



Combating Disinformation on Social Media

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CHECK LIST:

- chat

share



SHARE

- NETWORK
- internet
- connect

Tweet

- Com
- Int



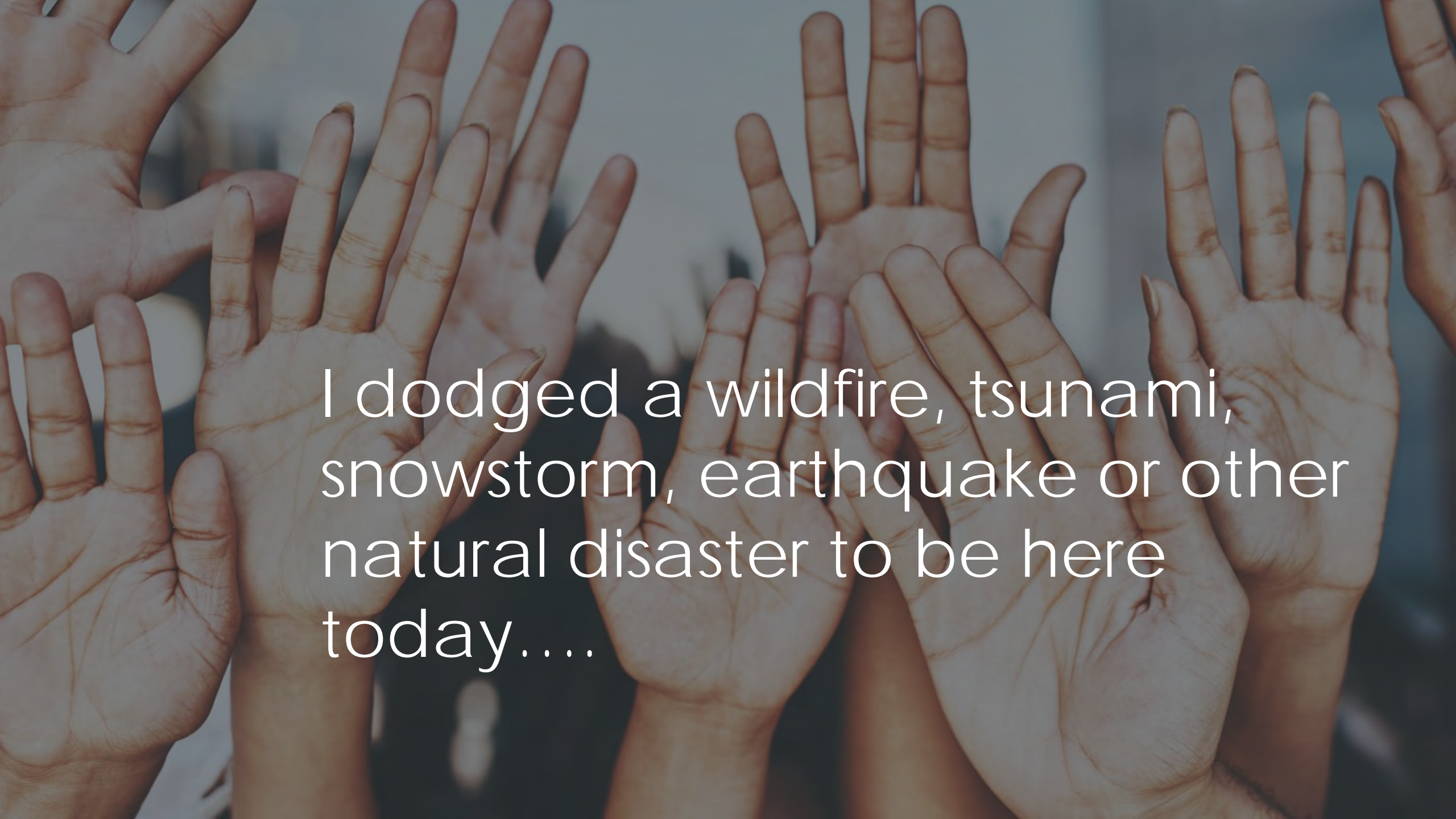
I flew on a plane to be
here today.....



I drove to be here
today....



