of elements that introduced this phenomenon.
Graphic 4. Facebook and Fake News

Facebook domination

"Greeks are informed about news from social media"
[Reuters Institute, 2016]

- Advantage: the fast speed of news broadcasting
- Changing roles: Mainstream Media became opinion followers from opinion leaders
- "Journalism of citizens"
Mr. Diamantopoulos interprets the results of the research by saying that this is a "huge bulletin board, which creates a sloppy path for the citizen because here we have the same story, gossip, sexism, curiosity, sports, social events and many more". Regarding the position that journalists have to take in relation to the new situation, he adds, "the media affects us. We have to go further. We have to believe that, sooner or later we will enter the web world in another way.

The speed and illusion of information is for Mr. Michalelis the reason for the preference of social media by citizens for their information purposes. "Social media offer an image, opinions, but in our own work, the reporter does not have to record opinions. Opinions are not knowledge; we owe it to each issue we face to offer the knowledge. Facebook, Twitter, all social media, and everything else is an opinion, but that's not the point. The issue should be synthesized in many ways. Facebook can be a means of communication, but it is not a media tool, people choose it for speed. We are in times of speed and people want to be informed quickly and want to think that news are accurate and the information they have is valid, based on facts".

Mr. Choudalakis, stresses: "Today, we are in the allegation. I want to say that those who read and are informed through platforms etc., apparently think that everyone who writes wants a new product", while referring to the positive value that can come out of the new reality. "Journalism of citizens may push journalism forward but there must be a better education and, of course, trained and experienced journalists".

Mr. Filippidis analyzes the phenomenon in a Facebook image that are developing. "The idea of what influence they have as an information carrier is slowly becoming established in the world. So, I think the situation will soon be restored so that one can automatically evaluate if what is being communicated is true or false. Proportionally to the space in the air, I would say that in relation to the traditional media, their credibility and the validity of their information has been damaged much faster than, for example, the years it took to leave television or newspapers behind," he explains.

Mr. Michelakis refers to the advantage of the speed that Facebook gives to citizens and attributes it through the example of "extraordinary news", wanting to show the difference in the...
time it takes to broadcast last minute news. "It's an extraordinary news item, I have to tell the
director, prepare the studio, get down to work, get a reporter to come out and say it. On the
contrary, on the internet someone has picked up the issue, has posted the news; I have an
extraordinary program flow by the time I come back; I only want an hour while the internet is
constantly being refreshed and by doing just that, the citizen has this updated information.
Websites have their own enemy. Who is their enemy? Social media, Facebook, Twitter and
everything else".

Mr. Fourlis mentions regarding Facebook dynamics and the role it has taken in Greek
journalism, that "Facebook in Greece and in many other countries seems to be catalytic in
influencing the formation of the climate of the atmosphere in society and in advancing the media.
Now traditional media instead of opinion leaders become opinion followers. In real terms, this is
reflected in the fact that Facebook and Twitter have also played a very important role in shaping
the atmosphere even in pre-electoral society. It is not fair to demonize Facebook. Facebook is a
real phenomenon, it is all over the planet".

Mr. Mandravelis also states, "it clearly affects our own work, the fact that we have ceased
to have the monopoly of information. One of the main problems, however, is that platforms such
as Facebook, Twitter, etc., fragment the shared experience ".

Mr. Papageorgiou argues that "there is no way to find true information in this type of
social media". While referring to the role of journalists towards them, he stresses: "Alas, if we
rely on information and news and Facebook announcements. Posting is done in a highly
irresponsible manner on Facebook; you do not know if a story that you may start reading is true
or could have been modified". On the same side, Mrs. Papadopoulou is also concerned about the
truth of the content. For her, informing citizens via Facebook is worrying and explains why: "For
me, the fact that citizens are informed through Facebook is at least worrying because many times
we cannot tell if a news item is satire or actual information. That is, there is a news funnel that
everyone is indiscriminately fishing in, so the spread of fake news is all too easy now. It is a
pathogen of information where we, as journalists, have to put our own tricks and throw fake
news away, that is to use social media rather than social media use us. The attitude expressed by
Mrs. Papadopoulou is disturbing because, as pointed out by citizens' information on Facebook, it makes it easier to create fake news.

Other interviewees commented on social media and their use by the other media due to the increased participation in the phenomenon of "citizens' journalism".

"Journalism of citizens is a very nice creation, but it is not journalism. The citizen transfers a new item and the citizen can be a messenger, he can be the transmitter, but we journalists have nothing to do with it, the citizen is one of the components in the information equation. This cannot replace journalism, I fear that this so-called 'journalism of citizens' has led to a derailment of normal journalism, it has made it faster, more cumbersome, less convincing and less expensive, "said Mr. Michelakis.

Mr. Chatzidimitriou argued that "a great spread of social networks dramatically highlights how timely professional journalism is. That is, professional journalism that honors and respects its name".
8.4 Question: Lack of trust from citizens towards mainstream media (Reuters Institute, 2016)

Mainstream media often fall into the trap of 'fake news', often broadcasting news from the internet without cross-checking them. The implications seem to be deeper in this case as the reports that are broadcast are always signed by the author. An example is the presentation of a scene from a comic strip as true by two major television stations of Pan-Hellenic range. (see example 5).

In the question of linking the phenomenon of 'fake news' in Greece with the lack of confidence in the traditional media (newspaper, radio, television), most interviewees gave a positive answer, while analysis around the subject focused on the role of journalists and journalism in general, new technologies and changes in the media sector due to cuts.
Graphic 5. Mainstream Media & Fake News

- Mainstream Media & Fake News
  - Lack of citizen's confidence in mainstream Media
    - Why?
      - Responsibilities of Journalists - Unsatisfactory news content
      - Weakening of mainstream media - Damage to their prestige
      - New Media & technology
      - Interdependence with "power"
      - Financial Crisis & Weakening of Mass Media
  - Agree
  - Disagree
    - Transitional period
      - New technologies
        - Faster Reactions
        - Social Media
7 of the 11 interviewees gave an affirmative answer to the link between citizens' lack of trust and traditional media, with most of them talking about a "closed circle" in the traditional media.

More specifically, Antonis Fourlis, journalist and editor-in-chief at "Mega Channel", says that "Yes, of course. Since we are talking about the decline of the media that leaves room for fake news to bloom and multiply one cannot fail to admit that we are returning to the same thing again, that journalists and traditional media have a huge responsibility for the phenomenon. Since the media weakened in Greece and journalists did not do their job properly, did not go through the process of cross-checking their news, did not get into the news, journalists only tried to impress people and frowned upon fake news and 'flagged' them in some cases, both public confidence and viewers have diminished".

Dimitris Michalelis, director of the "Real Group", said about lack of confidence in journalists: "Of course. It may be because we see it from the estimates, there is no trust in mainstream media, there is no trust in journalists for many reasons. On the one hand, there is a lack of confidence, on the other hand the need for information that makes people more cautious towards the media and more receptive to what they think they can define in the (new social media).

The correlation of the public's lack of confidence in newspapers, radio and television along with the "bad texts" they offered was made by Mr. Stefanos Diamantopoulos, director of the radio station "Radio Thessaloniki. "Sure, because they completed their circle. 'Giants' were created, who in most cases seem to have served political purposes and needs of the time in the great power struggle. After all, many media has been -identified with political parties and has served political, party and business situations".

Two of the news managers mention a gap left by traditional media and covered by other types of journalism. "Absolutely. If we were good, if we were sufficient, if we met the needs, I imagine that the space would not have been created. But here is the law of physics, the vacuum is always covered. The world has not been covered for many years the way in which journalism is..."
practiced in Greece and abroad. It has also degraded the very notion of journalism", says Mr. Choudalakis, director of the "Parapolitika FM." However, Mr. Alexandridis, director of the newspaper "Macedonia", spoke about a gap in the media sector crisis. "The media sector was going to pay the price for the crisis, precisely because there was a bubble in the media. Journalism has been hit. This thing created a gap and was covered by the alleged 'free journalism' and then it is too easy to jump into the conclusion that news is 'fake'".

