

# Misinformation: from joyful mischief to violent extremist acts

A deep-dive into the Australian  
online misinformation environment



A/Prof Marian-Andrei Rizoiu  
Behavioral Data Science  
[Marian-Andrei.Rizoiu@uts.edu.au](mailto:Marian-Andrei.Rizoiu@uts.edu.au)  
<https://www.behavioral-ds.science>



# A new paradigm – modelling the hidden real processes

Complex bird flock  
dynamics...



# A new paradigm – modelling the hidden real processes

Complex bird flock  
dynamics...



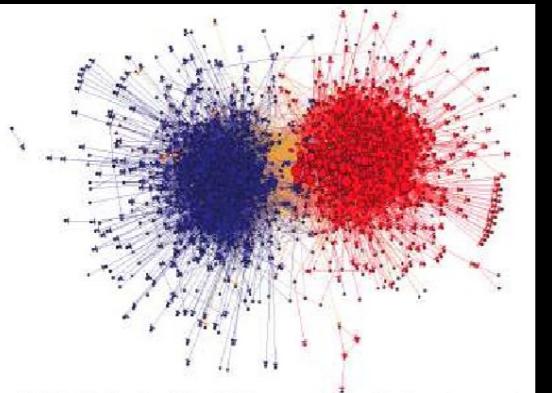
... can be explained by three  
individual level rules:



1. Separation
2. Alignment
3. Cohesion

# Our individual online actions shape online phenomena

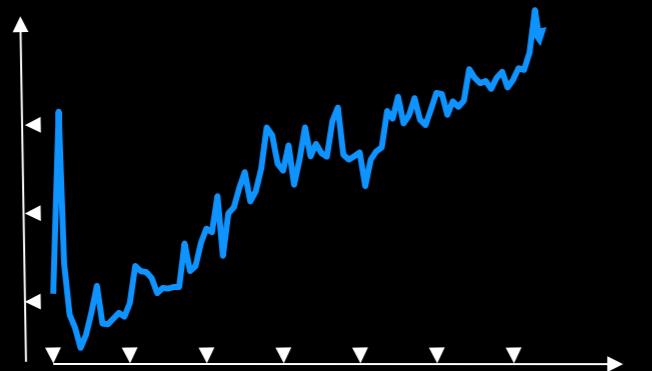
Complex societal phenomena...



Opinion polarisation



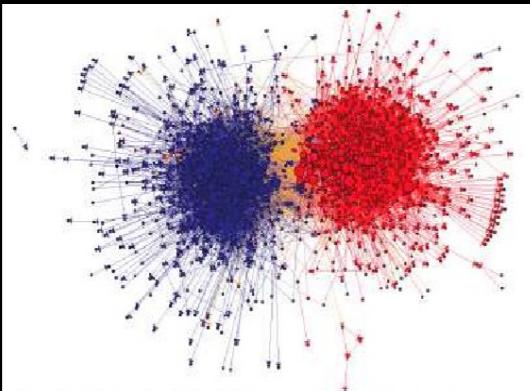
Opinion manipulation  
Digital propaganda



Popularity, virality, attention

# Our individual online actions shape online phenomena

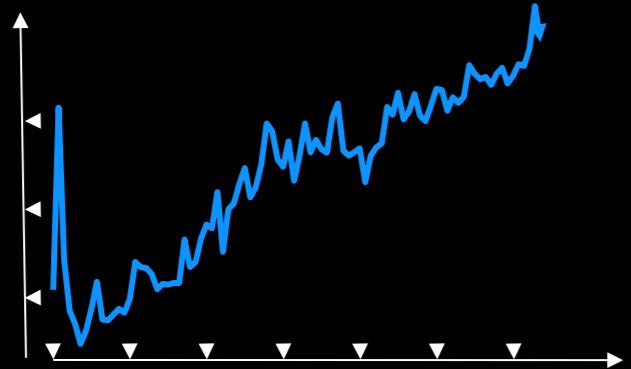
Complex societal phenomena...



Opinion polarisation



Opinion manipulation  
Digital propaganda



Popularity, virality, attention

... are shaped by the individual-level decisions that people make:

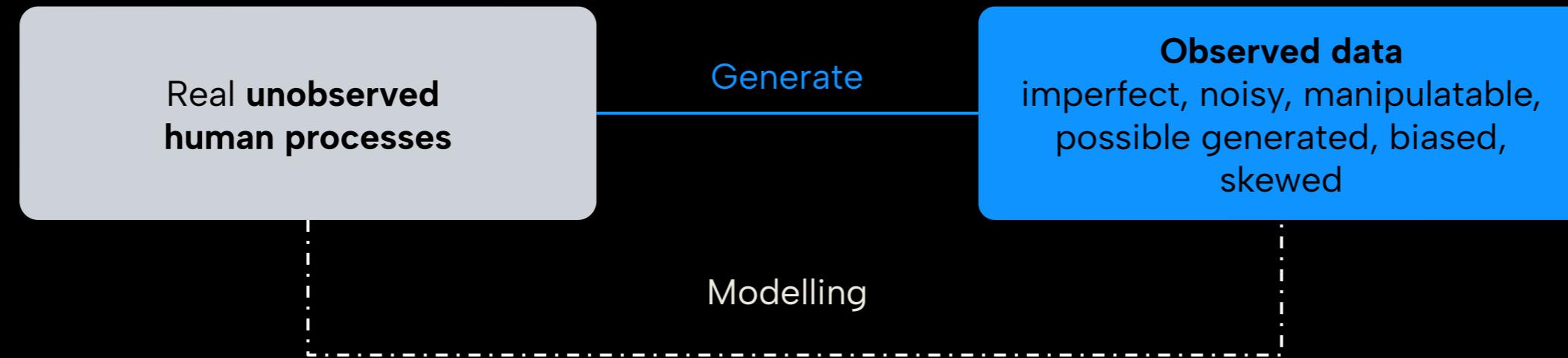
- What we reshare
- How we find our peers
- How we consume information
- What shapes our values



# Information spread modelling to uncover processes



# Information spread modelling to uncover processes



**What if...**

we could understand and model the online human processes?

how do we chose what to share with our friends?

we could train models that explain the observed data?

why is popularity so unequally distributed?

we could use the models to detect and predict?

which misinformation will catch on?

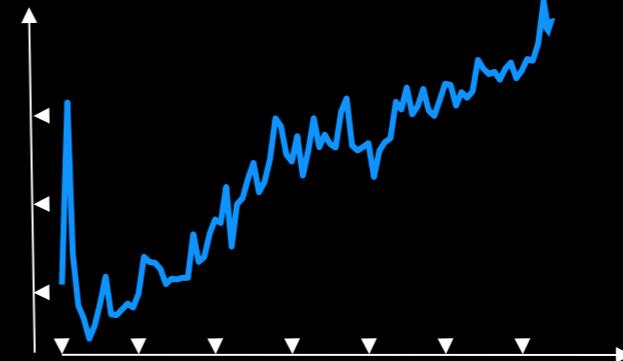
# The Behavioral Data Science



1.



Information diffusion  
epidemics spreading  
behavioral modeling



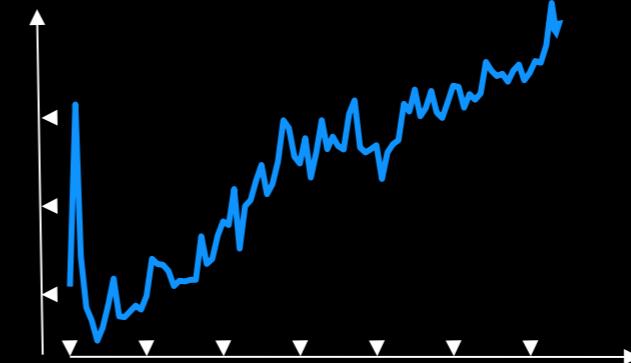
# The Behavioral Data Science



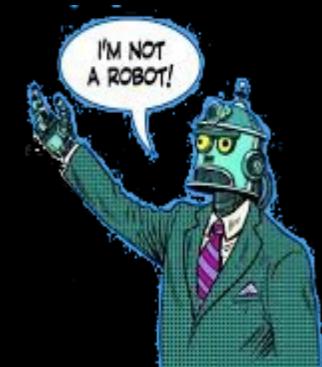
1.



Information diffusion  
epidemics spreading  
behavioral modeling



2.



[Rizoiu et al ICWSM'18]



[Kim et al Journ.Comp.SocSci'19]

3.



# Our founders in the mis-, dis-, IO and IW spaces



Real-time detection  
of disinformation  
campaigns



Information integrity  
initiative: fighting  
misinformation in Australia



Information Warfare  
STaR Shot "Developing  
Situational Awareness"



Expert roundtable for  
Defamation law reform



Effectiveness of Information  
Operations in the Pacific



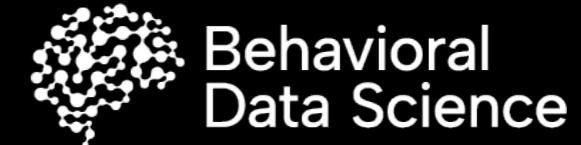
Hate Speech propagation  
on Social Media



Detecting and quantifying  
privacy loss over time

# The Information Integrity Initiative:

Delivering tools and analysis  
to fight the growing threat of  
misinformation for Australia



**Chapter 1:**  
**Misinformation –**  
**the clue is in the title**

**Chapter 2:**  
**Misinformation –**  
**a consumption problem?**

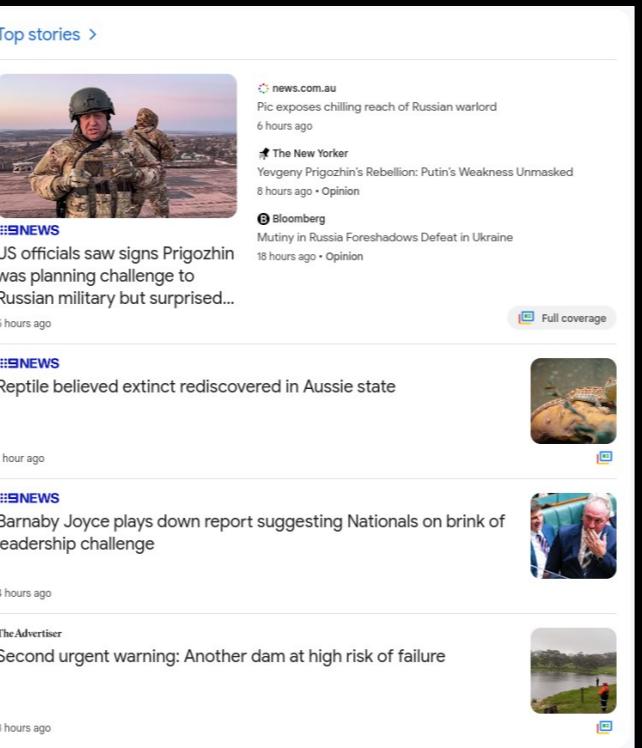
**Chapter 3:**  
**The misinformation**  
**ecosystem**

