

Understanding the Use of Fauxtography on Social Media

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Fauxtography, as combination of the word *faux* (French for false) and *photography*, are visual images, especially news photographs, which convey a questionable (or outright false) sense of the events they seem to depict.

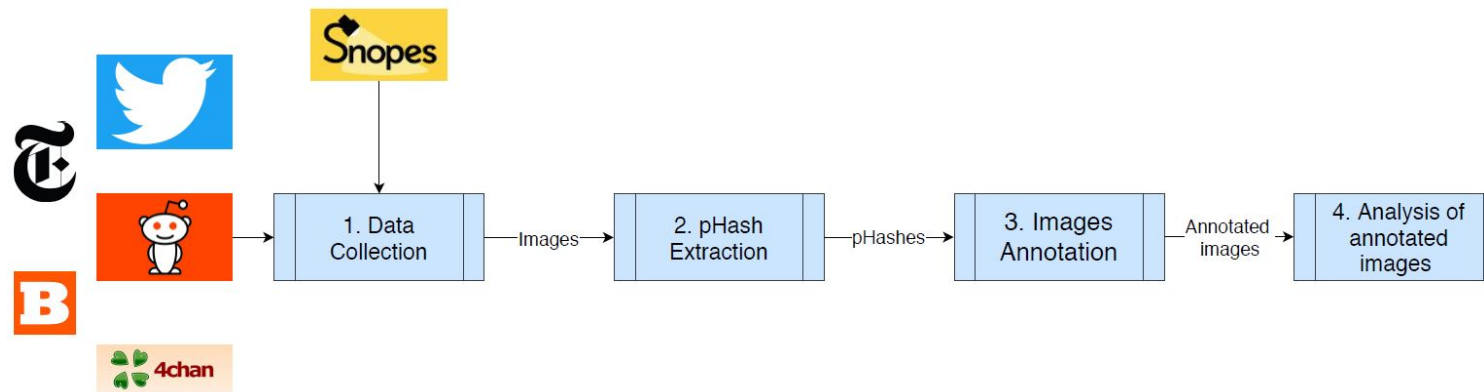


Fauxtography



Original

How do we measure the use of fauxtography at scale?



Summary of our results:

- Fauxtography increases user engagement (retweets, likes, and thread length)
 - Fauxtography images are often used as memes