
From: Luke Lewis <luke.lewis@buzzfeed.com>
To: [REDACTED]
Sent: 10/28/2014 6:41:48 PM
Subject: Re: BuzzFeed

Yep, it's pretty depressing, the number of outlets that simply don't care.

There are agencies now, such as CEN, that have arisen to meet the demand for viral bullshit.

This was one of the biggest things on the internet in the past week. Covered everywhere. Totally fake.
<http://www.dailymail.co.uk/news/article-2803459/Comfort-eating-Chinese-woman-26-spends-entire-WEEK-KFC-dumped-boyfriend.html>

On Tue, Oct 28, 2014 at 10:20 PM, [REDACTED] wrote:

[REDACTED]

Sent from my iPhone

On 28 Oct 2014, at 21:30, Luke Lewis wrote:

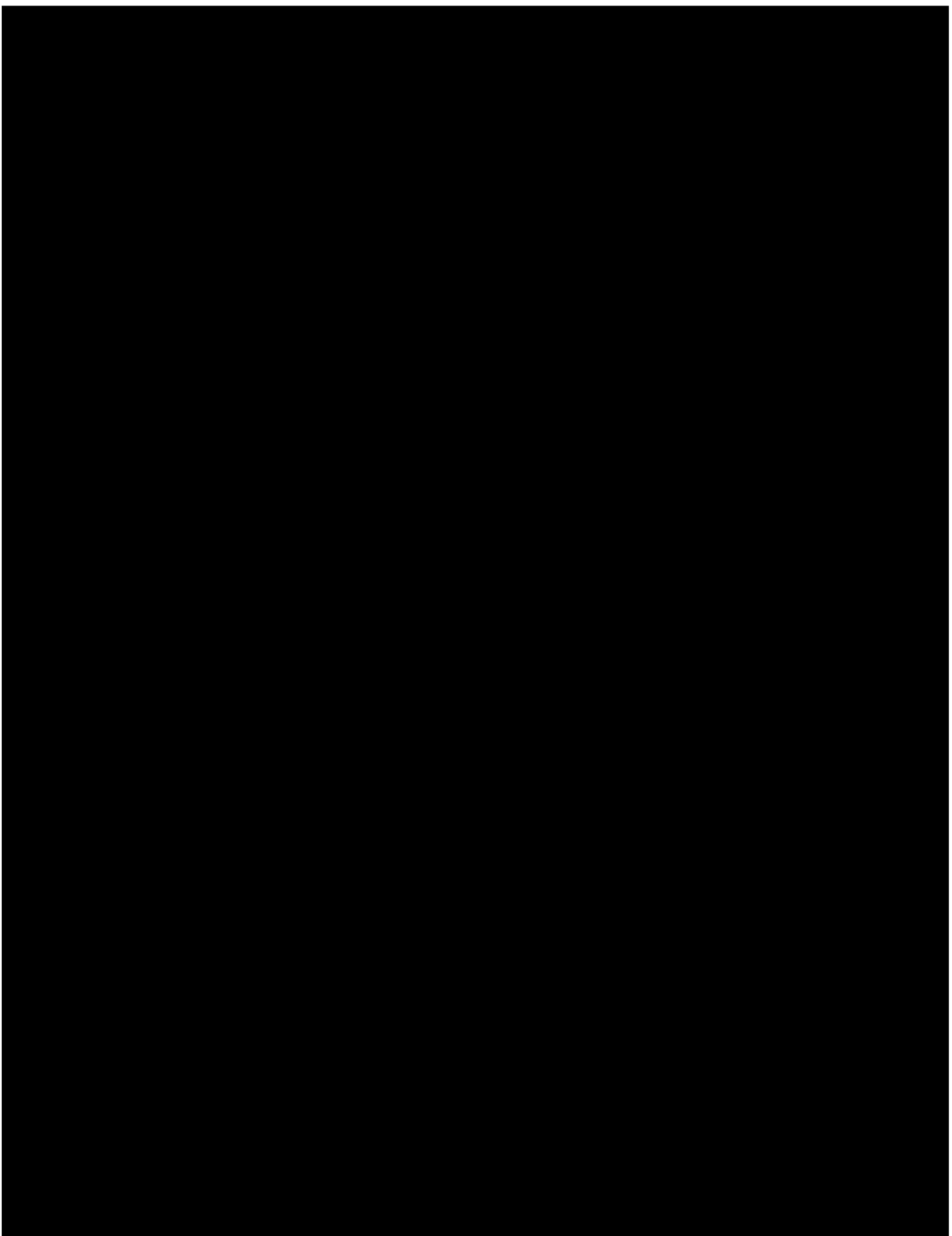
Thanks [REDACTED] I could talk for hours on the subject of "viral" news, and the way not-very-good stories end up being covered by a million different outlets. A lot of them are so thin they're actually quite difficult to debunk, despite almost certainly being fake.

