



AMPLIFICATION

RECAP AND REFLECTION







AMPLIFICATION

Especially on social media, false information can spread quickly mainly due to three reasons:

1. Algorithms
2. Strategic engagement
3. Selective exposure

AMPLIFICATION



Messages are found, crafted, or formulated on forums and message boards (like 4chan, 8chan, Reddit or Telegram).

Promoted through peers, ads and special interest groups.

Dissemination on mainstream social media, looking for engagement/virality.

Picked up by alternative media platforms, and repackaged.

Picked up by mainstream media resulting in the amplification of original pieces of false information.

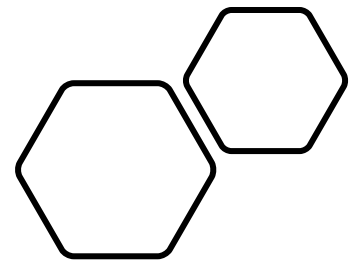
PROPAGANDA

Propaganda is usually distributed through the media, those who control and have access to media have access to and potential control of public opinion.





How Eriksen's collapse
at EURO 2020 pushed
anti-vax narratives
into the mainstream

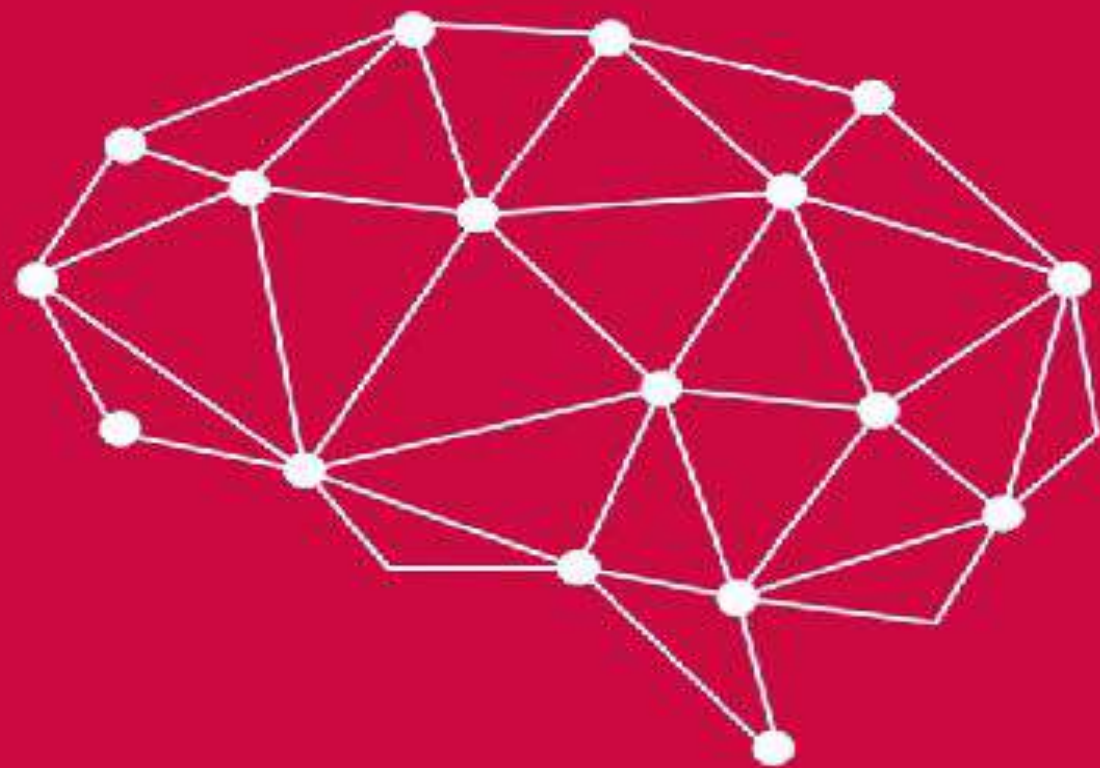




A cartoon illustration of a green frog wearing black-rimmed glasses. The frog has large, white eyes with black pupils and a wide, open mouth showing a pink tongue. The background is a solid green color. The word "INTERNETTING" is written in white, bold, capital letters across the bottom of the frog's mouth. In the top left corner, there is a small white logo that looks like a stylized 'e' or 'a' with a dot.

