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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