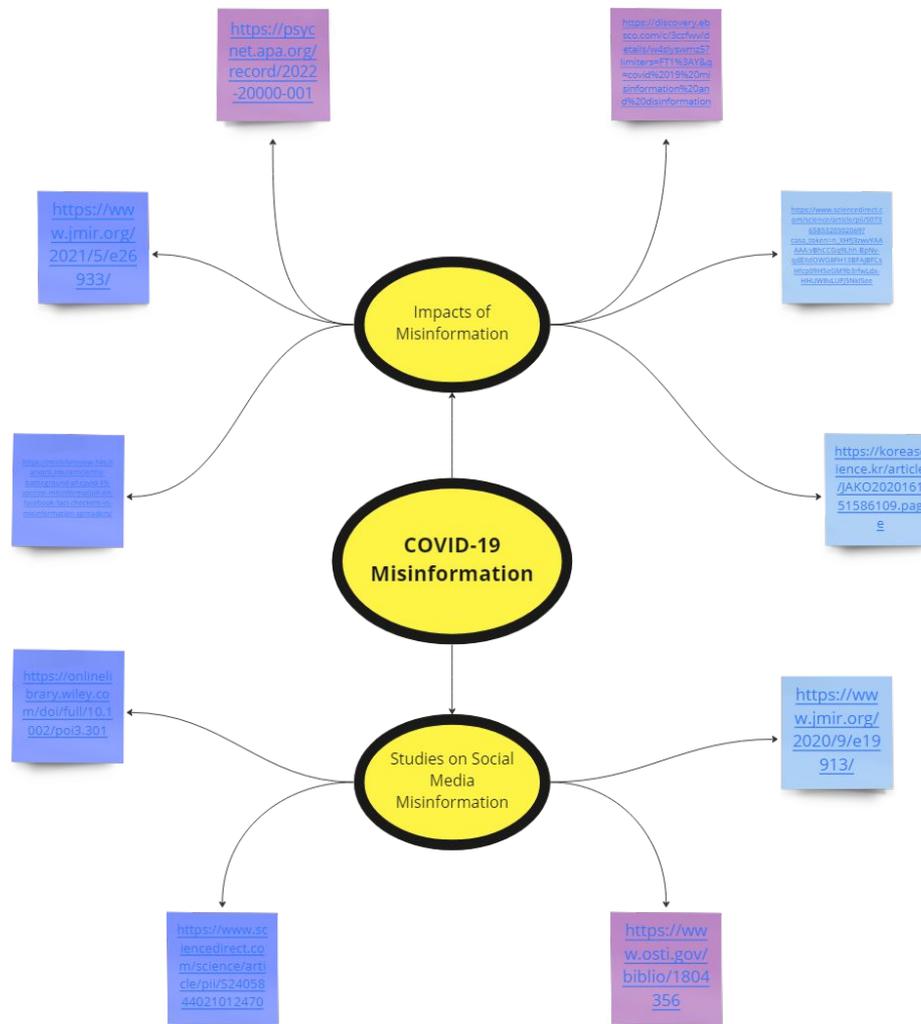# A Deep Dive Into The Information Ecosystem of Fake News on Facebook

