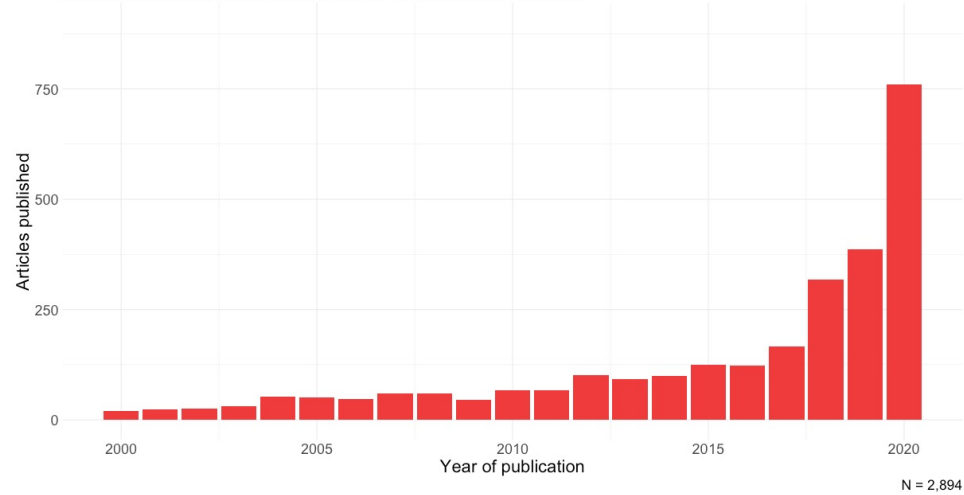


Attitudes, Motivations and Responses: Comparative Disinformation Audience Research

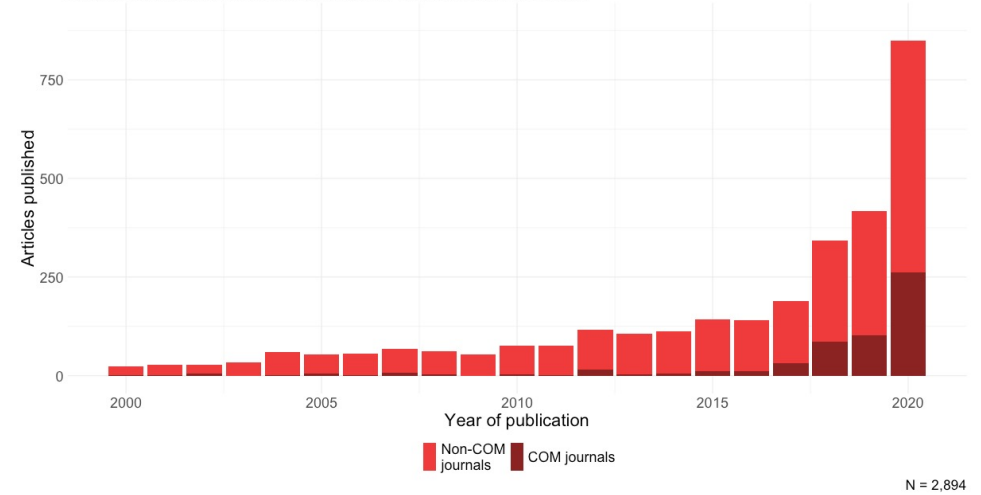
Dani Madrid-Morales | University of Houston | @DMadrid_M

