**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

**Level of Coordination**
- **Full Teams**
- **Lone actors**

**Level of Fabrication**
- **Complete fabrication**
- **Out of context anecdote**

**Community Responses**

**Topic Legend**
- Pop culture
- US Politics
- Syria
- Hurricanes
- Science/Health
- Philippines

**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?