Team BBJ

Beckett Dumo, Brecken Khleif, Jon Packwood

Introduction
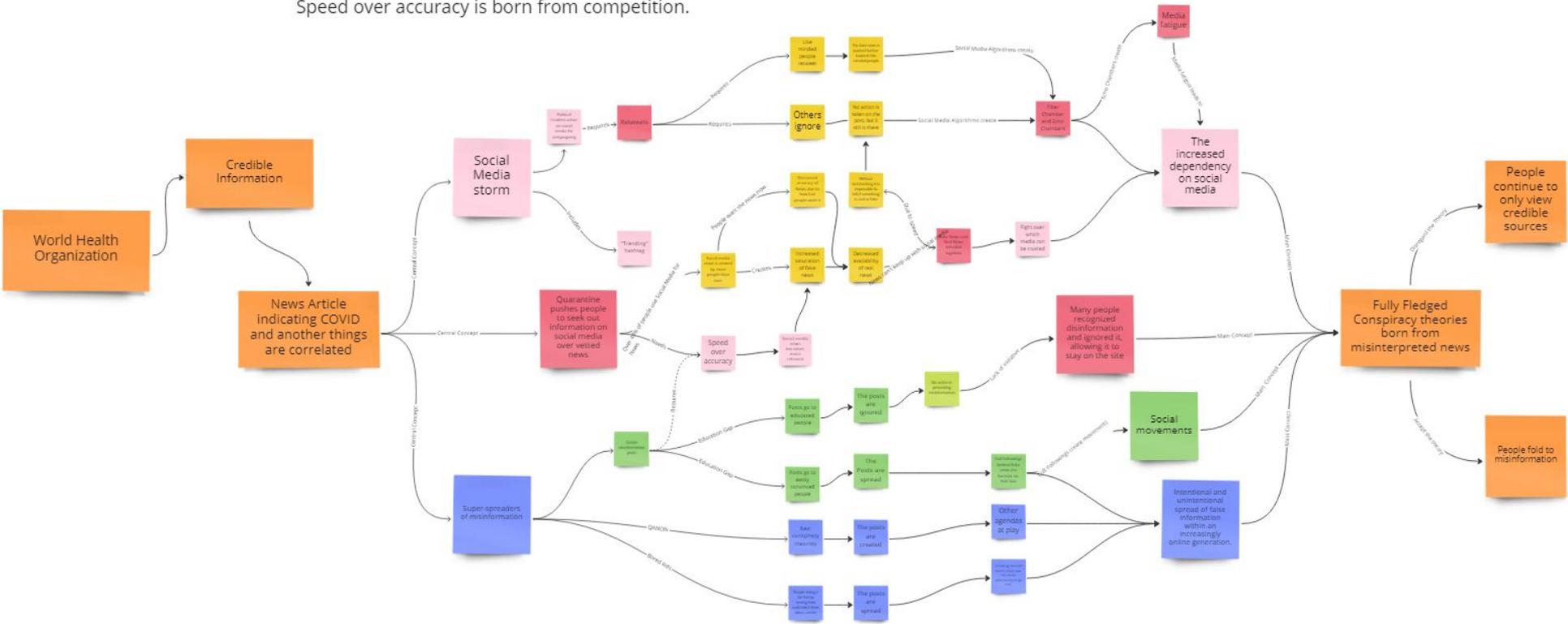
Text Overview

Combined Social Worlds Diagram

Combined Data Journey Map

All fake news is born from real news.
Speed over accuracy is born from competition.
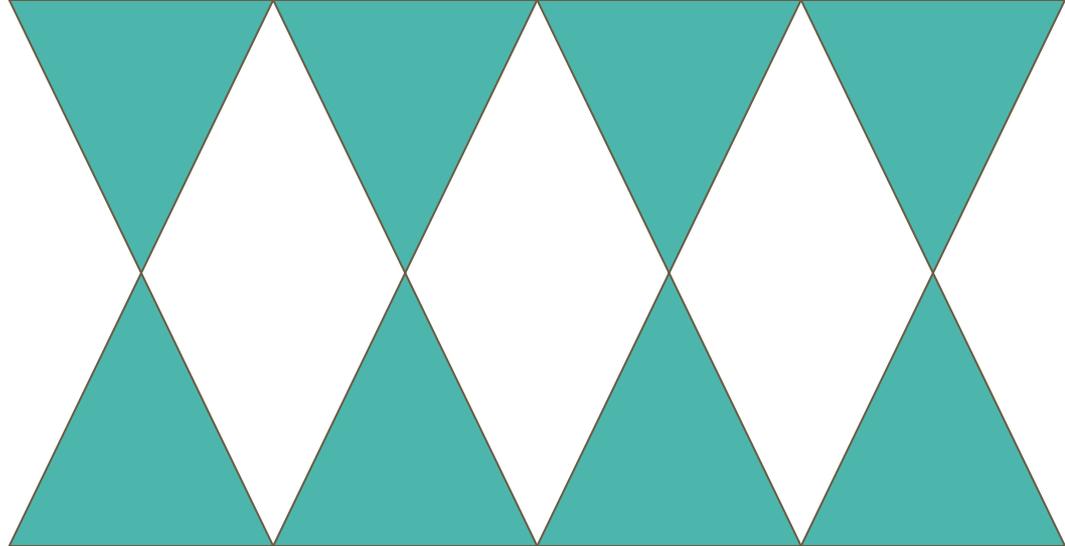
Friction

Analysis

- Taking scholarly articles & turning them into mass media sources

- Spread of news via word of mouth

- Conspiracy Theories

Appendices

Text #1 - Social Worlds Model

The battleground of COVID-19 vaccine misinformation on Facebook: Fact checkers vs. misinformation spreaders