Growth of (Certain) Disinformation Research

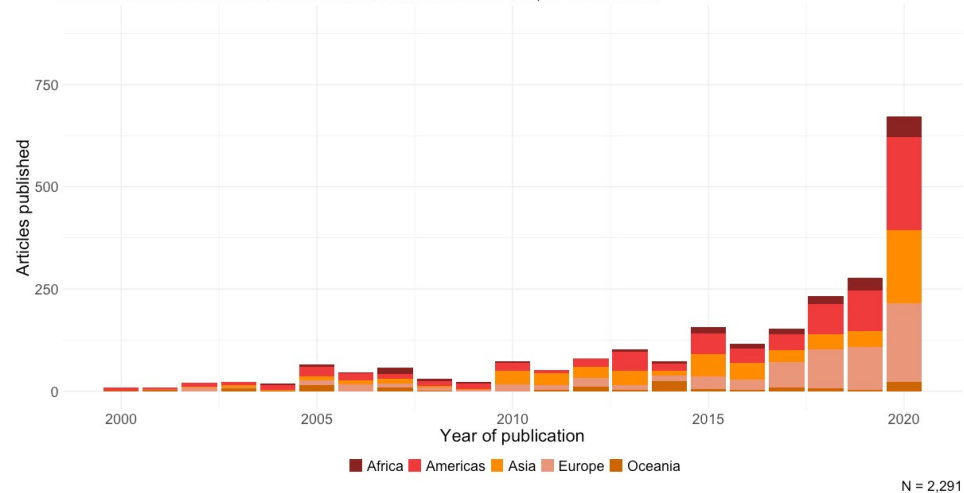
Total articles in SSCI-ranked journals (2000-2020)
Articles that mention 'fake news', 'misinformation' or 'disinformation' in the abstract



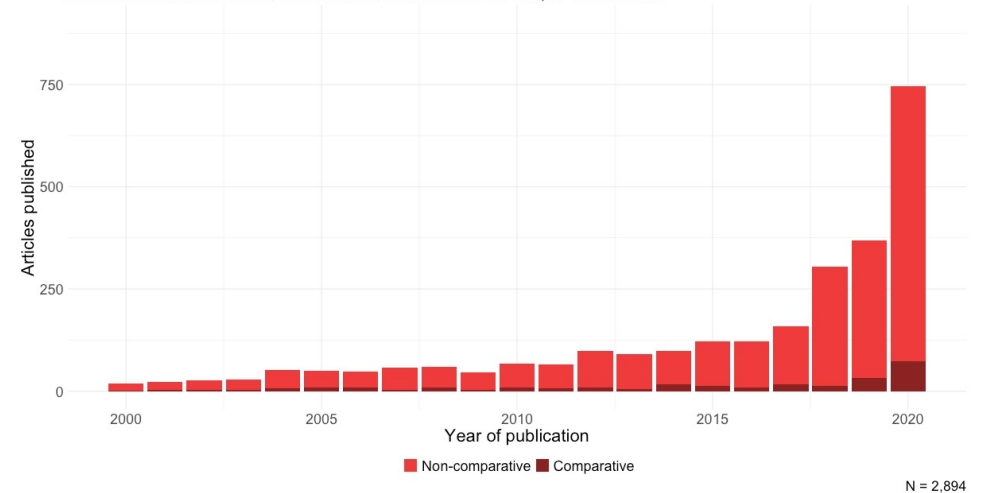
Articles in Com and Non-Com SSCI-ranked journals (2000-2020)
Articles that mention 'fake news', 'misinformation' or 'disinformation' in the abstract



Articles by Continent in SSCI-ranked journals (2000-2020)
Articles that mention 'fake news', 'misinformation', 'disinformation' and 'compar' in the abstract



Articles Using Comparative Approaches in SSCI-ranked journals (2000-2020)
Articles that mention 'fake news', 'misinformation', 'disinformation' and 'compar' in the abstract



