



5 levels

to measure and increase

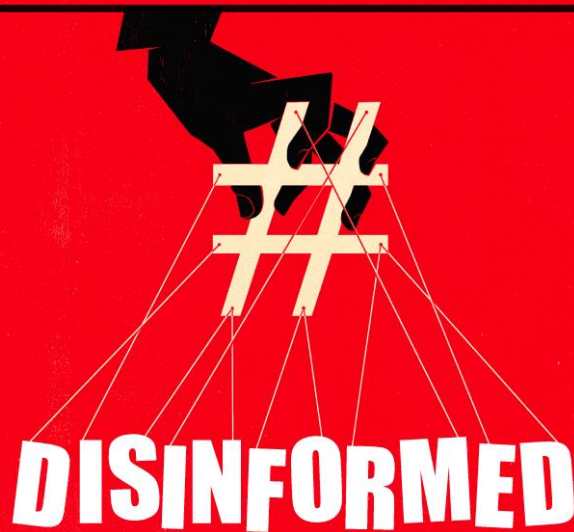
data-driven IMPACT

ANN PATCHETT MEETS JOHN UPDIKE

GARRET KEIZER ON STUPIDITY AND TRANSCENDENCE

HARPER'S

HARPER'S MAGAZINE/SEPTEMBER 2021 \$8.99



HOW WE GET FAKE NEWS WRONG

9/11 REVISITED:

UNPUBLISHED PHOTOS FROM GROUND ZERO

HARI KUNZRU ON HOW THE WORLD CHANGED

NEW FICTION BY VINCE PASSARO

“The most comprehensive survey of the field to date, a 2018 scientific literature review titled “Social Media, Political Polarization, and Political Disinformation,” reveals some gobsmacking deficits. The authors fault disinformation research for failing to explain why opinions change; lacking solid data on the prevalence and reach of disinformation; and declining to establish common definitions for the most important terms in the field...”

