Validation and Misinformation Intervention on Social Media

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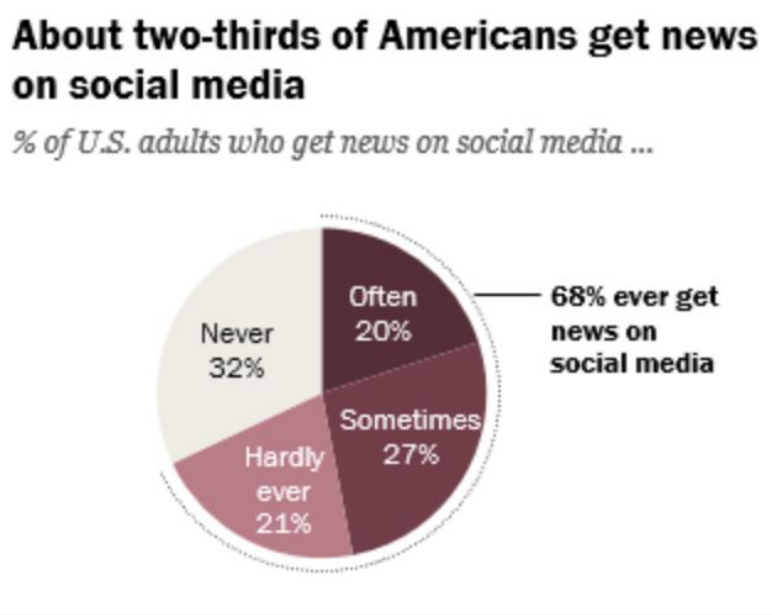
Degree: Applied Computing
Minor: Mathematics

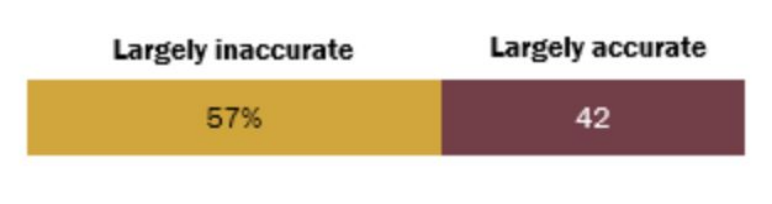
What I cover in this presentation

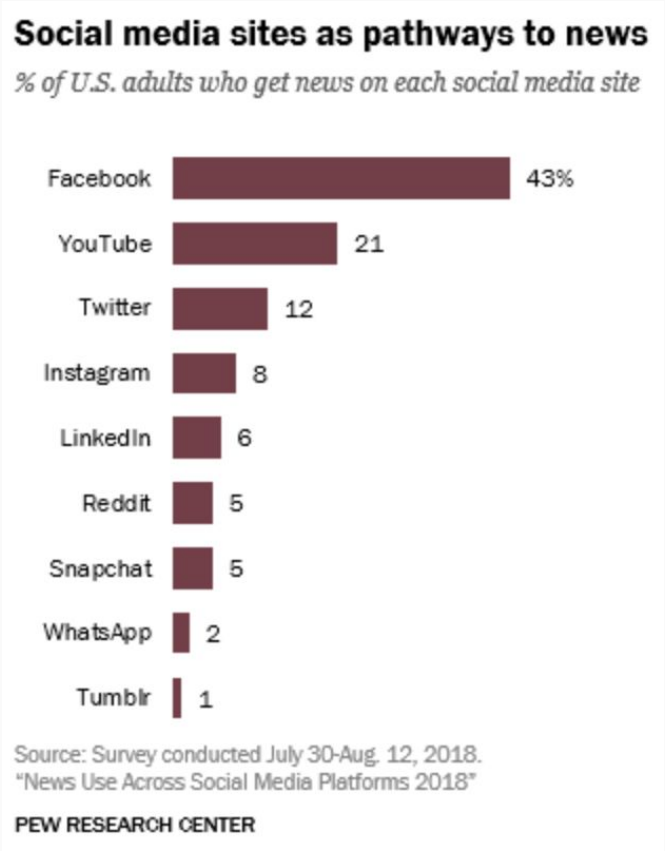
1. What is the problem?
2. Why is this a problem?
3. What are the current solutions?
4. Why the current solutions are inadequate?
5. Novel policy proposal
6. Why the policy proposal is an improvement?

What is the problem?

What is the problem?







Why is this a problem?

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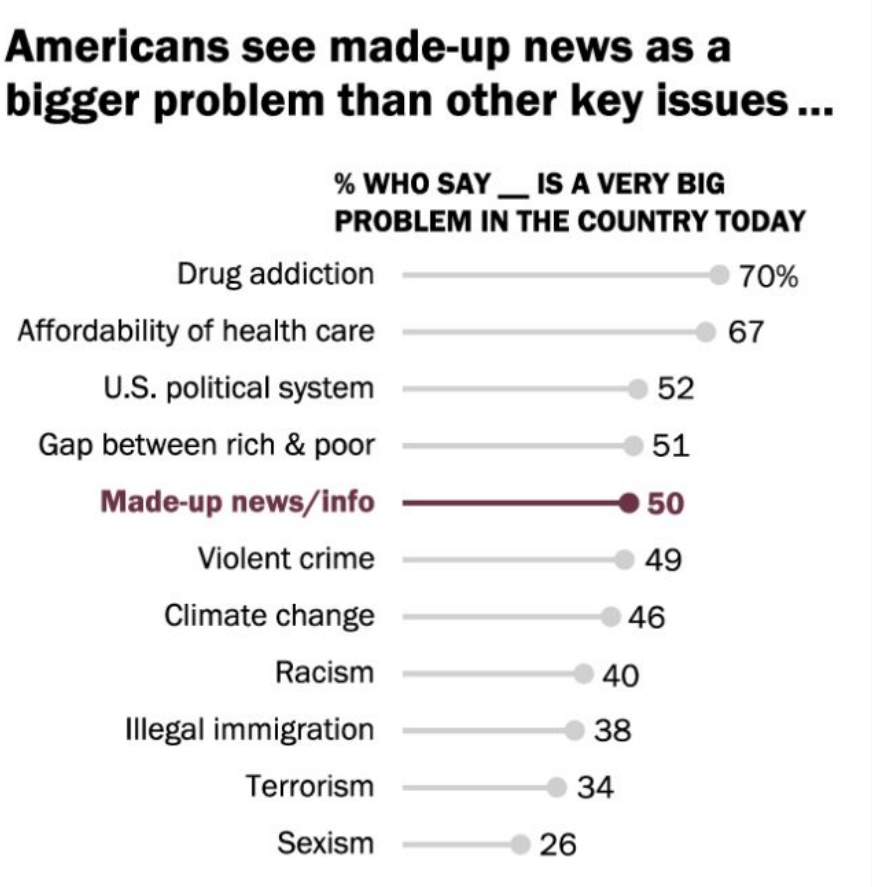