**Chapter 4:**  
**Designing interventions**  
**Effectiveness of communication**  
**styling**

**Chapter 5:**  
**The “Radicalisation” Pathway**

# Chapter 1: Misinformation – the clue is in the title

Google News for Australia



1 Mar 2014 – 11 Jan 2023

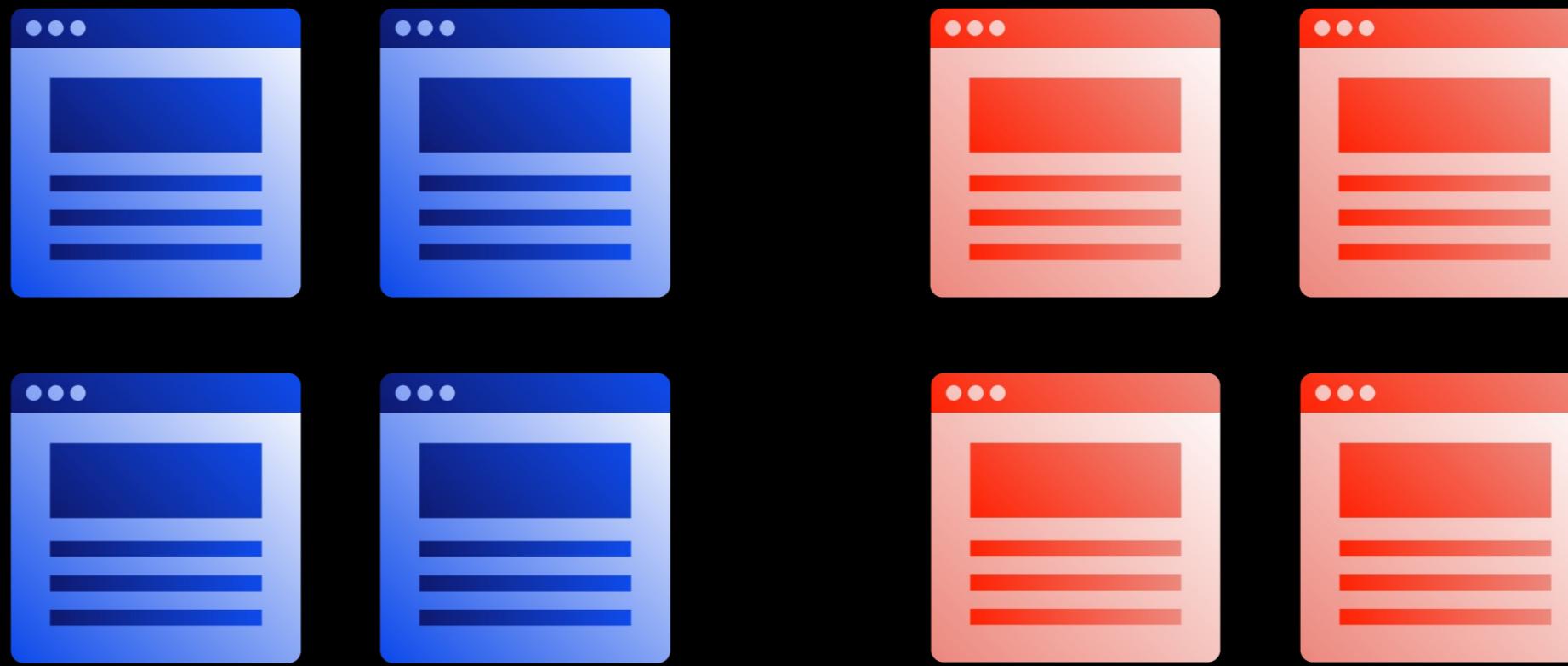
214,754 articles

9929 news publishers

# Information completeness

Story 1:  
**Prigozhin challenges Russian Military**

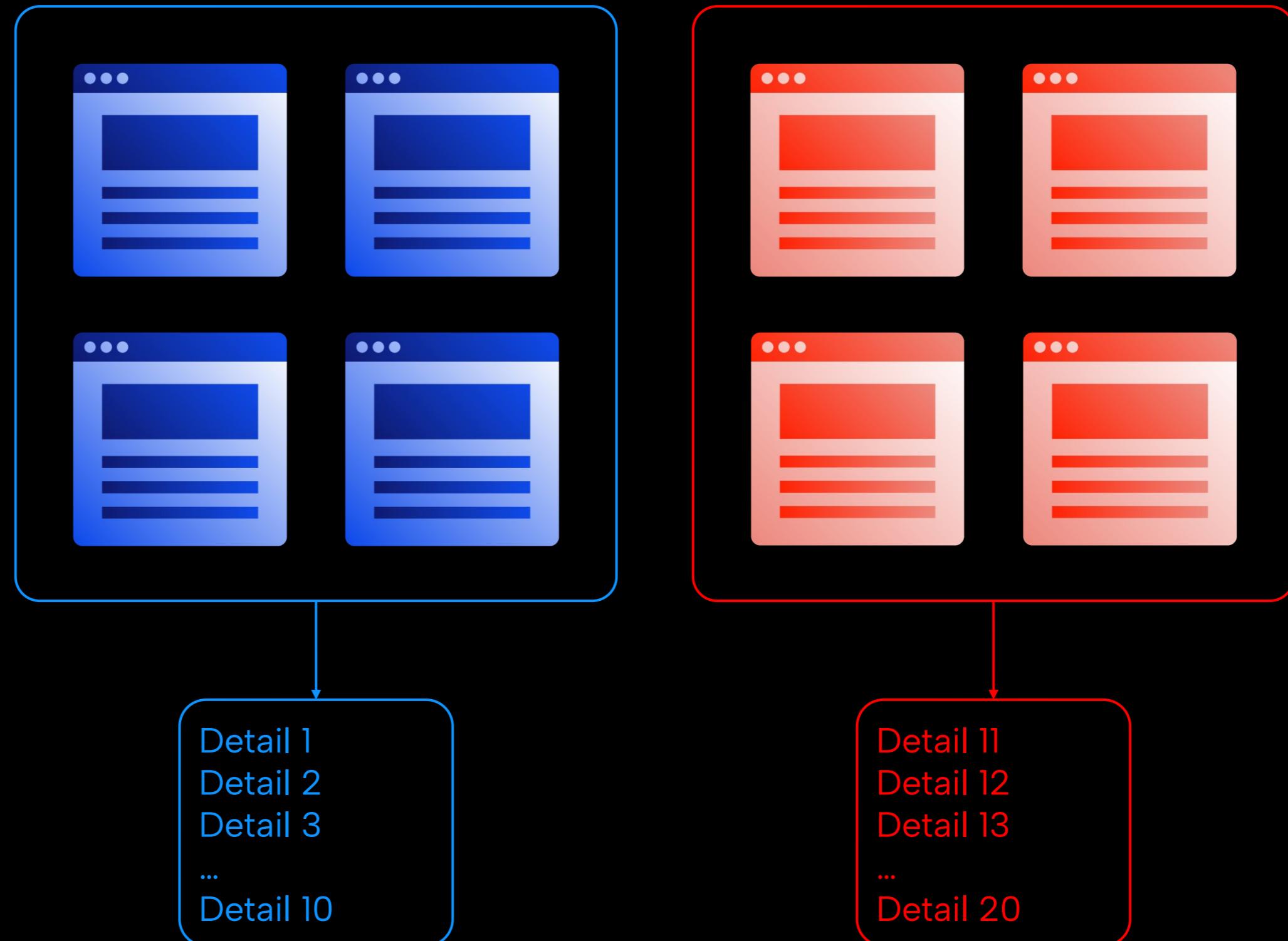
Story 2:  
**Fire blazes through apartment complex**



# Information completeness

Story 1:  
**Prigozhin challenges Russian Military**

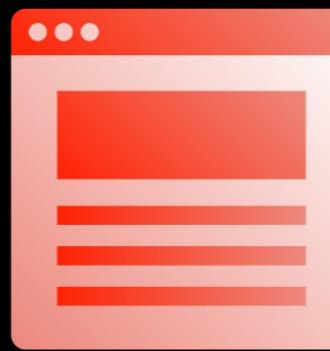
Story 2:  
**Fire blazes through apartment complex**



# Information completeness



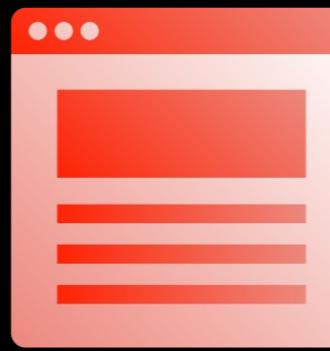
Completeness:  
**40%**



Completeness:  
**60%**



Completeness:  
**80%**



Completeness:  
**90%**

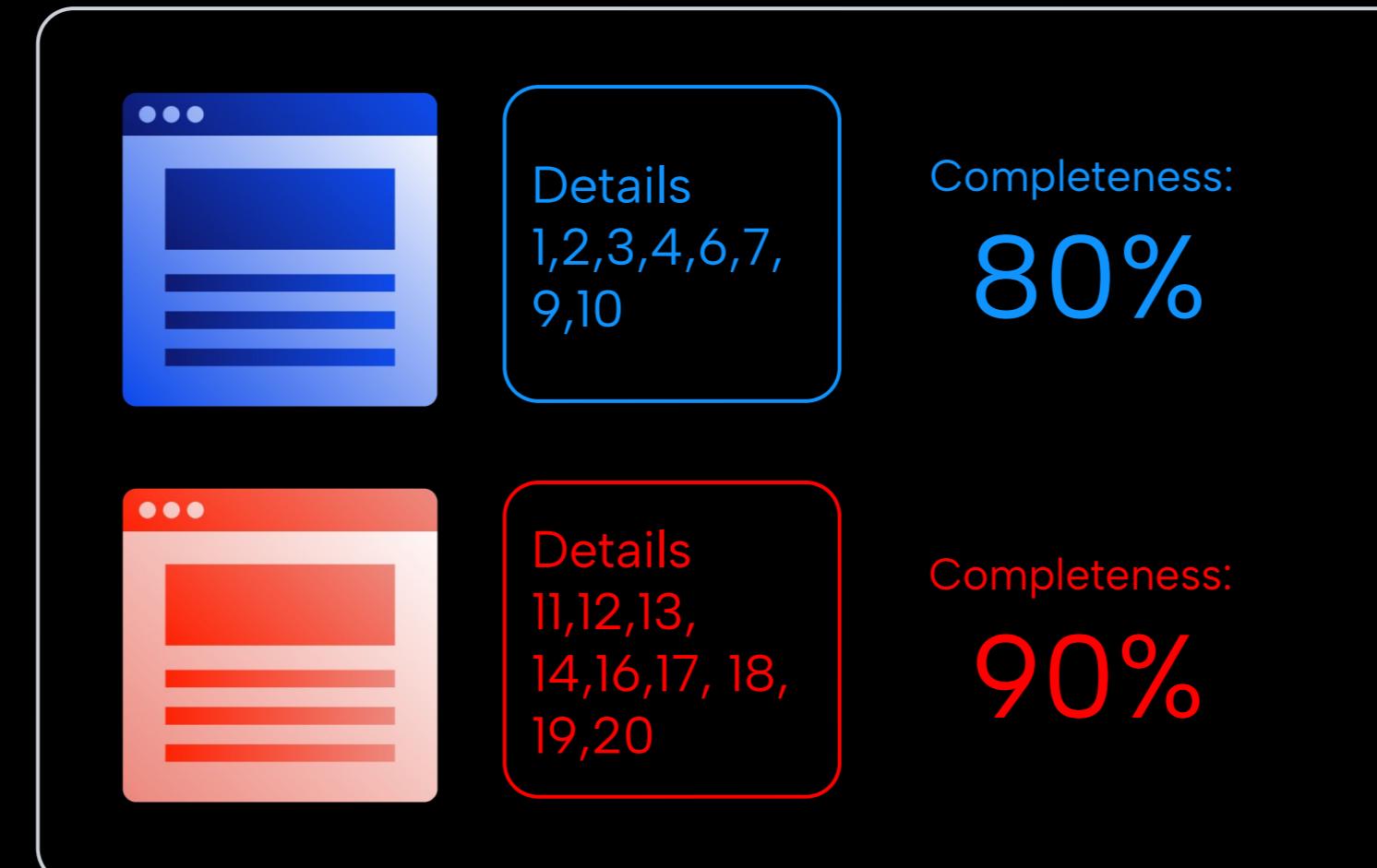
# Information completeness



**Publisher 1:**

Information completeness:

**50%**



**Publisher 2:**

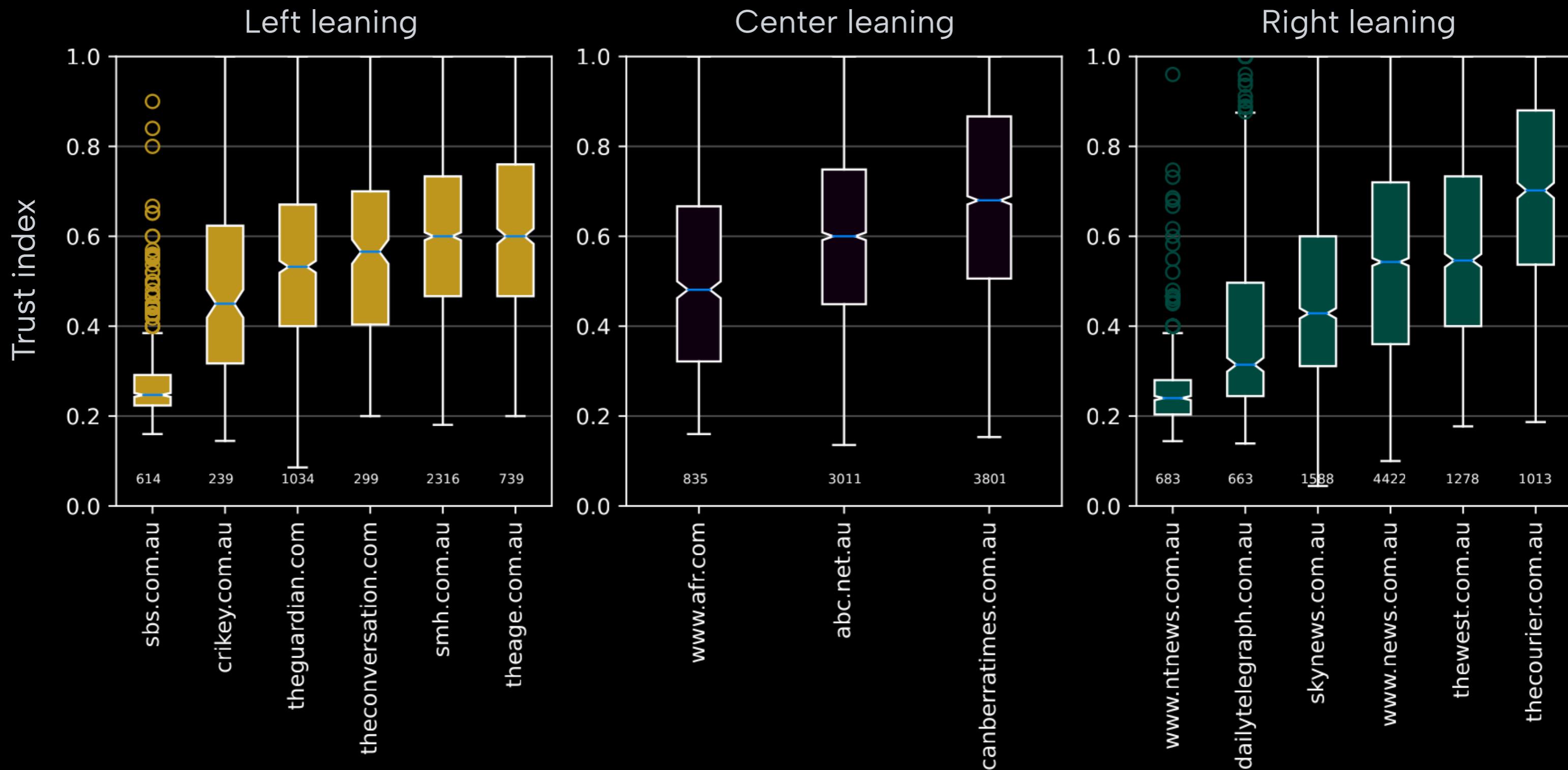
Information completeness:

**85%**

# Publisher bias – allsides

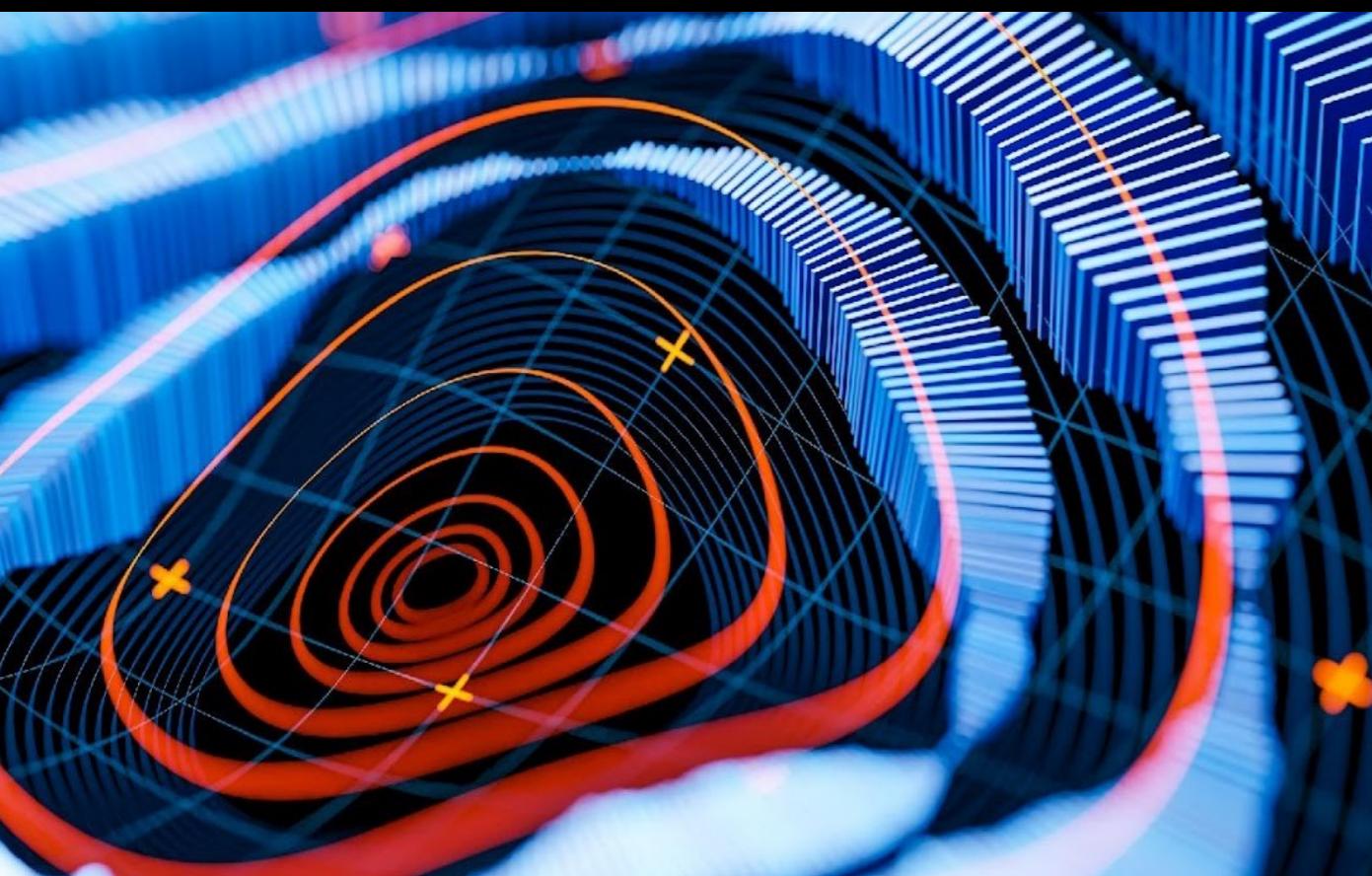
AllSides Media Bias Ratings™				
Search all rated news sources:				
News Source	AllSides Bias Rating	What do you think?		Community feedback <small>?</small>
Associated Press	L L C R R	agree  disagree	38887/31523	Community somewhat agrees.
Business Insider	L L C R R	agree  disagree	6969/9172	Community somewhat disagrees.
CNN Digital	L L C R R	agree  disagree	66950/58234	Community somewhat agrees.
Fox News Digital	L L C R R	agree  disagree	60446/57457	Community somewhat agrees.
National Review (News)	L L C R R	agree  disagree	24775/10973	Community strongly agrees.
National Review (Opinion)	L L C R R	agree  disagree	1523/1130	Community somewhat agrees.
NBC News Digital	L L C R R	agree  disagree	17383/16781	Community somewhat agrees.
New York Post (News)	L L C R R	agree  disagree	20959/11553	Community agrees.
New York Times (News)	L L C R R	agree  disagree	36979/47863	Community somewhat disagrees.
New York Times (Opinion)	L L C R R	agree  disagree	22920/7436	Community absolutely agrees.
Newsmax (News)	L L C R R	agree  disagree	14704/13063	Community somewhat agrees.
Newsweek	L L C R R	agree  disagree	7369/13322	Community disagrees.
One America News Network (OAN)	L L C R R	agree  disagree	4705/2560	Community agrees.