The head of the news agency "ANA-MPA" and the director of the newspaper "Ethnos" focus on the lack of public confidence in mainstream media, looking at the problem from the perspective of technology and making both a reference to the changed role of newspapers and the difficulty of adapting to the new reality. "Yes, it is the lack of what you say, but it is also the main development of technology where clicking on the internet is too easy than go and buy a newspaper. Another reason is that the newspapers, –as far as the press is concerned, did not make progress with technology. Many newspapers, unfortunately, adopted the line of old youth, 'stale youth', did not look for innovative ideas, did not look for free themes, what we hunt for daily in journalism, which will intrigue the reader to feel the need to buy the newspaper. A share of the responsibility goes to journalists themselves. The easy thing is to exclude research from our work", Mrs. Papadopoulou states.

Mr. Chatzidimitriou says, "This is a big issue. Mainstream media are largely responsible for the situation. The press itself has broken down the prestige of selling and becoming a product, newspapers themselves have begun to say that we are something other than what we are. They were no longer selling their newspaper products. I'm not saying that for this they collapsed, they collapsed mainly because of the internet. For example, I will tell you that they were selling 1,200 issues on Sunday and now they sell 300 thousand, which is 75% lower. This happened within 10-15 years. It is a development that fits with the technological evolution of our time".

Two of the interviewees believe that the phenomenon of fake news in Greece cannot be linked to the lack of trust in mainstream media and they focus on the aspect of technological development. The news director general of "Skai TV" estimates that we are in a "transitional
phase". As he says, "It is very pessimistic to say that people do not want you or have found something better, something stronger. Mainstream media will adapt. We are in transition. Now we are talking about a situation that is moving rapidly towards its transition into the internet era. Things proceed rapidly, very soon what we were saying that the reportage will be a part of a comprehensive news release will be a story that goes up immediately on the website. People will come to read the story that interests them. This will theoretically be done by clicking on the media page or via the YouTube channel. This is something that is in progress, it does not have to scare us, it is an adaptation, there are already people who work for many years in this field. I think that Greece will gradually adapt".

The spokesman for "Kathimerini" newspaper provides another aspect: "First of all, I cannot understand this disappointment in mainstream media. It was the mainstream media that revealed the moral instigators of the Lambrakis' murder. Traditional media unveiled the Watergate scandal. Yes, we have too many problems and issues to solve, but to say that 'I leave the mainstream media due to fake news and I go to Facebook and Twitter because of their better information services' I find it absurd. Yes, there must be criticism of the media and corrections need to be made".

In a different direction, two interviewees provided different replies. The "Ant1" news director manager, Mr. Michelakis, states that "We are accustomed to saying that the world in Greece is challenging everything, the political system, the media, the church, the structures and institutions that have so far been immeasurable. The medium has always been the ideal one. The measure has been lost because the world is angry and outraged". Mr. Papageorgiou, from "Contra Group" raised questions about the existential future of mainstream media, linking the issue with the economic crisis, and in particular the crisis in the information industry. "Mainstream media is trying to keep information industry alive because the seasons have changed, the times have changed, the media has changed so it is a bit difficult for the media to survive for a long time. So, we are turning to modern media," he points out.
8.5 Question: The importance of true news for citizens
Strange news or news that is enjoyable and entertaining and poses positive feelings seems to be preferable to citizens and can be made more readily believable when accompanied by photographs that are often excellently crafted. An example of this is the news broadcast from various sites showing a fast-moving street full of banknotes, saying that the road was filled with money (see example 6). This news turned out to be untrue but the photo and the accompanying text had already been reproduced many times.

Regarding the lack of interest on the part of the public as to the authenticity or otherwise of a story, most of the heads of the new media spoke of a different attitude of the public towards the news, focusing heavily on over-information.
Graphic 5. Citizens and truth.

Citizens and Truth

Lack of interest for "real news"

- Over-information "citizen's indifference"
- Financial Crisis "a new reality"
- Social media "absence of an 'information filter'"
- News broadcast "journalists' responsibility"
"No, there is no indifference, the citizens are paralyzed. They have collected such a great volume of information that they probably they are not questioning but are indifferent, "says Mr. Filippidis. "I think they want to know the truth," said Mr. Michelakis, with Mr. Papageorgiou expressing the same view by saying "people are always looking for the truth and always looking for what is happening as they are or what is hidden behind this. I believe that people will always seek the truth".

The volume of information that led to a "fatigue" of the citizen is, according to Mr. Mandravelis, the image that has been shaped. "There is a bombardment of information to citizens for example, on Facebook or Twitter, the timeline changes every minute and can change radically, so you cannot get into the process of capturing some things and then the new wave comes in. Therefore, indifference can also be the fatigue of disinformation", he stresses.

Mr. Alexandridis, for his part, believes that "the people in Greece are bewildered. In Greece, there is no social cohesion at this stage and there is a general suspicion and disbelief about everything. As a result of this situation no one believes anyone but himself". And Mr. Choudalakis in his answer mentions the change of citizens, linking it to the economic crisis of Greece. "Greece is in a phase that is very strange historically in recent years. Many things seem to have no value. That is, when you feel that nothing changes in the big picture, the small pictures that the news bring are small and insignificant. I do not know whether it is real indifference or lack of people's endurance to get to deal with something more serious" he says.

Mr. Chatzidimitriou focuses on the situation that has been shaped, on the new technologies and on the over-information, as well as on the aspect of education absent from the Greek society "The world is generally tired of the problems it faces I refer mainly to the country but I think this is generally the case. So, I think there's a part of the truth here. That the world, in the constant struggle of life in combination with the hundred bits of information that come to it, does not have the time, nor is it trained by the educational system, to sit down and analyse".

Mrs. Papadopoulou, for her part, considers the way people are informed as "superficial", but believes they are connected with the practice of journalism. "All of these pathogens are
highly associated with the current period. I believe, yes, that many are frivolous in the way they approach the news, but is the media itself not frivolous in their way of presenting it? We need to defend our nature, separate the news from the comment, and give the reader the right to read real news, clear news and news with any commentary that we will not serve as a reality but as an appreciation and personal point of view".

"Parallel reality" characterizes the truth in the current era, Mr. Fourlis. As he mentions, "I do not think it is an exclusive phenomenon of the economic crisis. What I notice is that people across the globe tend to live in different universes and parallel realities, this is happening in all the world's countries increasingly. The parallel realities, if you look at them from a distance, relate to the interests of each social group".

According to Mr. Michalelis, people choose to be informed through some kind of filter, as he says "It's about the times we are in, with our psyche that we want more to hear things that will not bring us to embarrassment". Expressing his own position on the matter, Mr. Diamantopoulos believes that citizens are indifferent to the authenticity of the news "to a great extent. Where the news does not suit someone, in many cases, citizens in the name of Democracy are negatively covered behind fake reports and news because they are fit for them either for corporate reasons or for personal reasons, yes it is. To a great extent, media and the journalist have a duty to stand in front of it", he says.
8.6 Question: Financial crisis, Greek media and fake news
The results here include answers to the question about the financial crisis in Greece, the cuts in the media sector, and whether the new media landscape has influenced and to what extent the phenomenon of 'fake news' in Greek media.

Through the diagram below we can see the basic parameters of the interviewees' answers.
Graphic 7. Financial crisis & Fake News

Financial Crisis & Fake News

Significant changes in quantitative and qualitative features of journalism

- Removal of experienced journalists
  - Replacement by young and inexperienced personnel
- Smaller number of journalists
  - Larger workload
  - "Speed vs Accuracy"
- Limitation of journalists' delegations "on the ground"
- Republishing of "news" content
- A totally new journalism model
  - "Copy & Paste"
All interviewees identified significant changes occurring in the media sector during the financial crisis in Greece and the changes that have been made in terms of both quantitative and qualitative features in the field of journalism.