e

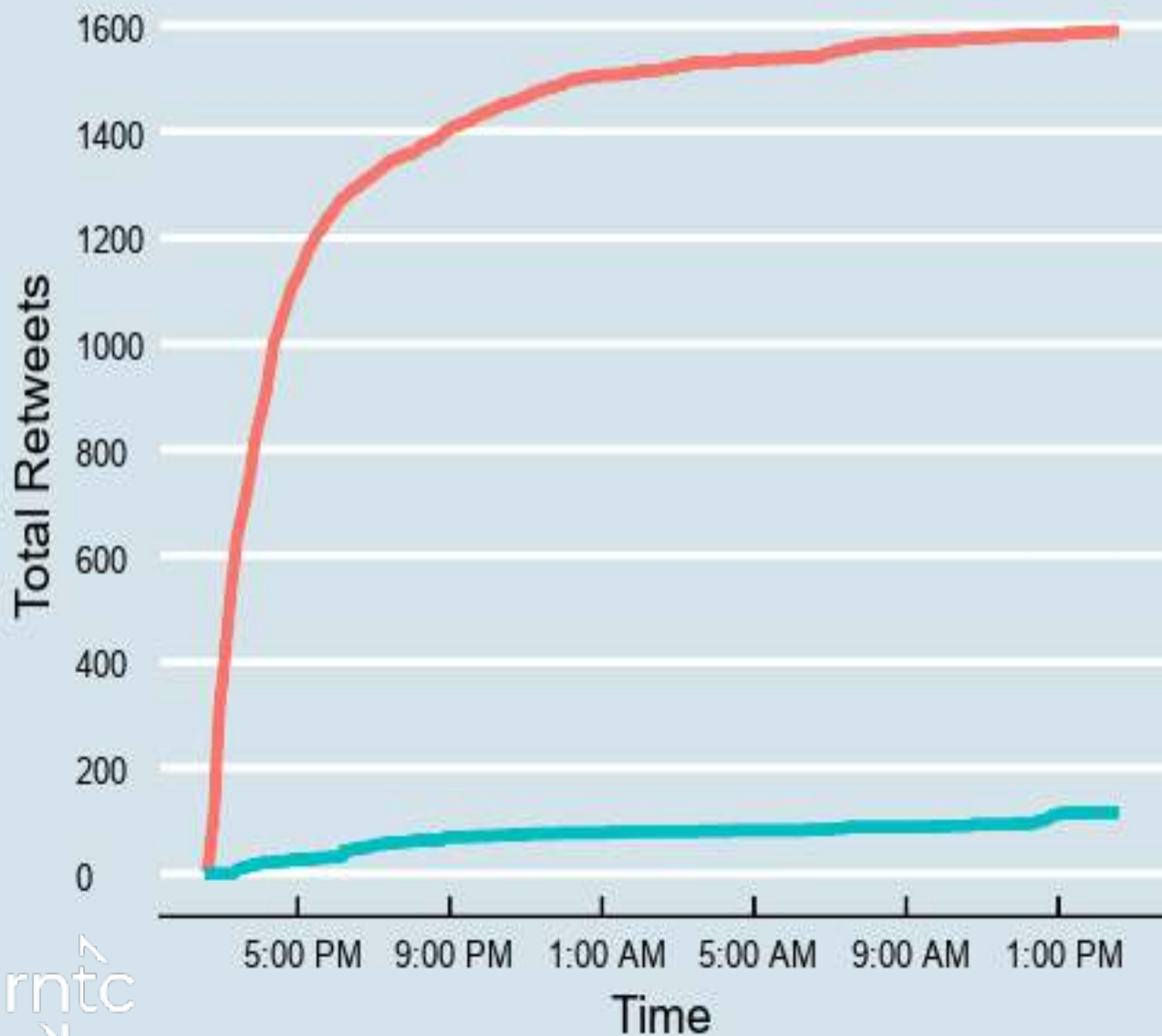
INTERNETTING



Cambridge Analytica

How Misinformation Spreads on Twitter

