

# Content Reuse in Disinformation

Extending the model of the Database of Known Fakes into  
the Realm of Disinformation Spread and Campaigns

**Andrey Tagarev**  
**22.02.2023**

## Base Model: Claim Review



A Facebook post shared in Kenya claims to show footage of high-rise towers collapsing during the Turkey-Syria earthquake.

The video is old and unrelated. While the 7.8-magnitude earthquake caused massive devastation, collapsing buildings and killing thousands of people, the video shows controlled demolitions in China...

# Claim Review Extended

A Facebook post shared in Kenya claims to show footage of high-rise towers collapsing during the Turkey-Syria earthquake.

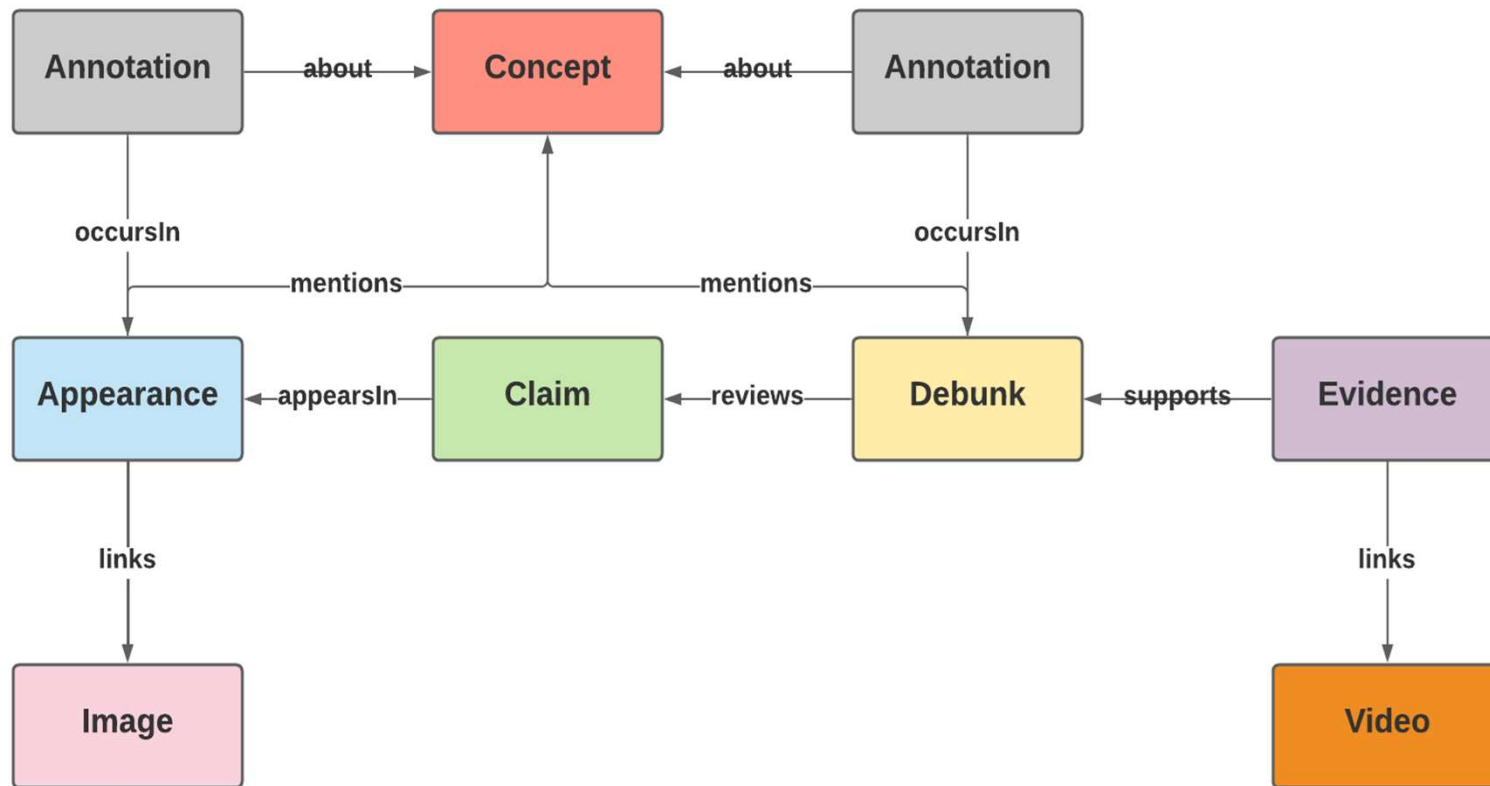
<https://weibo.com/1962117985/JrlzTzGsi>