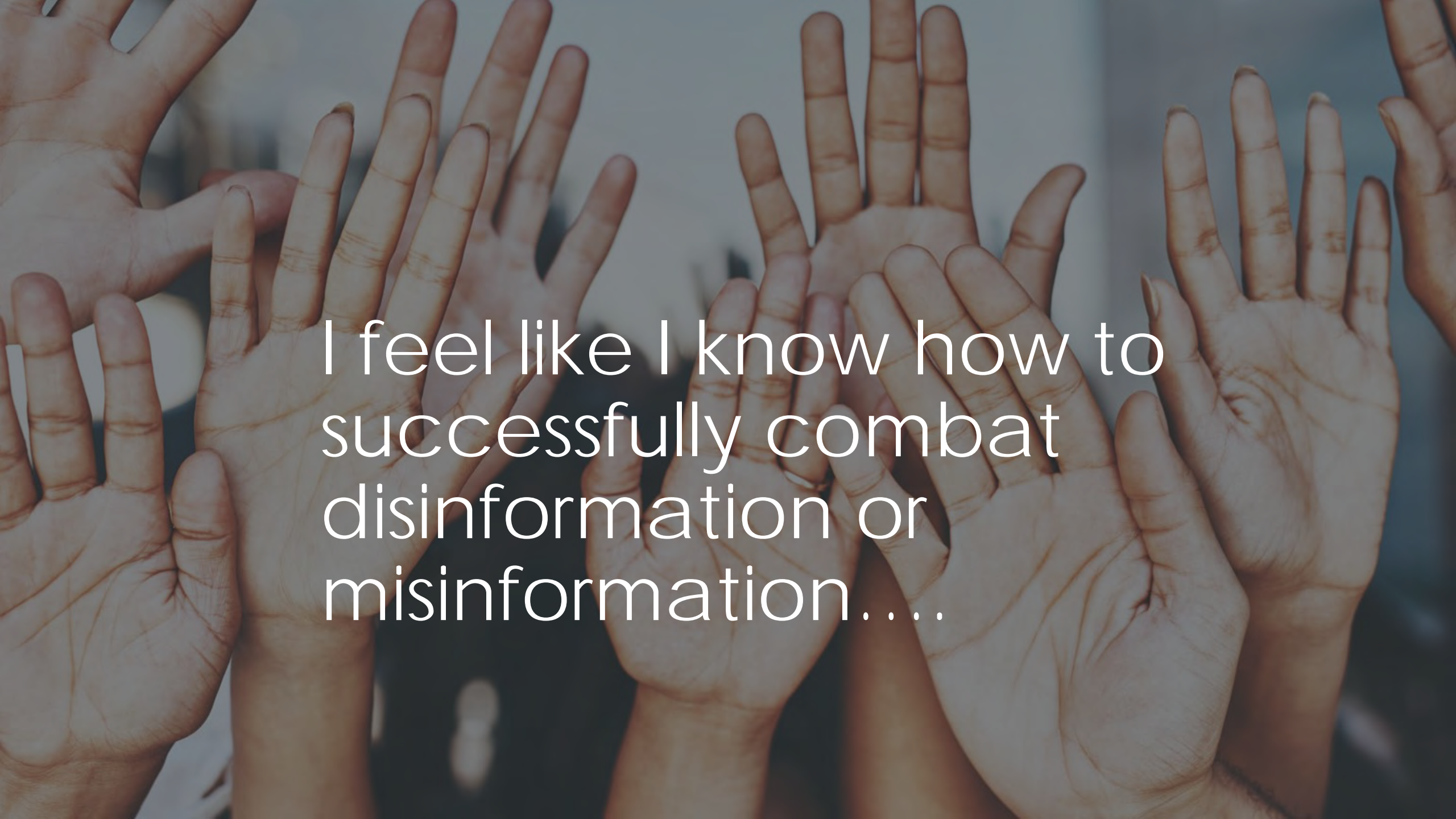
I took a train to be here
today....



I dodged a wildfire, tsunami,
snowstorm, earthquake or other
natural disaster to be here
today....



I have been challenged by
the spread of disinformation
or misinformation in my
community...



I feel like I know how to
successfully combat
disinformation or
misinformation....



I do not understand how
people believe some things
that are on social media....



I am very good at keeping
my opinions to myself when
I see people spreading
“strange” ideas....



I sometimes roll my eyes
when someone shares
disinformation with me....



I sometimes forget to censor
my thoughts when
someone shares
disinformation with me....



I speak more than one
language....

A background image showing numerous hands of various skin tones raised in the air, creating a sense of unity and community. The hands are positioned at different heights and angles, filling the frame. The text is overlaid in the center in a white, sans-serif font.

I speak more than two
languages.....



I speak a language only I
can understand....



There are people in my
community who speak a
“language” I cannot
understand....



I believe the University of Southern California is the best university in California (Go Trojans!)....



I believe there is life on
other planets....



I believe aliens from outer
space have already visited
earth....

A close-up photograph of several hands raised, palms facing forward, with the text "I believe ghosts exist...." overlaid in white. The hands are of various skin tones and are positioned in a way that suggests a group of people expressing their beliefs. The background is blurred, focusing attention on the hands and the text.

I believe ghosts exist....

