

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

Client: Purpose - Social Impact Agency
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Behind the scenes

- 1) In which platform do more bad actors exist based on the data analysis in the specific time frame?
- 2) What are the most frequent words used by the good influencer in their hashtag/tweet - this could be a word cloud based on the "key phrases"
- 3) How does the positive and negative sentiment trend looks like over the timeframe (maybe we could break this into more specific based on the hit ratio, platform, source)
 - a) Unique users vs AVE vs Sentiment
- 4) Are there any interesting trends where a bad influencer turned to a good influencer
- 5) Location: In which region or country where the most good vs bad influencers are based on the sentiment, reach, AVE and engagement over the timeframe.

Rationale behind defining an influencer

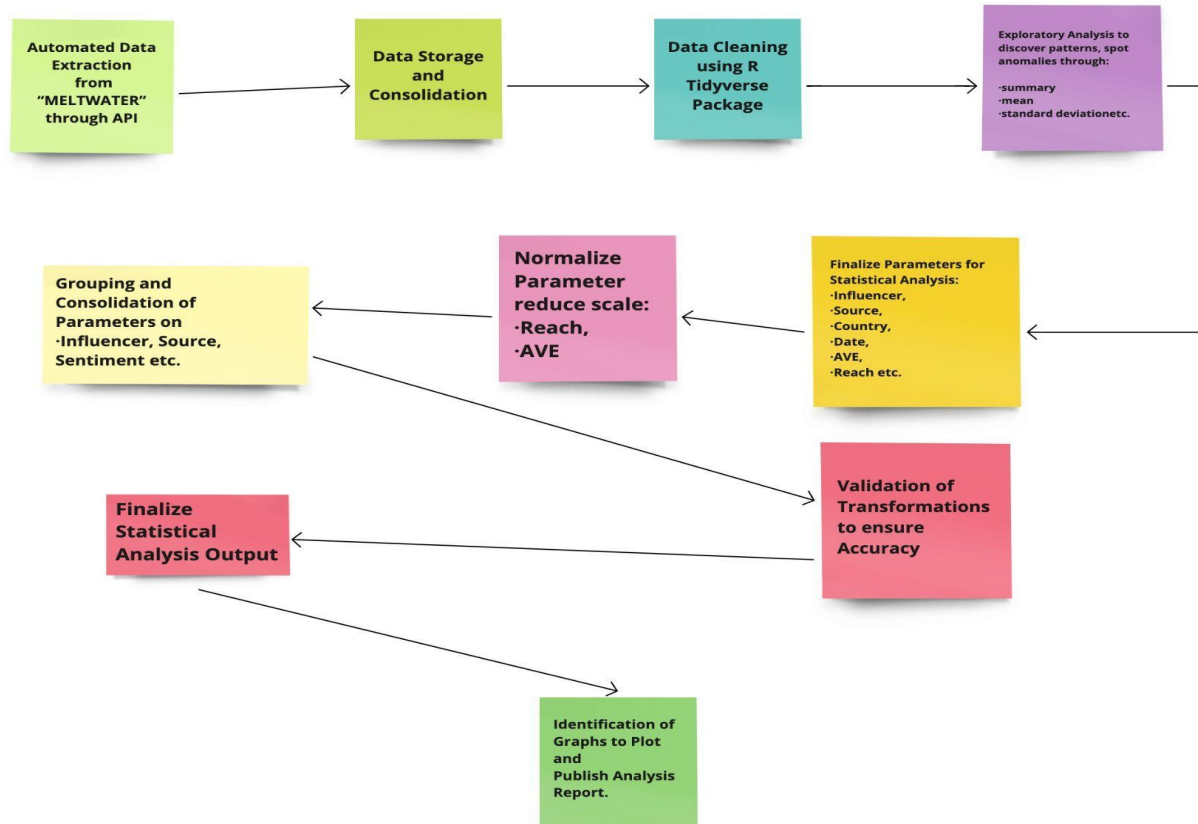
Define good actor/good influencer:

Condition: {Sentiment = positive, Reach > X, source, AVE > Z},)

Define a bad actor/bad influencer:

Condition: {Sentiment = negative, Reach < X, source, AVE < Z}

Methodology



Dashboard Demo

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

Limitations/Challenges:

- Limitations:
 - Data is limited
 - Authenticating the information
- Challenges:
 - Accessing the Meltwater Application
 - Resources
 - Getting timely data
 - Data Cleaning
 - Identifying the potential Sources

Associated Risks

- Influencer's reputation and Employer's reputation become synonymous.
- Communication and Digital Media Campaign Content should be clearly communicated to have control over the campaign, else it may create conflict.
- Any contract breach, any post misrepresenting the facts about the campaign may pose a serious risk to the employer
- Litigation on Employers because of Influencers posts on any similar product/service or any posts Insurance Claims Contract Breach

Go-to-Strategy for scalability

Identify Relevant Social Media Data Platforms

Get Access to Influencer Data on Different Platforms through APIs.

Identify Country wise Good and Bad Influencers using Statistical Analysis.

Hiring of Good Influencers considering the cost and other risks.

Ensure Validity of Social Media Influencers through continuous Engagement & Contract Management.

Run Digital Media Campaigns through Influencers and also manage risks during the process.

Identify Future Influencers through Social Media Network Analysis.

Reproducibility

- Documentation of the approaches (Risks, Challenges, Roadblocks)
- Defined Data Master Catalog for ease of access
- Data Analysis codes - R (Github)
- Defined Product Requirements Document (PRD) for scaling
- Setting up Agile/Scrum based process flow
- Figma - wireframing

Thank you