

Extract from BulleS - N° 143 - 3rd quarter 2019

<https://www.unadfi.org/wp-content/uploads/2020/01/Fecris-Paris-mai-2019.pdf>

Tristan Mendes-France (France), blogger, essayist, and filmmaker, painted a picture of the "New Digital Cultures". He is involved in projects aimed at drying up the funding of hate speech on the web.

#### Social networks

social networks are changing the way people get information and are becoming the main source of information in the United States, where two-thirds of adults use them as a priority, far more than newspapers and television.

Facebook (over 2 billion users worldwide) delivers a flood of news shared among friends; through its algorithm, designed to keep the user connected for as long as possible in order to advertise, it locks them into their bubbles (eco-system), by ideological inclination, tonality, affinity, ...

YouTube (1 billion hours broadcast daily worldwide) is favoured by the younger generation. 70% of its videos were not requested but were suggested by the algorithm.

These information gateways are ideal for spreading conspiracy, radicalise opinions, polarise groups. Daech understood this and created small groups that cut themselves off from the outside world: family television is no longer shared, and at the age of 12 "a child leaves his family".

By intervening in high schools, T. Mendès-France noted that one hour of history lessons in history class is of little weight compared to Alain Soral<sup>i</sup> on YouTube<sup>1</sup>, that smartphones receive very toxic love messages, and that parents are not aware of dangerous visual codes.

He considers that a common cultural reference remains of the greatest importance, and we need to adapt to different communication strategies.

"What solutions?" asked several participants. Training to acquire a healthy practice, but this is insufficient for a person who has a bias, a fragility...

A search engine other than Google (such as Qwant, without algorithms or memory or GPS location of people). True... but YouTube is the nerve of a war that has begun. He mentioned ConspiracyWatch, which provides counterarguments to climate sceptic groups and radicals, and a planned programme to challenge companies whose ads appear on conspiracy videos.

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<sup>i i</sup> 1 Essayiste, idéologue d'extrême droite, régulièrement condamné pour négationnisme, incitation à la haine raciale...