The new crisis in Greek journalism consists of the withdrawal of a large number of experienced and knowledgeable journalists who were contributing to the high level of quality in journalism in the media. This feature is expressed by representatives of all the media being interviewed.

"I believe Facebook enemy is professional journalists. The more serious the media get with good and well-paid professionals, things will be easy. If there are no professionals, but 300-euro workers instead, who have to fill up 5 pages of a newspaper or 80 posts in a portal in their working hours, then it is logical that there is no time for any cross-checks" says Mr. Alexandridis, director of the newspaper "Makedonia". Mr. Choudalakis, director of "Parapolitika FM" states: "The financial collapse of media and the journalists' fees have somehow a lot of competent colleagues out of work and they have replaced them with others. I do not even know if we should call them colleagues or "copy paste". People who steal the work of others and do not even process items, they reproduce these on the internet and through the internet, on radio and through the radio in the newspaper and through it on television and then the story spirals. And the quality of the people producing a product is lost and, consequently, a drop in the quality of the product takes place as well".

"Yes, of course, the financial crisis has affected the phenomenon of 'fake news' in Greece," mentions Mr. Diamantopoulos from "Radio Thessaloniki". He justifies his answer by saying that "this is because a large number of journalists have left. The advertising 'pie' has 'sank'; no one has resources and everyone is trying to do more and better at a lower cost. So, big names left the ship and were replaced by inexperienced children who easily fall victims to the 'fake', to misinformation or scandal".

Mrs. Sofia Papadopoulou, director of the news agency of Northern Greece, identifies the problem of the economic crisis and the consequences it has caused in journalism: "The very low
wages adopted in too many media are discouraging for professional journalists. As a result, people who have nothing to do with journalism have penetrated the field and an amateur approach to journalism leads to discounts on quality and a reduction in quality has resulted in this phenomenon, among others. A non-professional journalist, the one who has not learned to search and search.”.

Low-wage contracts and the lack of journalists to cover events that would be subversive to the "copy paste" news story were mentioned by the director of the "Contra Group". "The financial crisis is clearly affected, because media does not have the potential to have well-paid journalists, they cannot send missions to the places where events are evolving and thus they are left with the information posted over the Internet. This is bad for information services".

Antonis Fournilis, director of "Mega Channel", immediately links the new situation that has been created in Greek media after the outbreak of the financial crisis with the appearance of 'fake news'. As he says, "the decline of the media is directly connected with fake news and bad journalism, there is absolutely no doubt about that. Behind the economic crisis, there is always a cultural crisis, the problem of education in reality and the weakness in the culture of people, thus less conscious citizens, less conscious readers, more vulnerable citizens and readers of anything.

The head of the TV news sector also spoke about the loss of experienced journalists and the consequences this had for the quality of media work. They focused on the difficulties faced by the journalists who remained in the jobs covering gaps, which translated into more hours of work and less time to check the news. "With the financial crisis, 70% of the turnover from advertising, from which the private information sector lives, has disappeared. This means that jobs have been lost, that one who did his job in a certain way, now has to stay more hours and do more work and has less time to check, more pressure to give the news. This has influenced quality; it is very difficult and such situations need people with a lot of experience. New journalists have an intolerable difficulty in this environment" says news director general "Skai TV ". About a shift in the qualities of journalism, where speed will continue to be high, but not play the first role in the prioritization of a news story, Mr. Phillipidis says "I would say that we are now turning to something different, it will no longer be important who has said it faster, that
the Greek news sector has lived by for many years, first on television and then on the information websites. The important thing is who will be the first to say it well, cross-checked and in his/her own way”.

Giannis Michelakis, director of "Ant1 TV", also focuses on this "loss of experience". "The media in addition to producing a good product must continue to exist and have a low cost. Low cost is a problem. An author who has 20, 25, 30 years of experience is paid more than another one who is young and without experience. 'Fake news' has to do with the weakness of the low-paid, so they are not experienced enough to give a good product. This is where the economic crisis really plays, because if they fill the media with people who have no experience, then they have no demands, they are different”.

Mr. Chatzidimitriou from newspaper "Ethnos", for his part, considers that "the economic crisis affects the situation to a certain extent, but if we put a number of factors in it, the crisis would come to an end. It is obvious that there is economic scarcity, that cuts are made, but if the practitioner respects the work he does and respects the salary he gets even in difficult conditions, then he has to do his job. It is an obligation to check his facts”.

For the spokesman of the newspaper "Kathimerini" the press problems in Greece existed before the outbreak of the crisis. "The crisis in the Greek media is not just due to the financial crisis, it is due to the fact that the previous market was inflated and absurd and had to be cut off at some point. Beyond that, the lack of staff, the lack of structures in traditional media leaves many fake things, not fake news, because this is happening on purpose, letting many things go unchecked”.

The director of "Real Group" in his answer focuses on the aspect of the deconstruction that came with the financial crisis. "There is a deconstruction, now with media and social media bringing us closer to people and making us more cautious and more suspicious and I would say that the world is starting to deconstruct people, businesses, entrepreneurs and media".
8.7 Question: Dealing with the fake news phenomenon

The results of the questions related to the ways of dealing with 'fake news' and the use of tools that help an editorial team to avoid the trap of 'fake news' are summarized in the table below. For most news media managers, cross-checking the news is the main criterion that will help avoid 'fake news'. At the same time, most interviewees linked the phenomenon of counterfeit phenomena connected to the economic crisis, setting out a series of issues such as staffing a media with experienced executives and creating a "news board".
Graphic 8. Dealing with Fake News

Dealing with Fake News

- Verification of the Information
- Staffing of media with experienced & trained journalists
- Creation of "News Verification Teams"
"This is one of the most challenging issues facing journalism worldwide. Obviously the first answer is cross-checking the news, documentation and certainly greater accountability on the part of journalists. At the same time, a major solution to the problem is the return to journalism, where journalism began, cross-checking the news, checking your source twice, asking again and again until you are sure that you have got the truth from every player, any factor that affects the reportage. Also, accept - and this concerns both directors and each reporter separately, that you may not be the first to broadcast a news story. That is, sacrifice speed and bet on credibility that in the long run will make you the best journalist. Large journalistic organizations such as CNN, who have a personal experience of how it works, are faced with this problem by creating too hard internal documentation mechanisms. They have, for example, documentation groups dealing exclusively with documenting news as they happen. They have sections that work only for this reason in the writing room and are small organized sections that deal with documenting news as they happen. Obviously this is a good way, but it is a luxury that local Greek media cannot have "says Mr. Fourlis from" Mega Channel ".

Others media directors also speak for the need to create an editorial team that will thoroughly check the news. Mr. Mandravelis from "Kathimerini" newspaper focused on the experience that members of the editorial team should have. "The way to deal with fake news is a good editorial board, with experienced journalists, where they will check out the news before it is printed, before it comes out. You cannot have journalists of young age. The experience of the more experienced is needed because they are going to look beyond the news" says Mr. Mandravelis.

Mr. Diamantopoulos also mentions a group that needs to create an instrument to filter the news. "The very big issues should never be left in the hands of a journalist. These to be written in the old way, that is, the journalist and the author can see the serious news in detail. This is the problem, that we are a few journalists in media because of the crisis and there is no money to support the market, and in combination with internet co-workers who are inexperienced and hastily creating an incredible situation".

