



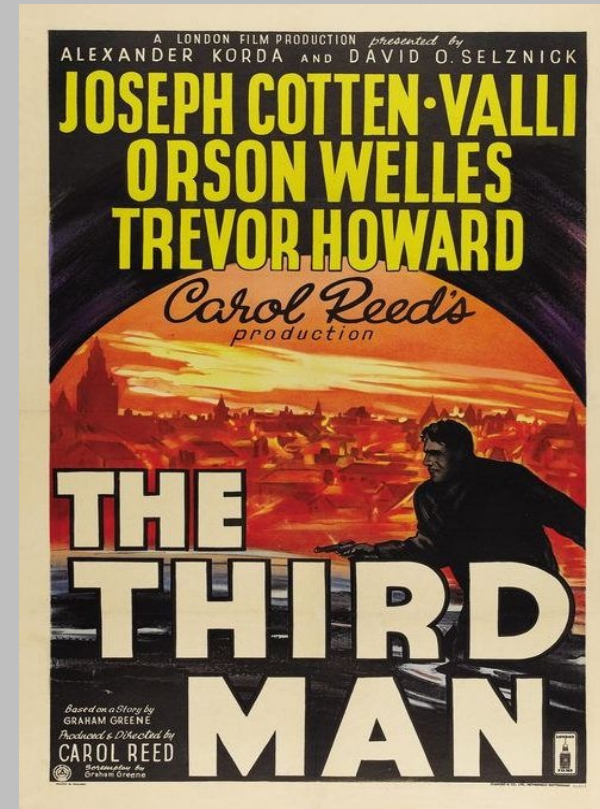
WHAT CAN WE LEARN FROM FAKES?

