

Policy Greenhouse: Project Brief

Tracking disinformation campaigns across terrains: implications for policy

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Policy Context

The growing diffusion of disinformation campaigns across social media and traditional outlets represents an emerging challenge to democracies. These campaigns seek to poison the information global commons, using micro-targeting technologies to sow division and disrupt democratic debate. Understanding of how these campaigns influence individual and societal decision making remain low, hampering the design of effective policy responses.

Project

This project will explore the velocity and reach of disinformation campaigns over social networks and into traditional terrains such as television and radio. This project aims to quantify the scale of the problem of disinformation as a basis for exploring potential responses with policy partners.

Expected outcomes

A stronger understanding of, and policy responses to, disinformation campaigns affecting Australia.