Eleni Apostolidou
Mr. Philippidis referred to the importance of experience, paying particular attention to the principles of journalism, which should in any case be respected by journalists. "Experience is a very important feature but not the only one. That is, we have found that there are problems with experienced journalists who for some reason have been dissatisfied with the economic figures. This is an issue, namely how each one thinks about his future, how he thinks of his image. In the subject of news writing, I think it has more to do with professional culture or professional conscience, i.e., whether someone has clarified what he wants in the job".

"Fake news' today has become a "weapon" in the controversy of various groups whether it is politicians or citizens, etc. One blames each other for fake news. The human tools are the experience, the attention you give to the media," says Mr. Michelakis.

The media heads of all media highlighted in their answers the importance of news checking. Mrs. Papadopoulou show the steps of a media editorial team to deal with the 'fake news'. "First you cross-check the source of the news, how trustworthy it is. Secondly, you are exploring the very subject of the news, that is, checking the news, and this is a process that happens many times. We are at a time where everything is running fast, the rhythm is way too fast. However, we should not disregard the quality issue because when you publish it you cannot easily withdraw it. Even if you post a fake news, and do a correct repeat as we say in the agency or publish something wrong even if it is not intentionally fake news you cannot control its diffusion on the web, it will be the first news which will have the error, which will be fake news, which will be short-listed in the news you would really like to offer".

"If there is something that can save us is the return to the roots," says Mr. Choudalakis and continues "this is a matter of what everyone puts forward. The only answer to how to avoid fake news is making real news and this way is tested and delivered to us by previous journalists who did their job with the greatest difficulties we face today by doing our job".

"Cross-checking tools are the traditional tools we know, that is, before you tell a story to have checks, and at the time we live where the world and the reporter are exposed to so much information, this is important. If we do not make news, we have a responsibility and we are
complicit in many things, because either we are promoting news that is not true, or we support opinions that are not right. A journalist has an obligation to check his source. The source is always a person, there can be nothing else even if you read something on Twitter and Facebook. We have an obligation to cross-check it and giving it its proper dimensions", says Mr. Michalelis.

Mr. Papageorgiou also mention the role of journalist - reporter. "The journalist should be a reporter in every sense of the word. What does reportage mean? Searching, asking, learning, researching and communication. If these do not exist, then he is an office journalist who falls easily into the trap of misinformation".

Mr. Chatzidimitriou make a reference to the process of cross-checking the news as well as in the role of the professional journalist . As he says in his answer, "When you do the job well, when you cross-check the news from two and three independent sources, then this is the best way professional journalists respond to fake news. As the seasons change, the essence is the same, the soul of journalism is the same, it does not change. In our age, what is changing is that we are bombarded by millions of news every day, news inside and outside Greece. Our job is to find material out-of-quotes and quotation marks, that is, to locate the real news and to choose those that we will find worthwhile to give to the public and some of them to highlight and analyze them".

Addressing the problem of 'fake news', Martin Moore, director of the Center for Media, Communication and Power at King's College London, states that "there is a serious problem in journalism that started a few decades ago. We need to look at what exactly is happening in newsrooms. As we need to see what 'public space' functions are allowing accounts to run away from the news organization and go to platforms such as Facebook and Twitter. Through these platforms you have the opportunity to get people's thoughts on an event, so no money is given to media such as newspapers. On the other hand, platforms do not believe they are organizations and they say 'we are not a journalistic organization’. However, they bear the responsibility of the crisis, but no one takes on the real responsibility on the digital platform, and this makes it difficult for the democratic functioning of journalism itself. We must understand that a
democratic system without journalistic function cannot exist. To deal with the problem of fake news, a quality audience is required, and this is a real problem". 
9. Discussion of the research findings

9.1 Fake news: an existing phenomenon with unlimited dynamics

In the question about the phenomenon of 'fake news' all the interviewees responded in the same way, saying they have seen 'fake news' in Greek journalism. On the other hand, there are three groups of answers on the dynamics of the phenomenon, which focus on the following areas: 1) the change of journalism, 2) the importance of the concept of truth in the era of social media, and 3) the dimensions of the problem created by 'fake news'.

In the first part, own views in the media about the emergence of 'fake news' in Greek journalism, most interviewees talked about the problem created on the internet. The director of the newspaper "Macedonia" reported that the problem appears in social media and "not in the printed press". The director of "Ant1 TV" also focused on the internet saying that "we usually find fake news on the Internet because there are no rules".

Most interviewees report on the reappearance of 'fake news', that is, they recognize that this is a not so new phenomenon. "Fake news is not a new affair, we have seen it before, and it is as old as Guttenberg, but the phenomenon has been booming with the evolution of technology " says Mrs. Papadopoulou the head of the news agency in northern Greece.". The spokesman from newspaper "Kathimerini" says that "it is an old story, they just got a new name and they all deal with it". The director of the newspaper "Ethnos" associate the reappearance of 'fake news' with the US election campaign in 2016. " We are increasingly seeing the phenomenon in recent years, and especially after the history behind the Clinton-Trump campaign".

The heads of the "Real Group" and "Contra Group" groups referred to "disorientation" that may be behind the 'fake news', as well as the feasibility that may exist behind these news. Mr. Michalelis, from "Real News Group", says that " There is fake news, but I do not know if it is speed, if it is non-cross-checking items or if you consciously play according to the game of a political party, a strategy or a policy", while Mr. Papageorgiou "Contra Group" mention that " fake news serves some of the necessities that trigger them and define their necessity".
Regarding 'fake news' dynamics, there are views that come close to the theories formulated in the theoretical part of the study. As we have seen, in the Stanford University study (Vargo, 2017), 'fake news' is a serious threat to citizens' trust towards all traditional and online media. As reported in the survey, spreading 'fake news' has caused damage to the very concept of journalism. In this respect, the answers of three out of the 11 journalists - interviewed, who have been asked, are also converging.

Mr. Chatzidimitriou observes that now "Journalism is not as we knew it, it has changed rapidly. Social media now puts the stamp and mainstream media follows". Mr. Diamantopoulos speak about the the aspect of the change in the profession of journalism: "There are fake news that are shocking and do not make you think they are 'fake'. They are so good liars that you do not perceive it. Journalists are exposed multiple times, because everything is easy to reach. This has changed things and we are seeing fake news horribly often. Mr. Choudalakis also speak about the responsibility of journalists in the emergence of modern fake news: "Journalism has become a tool in the hands of people, mechanisms and parties. Unfortunately, journalism was either not ready to face it or just participated in the trick".

The connection between the dynamics of 'fake news' and the change in the very notion of "truth" were discussed by Mr. Filippidis and Mr. Chatzidimitriou. The directors mention the problem of the era that "whatever you put in, you will find someone to justify it in some way", while director of "Ethnos" newspaper mention: "something is now being presented as absolute truth and one can find a means of informing others to believe that this is the truth and write it. This is the great danger of our time".

The Internet's dynamics in relation to the growth and diffusion of 'fake news' was characterized as "uncontrollable" by the spokesman for the "Contra Group": "In recent years and with the development of the internet, the dynamics of fake news are great and uncontrollable sometimes, it cannot be constrained". The same reasoning was also answered by the spokesman of the news agency "ANA-MPA" saying: "This is the great danger of our time".
9.2 Truth and Post-truth
In the question about the era of "truth" and how this term is seen in practice, the interviewees responded in three different directions. The first is the denial of the phenomenon, the second focusing on the interpretation of the term and the third direction, is the one leading to the interpretation of the term through the new technologies and the "transition period" we live in because of the new circumstances it has created in journalism.

For most interviewees, the term "post-truth" seems to find no good ground in Greek reality, since they deny that we are living at a time when this characterization is attributed to it. "I cannot say that it touches so much that we are talking about the post-truth, it is perhaps a new concept introduced, which has not yet touched us," says Mrs. Papadopoulou. The same view is shared by the other colleagues. Mr. Mandravelis states, "There is no post-truth, there is the truth, and from that point onwards some people use media to go about their own purposes and it is not the first time".

