

# Information disorder: ‘The techniques we saw in 2016 have evolved’| First Draft News

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The promise of the digital age encouraged us to believe that only positive changes would come when we lived in hyper-connected communities able to access any information we needed with a click or a swipe. But this idealised vision has been swiftly replaced by a recognition that our information ecosystem is now dangerously polluted and is dividing rather than connecting us.

Imposter websites, designed to look like professional outlets, are pumping out misleading hyper-partisan content. Sock puppet accounts post outrage memes to Instagram and click farms manipulate the trending sections of social media platforms and their recommendation systems.

Elsewhere, foreign agents pose as Americans to coordinate real-life protests between different communities while the mass collection of personal data is used to micro-target voters with bespoke messages and advertisements. Over and above this, conspiracy communities on 4chan and Reddit are busy trying to fool reporters into covering rumours or hoaxes.

[...]

Source: [Information disorder: ‘The techniques we saw in 2016 have evolved’](#)