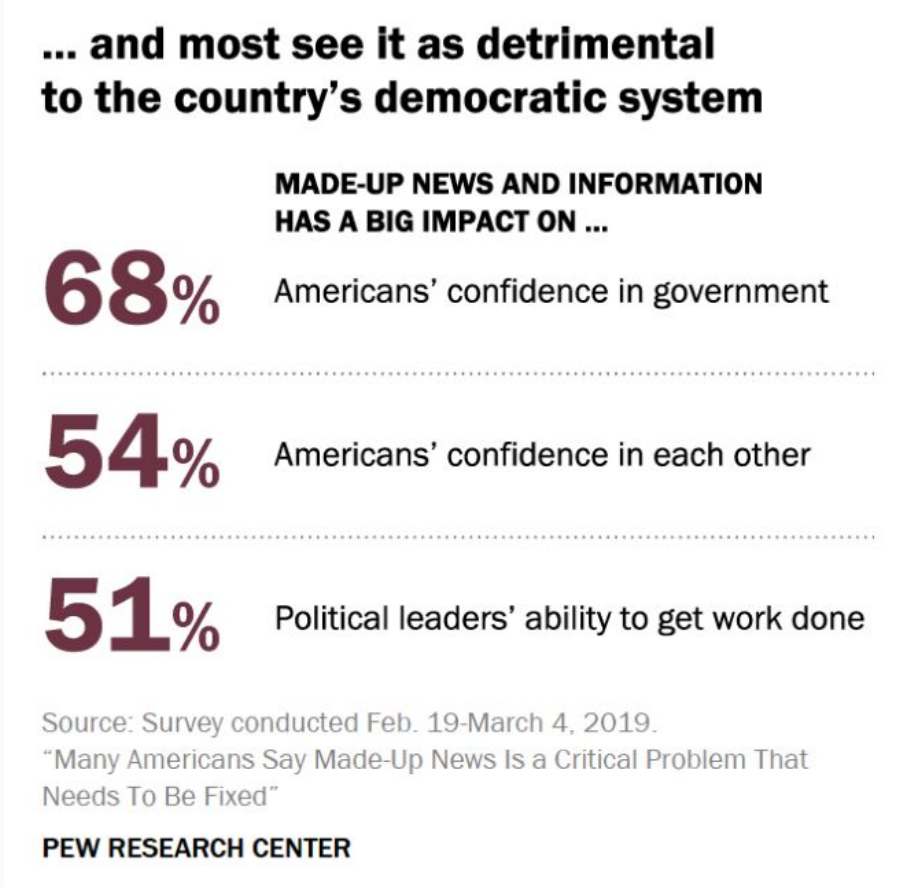

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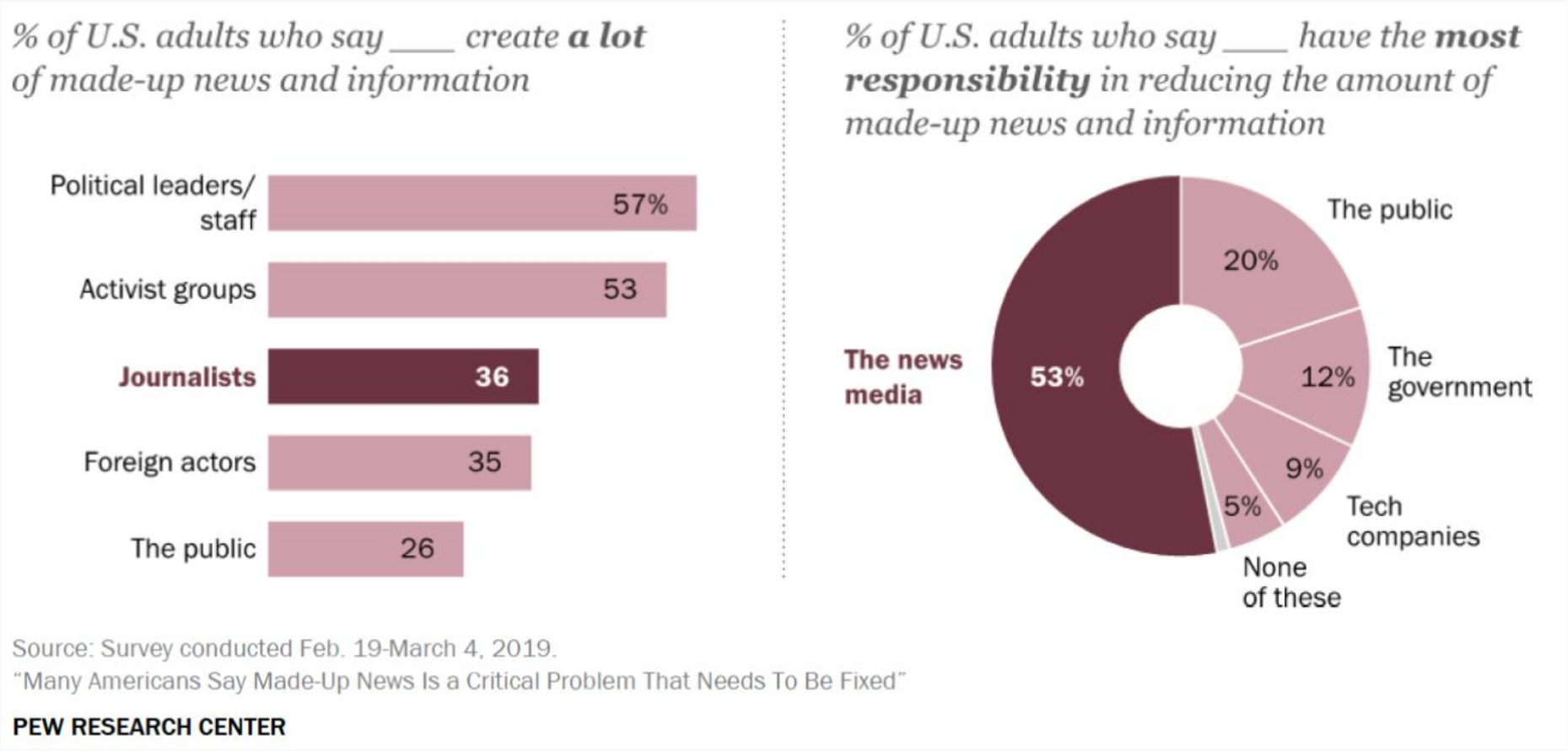
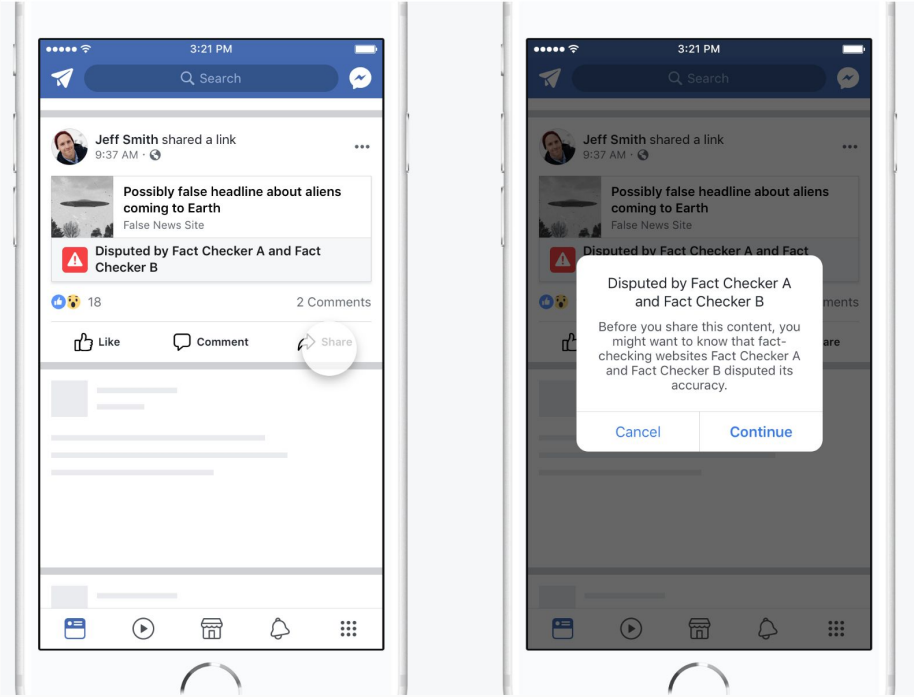