At the same time, the existence of the term for some signifies the need for re-defining journalism. Mr. Fourlis states: "It may be unpleasant for journalists to admit that we live in a time of post-truth or that we dominate over truth because this is practically interpreted as a real failure for all of us, for us who are stakeholders in informing citizens. On the other hand, however, we must do our enormous self-criticism and admit, whether we like it or not, that it is our duty to regroup and turn real journalism to gain".

The use of the term, as we have seen, is subject to various interpretations. Harvard University's Yochai Benkler in his book "The Wealth of the Networks" (2007) refers to the fact that people with common interests are more likely to find each other or converge around a source of information. Social media allow members of such groups to strengthen their beliefs and to conclude contradictory information" he says. The interviewees reported in the modern era where the truth seems to have many interpretations by linking the term to truth as it has been translated into social media. For some the term of 'truth' is related to reality rendering as defined by social media users, not necessarily identified with the truth as it is, while others have spoken about the lie that is created through truth.
Specifically, Mr. Choudalakis states that "When you recycle the lie, you create another truth. That moment, you create a truth which the world believes and thinks is true and you do not only reproduce it but also enrich it because it is everyone who adds to the lie, who really thinks of it as its own piece, the 'real' truth is lost. There is no post-truth but parallel universe". Mr. Alexandridis agrees with this point of view and states that "we believe that everyone believes his truth is closer to reality, and this is related to the different perspective through which everyone sees things, but there are some objective things. I believe that the interpretation of an event depends entirely on the way you see it and, consequently, you will judge this event based on this perspective".

The way in which knowledge reaches the world changes the situation, and according to Mr. Filippidis, we are in a transitional period. As he explains, "Everyone can find the truth in what he thinks and says, but at the same time the greater truth can be challenged".

9.3 Facebook and the new reality
Some interviewees are worried, and others are talking about a dynamic that has changed the status of information and the changes that should be made in journalism and focus mainly on adapting the media to the new reality that affects the professional reporter on how to record the news.

The question that was based on the Reuters Institute for Greece (2016) survey, presented in the theoretical part, has been commented in various ways by the journalists-heads of news, for example, as the phenomenon of "journalism of citizens" created through the internet and spread through social media.

For most interviewees, "citizen journalism" is a tool of publicity and positively values the active involvement of citizens in the birth of news, but they stress that it cannot and should not replace professional journalists and that the filters that are necessary to cover events and a hierarchy of the news, cannot be absent because, if this is the case, a chaotic situation emerges.
Mr. Diamantopoulos spoke of a phenomenon that attracts readers as it includes more characteristics of personal information. As he says, "here we have the same story about gossip, sexism, curiosity, sports, social events and many more".

These features, coupled with the editing and making of many news, make the "Real Group" news director to consider fake news as an "irresponsible source of news". As he explains, "Opinions are not knowledge; we owe it to each issue we face to offer the knowledge. Facebook, Twitter, all social media, and everything else is an opinion, but that's not the point. The issue should be synthesized in many ways. Facebook can be a means of communication, but it is not a media tool, people choose it for speed". Interviewees also focused on the dangers generated by the Facebook. Mr. Choudalakis says "Today, we are in the allegation. I want to say that those who read and are informed through platforms etc., apparently think that everyone who writes wants a new product".

Some of the heads of the news reported the change in this environment recorded in the Reuters survey (2016), considering that citizens are at the forefront of challenging Facebook and other social media as a source of reliable information. Mr. Filippidis from "Skai TV" emphasizes this. "The idea of what influence they have as an information carrier is slowly becoming established in the world. So, I think the situation will soon be restored so that one can automatically evaluate if what is being communicated is true or false".

Social media, and in particular Facebook and Twitter, are for Mr. Mihalelis the "answer" to the internet and the information pages created by changing the facts of the publication and forcing traditional media to adapt to more speed. "The websites have their own the enemy. Who is their enemy? The social media, Facebook, Twitter and everything else".

As most interviewees emphasize, new facts have forced traditional media to follow Facebook and other platforms, and to abandon their primacy in news coverage. Mr. Fourlis also points out "Facebook in Greece and in many other countries seems to be catalytic in influencing the formation of the climate of the atmosphere in society and in advancing the media. Now traditional media instead of opinion leaders become opinion followers".

Eleni Apostolidou
The aspect of "citizen journalism" that becomes more prominent than social media for most interviewees is a two-fold approach to the subject. On the one hand, they approve of "participatory journalism", but on the other hand they point out the dangers it creates.

"Journalism of citizens is a very nice creation, but it is not journalism. The citizen transfers a new item and the citizen can be a messenger, he can be the transmitter, but we journalists have nothing to do with it, the citizen is one of the components in the information equation. This cannot replace journalism, I fear that this so-called 'journalism of citizens' has led to a derailment of normal journalism, it has made it faster, more cumbersome, less convincing and less expensive" said Mr. Michelakis. Mr. Chatzidimitriou argued that "a great spread of social networks dramatically highlights how timely professional journalism is. That is, professional journalism that honors and respects its name".

9.4 Mainstream Media: looking for their new role

In the question concerning citizens' lack of trust in the traditional media and if this aspect could be linked to 'fake news', most interviewees responded positively, finding that there is convergence in these two fields.

Focusing on 4 out of a total of 7 interviewees who categorically responded "Yes" to linking the phenomenon of 'fake news' with the lack of trust of the general public against mainstream media, it is revealed that the public's challenge to mainstream media is due to the weakening of the media and the degradation of the contents of journalism itself. As news media directors have pointed out, changes in news coverage is one of the reasons for this disappointment among citizens. "Since we are talking about the decline of the media that leaves room for fake news to bloom and multiply one cannot fail to admit that we are returning to the same thing again, that journalists and traditional media have a huge responsibility for the phenomenon. Since the media weakened in Greece and journalists did not do their job properly, did not go through the process of cross-checking their news, did not get into the news, journalists only tried to impress people and frowned upon fake news and 'flagged' them in some cases, both public confidence and viewers have diminished" Mr. Fourlis explains.
This view seems to fit with Mr. Choudalakis’ view, that "If we were good, if we were sufficient, if we met the needs, I imagine that the space would not have been created. But here is the law of physics, the vacuum is always covered. The world has not been covered for many years the way in which journalism is practiced in Greece and abroad. It has also degraded the very notion of journalism". Media leaders who have replied positively to the question on citizens' frustration over traditional media seem to have a clear picture of the situation. Citizens' confidence was lost by these same media leaders and won by the new media. Interviewees are not able to conceal their concern. "On the one hand, there is a lack of confidence, on the other hand the need for information that makes people more cautious towards the media and more receptive to what they think they can define in the (new social media) " mention Mr.Mihalelis.

The above answers seem to support the surveys that have been carried out for the relationship between "citizens - journalists and traditional media", on which the content of the question of "citizens' disappointment towards mainstream media" and its association with 'fake news' has been built.

As we mention in the Davos (2017) forum and the Annual Edelman Trust Barometer (Edelman Trust Barometer 2017) that was presented, the "drop in media loyalty" is a reality from the perspective given by journalists called upon to respond to research questions. At the same time, allegations of measurable evidence demonstrating a lack of public confidence confirm the image given by the research of the Data and Society and the Knight Foundation of the USA (2017), where, according to it, the audience "turns its back" on journalistic organizations .