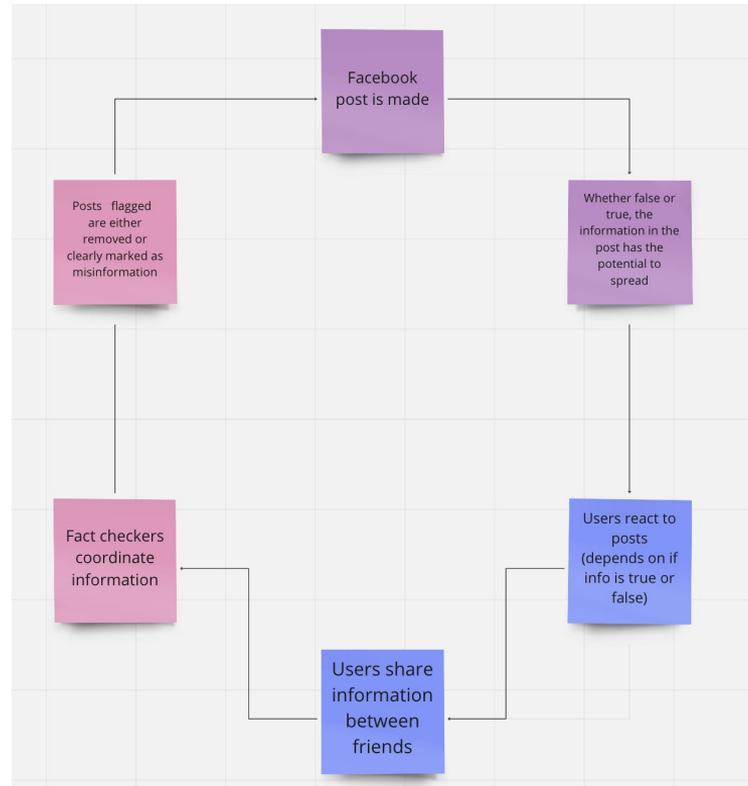|			
Macro	Fact checkers coordinating information	Network disparity	Strong community structure (likely driven by common interests or shared ideologies)
Meso	Centrality	Fake news accounts sprading misinformation	Information on FB split half between misinformation and fact checkers
Micro	User reactions to posts	Spreading misinformation between friends	Different types of posts trigger different engagement and responses

Jon Packwood
https://misinforeview.hks.harvard.edu/article/the-battleground-of-covid-19-vaccine-misinformati
on-on-facebook-fact-checkers-vs-misinformation-spreaders/

Text #1 - Data Journey Map

Jon Packwood
https://misinforeview.hks.harvard.edu/article/the-battleground-of-covid-19-vaccine-misinformation-on-facebook-fact-checkers-vs-misinformation-spreaders/

Text #2 - Social Worlds Model

A comparative study on false information governance in Chinese and American social media platforms

|		
Macro	fake news is removed if it violates community standards	facebook voluntarily removing false information	facebook sending information in different languages around the world
Meso	location or severalty of the outbreak	facebook immediately removes content relating to hate speech, fake accounts, and terrorist content	facebook partnering with the WHO to provide real information to users
Micro	false claims about cures, treatments for covid19	lies about availability of central services	users are able to read messages from FB + WHO

