



THE SOURCES AND SPREAD OF DISINFORMATION AND MISINFORMATION

EXECUTIVE SUMMARY

RIWI is seeking feedback and expressions of interest in partnering on an innovative program of research about the sources and spread of disinformation and misinformation. Leveraging RIWI's Random Domain Intercept Technology, RIWI and its partners will be well-positioned to uncover the mechanisms through which false narratives are produced, shared, and counteracted across all countries of interest.

THE CHALLENGE

Over 4.26 billion people use social media platforms and most Internet users spend at least two hours on social platforms per day. As dis- and misinformation thrive in well-populated and anonymous spaces, the growing rates of global Internet usage co-occur with growing exposure to Internet-sourced false narratives. Traditional news outlets also remain a pervasive source of dis- and misinformation.

Dis- and misinformation jeopardize democracy, increase polarization, and undermine healthcare efforts on a worldwide scale. The true prevalence and impact of dis- and misinformation, however, is unknown due to current data limitations. It is difficult to accurately assess dis- and misinformation through traditional research tools, as many studies rely on unrepresentative samples and neglect to examine small subpopulations where false narratives could be disproportionately impactful.

Exposure to dis- and misinformation will grow alongside the increasing prevalence of the Internet

Dis- and misinformation are global threats that spread rapidly, elusively, and dynamically. The sources and spread of dis- and misinformation have yet to be adequately addressed by research and policy; thus, global, integrated research efforts are needed to effectively evaluate the scope and impact of this issue, and in turn develop strategies to mitigate the harmful spread of false narratives. This initiative offers a method to measure and address dis- and misinformation in real-time and continuously, enabling trend tracking, international comparison, and strategic messaging/intervention.

We are eager to hear your feedback and interest in supporting the development, scope, and implementation of this innovation.
Contact RIWI at ask@riwi.com.



TOGETHER, WE'LL CONFRONT THE CHALLENGE

RIWI's patented and proven Random Domain Intercept Technology (RDIT) can confront the challenge. RDIT rapidly and continuously captures randomized, global human sentiment and experience data. The unique technology allows for inclusive data collection, global reach, and deeper insights beyond traditional metrics and survey data. RDIT is fully anonymous, which encourages honest responses to questions assessing sensitive topics, such as belief in false narratives and Internet usage.

Seeking strategic partners to support, steer, and champion this innovation

RIWI's RDIT could be rapidly harnessed to address various challenges pertaining to dis- and misinformation around the world, such as those listed below.

Sources and spread:

- Which topics are most likely to be targeted by disinformation campaigns (e.g., elections, disease, environmental issues) and then received and/or accepted by the general population? How do these topic targets change across time and regions?
- What is the global prevalence of existing and emerging dis- and misinformation campaigns across integrated forms of social and news media (e.g., the Internet, television, Twitter)?
- Where, why, and how do dis- and misinformation spread? What psychosocial factors predict the tendency to believe or share dis- and misinformation?
- Which counter-narratives and interventions are effective in combating the spread of dis- and misinformation?

Messaging and intervention:

- Launch wide-reaching strategic messaging to combat common alternative beliefs resulting from dis- and misinformation.
- Share educational campaigns to inform Internet users of how to identify dis- and misinformation.