The heads themselves, as we have seen, speak of citizens' disappointment, degradation of journalism and lack of trust towards traditional media, confirming in their own words the research by the Reuters Media Institute for Greece (2016), "the lowest public confidence among journalists, with rates being the lowest among the 26 countries surveyed" (Reuters Greece, 2016).
Another aspect of the issue is the link between the frustration against mainstream media and the loss of the prestige that newspapers, radio stations and television stations once enjoyed in Greece. Mr. Chatzidimitriou mentions the "lost prestige" but also journalists' responsibilities in the development of the press. "Mainstream media are largely responsible for the situation. The press itself has broken down the prestige of selling and becoming a product, newspapers themselves have begun to say that we are something other than what we are. They were no longer selling their newspaper products. I'm not saying that for this they collapsed, they collapsed mainly because of the internet. For example, I will tell you that they were selling 1,200 issues on Sunday and now they sell 300 thousand, which is 75% lower. This happened within 10-15 years. It is a development that fits with the technological evolution of our time".

This is also the view of the news agency "ANA-MPA" spokeswoman. Mrs. Papadopoulou stressed that "many newspapers unfortunately adopted the line of old youth", adding that "journalists have a share of responsibility. The 'easy' part is that it excludes research from our work".

Interviewees seem to agree with the view of Alice Marwick and Rebecca Lewis (2017) and the historically low levels of confidence in traditional media, and the issue of media manipulation (Marwick & Lewis, 2017). Mr. Diamantopoulos, head of "Radio Thessaloniki", refers to the citizens' frustration toward power, parties and politics. "'Giants' were created, who in most cases seem to have served political purposes and needs of the time in the great power struggle. After all, many media has been -identified with political parties and has served political, party and business situations" he says.

In addition, two of the information managers, in their replies, focused on other parameters that are not related to citizens but to the technological changes that take place. Mr. Filippidis stressed that "it is very pessimistic to say that the citizen does not want you or have found something better, something stronger. Mainstream media will adapt. We are in transition. Now we are talking about a situation that is moving rapidly towards its transition into the internet era". The problem of the survival of traditional media in the new era was reported by Mr.
Papageorgiou, saying that "it is difficult for traditional media to survive for a long time. So, we turn to the modern media”.

9.5 Over-information and truth

In the question related to the indifference of citizens towards the authenticity of the news, as recorded in the research conducted by Yale University (Pennycook & Rand, 2017), the interviewees gave their own picture, focusing on the vast amount of information today's citizens receive. From the views expressed by journalists - information directors, there are also the aspects related to social media, but also the situation in Greece, attributing fatigue to the citizens, who seem to want the truth.

Most media heads have said that in the changing landscape of media, the truth in the news has not lost its power. "People are always looking for the truth," say Mr. Papageorgiou, while Mr. Michelakis stresses that "citizens want to know the truth. When the citizen is informed by television, the newspaper or through a modern media, he demands to be told the truth ".

Mr. Filippidis clarifies that "information is an important feature in our time, whoever holds it is too loud", while for the relationship of truth with citizens, he believes that the people are in a circle which goes from questioning to indifference. "Citizens are paralyzed. They have collected such a great volume of information that they probably they are not questioning but are indifferent".

In the respondents' replies, there is yet another focal point related to Yale University's research (2017) :the lack of public interest in the authenticity of the news, since, according to the study, cross-checking the events does not work. "Fake news spotting", marked as "questioned by third parties", had only a 3.7% positive replies by readers (Pennycook & Rand, 2017). On this aspect, Mrs. Papadopoulou points out that "All of these pathogens are highly associated with the current period. I believe, yes, that many are frivolous in the way they approach the news, but is the media itself not frivolous in their way of presenting it? We need to defend our nature, separate the news from the comment, and give the reader the right to read real news, clear news
and news with any commentary that we will not serve as a reality but as an appreciation and personal point of view".

Mr. Chatzidimitriou, on the other hand, considers that the issue of truth and feeding the public with real news is, among other things, a matter of education for the citizens themselves: "I think there's a part of the truth here. That the world, in the constant struggle of life in combination with the hundred bits of information that come to it, does not have the time, nor is it trained by the educational system, to sit down and analyze".

In a different approach, Mr. Diamantopoulos believes that citizens are indifferent to the authenticity of the news "to a great extent. Where the news does not suit someone, in many cases, citizens in the name of Democracy are negatively covered behind fake reports and news because they are fit for them either for corporate reasons or for personal reasons, yes it is. To a great extent, media and the journalist have a duty to stand in front of it".

Mr. Mihalelis pointed out that the attitude of the citizens towards the truth "has to do with the times we are in, with our psyche, that we want more to hear news that will not put bring us to embarrassment". This is confirmed by the research by David Eil and Justin M. Rao (2011) and published in the American Economic Association, which we saw in the first part and states, among other things: "People are much more willing to revise their opinions after getting good news than after getting bad news, at least with respect to a wide variety of personal issues. For many of us, bad news seems like 'fake news'" (Eil & Rao, 2011).

9.6 Financial crisis, media and fake news
In the question concerning the unity of the economic crisis in Greece and its impact on the Media sector, with reference to the correlation of these factors with the 'fake news' phenomenon, the interviewees spoke of new economic and labor data created because of the crisis. Most of them focused on the "retirement of experience" from the media, to describe the fact that because of cuts, many experienced journalists were replaced by new, cheaper colleagues but inexperienced thus, making it "easier to fall into the trap of fake news". At the same time, they referred to the practice of "copy paste", ie the easy copying of the texts circulated on the internet, attributing the
gigantic phenomenon to the lack of staff and to the new journalism movement that moves to the so-called "24/7/365" model of the uninterrupted coverage of the events. The dilemma of "speed or accuracy", which is an old but always top issue for publicity, could not be left out from our investigation. The answers given on the issue are related to a series of problems such as the economic crisis and new technological data.

"I believe Facebook enemy is professional journalists. The more serious the media get with good and well-paid professionals, things will be easy. If there are no professionals, but 300-euro workers instead, who have to fill up 5 pages of a newspaper or 80 posts in a portal in their working hours, then it is logical that there is no time for any cross-checks". Mr. Alexandridis seems to focus on all areas of concern to journalism and answers the question that has been asked. Summarizing the features of 1) experience, 2) low fees, 3) the lack of documentation time, and 4) the so-called "copy paste" journalism, we would say that the interviewees have covered the question fully. More specifically, the lack of experienced executives and their replacement with new, more vulnerable people in the 'fake news' trap is one of the dire consequences of the financial crisis on the media. The director of Radio "Radio Thessaloniki" says "a large number of journalists have left. The advertising 'pie' has 'sank'; no one has resources and everyone is trying to do more and better at a lower cost. Thus, big names left the ship and were replaced by inexperienced children who easily fall victims to the 'fake', to misinformation or scandal". Giannis Michelakis focuses on the loss of the factor of experience: "Low cost is a problem. An author who has 20, 25, 30 years of experience is paid more than another one who is young and without experience. 'Fake news' has to do with the weakness of the low-paid, so they are not experienced enough to give a good product. This is where the economic crisis really plays, because if they fill the media with people who have no experience, then they have no demands, they are different".

The interviewees, through their responses, also describe the existing work image that prevails in the Greek media. As the Mrs. Papadopoulou, director of the news agency of Northern Greece says, "The very low wages adopted in too many media are discouraging for professional journalists. As a result, people who have nothing to do with journalism have penetrated the field
and an amateur approach to journalism leads to discounts on quality and a reduction in quality has resulted in this phenomenon, among others.

The lack of documentation time is yet another symptom that was magnified by the economic crisis and which seems to be aggravating the phenomenon of false news. The dilemma of "speed or accuracy" studied by Reiko Saisho of Oxford University (2015) arguing that precision is still a basic and fundamental principle for journalism, and that speed comes in only when the journalist has completed the verification, appears to find good ground in Greek journalism. As the TV news director of "Skai TV" points out, "The speed will continue to be high, but not play the first role in the prioritization of a news story. I would say that we are now turning to something different, it will no longer be important who has said it faster, that the Greek news sector has lived by for many years, first on television and then on the information websites. The important thing is who will be the first to say it well, cross-checked and in his/her own way".