Jon Packwood https://onlinelibrary.wiley.com/doi/full/10.1002/poi3.301

Text #2 - Data Journey Map
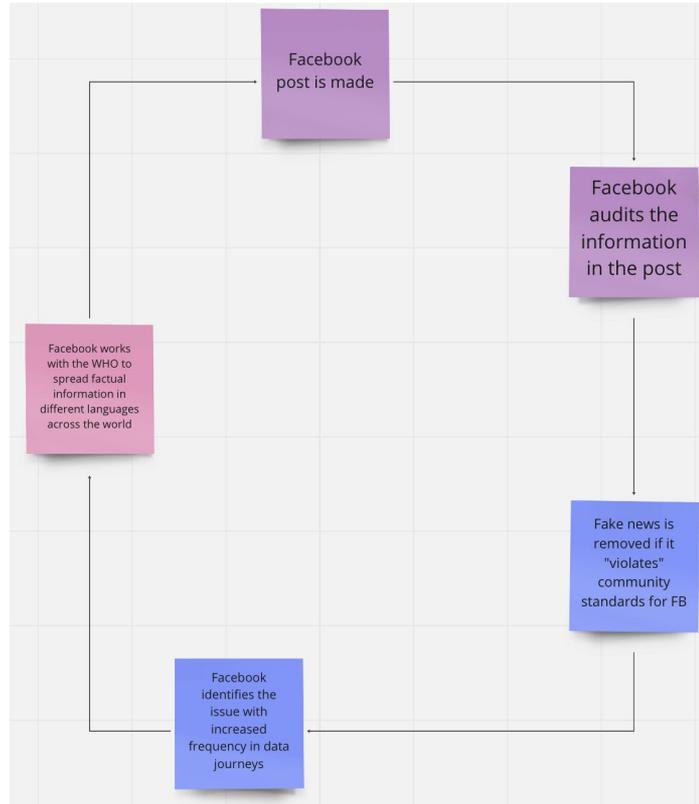
Text #3 - Social Worlds Model

Bots and Misinformation Spread on Social Media: Implications for COVID-19

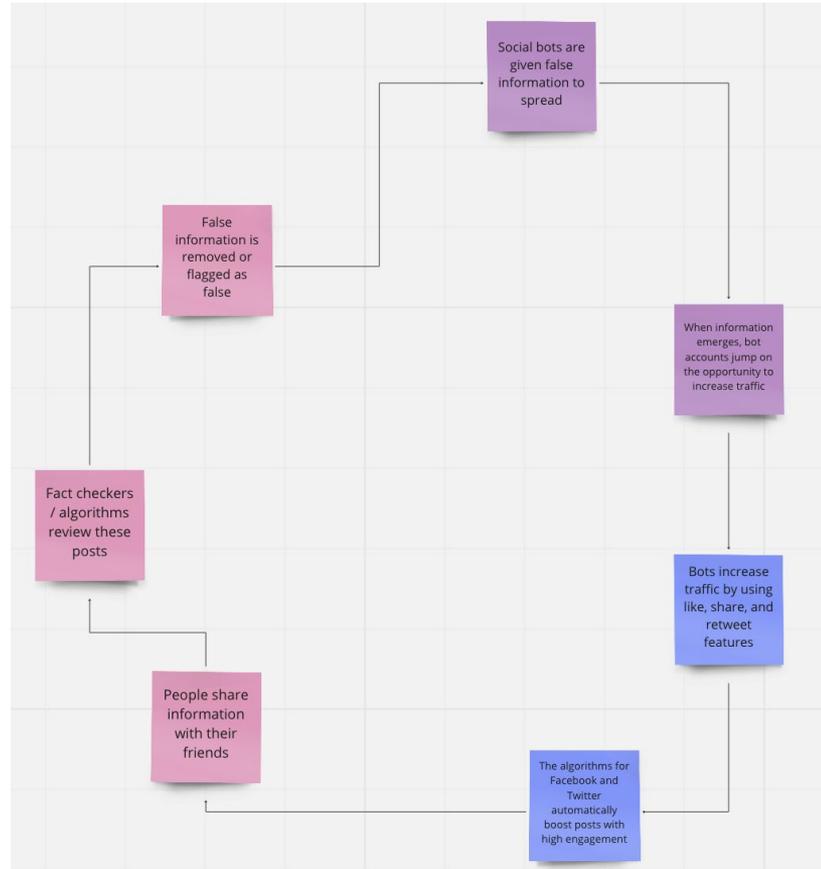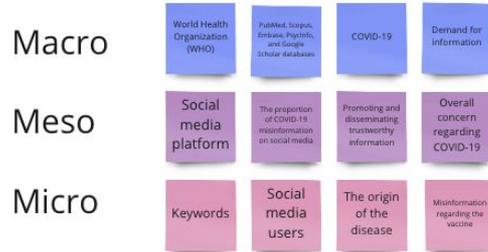|				
Macro	Research studies done in many countries around the world	Online communities in different countries are different	Sentiment analysis	Larger dataset would produce different results
Meso	This study limited to bangladesh	metadata	unable to collect sociodemographic information	
Micro	reactions depend on topic of misinformation	interactions, comments	religious misinformation has highest acceptance rating	emotional tie to the reactions

Jon Packwood https://www.jmir.org/2021/5/e26933/

Text #3 - Data Journey Map

Jon Packwood https://www.jmir.org/2021/5/e26933/

Text #1 - Social Worlds Model

|				
Macro	World Health Organization (WHO)	PubMed, Scopus, Embase, PsycInfo, and Google Scholar databases	COVID-19	Demand for information
Meso	Social media platform	The proportion of COVID-19 misinformation on social media	Promoting and disseminating trustworthy information	Overall concern regarding COVID-19
Micro	Keywords	Social media users	The origin of the disease	Misinformation regarding the vaccine

A review misinformation related to coronavirus disease 2019 (COVID-19) on social media during the first phase of the pandemic and a discussion of ways to counter misinformation.

