

Misinformation and Biases Infect Social Media, Both Intentionally and Accidentally | The Conversation

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Giovanni Luca Ciampaglia and Filippo Menczer of Indiana University identify three major biases affecting how we consume information on social media: cognitive, social, and technological. They also present some of the tools they've been creating and using to address these various biases.

Social media are among the [primary sources of news in the U.S.](#) and across the world. Yet users are exposed to content of questionable accuracy, including [conspiracy theories](#), [clickbait](#), [hyperpartisan content](#), [pseudo science](#) and even [fabricated "fake news" reports](#).

It's not surprising that there's so much disinformation published: Spam and online fraud [are lucrative for criminals](#), and government and political propaganda yield [both partisan and financial benefits](#). But the fact that [low-credibility content spreads so quickly and easily](#) suggests that people and the algorithms behind social media platforms are vulnerable to manipulation.

Our research has identified three types of bias that make the social media ecosystem vulnerable to both intentional and accidental misinformation. That is why our [Observatory on Social Media](#) at Indiana University is building [tools](#) to help people become aware of these biases and protect themselves from outside influences designed to exploit them.

Source: [Misinformation and biases infect social media, both intentionally and accidentally](#)