

Fake News: An Analysis from Political Economy

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Abstract: The issue of fake news has its antecedents in the very logic of capitalism, and has now become a recurrent phenomenon due to the way in which capitalist relations of production are being fetishized through the manipulation of reality. The issue of fake news has become a viral concern in social networks due to the dangers it represents for various social actors. The purpose of this article is to offer an assessment from the perspective of Political Economy, recognizing that the deepest cause of the same is a reflection of the sharpening of the fundamental economic contradiction of this system. The methodological procedure of documentary review was used, from the paradigm of qualitative research; this allowed, through documentary observation, analysis and synthesis, to make valid assessments for decision making in social institutions. As a central conclusion, it identifies that in the face of the problems caused by false news, the proposals for solutions are varied, some of them are focused on media education and others on the role of technology using artificial intelligence to detect this fact and discriminate it, with the limitation that it is not recognized that this fact is inherent to capitalist production relations. Beyond its use in the economic, political and ideological scenario of the term, Fake News is related to extremist opinions, propaganda and manipulation; the intentionality is to deceive the user. They are ways of generating alienation within the framework of capitalist relations of production, representing the interests of big capital, under the content of an unconventional war, based on creating uncertainties, through the misrepresentation of ideas. Politicians and powerful actors such as transnational companies in the digital environment have appropriated the term to mischaracterize media coverage that is not in line with their monopolistic interests, so that the conception with which the indiscriminate use of Fake News is handled, is an expression of the crisis of norms, beliefs and values of mercantile societies, endangering the credibility of individuals, organizations, States and communities.

Keywords: Fake News, Political Economy, Disinformation, Algorithmization, Capitalism

1. Introduction

Fake news or Fake News have become a recurring debate in the analyzes carried out in the literature in the second decade of the 21st century. This term from the phenomenal perspective is being a media instrument of contemporary capitalism to intentionally distort reality in its various social contents. This phenomenon is determined by factors of various kinds, economic, political, legal, sociological, psychological, and communicational [37]. Its proliferation online through social networks shows that it is "infectious" and that with its inappropriate use, emotions are affected,

logic vanishes, and ill-intentioned politicization grows.

However, reality indicates that public perception of the subject is insufficient, which could become dangerous if the right decisions are not made to confront it. Especially if the negative consequences that they imply for individuals, organizations, and the economic and social policy of the different social systems are taken into account because their ends are used to hide and divert attention from facts of the most diverse nature. This undoubtedly responds to the conditions in which capital prevails, according to its interests, metamorphosing the context in which it operates from the monopoly power of digital networks. According to a report

by Gartner, it is predicted that by 2022 50% of the news will be false, which could become a fact of commodification, for the reason that you have to pay to receive true information.

From the bibliographical analysis, it is derived that the predominant approach is that of communication sciences, observing in its field proposals for momentary solutions, such as media literacy consisting of the training of information users to distinguish between what is false and what is false real [17]. Another approach is using artificial intelligence, a vision that gives the leading role to technologies, leaving man's ability to think in the background [1].

These approaches are proactive in confronting the dangers of Fake News. The first places the emphasis on the role of education; the second on how technology could be used through the use of artificial intelligence to identify the phenomenon and discriminate against them, however, the limitation is that both solutions are perceived within the framework of the functioning mechanisms of capitalism. Here the question could be: can be said system coexist without the alienation of man? Does Fake News respond to the nature of capitalist social relations of production?

Based on these questions, the purpose of this article is to offer an assessment of the theory of Marxist Political Economy, which allows us to delve into the causes of the phenomenon; the idea is that this social science should be taken into account to apply its tools to the interpretation and search for solutions of the reality that is being distorted [21].

It starts from the following central idea: This distorting concept responds to the functioning mechanism of the capitalist system and is a consequence of its structural crisis as an effect of the exacerbation of the fundamental economic contradiction. This is expressed in the increasingly social nature of technological processes and their ideological, political, and economic impact on the structures and modes of action of people, public and private institutions, as well as in history and culture, promoting that the latter weakens, being guided by purposes that distort reality.

The importance of studying the subject lies in the fact that Marxist Political Economy should not be outside the understanding of fake news. This requires politics and the economy the search for alternatives to the media processes that are intended to distort reality. A critical approach from this social science, with the cognitive, methodological, ideological, and practical responsibility that it deserves, could adequately address the fact that capitalism depends on massive ignorance for its survival. Historically, the role of capitalist ideology and politics is to normalize this illiteracy,

through symbols and false representations of reality, which is part of the mechanism to safeguard its system of production relations.

2. Methodology

The research is supported by the qualitative paradigm, observing and analyzing the international literature on the subject, with the limitation that its study from the Marxist Political Economy is not visible. The historical hermeneutical approach of documentary type was applied from the fact that the pertinent information is found in reports and articles examined from the perspective of Political Economy, for which the materialist dialectical method has been essential. This allowed the identification of the existing categorical elements and the generation of knowledge to perceive that the deepest cause of the Fake News is in the bases of the system of capitalist production relations.