Brecken Khleif

https://www.sciencedirect.com/science/article/pii/S0736585320302069?casa_token=n_XHfJ3zwvYAAAAA:vBhCCGq9Lhh-BpNv-qdEXdOWG8FH13BFAjBFCsHfcp09H5eGM9b3rfwLdx-HHUW8vLUFJ5NkISee
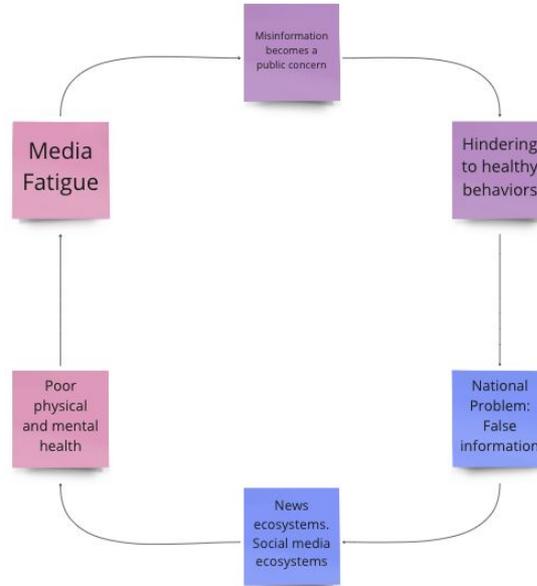
Text #1 - Data Journey Map
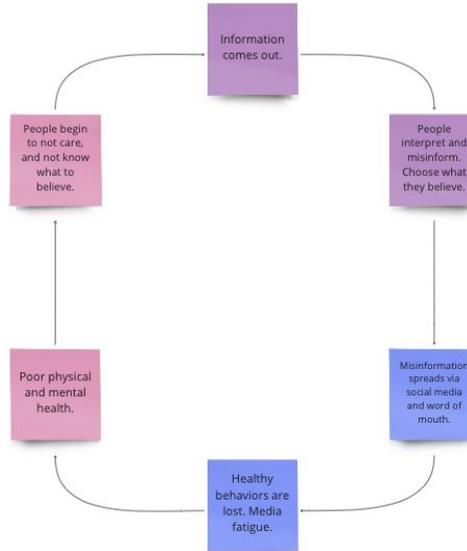
Brecken Khleif

Text #2 - Social Worlds Model

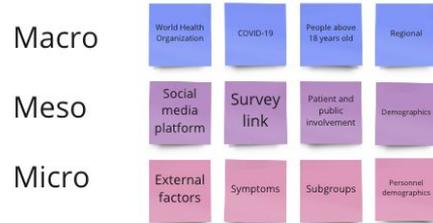The impact of rumors and misinformation on COVID-19 in social media.

Brecken Khleif

https://koreascience.kr/article/JAKO202016151586109.page

Text #2 - Data Journey Map

Brecken Khleif https://koreascience.kr/article/JAKO202016151586109.page

Text #3 - Social Worlds Model

Brecken Khleif

https://www.jmir.org/2020/9/e19913/

Text #3 - Data Journey Map

Brecken Khleif https://www.jmir.org/2020/9/e19913/

Text #1 - Social Worlds Model

Confronting health misinformation : the U.S. Surgeon General's advisory on building a healthy information environment
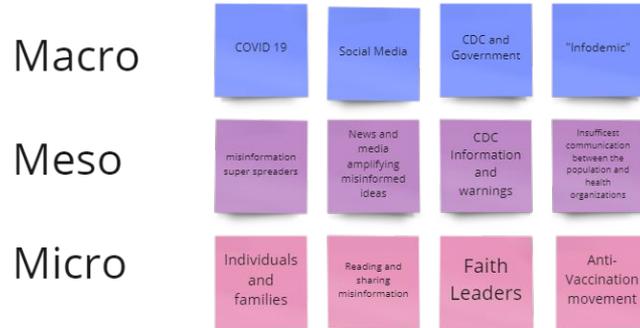