<https://www.facebook.com/mary.makau/videos/573432234663224/>

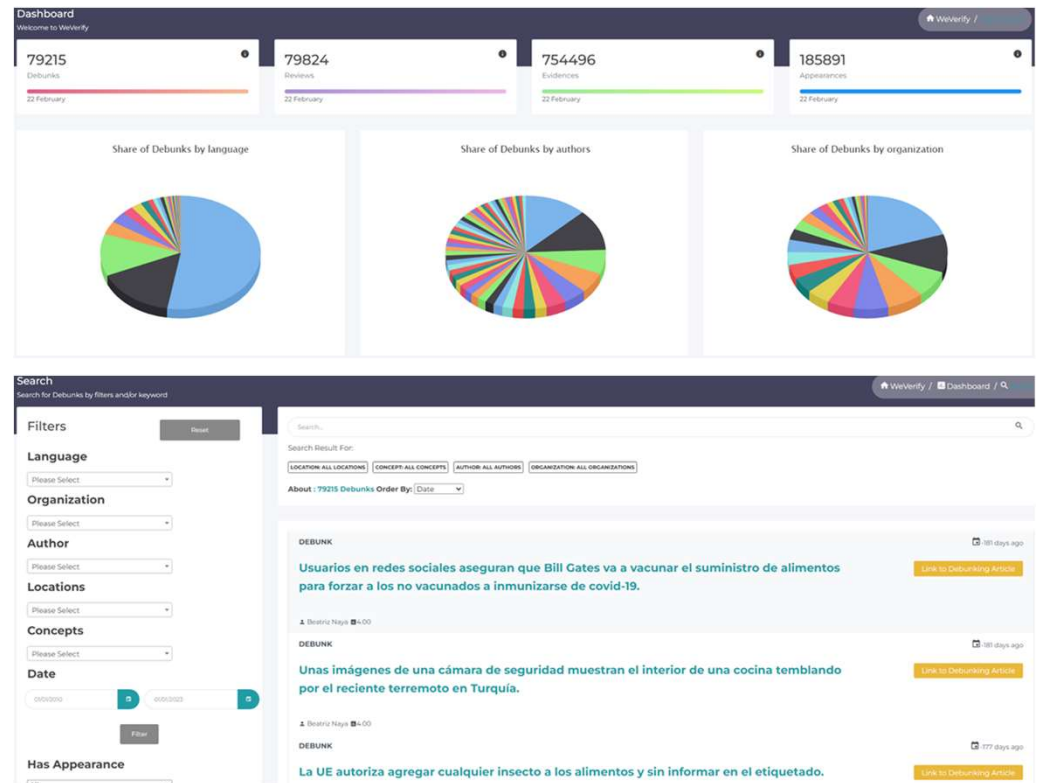
The video is old and unrelated. While the 7.8-magnitude earthquake caused massive devastation, collapsing buildings and killing thousands of people, the video shows controlled demolitions in China...

# Claim Review Enriched



# The Database Of Known Fakes

- Over 80k claims and debunks
- Over 175k appearance links
- Over 750k evidence links
- Over 30 fact checking organisations
- Various search methods:
  - Faceted
  - Multilingual
  - Visual similarity
  - Multimodal