Information completeness



# The Information Integrity Initiative:

Delivering tools and analysis  
to fight the growing threat of  
misinformation for Australia



## Findings:

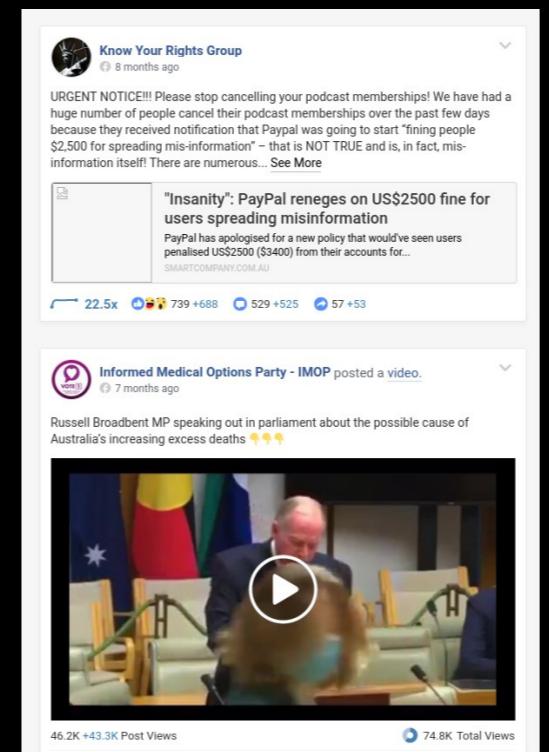
- Misinformation is not an information production problem – no significant differences in information completeness of left/centre/right, nor moderate vs extreme publishers.

# Chapter 2: Misinformation – a consumption problem?

Twitter Far-right



Facebook Antivax



Facebook Far-Right



**1496** users

**1,827,162** external links

**125,835** articles

**7** pages

**2969** posts

**558** external links

**16** pages

**6017** posts

**846** external links

# **Quantitative content description**

- LIWC – a transparent text analysis program that counts words in 117 psychologically meaningful categories
- Grievance dictionary – assess grievance-fuelled communications through language – 22 psychological and content categories
- StyloMetrix – is a tool for creating text representations as StyloMetrix vectors – 195 categories

# Linguistic Inquiry and Word Count

Category	Abbrev.	Description/Most frequently used exemplars	Words/ Entries in category*
<b>Summary Variables</b>			
Word count	WC	Total word count	
Analytical thinking	Analytic	Metric of logical, formal thinking	-
Clout	Clout	Language of leadership, status	-
Authentic	Authentic	Perceived honesty, genuineness	-
Emotional tone	Tone	Degree of positive (negative) tone	-
Words per sentence	WPS	Average words per sentence	-
Big words	BigWords	Percent words 7 letters or longer	-
Dictionary words	Dic	Percent words captured by LIWC	-
<b>Linguistic Dimensions</b>			
	Linguistic		4933
Total function words	function	the, to, and, I	499/1443
Total pronouns	pronoun	I, you, that, it	74/286
Personal pronouns	ppron	I, you, my, me	42/221
1st person singular	i	I, me, my, myself	6/74
1st person plural	we	we, our, us, lets	7/17
2nd person	you	you, your, u, yourself	14/59
3rd person singular	shehe	he, she, her, his	8/30
3rd person plural	they	they, their, them, themsel*	7/20
Impersonal pronouns	ipron	that, it, this, what	32/68
Determiners	det	the, at, that, my	97/293
Articles	article	a, an, the, alot	3/103
Numbers	number	one, two, first, once	44/61
Prepositions	prep	to, of, in, for	83/302
Auxiliary verbs	auxverb	is, was, be, have	25/282
Adverbs	adverb	so, just, about, there	159/514
Conjunctions	conj	and, but, so, as	49/65
Negations	negate	not, no, never, nothing	8/247
Common verbs	verb	is, was, be, have	1560
Common adjectives	adj	more, very, other, new	1507
Quantities	quantity	all, one, more, some	422

Psychological Processes			
Drives	Drives	we, our, work, us	1477
Affiliation	affiliation	we, our, us, help	384
Achievement	achieve	work, better, best, working	277
Power	power	own, order, allow, power	856
Cognition	Cognition	is, was, but, are	1403
All-or-none	allnone	all, no, never, always	35
Cognitive processes	cogproc	but, not, if, or, know	1365
Insight	insight	know, how, think, feel	383
Causation	cause	how, because, make, why	169
Discrepancy	discrep	would, can, want, could	108
Tentative	tentat	if, or, any, something	230
Certitude	certitude	really, actually, of course, real	131
Differentiation	differ	but, not, if, or	325
Memory	memory	remember, forget, remind, forgot	26
Affect	Affect	good, well, new, love	2999
Positive tone	tone_pos	good, well, new, love	1020
Negative tone	tone_neg	bad, wrong, too much, hate	1530
Emotion	emotion	good, love, happy, hope	1030
Positive emotion	emo_pos	good, love, happy, hope	337
Negative emotion	emo_neg	bad, hate, hurt, tired	618
Anxiety	emo_anx	worry, fear, afraid, nervous	120
Anger	emo_anger	hate, mad, angry, frustr*	181
Sadness	emo_sad	:), sad, disappoint*, cry	134
Swear words	swear	shit, fuckin*, fuck, damn	462
Social processes	Social	you, we, he, she	2760
Social behavior	socbehav	said, love, say, care	1632
Prosocial behavior	prosocial	care, help, thank, please	242
Politeness	polite	thank, please, thanks, good morning	142
Interpersonal conflict	conflict	fight, kill, killed, attack	305
Moralization	moral	wrong, honor*, deserv*, judge	356
Communication	comm	said, say, tell, thank*	350
Social referents	socrefs	you, we, he, she	1232
Family	family	parent*, mother*, father*, baby	194
Friends	friend	friend*, boyfriend*, girlfriend*, dude	102
Female references	female	she, her, girl, woman	254
Male references	male	he, his, him, man	230

# Grievance dictionary

Code Blame 117 lines (91 loc) · 7.09 KB

Raw   

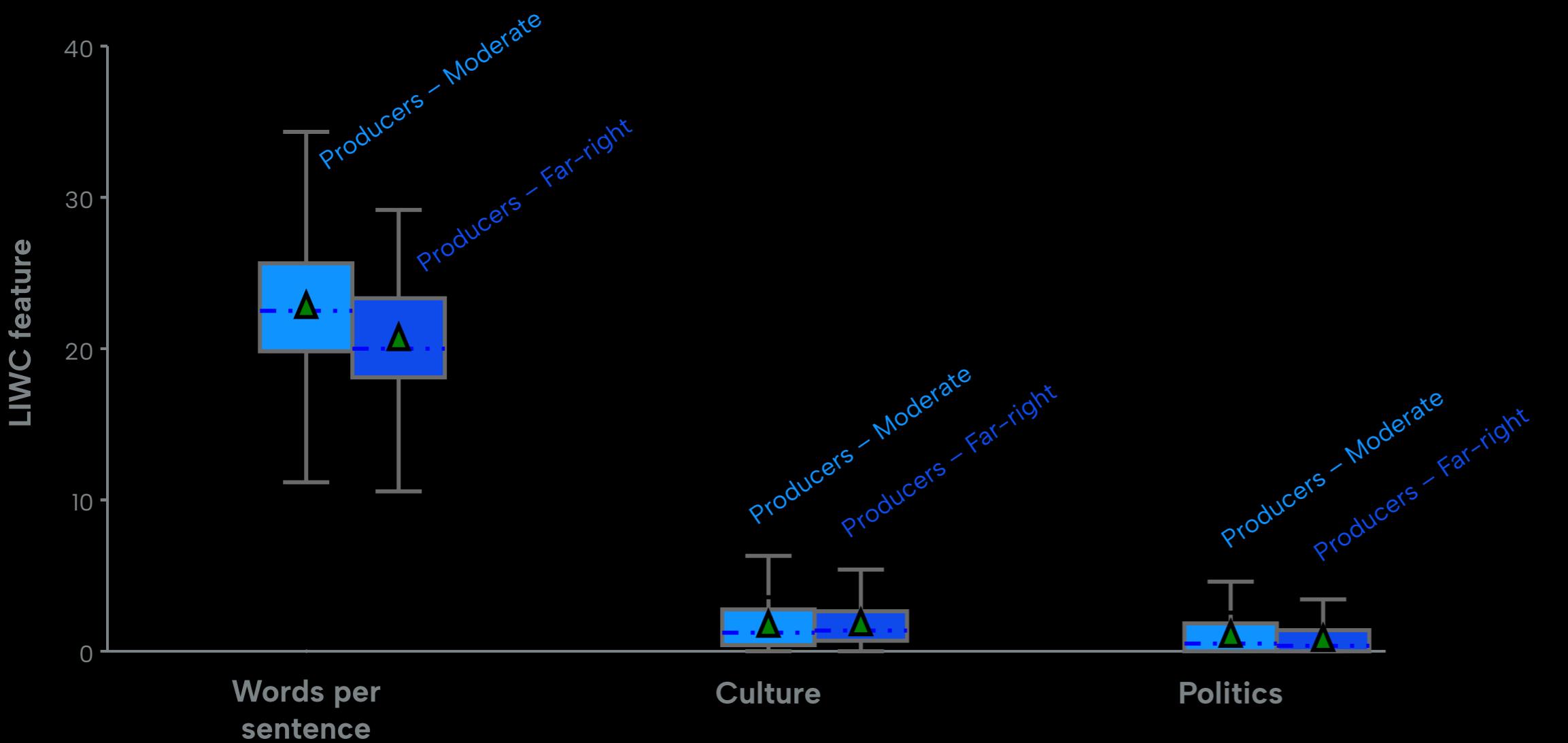
```
1  ---
2  title: "User Guide Grievance Dictionary"
3  author: "Isabelle van der Vegt"
4  date: "10/9/2020"
5  output: html_document
6  ---
7
8  ```{r setup, include=FALSE}
9  knitr::opts_chunk$set(echo = TRUE)
10  ```
11  ## User guide note
12  This user guide assumes some basic familiarity with R software. If you would like to run the code in this guide in your own R interface, make sure y
13
14  ## What is the Grievance Dictionary?
15
16  The Grievance Dictionary (GD) can be used to assess grievance-fuelled communications through language. There are 22 psychological and content catego
17
18  * Planning
19  * Violence
20  * Weaponry
21  * Help seeking
22  * Hate
23  * Frustration
24  * Suicide
25  * Threat
26  * Grievance
27  * Fixation
28  * Desperation
29  * Deadline
30  * Murder
31  * Relationship
32  * Loneliness
33  * Surveillance
34  * Soldier
35  * Honour
36  * Impostor
37  * Jealousy
38  * God
39  * P
```

# StyloMetrix

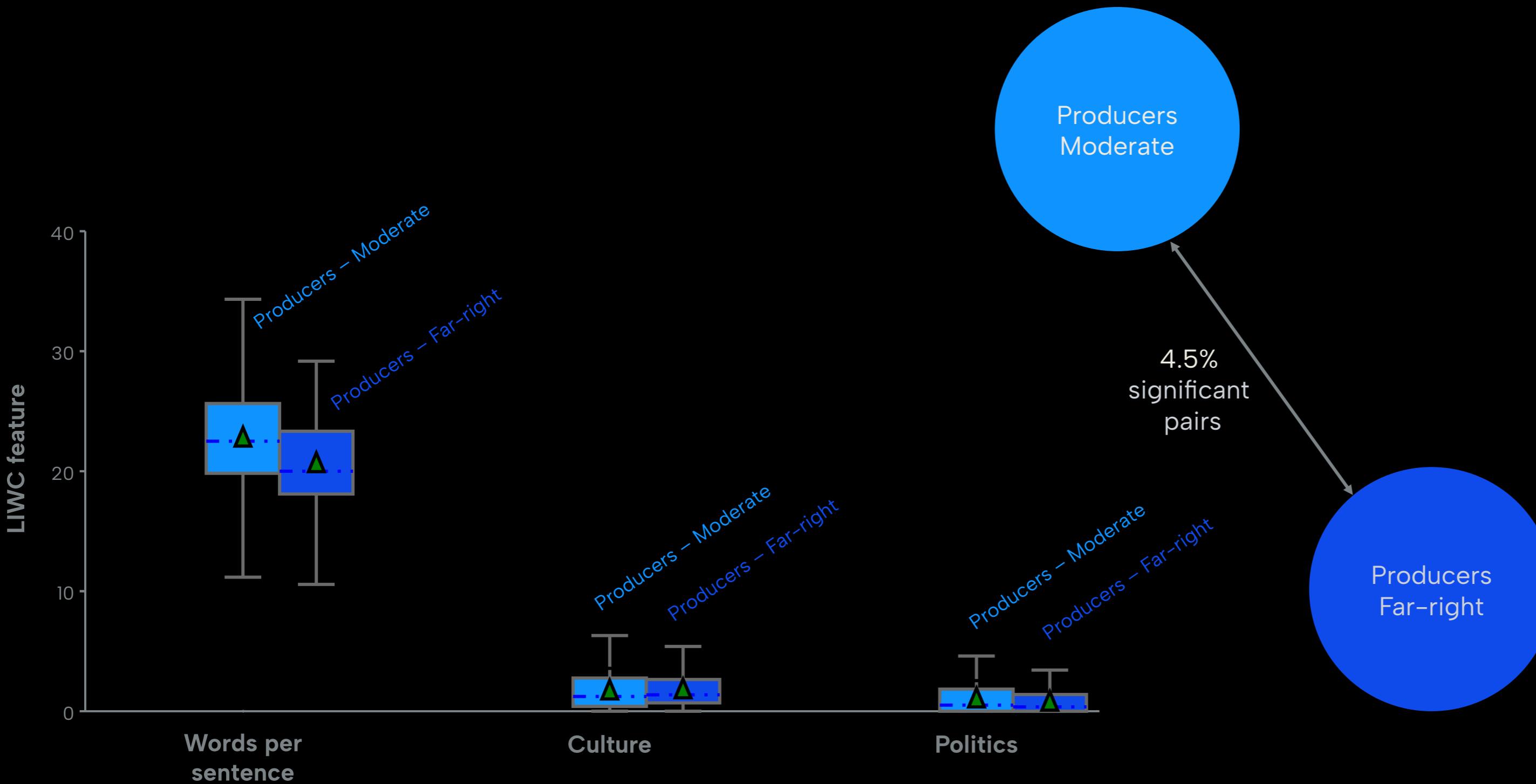
<b>Id</b>	<b>Category</b>	<b>Code</b>	<b>Name</b>	<b>Local Name</b>
0	PartOfSpeech	POS_VERB	Verbs	Verbs
1	PartOfSpeech	POS_NOUN	Nouns	Nouns
2	PartOfSpeech	POS_ADJ	Adjectives	Adjectives
3	PartOfSpeech	POS_ADV	Adverbs	Adverbs
4	PartOfSpeech	POS_DET	Determiners	Determiners
5	PartOfSpeech	POS_INTJ	Interjections	Interjections
6	PartOfSpeech	POS_CONJ	Conjunctions	Conjunctions
7	PartOfSpeech	POS_PART	Particles	Particles
8	PartOfSpeech	POS_NUM	Numerals	Numerals
9	PartOfSpeech	POS_PREP	Prepositions	Prepositions
10	PartOfSpeech	POS_PRO	Pronouns	Pronouns
11	Lexical	L_REF	References	References
12	Lexical	L_HASHTAG	Hashtags	Hashtags
13	Lexical	L_MENTION	Mentions	Mentions
14	Lexical	L_RT	Retweets	Retweets
15	Lexical	L_LINKS	Links	Links
16	Lexical	L_CONT_A	Content words	Content words
17	Lexical	L_FUNC_A	Function words	Function words
18	Lexical	L_CONT_T	Content words types	Content words types
19	Lexical	L_FUNC_T	Function words types	Function words types
20	Lexical	L_PLURAL_NOUNS	Nouns in plural	Nouns in plural
21	Lexical	L_SINGULAR_NOUNS	Nouns in singular	Nouns in singular
22	Lexical	L_PROPER_NAME	Proper names	Proper names
23	Lexical	L_PERSONAL_NAME	Personal names	Personal names
24	Lexical	L_NOUN_PHRASES	Incidence of noun phrases	Incidence of noun phrases