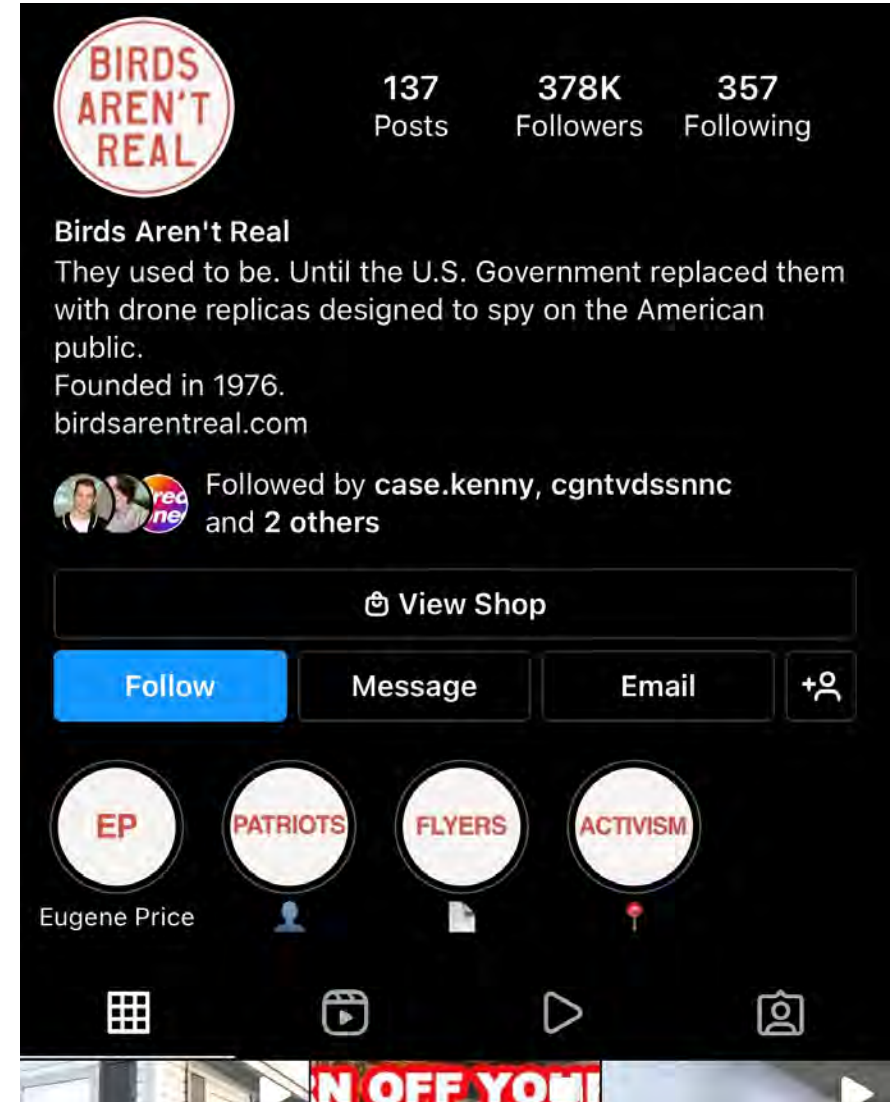
A close-up photograph of several human hands raised, palms facing forward. The hands are of various skin tones and are positioned in a way that they overlap, creating a sense of unity or collective action. The background is blurred, showing indistinct shapes and colors. Overlaid on the center of the image is the text "I believe birds are real...." in a white, serif font.

I believe birds are real....



Peter McIndoe, the 23-year-old creator of the Birds Aren't Real movement, with his van in Fayetteville, Ark. Rana Young for The New York Times

Birds Aren't Real, or Are They? Inside a Gen Z Conspiracy Theory.



Polarization and division seem apparent across communities

But most people are not on the extremes of any issue.

Most people are interested in dialogue and learning.

Local government must be the trusted center to the extremes.

The message must bring people together, not pull them apart.



Be the Relationally Intelligent Manager

The first task of the ***relationally intelligent manager*** is to have a clear and relevant framing of a public problem or policy issue that needs to be addressed and the kind of collaborative network arrangement that needs to be activated or joined to address it.

The ***relationally intelligent manager*** will have the capacity within their organization to conduct an efficient environmental scan to document the assets in place and, significantly, identify gaps that need to be filled.

While legal authority resides with those in elected and professional administrative roles, ***public institutions must recognize that they can't do meaningful public work alone.***

The ***relationally intelligent manager*** will cultivate and sustain online and offline relations with allies from community businesses, nonprofit organizations, schools, faith organizations, and others to enact responses to disinformation that threatens democracy and community cohesion.



A snapshot of users,
followers, and
(mis)informers

Who is using and abusing social media

Who is using social media?

- 72% of adults use at least one social media tool

Age	Race	Gender	Income	Education
84% of 18-29	Hispanic: 80%	Women: 78%	\$75k+: 78%	College Grad: 77%
81% of 30-49	Black: 77%	Men: 66%	\$50k-\$74,999: 65%	Some College: 76%
73% of 50-64	White: 69%		\$30k-\$49,999: 76%	HS or Less: 64%
45% of 65+			<\$30k: 69%	

Most Common Social Media Tools?