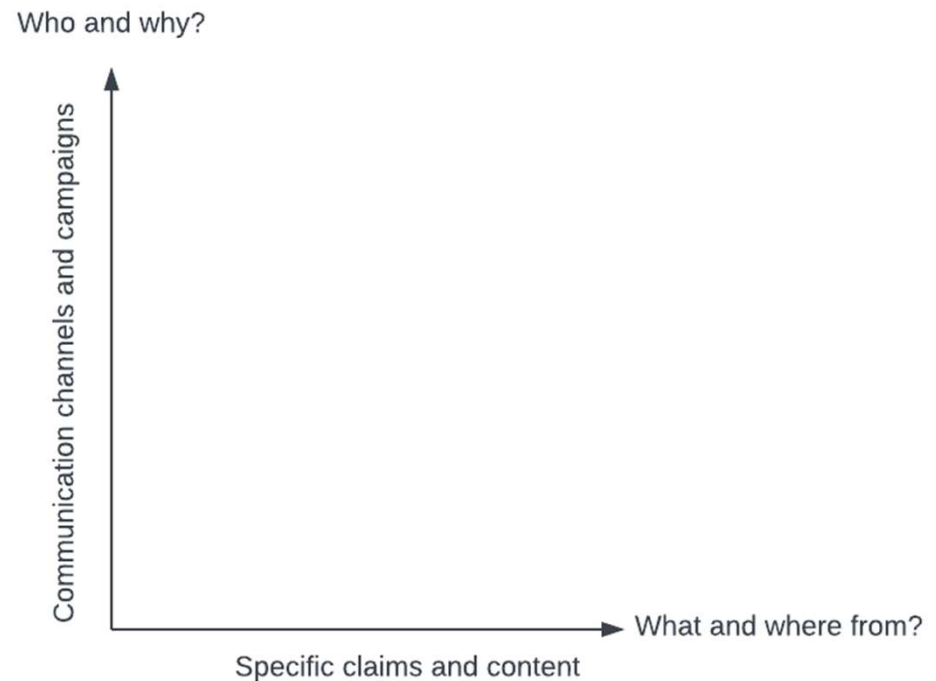


# The Database Of Known Fakes: Enrichments

- Multilingual concept tagging and linking
- Event detection within text
- Archiving of appearances
- Identification and retrieval of relevant visual content
- Modeling of disinformation campaigns and spread

# The structure of disinformation

- Two distinct dimensions
- The more complex focuses on the hidden actors and their goals
- The more accessible to automation focuses on the topics and content reuse



# Cluster Example: Hot Water and Lemon



Sandanski1.com

October 16, 2020 ·

ЛЕЧЕНИЕ при Корона вирус и други вируси

от Зор Алеф

1. Спираме да се храним две денонощия. Когато се храним 80 процента от имунитета отива за неутрализиране токсините от храната. Когато гладуваме 100 процента от имунитета ни отива за битка с вируса.
2. Ако вдигнем висока температура, но не по висока от 39.5 градуса, в никакъв случай не вземайте медикаменти да я смъкнете.
3. Пийте чай от лайка и липа.
4. Всеки ден пийте сока на 2-3 лимона, с 2 чаени лъжички мед.
5. Изолирайте се в къщи на топло и пестете енергията си. Не се натоварвайте физически.
6. Сутрин и вечер пийте по 30 до 40 капки спиртен извлек на прополис. Прополисът помага на имунитета, като убива доста вредни патогени.
7. Вечер преди лягане пийте от една до десет капки кислородна вода. Започнете от една капка и увеличавайте дозата докато стигнете 10 капки. Кислородната вода помага на организма доставяйки атомен кислород в червата да се възпроизведе силен имунитет.

CHECKYOURFACT



FACT CHECK: DOES HOT WATER WITH LEMON KILL CORONAVIRUS?

8:24 PM 03/26/2020 Brad Sylvester | Fact Check Editor

A Facebook post claims that drinking hot water with sliced lemon can kill the new coronavirus.

AFP Factual

CORONAVIRUS - LE VACCIN  
BOIRE DU CITRON DANS DE L'EAU TIÈDE

Boire de l'eau avec  
du citron permet de  
se protéger du  
coronavirus ?

je suis Laila Ahmadi de Chine, F  
de Zanzan. Le virus Corona arriv  
ait aucun doute que d  
ou équipement de dia  
liser autant que possib  
votre système immunitaire. Ne vous inquiét  
beaucoup, et ça va.

FAUX



Chain message

stated on March 23, 2020 in a video:

"Slices of lemon in a cup of hot water can save your life. The hot lemon can kill the proliferation of" the novel coronavirus.

