Google's Whitepaper on the "fight" of disinformation

Description

George Lakoff could write a book on the "conceptual metaphor" employed in the title of the whitepaper. George Orwell is turning in his grave (the "digital algorithmic ministry of truth").

Here are the "three foundational pillars" of the whitepaper (*expressis verbis*):

- Improve our products so they continue to make quality count;
- Counteract malicious actors seeking to spread disinformation;
- Give people context about the information they see.

PDF: storage.googleapis.com/gweb-uniblog-publish-prod/documents/How_Google_Fights_Disinformation.pdf
URLs: blog.google/around-the-globe/google-europe/fighting-disinformation-across-our-products/
www.securityconference.de

Further References

Lakoff, G.. (2014). Metaphor and War: The Metaphor System Used to Justify War in the Gulf. Cognitive Semiotics

Plain numerical DOI: 10.1515/cogsem.2009.4.2.5
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“F the metaphorical understanding of a situation functions in two parts irst, there is a widespread, relatively fixed set of metaphors that structure how fc we think. for example, a decision to go to war might be seen as a form o ost-benefit analysis, where war is justified …”
Steuter, E., & Wills, D.. (2008). At war with metaphor. Nueva York: Rowman and …

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“BACKGROUND:pedomorphism is the retention of ancestrally juvenile traits by adults in a descendant taxon. despite its importance for evolutionary change, there are few examples of a molecular basis for this phenomenon. notothenioids represent one of the best described species flocks among marine fishes, but their diversity is currently threatened by the rapidly changing antarctic climate. notothenioid evolutionary history is characterized by parallel radiations from a benthic ancestor to pelagic predators, which was accompanied by the appearance of several pedomorphic traits, including the reduction of skeletal mineralization that resulted in increased buoyancy.results:we compared craniofacial skeletal development in two pelagic notothenioids, chaenocephalus aceratus and pleuragramma antarcticum, to that in a benthic species, notothenia coriiceps, and two outgroups, the threespine stickleback and the zebrafish. relative to these other species, pelagic notothenioids exhibited a delay in pharyngeal bone development, which was associated with discrete heterochronic shifts in skeletal gene expression that were consistent with persistence of the chondrogenic program and a delay in the osteogenic program during larval development. morphological analysis also revealed a bias toward the development of anterior and ventral elements of the notothenioid pharyngeal skeleton relative to dorsal and posterior elements.conclusions:our data support the hypothesis that early shifts in the relative timing of craniofacial skeletal gene expression may have had a significant impact on the adaptive radiation of antarctic notothenioids into pelagic habitats.”
Thibodeau, P. H., Hendricks, R. K., & Boroditsky, L.. (2017). How Linguistic Metaphor Scaffolds Reasoning. Trends in Cognitive Sciences

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“Language helps people communicate and think. precise and accurate language would seem best suited to achieve these goals. but a close look at the way people actually talk reveals an abundance of apparent imprecision in the form of metaphor: ideas are ‘light bulbs’, crime is a ‘virus’, and cancer is an ‘enemy’ in a ‘war’. in this article, we review recent evidence that metaphoric language can facilitate communication and shape thinking even though it is literally false. we first discuss recent experiments showing that linguistic metaphor can guide thought and behavior. then we explore the conditions under which metaphors are most influential. throughout, we highlight theoretical and practical implications, as

well as key challenges and opportunities for future research. metaphors pervade discussions of abstract concepts and complex issues: ideas are 'light bulbs', crime is a 'virus', and cancer is an 'enemy' in a 'war'. at a process level, metaphors, like analogies, involve structure mapping, in which relational structure from the source domain is leveraged for thinking about the target domain. metaphors influence how people think about the topics they describe by shaping how people attend to, remember, and process information. the effects of metaphor on reasoning are not simply the result of lexical priming. metaphors can covertly influence how people think. that is, people are not always aware that they have been influenced by a metaphor."
Hülsse, R., & Spencer, A.. (2008). The metaphor of terror: Terrorism studies and the constructivist turn. Security Dialogue

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"Terrorism studies is fascinated with the terrorist actor. though this may seem natural, the present article argues that a different perspective can be fruitful. from a constructivist point of view, terrorism is a social construction. the terrorist actor is a product of discourse, and hence discourse is the logical starting point for terrorism research. in particular, it is the discourse of the terrorists' adversaries that constitutes terrorist motivations, strategies, organizational structures and goals. hence, the article suggests a shift of perspective in terrorism studies – from an actor-centred to a discourse-centred perspective. it develops a discourse approach that emphasizes the crucial role of metaphors in the making of reality. to illustrate this approach, the metaphorical construction of al-qaeda in the german popular press in the aftermath of the terrorist attacks in new york and washington (2001), madrid (2004) and london (2005) is analysed. terrorism was first constituted as war, but from 2004 onwards the principal metaphor shifted from war to crime, constructing al-qaeda as a criminal rather than a military organization. this shift has transformed al-qaeda from an external to an internal threat, which has entailed a shift in counter-terrorism practices from a military to a judicial response."
Ferrari, F.. (2007). Metaphor at work in the analysis of political discourse: Investigating a "preventive war" persuasion strategy. Discourse and Society