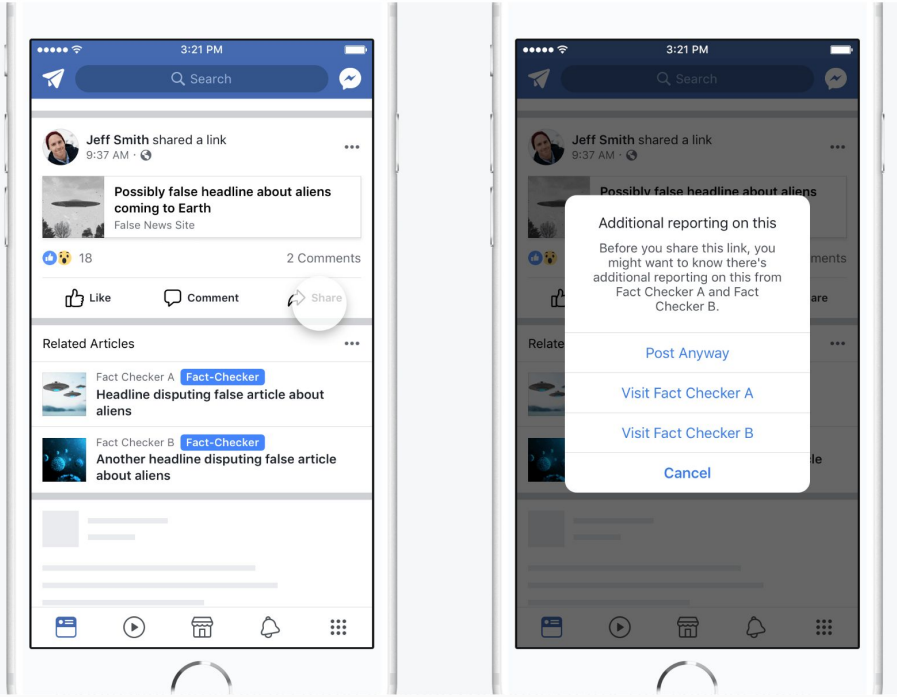
What are companies doing?

What are the current solutions?

Facebook



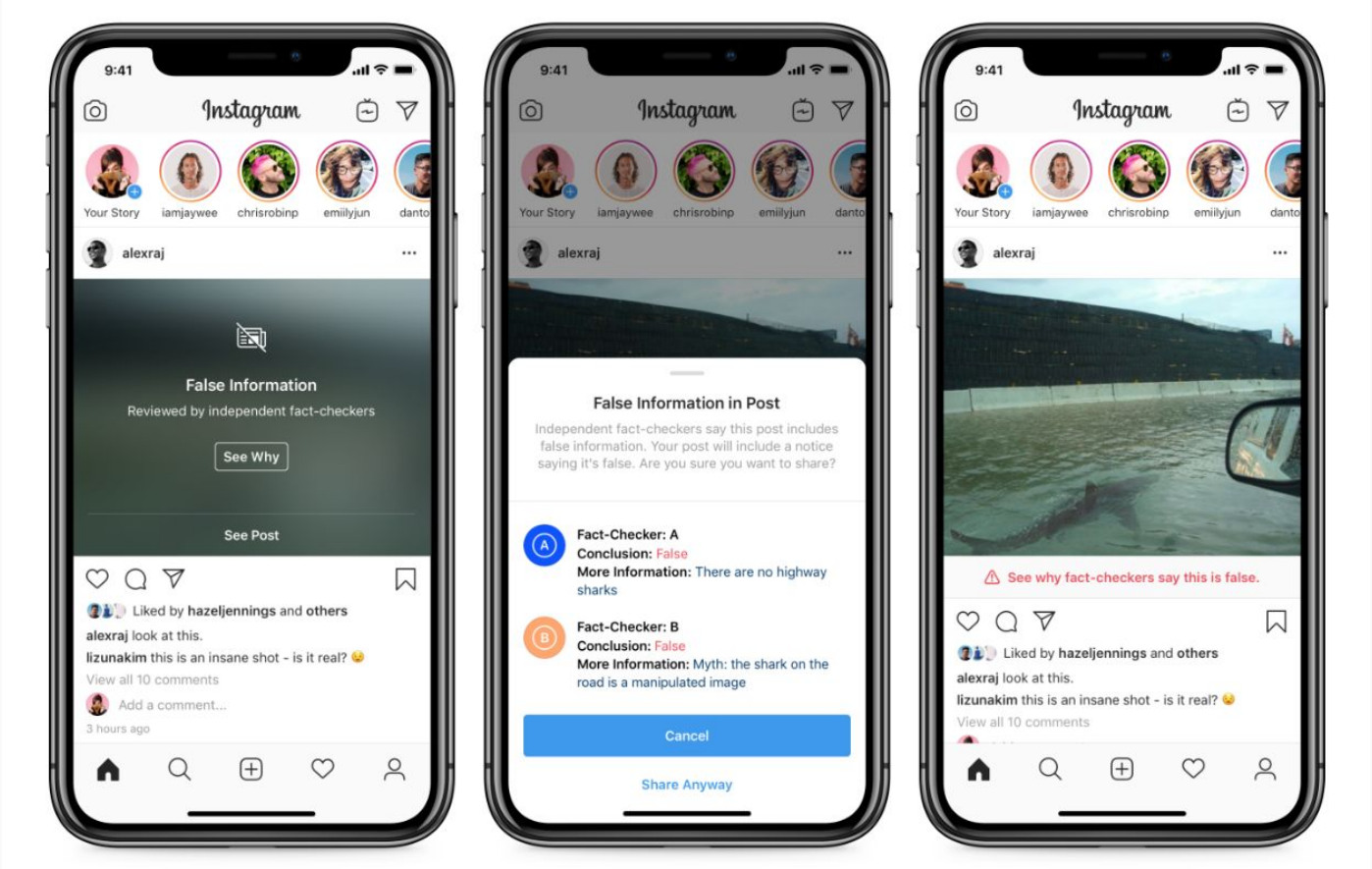
2018



2019

What are the current solutions?

