

MEDIA MANIPULATION IN THE DIGITAL AGE

THESE TACTICS ARE HARD TO NOTICE BECAUSE THEY OFTEN MIMIC LEGITIMATE NEWS SOURCES IN STYLE AND PRESENTATION, AND THEY ARE FREQUENTLY PROPAGATED BY TRUSTED FIGURES OR INSTITUTIONS, MAKING THEM SEEM MORE CREDIBLE.

PEW

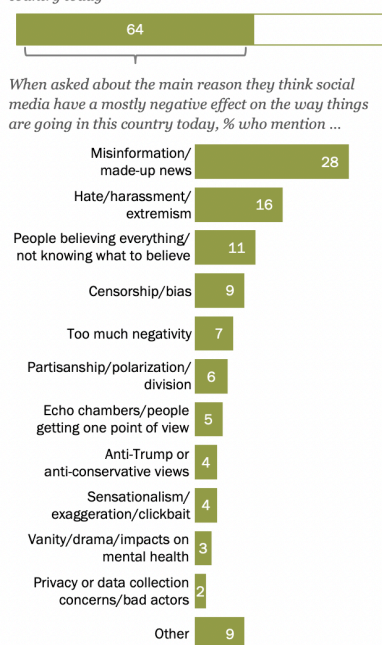
approximately 64% of Americans believe fake news has caused "a great deal" of confusion about basic facts of current events.

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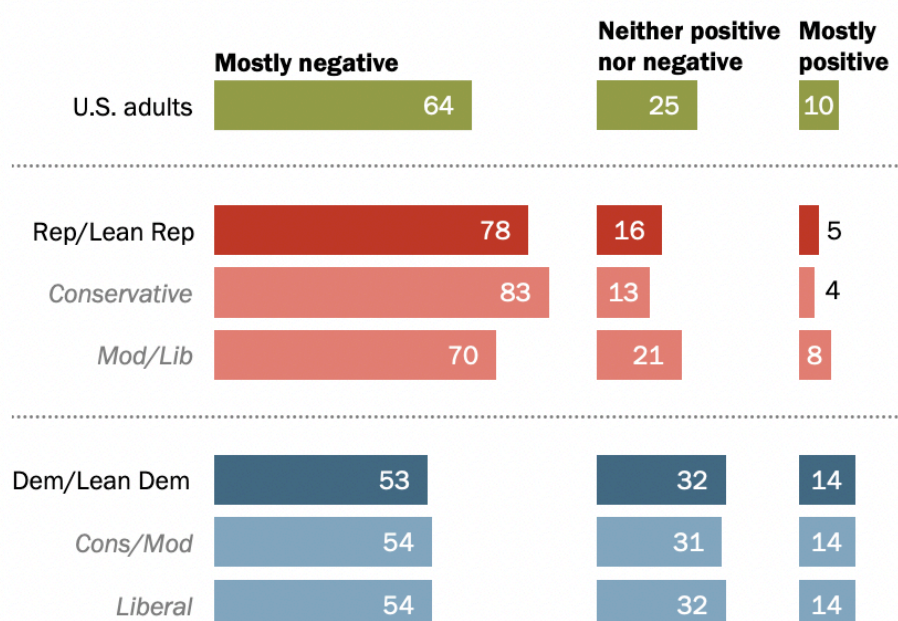
Majority of Americans say social media negatively affect the way things are going in the country today

Roughly three-in-ten who say social media have a negative effect on the country cite misinformation as reason

64% of U.S. adults say social media have a mostly negative effect on the way things are going in this country today



% of U.S. adults who say social media have a ___ effect on the way things are going in this country today



Note: Those who did not give an answer are not shown. Source: Survey of U.S. adults conducted July 13-19, 2020.

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23% of Americans have shared a made-up news story, either knowingly or not.

REUTERS

39% of English-language misinformation was related to action and advice from public authorities

REUTERS

Figure 3: Top-down vs bottom-up misinformation

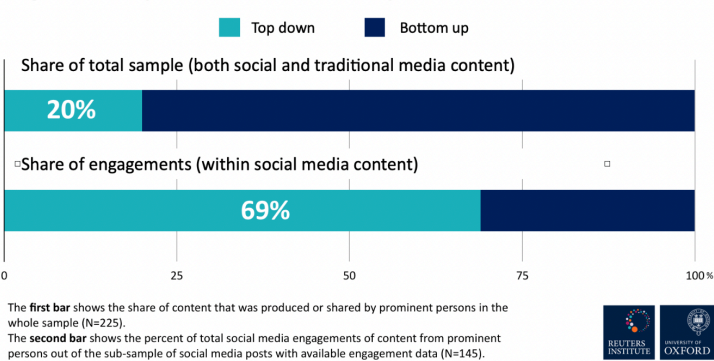


Figure 1: Cumulative English-language fact-checks in our corpus

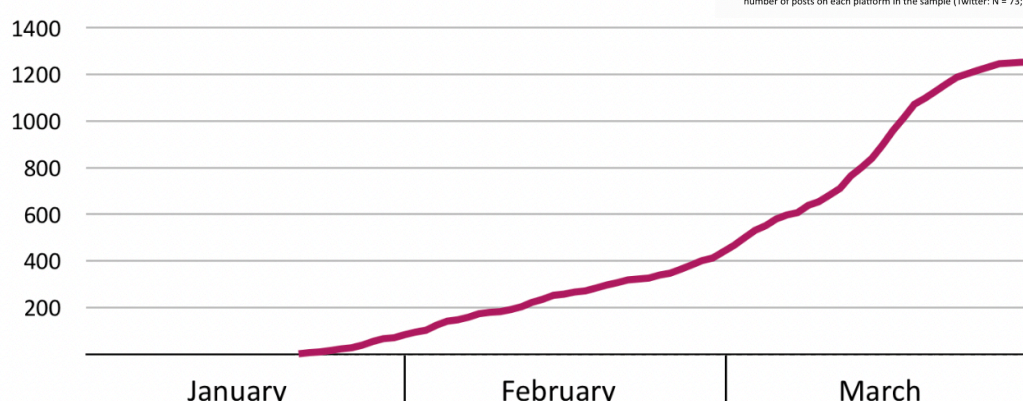


Figure 1 plots all English-language cumulative entries in the full corpus of fact-checks (N=1253) by day from January through March 2020.

Figure 5: Percentage of active false posts with no direct warning label in our sample

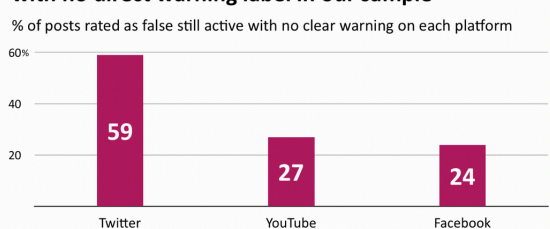


Figure 5 shows the percentage of posts in our sample rated as false that were still active and did not have a clear warning label at the end of March (Twitter: N = 43; YouTube: N = 6; Facebook: N = 33) out of the total number of posts on each platform in the sample (Twitter: N = 73; YouTube: N = 22; FB: N = 137).

REFERENCES

<https://www.pewresearch.org/short-reads/2020/10/15/64-of-americans-say-social-media-have-a-mostly-negative-effect-on-the-way-things-are-going-in-the-u-s-today/>

<https://reutersinstitute.politics.ox.ac.uk/types-sources-and-claims-covid-19-misinformation>