Storyful Assessment Outline (Internal Use Only)

Storyful Assessment (Full Version)
T&S + Spam Escalations

- **Definitions**
- **Tools**
- **Resources to Read**
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  - **Cancer**
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- **Women's Health**
- **Self Harm**
- **Spam**
- **False Information**
  - **2020 US Election**
  - **AOC**
  - **Anti-Muslim**
  - **White Power/ Anti-Semitism**
- **Inappropriate Sexualized Content**

Definitions:

False information
- **False information:** Information that is inaccurate, inconsistent with reality, or based on fabrication or fallacy
- **Misinformation:** False or misleading information spread unintentionally, by error or mistake.
- **Disinformation:** False or misleading information spread intentionally, usually to achieve some political or economic objective, influence public attitudes or hide the truth
- **Mal-information:** Information based on reality but used to inflict harm on a person, organization, or country
- **Definitions 1–3 were provided by Merriam-Webster and affirmed by nonprofit think tank RAND Corporation in "Truth Decay" (2018). Definition 4 was provided by First Draft News, a nonprofit organization formed in 2015 to address trust and truth in the digital age.**t

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Types of false information
- **Satire or parody:** No intention to cause harm, but potential to fool
- **Misleading content:** Misleading use of information to frame an issue or individual
- **Imposter content:** lWhen genuine sources are impersonated
- **Fabricated content**: New content is false, designed to deceive and do harm
- **False connection:** When headlines, visuals or captions do not support the content
- **False content:** When genuine content is shared with false contextual information
- **Manipulated content:** When genuine information or imagery is manipulated to deceive

Types of risk
- **User risk:** Instances where false information can have immediate and harmful effects on user health
- **Public policy risk:** Issues that are a priority in public policy, where false information can have the gravest impact on public health if not addressed
- **Reputational risk:** Issues where false information has the most potential to damage Pinterest's reputation (which includes legal and regulatory risks)

Tools:

[BuzzSumo](#) (search for most shared content/articles)
[SimilarWeb](#) (sources of traffic to specific websites)
Who is (inspect country of origin of websites)
> https://whois.icann.org/en
> https://www.whois.com/
[First Draft News](#)(Fake News)
[Media Bias/Fact Check](#) (resource for determining the bias of media sites)

Google Search: site:pinterest.com
Google Trends: https://trends.google.com/trends/explore

Resources to Read:
- [WHO 2019 Health Threats Assessment](#)
- [Addressing Health-Related Misinformation on Social Media (Chou, Wen-Ying Syliva)](#)
- Stories about HPV vaccine in Social Media, Traditional Media, and Conversations (Preventative Medicine 118 (2019))

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News

Types of Content:
- [Memes](#)
- News Stories
- Merchandise
- Image

Topic	Key Finding	Recs	
2020 US Election	Misinfo easily found + coming from news sites w/ extreme bias	Monitor/ consider actions against news sites that publish highly subjective and biased content	**Kamala Harris** ● Search terms: 　○ Types of Content: ● Satirical memes (12%) ● Extreme bias news sources (48%, 53% extreme right bias) Sources: ● [Jacob Wohl](#) (banned by Twitter) ● [Big League Politics](#) (Extreme right-wing) ● [Puppet String News](#) (Fringe News Source) ● [Gateway Pundit](#) (Extreme right-wing) ● [Biz Pac Review (Extreme Right Bias)](#) ● [Western Journal (Extreme Right Bias)](#) ● [Newsfortrump.club (URL no longer active)](#) Specific Content + Keywords: ● "kamala harris" OR "senator harris" OR harris2020 OR "harris 2020" OR (harris AND 2020) ● **Kamala + Eligibility:** [Ineligibility](#) [Claims](#) [(Pin) (Pin)](#) ● **Kamala + Antifa:** [Antifa Claim](#) ([Pin](#)) ● **Kamala + Wiretapping:** [Illegal wiretapping claim (Pin)](#) ● **Kamala + Campaign + Wakanda**: [Wakanda Forever Claim](#) (Pin) **Elizabeth Warren** Types of Content: ● Smear campaigns ● False information ● Memes ● Youtube videos ● Political cartoons ● Merchandise ● Headline screenshots ● Extreme bias news sources (16%) Sources: ● [Gateway Pundit](#) (Extreme right-wing) ● [Breitbart](#) (Extreme right-wing) ● [Bizpacreview](#) (Extreme right-wing) Specific Content + Keywords: ● "senator warren" OR "elizabeth warren" OR warren2020 OR "warren 2020" OR (warren AND 2020) ● **Warren + blackface:** [Blackface Doll Claims (Pin)](#)

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			○ 4Chan
			○ r/The_Donald subreddit
			● **Fauxcahontas OR Fauxcahontus OR 1/1024:** Native American Narrative (Pin) (18%)
			    ○ Non-Playable Character (NPC)-liberals as "autonomously follow group thinks and
			    ○ social trends."
			● **Warren + Tonsils + Abortion:** Abortion Quote (Real Quote: "getting an abortion is safer than getting
			● your tonsils out.")
			    ○ LifeNews (pro-life news site)(Pin)
			● **Warren + Pagan Ritual:** Photo (Pin)
			
