


# Multi-Disciplinary Analyses of the Nature and Spread of Unsubstantiated Information Online

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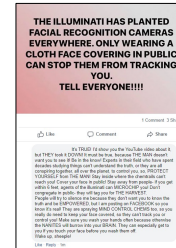
<https://interactive.miami.edu/connect/>



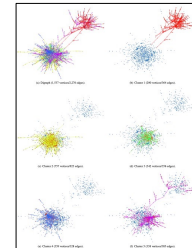
Conspiracy Theory: Election Fraud



Conspiracy Theory: Flat Earth



Conspiracy Theory: The Illuminati



Principal Influence Subgraphs of Voter-Fraud Re-Tweet Network

## Challenges:

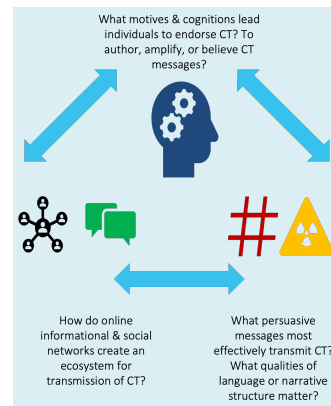
**Problem:** Conspiracy Theories spreading in online networks can lead to adverse outcomes (e.g., violence, dismissal of authoritative information)  
**Goal:** Understand and explain the many complex processes that lead people to engage with, believe in, and act on conspiracy theories in online networks

## Solution

**Objective:** Identify complex connections between manipulative message content, psychological processes, sociocultural phenomena, and group/social network factors that catalyze spread of and belief in online conspiracy theories  
**Method:** Multi-disciplinary approach synthesizing historical and text/visual rhetorical analysis, computational linguistics, social and behavioral science, information and network science.

## Scientific Impact

**Importance:** Understanding the critical dependencies that influence belief and behavior will allow for better design of countermeasures or methods to curb and disrupt the spread and influence of harmful conspiracy theories online.  
**Impact on CPS:** Understanding how and why individuals are susceptible to online conspiracy theories will help CPS scholars working on information authenticity



## Broader Impact on Society

- Addresses a timely problem of global importance
- Provides scholars and public policy officials with necessary insight to design countermeasures

## Broader Impact (education and outreach)

- Research topics incorporated into classes in multiple departments
- Outreach to public: team members speak with media to explain research insights

## Broader Impact and Broader Participation:

- Diverse team of scholars from multiple disciplines (ECE, CS, English, Political Science, Psychology, Communication, Linguistics)
- Involves undergrad and grad students with diverse backgrounds