3. Results

3.1. Concept and Types

Fake News is conceptualized as "erroneous information" (misinformation) and "misinformation" (disinformation), that is produced and disseminated on social media to manipulate its consumers for financial or political reasons. From the literature reviewed, it can be derived six basic characteristics of this phenomenon that enrich its conceptualization:

1) Conceived as a process with a clear purpose and; 2) phenomenally assume an appearance of real news, metamorphosing reality, in a fetishistic way; 3) The purpose is to transform the truth into an ideological problem, ceasing to reflect reality objectively and becoming what its producer wants it to be; 4) They use social media promoted by the internet as the most immediate channel of dissemination, using digital platforms; 5) The most widespread fake news is text, however, with the use of artificial intelligence tools it has been possible to make audio and video Fake News, its current version is made with software called Deep Fake (deep fakes); 6) They have a multiplying and transforming effect on reality, altering it according to the image and likeness of its creator.

Based on their characterization of identifying different types of Fake News according to their appearance and their intentionality, [38, 3] conceiving the intentionality, they are classified as follows: (See Table 1).

Table 1. Types of Fake News according to their intention.

| Types of Fake News | Characteristic |
|-------------------------|---|
| Click-Bait: (Cyberhook) | High economic content, tries to be seen and shared by the largest number of people to obtain economic revenues mainly from advertising. Sensational, exaggerated, and biased information but provided by generally reliable sources. It is linked to the use of misleading headlines, highly oriented to social networks and click ads. |
| Propaganda: | With a political bias, aimed at influencing the opinion of the receiver to favor or disfavor a certain political position or position towards something or someone. |
| Comment or opinion: | To influence thought, it seeks to express a thought "without the intention of being taken as true." |
| Humor or satire: | It tries in a very underhanded way to influence ideologically a thought humorously or artistically "without the intention |

| Types of Fake News | Characteristic |
|------------------------------|---|
| Bias: | of being taken as true". |
| conspiracy theories: | They convey decontextualized information and distorted opinions as facts. |
| State news: | They spread wacky conspiracy theories. |
| Junk science (fake science): | It applies to repressive countries in terms of access to information. |
| Hate Makers: | They spread pseudoscience, metaphysics, or naturist fallacies. |
| | They encourage racism, homophobia, and other forms of discrimination. |

Source: Prepared based on: [3, 9, 38, 39].

Figueira, and Oliveira, (2017) classify Fake News conceiving them according to their appearance in three fundamental moments:

- 1) False humorous content, where, like Campan, et, al (2017), it is based on the fact that it does not pretend to be true, but rather sneakily penetrates human subjectivity.
- 2) Serious manufacturing, with a high degree of customization for your recipient.
- 3) Large-scale rumors, manufactured for any audience. They spread rumors, gossip or unverified information.

It could be noted from the analysis of Table 1 and from what is denoted from its conceptualization in terms of appearance, that the use value of Fake News is being used as a psychological, economic, and political form of realization of the capitalist system. The mental manipulation is that before capitalism was based on the materiality of merchandise and its demands for the satisfaction of specific needs, affecting the stimulation of consumption by individuals. Currently, with the changes that are taking place with the use of Information and Communications Technologies, it is a matter of managing subjectivity, with what is being attributed to merchandise and digital products, characteristics linked to symbolic realities that are handled from the mind fabrication.

This suggests the idea that we are witnessing a new type of mercantile fetishism approached by Karl Marx in Capital, aimed at enabling a continued and growing appreciation of capital. So it could be argued, partially, that the characteristics of the use values associated with the digital environment -and in this case the Fake New- are being appreciated by the capitalist system as a means to consolidate its positions in all areas, forming part of its strategy of imperial domination, this is denoted with crystal clarity when an intentional analysis of its antecedents is made in the framework of North American policy.

3.2. Fake News: Fourth Generation War Content

The term has its antecedents in the year 1989 when the North American William S. Lind in an article entitled: "The changing face of war: towards the fourth generation" issues the content of what should be the new context and purposes of conflicts from the American stage to the world, wielding the role of psychological warfare, through the use of digital platforms, spreading false news, and manipulating distorted information. The hybrid war process is combined with economic and political pressures, coups, and military force, with the purpose of prioritizing local and global insurgency

tactics through ideological subversion and terrorism.

Herbert I. Schiller, in the 90s of the 20th century, declared the existence of an "Emerging North American Empire", characterizing it as an empire with a minimum of moral substance. Since then, the existence of an active and broad consortium of business, military, and government interests that include the computer, Information, and Communication Technologies industries has become clear, envisioning that the perception of this emerging empire is the construction of a world driven by digital platforms [31].

In 1993, the North American government established the bases for the development of the National Information Infrastructure (NII) [6]. This historical milestone was accompanied by an accelerated process of concentration and centralization of capital in the telecommunications sector, ensuring the material conditions for the development of digital networks with a universal impact, under the principle that there is no nation on the face of the land that the American empire cannot reach.