Another aspect that emerges from interviews with heads of information is the spread of so-called "copy paste journalism". This, of course, is not just a symptom of the cuts as evidenced by their statements but also by technological developments and the rise in the use of the internet and social media that established the dominance of the "7/24/365" model in journalism. As media directors says about this type of journalism in our analysis, there is a constant need for adaptation to the novelty in the new pattern of information that calls for coverage of events 24 hours a day, 7 days a week, 365 days time. Mainstream journalistic organizations have created more responsibility for journalists in order to adapt to this model, like many web sites, while media themselves often resort to adapting content from Twitter, Facebook, and anonymous blogs. In this practice of "copy paste" that was spread in the media, Mr. Choudalakis also mentioned that "The financial collapse of media and the journalists' fees have somehow a lot of competent colleagues out of work and they have replaced them with others. I do not even know if we should call them colleagues or "copy paste". People who steal the work of others and do not even process items, they reproduce these on the internet and through the internet, on radio and through the radio in the newspaper and through it on television and then the story spirals.
And the quality of the people producing a product is lost and, consequently, a drop in the quality of the product takes place as well”.

In his answer, Mr. Papageorgiou referred to this aspect of copying or stealing stories and its correlation with the absence of primary journalism and lack of substantial news content. He described "the content that does not come from journalistic missions as "very bad for journalism". This aspect has been highlighted in a variety of ways in the international literature, stressing that newspapers, radio and television stations adapt their content to what is published on the internet, with consequences on the performance and quality of journalism. At the same time, the media is absent from the source of the news, as Contra Group's manager says, "Because media cannot afford well-paid journalists to send them where the events are evolving and so they are left with information being transmitted through the internet".

9.7 Addressing the phenomenon of fake news
In the question related to how to deal with the phenomenon of 'fake news', most interviewees focused on the journalists' experience. In addition, crosschecking of news is a primary tool for the journalist in order not to fall into the trap of the transmission of a 'fake news' item. As most heads of information sections have pointed out, although we are in the modern age, it is necessary to go back to the traditional tools used by journalists to check news from many sources before transmitting it.

At the same time, the journalists in their response have linked the ways of dealing with the phenomenon of 'fake news' with the current economic climate. The economic crisis and the new media landscape has not allowed the development of journalist sections that could check news even under the strain of time.

"The way to deal with fake news is a good editorial board, with experienced journalists, where they will check out the news before it is printed, before it comes out. You cannot have journalists of young age. The experience of the more experienced is needed because they are going to look beyond the news" says Mr. Mandravelis from newspaper "Kathimerini". In this model of journalism believes Mr. Fourlis from "Mega Channel” As he stresses, it is a model that has been
created abroad and aims at news broadcasts with absolute validity, because the group of journalists in the department consists of journalists who know, among other things, the speed required in journalism. " Large journalistic organizations such as CNN, who have a personal experience of how it works, are faced with this problem by creating too hard internal documentation mechanisms. They have, for example, documentation groups dealing exclusively with documenting news as they happen. They have sections that work only for this reason in the writing room and are small organized sections that deal with documenting news as they happen. Obviously this is a good way, but it is a luxury that local Greek media cannot have".

"There is a great deal of inexperience and time pressure in journalism, so reporters fly like butterflies from one news story to another to cover as many as possible in the competition and in order not to lose news, they move superficially among items, not dealing with them in depth", Mr. Diamantopoulos from "Radio Thessaloniki" says. This answer highlights the problem of news reproduction mainly on the internet and, as we have seen, it is a serious problem for media leaders. The of "copy paste" with news that is reproduced without the author's signature and which is made to respond to a site in the journalism model called "24/7/365". Mr. Choudalakis from "Parapolitika FM" speak about this phenomenon, stressing that "the only way to deal with 'fake news' is by "producing real news".

Mr. Chatzidimitriou from newspaper "Ethnos" focus on the lack of primary material in journalism and to highlighting the journalist's real role, his function and his role in assisting in the everyday life of the citizen. For him, the element that will help the journalist to move into a new era, away from 'fake news' is the role played by the journalist - reporter and his critical eye on the huge amount of information he receives, as well as the role played by the citizens. "In our age, what is changing is that we are bombarded by millions of news every day, news inside and outside Greece. Our job is to find material out-of-quotes and quotation marks, that is, to locate the real news and to choose those that we will find worthwhile to give to the public and some of them to highlight and analyze them".

In the crisis of journalist's values, Mr. Filippidis from "Skai TV" spoke about the importance of experience but focused on the system of values of the journalist who has learned
to reliably report his stories under any circumstances. "Experience is a very important feature but not the only one. That is, we have found that there are problems with experienced journalists who for some reason have been dissatisfied with the economic figures. This is an issue, namely how each one thinks about his future, how he thinks of his image. In the subject of news writing, I think it has more to do with professional culture or professional conscience, i.e., whether someone has clarified what he wants in the job".

The head of the news agency "ANA-MPA" was also reported on avoiding journalistic mistakes and their correlation with 'fake news'. Mrs. Papadopoulou pointed out that the mistake remains even if the journalist proceeds to correct the news. "We should not disregard the quality issue because when you publish it you cannot easily withdraw it. Even if you post a fake news, and do a correct repeat as we say in the agency or publish something wrong even if it is not intentionally fake news you cannot control its diffusion on the web, it will be the first news which will have the error, which will be fake news, which will be short-listed in the news you would really like to offer".

The way to deal with the phenomenon of 'fake news' for most journalists is to cross-check news. It is a tool in the hands of journalists that will help them avoid fake facts and non-existent news. In their answers, interviewees spoke of an "old and traditional way", even of a "return to the roots" of journalism, wanting to show that technology, the internet and social media have created a new image of journalism. Avoiding an involuntary or unintentional error remains an issue and the solution implies cross-checking the news through as many sources as possible. "Avoiding fake news is nothing more than cross-checking the news. The journalist reporter should be a reporter in every sense of the word. What does reportage mean? I am searching, asking, learning, researching and mainly cross-checking the news. If these do not exist, then the journalist falls easily into the trap of misinformation," says Mr. Papageorgiou from the "Contra News" group. "Cross-checking tools are traditional, that is, before you say something you check it, since the world is exposed to so much information today," says Mr. Mihalalis from "Real Group".

9.8 Limitations of the Study
Information derived from techniques of the corresponding type is often considered biased (Konstantinidis, 2009), based on the argument of non-representativeness of samples.

Moreover, this paper records the perceptions, interpretations and experiences of the interviewees who choose to have their names mentioned. This element comes from the qualitative interview conducted with the participants, which constitutes an epistemological limitation of the interview (Isari & Purkos, 2015).

9.9 Further Research

Based on the results of this research, the 'fake news' phenomenon is present in Greek journalism, linked to the financial crisis and cuts in the media factor, as well as to the lack of trust of citizens towards mainstream media. People choose social media to inform them and show a change in their stance in relation to traditional media, such as the newspaper, radio and TV, which seem to have been removed.

As pointed out in the survey, mainstream media lost their role and from opinion leaders became opinion followers. This new element could be the subject of further investigation. That is, to make a record of the content of news produced on the internet and social media and then reproduced on mainstream media. At the same time, content and analysis of news can be explored through two research fields that will be created. First, the field of traditional media, but also the internet and second, the field of social media. An analysis and comparison of the presentation of a topic of current affairs could be done by focusing on the speed and the way of covering them in both two fields.

At the same time, the "transition phase", as part of the interviewers has characterized this period, could be studied further. Focusing on technology and the changes it has brought to the news room, the timeless question of journalism "speed or accuracy" could be studied at a new level, focusing on the new data created by the rise of the internet and social media in informing citizens.