Macro	COVID 19	Social Media	CDC and Government	"Infodemic"
Meso	misinformation super spreaders	News and media amplifying misinformed ideas	CDC Information and warnings	Insufficest communication between the population and health organizations
Micro	Individuals and families	Reading and sharing misinformation	Faith Leaders	Anti-Vaccination movement

Beckett Dumo:

Text #1 - Data Journey Map

Beckett Dumo:
https://discovery.ebsco.com/c/3czfwv/details/w4slyswmz5?limiters=FT1%3AY&q=covid%2019%20misinformation%20and%20disinformation
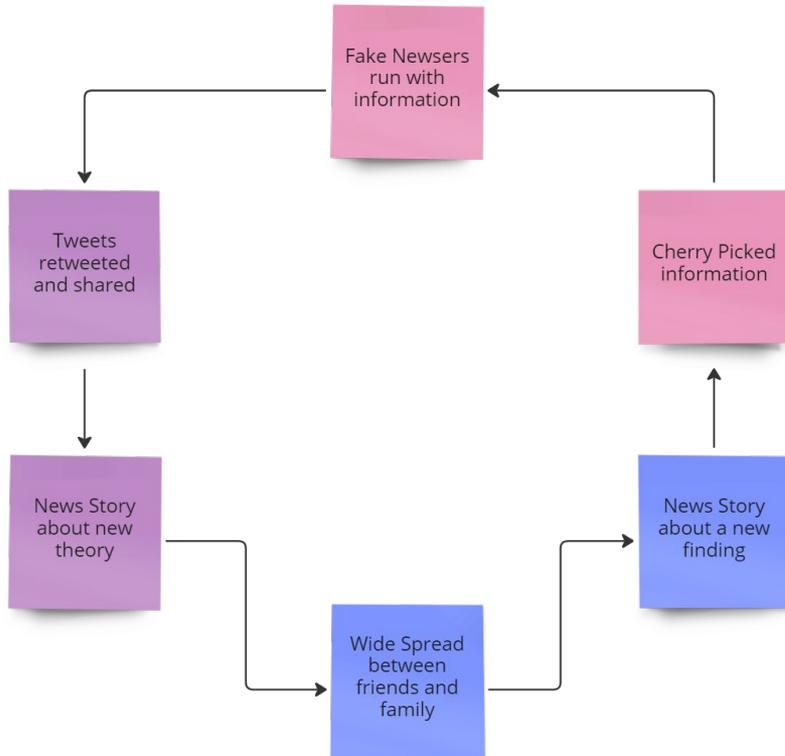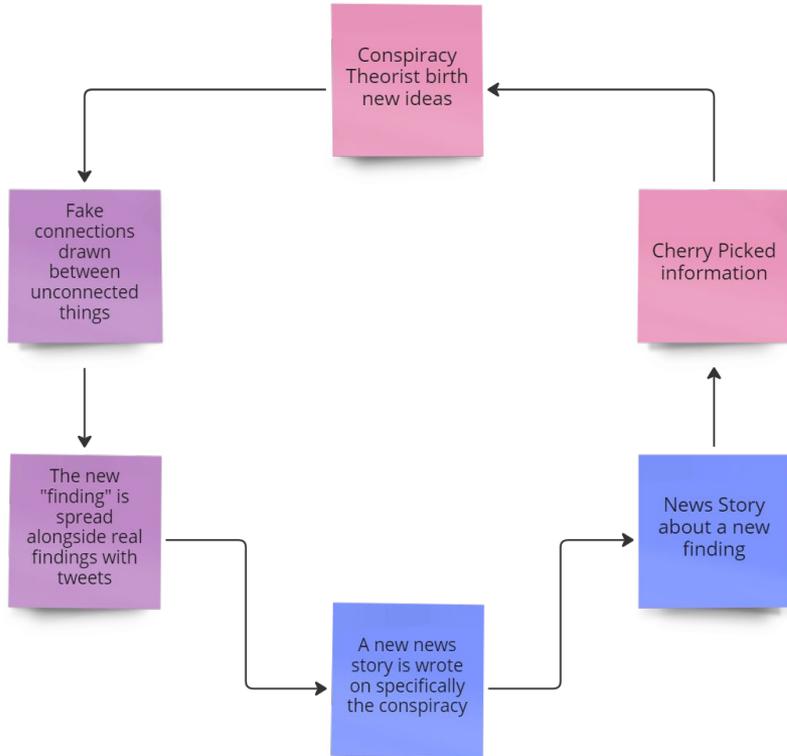
Text #2 - Social Worlds Model