Joseph Bernstein - Bad News

Selling the story of disinformation

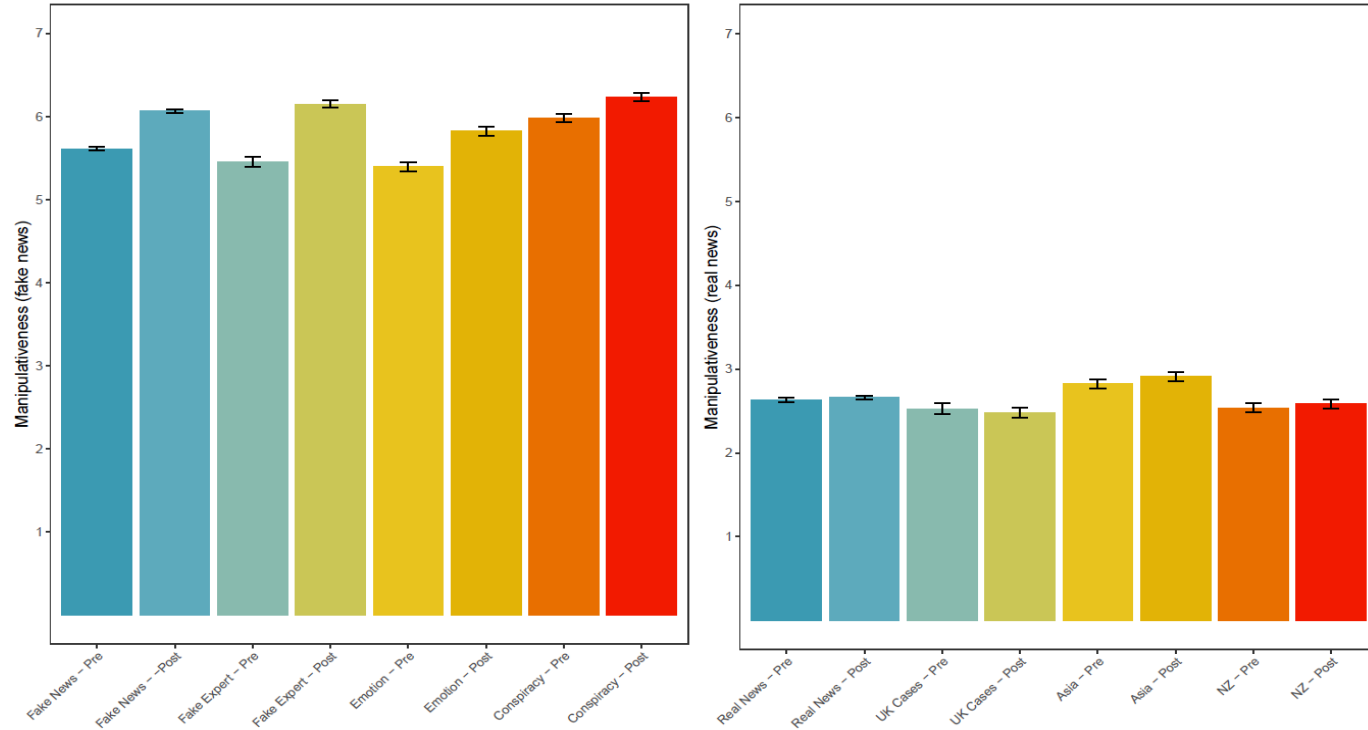


Data Driven Impact on

- 1. Interventions**
- 2. How to Scale**
- 3. Belief systems**
- 4. Disinfonomics**
- 5. Governance**

