Origin of Fake News

• According to Merriam-Webster, term originated over 100 years ago

• 1891 – Article in The Buffalo Commercial declared “The public taste certainly has no genuine appetite for ‘fake news’…”

• Very simple definition - information reported in a news outlet that is bogus
Fake News as a Political Football

• According to Google Trends, “Fake News” as a term took off in October/November 2016

• Initially described clickbait articles that exploited readers biases

• Platforms like Facebook / Twitter were especially vulnerable to fake news stories
“Fake News” as a term has taken on a new life since the 2016 election

- Anything that I disagree with
- Anything that casts me in a bad light
- Anything that uses anonymous sources
Fake News in our industry

• Although the term didn’t exist, our industry has been besieged by “fake news” for years now.

• There is an entire industry that exists only to promote fear and worry about financial markets.

• If you are sufficiently scared, they have something to sell you. Newsletters, trading services, books, etc.
Who Can You Trust?

• More importantly – Who Do We Trust?

• We have spent years curating lists of people, companies and other sources that provide valuable research and content.

• New “Golden Age” of information, if you know where to look
Technology As A Helpful Resource

• Apps

• Podcasts

• Blogs

• Twitter / Facebook / LinkedIn

• Newspapers and other print journalism
Human Contact

• Face to face meetings with strategists and managers

• National Conferences

• Carroll Regional Meeting
Carrol Financial Content

• Quarterly Market Webinars
• Quarterly Newsletter
• Financial Planning Symposium
• Topical newsletters and webinars
Questions?

If you would like more detailed information on any of the content mentioned in the presentation, please feel free to reach out to me directly.

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