Instagram



Why current solutions are inadequate

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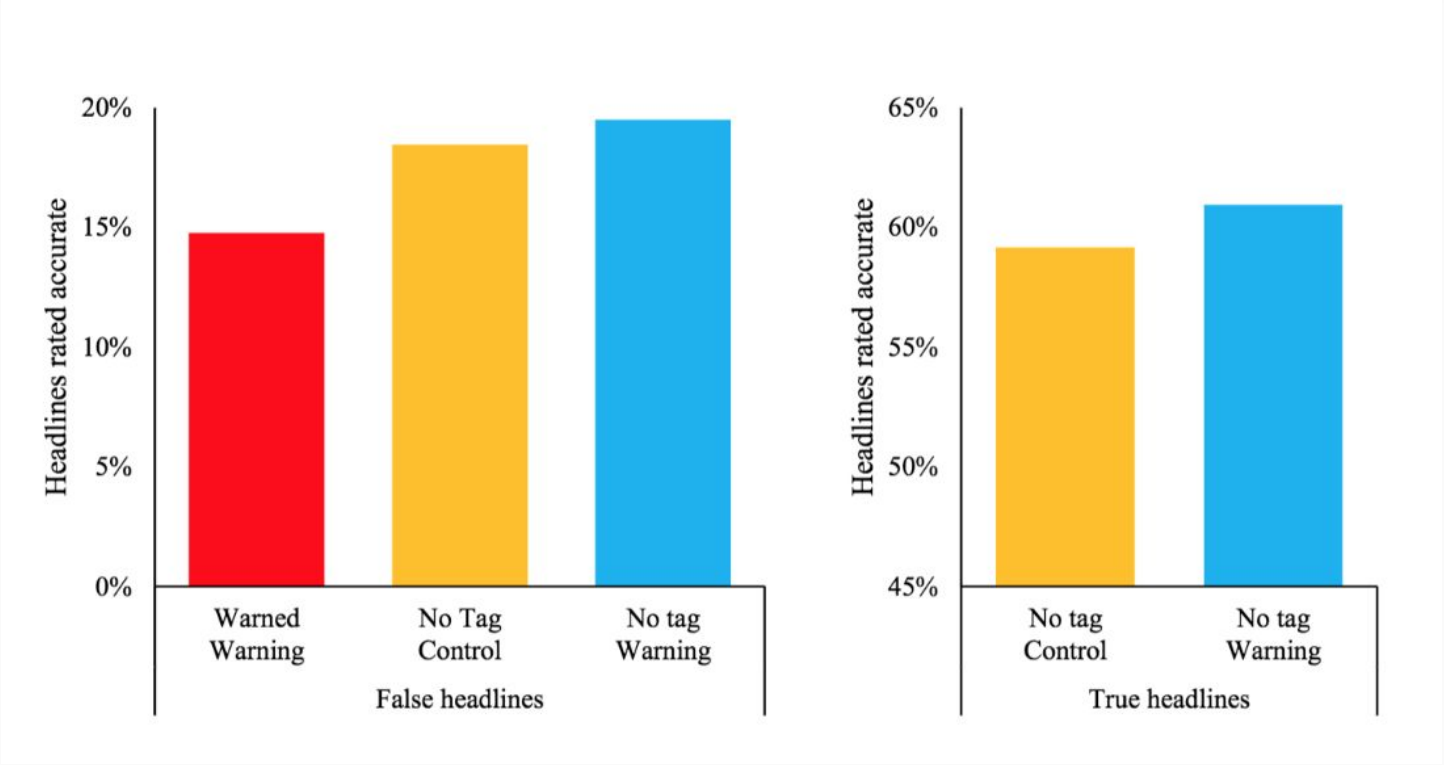
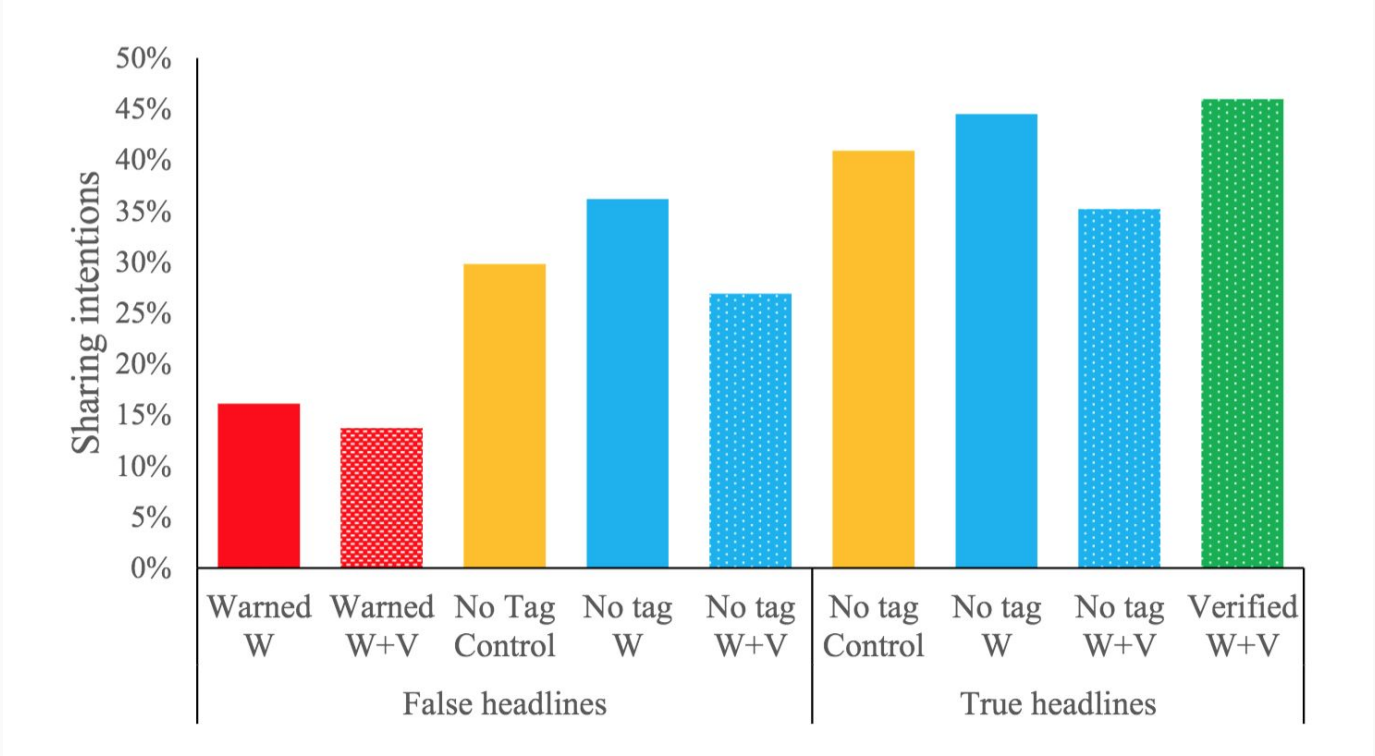
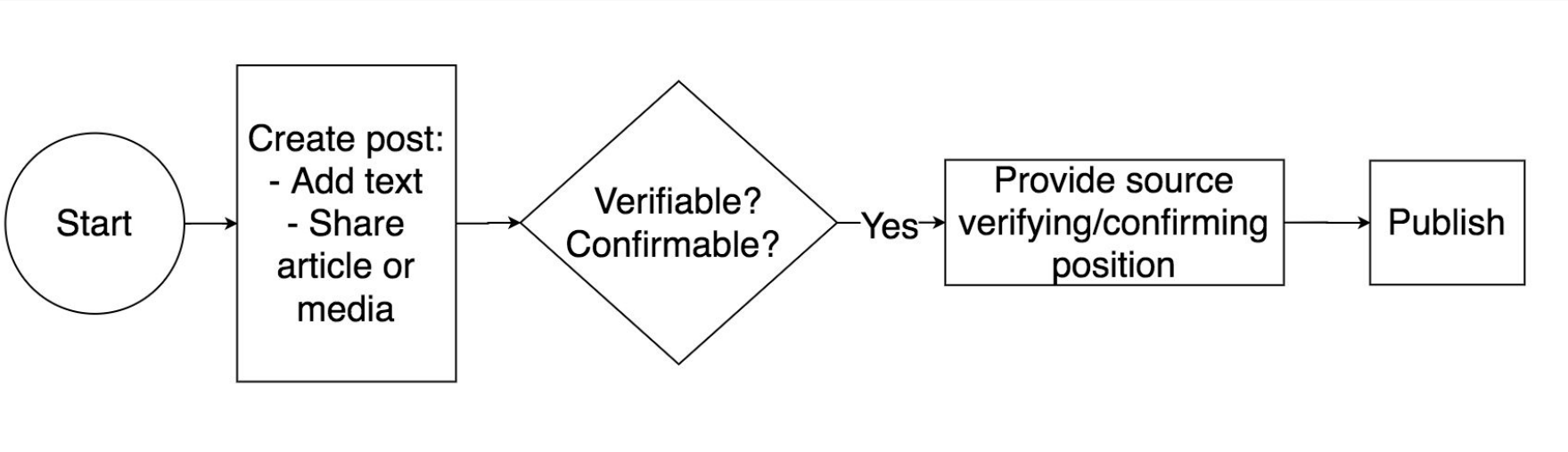