The result was the improvement and consolidation of US imperial policy, becoming the emperor of the Internet and imposing a model of connectivity subordinated to the laws and logic of the capitalist market. In this way, an ecosystem of colonization is created from the algorithmization of human relations, converting them into data, and therefore, - according to the methodology of Karl Marx- into merchandise that produces value, which from its use penetrate human subjectivity to incalculable limits. In this area, the data by themselves do not express anything, but their integration in the masses acquires exceptional and controversial use value, by responding to the logic of the capitalist market. This is the new imperial domination of the world, in a scenario that is moving intensely from the production and trade of physical goods and services to digital services.

In this way, the new scenario based on digitalization has intensified social relations throughout the world, uniting different and distant localities, and forming a state of cultural globalization that is more universal than that of the large transnational companies of the 20th century. The idea is that if before, business and government links grew around these international monopoly associations and between the great imperialist powers, today these prosper, and the increase in new users intensifies, not only numerically, but also in scope and impact., under the logic of a massive personalization of people of all kinds and nature, with the particularity that imposes the limits is the new great transnational capital that dominates the digital context. For example,

Partially, it can be argued that the US government has

been building under the power of the technological revolution of Information and Communication Technologies new colonialism, personalized not only by companies, governments, and countries but also by large masses of the planet's populations, creating the conditions of their subordination from digital artifacts. It is from this variant of thought that in 2006 Thomas Hammes (2006: 2), American Colonel presents new foundations of fourth-generation warfare stating:

"Unlike previous wars, the aim is not to win by defeating the enemy military forces with conventional weapons, but through networks, to destroy the political will of leaders who define economic, political, and ideological decisions at the level of countries and regions."¹

Ten years later, the adjective Fake News bursts with particular force in the market of ideas, in December 2016, - just before the US elections, - handled in an article in Buzzfeed News magazine profits [7]. It reports on websites that were posting fake - and mostly - pro-Trump articles shared on social media. From this, Donald Trump took over the term and began to use it to label reports that were not consistent with his political line [34].

Trump's first tweet specifically mentioning "fake news" appeared in December 2016. The following year (2017) Trump used the phrase more than 160 times, giving himself the power to give the image that everything that he does not label, is false. In this way, he stands as the owner of the truth, in an attempt to dominate society with his political beliefs and ideology. According to Farhall, et, al, (2019), Trump² manipulates this qualifier as an instrument of power, to break concerns about fake news during the electoral campaign, and then attack and discredit the main media and political rivals [29].

Since Trump took office in January 2017, he has assumed the content of the fourth generation war, applying it against Cuba, Venezuela, Nicaragua, Bolivia and all those countries associated with the Latin American and the Caribbean left, under a political practice full of threats., economic sanctions, and attempts to isolate these countries from the international scene. In this way, he builds his "moral superiority" based on a package of lies, deceit, pressure, confusion of all kinds, and intense distortions of reality. All this is an expression of fractures, deterioration, and institutional crisis of the American political system.

At the end of 2017, the European Commission, encouraged by the work of the European Parliament, launched a public consultation and created a High-Level Expert Group on Fake News and Disinformation Online. It aimed to "advise the

Commission on the scope of fake news, define the roles and responsibilities of relevant stakeholders, capture the international dimension, take stock of the positions at stake and make recommendations". The group released its report in March 2018, opting to drop the term "fake news" and use of the term "disinformation." It defined it as "all forms of false, inaccurate or misleading information designed, presented and promoted to intentionally cause public harm or for profit" [34].

Fake News is coexisting at a time, in which the ability of politicians and supporters of the American capitalist system is increasing to distort the facts, becoming a threat not only to the integrity of political debate but also to the health of world society in general [19]. From this, it follows that Fake News is intended to subvert objective reality by altering the truth, for ideological purposes. The consequence of this manipulation has been causing exaggerated conclusions, such as that we are witnessing the post-truth era [19], atives to the diffuse reality of capitalism.

3.3. Novelty

It can be induced that the proliferation of Fake News is not a new fact,³ it is consubstantial to the capitalist relations of production, what is different about this term is in the breadth and depth with which they can be reproduced [30]. This is determined by the role that the "neocolonialism" of Information and Communication Technologies determines in its reproduction, through digital platforms that expand throughout the entire planet through social networks [20].

In other words, with the intensification of social relations in the digital environment, the conditions for the expansion of fake news have been created. Data from Internet World Stats (2019), indicate that, on June 30, 2019, the Internet hosted 4,536,248,808 users; which represents 59% of the world population⁴ with a web connection. The percent participation of the population on the internet by region in mid-2019 is as follows: In Africa, 39.6%, Asia, 54.2, Europe, 87.7%, Latin America and the Caribbean, 68.9%, Middle East, 67.9%, USA, 89.4%, Australia and Oceania, 68.4%. Internet World Stats (2019). From this, it follows that no country is exempt from the dangers that affect ethics in its broadest sense of the word.

