Storyful Assessment Outline (Internal Use Only)

Storyful Assessment (Full Version)
T&S + Spam Escalations

- Definitions
- Tools
- Resources to Read
- Biggest Sources
- Health Misinformation
  - Cancer
  - Anti-Vaccination
  - Epidemics/Pandemics
- Women's Health
- Self Harm
- Spam
- False Information
  - 2020 US Election
  - AOC
  - Anti-Muslim
  - White Power/ Anti-Semitism
- Inappropriate Sexualized Content

Definitions:

**False information**: Information that is inaccurate, inconsistent with reality, or based on fabrication or fallacy

**Misinformation**: False or misleading information spread unintentionally, by error or mistake.

**Disinformation**: False or misleading information spread intentionally, usually to achieve some political or economic objective, influence public attitudes or hide the truth

**Mal-information**: Information based on reality but used to inflict harm on a person, organization, or country

**Definitions 1–3 were provided by Merriam-Webster and affirmed by nonprofit think tank RAND Corporation in “Truth Decay” (2018). Definition 4 was provided by First Draft News, a nonprofit organization formed in 2015 to address trust and truth in the digital age.**
**Storyful Assessment Outline (Internal Use Only)**

**Types of false information**
- **Satire or parody**: No intention to cause harm, but potential to fool
- **Misleading content**: Misleading use of information to frame an issue or individual
- **Imposter content**: When genuine sources are impersonated
- **Fabricated content**: New content is false, designed to deceive and do harm
- **False connection**: When headlines, visuals or captions do not support the content
- **False content**: When genuine content is shared with false contextual information
- **Manipulated content**: When genuine information or imagery is manipulated to deceive

**Types of risk**
- **User risk**: Instances where false information can have immediate and harmful effects on user health
- **Public policy risk**: Issues that are a priority in public policy, where false information can have the gravest impact on public health if not addressed
- **Reputational risk**: Issues where false information has the most potential to damage Pinterest’s reputation (which includes legal and regulatory risks)

**Tools:**
- **BuzzSumo** (search for most shared content/articles)
- **SimilarWeb** (sources of traffic to specific websites)
- **Who is** (inspect country of origin of websites)
  - https://whois.icann.org/en
  - https://www.whois.com/
- **First Draft News** (Fake News)
- **Media Bias/Fact Check** (resource for determining the bias of media sites)

**Google Search**: site:pinterest.com
**Google Trends**: https://trends.google.com/trends/explore

**Resources to Read:**
- **WHO 2019 Health Threats Assessment**
- **Addressing Health-Related Misinformation on Social Media (Chou, Wen-Ying Syliva)**
- Stories about HPV vaccine in Social Media, Traditional Media, and Conversations (Preventative Medicine 118 (2019))
News

Types of Content:
- Memes
- News Stories
- Merchandise
- Image

<table>
<thead>
<tr>
<th>Topic</th>
<th>Key Finding</th>
<th>Recs</th>
</tr>
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<tbody>
<tr>
<td><strong>2020 US Election</strong></td>
<td>Misinfo easily found + coming from news sites w/ extreme bias</td>
<td>Monitor/consider actions against news sites that publish highly subjective and biased content</td>
</tr>
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</table>

**Kamala Harris**
- Search terms:
  -
- Types of Content:
  - Satirical memes (12%)
  - Extreme bias news sources (48%, 53% extreme right bias)
- Sources:
  - [Jacob Wohl](banned by Twitter)
  - [Big League Politics](Extreme right-wing)
  - [Puppet String News](Fringe News Source)
  - [Gateway Pundit](Extreme right-wing)
  - [Biz Pac Review](Extreme Right Bias)
  - [Western Journal](Extreme Right Bias)
  - [Newsfortrump.club](URL no longer active)
- Specific Content + Keywords:
  - “kamala harris” OR “senator harris” OR harris2020 OR “harris 2020” OR (harris AND 2020)
  - [Kamala + Eligibility: Ineligibility Claims (Pin) (Pin)]
  - [Kamala + Antifa: Antifa Claim (Pin)]
  - [Kamala + Wiretapping: Illegal wiretapping claim (Pin)]
  - [Kamala + Campaign + Wakanda: Wakanda Forever Claim (Pin)]

**Elizabeth Warren**
- Types of Content:
  - Smear campaigns
  - False information
  - Memes
  - Youtube videos
  - Political cartoons
  - Merchandise
  - Headline screenshots
  - Extreme bias news sources (16%)
- Sources:
  - [Gateway Pundit](Extreme right-wing)
  - [Breitbart](Extreme right-wing)
  - [Bizpacreview](Extreme right-wing)
- Specific Content + Keywords:
  - “senator warren” OR “elizabeth warren” OR warren2020 OR “warren 2020” OR (warren AND 2020)
  - [Warren + blackface: Blackface Doll Claims (Pin)]
### Storyful Assessment Outline (Internal Use Only)

<table>
<thead>
<tr>
<th>4Chan</th>
<th>r/The_Donald subreddit</th>
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<tbody>
<tr>
<td>● Fauxcahontas OR Fauxcahontus OR 1/1024: Native American Narrative (Pin) (18%)</td>
<td>○ Non-Playable Character (NPC)-liberals as “autonomously follow group thinks and social trends.”</td>
</tr>
<tr>
<td>● Warren + Tonsils + Abortion: Abortion Quote (Real Quote: “getting an abortion is safer than getting your tonsils out.”)</td>
<td>○ LifeNews (pro-life news site) (Pin)</td>
</tr>
<tr>
<td>● Warren + Pagan Ritual: Photo (Pin)</td>
<td></td>
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</table>