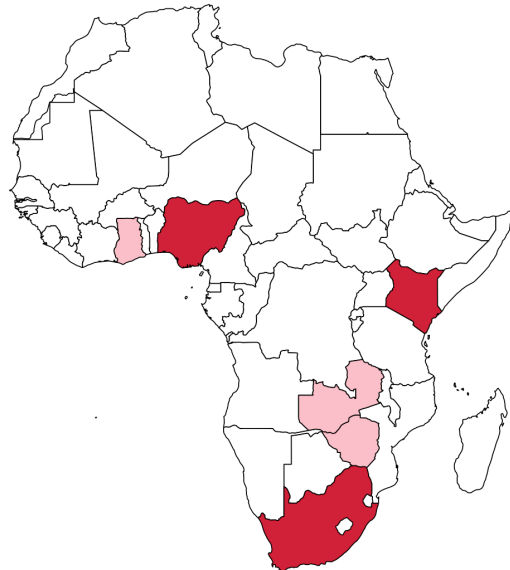
Global phenomenon

- The **2016 US election of Donald Trump an impetus**: Cambridge Analytica scandal, weaponizing of term to dismiss criticism...
- Multiple **countries around the world** grappling with the problem, and not all of them located in the Global North.
- Social media entrepreneurs in 2019 Nigerian elections – spread false information about client’s opponents, and, in South Africa, in the 2016 election: “War Room” for fake election posters.
- Used as excuse for **internet shutdowns** in Cameroon, Togo, Ethiopia to silence online criticism.

