Social Media Misinformation & Content Moderation Analytics

1. Introduction and Context

Social media and online news platforms have become central to information sharing in modern society. Millions of news articles and posts are published daily, covering topics such as politics, health, and social issues. While these platforms enable rapid access to information, they also facilitate the spread of misinformation, which can negatively influence public opinion and decision-making.

Business Intelligence (BI) provides the tools needed to transform raw news data into meaningful insights, allowing organizations to monitor misinformation trends and assess information reliability.

2. Industry and Organization Description

Industry: Social Media and Online News Platforms. This industry is characterized by high content volume and rapid dissemination of information. Misinformation has become a major concern for digital platforms and regulators.

Organization: A digital platform such as a social media company, news aggregator, or media monitoring authority responsible for tracking and analyzing online news content.

3. Business Problem Statement

The growing volume of online news makes it difficult to systematically identify misinformation and evaluate the reliability of news sources. Decision-makers lack a centralized BI system to analyze misinformation by source, time period, and stated entities. As a result, high-risk sources and misinformation spikes may go undetected.

4. Project Objectives

- Monitor misinformation trends over time
- Identify high-risk news sources and stated entities
- Support data-driven decision-making for misinformation monitoring
- Provide structured reporting on information reliability

5. Analytical Questions

1. What percentage of news articles are labeled as misinformation?
2. How does the volume of misinformation change over time?
3. Which sources publish the most misinformation articles?
4. Which sources have the highest misinformation rate?
5. Which stated entities are most associated with misinformation?
6. Are there periods with significant misinformation spikes?
7. How do sources compare in terms of reliability?
8. Are certain headline characteristics common in misinformation?
9. Are there recurring misinformation sources over time?
10. Is misinformation concentrated among few sources?

6. Key Performance Indicators (KPIs)

- Misinformation Rate (%)
- Misinformation Volume
- Source Misinformation Rate (%)
- Top Risk Sources
- Misinformation Growth Rate
- Entity Risk Score
- Source Diversity Index
- Headline Length Risk Indicator

7. Expected Business Value

This BI solution enables early detection of misinformation trends, identification of unreliable sources, and improved transparency in news analysis. It supports regulators, platforms, and organizations in making informed decisions to limit misinformation impact.

8. Conclusion

This project demonstrates how Business Intelligence can be applied to analyze and monitor misinformation using structured news data. The proposed solution highlights the role of BI in supporting information integrity.