Why current solutions are inadequate

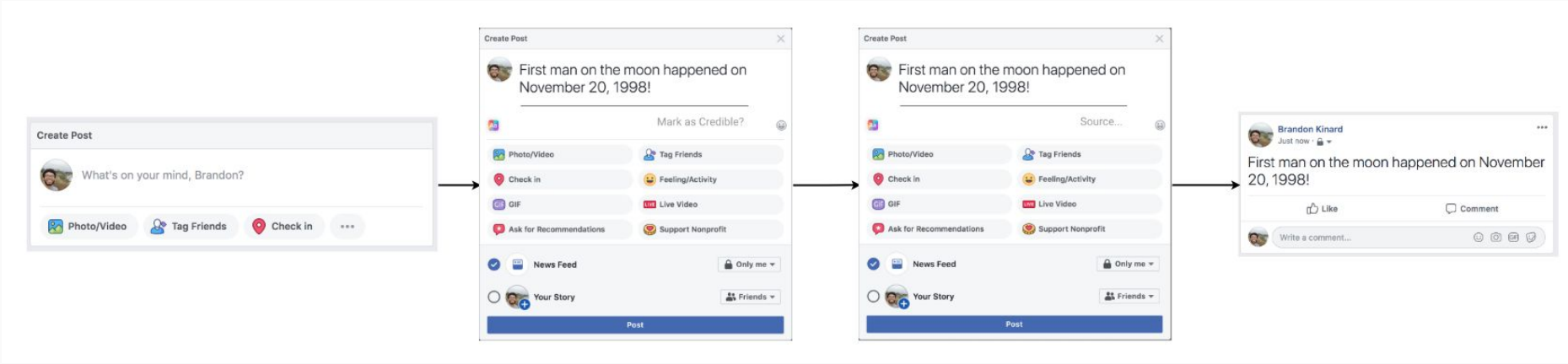


Novel Policy Proposal

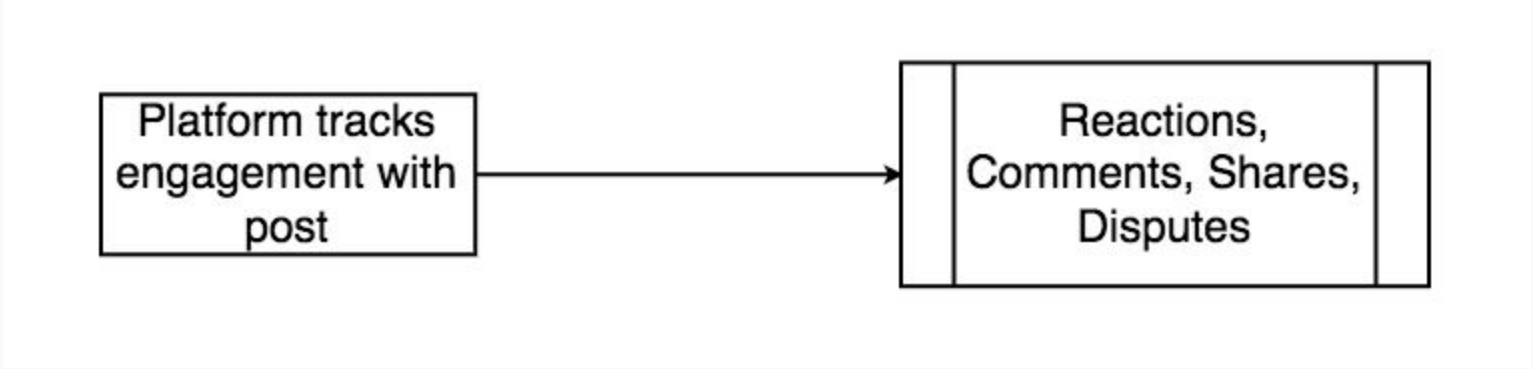
Step One


Start
Create post:
- Add text
- Share article or media
Verifiable? Confirmable?
Yes
Provide source verifying/confirming position
Publish

