



Co-inform

Context Matters,
Your Sources Too

Co-Creating Misinformation Resilient Societies

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- Misinformation is false but not intended to cause harm ≠ Disinformation is false and is deliberately created to cause harm
- Misinformation existed for long time but today Internet global reach made the phenomenon more complex
- Social media made it easier to identify issues across any scale: from local neighborhood to global planetary concerns
- Little research on public values and ICT, especially where the value is created, by whom and how
- Processes and values facilitated through digitalized technological platforms
- Co-Inform is based on the assumption that co-creation experiences are the basis of a value

Stockholm University, Sweden, Cyprus University of Technology, Open University, UK, University of Koblenz, Germany, FactCheckNI, UK, Expert System Iberia, Spain, International Hellenic University, Greece, IIASA, Austria, ScytI, Spain

Read more: <https://coinform.eu>

CO-INFORM

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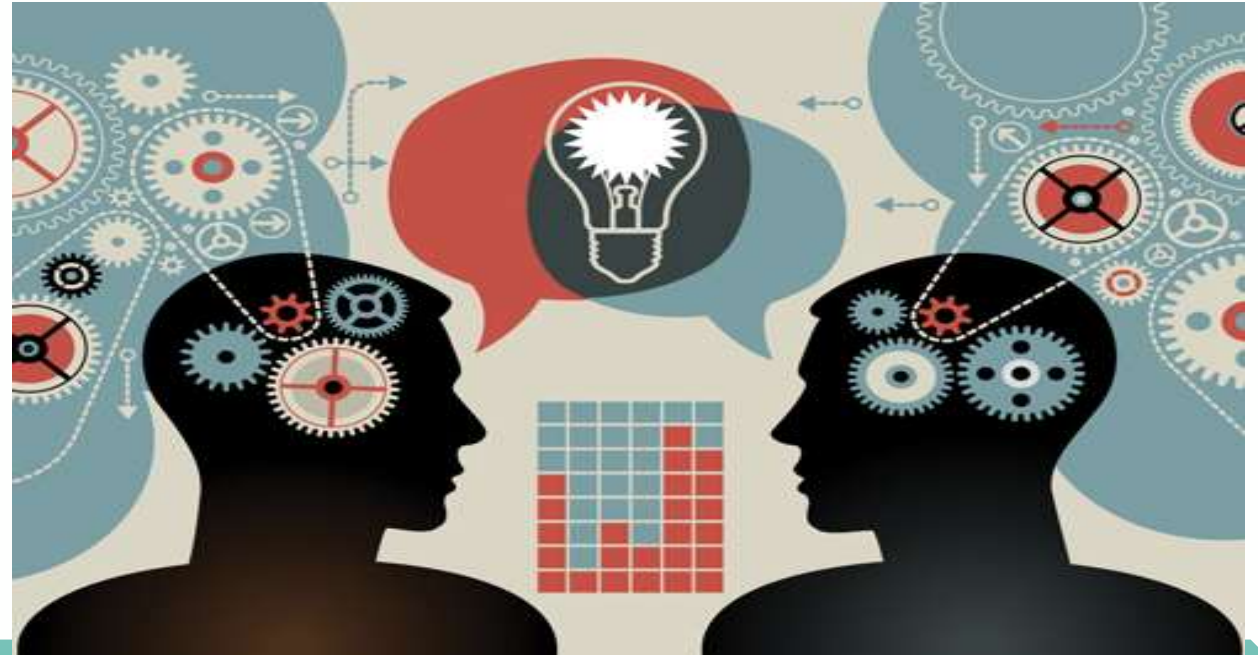
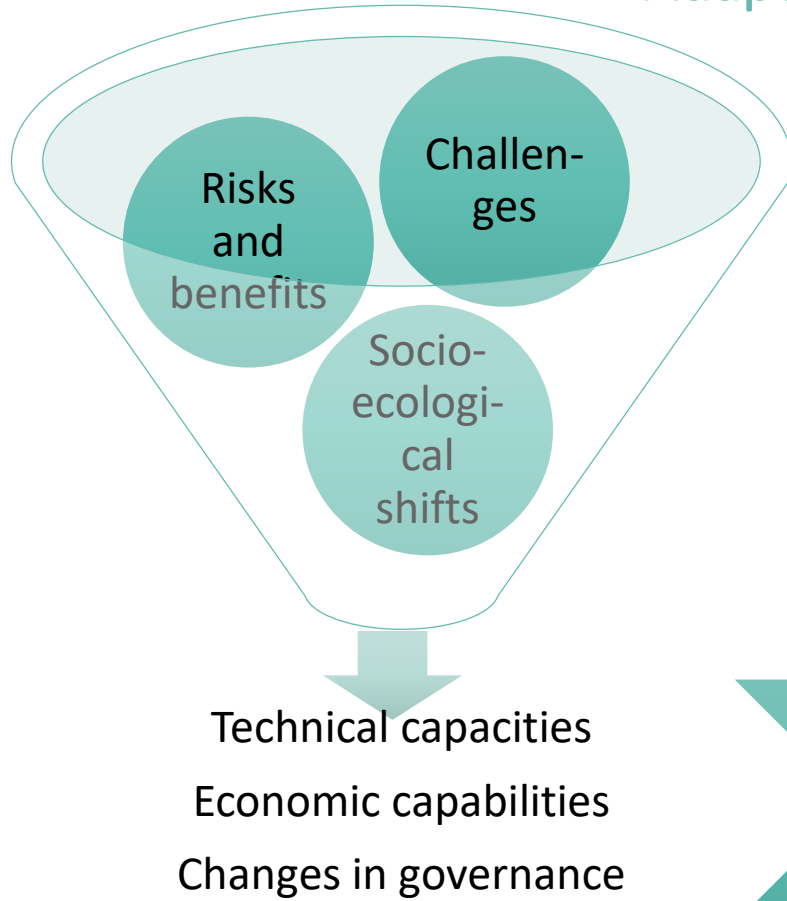
Read more