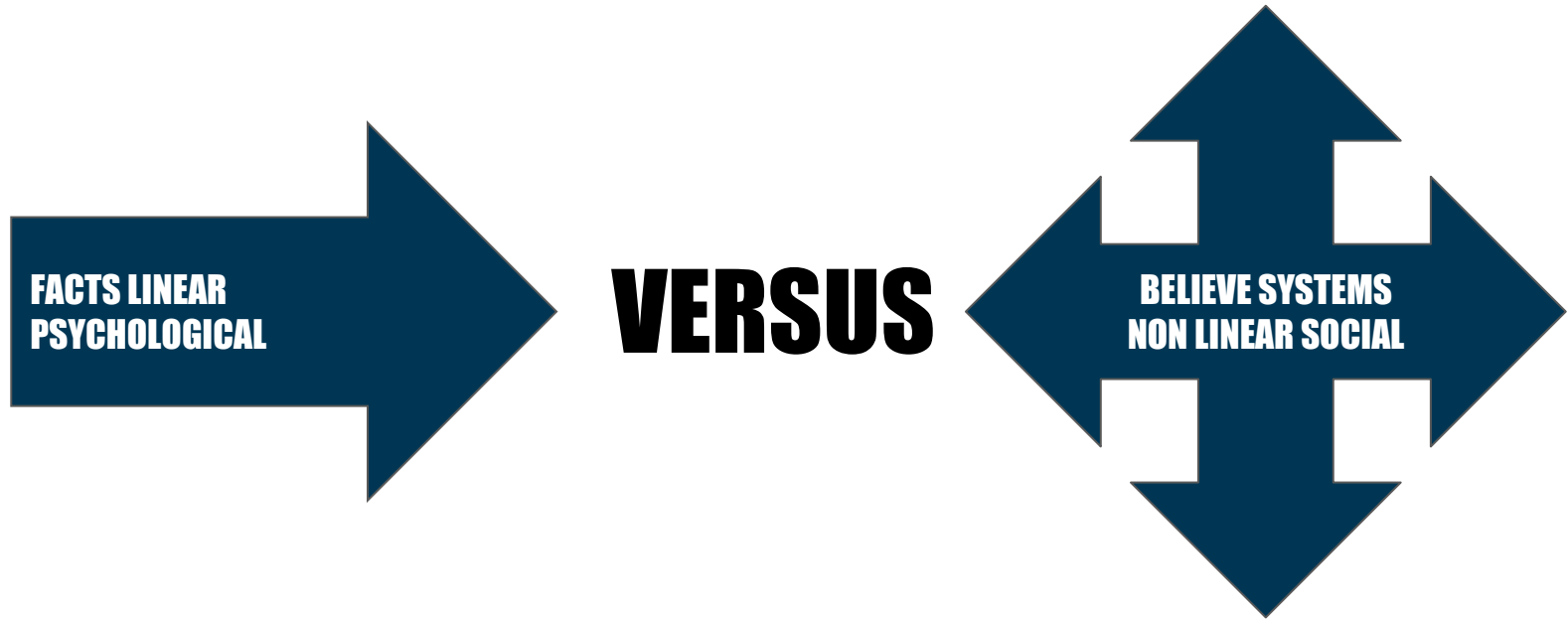
#1 IMPACT - INTERVENTION

NO COST EFFECTIVENESS STUDIES IN POLICY DESIGN



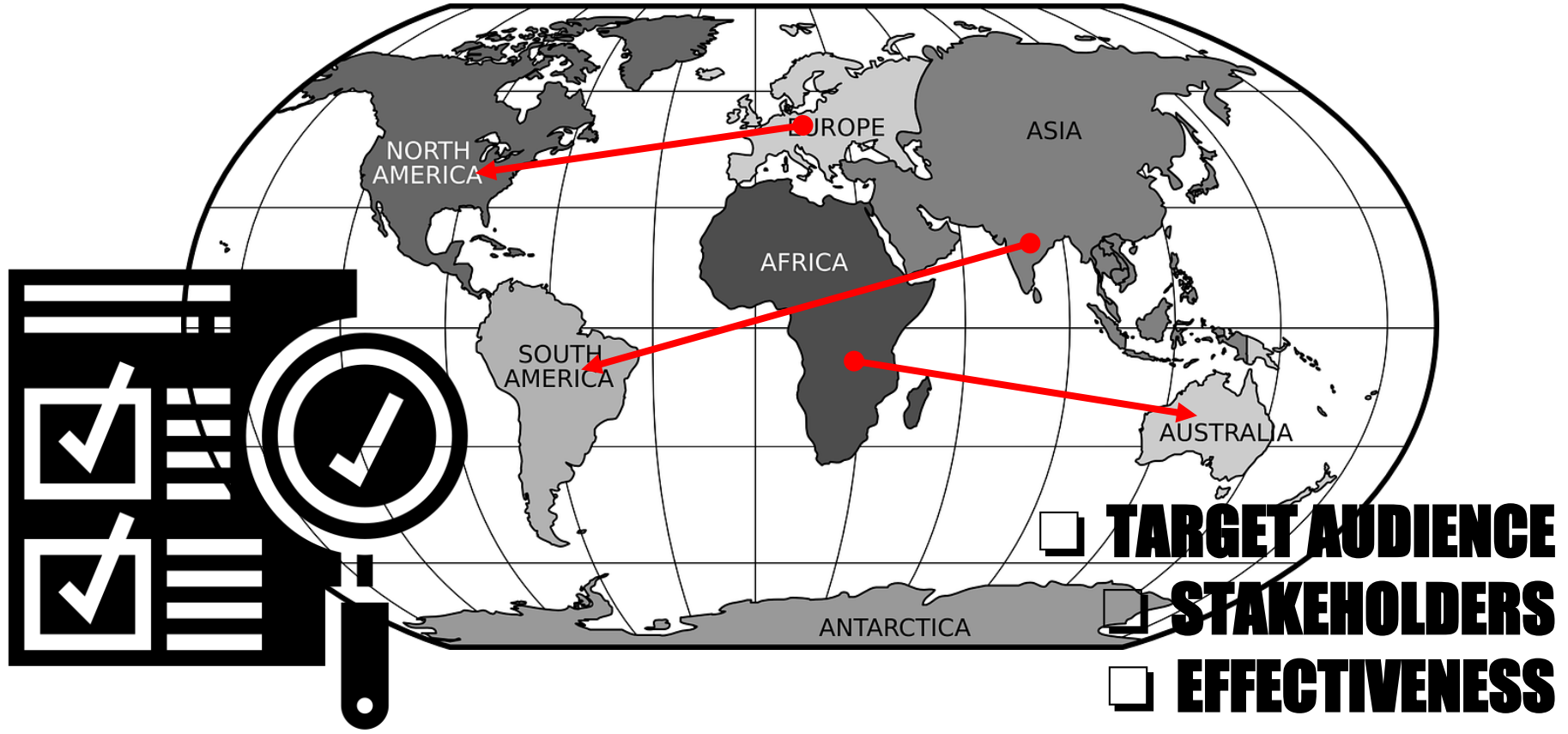
$n = 1,771$

OLD LINEAR COMMUNICATION MODEL PARADIGM



#2 IMPACT - GLOBAL CULTURAL SCALING

#2 IMPACT - SCALING



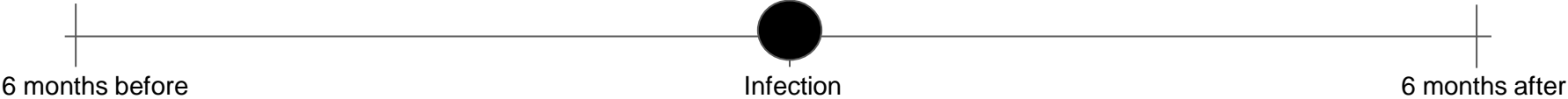
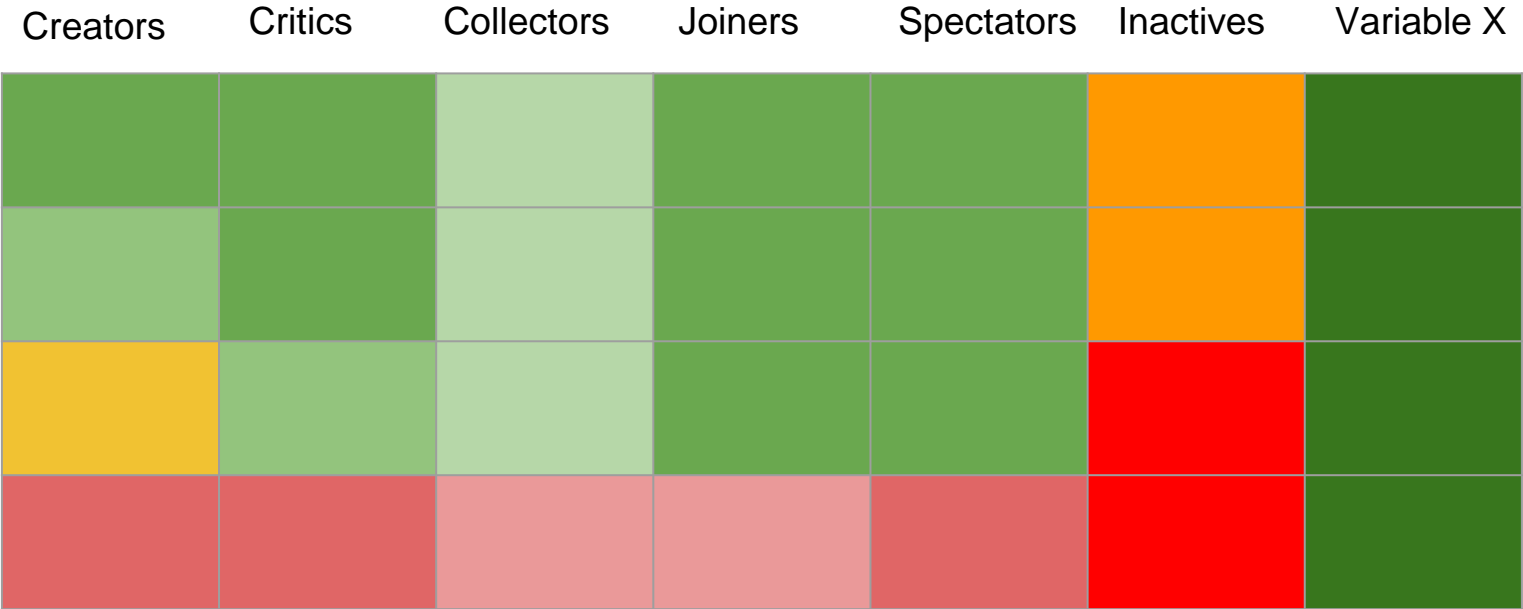
General data: 40%
Domain specific: 30%
Module specific: 20%
Region specific: -
Overall reliability: 72%

Real-time Intervention Matrix: Inoculation

Intent

Impact

DOMAIN: Radicalisation **Dataset:** Roozenbeek 2019/131
Module: RAD10.16YR.USA **N:** 5-10K

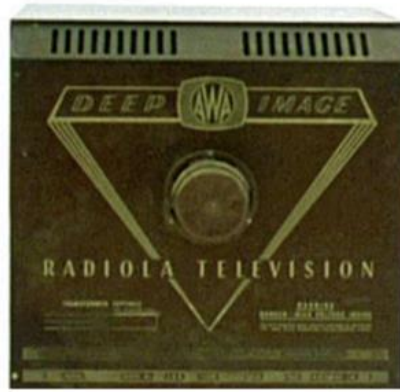


#3 IMPACT - *WHY* DO OPINIONS CHANGE?

A TESTBED: **adtac**

Remember the story of the Construct...

