The spread of disinformation – steps

Slides excerpted from Team Babel a.k.a. Team 6, at

[Technology, Innovation, and Great Power Competition – 2022 Wrap Up](#)

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Spread of disinformation can be broken down

1 Lie created

2 Lie placed on platform X

3 Algorithms amplify reach

4 Users exposed to disinfo

5 Users buy into lies

Different factors drive each stage of the disinformation supply chain

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Lies created with specific intent, fabricated to play into psychology

Eg. China spreads disinformation with the goal of increasing acceptance of Chinese cultural and economic norms in the Asian diaspora.

The spread of disinformation can be amplified by black-box algorithms in service of clickbait

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Political economy of clickbait

It can be lucrative to post disinformation because of ad revenue.

Tech companies create their own individual standards

Ranking of disinformation through black-box algorithms
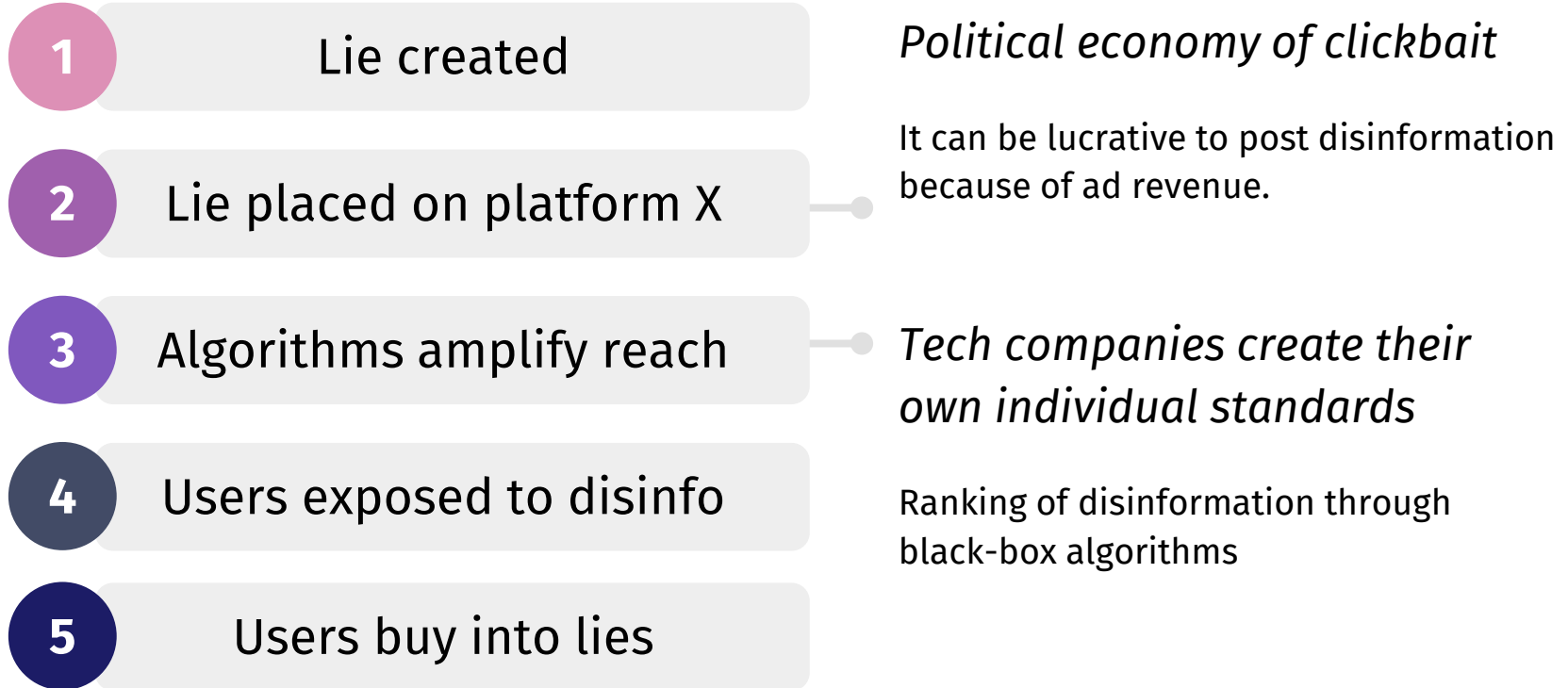
Disinformation targets existing social divides, making lies easy to buy into

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Disinformation created to hack into people's psychology, prey on vulnerability to spread

Americans are susceptible; we are not taught media literacy (eg. Finnish education)

Team Babel

Original Problem Statement

Disinformation is a national security threat.

Final Problem Statement

The U.S.'s ability to **close the disinformation response kill chain** is hampered by a **lack of coordination** between U.S. government agencies, **no clear ownership** of the disinformation problem, and a **lack of clear guidelines** on public-private partnerships.
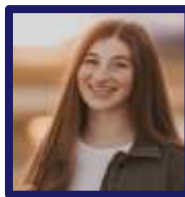
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