25	Lexical	L_PUNCT	Punctuation	Punctuation
26	Lexical	L_PUNCT_DOT	Punctuation - dots	Punctuation - dots
27	Lexical	L_PUNCT_COM	Punctuation - comma	Punctuation - comma
28	Lexical	L_PUNCT_SEMC	Punctuation - semicolon	Punctuation - semicolon
29	Lexical	L_PUNCT_COL	Punctuation - colon	Punctuation - colon
30	Lexical	L_PUNCT_DASH	Punctuation - dashes	Punctuation - dashes
31	Lexical	L_POSSESSIVES	Nouns in possessive case	Nouns in possessive case
32	Lexical	L_ADJ_POSITIVE	Adjectives in positive degree	Adjectives in positive degree
33	Lexical	L_ADJ_COMPARATIVE	Adjectives in comparative degree	Adjectives in comparative degree
34	Lexical	L_ADJ_SUPERLATIVE	Adjectives in superlative degree	Adjectives in superlative degree
35	Lexical	L_ADV_POSITIVE	Adverbs in positive degree	Adverbs in positive degree
36	Lexical	L_ADV_COMPARATIVE	Adverbs in comparative degree	Adverbs in comparative degree
37	Lexical	L_ADV_SUPERLATIVE	Adverbs in superlative degree	Adverbs in superlative degree
38	Lexical	PS CONTRADICTION	Opposition, limitation, contradiction	Opposition, limitation, contradiction
39	Lexical	PS AGREEMENT	Agreement, similarity	Agreement, similarity
40	Lexical	PS EXAMPLES	Examples, emphasis	Examples, emphasis
41	Lexical	PS CONSEQUENCE	Consequence, result	Consequence, result
42	Lexical	PS CAUSE	Cause, purpose	Cause, purpose
43	Lexical	PS LOCATION	Location, space	Location, space
44	Lexical	PS TIME	Time	Time
45	Lexical	PS CONDITION	Condition, hypothesis	Condition, hypothesis
46	Lexical	PS MANNER	Manner	Manner
47	Syntactic	SY QUESTION	Number of words in interrogative sentences	Number of words in interrogative sentences
48	Syntactic	SY NARRATIVE	Number of words in narrative sentences	Number of words in narrative sentences
49	Syntactic	SY NEGATIVE QUESTIONS	Words in negative questions	Words in negative questions
50	Syntactic	SY SPECIAL QUESTIONS	Words in special questions	Words in special questions
51	Syntactic	SY TAG QUESTIONS	Words in tag questions	Words in tag questions

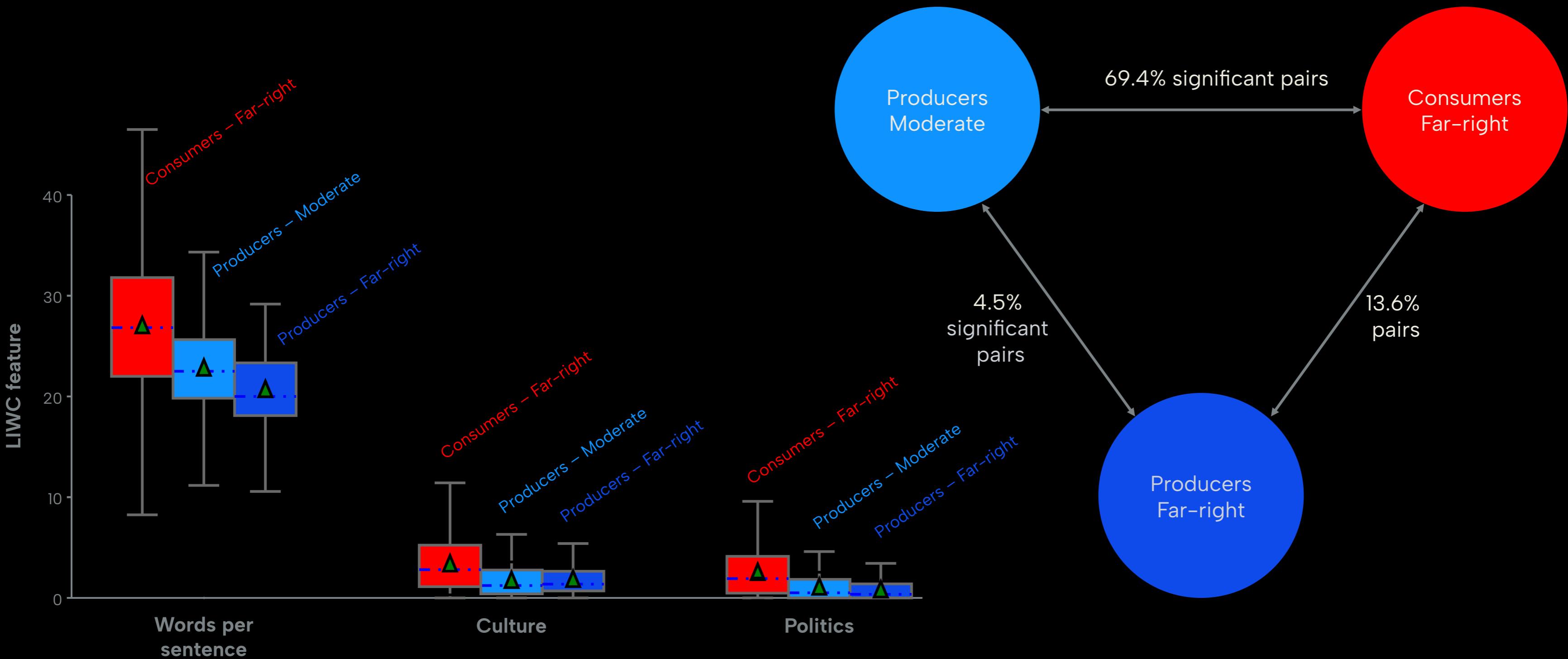
# Measure style and content differences

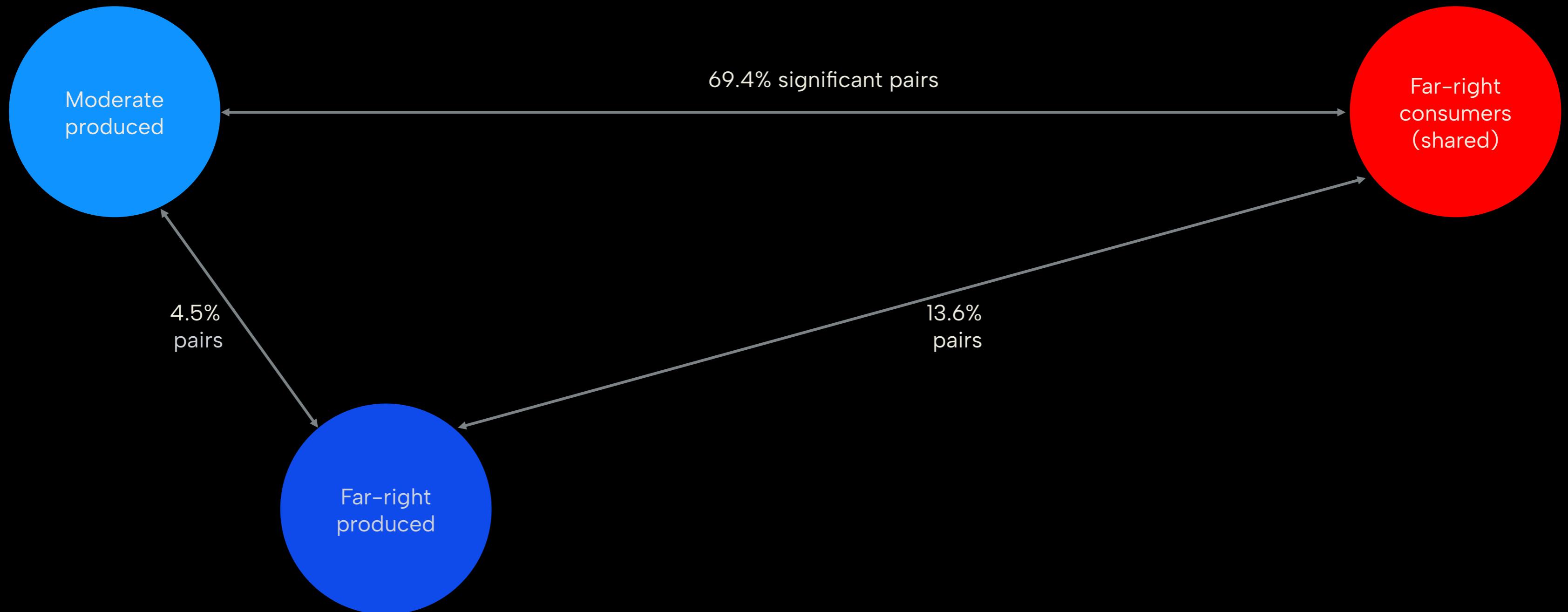


# Measure style and content differences

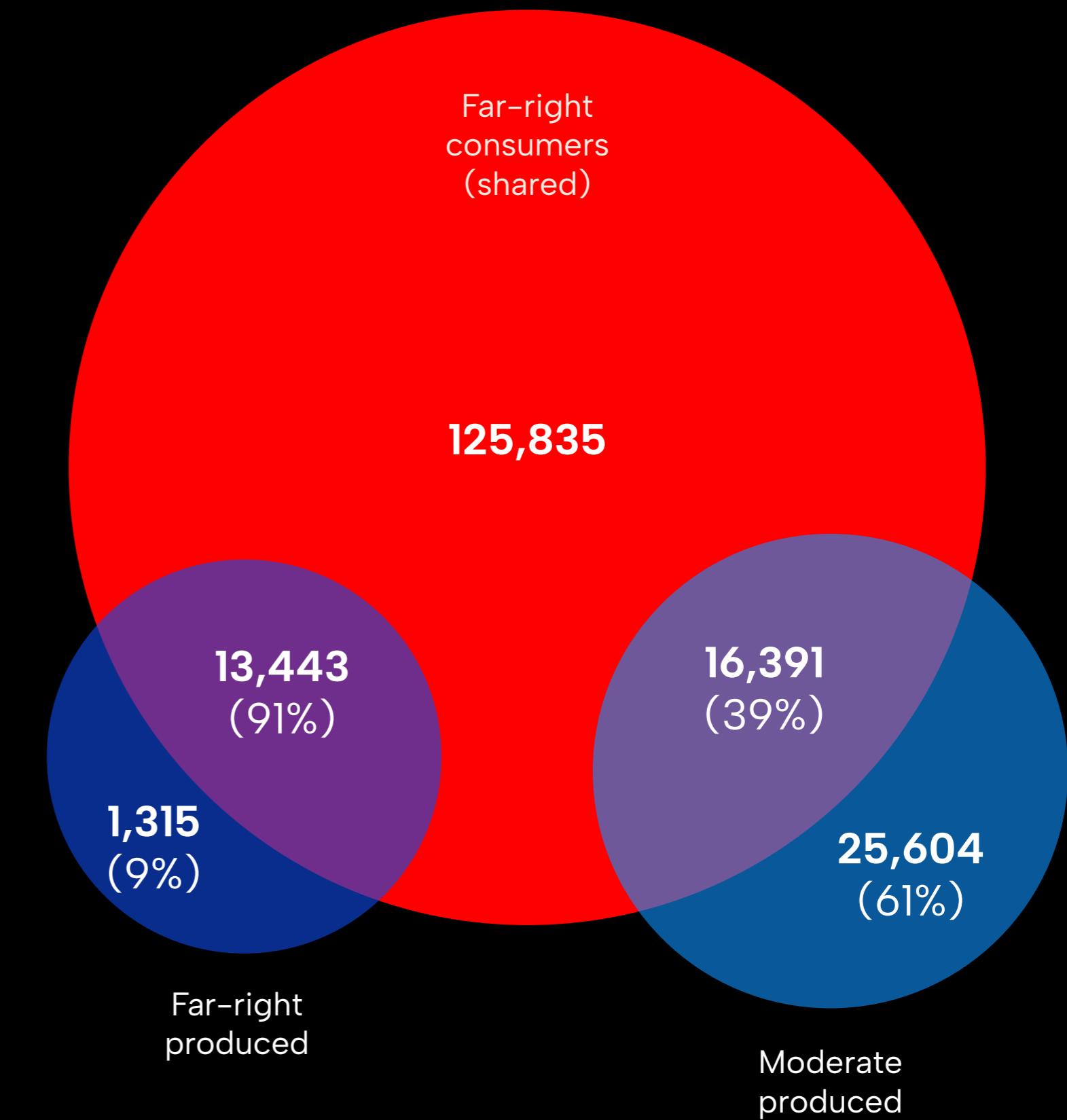


# Measure style and content differences





# The far-right consumers share across the spectrum



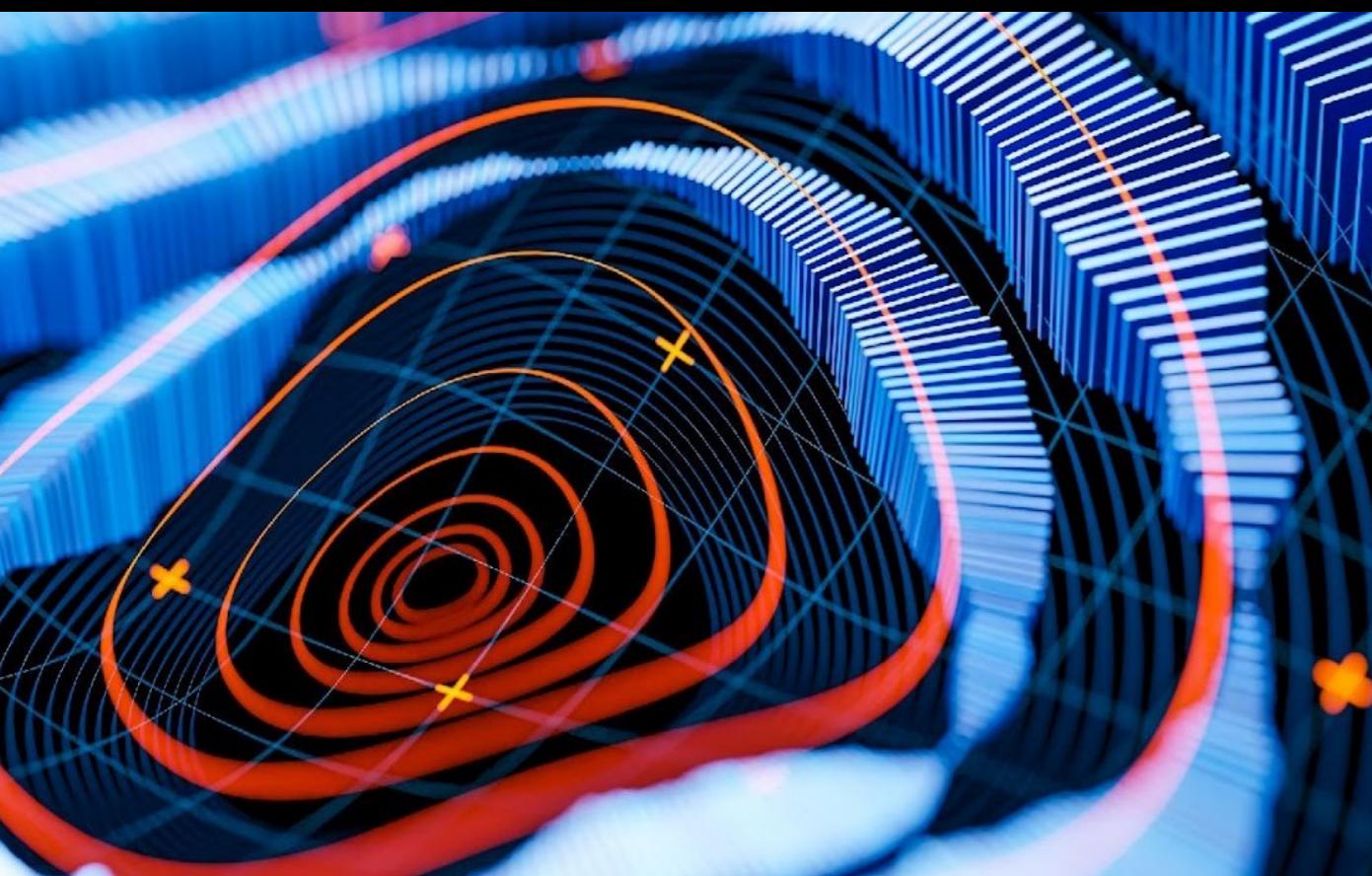
# The Information Integrity Initiative:

Delivering tools and analysis  
to fight the growing threat of  
misinformation for Australia



## Findings:

- Misinformation is not an information production problem – no significant differences in information completeness of left/centre/right, nor moderate vs extreme publishers.
- Misinformation sharing patterns differ from its production. Far-right users cherry pick the articles most useful for their arguments, and aligned with their preexisting beliefs.



# Chapter 3:

## The misinformation ecosystem



# Misinformation funding

**BREITBART**

TRENDING: RUSSIA REVOLT BIDEN CRIME FAMILY TITAN SUB 2024 RACE TRUMP INDICTMENT PRIDE PROPAGANDA BORDER CRISIS

**TRUMP: 'BIDEN CRIME FAMILY' CORRUPTION '100 TIMES BIGGER THAN WATERGATE'**



Former President Donald Trump believes President Joe Biden's family corruption is "100 times bigger than Watergate," according to his prepared remarks for an address at the Faith and Freedom Coalition, just days after an IRS whistleblower made shocking revelations about the Biden family.

by JORDAN DIXON-HAMILTON | 898

**...WE WILL DEFEAT RADICAL DEMOCRAT POLICY OF LATE TERM ABORTION**  
by NICK GILBERTSON 38

**'OBSCENE INEQUALITY' BARACK OBAMA BLASTS MEDIA'S WALL-TO-WALL COVERAGE OF MISSING SUB**  
by ELAINE MALLON 455

**GROOMING FAIL: DISNEY LOST \$890 MILLION ON LAST EIGHT THEATRICAL RELEASES**  
by DAVID NG 548

**NOLTE: MR. THEY/THEM'S 'FLASH' IS A CERTIFIED BOX OFFICE CATASTROPHE**  
by JOHN NOLTE 362

**EXCLUSIVE — SCHWEIZER: 'THE DAM IS STARTING TO BREAK' ON BIDEN FAMILY CORRUPTION**  
by HANNAH BLEAU 998

**\*\* BEING \*\*  
DAD IS AN HONOR  
BEING PAPA IS PRICELESS**

**5 THINGS YOU SHOULD KNOW ABOUT MY WIFE**

**BEING A BETTER MAN FOR MY SON**

**advertisements**

**FORTUNE SOLAR**

#1 ONE OF THE AUSTRALIA'S LARGEST SOLAR COMPANY

**6.6 PREMIUM SOLAR SYSTEM**

STARTING FROM **\$2921\***

**GET A FREE QUOTE**



**advertisements**

# Misinformation funding

The image consists of three separate screenshots arranged in a grid-like fashion, connected by red arrows indicating a flow or relationship between them.

- Top Left:** A screenshot of the Breitbart news website. It features a prominent headline: "TRUMP: 'BIDEN CRIME FAMILY' CORRUPTION '100 TIMES BIGGER THAN WATERGATE'". Below the headline is a photo of Donald Trump speaking at a podium labeled "ROAD MAP TO 2023 FAITH & FREEDOM". To the right of the headline, there is a sidebar with several smaller news items and a sidebar advertisement for "FORTUNE SOLAR".
- Top Right:** A screenshot of the Fortune Solar website. The main banner is titled "EOFY SOLAR DEALS" with a large yellow price tag showing "\$2921\*". The page also features a "SOLAR SAVINGS BONANZA PACKAGE" and highlights "LOWEST EVER PRICE".
- Bottom Right:** A screenshot of the Lightinthebox website, specifically the men's apparel section. The page displays a grid of men's t-shirts with various slogans, such as "BEING DAD IS AN HONOR", "BEING PAPA IS PRICELESS", "5 THINGS YOU SHOULD KNOW ABOUT MY WIFE", "I AM PROUD", and "BEING A DAD IS AN HONOR".

# Vulnerable target personae

## Jennifer



Age:	25-40
Residence	Australia
Education	BA
Occupation	Formerly a communications specialist for a non-profit, but retired after the birth of her first child
Marital status:	Married with two children (a newborn and a 2 year old)

Jennifer wakes up at 6am each day, often after a broken night's sleep due to her newborn still waking up. She prepares breakfast for her husband and does some yoga, and misses the morning class she used to attend. Jennifer's peace ends when the children wake up, and she spends most of the day juggling their needs. If she can successfully get them to have a nap, she checks Facebook and Instagram to try and keep up with her friend's lives and stay in touch. She might also browse Pinterest, saving pictures to boards about yoga, healthy and quick meals, motherhood advice, and painting tips. Twice a week, she has an afternoon walk with the kids to the nearby supermarket for groceries. In the evening, she makes dinner for her husband. He enthusiastically talks about work, but she feels like she has very little to say about her life and it's not very interesting to him.

### Interests

- Health, children, creativity, simple pleasures

### Preferred style

- Intimacy + Junk Science

### Fears

- Her children will get sick
- She is not the best mother she could be
- Her friends at work forget her
- She become unattractive to her husband after having two children

### Barrier to generic communication

- formal, masculine style

# Vulnerable target personae

## Patrick



Age:	67
Residence	Suburban NSW
Education	Bachelor of Education
Occupation	Retired primary school teacher
Marital status:	Married for 45 years, 3 children, 4 grandchildren

Patrick wakes early and takes a walk around the neighbourhood, before helping his wife up and organising breakfast for her. She's become quite frail, and he has to help her get dressed and walk. After, they often sit outside in the garden and he reads to her. He organises lunch and they both have a short rest, before the grandkids come over after school until their parents finish work. These frantic few hours are their favourite part of the day, even if it gives them a bit of a headache. He used to volunteer at the local library to help struggling children with their reading, but this was closed down due to COVID-19. He helps the kids with homework, and then takes care of chores as his wife supervises them watching TV or spending time in the garden. When the grandkids have been retrieved by their parents he organises dinner, and as his wife watches late night TV, he logs on to the Facebook his daughter signed him up for. He tries to keep up with the posts there, and also finds interesting news items about issues he never hears about on TV. His wife thinks the internet is silly, but he's excited about the new things he can learn there. As he gets ready for bed, he often finds himself still thinking about the things he's read.

### Interests

- Humour, Hard work, Family

### Fears

- New changes in the world
- His family forgetting him
- Financial security
- Being alone
- Illness and death for him and his wife

### Preferred style

- Expert + Conspiracy

### Barrier to generic communication

- belief in own expertise, difficulty in understanding long complex text

# Vulnerable target personae

## Aaron



Age: 21  
Residence: Australia  
Education: Law student  
Occupation: Summer law clerk  
Marital status: Single

Aaron wakes at around 8am and makes a mad rush for either university or his summer job, skipping breakfast. He is enthusiastic about both and works hard at each. By lunch time, he is feeling exhausted and deserving of a "treat", often buying a burger or pizza meal—and after all, he skipped breakfast, which makes up for the extra calories. He works intently through the afternoon, and leaves work feeling exhausted again. He often tells himself that he's too tired to hit the gym now, but he'll go tomorrow. On Fridays, he spends the night with his Church youth group, but it's increasingly bittersweet, as he will have to leave it after his upcoming birthday. On nights when he doesn't have Church, he often winds up having a few beers and scrolling through Reddit, where he can vent his frustration about still being single and find other interesting blogs to explore.

### Interests

- Strength and confidence in men
- Beauty in women
- Christianity
- Recognition for his hard work

### Preferred style

- Empower + Hate Speech

### Barrier to generic communication

- authoritative tone

### Fears

- Professional failure
- Personal failure – He will not get a girlfriend
- He will lose his connection to his Church

# The Information Integrity Initiative:

Delivering tools and analysis  
to fight the growing threat of  
misinformation for Australia



## Findings:

- **Misinformation is not an information production problem –** no significant differences in information completeness of left/centre/right, nor moderate vs extreme publishers.
- **Misinformation sharing patterns differ from its production.** Far-right users cherry pick the articles most useful for their arguments, and aligned with their preexisting beliefs.
- **Know your consumer –** people believe and share misinformation that aligns with their fears, beliefs and communication style.

# The creators of misinformation

## A case study of toxic masculinity for teenage boys

He is banned from Youtube



**BBC**

Home News Sport Business Innovation Culture Travel Earth Video Live

## Elliot Rodger: How misogynist killer became 'incel hero'

26 April 2018

### Teachers, girls call out Andrew Tate influence as rape threat revealed

Girls as young as 10 are being subjected to daily sexual harassment in schools, with one group reportedly offered cash to make porn films.

Curly Douglas

WATCH THE VIDEO

Female teachers and girls as young as 10 are being subjected to daily sexual harassment in Sydney schools, with some teachers so frustrated they're considering walking off the job.

'Vulnerable boys are drawn in': schools fear spread of Andrew Tate's misogyny

The notorious TikTok 'influencer' may be in jail, but his 'terrifying' ideology has already taken hold in classrooms, teachers say



Tate's image of supposed success is attractive to boys, teachers warn. Photograph: Twitter

When Abbie Marsh (not her real name) overheard a 15-year-old boy in the West Midlands school she works in praising **Andrew Tate**, the social influencer known as the "king of misogyny", she asked him if he understood Tate's views on women. The boy replied: "Well, men are better than women, so he's right." His friends all nodded in agreement.

Marsh reported the conversation to her school's head of safeguarding. She says misogyny is rife, even among students as young as 12, and is convinced Tate's videos are fuelling it. "I heard one student in the playground introduce his girlfriend and as soon as she was out of earshot he was asked by several friends if they could 'have a go' with her," she says.

But his contents are still online



All Andrew Tate's Podcast and old vi...

Topics: Andrew Tate - METAMORPHOSIS #topg #matrix #statespeech #tatebrothers #tatebrothers #freetopg

Andrew Tate - METAMORPHOSIS #topg #matrix #statespeech #tatebrothers #tatebrothers #freetopg

Against Matrix

1.2K subscribers

1.2K views · 1 year ago

Andrew Tate - Legendary | Real Legend

ANDREW TATE

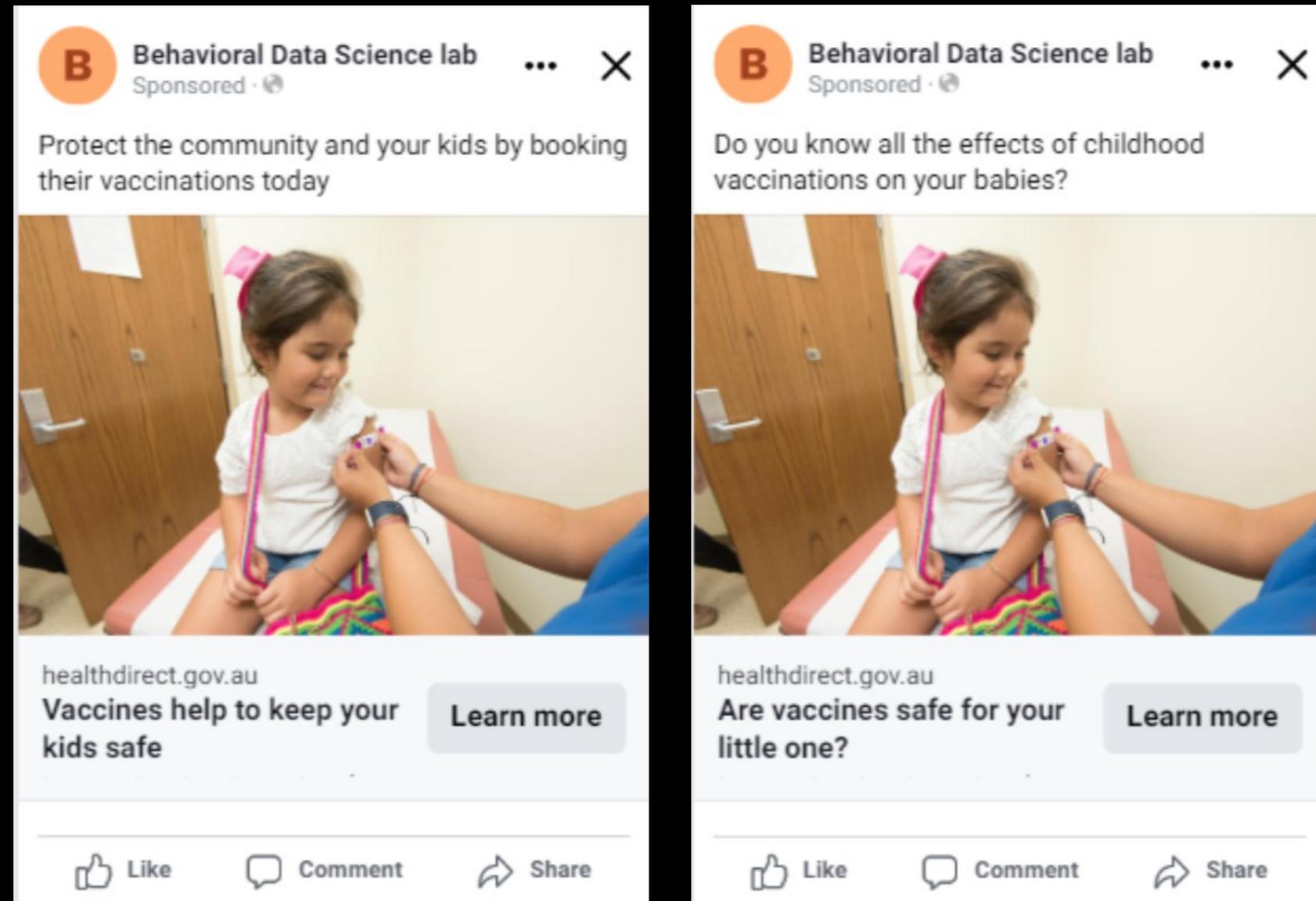
Mastery Empire

192K views · 1 year ago

# Chapter 4:

## Designing interventions

### Effectiveness of communication styling



# Effectiveness of communication styling

---

## Testing protocol:

- Facebook ads with A/B testing facility
- Stock images
- Ads link to Government information sites
- A/B test: targeted (A) vs generic styling (B). All other indicators stay the same: target demographic, image, message

