Examining Strategic Integration of Social Media Platforms in Tracking Disinformation Campaign Coordination: Analysis in the Asia Pacific Region

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ABSTRACT

Social media is a widely used communication platform that affords easier sharing and access to information. Although social media is used for benign purposes, a few use this platform for deviant activities such as cyberbullying, cyber warfare or propaganda, disinformation and fake news dissemination to influence the masses. With the availability of inexpensive and ubiquitous mass communication tools like social media, disseminating hoax, false information, and propaganda is both convenient and effective. Lately, YouTube, akin to other social media sites, has become a vehicle for spreading fake news, propaganda, conspiracy theories, and radicalizing content. However, lack in effective image and video processing techniques has hindered research on YouTube. In this study, we explore algorithmic manipulation strategies being used to spread disinformation in the APAC region especially related to the conflict in South China Sea. We use social network analysis, cyber forensics analysis, and content analysis to identify prominent adversarial information actors leading these disinformation campaigns.

1.9	**1**	**300**	**91**	**80**	**15%**
Billion Users	Billion hrs of content watched per day	Hrs of videos uploaded per minute	Countries	Languages	Viewership from USA

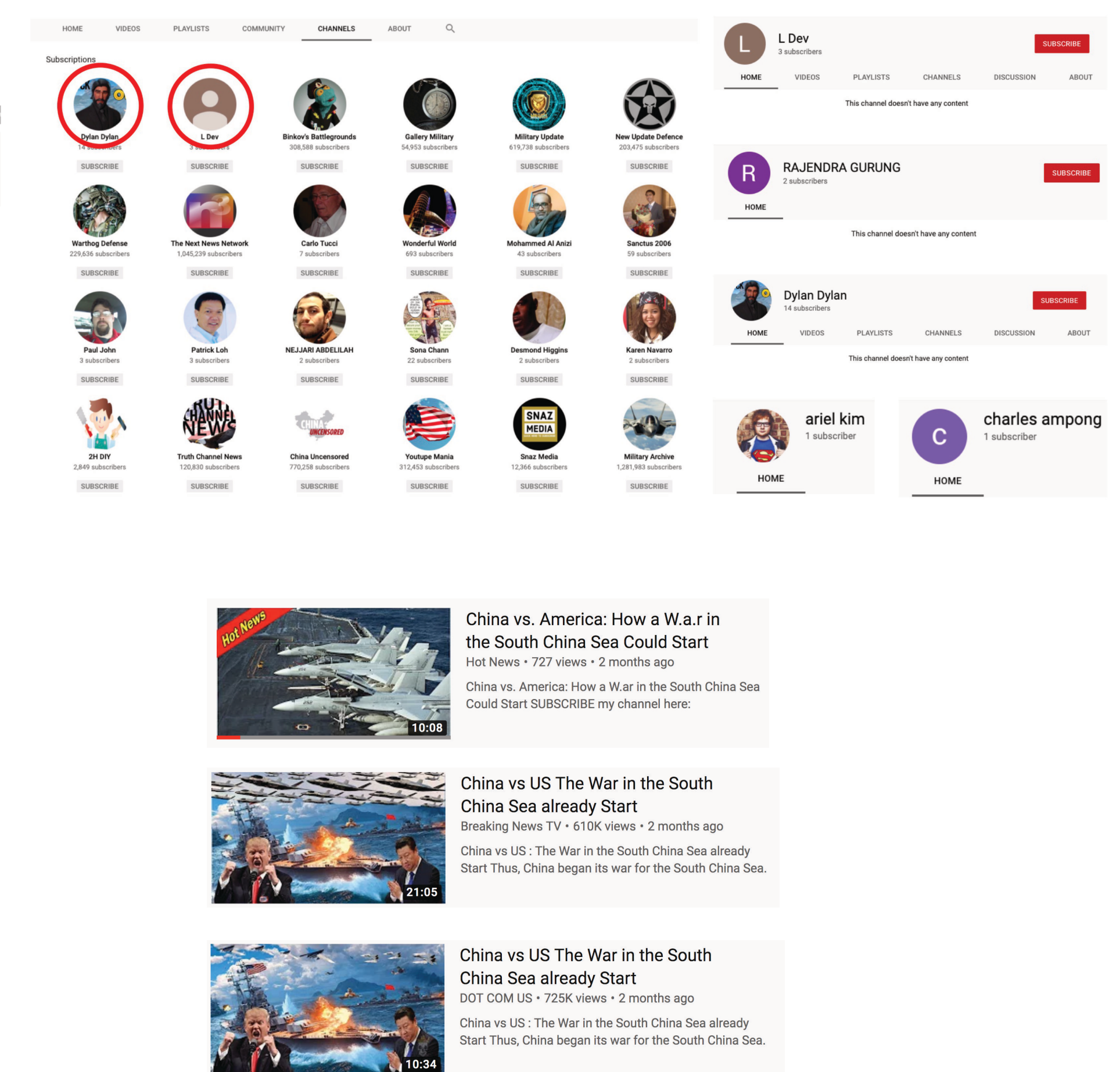## METHODOLOGY

Knowledge Identification

Data Collection