Facebook

Instagram

Pinterest

LinkedIn

Snapchat

YouTube

WhatsApp

Twitter

TikTok

Reddit

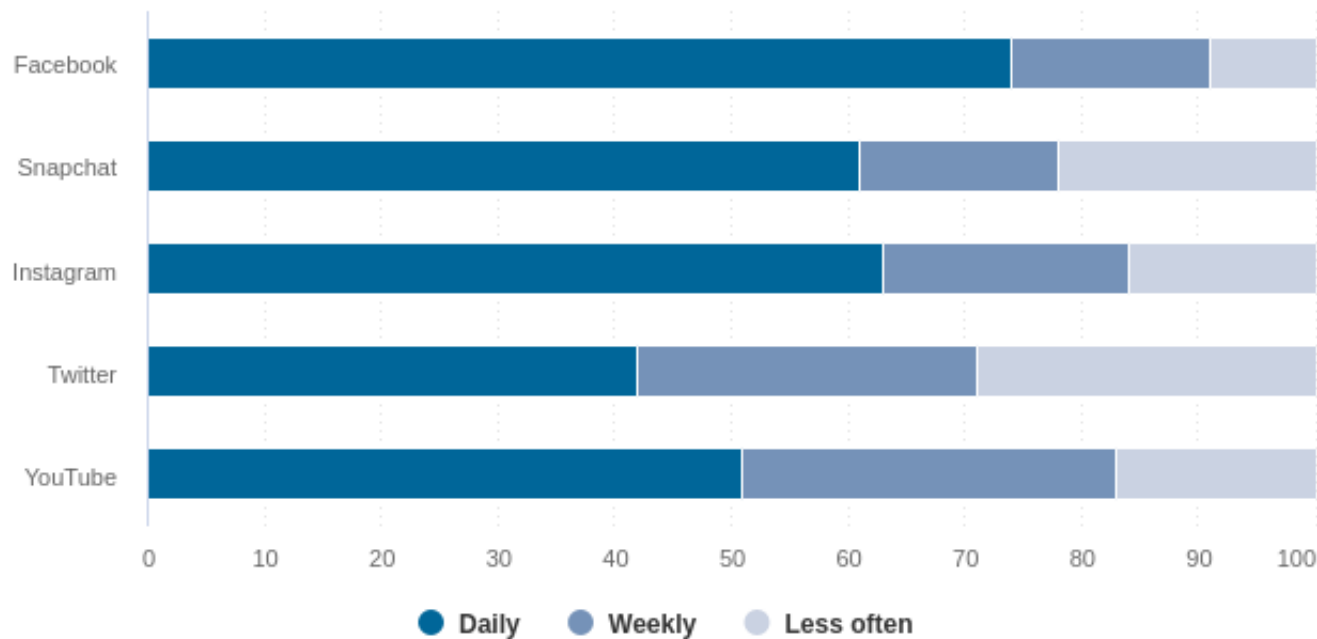
Nextdoor

Most Common Social Media Tools

- YouTube: 81%
- Facebook: 69%
- Instagram: 40%
- Pinterest: 31%
- LinkedIn: 28%
- Snapchat: 25%
- WhatsApp: 23%
- Twitter: 23%
- TikTok: 21%
- Reddit: 18%
- Nextdoor: 13%

How often Americans are using social media

Among the users of each social media site, the % who use that site with the following frequencies



Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted Jan. 8 to Feb. 7, 2019.

Sample of Most Popular Posts and Links on Facebook

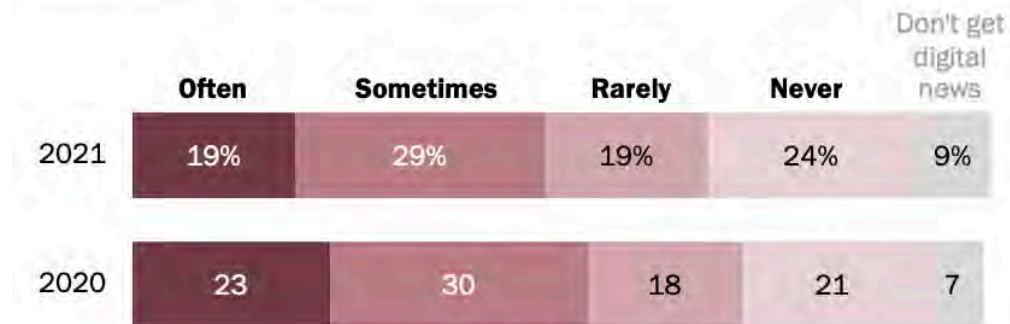
- Ben Shapiro
- Journal Star
- KFOX-TV
- Nick Adams
- NPR
- Donald Trump for President
- News and Guts
- Love Meow
- Taste of Country
- Playeralumniresources.com
- Purehempshop.com
- Myincrediblerecipes.com
- Reppnforchrist.com
- Various memes
 - Make your photo look younger
 - What is your porn name?
 - What is something you will never eat, no matter how hungry?
 - Your rap name is “LIL” then the last thing you spent money on.
 - Which alcohol made yall throw up and say I never wanna drink again?

