

# Misinformation Menagerie

## A Multidimensional Problem

- Campaign: coordinated vs uncoordinated
- Lifetime: event-based (acute) vs continuous (chronic)
- Community: established vs none vs changing, targets vs sources vs mediums
- Content: fabrication vs misleading, clarity of claim, ease of debunking



Complete fabrication

Naval destroyer crash in Houston

Mega-storms



MMR vax causes autism

Black Panther fake scenes

Black Panther fake beatings

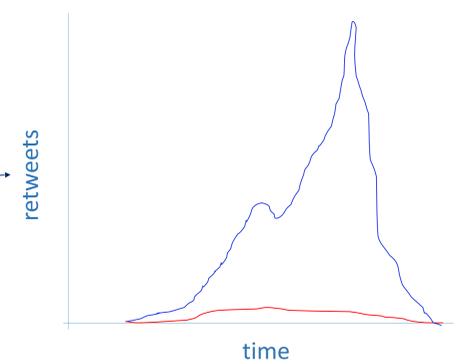
Duerte aircraft drove off Chinese vessels

Black Panther satire beatings

Opp. member peso scam

Level of Fabrication

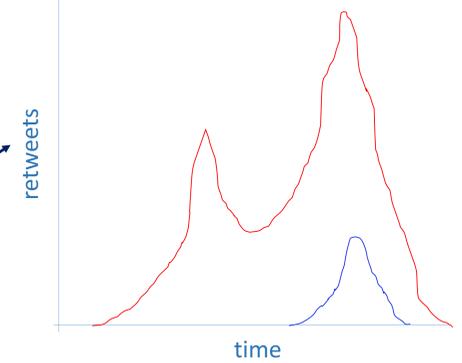
## Community Responses



“White Helmets are Terrorists”

Shelter ID checks

Voting = loss of hunting licenses



#BoycottCaptainMarvel

#AlitaChallenge

“White Helmets Saving Lives is Propaganda”

90% don't show for asylum hearings

Out of context anecdote

Lone actors

Level of Coordination

Full Teams

## Additional Common Themes

- No story was started by a bot
- Stories associated with an off-line community have a longer half life
- Stories have either image/video & text or exist on two or more platforms
- ML most useful to id complete fabrication/lone actor type stories

## Future Thoughts

- With more examples we can better characterize similar types of misinformation and response effectiveness
- How do specific stories and campaigns move across these different spaces over time?