Co-creating solutions towards:

- **Detecting and combating** a variety of misinforming posts and articles on social media;
- **Supporting, persuading and nourishing** misinformation-resilient behaviour;
- **Bridging** the public on social media, external fact-checking journalists, and policy-makers;
- **Understanding and predicting** which misinforming news and contents are likely to spread across which parts of the network and demographic sectors;
- **Infiltrating** echo-chambers on social media to **expose** confirmation-biased networks to different perceptions and corrective information;
- Providing policy-makers with **advanced misinformation analysis to support their policy-making processes and validation.**

What is co-creation? Adaptive and inclusive approach



Co-Creation

requires understanding of technical and economic capabilities

but also

understanding of human factors,
Including decision-making,
institutional structure

but also risks perceptions and views of different stakeholders



Operationalizing research on co-creation

- Co-generation of actionable knowledge with stakeholders (ie. Co-production of knowledge)
- Analysis of how governance structures shape decisions and subsequent outcomes
- Research on decision-making processes, public acceptance, risk perception, cognitive biases and cultural perspectives
- Design of participatory governance via stakeholders processes and interactions
- Decision support methods and tools

- Aim – study of phenomenon of misinformation in a multidisciplinary manner
- Co-creation within three stakeholders groups: citizen, fact-checkers, journalists and policymakers
- Three pilots: Sweden, Austria and Greece



Way forwards

- Rapid development of new technologies and their decreasing costs used for audio and video manipulation will require adaptation of critical skills to deal with quickly changing information environment
- Together with fact checkers stakeholders will attempt to detect misinformation
- They will provide feedback on misinformation detection platform and provide feedback why one article looks trustworthy and another one not
- This provide empirical data about cognitive biases in selection and consumption of news

Co-Inform Project Tools

- Browser plugin to raise awareness of citizen about misinforming content
- Dashboard for fact-checking journalists and policy-makers which shows detected misinformation, its origins and where it spreads





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