<https://mobile.twitter.com/FacebooksTop10>

<https://transparency.fb.com/data/widely-viewed-content-report/>

About half of Americans get news on social media at least sometimes, down slightly from 2020

% of U.S. adults who get news from social media ...

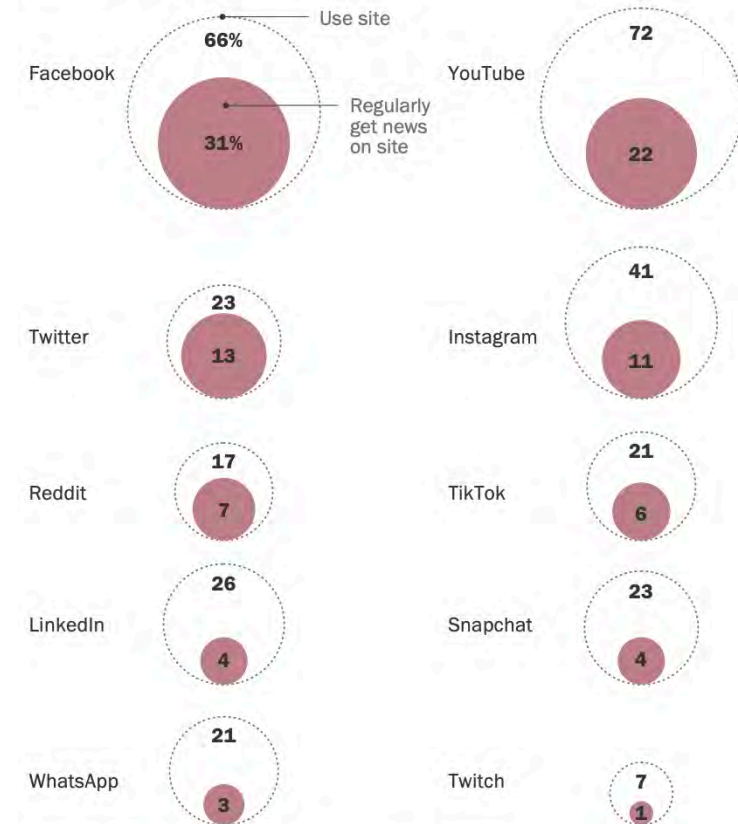


Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.
"News Consumption Across Social Media in 2021"

PEW RESEARCH CENTER

Nearly a third of Americans regularly get news on Facebook

% of U.S. adults who ...

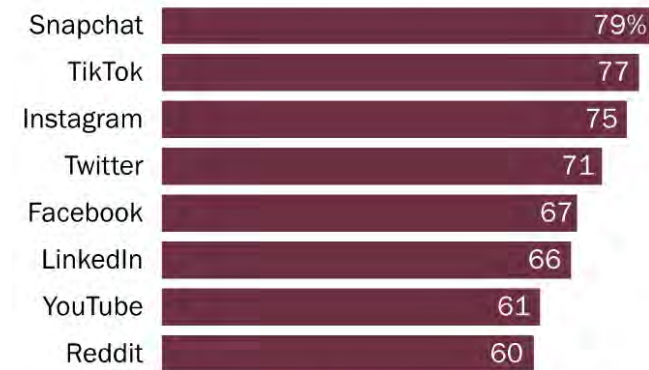


Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.
"News Consumption Across Social Media in 2021"

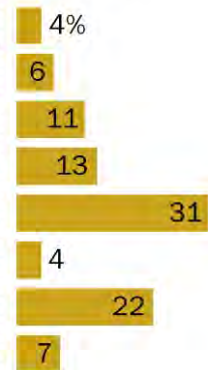
PEW RESEARCH CENTER

Nearly 80% of Americans who regularly get news on Snapchat and on TikTok view social media as an important way of getting vaccine news

% of Americans that regularly get news on ___ who say that social media is an important way of keeping up with news about COVID-19 vaccines