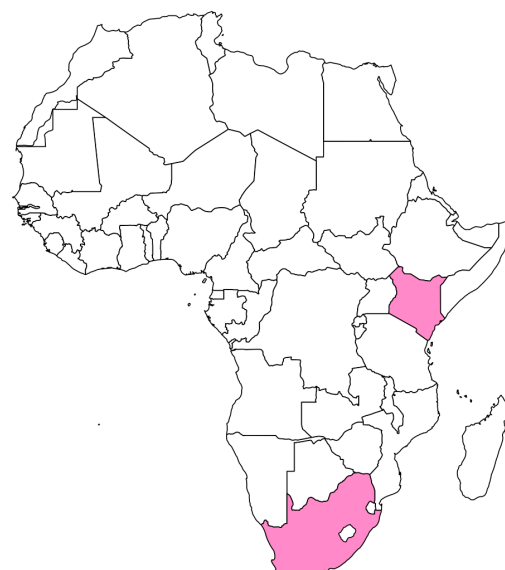
Comparative experiences



Online surveys
2018-2019



Focus groups
2018-2019



Online experiments
2018-2019



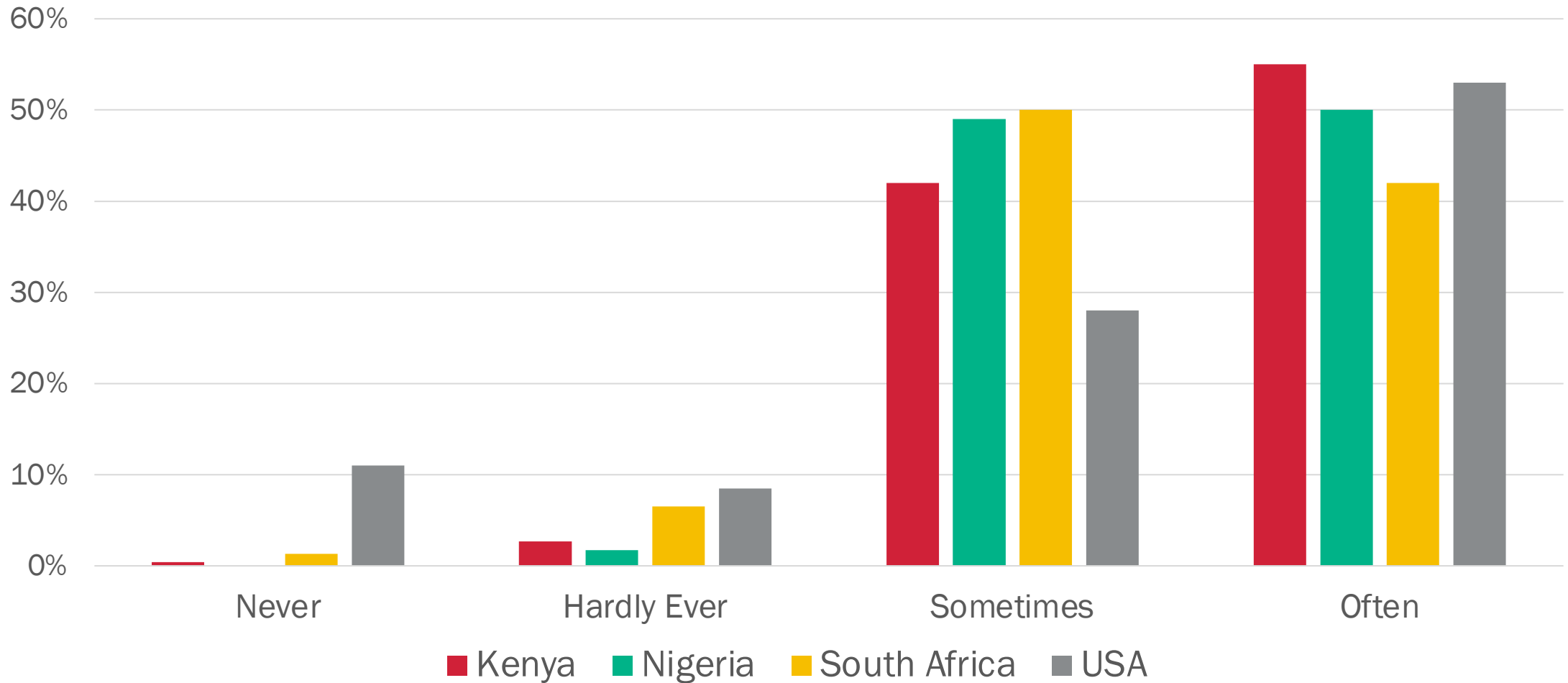
Interviews, field experiment
2021

Attitudes

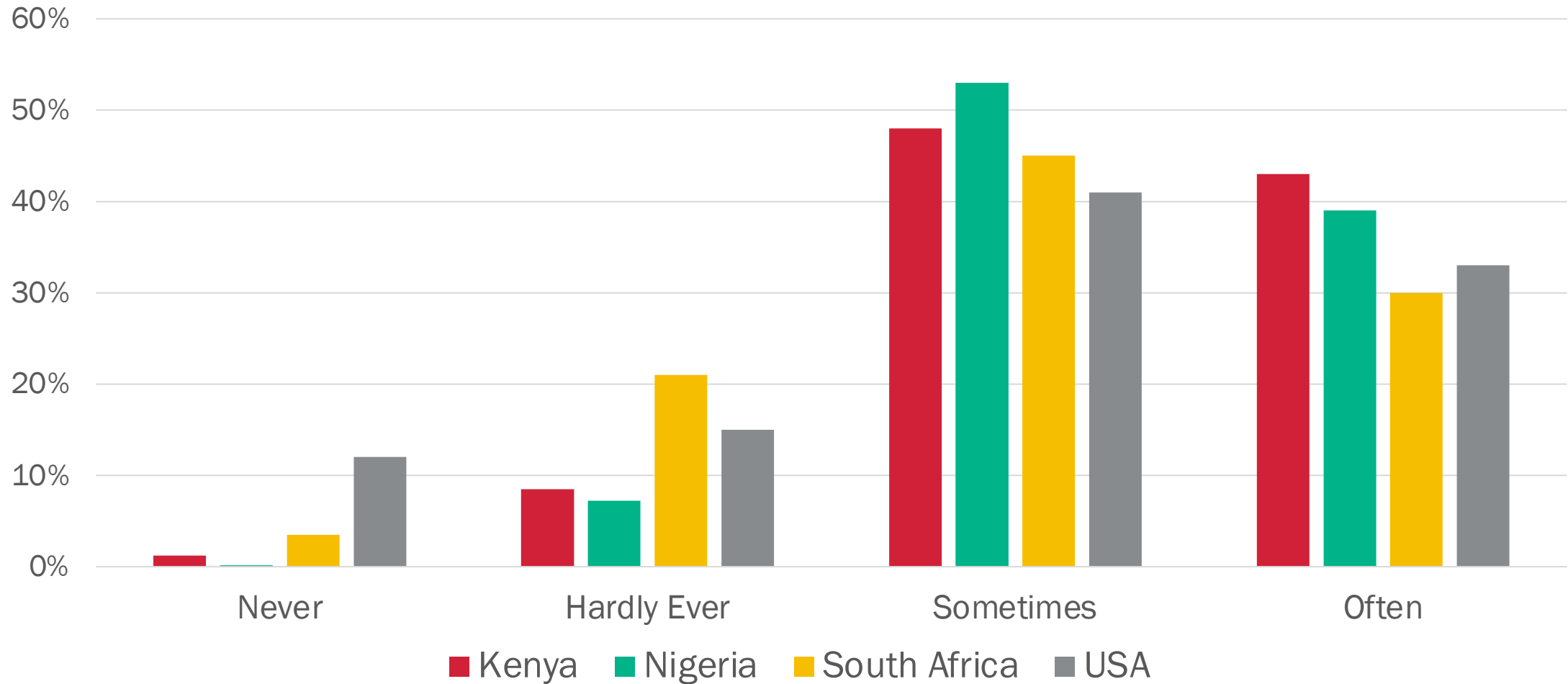
Experience (I)