## Tested variables:

- Three target demographics – consumer personae
- Four message styling – generic, Jennifer-, Patrick- and Aaron-styled
- 5 topics of interest: children vaccination, children sexual education, 5G, climate change, nutrition supplements for physical fitness

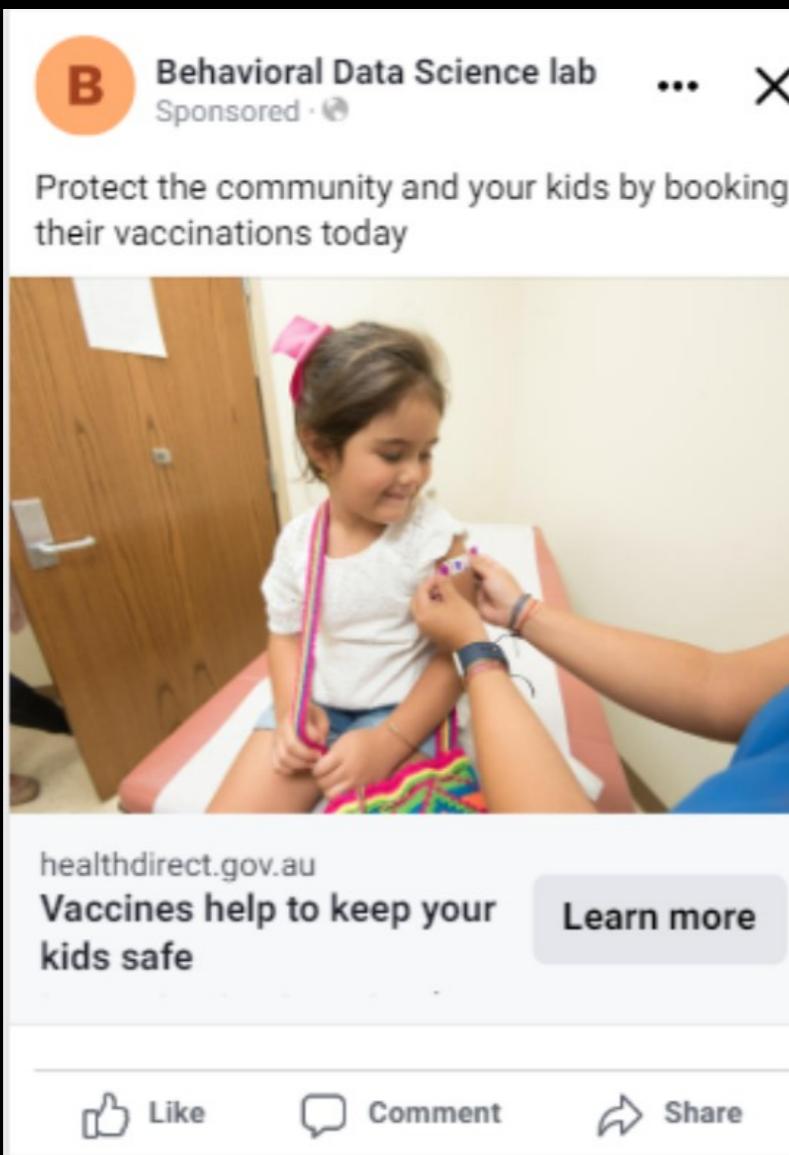
---

## Success measurement

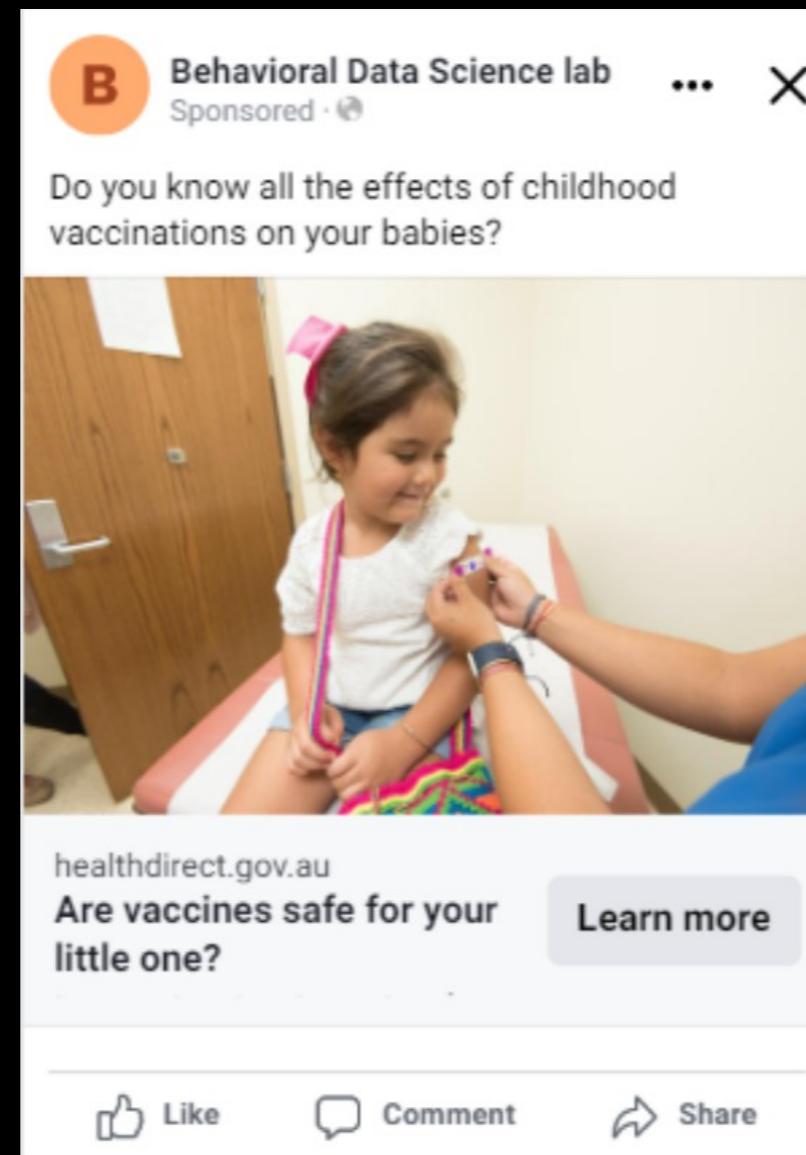
- Click-Through-Rate (CTR): number of clicks vs number of impressions
- **Higher (CTR) – higher message effectiveness**

# Children vaccination (Jennifer)

A: Generic



B: Styled



Results:

A: Generic

Reach: 10,346 users

Impressions: 15,567

Clicks: 101

CTR: 0.65%

B: Styled

Reach: 10,020 users

Impressions: 13,107

Clicks: 129

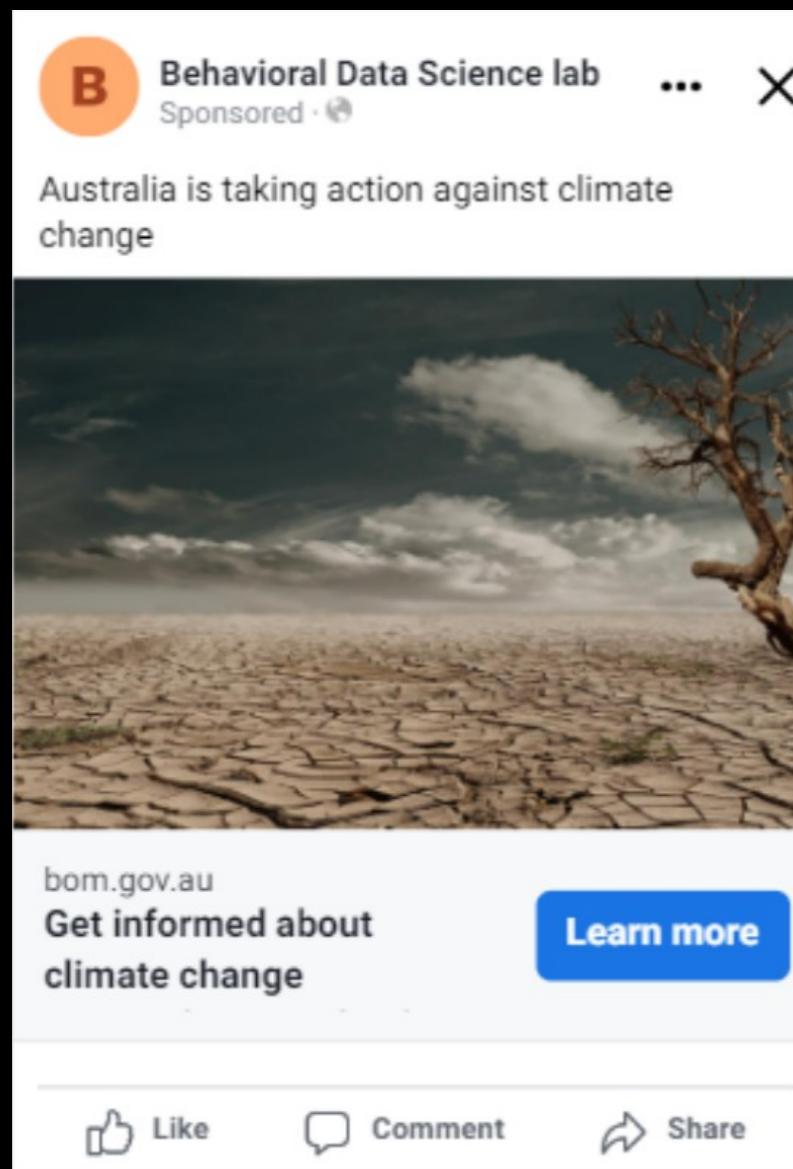
CTR: 0.98%

Improvement:

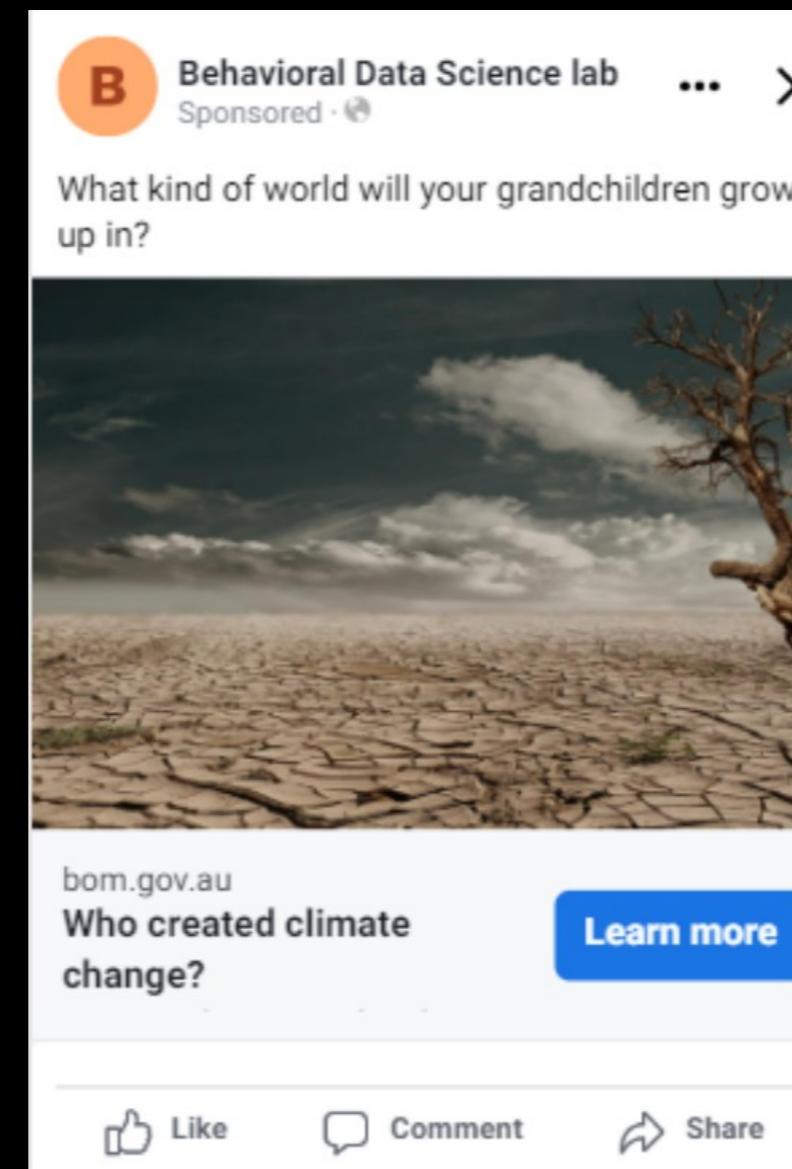
51%

# Climate change (Patrick)

A. Generic



B. Styled



Results:

**A: Generic**

Reach: 5,362 users

Impressions: 10,095

Clicks: 170

CTR: 1.68%

**B: Styled**

Reach: 5,952 users

Impressions: 10,082

Clicks: 334

CTR: 3.31%

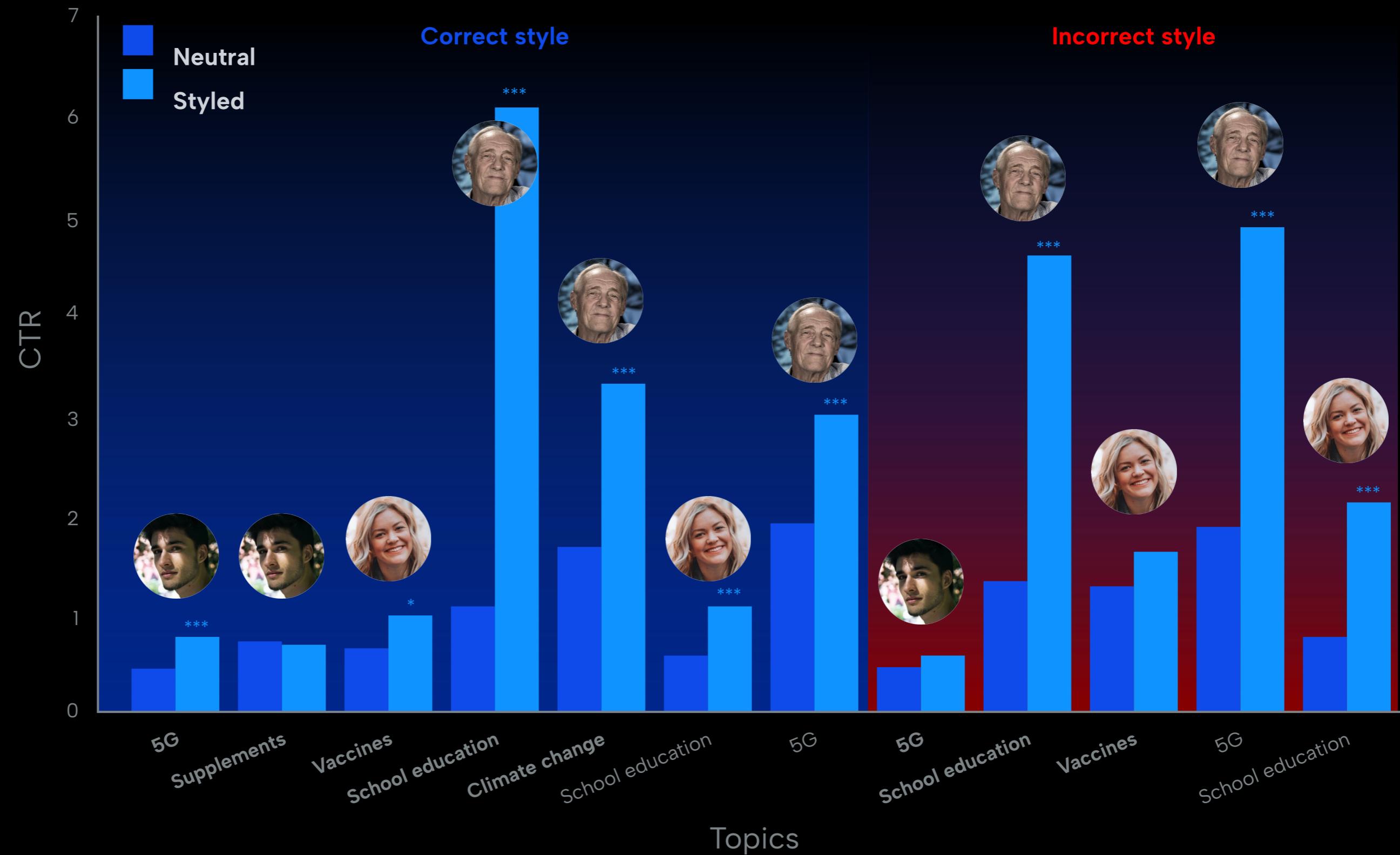
Improvement:

**97%**

# Creating styled messaging for topics and cohorts

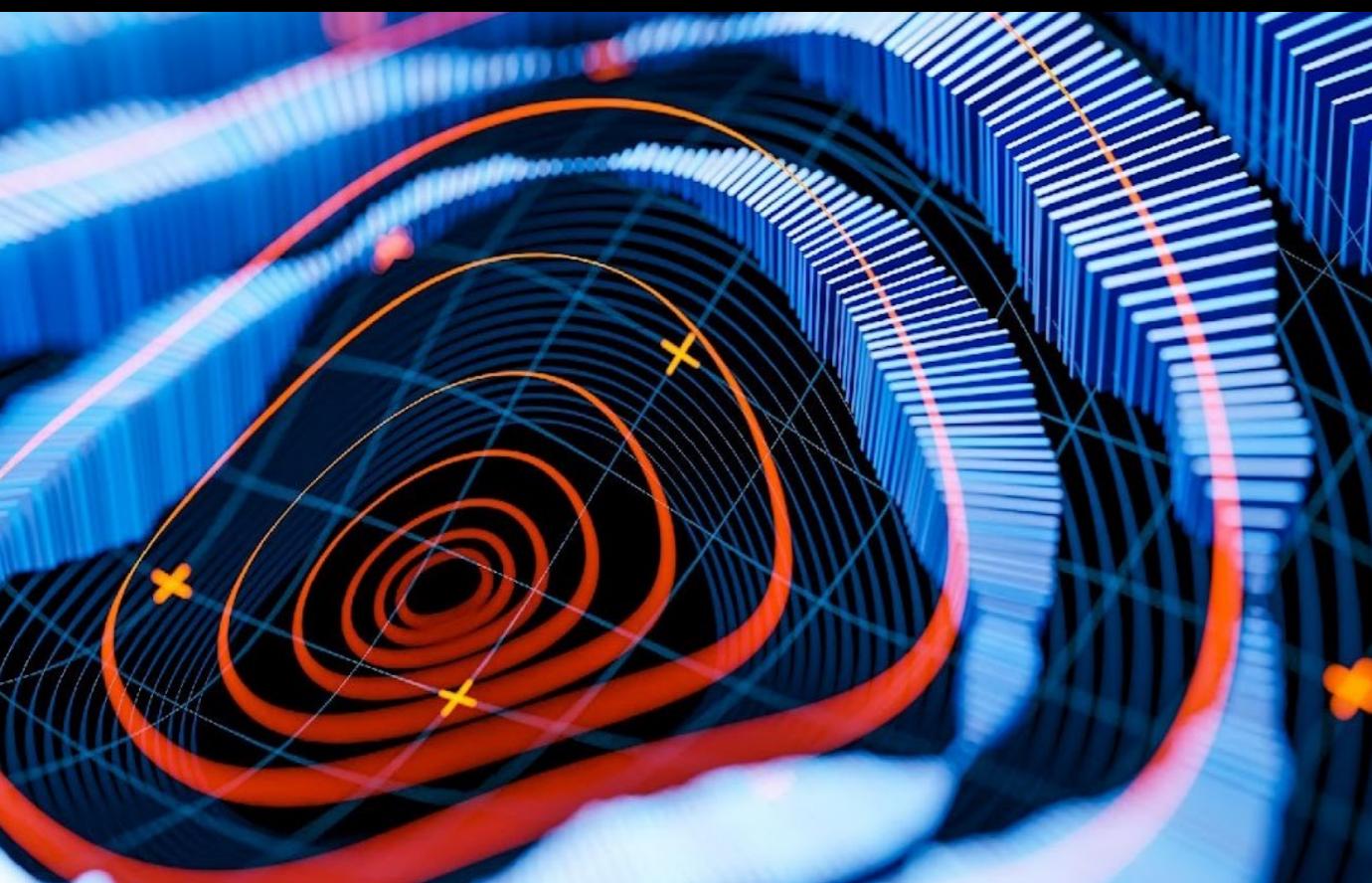
Persona	Jennifer (Intimacy)	Patrick (Expert)	Aaron (Empowerment)	Government (Neutral)
5G	Are our children safe around 5G? What do new mothers need to know?	The world changes quickly – Can 5G help you keep up?	What is 5G really, and why is it being rolled out around Australia? How will it change our lives?	5G is the new industry standard for a cheap, energy-efficient future, and is now available around Australia.
Supplements	Tired and need energy for two? Could supplements be your answer?	Not as fit as you were? Find the right supplement to get your strength back.	Interested in supplements? Get the facts to get the wins.	Supplements should only be used with medical advice.
Vaccines	Do you know all the effects of childhood vaccinations on your babies?	Natural immunity or modern medicine? Do vaccines help today's kids grow up stronger?	Do childhood vaccinations really improve natural human immunity?	Protect the community and your kids by booking their vaccinations today.
School Education	What child sexuality education will your children receive at school?	What's included in today's child sexuality education curriculum?	What does Australia's school child sexuality education include?	Get the facts about the new kid's health education.
Climate change	How will climate change affect your children's future?	What kind of world will your grandchildren grow up in?	The truth about climate change – check the facts yourself.	Australia is taking action against climate change.

# Styling increases messaging effectiveness



# The Information Integrity Initiative:

Delivering tools and analysis  
to fight the growing threat of  
misinformation for Australia

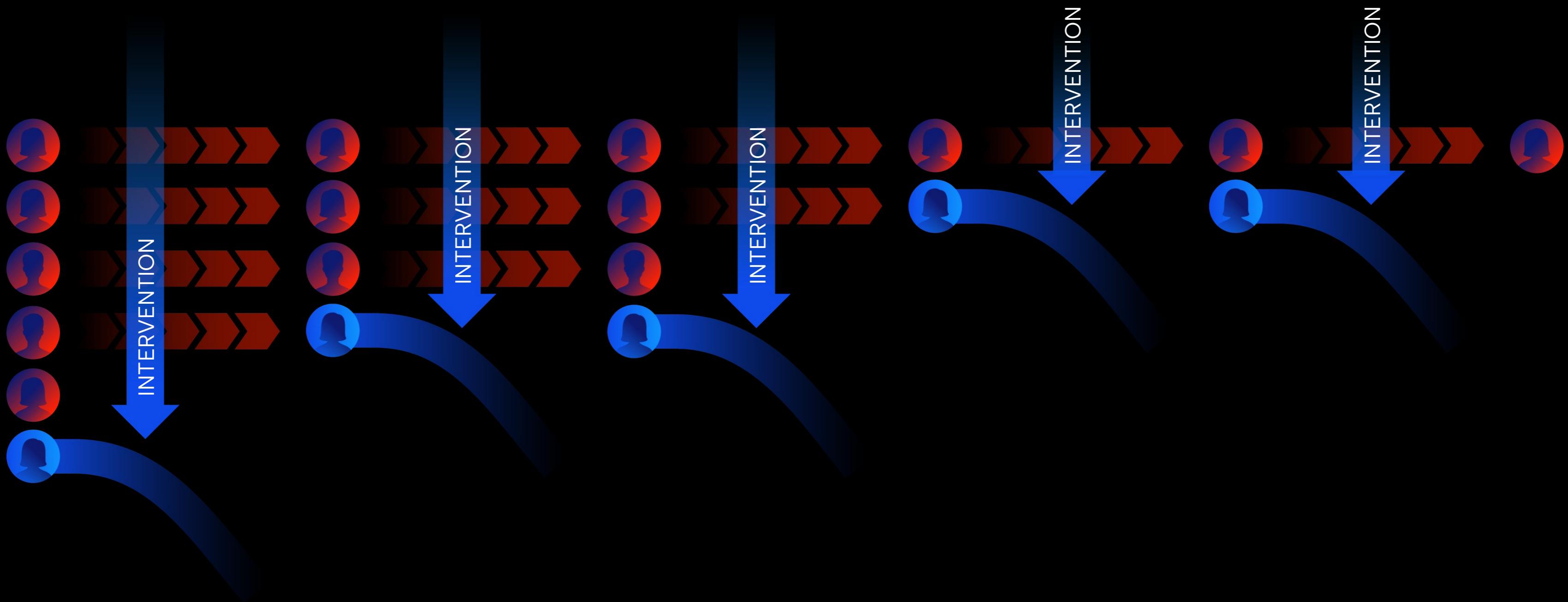


## Findings:

- **Misinformation is not an information production problem –** no significant differences in information completeness of left/centre/right, nor moderate vs extreme publishers.
- **Misinformation sharing patterns differ from its production.** Far-right users cherry pick the articles most useful for their arguments, and aligned with their preexisting beliefs.
- **Know your consumer –** people believe and share misinformation that aligns with their fears, beliefs and communication style.
- **Correct styling significantly boosts message effectiveness –** for any topic; any message is more effective as long as it is styled properly

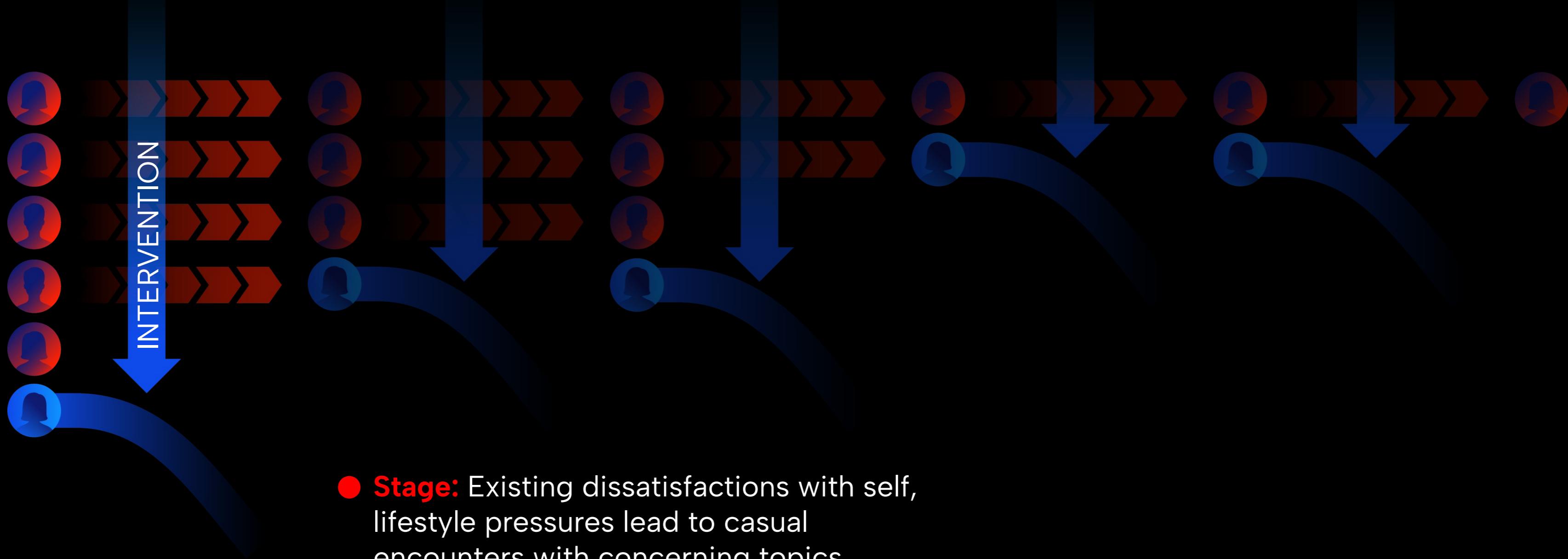
# Chapter 5:

## The “Radicalisation” Pathway

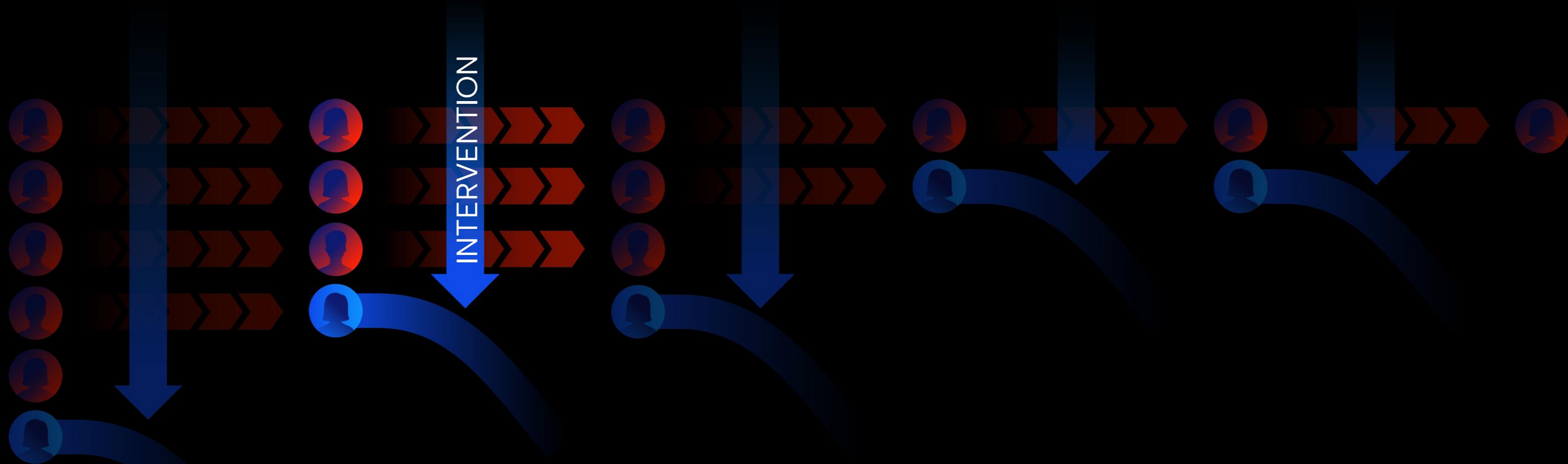


# Chapter 5: The “Radicalisation” Pathway

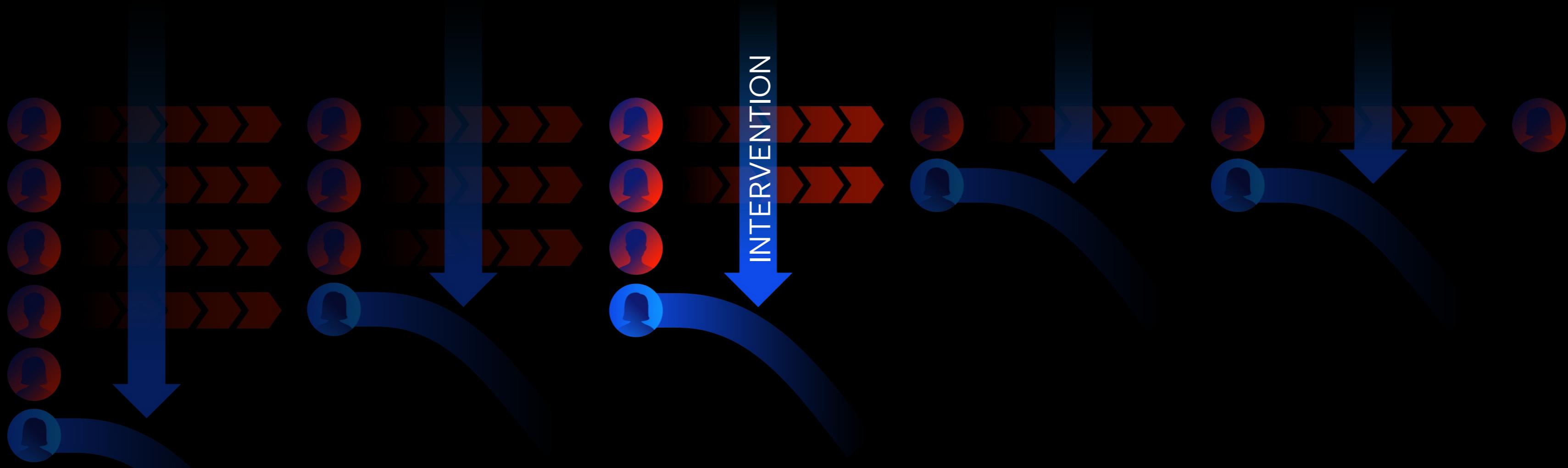
- Six-stage pathway of misinformation “radicalisation”
- Ranges from initial confusion and grudges (stage 1) to extreme violence (stage 6).
- Each stage – specific symptoms
- Intervention strategies and off-ramps to help individuals disengage from radicalisation.
- Evaluated against existing literature and real-life examples of former QAnon sympathisers’.