The immediacy and level of expansion in the digital space is greater than in the real world, for example, infographic of Thirteenbits (2019) platform oriented to the analysis of social networks and technology, shows the constant increase in the flow of information on the network: In just 60 seconds, more than 87,500 tweets are shared on Twitter; 4.5 million videos are viewed on YouTube; Google supports 3.8 million searches every minute, a figure that is less than the number of videos viewed on YouTube, its proprietary platform.

¹With this declaration, the bases of the hybrid war are based on the thought of the United States government, to deteriorate social systems that do not respond to its economic and political interests.

²As of February 2018, President Donald Trump had tweeted 181 times about fake news in the past 388 days, one of his most tweeted terms, according to the Trump Twitter Archive. In doing so he routinely invokes the phrase "fake news" as a rhetorical tool to undermine his opponents, rally his political base, and discredit the mainstream US media that is aggressively investigating his presidency [24].

³In the 6th century AD, Procopius of Caesarea (500-ca. 554 AD), the leading historian of Byzantium, used fake news to smear Emperor Justinian. See the history of Fake News in Burkhardt, (2017). Other criteria in Nelson, (2018).

⁴Percent participation of the population on the internet by region: In Africa, 39.6%, Asia, 54.2, Europe, 87.7%, Latin America and the Caribbean, 68.9%, Middle East, 67.9%, USA, 89.4%, Australia and Oceania, 68.4% [38].

Through E-mail, more than 188 million messages are sent every minute. Through SMS, 18.1 million text messages are sent using the mobile, mainly for advertising purposes.

What distinguishes fake news in the digital age is the volume of information, its instantaneity, ubiquity, ease, precision, and speed with which it can be spread. Another peculiarity is that they respond to private interests for malicious purposes, and bring with them disvalues that distance individuals from the truth of events. The fact is that the global network society created by the empire allows disinformation to expand horizontally and vertically to all parts of the world, from an elite interested in the social alienation of information consumers [23]. Its propagation becomes viral, depending on the interests of its issuer, and is speeded up by the structure of the algorithms that manage the networks,

3.4. Your Trojan Horses

Your Trojan horses are just a click away,⁵ using the new techniques of artificial intelligence. They reproduce through the negative biases of algorithmization [13] of those who program the content of the mechanisms that circulate on the Internet, says the bot: a robot that plagiarizes the account of a real person to execute cyberbullying. There are also the "troll armies", human versions of the bots, represented by mercenaries or cyber-activists of disinformation, guided by the mechanisms of surplus value production, and monopoly power, aimed at generating false content at the service of private purposes interested in reproducing the reality of the facts maliciously [26].

That is, there are various ways to torpedo the current reality, through the media attack. The effect is that the foundations have been built to generate colonizing campaigns, with a disguise far from the truth, aimed at delegitimizing entire societies, distorting the facts, to produce results different from those expected, contrary to the veracity of the processes. What it is about is isolating individuals from the scenario in which they coexist, thereby producing mutilated minds.

There is evidence that the US has specialized structures to organize cyber-attacks using disinformation missiles, using cyber troops, which are organized by political parties, government, and military teams, committed to the distortion of information through social networks. In this space, the greatest impact has been automated advertising. According to data from the University of Oxford, the US government manages active cyber troops for national and international operations such as the US Agency for International Development (USAID), the Department of Homeland Security, the Department of State (it created in 2017 the Global Engagement Center) and in various agencies of the Department of Defense, including DARPA,⁶ the Cyberspace

Command (US Cyber Command) and the Air Force (in particular, the Unified Central Command or CentCom). In addition, it uses contracting companies such as Ntrepid and HBGary Federal [9].

The US has the largest army of cyber troops in the world, it is the nation with the largest investments in this field. The case of the Defense Advanced Research Projects Agency (DARPA), an institution that financed a study of 8.9 million USD, to develop the greatest influence potential of social networks, including tracking users' responsiveness to the content offered online. An example of this is the software: Astroturfing and Computing World, which has the characteristics and potential described in Table 2 below.

Table 2. Evidence of North American software with warlike objectives in the digital scenario.

| Software | Potentialities |
|---|---|
| Astroturfing: ⁷ It consists of hiding the true issuer of an advertising or propaganda message. | It allows you to keep fake accounts up to date and automatically link content created in your profile from another network, reinforcing the impression that account holders are real and active. The cyber troop can be assigned "pre-aged" accounts to create an image that they have been up and retweeting for months. This avoids the idea that they are on the scene for the first time. Its sole purpose is to attack a network user or generate false propaganda. It alone builds an authentic online camouflage that any real person would need to be active online: a name, email accounts, web pages, and social networks. Its almost total closeness to reality makes it difficult to distinguish between a human and a robot. It automatically supplies the cyber troops with Internet Protocols (IP) eventually chosen to access the Internet", which to avoid being discovered must be modified daily, "concealing the existence of the operation". It also mixes the web traffic of cyber fighters with "the traffic of multitudes of users outside the organization", to camouflage itself. It allows organizations that frequent the same service to easily change IP addresses. Set "static IP addresses" in a personalized way, allowing different cyber fighters to "meet the same person over time". Build "10 fake identities (sock puppet) per real user. This is accompanied by stories, supporting details, and cyber presences that are credible from the technological, cultural, and geographical components. The idea is to create the image of people's ubiquity, that is, of having the property of being anywhere on the planet and interacting using conventional online services and social networking platforms. |
| Computerworld: ⁸ It consists of creating the image of the ubiquity of people, through false identities from the network, camouflaging their objectives and creating confusion. | |

Source: Prepared based on data provided by: [9].

