

# MISINFORMATION

# Examples of Misinformation

- Incentivization of misinformation by social media

platforms

- Misinformation travels 6 times faster on X than

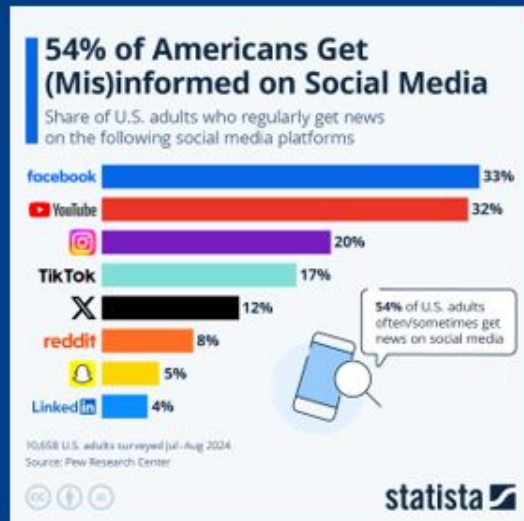
truthful news

- 75% of Facebook links are shared without being

clicked

- COVID-19 Anti-vax movement

- 6,000 hospitalizations and at least 800 deaths.



# Technology

- Reduce algorithmic amplification
- Automated content moderation
  - Detect extremely misleading content in real-time
- Blockchain
  - Track content from its origin



# Education

- People need to be educated
- Media literacy curriculum
- Workshops for older generation
- Caution labels indicating misinformation
- Interactive website for awareness