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UNIVERSITY OF OXFORD



Museum of Art Fakes

The Third Man





The Importance of Shadows



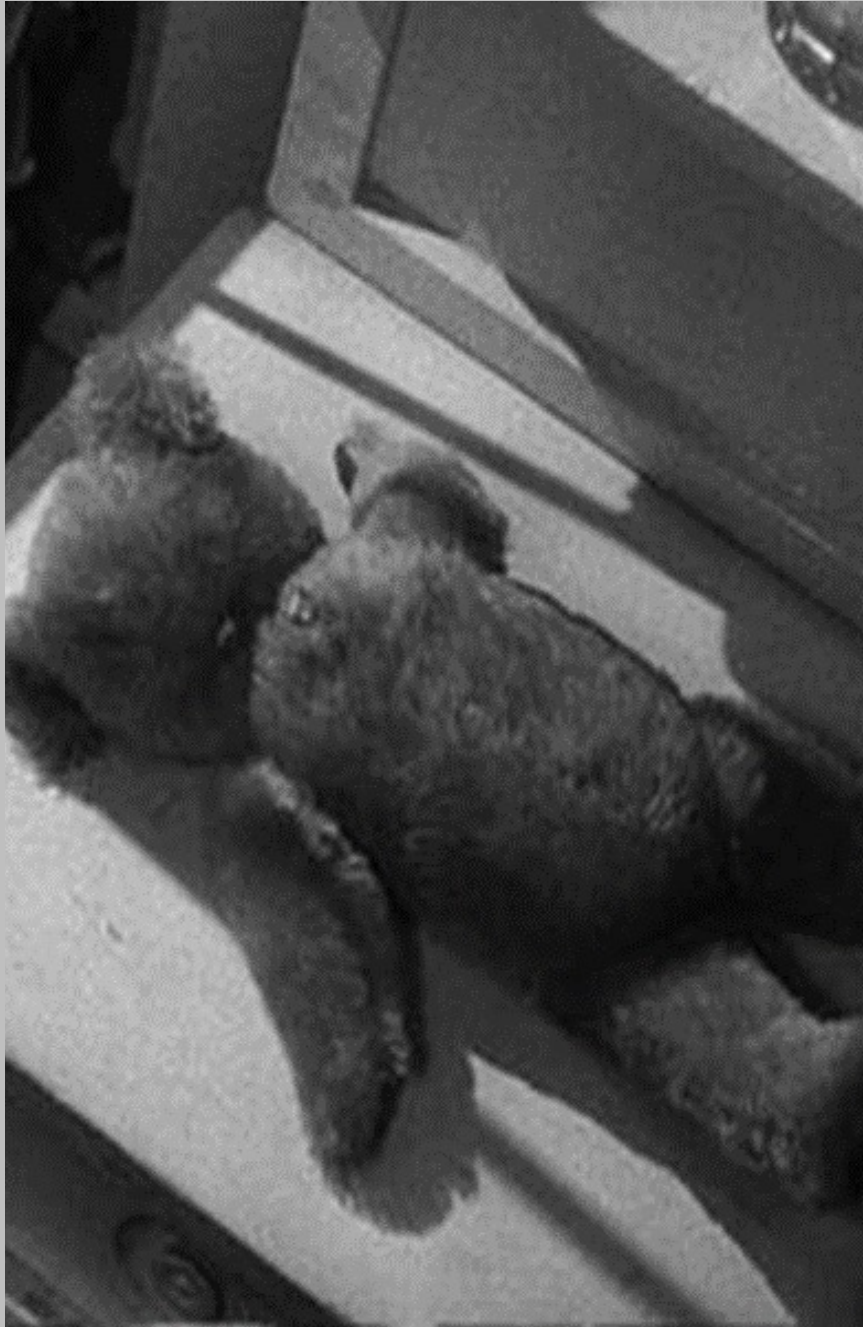


The Importance of Shadows

The Importance of
vantage points

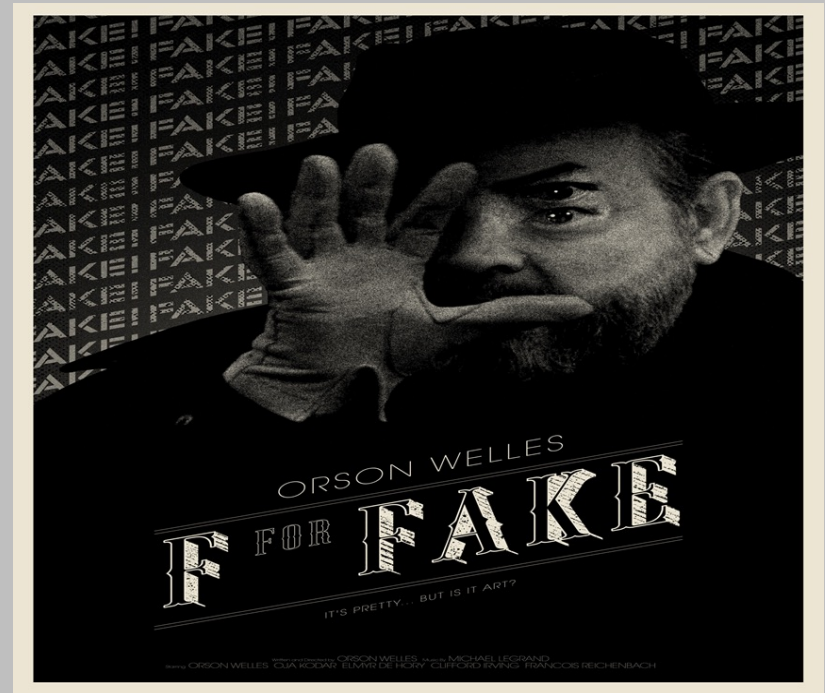


Fake Penicillin

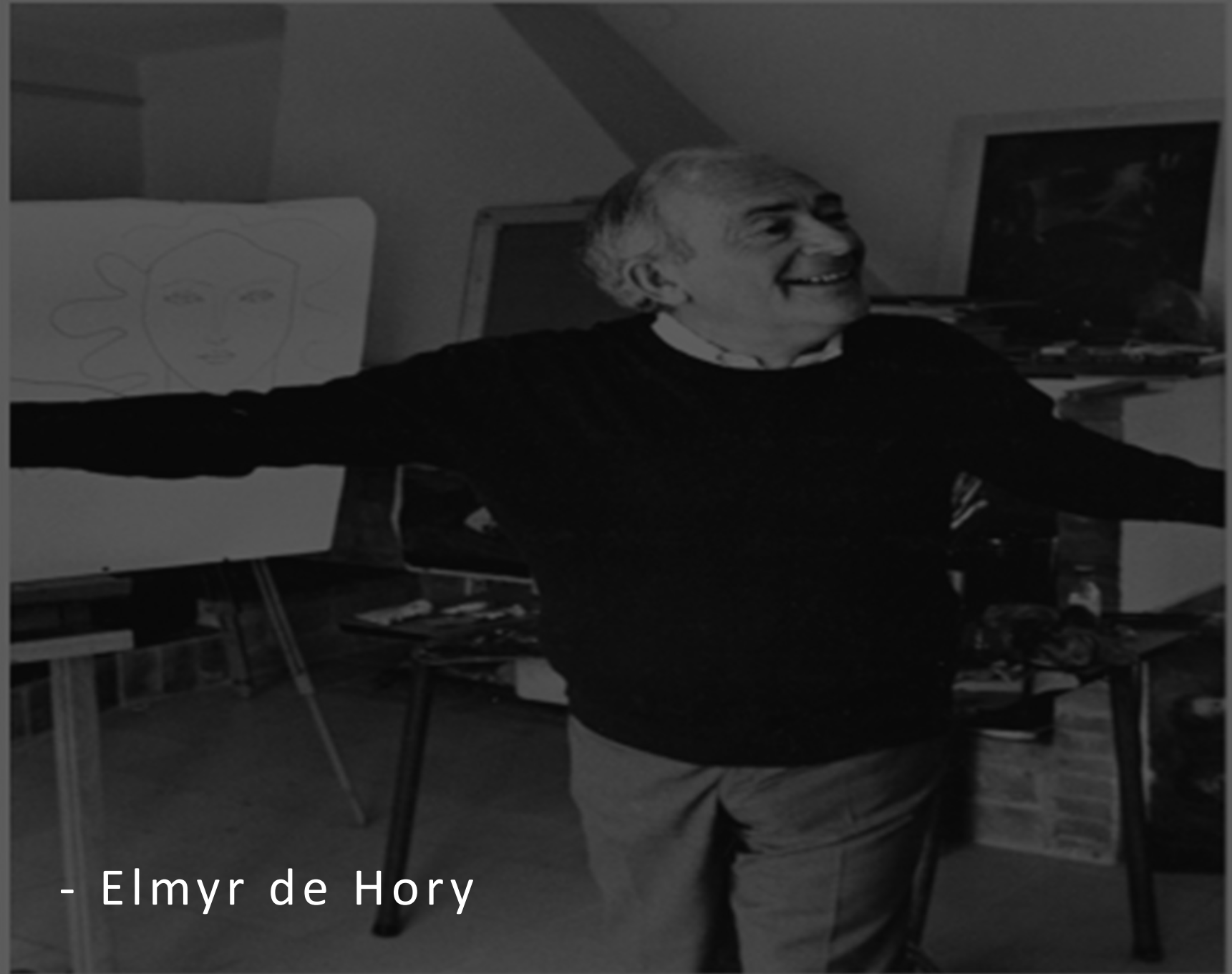


ORSON WELLES' F FOR FAKE

F for fakes



*“If my
work
hangs in
a museum
long
enough,
it
becomes
real.”*



- Elmyr de Hory



In attempting to explain F For Fake's state-side failure, it has occurred to me that perhaps the subject matter was at least partially to blame, and that this country is so blissfully enslaved by the notion of the special sanctity of the expert that an overtly anti-expert film was bound to go too much against the national grain.