Table 2 shows that Astroturfing and Computing World,

⁵With the growing popularity of social media and mobile phones, more and more people consume news from social media instead of traditional media. Therefore, social media has proven to be a powerful source for the spread of fake news [30].

⁶ Defense Advanced Research Projects Agency (DARPA).

⁷For its construction, the Pentagon hired the cybersecurity firm HBGary Federal, a subsidiary of the HB Gary company that only sells products to the US government.

⁸ The Central Command of the United States (CentCom), located at the MacDill Air Force Base (Tampa, Florida), published the tender for private companies or Pentagon contractors to supply the Computing World software.

trojan horses of the empire, which have enormous potential to produce universal deception, forming part of the arms race that takes place in the digital environment, supported by artificial intelligence, articulating in this scenario, independent contractors, citizens, small groups of civil society, governments and political parties opposed to the forces of the left.

3.5. Objectives in the Context of Capitalist Relations

It is observed from what has been explored that fake news has deception as a fundamental regularity in the context of capitalist relations. Objective aimed at acquiring a real appearance, it can be of an economic nature⁹ and ideological, being used from the economic side, to obtain money. Factor to increase the obtaining of a surplus value that is transformed into surplus value in the conditions of capitalism:

- 1) According to a report, in Wired magazine, there are systematic examples of people and institutions that are behind fake news sites earning \$US 8,000 per month, more than 20 times the average salary of any company [21].
- 2) Since Google AdSense, the possibilities of automated advertising robots have been exploited to earn money with invented stories [8].
- 3) There are studies showing that the rise of fake news is due to its ability to maneuver and influence high-frequency financial transactions. This is because through them the behavior of the financial markets can be predicted through speculation [16].
- 4) The result of the above is that a network of interests has been forming in which robot-dominated technologies and fake news are being part of an economic war through disinformation, the effect of which has been to alter the movement of markets for profit.
- 5) For example, since 2010 there have been "Flash Crashes" with the introduction of investment robots, causing volatility and falls in the stock markets, reaching figures worth a trillion dollars in short periods of just 30 minutes [25].
- 6) In 2013, a value of \$130 billion was lost in the stock market, when investors sold securities because of a false tweet published by a "hacker" [16].

The consequence is that economic and political ends in the second decade of the 21st century have increased the motivation to provide the public with fake news. The internet is now funded by advertisers and not the government. The fee paid to website owners for website owner advertiser rewards for posting popular information provides an incentive to create more content that will attract more people to the site and therefore higher profits [2].

Fake News has also had the purpose of distorting lines of social and ideological thought interestingly, depending on who issues disinformation, becoming an instrument of power

for whoever directs the dictatorship of the click, in a context in which the socialization of the information has gained space through social networks in a popular way. In other words, the political interest of Fake News is associated with the economic one, factor that is added to counteract the decreasing tendency of the rate of profit under the conditions of capitalism as the organic composition of capital grows.

3.6. Monopoly Nature of the Internet

A relevant reading on the subject is that the advance of Fake News as a political strategy of the North American empire is reflecting a profound crisis of values in the information society scenario. This includes the "militarization" of information by governments such as the United States. This increases the risk of an "arms race" to promote disinformation, to ensure the contamination of information environments in general, expressing its high potential to manipulate situations of all kinds. For underdeveloped countries, lacking such technological capacity in this context, there is the potential risk of being mounted in a new form of technological dependency on neo-colonial domination that endangers their national sovereignty.

The amount of money that the main capitalist powers, say Europe, Russia, USA, are investing in the development of artificial intelligence to achieve competitive advantage is notorious [35]. This indicates the growing rivalry that is taking place in this field of knowledge. The incentive for its development consists in its ability to capture a large part of the economic value generated by information production chains, and in the possibility of turning science and scientific innovation into a source of political and economic power [32].

Digital technologies have also created new centers of power, which favor the dissemination of Fake News, and which not only collect data provided by consumers but are also in a position to offer instruments to manipulate and infiltrate political systems [17].

In this scenario, the growing loss of privacy due to the unlimited saw Surveillance of security agencies in the field of communications offered via the Internet. This is determined by the type of predominant development model, which tends toward monopolistic concentration, which not only allows intercommunication, but also these digital platforms have become a valuable feedback and input mechanism for the digital economy.