FACEBOOK FACT-CHECKS

CORONAVIRUS

CHAIN MESSAGE



ontotext



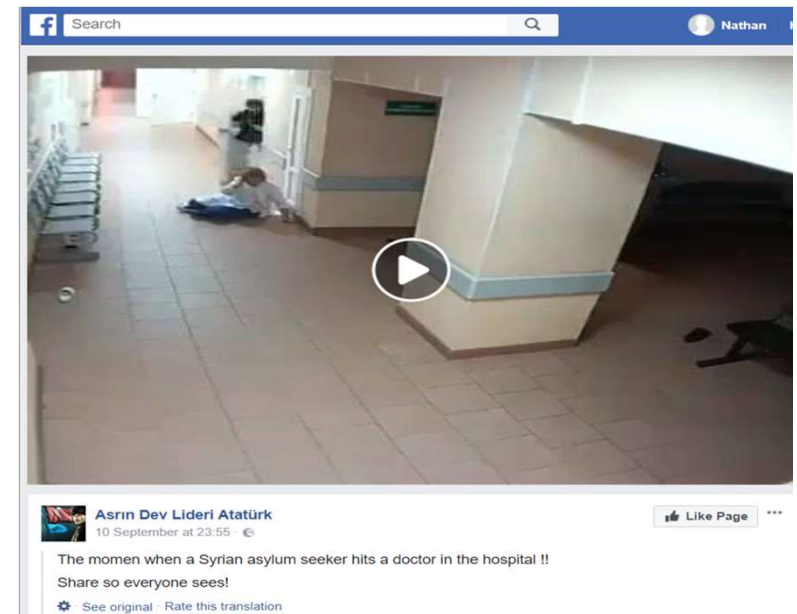
# Cluster Example: Immigrant Attacking Nurses

A video of a man assaulting nurses in Novgorod, Russia, was disseminated by French far-right Facebook pages as if it was a migrant assaulting hospital staff in France; in Spain, as if it was a Muslim doing it in a Spanish health centre; and in Turkey as if it was a Syrian in Turkey. This reveals who the main scapegoats were in the different local contexts

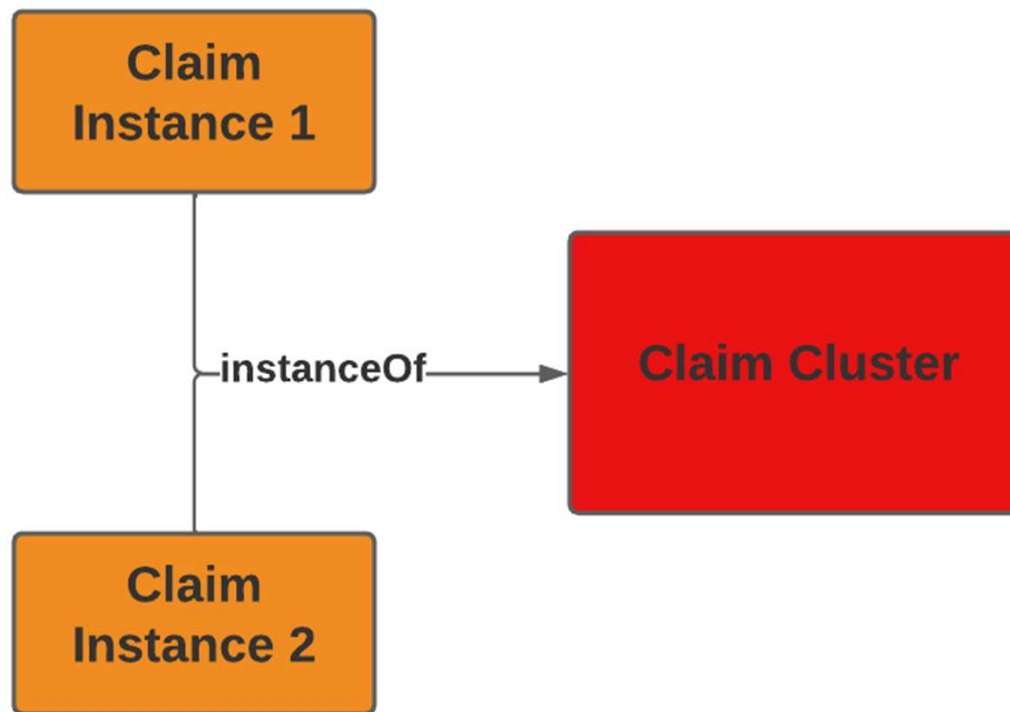
**No, internet, this man hitting a nurse is not a migrant**