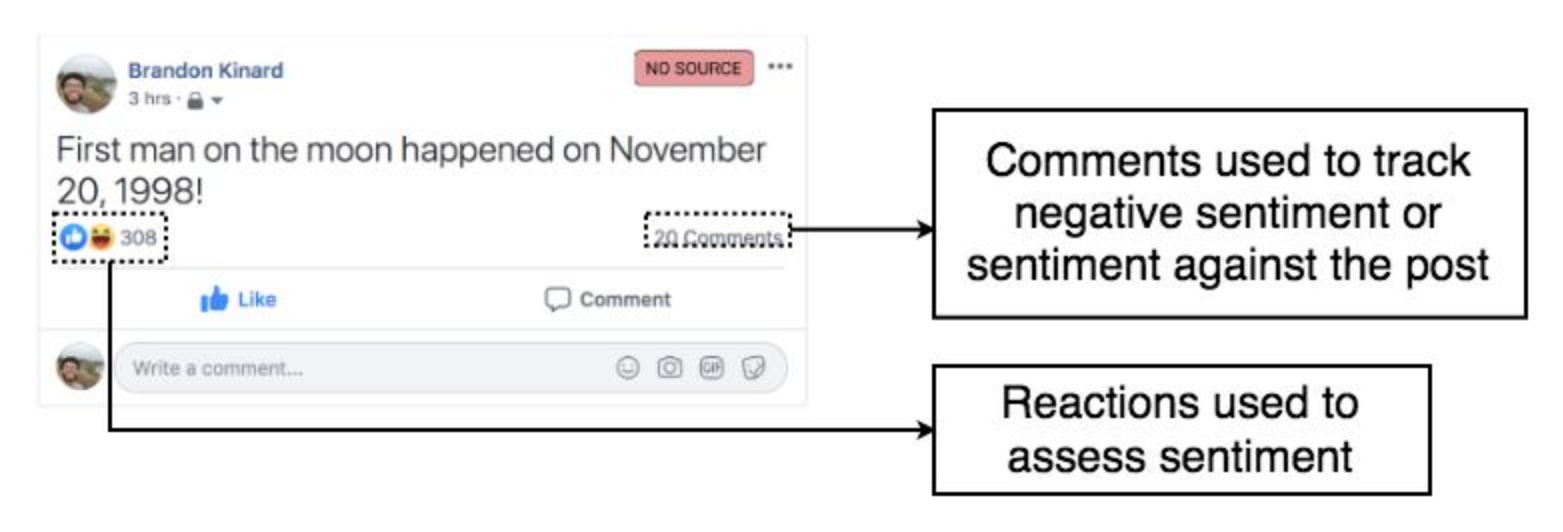
Step One


Create Post
What's on your mind, Brandon?
Photo/Video
Tag Friends
Check in
Create Post
First man on the moon happened on November 20, 1998!
Mark as Credible?
Photo/Video
Tag Friends
Check in
Feeling/Activity
GIF
Live Video
Ask for Recommendations
Support Nonprofit
News Feed
Only me
Your Story
Friends
Post
Create Post
First man on the moon happened on November 20, 1998!
Source...
Photo/Video
Tag Friends
Check in
Feeling/Activity
GIF
Live Video
Ask for Recommendations
Support Nonprofit
News Feed
Only me
Your Story
Friends
Post
Brandon Kinard
Just now
First man on the moon happened on November 20, 1998!
Like
Comment
Write a comment...