#### Cory Booker

**Types of Content:**
- Satirical memes (12%)
- Extreme bias news sources (9/35 extreme right, 1 extreme left)

**Sources:**
- Bluntforcethruth (Pin)
- Chuck Woolery (twitter) (Conservative commentator)
- Pacific Pundit (Pin)
- The Gateway Pundit (fringe right wing media)
- American Thinker (fringe right wing media)
- James Wood (twitter)
- BizPacReview (extreme right-wing bias)
- Dailywire (right wing media)
- Teaparty.org (right wing media)
- Western Journal (right wing media)
- Federalist Papers

**Specific Content + Keywords:**
- "cory booker" OR "senator booker" OR booker2020 OR "booker 2020" OR (booker AND 2020)
- Booker + Sexual or groping or assault: sexual assault + sexual assault (12%)
- Fabricated quotes on Constitution (Pin)
  - Babylon Bee (Satirical site)
  - Ebaum’s World
  - 56packardman
- Birther Claims (America’s Last Line of Defense - satirical)
- Spartacus Content (16%)

#### AOC Alexandria Ocasio-Cortez (Case Study)

**94% false/misinfo**

<table>
<thead>
<tr>
<th>Monitor</th>
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<tbody>
<tr>
<td>misinformation and smear campaigns on other platforms to take proactive actions against new content sources and themes as they emerge.</td>
</tr>
</tbody>
</table>

**Types of Content:**
- Memes/Smear Campaign

**Specific Content + Keywords:**
- Insulting intelligence (Monitor boards with titles related to)
  - FunnyConversative.com (Pinterest Account)
- Green New Deal
  - Doctured version + Mark Dice (Conspiracy Theorist)
  - Attacking credibility
- Democratic Socialism
  - Ted Nugent (FB)
  - (Pin) (Pin)
<table>
<thead>
<tr>
<th>Anti- Muslim Content</th>
<th>Increase in Anti-Muslim Attacks in <strong>US</strong> + <strong>UK</strong> SPLC List of Anti-Muslim hate groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content from major anti-Muslim actors, many of whom have been banned from other social platforms, is readily available on Pinterest.</td>
<td>Identify the main actors involved to limit the reach of their key phrases, websites and social media channels.</td>
</tr>
</tbody>
</table>

### Content Searched For:

#### Keywords:
- "jihad OR “creeping sharia” OR ("mainstream media" OR msm OR pork) AND (muslim* OR Islam*) OR (refugee* AND (rape OR minor))"
- "Muslim AND (rape OR rapist OR rapists)"
- ""tommy robinson" OR tommyrobinson OR “english defense league” OR “stephen yaxley-lennon” OR freetommy"

**ACT for America** *(Not Blocked)*- added to STL doc for review

**Tommy Robinson** *(Blocked)*-Tommy Robinson + Islam, Muslim, Muslims, free
- large amount encouraged people to join the movements
- that linked directly to promotional websites and social media
- Conduits for other political conspiracy theories

**“creeping Sharia”** *(Not Blocked)*- added to STL doc for review
- Theory that Muslim communities are conspiring to replace legal systems with Sharia Law

### Sources:
24% from leaders in anti-muslim movement
- **David Horowitz Freedom Center** *(DHFC)* *(Not blocked)*
  - www.frontpagemag.com *(Not blocked)*
  - JihadWatch *(Richard Spencer)* *(Blocked)*
- **Pamela Geller** *(activist)* *(Pin)*
- **The Rebel Media** *(Canadian far-right site + Youtube)* *(Pin)*
- **English Defence League** *(Not blocked)*

**Creeping Sharia references**
- **Bizpacreview** *(extreme right-wing bias)* *(Not blocked)*
- **pjmedia** *(extreme right-wing bias)* *(Not blocked)*
- **Mohammedanislam** *(anti-muslim/creeping sharia)* *(Not blocked)*

18% from extreme right-wing bias sources *(55% referred to Muslims as rapists)*
- **Act For America**
  - Founder: Brigitte Gabriel
- Stephen Yaxley-Lennon *(Tommy Robinson)*
  - Founder of English Defence League
  - Founder of Pegida *(Patriotic Europeans Against the Islamisation of the Occident).*
  - Tommy Robinson’s [Youtube Channel](#) *(Board)*
  - Tommy Robinson’s [News Youtube Channel](#)
  - Tommy Robinson’s [Live Stream](#)
- **Rebel Media** *(Canadian)* *(Youtube)*

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<table>
<thead>
<tr>
<th>White Power/ Anti-Semitism</th>
<th>Content Searched For:</th>
</tr>
</thead>
<tbody>
<tr>
<td>this content is still present.</td>
<td>Identify the main actors involved to limit the reach of their key phrases, websites and</td>
</tr>
<tr>
<td>Some content links directly to recruitment</td>
<td></td>
</tr>
</tbody>
</table>

### Content Searched For:

#### Keywords:
- "(“turner diaries” OR “leaderless resistance” OR “new american government” OR “we must secure the existence of our people and a future for white children” OR "14/88" OR "1488" OR “our might is right” OR “revolt against the modern world” OR “right wing death squads” OR