			Cory Booker
			Types of Content:
			● Satirical memes (12%)
			● Extreme bias news sources (9/35 extreme right, 1 extreme left)
			Sources:
			    ○ Bluntforcetruth (Pin)
			    ○ Chuck Woolery (twitter)(Conservative commentator)
			    ○ Pacific Pundit (Pin)
			    ○ The Gateway Pundit (fringe right wing media)
			    ○ American Thinker (fringe right wing media)
			    ○ James Wood (twitter)
			    ○ BizPacReview (extreme right-wing bias)
			    ○ Dailywire (right wing media)
			    ○ Teaparty.org (right wing media)
			    ○ Western Journal (right wing media)
			    ○ Federalist Papers
			Specific Content + Keywords:
			● : "cory booker" OR "senator booker" OR booker2020 OR "booker 2020" OR (booker AND 2020)
			● Booker + Sexual or groping or assault: sexual assault + sexual assault (12%)
			● Fabricated quotes on Constitution (Pin)
			    ○ Babylon Bee (Satirical site)
			    ○ Ebaum's World
			    ○ 56packardman
			● Birther Claims(America's Last Line of Defense-satirical)
			● Spartacus Content (16%)

AOC Alexandria Ocasio-Cortez (Case Study)	**94% false/ misinfo**	Monitor misinformation and smear campaigns on other platforms to take proactive actions against new content sources and themes as they emerge.	**Types of Content:**
			Memes/ Smear Campaign
			Specific Content + Keywords:
			● Insulting intelligence (Monitor boards with titles related to)
			    ○ FunnyConversative.com (Pinterest Account)
			● Green New Deal
			    ○ Doctured version + Mark Dice (Conspiracy Theorist)
			    ○ Attacking credibility
			● Democratic Socialism
			    ○ Ted Nugent (FB)
			    ○ (Pin) (Pin)

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Anti- Muslim Content	Content from major anti-Muslim actors, many of whom have been banned from other social platforms, is readily available on Pinterest.	Identify the main actors involved to limit the reach of their key phrases, websites and social media channels.	Increase in Anti-Muslim Attacks in US + UK
			SPLC List of Anti-Muslim hate groups
			
			Content Searched For:
			Keywords:
			● †(jihad OR "creeping sharia" OR (("mainstream media" OR msm OR pork) AND (muslim* OR Islam*)) OR (refugee* AND (rape OR minor)))
			● † (Muslim AND (rape OR rapist OR rapists))
			● † ("tommy robinson" OR tommyrobinson OR "english defense league" OR "stephen yaxley-lennon" OR freetommy)
			ACT for America (Not Blocked-added to STL doc for review)
			Tommy Robinson (Blocked-Tommy Robinson + Islam, Muslim, Muslims, free)
			● large amount encouraged people to join the movements
			● that linked directly to promotional websites and social media
			● Conduits for other political conspiracy theories
			"creeping Sharia" (Not Blocked-added to STL doc for review)
			● Theory that Muslim communities are conspiring to replace legal systems with Sharia Law
			
			Sources:
			24% from leaders in anti-muslim movement
			● David Horowitz Freedom Center (DHFC)(Not blocked)
			   ○ www.frontpagemag.com (Not blocked)
			   ○ JihadWatch (Richard Spencer)(Blocked)
			● Pamela Geller (activist) (Pin)
			● The Rebel Media (Canadian far-right site + Youtube)(Pin)
			● English Defence League (Not blocked)
			Creeping Sharia references
			● Bizpacreview (extreme right-wing bias)(Not blocked)
			● pjmedia (extreme right-wing bias)(Not blocked)
			● Mohammedanislam (anti-muslim/creeping sharia) (Not blocked)
			18% from extreme right-wing bias sources (55% referred to Muslims as rapists)
			● Act For America
			   ○ Founder: Brigitte Gabriel
			● Stephen Yaxley-Lennon (Tommy Robinson)
			   ○ Founder of English Defence League
			   ○ Founder of Pegida (Patriotic Europeans Against the Islamisation of the Occident).
			   ○ Tommy Robinson's Youtube Channel (Board)
			   ○ Tommy Robinson's News Youtube Channel
			   ○ Tommy Robinson's Live Stream
			● Rebel Media (Canadian)(Youtube)

White Power/ Anti-Semitism	this content is still present. Some content links directly to recruitment	Identify the main actors involved to limit the reach of their key phrases, websites and	**Content Searched For:** **Keywords:** ● †("turner diaries" OR "leaderless resistance" OR "new american government" OR "we must secure the existence of our people and a future for white children" OR "14/88" OR "1488" OR "our might is right" OR "revolt against the modern world" OR "right wing death squads" OR