

## Written Representation 145

Name: Alan Ting Yee Chong  
Director

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Dear Sir,

Fake news = Incorrect Data

Being in the IT industry for more than 15 years, I am interested to find out how fake news will impact the digital landscape in Singapore; more so in the data and IT space.

### 1) Human - Marketing/Survey/ Data

I have the chance to oversee large scale marketing and operation campaign and how agency frame "questions" and "survey" to achieve certain outcome. The data and result generated is true but may not be representative due to time, frequency and sample size etc.

### 2) Deep Learning/ Machine Learning

As Singapore move towards a Digital economy, more data is generated, analyse and learn. Singapore need to safeguard such data and learning in an automated world. From an IT perspective, with a good data sample of 5000, machine learning should allow the platform to gather the right analytic and learn the process and gave relative good answer. However, if the platform is a fully automated system, hacker or people of intent (POI) may change the outcome by giving large amount of incorrect data and hence incorrect analytic, learning and finally the answer.

A hybrid (manual and automated) system on the other hand provide check and balance although governance will need to be in place to avoid tempering of data. As the digital economy evolved, there will be a lot of self service and self-learn platform such as recommendation service and FAQ platform. There will be a transition period and it is important to prioritize and safeguard the information.

### 3) Incorrect Data Set = Incorrect information = fake news?

With reference to the above-mentioned points, local or overseas data maybe integrated to pull or push information. There is technology that can authenticate the source of data but not so much the data itself. If we are to integrate 3 sets of data and one set of data is incorrect and result in wrong information, will it consider fake news?

Given this scenario, of the 3 parties involved; 2 local data (Singapore) is correct and 1 overseas data is incorrect and information provider is in Singapore, will there be a grace period for the information provider in Singapore to correct it?

In retrospect, if the information provider is an overseas organization, will the local data provider be penalized?

A clarity between pull (consume) and push (provide) data need to be define.  
Organization/ individual responsibility for data, information and news to be address  
and provide framework for recourse.

Regards,  
Alan