% of U.S. adults who regularly get news on each site

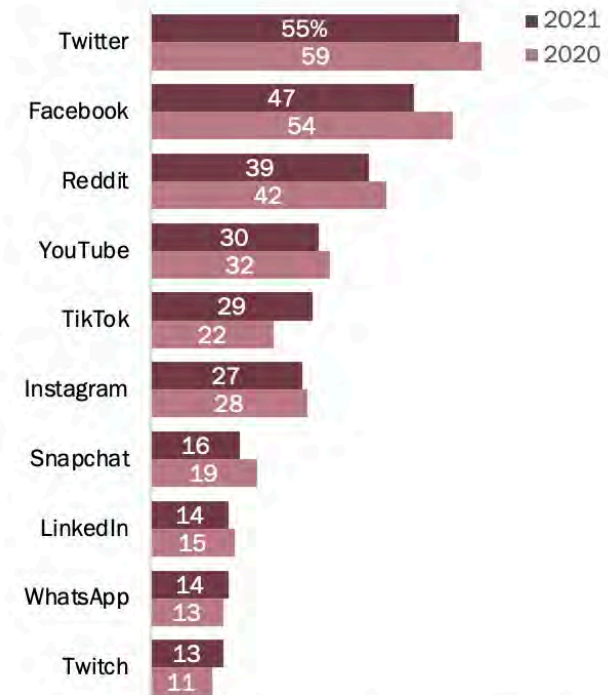


Note: Twitch and WhatsApp not shown due to insufficient sample sizes.
Source: Survey conducted July 26-Aug. 8, 2021.

PEW RESEARCH CENTER

Large portion of Twitter users regularly get news there

*% of each social media site's users who **regularly** get news there*



Source: Survey of U.S. adults conducted July 26-Aug. 8, 2021.
"News Consumption Across Social Media in 2021"

PEW RESEARCH CENTER

Who is spreading disinformation?



<https://www.counterhate.com/disinformationdozen>

1


Identify local
sources

2

Identify tags for
local people or
organizations

3

Identify the
demographic or
target groups that
are emphasized

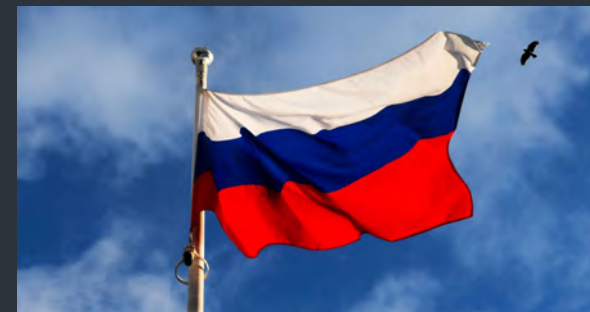


Combat Checklist Item 1:
Identify the Target of Disinformation

What are we fighting?

What exactly is
disinformation &
misinformation
and how should
we react to it?

Defining and Detecting Disinformation

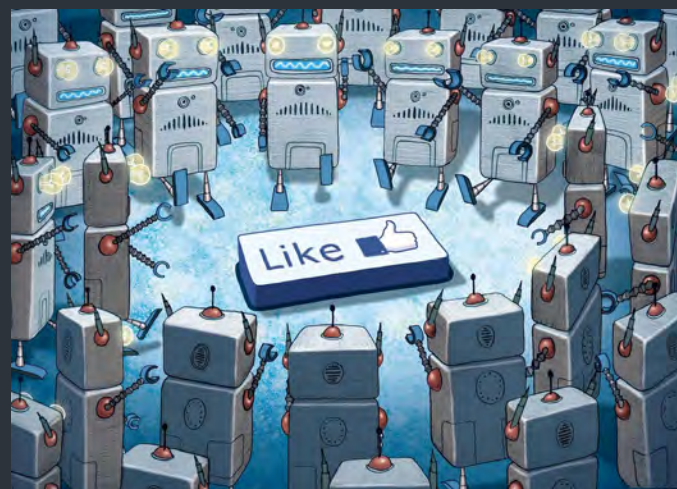
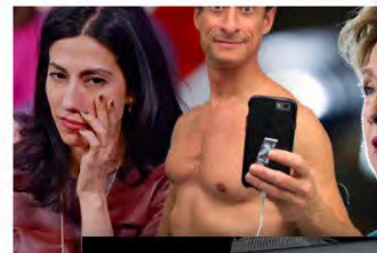


FBI Insider: Clinton Emails Linked To Political Pedophile Sex Ring

Posted on October 31, 2016 by Sean Adi-Tabatabai in News, US // 22 Comments

BREAKING BOMBHELL: NYPD Blows Whistle on New Hillary Emails: Money Laundering, Sex Crimes with Children, Child Exploitation, Pay to Play, Perjury

Posted on November 2, 2016 by admin



What is disinformation & misinformation?

Accurate
Content

*Distracting
information*

*Missing
information*

Vague
Content

*Disingenuous
information*

*Misguided
information*

Inaccurate
Content

Disinformation

Misinformation

Bad Intent

Good Intent


1. Check multiple social media platforms.

2. Listen for "seepage" to council/commission meetings.

3. Check-in with your allies (i.e. rapid response network).

4. Maintain positivity. Keep you head up.

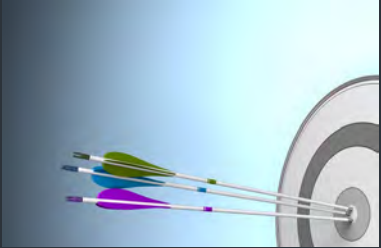
5. Make your plan.



