UNFAKING NEWS: COMO COMBATER A DESINFORMAÇÃO
by Raúl Magallón
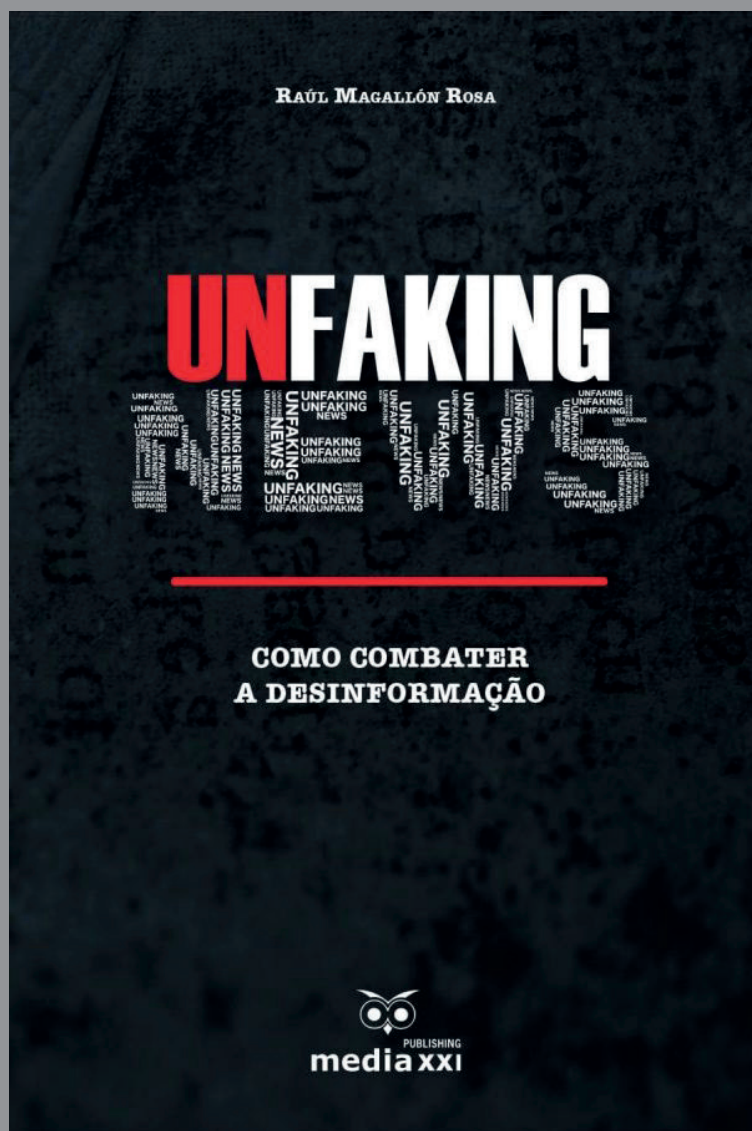
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In *Unfaking News*, Raúl Magallón exposes the reality of fake news by studying the response to it as well as to misinformation, post-truth, alternative facts, echo chambers, information bubbles, clickbait or content farms. He also insists on upholding the connection between those concepts, for they are all influencing factors in diverse sectors, as political choices, political discourses, social behaviour, etcetera.

Throughout this book, Raúl Magallón unveils a guideline for companies that try to understand the big data, such as Facebook or Google, and how they are influencing, and maybe manipulating information. This book also approaches the fact that some platforms, such as WhatsApp, have become comfortable, almost as a safehouse, for fake news to reside and grow. This, obviously, influenced by the sort of information made available, which is exactly what the author proposes us to ponder upon.

However, the dark side is not only the very concept of 'fake', but that it also brings income for these platforms, making it even harder to fight. Since income makes economy and economy is a milestone for politics, the author makes sure we understand how this phenomenon is affecting our perception of the political discourse itself.

Then comes the problem that could be the solution: GDPR. This control measure, due to the dimension fake news have achieved, is a challenging task to perform. An international legislation abiding to the rights of all people is a heavy burden to carry and a complex institution to constitute.

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