#3 IMPACT on BELIEF SYSTEMS



#4 IMPACT - DISINFONOMICS *CUI BONO?...*

#4 IMPACT - TRANSACTIONAL MODELS

Whom	How	Give	Get
Miller	Contract	Money	Flour
_Self	Bakery	Flour + Work	Bread
Shopper	Shopfront	Bread + Work	Money
Bank	Mortgage	Money	Bakery + Shop
First Born	Estate	Business	Pension
Owner	Contract	Money	Work



ECONOMICS

#4 IMPACT - TRANSACTIONAL MODELS

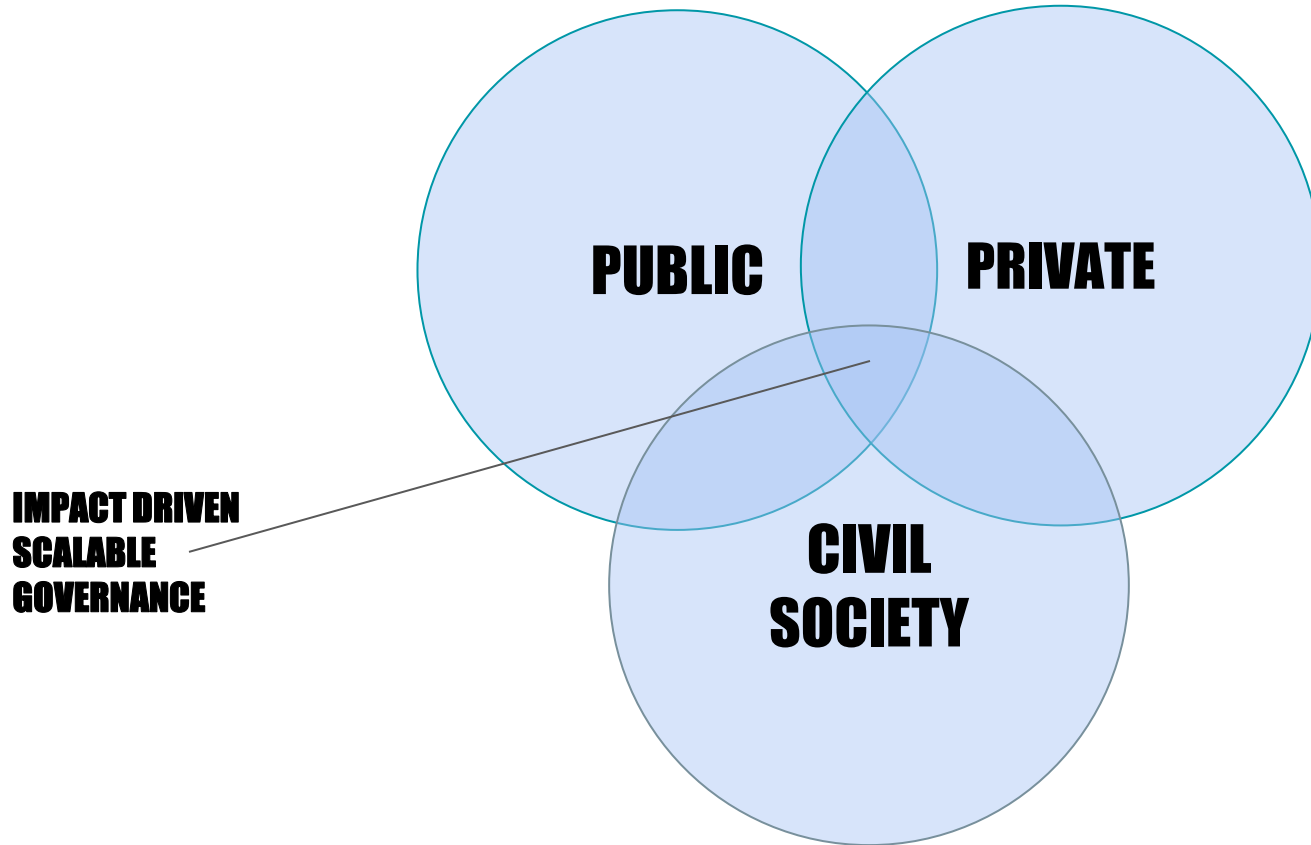
Whom	How	Give	Get
Supplement pills	Contract	Traffic	Money
Puppet masters	Local teens	Money	Sock puppets
Task rabbit	SAAS	Rough English	Native Slang
Youtube	Circumvention	Videos	Traffic
Facebook	Pages	Sock puppets	FB Followers
US electorate	Feed disinfo	Clickbait	Traffic



DISINFONOMICS

#5 IMPACT - DATA DRIVEN GOVERNANCE

WHO IS GOING TO WATCH THE WATCHMEN?





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