

Cross-platform disinformation campaigns: lessons learned and next steps | HKS Misinformation Review

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January 14, 2020

We conducted a mixed-method, interpretative analysis of an online, cross-platform disinformation campaign targeting the White Helmets, a rescue group operating in rebel-held areas of Syria that have become the subject of a persistent effort of delegitimization. This research helps to conceptualize what a disinformation campaign is and how it works. Based on what we learned from this case study, we conclude that a comprehensive understanding of disinformation requires accounting for the spread of content across platforms and that social media platforms should increase collaboration to detect and characterize disinformation campaigns.

[...]

Source: [Cross-platform disinformation campaigns: lessons learned and next steps | HKS Misinformation Review](#)