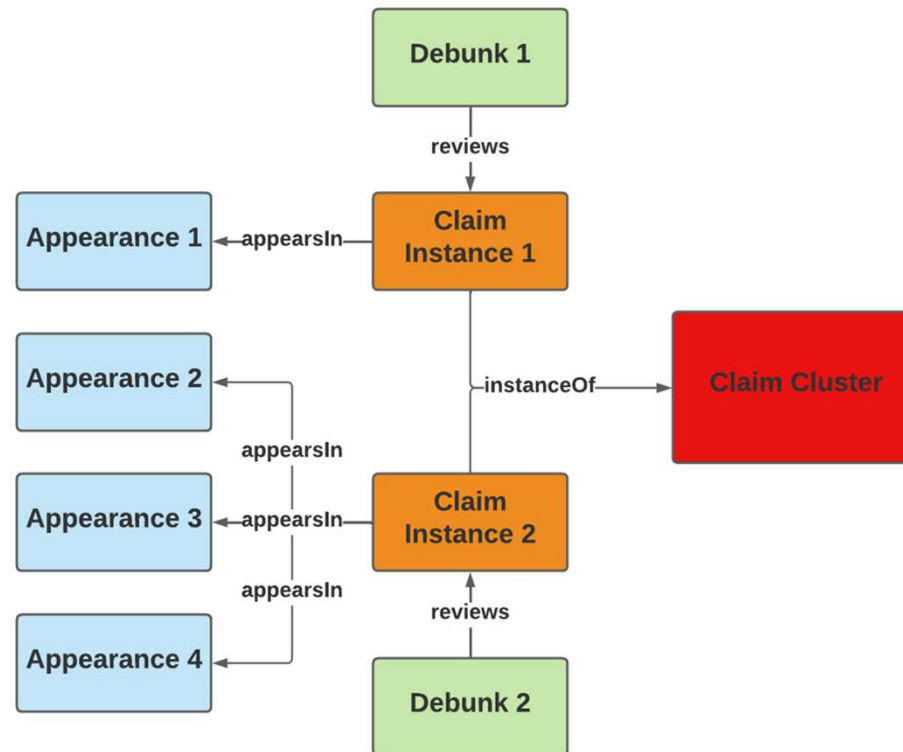
Issued on: 23/03/2017 - 17:25 Modified: 24/03/2017 - 11:13