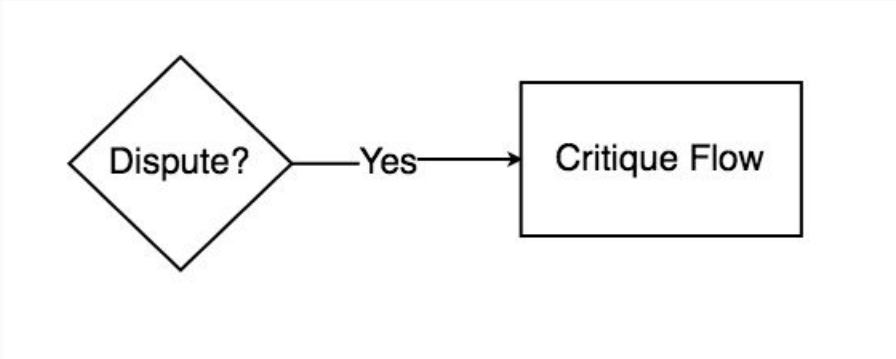
Step Two

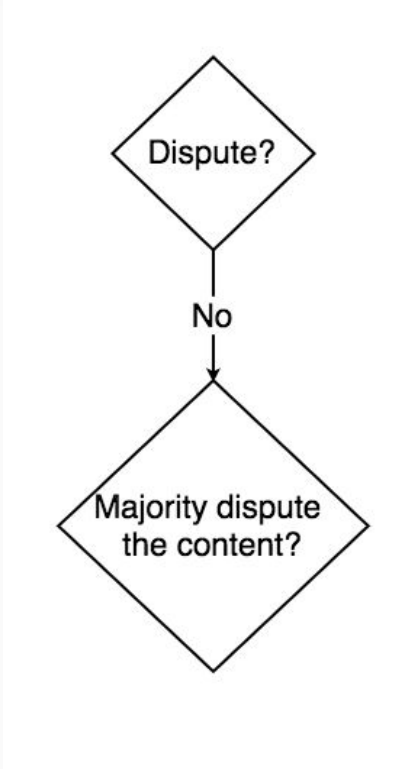

Platform tracks engagement with post
Reactions, Comments, Shares, Disputes

Step Two

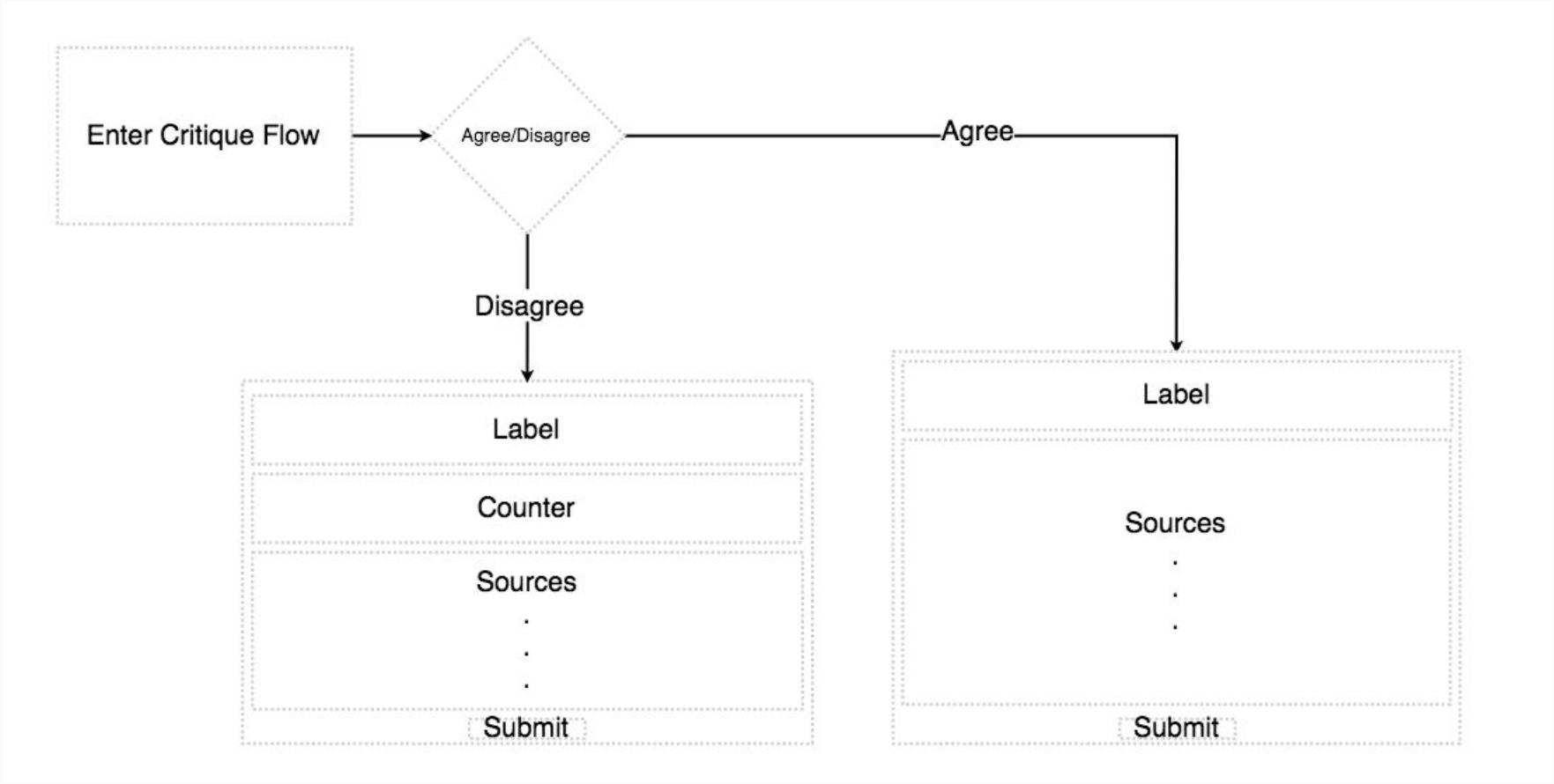

Brandon Kinard
3 hrs
NO SOURCE
First man on the moon happened on November 20, 1998!
308
20 Comments
Like
Comment
Write a comment...
Comments used to track negative sentiment or sentiment against the post
Reactions used to assess sentiment

Step Three


Dispute?
Yes
Critique Flow


Dispute?
No
Majority dispute the content?

Critique Flow



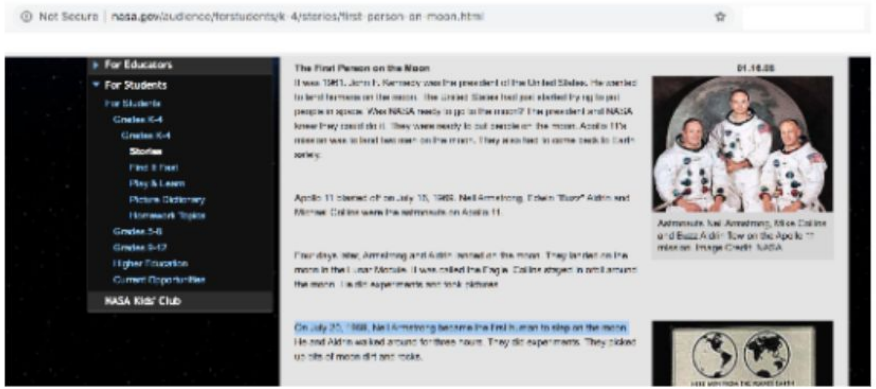
Critique Flow

Label: Moon, Moon Landing, Space, NASA

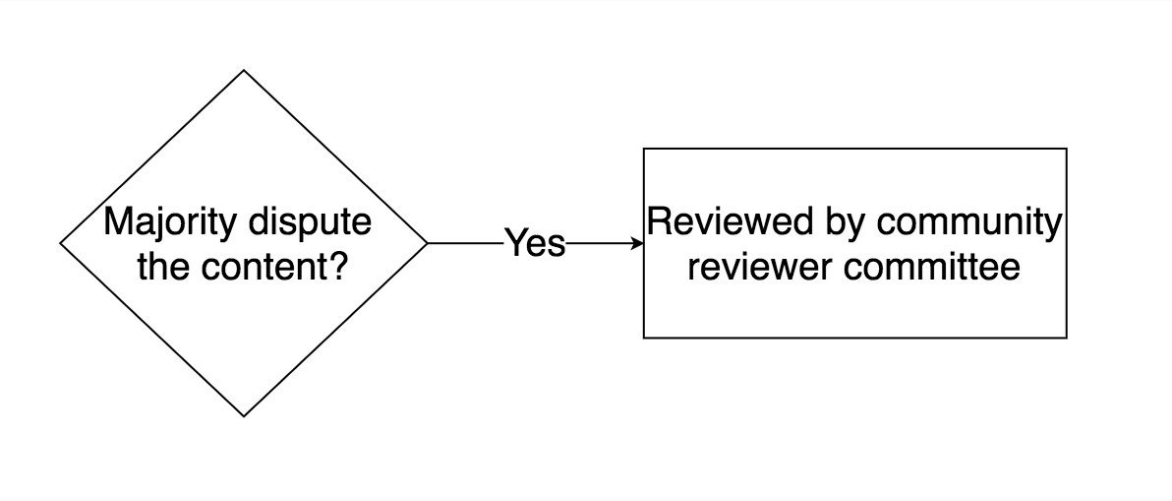
Counter: The moon landing did not occur on November 20, 1998. The moon landing happened July 20, 1969, "On July 20, 1969, Neil Armstrong became the first human to step on the moon".