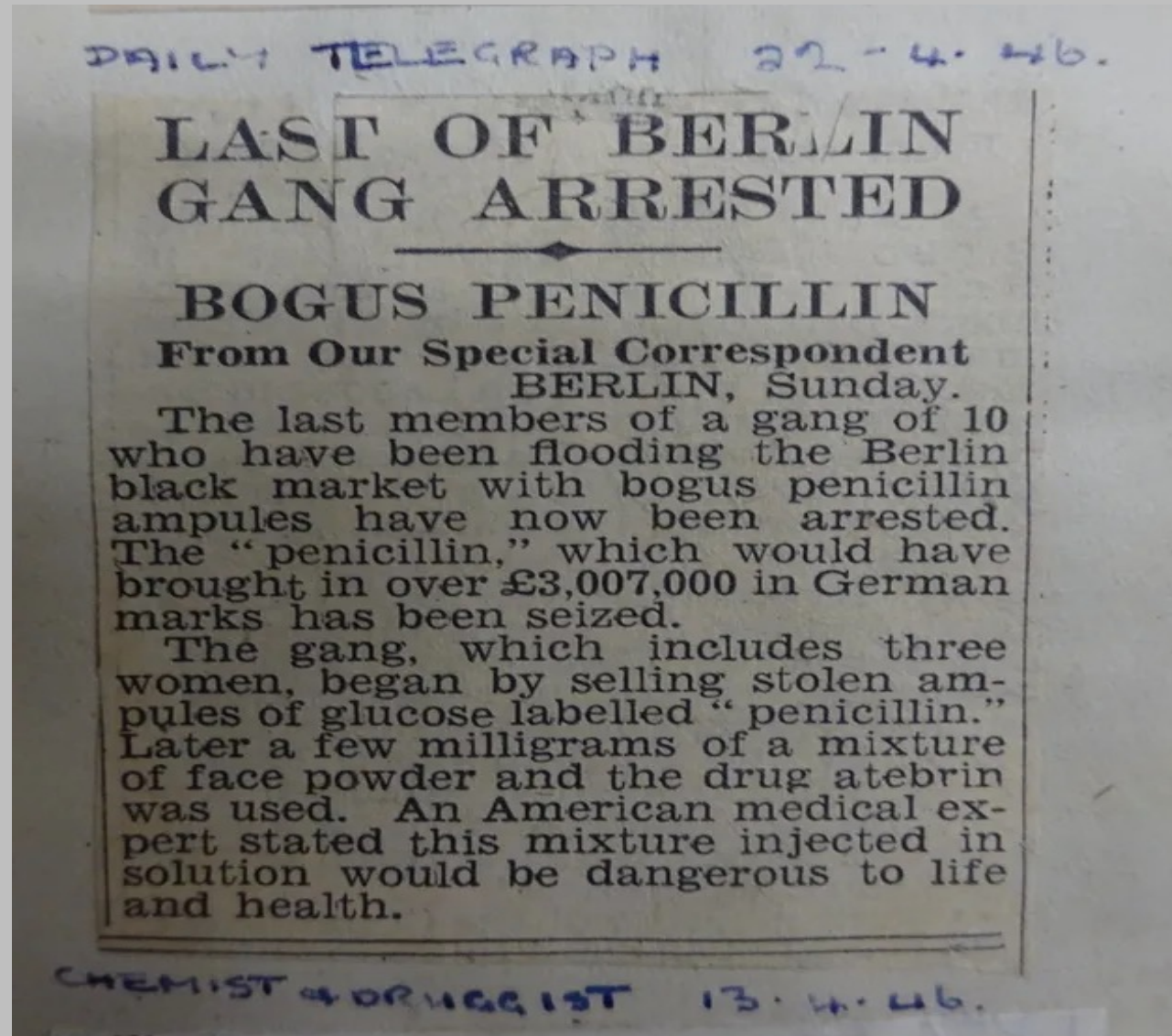
— Orson Welles —



Dying to Survive



Big Pharma and eliminating fakes



**THE BUREAU
OF INVESTIGATIVE JOURNALISM**



Blood and Henna



The Covid 'Infodemic'