Total Retweets Over 24 Hours, Monday April 23 to Tuesday April 24



False Account



Accurate Account



@chrismeserole

EXERCISE

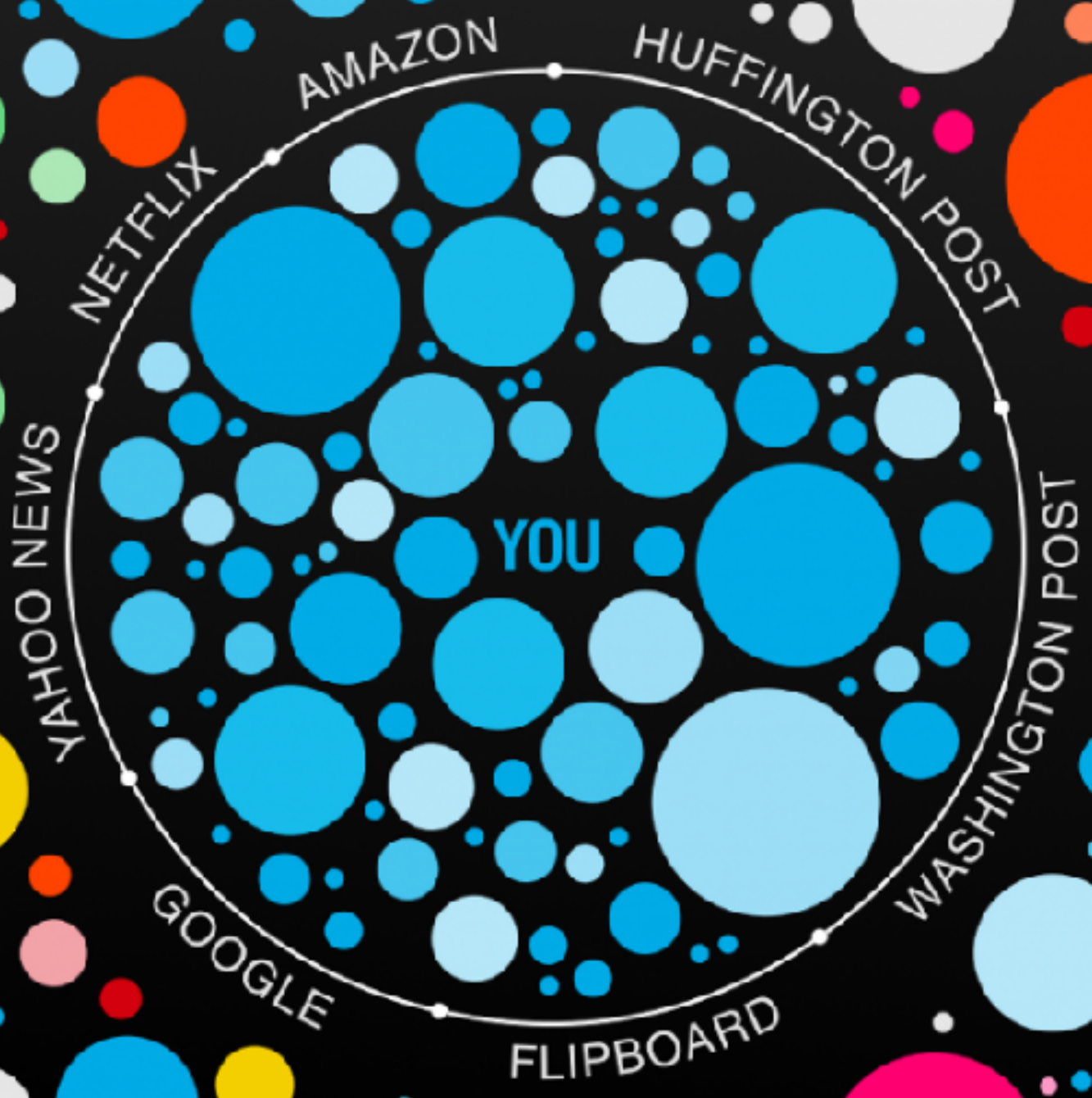
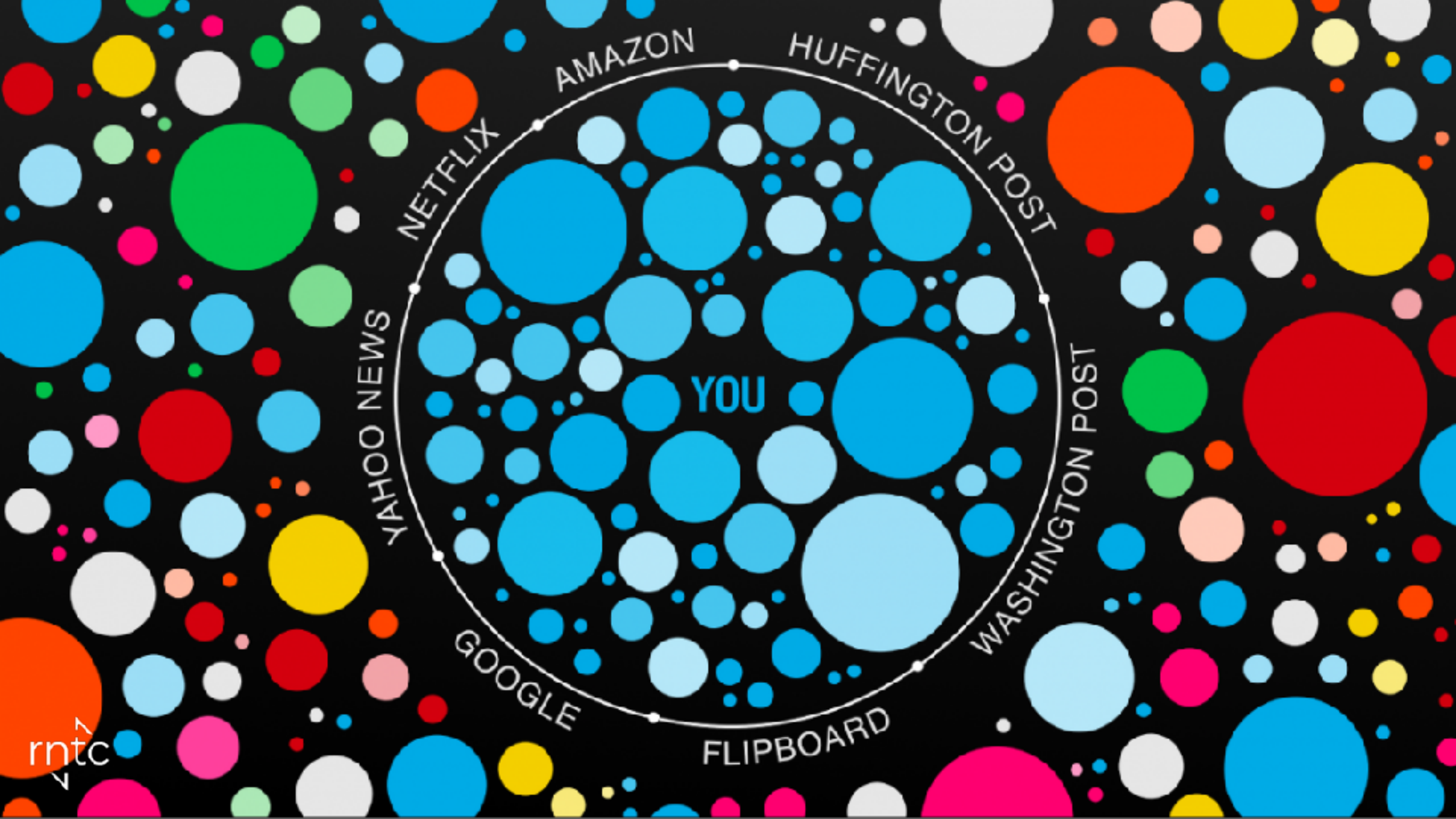
YOUTUBE ALGORITHM