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DOI URL
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"The crucial historical moment represented by post 9/11 may undoubtedly be considered responsible for the subsequent hardening of american political rhetoric. and yet, the sudden increase of consensus catalysed by george w. bush and the consequences of his international policy bring his modus persuadendi up for discussion. the aim of this article is to present a framework for a metaphor-based critical analysis of persuasion in political discourse. our object of observation is george w. bush's public speeches to the nation (2001–4). more specifically, the analysis is focused on the persuasion strategy enacted to promote the preventive war in iraq. in our approach, conceptual metaphor as related to emotion constitutes the fundamental argumentative feature and crucial tool to address the matter of

persuasion in text, contributing to identifying both the ideological root and the persuasive strategy of a given discourse in the long run. synthesis of our results shows the potentialities of metaphor as a privileged cognitive tool for abstracting and constructing discourse strategies."
Thibodeau, P., Mcclelland, J. L., & Boroditsky, L.. (2009). When a bad metaphor may not be a victimless crime : The role of metaphor in social policy. Proceedings of the Annual Meeting of the Cognitive Science Society

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"Metaphors are pervasive in our discussions of abstract and complex ideas (lakoff & johnson, 1980), and have been shown to be instrumental in problem solving and building new conceptual structure (e.g., gentner & gentner, 1983; nersessian, 1992; boroditsky, 2000). in this paper we look at the role of metaphor in framing social issues. our language for discussing war, crime, politics, healthcare, and the economy is suffused with metaphor (schön, 1993; lakoff, 2002). does the way we reason about such important issues as crime, war or the economy depend on the metaphors we use to talk about these topics? might changing metaphors lead us to different conceptions and in turn different social policies? in this paper we focused on the domain of crime and asked whether two different metaphorical systems we have for talking about crime can lead people to different ways of approaching and reasoning about it. we find that framing the issue of crime metaphorically as a predator yielded systematically different suggestions for solving the crime problem than when crime was described as a virus. we then present a connectionist model that explores the mechanistic underpinnings of the role of metaphor."
Spencer, A.. (2012). The social construction of terrorism: Media, metaphors and policy implications. Journal of International Relations and Development

Plain numerical DOI: 10.1057/jird.2012.4
DOI URL
directSciHub download

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"The article illustrates a constructivist understanding of studying terrorism and counter-terrorism by applying metaphor analysis to a british tabloid media discourse on terrorism between 2001 and 2005 in the sun newspaper. it identifies four conceptual metaphors constituting terrorism as a war, a crime, an uncivilised evil and as a disease, and it illustrates how these understandings make certain counter-terrorism policies such as a military response, judicial measures or immigration policies acceptable while at the same time excluding from consideration other options, such as negotiations. it thereby re-emphasises that a metaphorical understanding of political phenomena such as terrorism can give international relations insights into how certain policies become possible while others remain outside of the range of options thought to be appropriate."
At war with metaphor: media, propaganda, and racism in the war on terror. (2013). Choice Reviews

Online

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DOI URL
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“A valuable contribution to our growing understanding of the ways in which we talk ourselves into war, genocide, and other crimes against humanity. it causes us to wonder what might happen if we had the courage to deal with our rivalries and conflicts in a realistic manner rather than dehumanizing and demonizing those we consider enemies. ” —sam keen, author of faces of the enemy when photographs documenting the torture and humiliation of prisoners at abu ghraib came to the attention of a horrified public, national and international voices were raised in shock, asking how this happened. at war with metaphor offers an answer, arguing that the abuses of abu ghraib were part of a systemic continuum of dehumanization. this continuum has its roots in our public discussions of the war on terror and the metaphors through which they are repeatedly framed. arguing earnestly and incisively that these metaphors, if left unexamined, bind us into a cycle of violence that will only be intensified by a responsive violence of metaphor, erin steuter and deborah wills examine compelling examples of the images of animal, insect, and disease that inform, shape, and limit our understand-ing of the war on terror. tying these images to historical and contemporary uses of propaganda through a readable, accessible analysis of media filters, at war with metaphor vividly explores how news media, including political cartoons and talk radio, are enmeshed in these damaging, dehumanizing metaphors. analyzing media through the lenses of race and orientalism, the book invites us to hold our media and ourselves accountable for the choices we make in talking war and making enemies.”
Kövecses, Z.. (2016). Conceptual metaphor theory. In The Routledge Handbook of Metaphor and Language