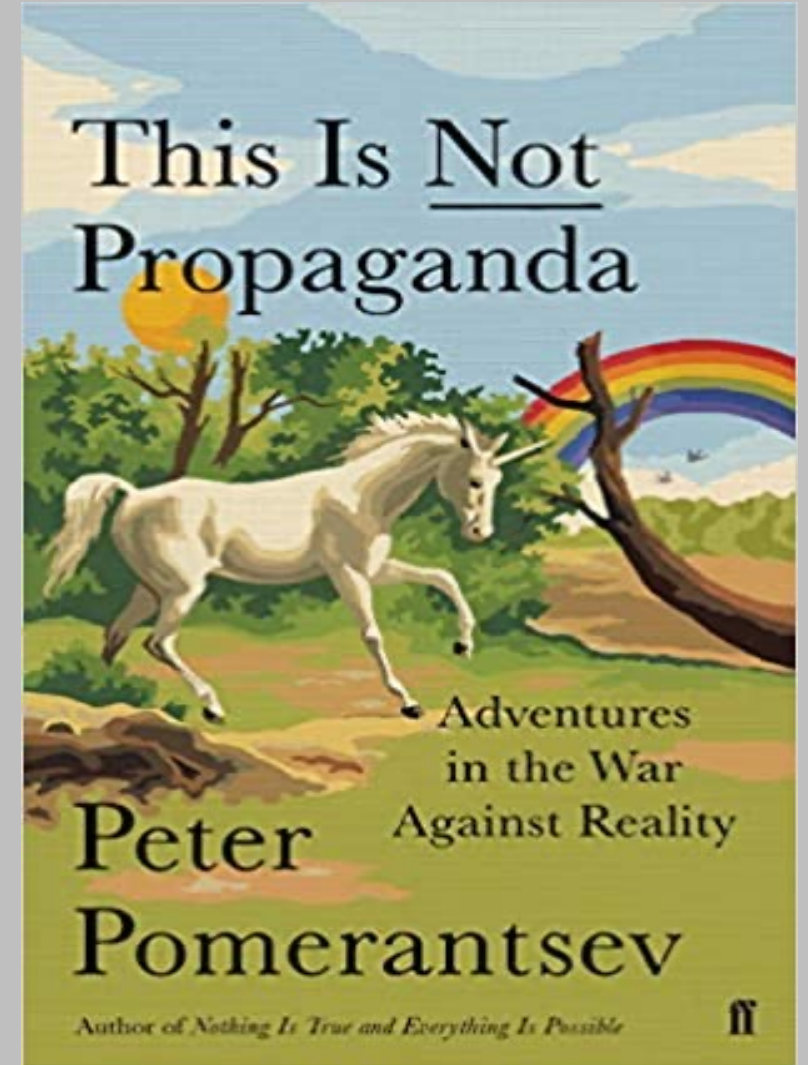




The 'Death' of Dr Elisa Granato

Soft facts and hybrid facts

- The borderline between fact and fiction has become increasingly blurred
 - hybrid or soft facts
- Increasing electronic information makes the truth is hard to find and that the results of this are not just virtual - there are real world consequences.
- No longer the case that the enemy of science is straightforward - e.g. the ignorant, unintelligent or 'deficient.'
- Science communication and scientific journals have important role to play. For example,
 - - scientific journals publishing studies with weak findings is used to support sceptics claims
 - - similarly journals publishing studies studies with weak findings used to support claims of scientific progress
- Outcome: half truths/hybrid facts create confusion and UNCERTAINTY but this is not always deliberate



What can we learn from fakes?

Fakes are an indication of access issues:

- Affordable and safe medicines
- High quality information
- Trustworthy experts

Eliminating fakes requires:

Governments who are seen to protect the poor against big corporations

- Think through the different ethical implications of different types of fakes

The fake reveals:

- The role of vantage points
- The role of the observer's perspective in the in what we consider to be real or fake or shadowy



THANK YOU