

Your name was mentioned recently during a discussion related to global technology standards and countermeasures as they relate to the problem of “fake news”.

As you may already know, the World Wide Web Consortium[1] (W3C) is the standardization body for the Web. It is composed of over 480 international organizations, such as Google, MIT, Microsoft, Bloomberg, and Facebook. One of the official W3C Working Groups is focused on creating technical standards for the expression of “verifiable claims”. The standards enable organizations to automatically verify who said what and when. Recently, there has been an interest in the group of preventing the massive spread of “fake news”, which has been identified as a major global risk and has been alleged to influence elections and threaten democracies.

However, the viral diffusion of digital misinformation is very complex, and even though search and social media platforms are beginning to deploy countermeasures, we believe that standards organizations such as the W3C should address this as a direct use case for both *verifiable claims*[2], which could potentially address the veracity of web content, as well as emerging standards for *decentralized and self-sovereign identity*[3], which could potentially address the weaponization of propaganda through bots that actively spread misinformation.

As a respected expert in journalism, we would like to invite you to present your views and thoughts on this issue, and possibly, participate in the development of new web standards that could assist search and social media to deploy more effective countermeasures.

If this might be of interest to you, please let me know at your earliest convenience, so we can set up a meeting of the working group with you as an invited guest to share your perspective on the problem.

[1] <https://www.w3.org/Consortium/>

[2] <https://www.w3.org/2017/vc/WG/>

[3] <https://w3c-ccg.github.io/>