Source: [Include URL]

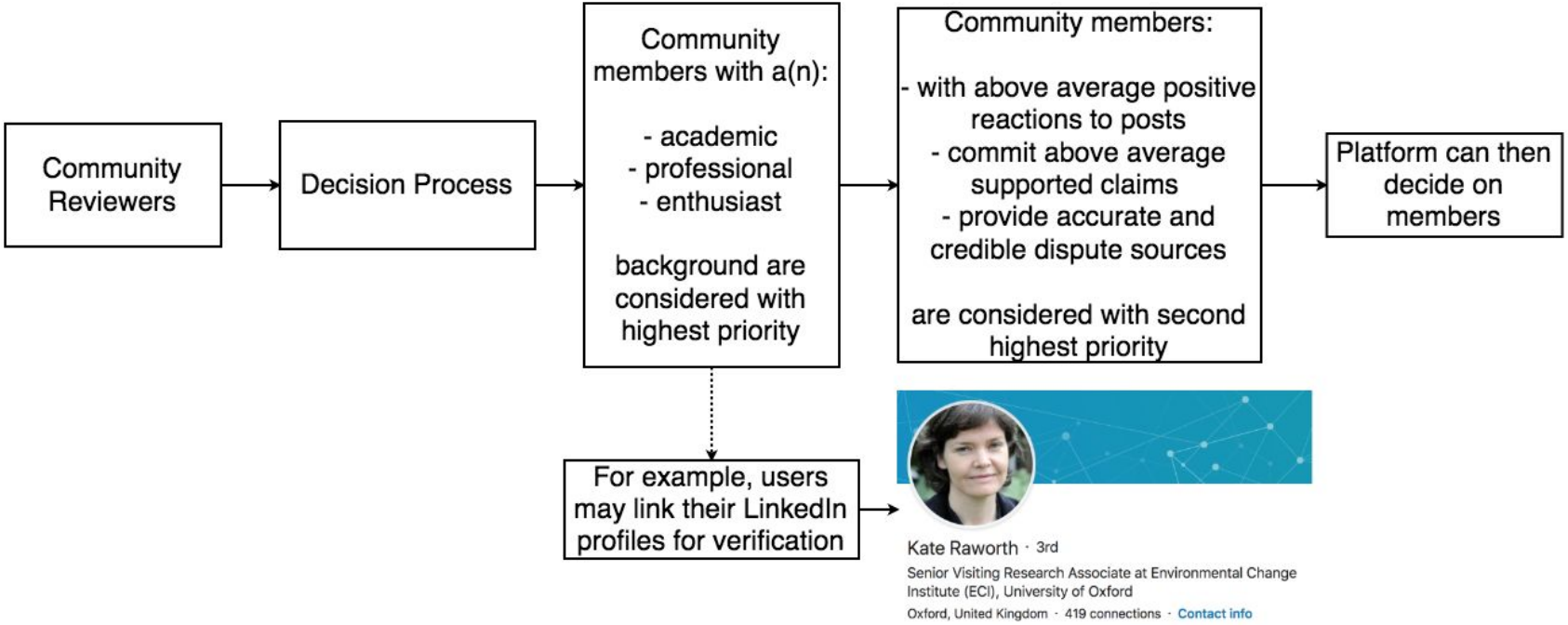
Submit



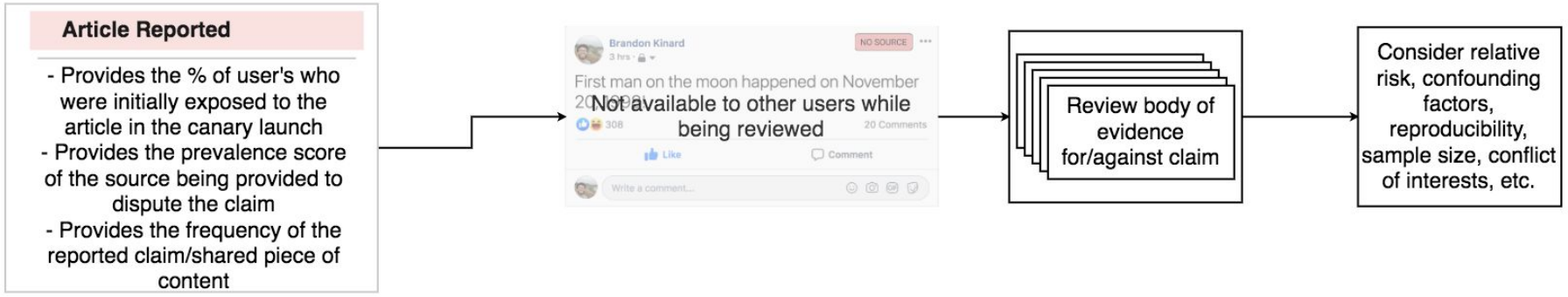
Step Four


Majority dispute the content?
Yes
Reviewed by community reviewer committee

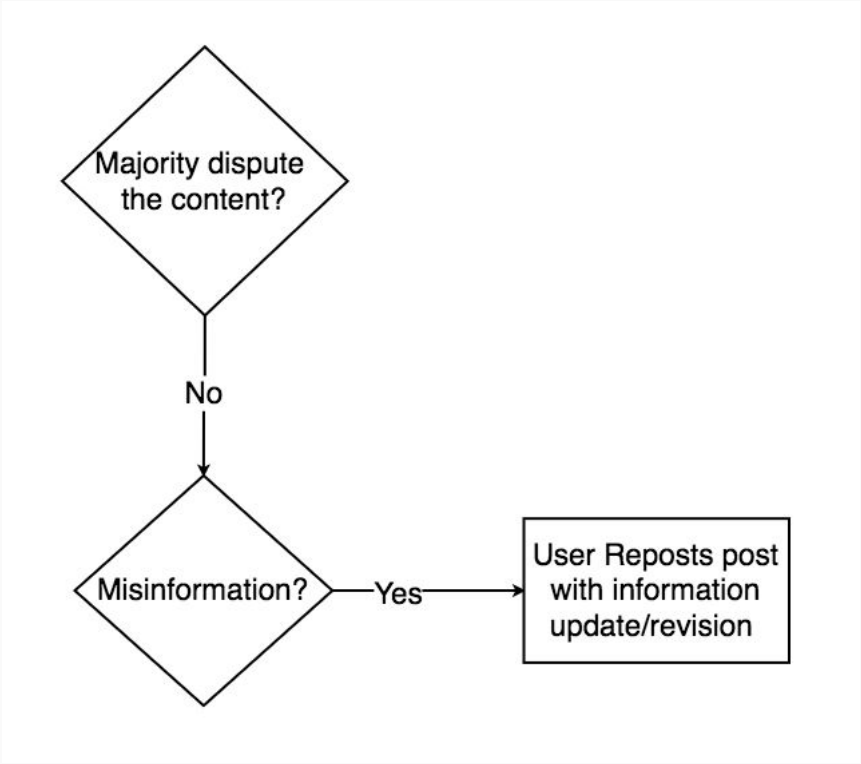
Community Reviewers



Community Reviewers



Step Five


Majority dispute the content?
No
Misinformation?
Yes
User Reposts post with information update/revision

Belief Update

Why this will improve the current solutions

1. Psychological improvements:
    a. An always shown warning (source provided/source not provided)
    b. A verification label (source verified)

2. Social improvements:
    a. Use members of the community (aka “the public”) as a more trustworthy verification source
    b. User who posted misinformation updates their belief
        i. Related articles shown if identified as misinformation

Thank you