



Identifying New Messengers and Misinformation/Disinformation Actors Using Social Media Posts

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Client: Purpose - Social Impact Agency

About Purpose - Social Impact Agency

- Purpose is a global social impact consultancy that works to build and support movements to advance the fight for an open, just, and habitable world
- Purpose and the United Nations launched Verified, a global communications infrastructure to address the most pressing impact of mis- and disinformation on COVID-19 and promote accurate, science-backed information.

Client: Purpose - Social Impact Agency



- Levi Braslow, Global Head of Impact, Measurement & Learning
- Nathaniel Olin, Associate Director on the Impact, Measurement & Learning
- Sarah, Manager - Impact, Measurement, Learning

Background

- Approach based on the purpose researchers have recruited a wide range of messengers with the ability to influence individuals and communities at different levels.
 - i) Personal networks: Disseminate key messages amongst peers and close contacts in order to Inform and persuade individuals around them to adopt relevant practices.
 - ii) Micro influencers: Amplify messages in response to pressing challenges and rapid response moments in order to Amplify messages in response to pressing challenges and rapid response moments.
 - iii) High profile influencers: Validate and amplify messages through their networks / media in order to Endorse messaging, raise mass awareness and recruit other messengers

An infodemic accompanying the pandemic

- An infodemic is an overabundance of information, good or bad that makes it difficult for people to make decisions for their health.
- Misinformation, disinformation and fake news can cause real harm to health, public trust, social cohesion and emergency response.

We're not just fighting an epidemic; we're fighting an infodemic. **Fake news spreads faster and more easily than this virus, and is just as dangerous.**

Tedros Adhanom Ghebreyesus
Director-General, World Health Organization



The rules of media and information dissemination have changed

- Everyone is an author, editor and disseminator



facebook



WIKIPEDIA
The Free Encyclopedia

Research Question

- Identify additional social media profiles/activities of current messengers,
- Identify new potential messengers using general social listening and network analysis
- Utilize social media content posts to identify any potential bad actors who we may wish to exclude from further engagement activities.

<i>Figure 1. Program Impact Framework</i>					
IMPACT	Limit the harm and spread of COVID-19 around the world				
OUTCOMES	Audiences adopt COVID-19 safety behaviors - including vaccine demand and relevant prevention behaviors Improve equity and efficiency in global COVID-19 response				
SUB OUTCOMES	Knowledge, Attitude and intent shifts among target populations - including vaccine demand and relevant prevention behaviors				
PROXIMATE OUTCOMES	Increased reach of COVID-19 relevant, timely and engaging content, including among vulnerable and hard-to-reach populations Increased audience engagement with COVID-19 related content				
OUTPUTS	Diverse Network of Trusted Messengers is recruited spanning different audiences Trusted messengers are engaged on an ongoing basis	Maintain and grow existing partnerships, to increase the scale and credibility of Purpose campaigns Disseminate content through partner channels Access hard to reach populations through with partners with deep, local networks	Running global moments and campaigns, with high profile people endorsing COVID-19 messaging Running timely and context specific interventions in vulnerable / impacted communities Translating and adapting global content local contexts	Content development and testing Paid promotion / ad credit management and spending	Message testing and brand lift studies on social media sites across global platforms to optimize content Ensure COVID-19 campaigns are informed by relevant evidence and insights
MODALITIES	Building a Network of trusted messengers to disseminate COVID-19 information	Building and sustaining partnerships with CSOs, NGOs, Government and media distribution platforms	Direct campaigning via trusted messengers, partners and through owned channels	Paid campaign promotion	Testing, evaluation and insights
AUDIENCES	1. Populations who remain at significant risk from COVID-19 2. Messengers who can access and hard-to-reach populations or raise the profile of COVID-19 safety measures				

Snapshot of the Impact framework

Data Platform



Meltwater API

How can people help in the fight against the COVID-19 infodemic?

Trust WHO	Identify evidence	Avoid fake news	Support open science
Determine if the information really adds up, even if it's from a secure source and has been shared before			Report harmful rumors
Protect privacy	Open (quality) data	If you can't confirm the information's source, its usefulness, or whether it's been shared before... better not to share	
Confirm that the information has been shared before by other people		Participate responsibly in social conversations	
Continue collaborating	Share information responsibly	Confirm the source, in particular the threads on WhatsApp	
If the information is not confirmed, it is better not to share it			Keep learning

Conclusion

- (1) intervene against false and damaging content as well as the sources propagating it,
- (2) promote and ensure the abundant presence and dissemination of factual information,
- (3) increase the public's resilience to misinformation and disinformation, and
- (4) ensure a whole-of-nation response through multisector and multiagency collaboration.

Recommendations - Best Practices while Scaling Up

- Filtering by Date
- Filtering by Social Media type
- Filtering by Topic
- Filtering by Location
- Filtering by Language
- By Fact-checker
- By Truthfulness Rating

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