

How to avoid an Election 2020 misinformation nightmare | Quartz

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We typically think of social media platforms—Facebook, Reddit, Twitter, etc.—as distinct from one another.

We tend to visit each one at a time, after all. Still, messages from one platform often reappear on others. And, if you're trying to get attention on multiple social media platforms, chances are you'll coordinate different messages, or link your profiles on different accounts, to create a consistent and identifiable "brand."

This is true for most users. But it's also true for the trolls and bots that drive disinformation campaigns.

This phenomenon helps explain what happened when the Russian Internet Research Agency (IRA) targeted US social media during and after the 2016 US presidential election. During that process, Russia's troll army was—and likely still is—active on multiple platforms, including those three mentioned above.

[...]

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