"Thought I'd Share First" and Other Conspiracy Theory Tweets from the COVID-19 Infodemic: Exploratory Study

Macro	COVID 19	News	WHO	CDC and Government	Twitter
Meso	Unmoderated tweets	Cherry picking	Blind misinformation vs pointed disinformation	Education of US	
Micro	5g Cell towers spread corona	Bill Gates made COVID 19	HIV in COVID 19	Vaccines	

Beckett Dumo:
https://www.osti.gov/biblio/1804356

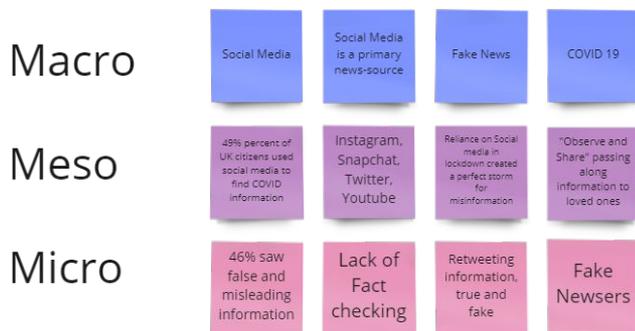# Text #2 - Data Journey Map

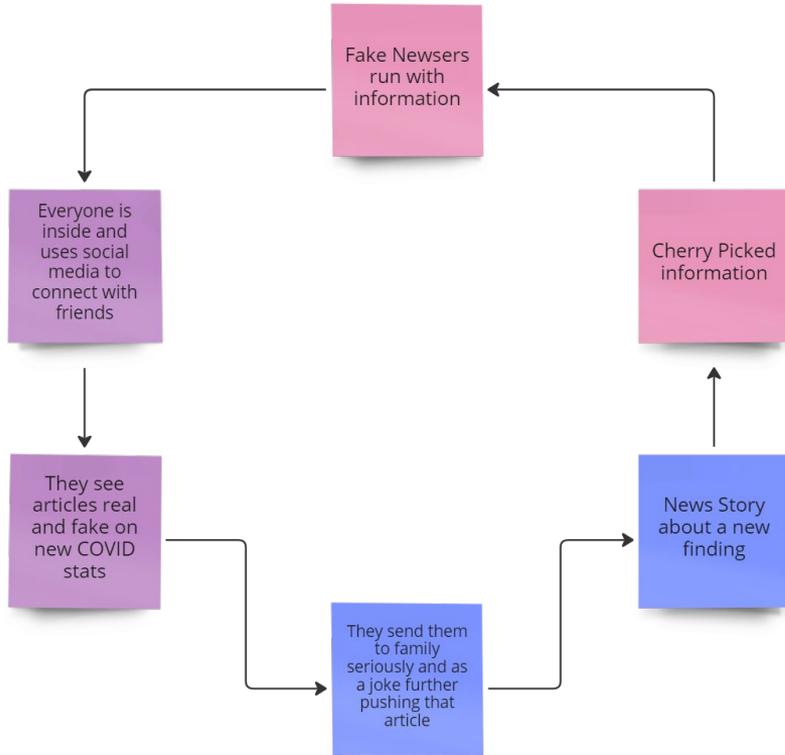Beckett Dumo:
https://www.osti.gov/biblio/1804356

Text #3 - Social Worlds Model

Perceptions of fake news, misinformation, and disinformation amid the COVID-19 pandemic: A qualitative exploration.

Macro	Social Media	Social Media is a primary news-source	Fake News	COVID 19
Meso	49% percent of UK citizens used social media to find COVID information	Instagram, Snapchat, Twitter, Youtube	Reliance on Social media in lockdown created a perfect storm for misinformation	"Observe and Share" passing along information to loved ones
Micro	46% saw false and misleading information	Lack of Fact checking	Retweeting information, true and fake	Fake Newsers

Beckett Dumo:
https://psycnet.apa.org/record/2022-20000-001

Text #3 - Data Journey Map

Beckett Dumo:
https://psycnet.apa.org/record/2022-20000-001