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News Item

Information Overload Helps Fake News Spread, and Social Media Knows It | Scientific American

By Filippo Menczer & Thomas Hills
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> The need to understand these cognitive vulnerabilities and how algorithms use or manipulate them has become urgent. At the University of Warwick in England and at Indiana University Bloomington's Observatory on Social Media (OSoMe, pronounced "awesome"), our teams are using cognitive experiments, simulations, data mining and artificial intelligence to comprehend the cognitive vulnerabilities of social media users. Insights from psychological studies on the evolution of information conducted at Warwick inform the computer models developed at Indiana, and vice versa. We are also developing analytical and machine-learning aids to fight social media manipulation. Some of these tools are already being used by journalists, civil-society organizations and individuals to detect inauthentic actors, map the spread of false narratives and foster news literacy.
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