- Severe limitations in **representativeness** with online panel data in the context of Sub-Saharan Africa.
 - There is a generational divide in access to online panels and there is a gender divide that is very country-specific
 - Prohibitive costs for approaches that can lead to more;? representative samples
 - Common (and controversial) approaches in the Global North such as Mturk and similar are not available.
- Measuring audiences' views on disinformation/"fake news" is not context neutral, is time-sensitive, and might lead to **validity issues**.

How often do you come across news stories about politics and government online that you think are *not fully accurate*?



How often do you come across news stories about politics and government online that you think are *completely made up*?



Motivations

Experience (II)

- Lack of **shared experiences** around disinformation online within countries and across countries.
 - Complicates the design of research materials that would allow meaningful comparisons of research data.

Sample stimuli

GRAPHIC ONLINE

HOME NEWS SPORTS NEWS ENTERTAINMENT NEWS POLITICS NEWS LIFESTYLE BUSINESS CRIME

OTHERS RELIGION NEWS SPORTS SOCCER

100+ Export Speakers

Prof Kwesi Botchway tipped as running mate to Mahama for 2020

StartUp Pass \$300

4-8.02.2020

7.6k

More Ghana News Headlines

1. Bako Padoe supports Otiwaa's Hospital
2. Start Up Passes developed by US Bank report in Bay
3. President Mahama commended for Year of Return
4. 2020 Political promises should be thought through - Rev. Dr. Osei Kwame
5. A look back into some political activities in 2019
6. Businessmen recommended for alleged money laundering
7. Kwanon loses 1,000 elderly people in Kumasi
8. 50 Ghana women to host customers
9. IGAD leads forum to identify common platform for peacekeeping
10. Shake-up in police hierarchy: Maama Yaa Tsona, Sika Osei
11. Government opens 'Starbuck Account' for Diaspora
12. Legislative: KETAGUBUCO, Kumasi Girls top
13. 2019 National League Club supports Trinity Home Academy
14. GFAA has leading companies for offering legal skills on League
15. 50 British named among the top 100 global prodigies in the world
16. Aka Kwanon confirms that Ghana investment and Opportunity summit in London
17. Aka Kwanon confirms the death of his daughter

It has been gathered that Prof Botchway's name came up for the appointment at a meeting today (Monday) - August 19, 2019 - and would be announced later.