The corollary is that the Internet has become the central nervous ecosystem of the economy, politics, information, knowledge, and cultural and social life worldwide. The consequence is that those who have control of this infrastructure, its system, and its data, are having power over the socio-political life of the rest of the countries of the world community, through the growing concentration and centralization of the media, whose impulse comes from of the large transnational companies mainly from the US. In 2019, the US had 53% of the largest companies in the world out of a list of 100, while China and the United Kingdom was in the second and third positions with 11 and 9 transnational

⁹The more viral a piece of information becomes, the more money its sender earns. Scandalous and false stories go viral, providing content producers with clicks that are convertible to advertising revenue [8].

companies respectively.

An important regularity that is taking place in the process of concentration and centralization of production and capital and development of the monopolization process, is that companies in the technology sector increasingly position themselves in the first places. In 2013, there were only three technology companies among the ten largest in the world, in

2019 they reach seven. For the first time (2019), for more than a decade, Microsoft surpasses Apple as the largest company in the world, which had been in this place for five years continuously. This is caused by Microsoft's price increase to 733,275 million euros. In third place is the technology and distribution company Amazon.com. (See Figure 1).

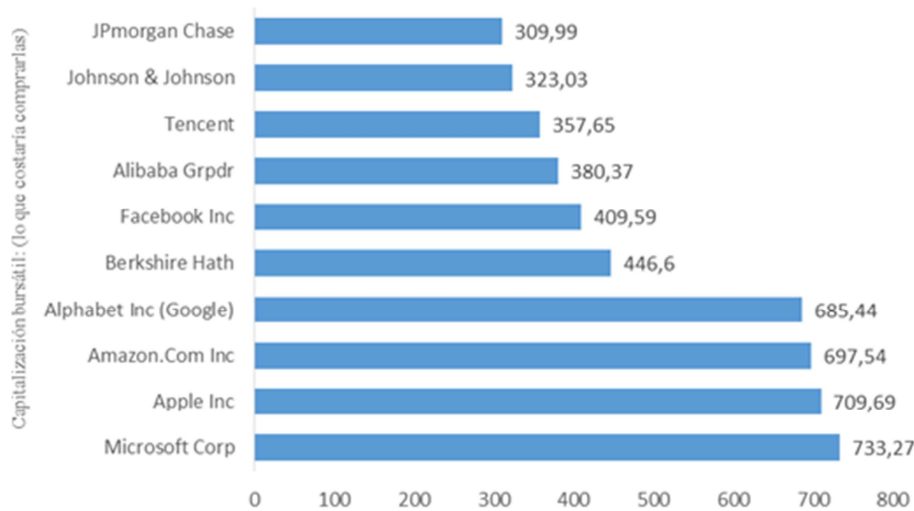


Figure 1. World's largest companies (Billions of dollars).

The idea is that as the Internet has been socializing, its potential to expand links between people, institutions, States, and countries has grown, overcoming geographical limits, and becoming the current face of globalization. This is because the greater the concentration of data through the capture of more users, the greater the profits of the companies that are consolidated. In this context, private investments have multiplied, with the specificity that monopoly concentration has predominated, whose paradigm of obtaining profits has been absorbing the domain of the network, as can be seen in figure 1.

The effect has been the consolidation of the strategic position of transnational companies as owners of the Internet worldwide, in a social framework in which cyber citizenship is increasingly oriented toward the consumption and generation of data that tend to respond to the mercantile nature of the great monopoly, through the manipulation of subjectivity. All this occurs in a political and economic atmosphere, in which the absence of legal mechanisms to regulate monopolistic action in the Internet scenario, has favored the hegemonic project of a handful of companies. in the field of digital globalization, allowing the spread of its presence throughout the planet, imposing itself in the spaces, and installing rules that eliminate the obstacles to its world domination.

The consequence is that the increasingly private nature of the appropriation of the results of technology in market conditions is guided by the mechanisms of domination of the large transnational companies that have in their hands the new means of information based on the commodification of social processes. This is altering the ways of life in society,

through deception and manipulation of information. All this has its deepest cause in capitalist-type property relations and the system of laws that accompany it, say the law of surplus value as its fundamental economic law.

3.7. Disinformation at the Service of Capital in Latin America and the Caribbean

The dominance of large social networks by North American companies has led the empire to focus its attention on Latin America and the Caribbean. For this, what is called "soft blows" has been used, creating confusion within the region, and discrediting presidents, political leaders, and social movements. In the case of the coup d'état in Bolivia, there is evidence that it was carried out using a US-style hybrid war, combining pressure from internal forces, especially the military, police, civilians paid by the empire, and virtual procedures.

It has been notorious for the case of Bolivia, the discovery of a robot executed by a computer specialist with military training, linked to the US government. With the use of this structure, false accounts were created, with distorted computer propaganda, which legitimized the coup in this country, to which were added destabilizing psychological operations of the great social masses. To all this was added the action of cyber troops on social networks, all aligned with the interests of the forces of the right. This was combined with a closure of the media that supported the Government of Evo Morales.

