

Designing a Training Game to Fight Misinformation on Social Media

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Description

Project OMEN (Operational Mastery of the Information Environment) is a training game developed to educate players in social media analytics. This serious and scalable game uses a train-as-you-fight framework where players face a realistic scenario based on real events. The data, while “semi-synthetic”, has a volume and speed that matches the real world, giving players the opportunity to use tools and workflows that they would use if they were on the job. The players progress through several gaming levels, first learning the basics and eventually building up to more complicated concepts and skills such as distinguishing various types of information maneuvers and developing strategies to minimize hostile information attacks.

This tutorial will be structured in two main sections:

1. **Overview** - The overview slides go over the background information related to the project and discuss the game design. Elements of the game design include the storyline, data, and scoring system developed for the game.
2. **Demo of the Canonical Student** - This section will demo going through the game as the “canonical student” (the ideal student path through the game). The presenters will be showing different types of analysis in both Scraawl and ORA. Participants can get the data and follow along on their own machines if they wish.

Expected Audience

There is a wide range of individuals who may be interested in this tutorial. We expect some graduate students and government or private sector employees ranging from the beginner to intermediate level of social media analytics. The game is designed to help improve ORA skills. Prior knowledge of ORA would be helpful. However, non-technical decision-makers may still be interested in attending to learn more about the game rather than follow along on ORA.

Biographies

Catherine King is a Societal Computing Ph.D. student in the Institute of Software Research at Carnegie Mellon University. At the College of William & Mary, she earned both her M.S. in Computational Operations Research and her B.S. in Mathematics with a minor in Computer Science. Her research focuses on the societal impact of misinformation and polarization, including their impact on elections and public policy. Her email address is cking2@andrew.cmu.edu. Her website is <https://KingCatherine.github.io/>.

Christine Sowa Lepird is a Societal Computing Ph.D. student in the ISR at CMU. She earned her BS in Mathematics at MIT and MS in Computer Science at Johns Hopkins University, and she has worked as a data scientist at Wayfair and the Applied Physics Laboratory. Her research interests include the cross-platform spread of misinformation through social networks. Her email address is csowa@andrew.cmu.edu, and her website is cmsowa.github.io.