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News Item

Measuring the Effects of Influence Operations: Key Findings and Gaps From Empirical Research | Carnegie Endowment for International Peace

By Laura Courchesne, Jacob N. Shapiro, and Isra M. Thange
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> Combating influence operations is a major priority of governments, tech platforms, and civil society organizations around the world. Yet policymakers lack good information about the nature of the problem they seek to solve. Empirical research on how influence operations can affect people and societies—for example, by altering beliefs, changing voting behavior, or inspiring political violence—is limited and scattered. This makes it difficult for policymakers to prioritize influence threats, judge whether the problem is getting better or worse, and develop evidence-based solutions.
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> To assess what is known about the effects of influence operations and identify remaining research gaps, the Partnership for Countering Influence Operations sponsored a systematic literature review by Princeton University's Empirical Studies of Conflict Project. Laura Courchesne, Jacob N. Shapiro, and Isra M. Thange examined eighty-two studies published between 1995 and 2020.
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