This was today's example: <http://www.telegraph.co.uk/women/womens-life/11192120/Weibo-advert-Chinese-backpacker-offers-sex-in-exchange-for-travel-expenses.html>

[REDACTED]

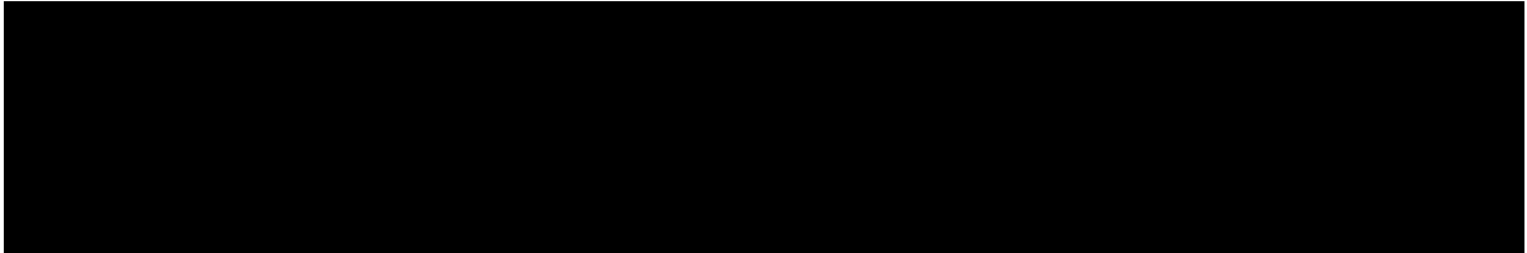
On Tue, Oct 28, 2014 at 9:13 PM, [REDACTED] wrote:

[REDACTED]