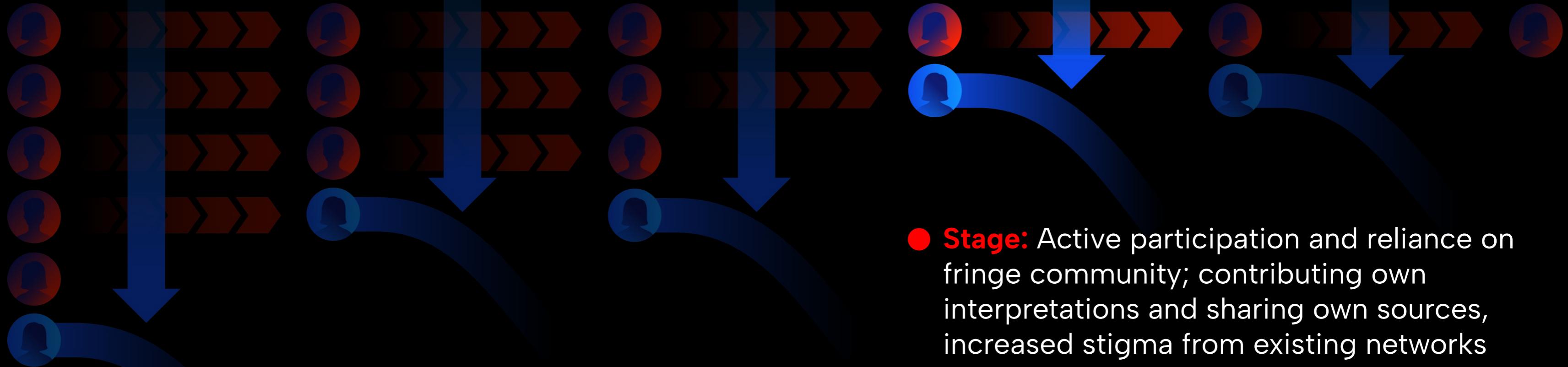
- **Stage:** Existing dissatisfactions with self, lifestyle pressures lead to casual encounters with concerning topics
- **Intervention:** Plain-language, styled resources and shared from trusted source via online platforms and websites
- **Off-ramps:** Receives reassuring advice or information from a trusted source



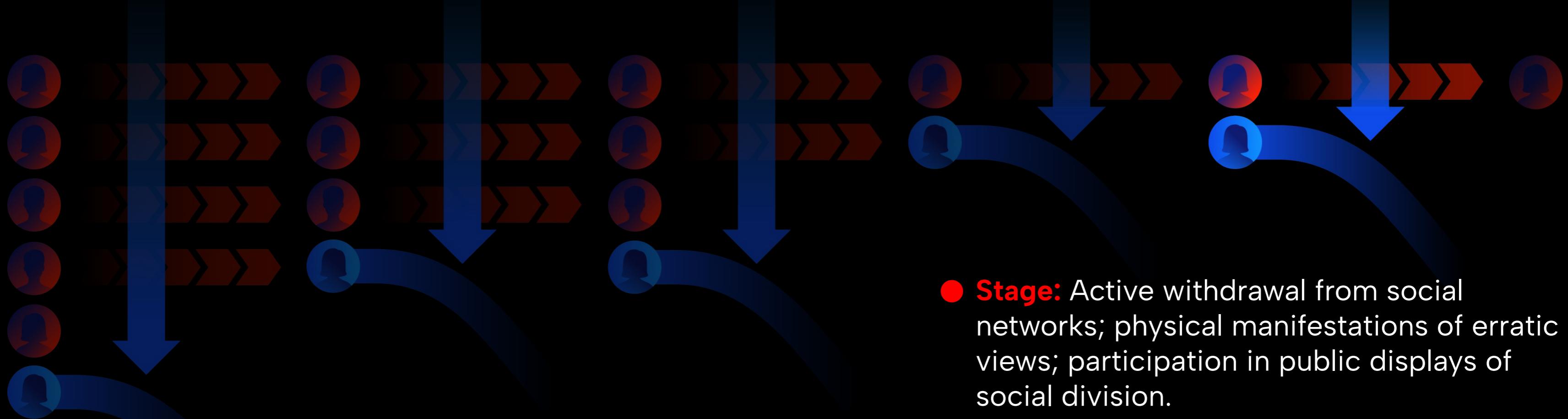
- **Stage:** Increased curiosity in encountered topics, tentative disclosure to peers and stigmatised reaction (disbelief / mockery/shaming), retreat to “safe” online community for assurance
- **Intervention:** Resources to support peers and mentors (e.g., GP) in talking about misinformation and fringe views with friends
- **Off-ramps:** Receives an empathetic, non- stigmatising response from peers, no longer requires support from online community



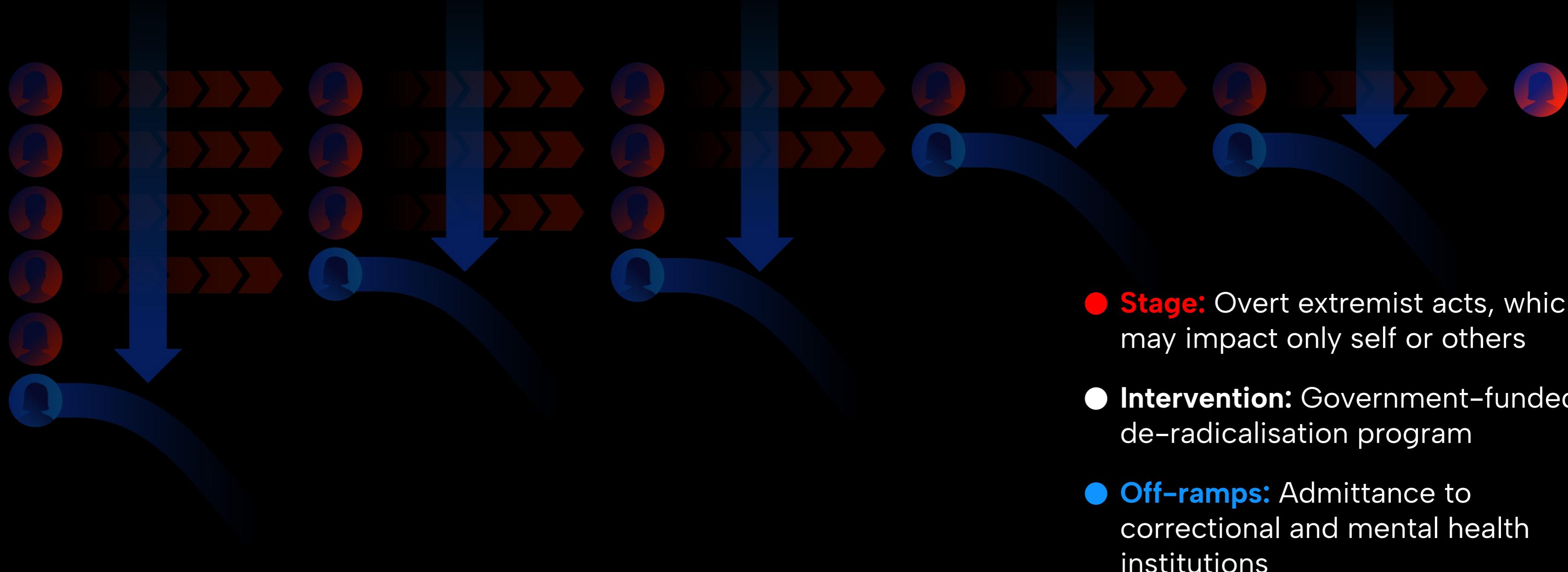
- **Stage:** Self-censorship with existing social networks, withdrawal from mainstream information sources, reliance on fringe community for social and informational needs
- **Intervention:** Recommend organic deradicalisation spaces. Public messaging campaigns about reducing time online.
- **Off-ramps:** Engages with organic deradicalisation spaces; 'talked out of' views by former believers; limit or leave social media



- **Stage:** Active participation and reliance on fringe community; contributing own interpretations and sharing own sources, increased stigma from existing networks
- **Intervention:** Promote user-generated content that objectively highlights illogic of misinformation; reflection on fringe beliefs
- **Off-ramps:** Recommended third-party content that objectively highlights illogic startles person out; Shock highlights the cost of misinformation

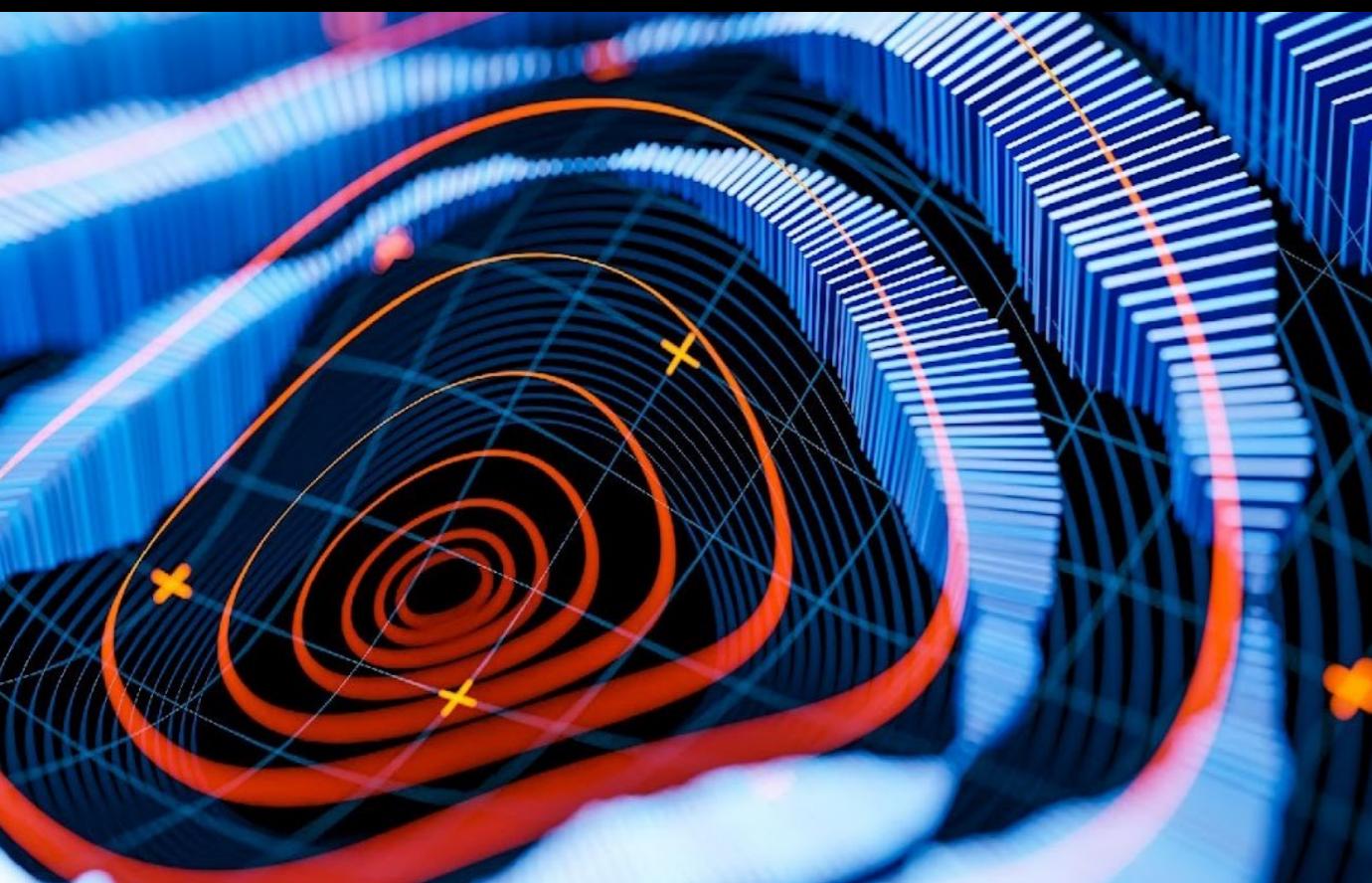


- **Stage:** Active withdrawal from social networks; physical manifestations of erratic views; participation in public displays of social division.
- **Intervention:** Online resources and support groups for family members to connect with affected individual
- **Off-ramps:** Institutionalisation by family members and peers for therapy and recovery; medical intervention addressing underlying issues



# The Information Integrity Initiative:

Delivering tools and analysis  
to fight the growing threat of  
misinformation for Australia



## Findings:

- **Misinformation is not an information production problem –** no significant differences in information completeness of left/centre/right, nor moderate vs extreme publishers.
- **Misinformation sharing patterns differ from its production.** Far-right users cherry pick the articles most useful for their arguments, and aligned with their preexisting beliefs.
- **Know your consumer –** people believe and share misinformation that aligns with their fears, beliefs and communication style.
- **Correct styling significantly boosts message effectiveness –** for any topic; any message is more effective as long as it is styled properly
- **Theoretical model linking misinformation consumption and radicalisation –** symptoms, intervention strategies and off-ramps to help individuals disengage from radicalisation.

# The Information Integrity Initiative:

Delivering tools and analysis  
to fight the growing threat of  
misinformation for Australia



Check out  
full report



## Findings:

- **Misinformation is not an information production problem –** no significant differences in information completeness of left/centre/right, nor moderate vs extreme publishers.
- **Misinformation sharing patterns differ from its production.** Far-right users cherry pick the articles most useful for their arguments, and aligned with their preexisting beliefs.
- **Know your consumer –** people believe and share misinformation that aligns with their fears, beliefs and communication style.
- **Correct styling significantly boosts message effectiveness –** for any topic; any message is more effective as long as it is styled properly
- **Theoretical model linking misinformation consumption and radicalisation –** symptoms, intervention strategies and off-ramps to help individuals disengage from radicalisation.

# Thank you!