Finally, a new research field could be the so-called "copy paste" journalism, which many interviewees reported on. This is a phenomenon that mostly encountered on the internet with
news reproduction. The "movement of information" could be studied in detail. That is, the way news travels from its first publication until its reproduction and the changes it undergoes, linking this new trend to 'fake news' and unsigned journalism.

9.10 Importance of the Study for mass media
The present survey recorded the emergence of the phenomenon of 'fake news' in the Greek media and the linking of the issue with the financial crisis and the problems it created in the media sector. The importance of the professional journalist, the experience, the cross-checking of news, and the need for real and original news, are elements that emerged from the research and could be used to interpret journalism today.

The attempt to "map" 'fake news' in Greek journalism brings to light the facts created by the financial crisis and the changes brought about by new technologies, elements that could be valuable in the attempt to redefine journalism.
10. Final Suggestions

The phenomenon of 'fake news' is present in Greek journalism and is related to the financial crisis, mainstream media, and Facebook dominance in informing citizens. Media leaders have said they have seen 'fake news' in Greek journalism and especially on the internet.

The dynamics of 'fake news' is great and is related to the very functioning of a Democracy as it affects the notion of truth but also the practice of journalism. The interviewees acknowledged that 'fake news' is a serious threat to citizens' confidence in the media as a whole.

The research-driven element focuses on social media being ahead in the creation of news than mainstream media. This aspect was attributed to different reasons by those interviewed, who focused on the second role that traditional media now has. Social media now puts the stamp and mainstream media follows. As can be seen, traditional media has lost its role and opinion leaders have become opinion followers.

The aspect of 'fake news' has also been linked to the lack of trust of citizens towards traditional media, showing a weakening of their role. The coverage of the news does not seem to have met the expectations of the citizens and has created a blank in the information covered by social media. Citizens have not been satisfied for many years by the way in which journalism is practiced both in Greece and abroad. There was a total downgrading of the concept of journalism, a point highlighted by journalists.

At the same time, citizens withdrew confidence from traditional media and offered it to the new media, which media leaders also associate with 'fake news'.

Another aspect is the loss of the prestige of the traditional media that they once enjoyed, a feature associated with new technologies, traditional media involvement with power, and the downgrading of the journalistic product by journalists themselves. The interviews highlighted the creation of media that in some cases served political situations and needs of the time in the battle for power. That is, some of these media served political, party and business situations.
Regarding change in the produced journalistic product, as we have seen, most of interviewees mentioned newspapers, pointing out the change in their content and form. According to the interviews, many newspapers adopted a more commercial profile, focusing more on the gifts they gave away with the publications and not on the newspaper, while moving on the logic of old news and not invest in new reports that will attract the attention of readers. This may have been a part of the responsibility of the journalists themselves, as they seem to have largely excluded the part of the research from their work.

From the aspect pertaining to the concept of truth and the interest of citizens in the authenticity of the news, the interviewees believe that citizens want to know the truth but show signs of fatigue due to economic and social circumstances, facts which act as a deterrent. According to interviews that have taken place, there is an appreciation that citizens want to know the truth and demand it from all the media they choose to search for news.

Moreover, as we have seen in other questions related to the lack of public interest in the authenticity of the news, it appears that citizens seem to be confused by the great amount of information they receive today. There is probably a saturation of information. Pro-information and lack of education are the two elements that deter citizens from seeking true news. As has been pointed out, citizens do not have the time or the education from the educational system itself to read carefully and then analyze a story they meet due to over-information and due to economic and social difficulties that arise in the present time; these factors work against them.

Another aspect that comes to the surface in relation to the parameter of truth is what interviewees are reporting on the attitudes of citizens towards the news. People want to read news that is positive, often linking negative news to ‘fake news’. This seems to have some effect on Greek reality. As reported by information managers, it may have to do with the times we are living, with the psychology of citizens who seem to want to hear news that does not put them in a difficult position.

Regarding the ways of dealing with the phenomenon of ‘fake news’, interviewees focused on the experience of journalists and the creation of special departments composed of executives
who have extensive experience and special education. Media directors focused on the internal mechanisms that Greek media should create to overcome major issues, such as 'fake news', and gave different names to these groups. Experience has been associated with the filtering of news, technology, the internet and social media.

As it turned out, a good editorial board, with experienced journalists, is the only way to deal with 'fake news' because this team will quickly cross-check the news before it is printed, before it comes out on TV. As pointed out, there is no other way than having news checked checking by an experienced journalist and this cannot be done by young journalists without experience. It is a new model of journalism that exists in some media abroad and should also be developed in Greece. Large organizations like CNN, for example, are facing this problem by creating strict internal documentation mechanisms. That is, they have set up documentation groups that deal with cross-checking the news. This seems to be the most appropriate way, however, as highlighted in the interviews, it is also a costly way in the current economic climate that the creation of these sections in the media room of the Greek media seems like luxury.

It is also obvious that steps should be taken to move journalism away from the "copy paste" model, which is a major problem of information and has been highlighted by most journalists. News that is uncontrollable and in many cases unpublished, that is, without the signature of the author, is an important issue that should be further explored and set as an important issue as it favors the phenomenon of 'fake news'. As has been pointed out, the only way to deal with 'fake news' is to produce "true news". There is, therefore, a strong need for the creation of original material that is far from the logic of the reproduction of news, and this can be ensured through journalistic missions, which are no longer taking place mainly to the financial issues of media; under such circumstances it looks cheaper and easier to steal or play a story after it was created by others.

The aspect of the 'fake news' problem with the financial crisis is connected as we have seen with the cuts in the media industry and the withdrawal of experienced executives who have been replaced by younger and inexperienced ones. According to research findings, this change in media staffing has contributed to a decline in the quality of journalism that has led to the
emergence of 'fake news'. As the interviewees have pointed out, low cost is one of the factors that create the problem. 'Fake news' has to do with the inability of a low-paid, new and inexperienced journalist to give a good product because he lacks the valuable experience of an experienced author. It is not only the journalists who left or were fired because of the financial crisis in the Media who face problems, Problems arise with the people who remain and they seem to be bigger. In most cases, vacancies were not covered and the remaining journalists have a larger workload and thus less time for cross-checking the news. This has affected the quality of journalism and seems to have intensified the "copy paste" model we have seen above, as well as the problem of 'fake news'. As emerges from the interviews, young journalists cannot easily adapt to the new environment and the need for a new trend in journalism seems more necessary than ever. The problem that has transpired over time about news broadcasting seems to be moving away, and news directors who are unable to compete with social media and the uncontrolled internet believe that we will return to a new era where the speed will continue to be high but it will not have the first role in the hierarchy of a story. The most important will not be who says it first but in the best way.

Regarding the proposed tools for dealing with 'fake news', we must turn to the past and look at the core values that support the existence of journalism and are nothing but the cross-checking of the news. All directors reported news cross-checking as the main demand in order to tackle the phenomenon of 'fake news' but also to win the credibility for the media by the citizens.

Finally, educating journalists through enhanced processes that emphasize the quality of education and help them develop news verification mechanisms are elements that should belong in the new era of journalism. Journalists should be trained on how to use social media themselves and not be used by them. At the same time, an opening should be made toward primary news, namely the production of new news and the eradication of the phenomenon of "copy paste". The characteristics of news in the new era of journalism and citizens' preferences should be explored in order to have the elements that will help revise journalism today, to a point where not only will "true news" be more attractive but necessary by the citizens as well.
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**Table of examples**

**Example 1:**

**Example 2:**
http://ellinikahoaxes.gr/2017/08/12/stevia/

**Example 3:**

**Example 4:**
http://ellinikahoaxes.gr/2017/08/15/cl-415/

**Example 5:**
http://www.huffingtonpost.gr/2017/04/21/gr-viral-the-interview-eidiseis_n_16139498.html

**Example 6:**
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