In this way, the war of disinformation has become a tool at the service of capital and its neo-colonial goals. This indicates that these methods are being used as part of the

economic and territorial distribution promoted by the US government in Latin American countries. The question in this scenario of generation of confusion would be: What is the imperial action in Venezuela and Bolivia seeking the campaign to bring down the political system? The answer is very clear, sources of raw materials and cheap labor. In Venezuela, it's oil and water, in Bolivia, lithium, and hydrocarbons. They are looking in Latin America and the Caribbean for neocolonialism to proliferate, with puppet governments that ensure the permanent increase in the value of big capital and its financial oligarchy.

The impact of the confusion campaigns of big capital in the region has been the deepening of social and political fragilities, widening the gaps between the richest and the poorest, as an expression of the general law of capitalist accumulation. Another effect is the fragmentation of democracies in a country like Bolivia, where political forces hostile to democracy have used mechanisms of disinformation, blackmail, and pressure to come to power by disrupting their social program. The fact is that the covert and direct commodification of disinformation tools under the laws of the market that obey the maximization of profits has been imposed as a mechanism of domination.

In the context studied, Cambridge Analytica has intervened, London branch of an American contractor company oriented to the development of online military operations, active for a quarter of a century, has intervened in 200 electoral processes worldwide, having "psychological operations" as its *modus operandi*). Its fundamental purpose is the exchange of opinions with the participants, influencing them to modify their criteria, through the use of the "information domain". The novelty has not been the use of advertisements, TV Martí, and Radio Free Europe; but artificial intelligence and Big Data tools, creating the conditions to have voters located in a way that they can be quantified, and that their conceptions can be perceived to modify their criteria profits [4].

Cambridge Analytics has declared his participation in electoral processes against leaders of the left in Argentina, Colombia, Brazil, and Mexico. In Argentina, Cambridge Analytica and the army of trolls: confirm the manipulation in the 2015 elections, in the Mauricio Macri campaign, creating detailed psychological profiles and identifying people who are susceptible to changes of opinion to later influence them through false news and partial selection of the information profits [4].

According to Elizalde, and Rosa Miriam (2018), the power of transnational companies that operate in Latin America and the Caribbean is so great that they have the conditions to process the big data of social networks and manipulate them from chats., emails, search engines, and cell phones. This allows them to create added value, which commodifies them, to enhance their capital. But the level of generation of disinformation they generate is so solid that the users' interests are distorted, since the opening of the data and the invitation to "share", retweet, give a dislike, or a like, is from transnational corporations and not users.

The fundamental weakness of the Latin American region is that it classifies as the region of the world with the lowest percentage of its digital platforms. Having the effect that it is the first global consumer of foreign websites due to the insufficient existence of local platforms. Only 26.6% of the search engines, social networks, and websites used by its citizens have been developed in Latin America. Most belong to North American firms profits [5].

Latin America in terms of Internet traffic, is the most dependent region in the world; 90% of the data exchanged within their countries pass through nodes located in the US, where 10 of the 13 root servers that make up the master code of the Internet worldwide are located. Of the 100 most visible sites in Latin America, only 21 are local. 80% of everything consumed on the internet originates from the US profits [9]. In this space of subordination to the US empire by the region, national sovereignty is limited.

3.8. Moral and Political Corruption Versus Truth

From everything analyzed, the moral and political corruption that accompanies the issue of Fake News emerges, an instrument that tends to dynamite the veracity of the existing reality, to the point that false criteria have been sustained, based on the idea of the era of the post-truth, whose ideological and political background is based on building uncertainties, under the attempt to create the image of a world without goals, without ideals, without history, without utopias. It is about creating the doubt that the image of the future and the possibility of change is out of time, that is, that they do not exist, implanting tension between the ideal and the real. Therefore, the ideology of the consumer society tries to suppress the distance between reality and what can be transformed.

Indeed, these purposes are a pejorative view of the facts, what is intended is to erase the idea of the existence of alternatives in the face of the sharpening of the internal and external contradictions of capitalism in its current phase of operation. What it is about is a reality determined by an impulse of capitalist ideology in a context dominated by the subjectivity of the use of social networks. Issue that since Marxist thought is known as one of the distinctive features of capitalist ideology, to establish distorted interpretations of the facts that coexist in reality. Therefore, by subjecting human beings to the digital sphere and making them dependent on the implacable logic of the labor-capital relationship, capitalism intends to prevent social meanings from facing reality. In this area, the exacerbation of the immaterial is increasingly ensuring alienation and, therefore, guaranteeing the very continuity of the system's realization.

3.9. Rethinking

In an exercise to rethink actions against the harmful uses of Fake News from the context of the Latin American and Caribbean region, the following could be alluded to:

Everything raised goes through the idea of rethinking digital literacy, which includes popular education and

training as a tool to distinguish malicious uses of digital platforms, in a context where truth is imposed as a value, which requires the creation of indigenous technologies that respond to the cultural interests of each country and of each era, with which the result should be the achievement of technological sovereignty in the region.