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“In a radical departure from theories based on digital, amodal accounts of cognition and language, lakoff and johnson (1980) proposed an account of metaphor as fundamentally conceptual, arguing that familiar linguistic metaphors are but surface manifestations of underlying conceptual relationships. they claimed that most conceptual thought is metaphorical, and conceptual domains are instantiated and expressed in families of conceptual metaphors, such as ‘more is u’, ‘emotionallyintimate is physically close’, ‘argument is war’, ‘love is a journey’, and ‘theories are buildings’. these conceptual metaphors number in the hundreds (gibbs, 1994b; lakoff and johnson, 1999), and they combine to serve as the foundation for new metaphors. for many of these families of metaphors lakoff and johnson trace the underlying metaphor to a literal concept based on embodied physical experience.”
Navaro-Yashin, Y.. (2009). Affective spaces, melancholic objects: Ruination and the production of anthropological knowledge. Journal of the Royal Anthropological Institute

Plain numerical DOI: 10.1111/j.1467-9655.2008.01527.x

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“This article critically engages with recent theoretical writings on affect and non-human agency by way of studying the emotive energies discharged by properties and objects appropriated during war from members of the so-called ‘enemy’ community. the ethnographic material comes from long-term fieldwork in northern cyprus, focusing on how it feels to live with the objects and within the ruins left behind by the other, now displaced, community. i study turkish-cypriots’ relations to houses, land, and objects that they appropriated from the greek-cypriots during the war of 1974 and the subsequent partition of cyprus. my ethnographic material leads me to reflect critically on the object-centred philosophy of actor network theory and on the affective turn in the human sciences after the work of gilles deleuze. with the metaphor of ‘ruination’, i study what goes amiss in scholarly declarations of theoretical turns or shifts. instead, proposing an anthropologically engaged theory of affect through an ethnographic reflection on spatial and material melancholia, i argue that ethnography, in its most productive moments, is trans-paradigmatic. retaining what has been ruined as still needful of consideration, i suggest an approach which merges theories of affect and subjectivity as well as of language and materiality.”
Koller, V., Hardie, A., Rayson, P., & Semino, E.. (2008). Using a semantic annotation tool for the analysis of metaphor in discourse. Metaphorik.De

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“This paper describes the application of semantic annotation software for analysing metaphor in corpora of different genres. in particular, we outline three projects analysing religion and politics metaphors in corporate mission statements, the war metaphor in business magazines, and machine and living organism metaphors in a novel and in a second collection of business magazine articles. this research was guided by the hypotheses that a) semantic tags allocated by the software can correspond to source domains of metaphoric expressions, and b) that more conventional metaphors feature a source domain tag as first choice in the type’s semantic profile. the tagger was adapted to better serve the needs of metaphor research and automate to a greater extent the extraction of first choice and secondary semantic domains. two of the three studies represent re-analyses of previous manual and/or lexical corpus-based investigations, and findings indicate that semantic annotation can yield more comprehensive results. in”
Yan?k, L. K.. (2009). The Metamorphosis of Metaphors of Vision: “Bridging” Turkey’s Location, Role and Identity After the End of the Cold War. Geopolitics

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“During the cold war, ‘buffer’ or ‘bastion’ seemed a popular metaphor to describe turkey. after the cold war, ‘bridge,’ (and, to some extent, the ‘crossroad’) metaphor started to dominate the turkish foreign

policy d??course. this article traces the use of ‘bridge’ metaphor in this d??course in the post-cold war period by the turkish foreign policy elite. it develops two arguments. first, the word bridge is a ‘metaphor of vision’ combining turkey’s perceived geographical exceptionalism with an identity and a role at the international level. as a ‘metaphor of vision,’ the employment of the word ‘bridge’ highlighted turkey’s liminality and justified some of its foreign policy actions to eurasia and then to the middle east. second, because the bridge metaphor was used in different context to justify different foreign policy choices, its meaning has changed, illustrating that metaphors are not static constructs. it concludes by say?ng that the continuous use of ‘bridge’ metaphor might reinforce turkey’s ‘liminality,’ placing turkey in a less classifiable category than the regular ‘othering’ practices.”

Category

1. Cognitive science
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5. Legal
6. Logic & Reasoning
7. Neuropolitics
8. Neuroscience
9. Politics
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Tags

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