Graphic Online gathers that President John Mahama presented his name as the choice for the running mate position to a meeting of Council of Elders and Regional Chairman of the NDC today (August 19, 2019) and the meeting overwhelmingly endorsed it.

The move formed part of the consultation processes for the appointment of a running mate for Mr. John Mahama in the 2020 presidential election.

Similar consultative meetings would be held with other stakeholders of the NDC in the appointment of the running mate.

DAILY ACTIVE KENYA

HOME NEWS SPORTS NEWS ENTERTAINMENT NEWS POLITICS NEWS LIFESTYLE BUSINESS CRIME

OTHERS RELIGION NEWS SPORTS SOCCER

Search ...

Raila is harvesting, now feted as 'Person of the year in Africa.'

October 23, 2018 11:23 am GMT+0000 October 23, 2018 11:23 am GMT+0000 Others

#Raila's AI Appointment, Bobi wine, Kasal kasalim, Mungiri Maathai, Times

TIME

RAILA ODINGA

GREATEST AFRICAN STATESMAN

Kenyan Chief Opposition and Now the African Union Special Envoy, in charge of Infrastructure, Raila Odinga voted the greatest person of the year.

The Times defined Mr Odinga as a statesman whose efforts in Kenya and entire Africa cannot be ignored.

In their Statement, The Times pointed out special cases and occurrences Mr Odinga has been involved before.

RECENT POSTS

- Critical time for Bandari after barren draw with Al Ahly Shendi at Kasarani
- Rain's Lulaya Point - man Launches Mud Houses in a Modernisation Program (Photos)
- Yet another gay couple takes Kenya social media by storm after Proposal Photos
- Did Martha Karua seal her own fate?
- Video of TZ Residents Siphoning Petrol Before Explosion Saddens Kenyans
- Parasitic Tears Dewey Accusing Her of Pocketing NASA Contributions
- Sakaja rejects plan to build palatial homes for Governors
- Gather Parasitic serves boy child a 'yellow card' for showing his slot
- Upar as Chemical Foul in Colgate Toothpaste is Linked To Cancer
- Former Gov Mahia star in Tusler's travelling squad to Tanzania

RECENT COMMENTS

NEWS UPDATES SOUTH AFRICA

SA NEWS

HOME OPINION GOVERNMENT POLITICS ABOUT US CONTACT US

SEARCH ...

'Whites should not be allowed in Shopping Malls', Malema

YOU MAY LIKE

POSTED BY: KEVIN REYNOLDS AUGUST 21, 2019

A resident from Centurion sent a frantic warning to fellow residents in Centurion warning them about EFF thugs chasing white shoppers away from a shopping mall. Apparently white privilege is the reason why white people are not allowed to visit a shopping mall.

Here are a few questions:

Since when is it white privilege to buy food or other essentials?

Since when can the EFF decide where whites may or may not go?

Why do EFF thugs and their akin always hunt in packs like hyenas?

Clearly these thugs are low life cowards that target defenseless women and run in packs?

Why does it seem that the EFF is the de facto racist enforcers on behalf of the government?

What else are whites barred from:

NewsDay

News Business Sport Opinion Arts & Culture

Breaking Don't work against the people, US tells gov

President's sumptuous breakfast shows he is out of touch with the people

By Newsday - November 2, 2019

RECENT social media pictures of President Emmerson Mnangagwa helping himself to mazarons in an ajet and another of a sumptuous breakfast that the majority of Zimbabweans can only partake in in their dreams have become part of the enduring image of the leadership: reptitude and failure that he has become associated with.

NewsDay Comment

The fact that these images found their way onto the President's social media pages at a time the country is facing a myriad of seemingly insurmountable problems depict a leader who either does not care about the situation on the ground or has no capacity to steer this ship out of this turbulent waters.

One would have thought after the many years he walked with the late former President Robert Mugabe, he would have learnt some valuable lessons, but it appears he did not learn anything or learnt very little. Or perhaps in his attempts to completely dissociate himself from Mugabe's legacy, he has transformed into something worse. Quite clearly, that long association appears not to have prepared him for the presidency.