Go to YouTube and start on the landing page.

Search for 'Covid-19' and click on a video. Then use the recommended videos to advance until you find: A disinfo video, or a heavily biased video. (You don't have to watch the full videos.)

Remember how many clicks/video's it took to get there.







REFLECTION

**How can we prevent
the amplification of
disinformation?**

PREVENTING AMPLIFICATION

with the COVID pandemic as an example

1. Don't use hyperboles or clickbait, especially in headlines. Avoid sensationalism and scaremongering. People are already afraid and anxious.

2. Verify online stories and sources before publishing. Don't consciously disseminate false content, rumours or speculation.

3. Avoid racial profiling or adding blame to groups of people. We are in this together.

4. Don't use personal information. Protect the privacy of people who are affected by COVID-19.

5. Focus on ethical, quality journalism. Be accurate, specific and factual.

6. Use credible sources and resources, including medical experts, scientists and virologists.

7. Be cautious with the images you use. Don't use stereotypical images (for example, of Chinese people with face masks) or sensationalistic images.

8. Educate your audience on the 'infodemic' and media literacy. Give them the tools and skills to identify misinformation themselves.

Amplification checklist:

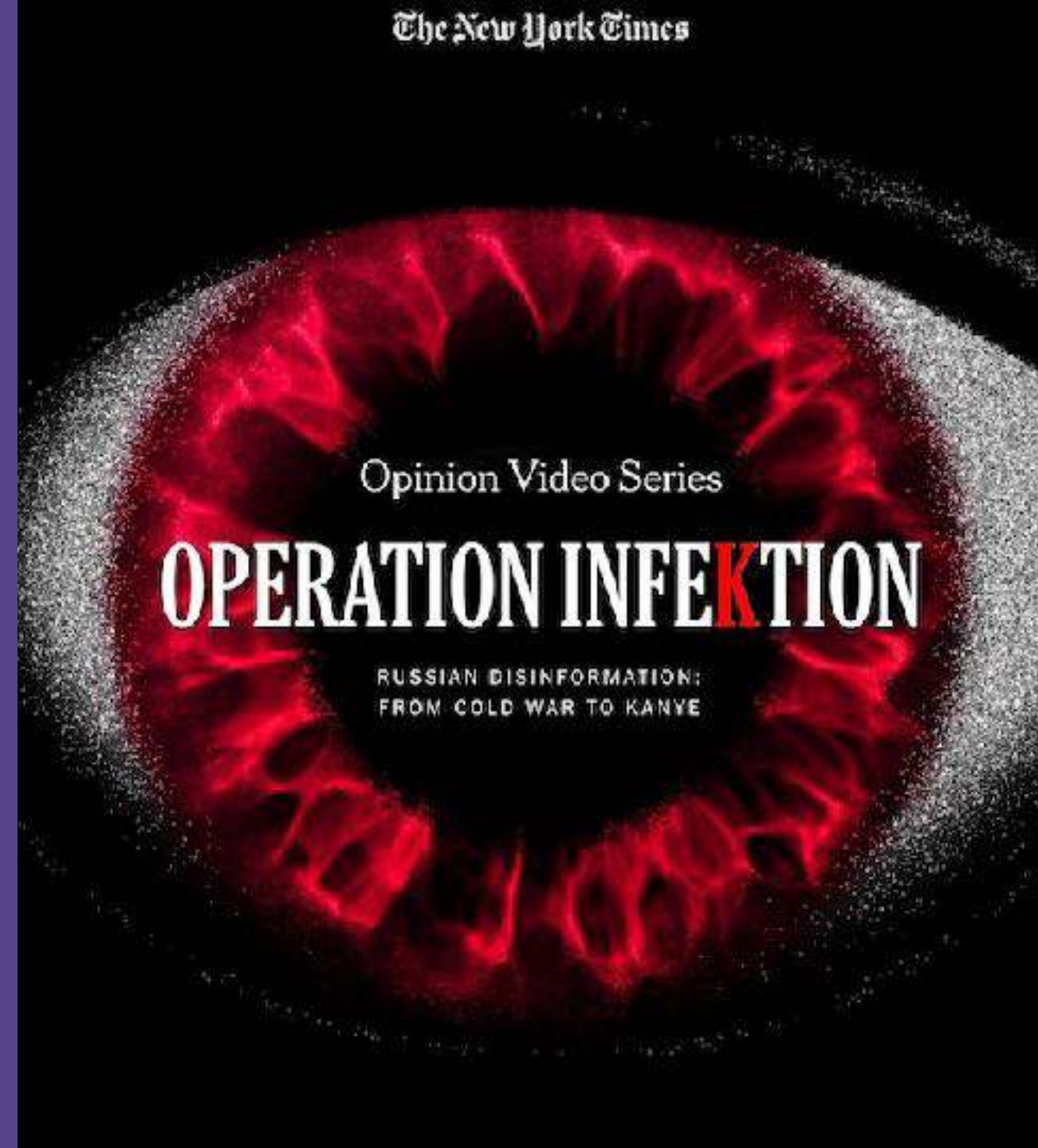
- Is it sensationalistic?
- Has your audience seen this piece of information already?
- Are there negative consequences of you sharing it?
- Did this information have a large amount of engagement before you addressed it?
- Was the engagement surrounding the content negative?
- Were the motivations for people sharing the content negative or malicious?
- Was the content shared by bots?
- Are people profiting (financial, ideological or political) if you share it?



ASSIGNMENT

OPERATION INFEKTION

- Watch
“Operation InfeKtion: How
Russia Perfected the Art of War”
- Make notes about your key
findings
- Report back in 75 minutes



QUESTIONS





REFLECTION

**What is your key
takeaway from this
session?**



THANK YOU!