Face-to-face political and ideological work should not be replaced by the uses of digital networks, the essential thing is to prepare, from the face-to-face scenario, the person who is going to interact in this area organically, in the neighborhood environment, so that The policy to follow is expressed on social networks and confronts the imperial offensive and its conservative forces.

Creating political awareness in homes, neighborhoods, communities, schools, institutions, companies, and government spaces is essential to interact on digital platforms, with a sense of belonging that responds to their individual and country's cultural interests.

The target of imperial propaganda, which is the youth as digital natives of the region, should be prepared based on the forces of the left, which requires a greater connection with this segment from the left, so it should not be overlooked. the use of digital networks for political struggle, this tool is organically used by youth.

Refounding digital observatories that monitor the technological colonization that Latin America is experiencing is an urgent task, to develop positive practices in the use of social networks of resistance, preserving the cultural identity of the continent.

Faced with the powers in Artificial Intelligence and Big Data and their companies, the need arises to act as a block in a united manner, in a scenario in which qualified social forces are integrated, this would strengthen the bargaining power of the region against the instances where global governance policies are defined.

The situation calls for rethinking the need for a model that guarantees the technological sovereignty of information and communication policy, creating its own Big Data technology, without political interference.

The region needs a legal context that guarantees technological independence from North American capital, that ensures privacy and confidentiality in the communications system, and eliminates barriers to the exchange of services, instruments, and digital content produced in Latin America and the Caribbean.

The idea is that the solutions go beyond the techno-scientific debate and come to have a techno-political scope, which requires unity of action concerning the construction of a political program of tactics and strategies that guarantee emancipatory alternatives, together with a revolutionary change. of the social relations of production in the short, medium, and long term.

4. Discussion

The study of the spread of false information, particularly through social media and online, has become a significant

object of academic research, particularly in the US (However, analyses in most cases have been biased by the ideological position from which they are developed, limiting their solutions to the spaces of the capitalist system, not being present proposals for changes or radical alternatives to the system In the academic literature from the US, Fake News is not recognized, as part of the fourth generation war, which takes place in his government. It is in this direction that the exercise of reflection that is carried out here advances concerning the analysis of the deepest causes of false news through the use of the foundations of Political Economy, the central comment is that the current era is witnessing an institutional crisis of the North American reality, an expression of the fragility and deterioration of its political system, which is a reflection of profound ethical dilemmas, born of the exacerbation of the fundamental economic contradiction of capitalism.

5. Conclusions

We are witnessing the presence of a new mechanism of domination and technological dependency fostered by the use of digital networks whose purpose is to perpetuate capitalist production relations through deception and the proliferation of ignorance, which leads: to the loss of history and culture, the dehumanization of society, to barbarism, to creating meaningless individuals, submissive to the social order that reproduces the colonization of capital using the distortion of ideas.

Producing alienation is typical of capitalist relations of production, to keep the individual away from the reality in which he develops, limiting him to his submission to capital. Capitalism needs zombie people, without history, without culture, without ideologies, alienated. For this reason, it appeals to tools such as Fake News, which reproduces confusion, and uncertainty, creating social insecurity on which capital feeds, which has the commercial purpose of selling the "values" of the consumer society. Therefore, Fake News has a use value that manifests itself in the market of ideas as value, as they are recognized as merchandise associated with the capitalist propaganda media;

The political intent of fake news is not necessarily exclusive to the economic component, the benefits are borne by its traffic, which is a self-increasing surplus value from the conception of the political agenda.

Fake news is becoming a strategic instrument, which is determined by transnational power in the economic, political, ideological, and social scenarios. The danger of this lies in its inappropriate use to create informational conflicts, to distort the opponent's target audience, influencing his thinking differently by capturing his attention.

In political and ideological practice, the manipulation of false news has allowed for modify forms of thought within the framework of public opinion, facilitating its control and acceptance of the social order that is desired to be established, one of the palpable results has been the alteration of results electoral. With this, from the economic side, market behavior

and stock prices have also been disturbed, producing financial crises.

It can be specified that, conceived economically, Fake News are ideas previously elaborated to deceive, through stories that aim to increase the number of readers, promoting their online sharing, and thus higher income per click on the Internet. Everything indicates that the methods of conflict and struggle to perpetuate the scenarios of imperial domination of economic and political distribution of the world are sophisticated, appealing to supremacy by way of ideas, creating uncertainties in all social systems¹⁰ that is not consistent with the economic and political system of the US government.

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¹⁰Note in this dimension the recent distorted processes of the reality of Latin America and the Caribbean, highlighting the misrepresentations of the coup d'état in Bolivia, the attempts to crush the Bolivarian reality in Venezuela, and the contradictions with which the empire frequently accuses a country like Cuba, under the self-serving justification of what is called "economic embargo", a description that distorts the essence of the economic blockade

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