Combat Checklist Item 2: Identify the Target of Disinformation

Countering Disinformation = Citizen Participation

1. Know your goal



2. Know your target group



3. Choose your tool



4. Budget



5. Implement



6. Evaluate



7. Refine



8. Monitor



Countering Disinformation: Example

1. Know your goal

Inform residents about the facts on vaccine safety

2. Know your target group

Women of child-bearing age and pregnant women

3. Choose your tool

Design charette with doctors
Social media advertising
Public hearing

4. Budget

Production costs
Participation costs
Democratization costs

5. Implement

Do what you say
Manage expectations

6. Evaluate

Reduced disinformation online
Reduced protest activity offline

7. Refine

Choose the same or another tool.
Round 2. Go!

8. Monitor

Watch for big and small changes in the community—online and off

Resource for 'Choose Your Tool'

<https://www.bangthetable.com/blog/international-public-participation-models/>

International Public Participation Models 1969-2020


Sally Hussey


***Sally Hussey** provides an essential public engagement resource compiling 60 international public participation models dating back fifty years to Arnstein's influential 'Ladder of Citizen Participation'.*

Last year, Sherry R. Arnstein's "A Ladder of Citizen Participation" celebrated its 50th anniversary. Originally published in the *Journal of American Planning Association* (JAPA) and one of its most cited articles to date, the longevity and impact of Arnstein's Ladder can be recognised in the emergence of 60 public participation models since its inception.

Resource for 'Choose Your Tool'

<https://www.involve.org.uk/resources/methods>



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Home / Resources

METHODS

All Methods


All Methods


Agenda-setting

Policy development

Decision-making

Implementation





1. Know your goal.

2. Know your target group.

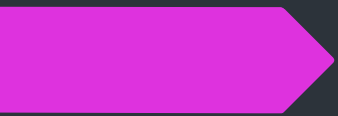
3. Choose your tool.