Don't work against the people, US tells gov

UserABC

August 21 at 1:04pm

Use only LEFT EAR when using Mobile Phones, and avoid using RIGHT EAR, as that makes our brain more prone to mobile radiation, please share this info with your loved ones!!!!!! SHARE!!!!!!

Comment Share

Write a comment...

UserABC

@userabc

A Chinese Restaurant Association official said that eating three bowls of this fake rice would be like eating one plastic bag. #FakeChina #Rice

Beware!!! See How produced PLASTIC RI...

Beware from Plastic Rice!!!

21 Aug 2019

Our experience (II)

- Lack of shared experiences around disinformation online within countries and across countries.
 - Complicates the design of research materials that would allow meaningful comparisons of research data.
 - Requires more “complex” research designs that take into account the diversities within groups.
 - Puts into question and reinforces the “nation” as the most suitable unit of analysis.
- Highlights differences in **types of disinformation**, where the topic but also the target group, determine how much share experience there is between countries.

Sample stimuli

Davy Kolo Wisdom is with Wisdom Davy.
April 10 at 5:07 PM · 🌐

AFRICANS.....ANYWAY GOD KNOWS.
CHINESE VACCINATION TO TEST COVID_19 HAS ARRIVED IN AFRICA STARTED IN BURUNDI UGANDANS GET READY IT'S A MATTER OF LIFE AND DEATH WHY NOT IN THEIR CONTINENT AMERICA OR EUROPE? PLEASE SHARE THIS POST SAVE MILLIONS OF AFRICAN LIVES 🙏
#CEO TGL




49 Reactions · 65 Comments · 65 Shares

China tries vaccine in Africa

ICEBOY™ @Caleb_Waswa_ · 🇰🇪
Follow

Kenyan couple exchange blows with a Chinese couple in the streets of Wuhan.... its survival for the fittest



10:25 PM · 12 Apr 2020

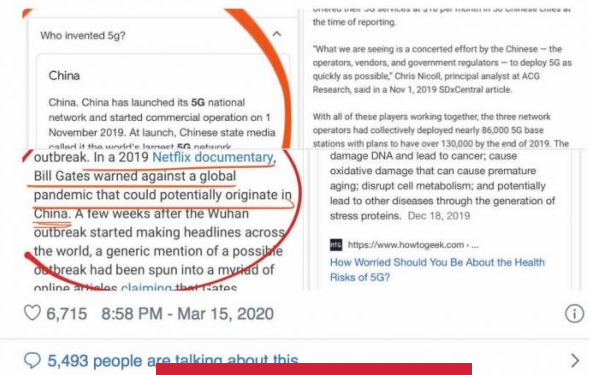
1,257 Retweets · 2,026 Likes

Racial tensions in Wuhan

Keri Hilson @KeriHilson

People have been trying to warn us about 5G for YEARS. Petitions, organizations, studies...what we're going thru is the affects of radiation.

5G launched in CHINA. Nov 1, 2019. People dropped dead. See attached & go to my IG stories for more. TURN OFF 5G by disabling LTE!!!



Who invented 5g?
China
China, China has launched its 5G national network and started commercial operation on 1 November 2019. At launch, Chinese state media ~~reported~~ ^{claimed} it was the world's fastest 5G network outbreak. In a 2019 Netflix documentary, Bill Gates warned against a global pandemic that could potentially originate in China. A few weeks after the Wuhan outbreak started making headlines across the world, a generic mention of a possible outbreak had been spun into a myriad of online articles claiming that Gates