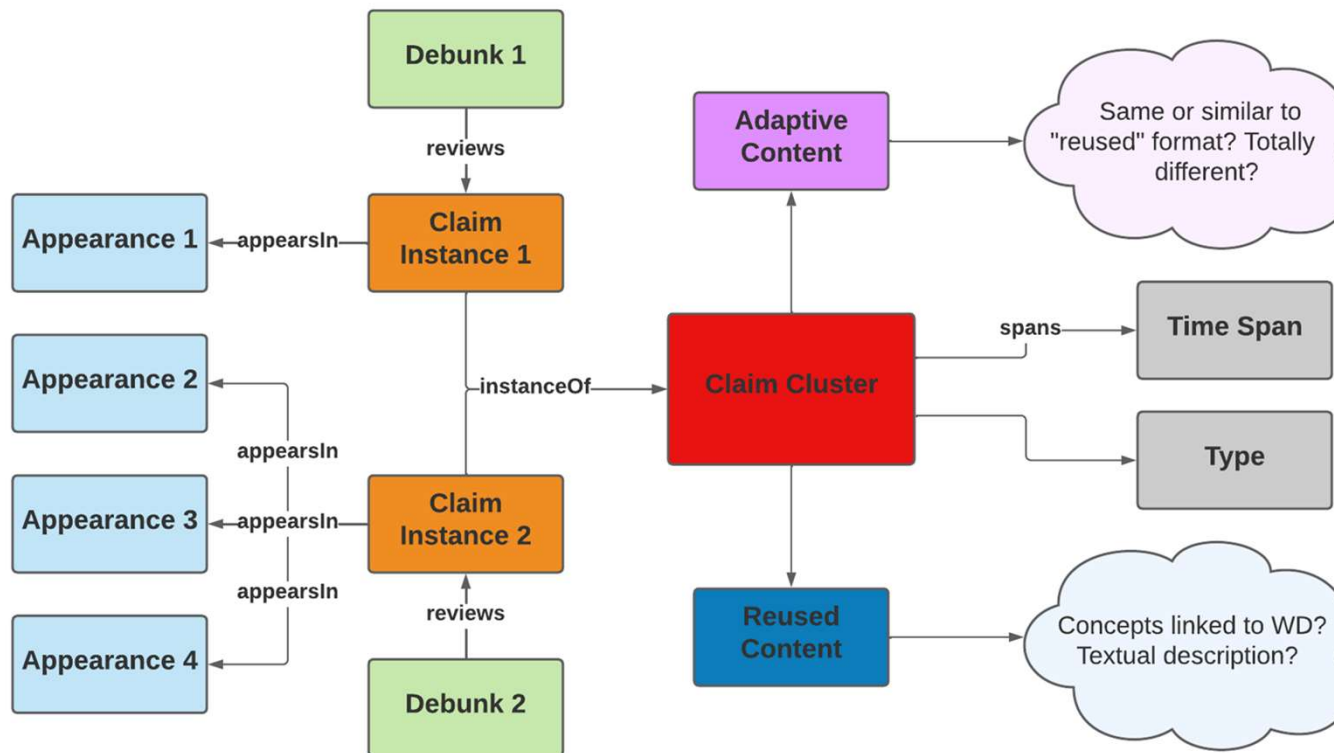
## Disinformation Reuse in Claims 1



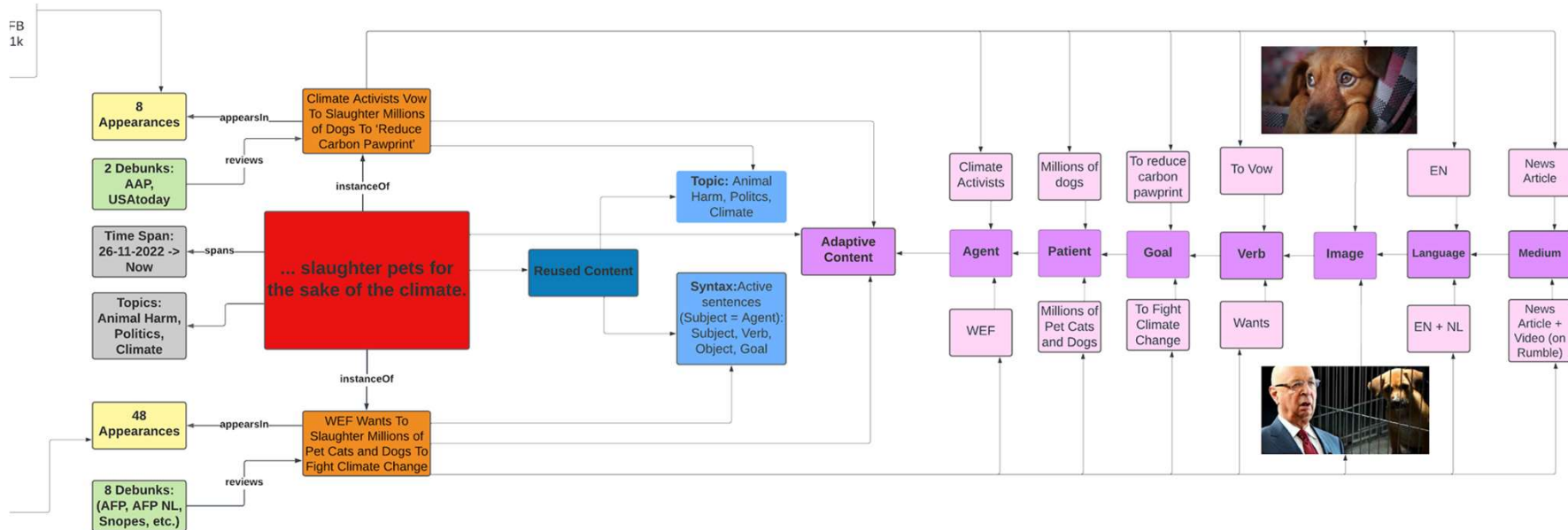
## Disinformation Reuse in Claims 2



# Disinformation Reuse in Claims 3



# Reuse Examples: Climate Change and Pets



## Open Questions: Scope

Example vaccine disinformation from throughout 2021:

- A 2012 study did not use mRNA vaccines or result in **animals dying** from disease
- Staff administering COVID-19 vaccines are not **war criminals**
- COVID-19 vaccines did have **clinical trials**
- COVID-19 vaccines will not **genetically modify humans**
- Available mRNA vaccines do not target **syncytin-1**, a protein vital to successful **pregnancies**
- COVID-19 vaccines do not contain **live immortal creatures**
- Vaccine production was not **halted due to deaths** caused by COVID vaccines

## Open Questions: Scope

- Simple clusters but of what size?
- Hierarchical clusters but of what depth?
- No explicit clusters but rather claim similarity?

## Open Questions: Preparation or Intervention

- Is this kind of model or semi-automated detection useful?
- What is the best way to make it accessible and to whom?
- Better to react quickly once disinformation appears locally or try to prepare before it has even appeared?