4. Create a budget.

5. Implement your process.

6. Evaluate success.

7. Monitor disinformation and division.

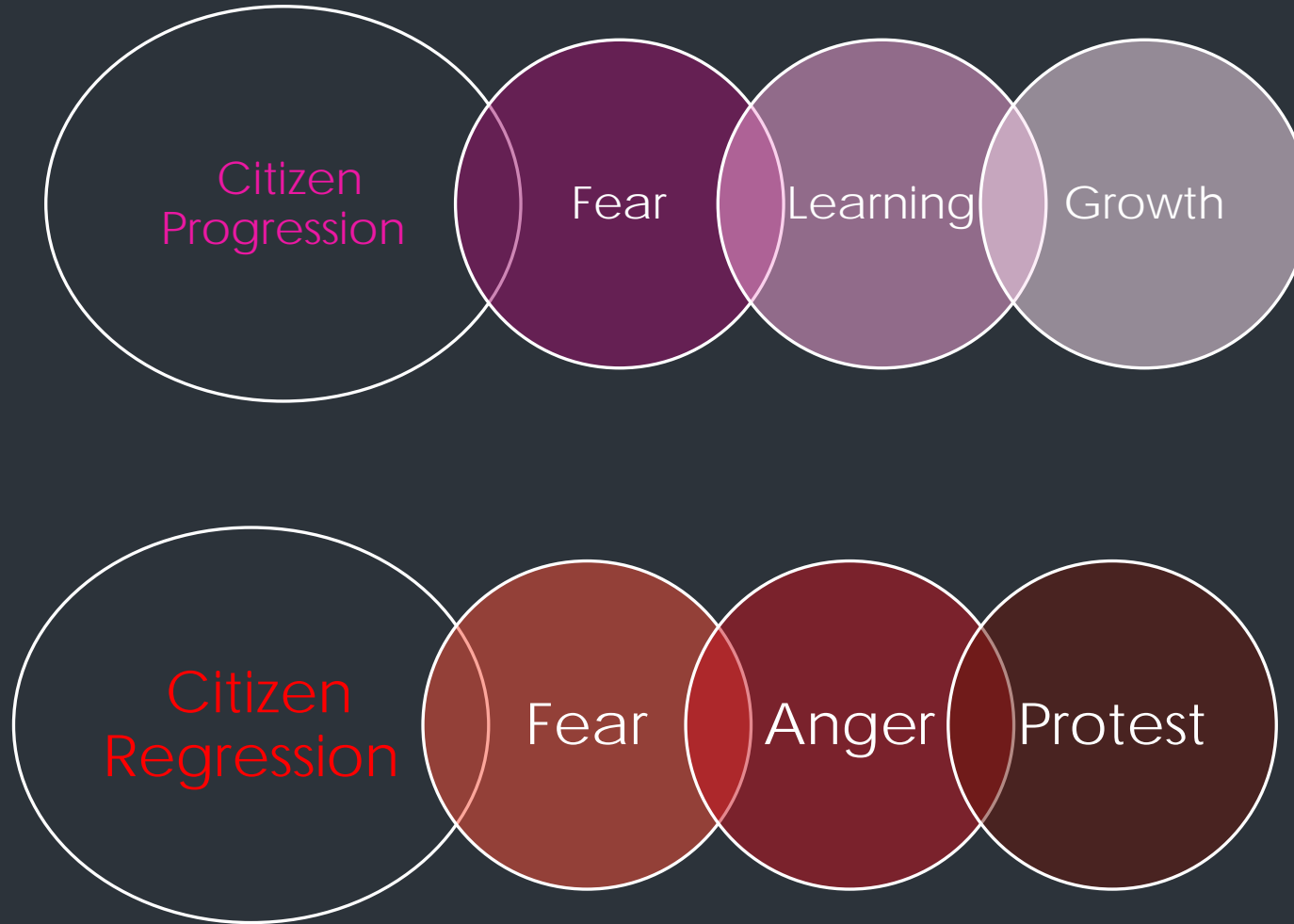


Combat Checklist Item 3:
Counter Disinformation through Citizen
Participation

Lowering the temperature
and proactively
countering and growing
from harmful
disinformation

Civil Discourse Online and Offline

Public Conversations: Growing from Division



Public Conversations

Figure 1: Comforting Information about the COVID-19 Vaccine



Figure 2: Concerning Information about the COVID-19 Vaccine



Framing the question:

What would help you become more comfortable to receive the vaccine?

Why are you not getting the vaccine?

What do you need to change your mind about getting the vaccine?

Framing the question:

How are you racist?

Why don't you want children to learn about the history of racism in schools?

What is the purpose of studying and understanding history? How can we achieve these purposes?



Public Conversation Rules for Participants

1. Listen to other voices.

2. Consider each idea fairly.

3. Everyone is encouraged to participate.

4. It's okay to disagree, but do so with curiosity, not hostility.

5. Keep an open mind.

6. Practice civility, not timidity.

7. Be aware: Ignorance Warning.

1. Convene or partner with a university, foundation, or nonprofit to convene facilitate on/offline public conversations on divisive or potentially divisive topics.

2. Partner with media to report the content and results of conversations.

3. Continue conversations to ensure residents remain engaged and attentive to all voices in the community.



Combat Checklist Item 4:
Grow as a Community Divided by Disinformation

You are not alone.

Rapid Response Operation

Write the names of organizations (businesses, associations, nonprofits, residents, faith organizations, etc):

1. You personally or your government officially "follows" or "friends" on social media platforms.

2. From which you personally or your government officially shares information for the benefit/information of those who follow you/your government.

3. That follow you/your government.

4. That share what you/your government posts for the benefit of their followers/friends.

5. That appear across your lists (these are the target organizations to be your allies to combat disinformation).

6. That are missing from your responses to the previous step and that give you information access to the cross-section of residents in your community (these are organizations for further relational development).



Combat Checklist Item 5:
Build a Rapid Response Operation and Be
Relationally Intelligent


Be the trusted center to
the extremes.

Be relationally intelligent.

Be the space for the
majority to take shelter
from the divisive storms.

Be the space for residents
to grow together as one
community.





This afternoon's workshop
will allow you to put your
combat tools and
experiences to the test.

1. Sexual harassment
2. Affordable housing
3. Water rates
4. COVID-19 testing
5. Anti-Asian Rhetoric
and Violence

Thank you. Questions?

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Social Media Disinformation Combat Checklist

How should we identify the target of disinformation?

- ☐ Identify the local sources.
- ☐ Identify tags for local people or organizations.
- ☐ Identify the demographic or stakeholder groups that are emphasized

How should we react to disinformation?

- ☐ Check multiple social media platforms
- ☐ Listen for “seepage” to council/commission meetings
- ☐ Check-in with your allies (i.e. rapid response network)
- ☐ Maintain positivity. Keep your head up.
- ☐ Make your plan (see next segment)

How should we counter disinformation?

- ☐ Know your goal
- ☐ Know your target group
- ☐ Choose your tool
- ☐ Create a budget
- ☐ Implement your process
- ☐ Evaluate success
- ☐ Monitor disinformation and division

How should we grow as a community disrupted by disinformation?

- ☐ Convene or partner with a university, foundation, or nonprofit to convene facilitated on/offline public conversations on divisive or potentially divisive topics
- ☐ Partner with media to report the content and results of conversations
- ☐ Continue conversations to ensure residents remain engaged and attentive to all voices in the community

How should we build a rapid response operation and be relationally intelligent?

Write the names of organizations (businesses, associations, nonprofits, residents, faith organizations, etc):

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- ☐ From which you personally or your government officially shares information for the benefit/information of those who follow you/your government
- ☐ That follow you/your government
- ☐ That share what you/your government posts for the benefit of their followers/friends
- ☐ That appear across your lists (these are the target organizations to be your allies to combat disinformation)
- ☐ That are missing from your response to the previous step and that give you information access to the cross-section of residents in your community (these are organizations for further relational development)

