

Positive and Negative Support for False Narratives: #AlitaChallenge vs. #BoycottCaptainMarvel

False information about the star of *Captain Marvel* led to (and was additionally shared through) calls to boycott the movie on Twitter. Two campaigns provide preliminary insight into how the same false narrative is spread in different ways:

#BoycottCaptainMarvel

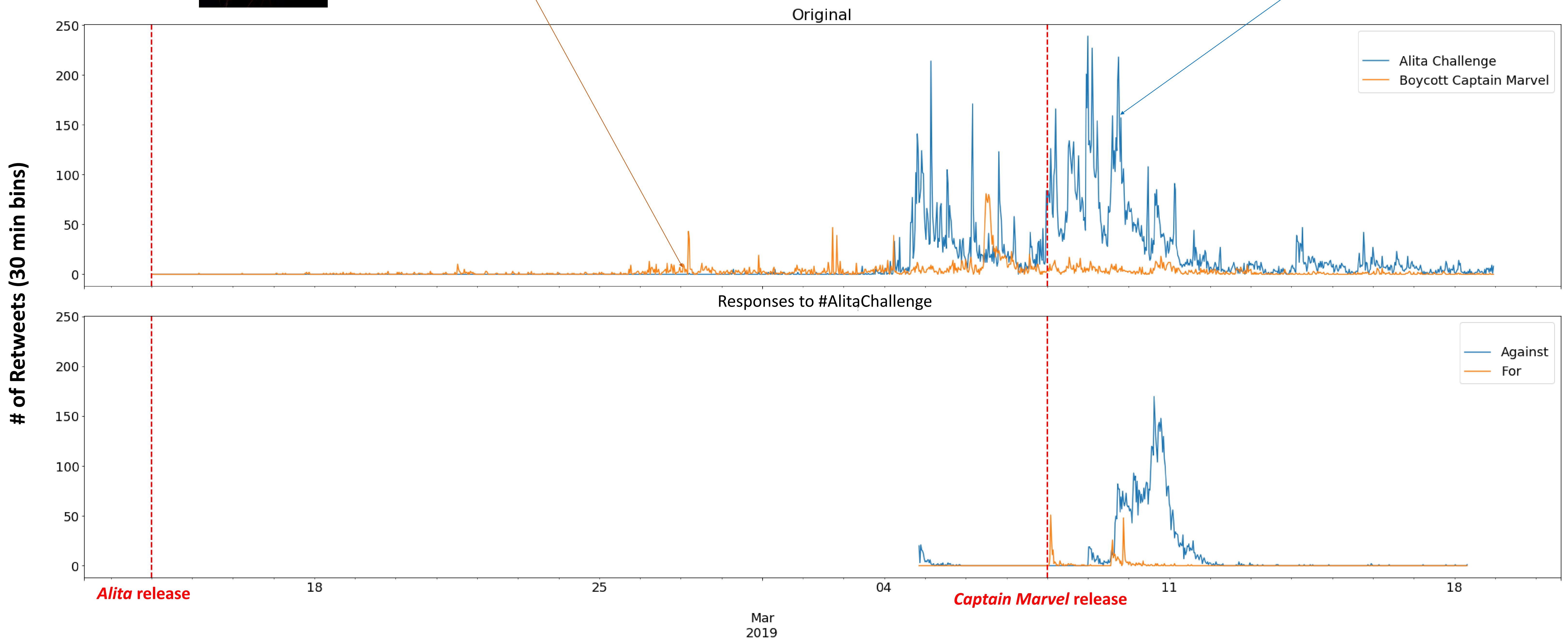


- Direct call for boycott repeating false claims about Brie Larson

#AlitaChallenge



- Hijacked # related to separate movie
- Mix of direct/indirect



1. #AlitaChallenge was more widely shared than #BoycottCaptainMarvel

- False information coupled with positive actions (“go see X” vs. “don’t do Y”) have greater spread (5x as many retweets, 2x as many origin tweets)
- Celebrity and media org support originated and assisted spread (4x more involvement with #AlitaChallenge)

2. Negative response to #AlitaChallenge (some debunking, some personal attacks) less popular than narrative

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