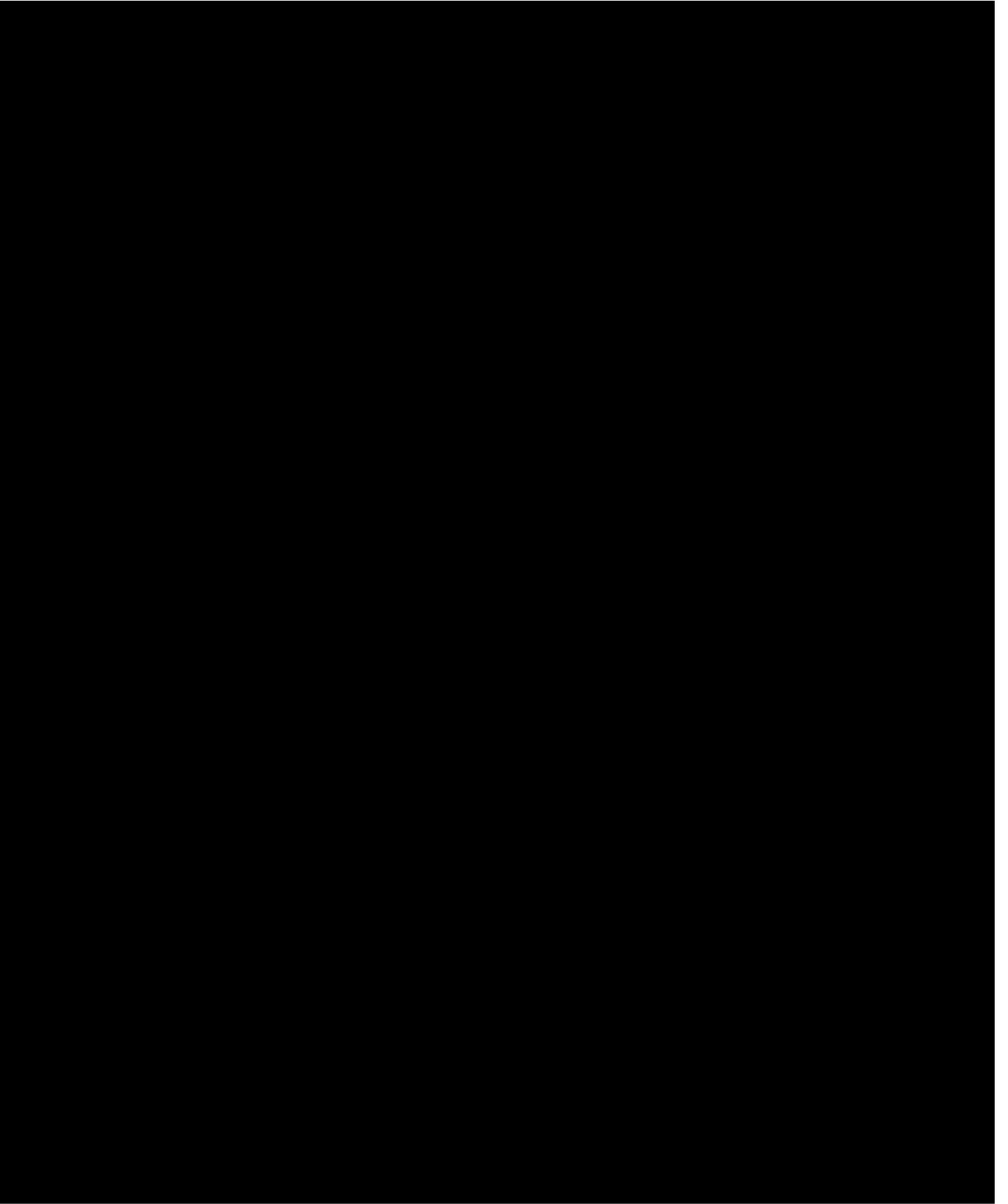




On 27 October 2014 20:04, Luke Lewis wrote:



On Mon, Oct 27, 2014 at 5:33 PM, [REDACTED] wrote:




On 26 October 2014 17:17, [REDACTED] wrote:

Sent from my iPhone

On 26 Oct 2014, at 14:56, Luke Lewis wrote:

On Tue, Aug 26, 2014 at 1:33 PM, [REDACTED] wrote:



On 26 August 2014 13:18, Luke Lewis wrote:



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Luke Lewis | UK Editor | 07967 215436 | @lukelewis

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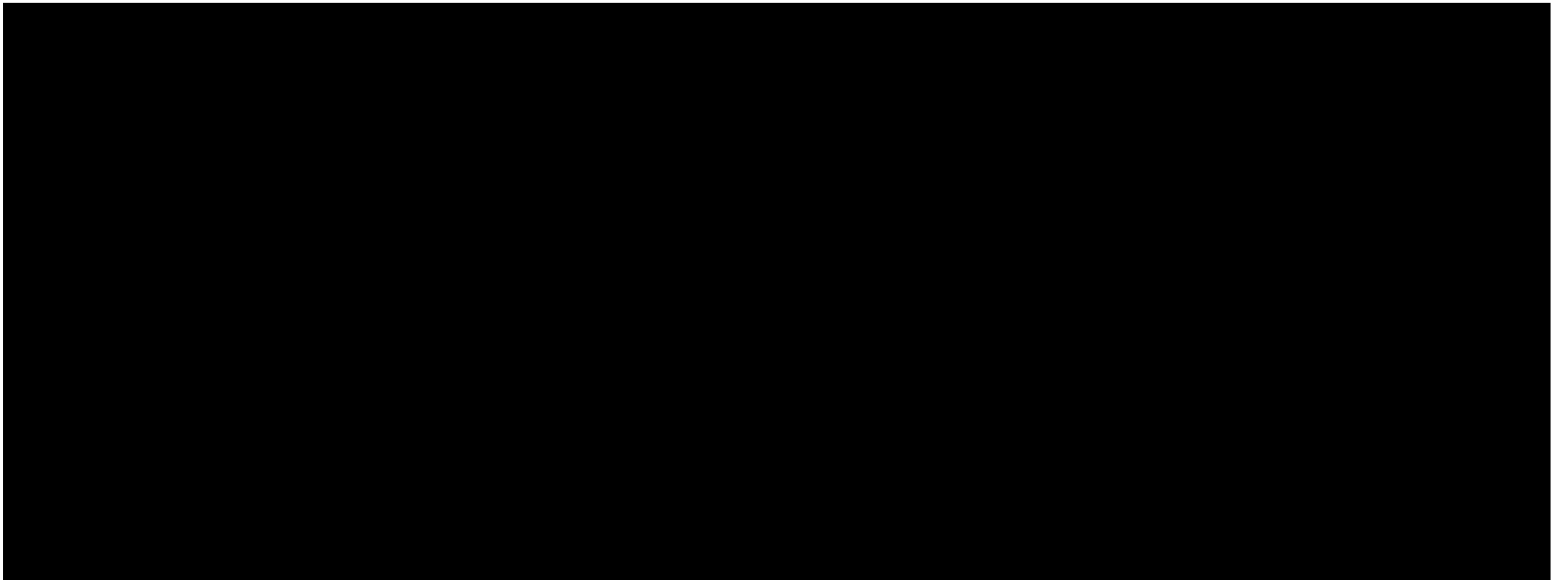
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