

How Social Media's Obsession with Scale Supercharged Disinformation | Harvard Business Review

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Over the last four years, disinformation has become a global watchword. After Russian meddling on social networks during the 2016 U.S. presidential election, experts expressed concerns that social media would continue to be weaponized — warnings that were often dismissed as hyperbolic.

But the January 6 siege on the U.S. Capitol building illustrates just how powerful a networked conspiracy can be when it's amplified through social media. The attack was the culmination of years of disinformation from President Trump, which ramped up after Biden was declared the president-elect — and largely the product of social media companies' inability to control the weaponization of their products.

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Source: [How Social Media's Obsession with Scale Supercharged Disinformation](#)