
SAVIC ALI

Direktur NU Online dan islami.co

streetwise project

WE LIVE IN A CULTURE
OF OFFENDEDNESS.
IN THIS AGE WE'RE
ASKED TO DEFINE
OURSELVES BY HATE.

Salman Rushdie



streetwise project

“
OBJECTIVE FACTS are less influential
 in shaping public opinion
 than appeals to **EMOTION** and
PERSONAL BELIEF
 ”

**Top 5 Fake Election Stories
 by Facebook Engagement**
 (three months before election)

- “Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement” (960,000, *Ending the Fed*)
- “WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS... Then Drops Another BOMBSHELL! Breaking News” (789,000, *The Political Insider*)
- “IT’S OVER: Hillary’s ISIS Email Just Leaked & It’s Worse Than Anyone Could Have Imagined” (754,000, *Ending the Fed*)
- “Just Read the Law: Hillary is Disqualified From Holding Any Federal Office” (701,000, *Ending the Fed*)
- “FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder-Suicide” (567,000, *Denver Guardian*)

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

**Top 5 Mainstream Election Stories
 by Facebook Engagement**
 (three months before election)

- “Trump’s History of Corruption Is Mind-Boggling, So Why Is Clinton Supposedly the Corrupt One?” (849,000, *Washington Post*)
- “Stop Pretending You Don’t Know Why People Hate Hillary Clinton” (623,000, *Huffington Post*)
- “Melania Trump’s Girl-on-Girl Photos From Racy Shoot Revealed” (531,000, *New York Post*)
- “Ford Fact Checks Trump: We Will Be Here Forever” (407,000, *CNN*)
- “I Ran the C.I.A. Now I’m Endorsing Hillary Clinton” (373,000, *New York Times*)

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO



INFORMATION GOES VIRAL

streetwise project

After reformation
Indonesia becoming
MORE DIVERSE &
MORE DIVIDED



**WE HAVE
BEEN DOING
WHAT IS NECESSARY,
BUT IT'S NOT
SUFFICIENT.**

streetwise project



**THE MEDIA IS THE MOST
POWERFUL ENTITY ON EARTH.
BECAUSE THEY CONTROL THE
MINDS OF THE MASSES.**

Malcolm X