Network Analysis Text Analysis Cyber Forensics Analysis

Data Analysis & Findings
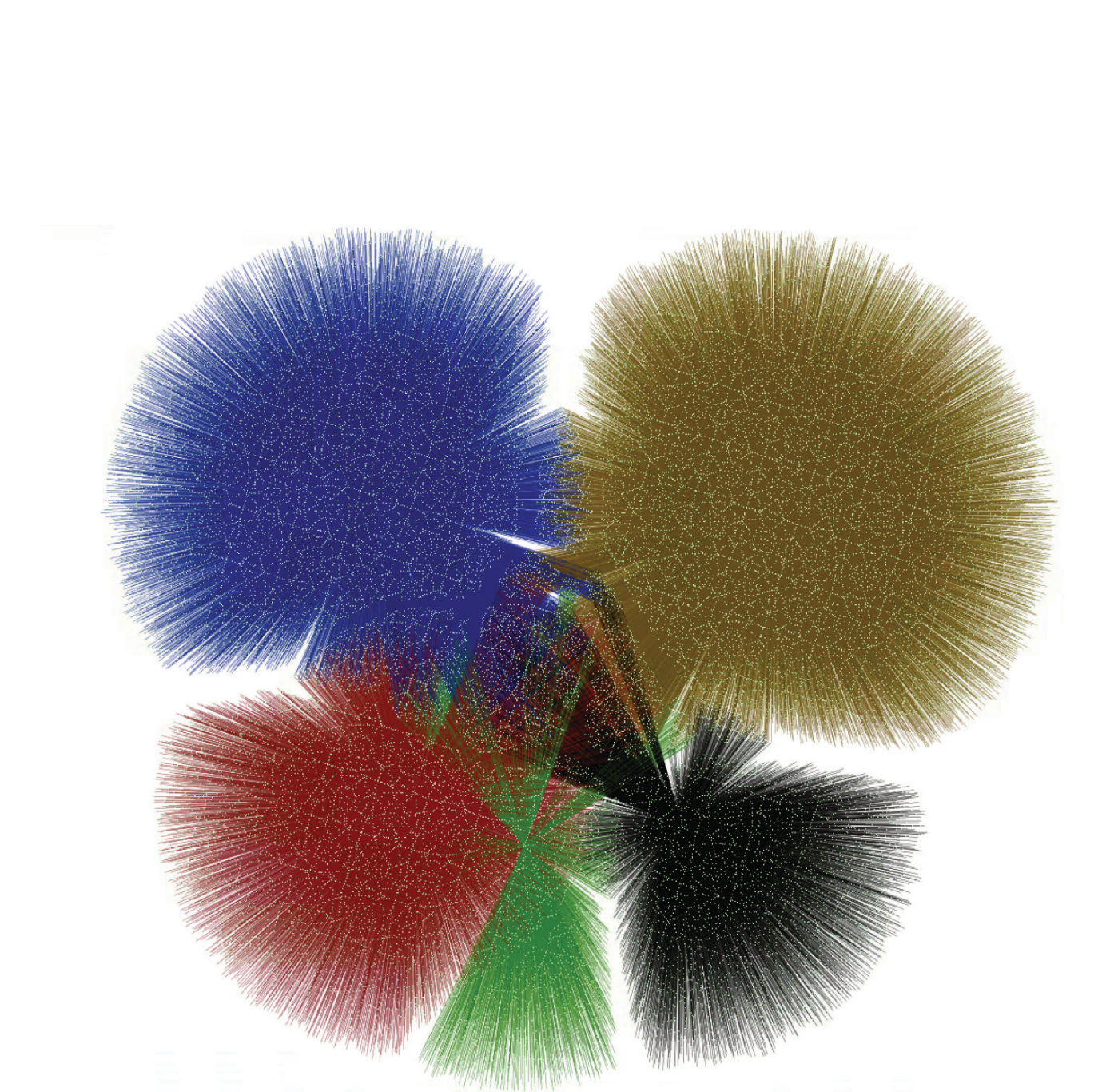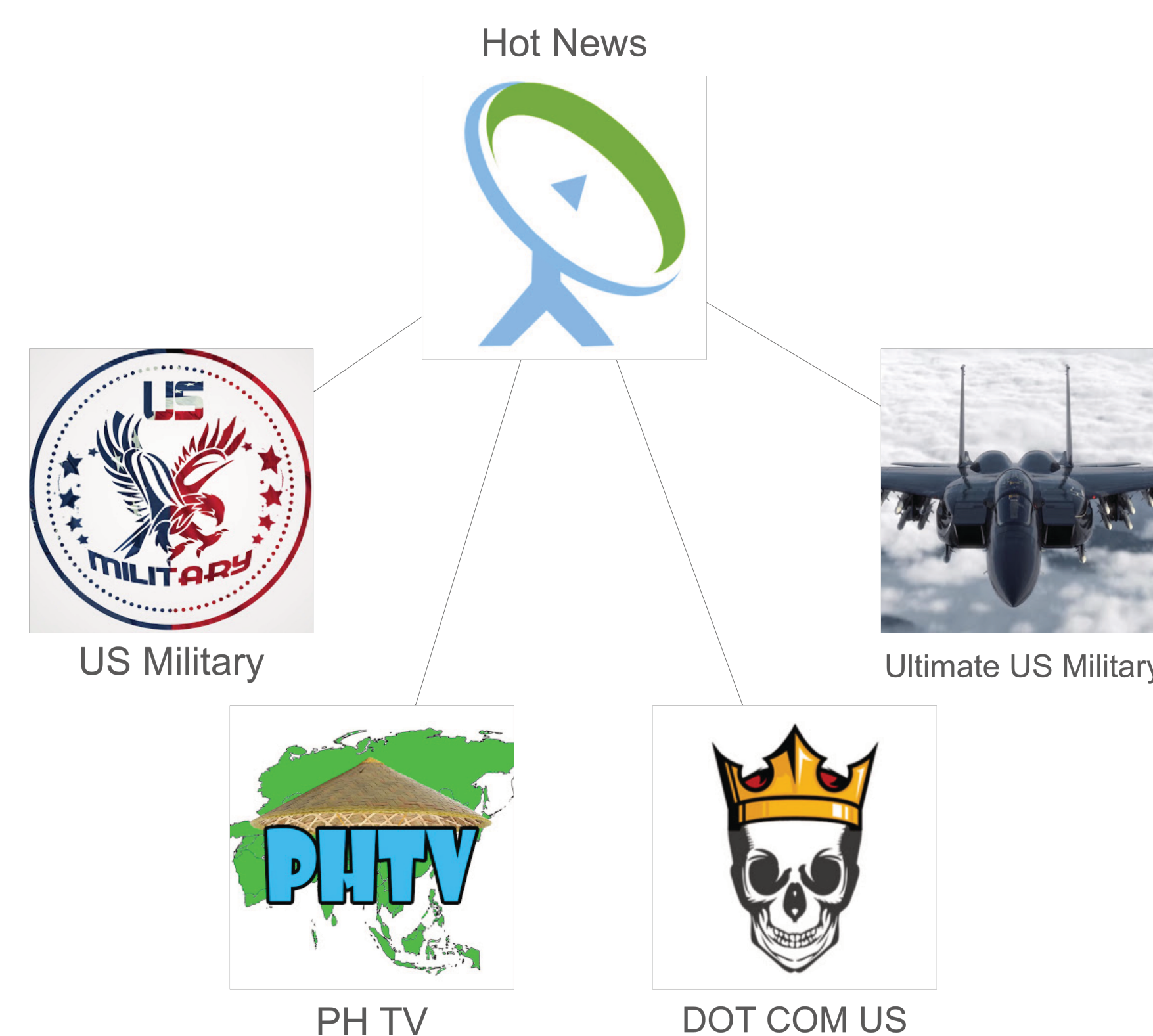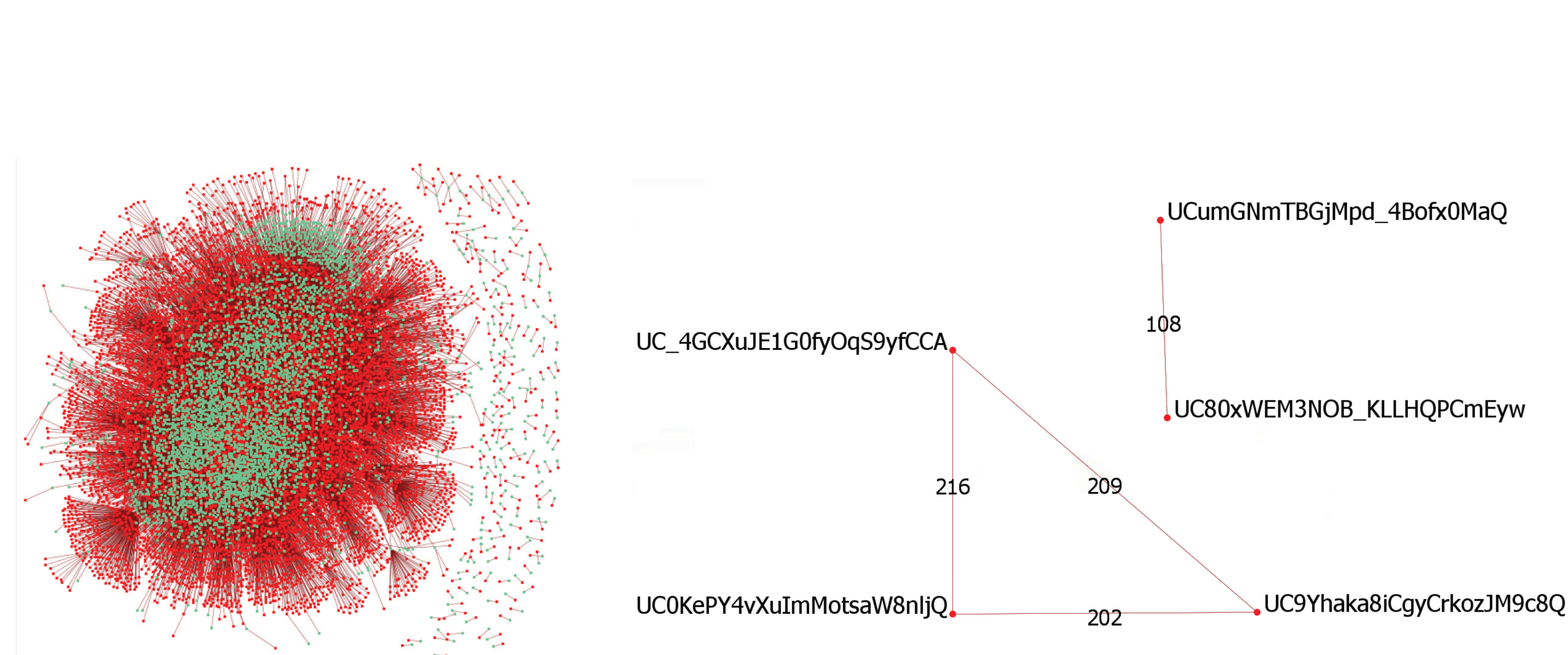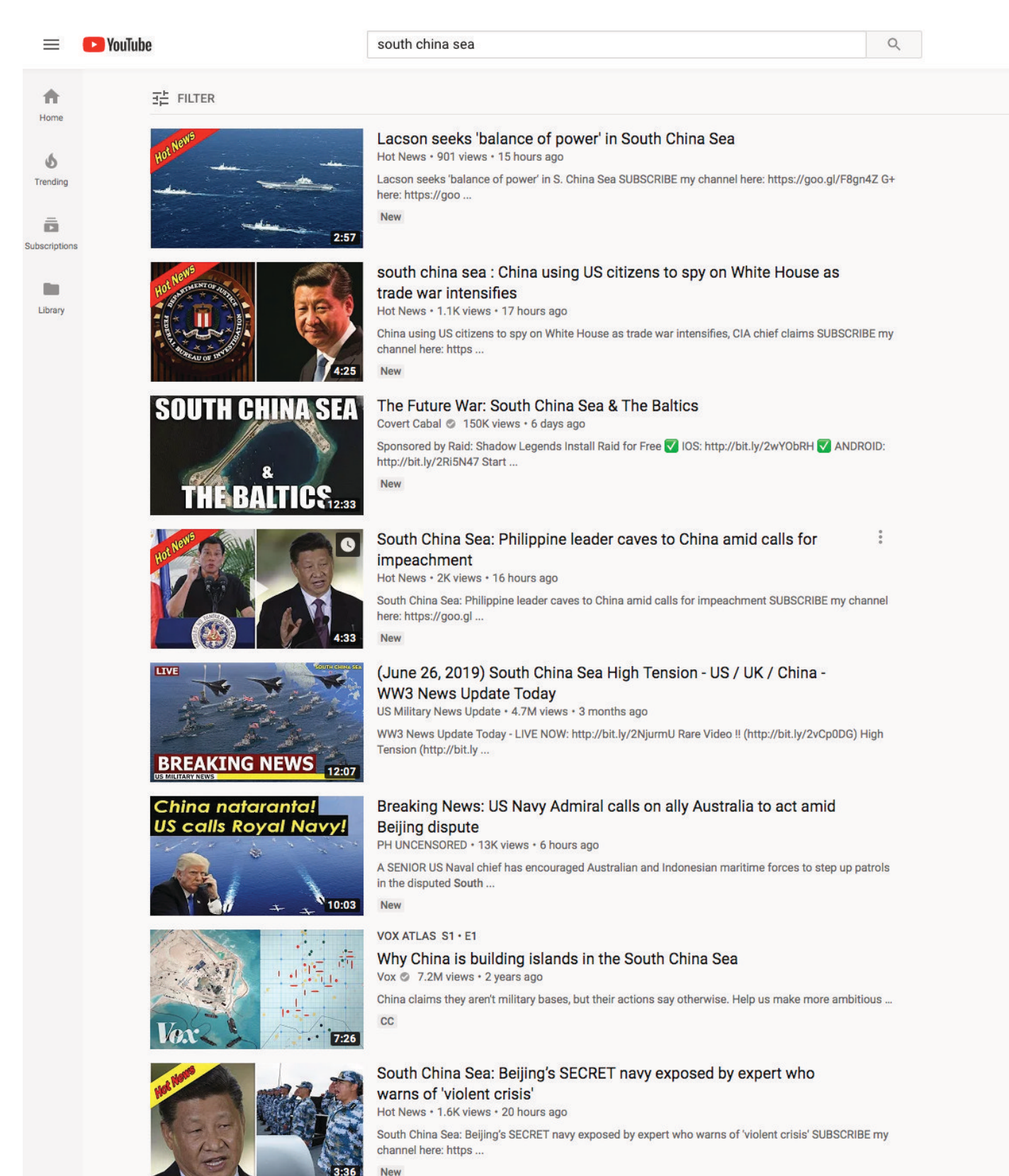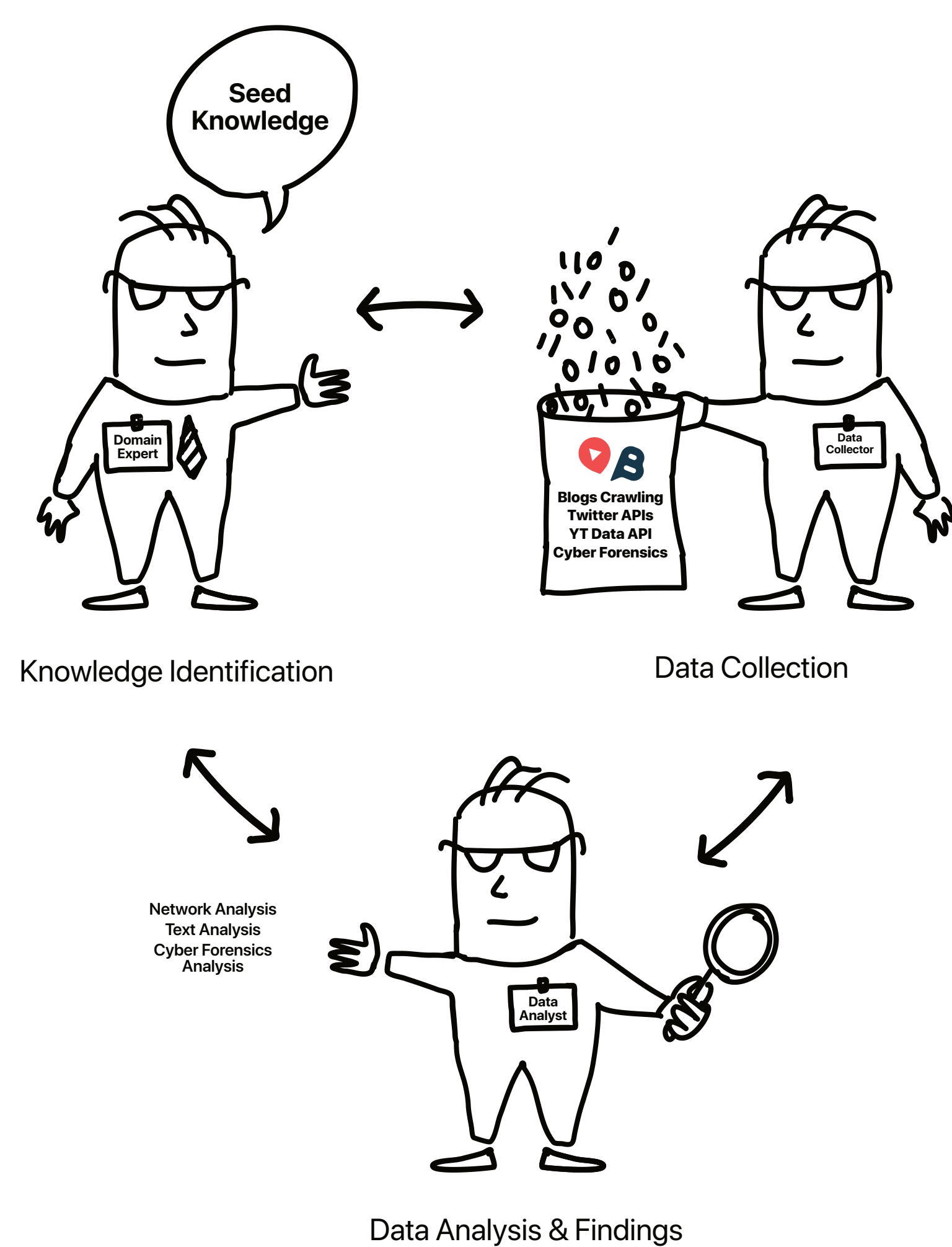
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