

State media warning labels can counteract the effects of foreign misinformation | HKS Misinformation Review

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Platforms are increasingly using transparency, whether it be in the form of political advertising disclosures or a record of page name changes, to combat disinformation campaigns. In the case of state-controlled media outlets on YouTube, Facebook, and Twitter this has taken the form of labeling their connection to a state. We show that these labels have the ability to mitigate the effects of viewing election misinformation from the Russian media channel RT. However, this is only the case when the platform prominently places the label so as not to be missed by users.

[...]

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