6,715 Retweets · 8:58 PM · Mar 15, 2020

5,493 people are talking about this

China, 5G and Bill Gates



USA Arrested A Chinese Scientist That Created Coronavirus ... Mobtv

MOB TV · 15 hrs · 🌐

USA Arrested A Chinese Scientist That Created Coronavirus ... Mobtv

398 Reactions · 115 Comments · 2.2K Shares

Chinese scientist detained

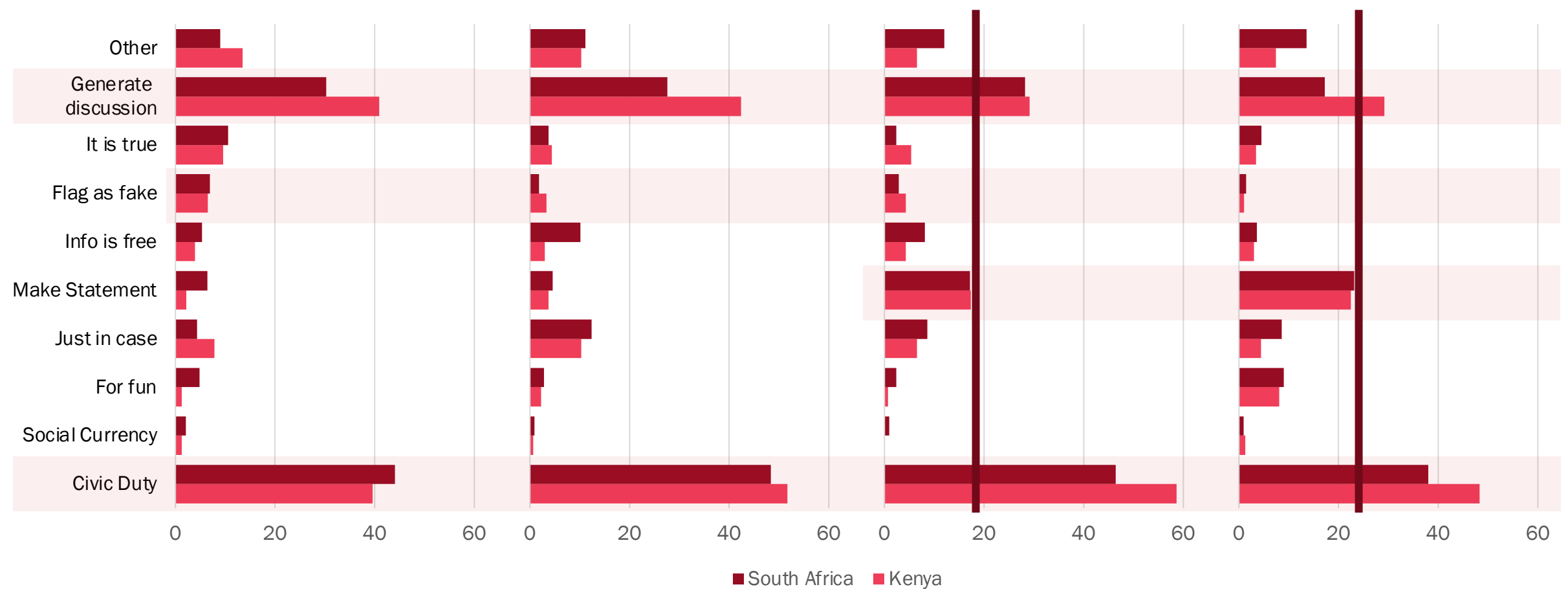
Motivations for sharing hoaxes

Scientist Arrested

5G & COVID

Vaccine trials

Racism in Wuhan



Responses

Experience (III)

- Growing importance of **Pan-African** (and to a certain extent global) organizations/networks that work on combatting disinformation.
 - Shifts in the unit of analysis, again, where differences might appear more along linguistic communities rather than national borders.
- Platforms and mobile phone apps as **transnational spaces** for the growth of disinformation.
 - Comparing... what?
 - Yet platform use is not void of context: localized responses?

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Dani Madrid-Morales | University of Houston | @DMadrid_M

More on these projects at <http://disinfoafrica.org>