

# **#WilltoAct**

How social media giants have failed to live up to their claims on the Coronavirus 'infodemic'







The Center for Countering Digital Hate is a not-for-profit NGO that seeks to disrupt the architecture of online hate and misinformation.

Digital technology has changed forever the way we communicate, build relationships, share knowledge, set social standards, and negotiate and assert our society's values.

Digital spaces have been colonised and their unique dynamics exploited by fringe movements that instrumentalise hate and misinformation. These movements are opportunistic, agile and confident in exerting influence and persuading people.

Over time these actors, advocating diverse causes - from anti-feminism to ethnic nationalism to denial of scientific consensus - have formed a Digital Counter Enlightenment. Their trolling, disinformation and skilled advocacy of their causes has resocialised the offline world for the worse.

The Center's work combines both analysis and active disruption of these networks. CCDH's solutions seek to increase the economic, political and social costs of all parts of the infrastructure - the actors, systems and culture - that support, and often profit from hate and misinformation.



Young people have the power to solve the world's biggest challenges. Restless Development is a global agency that works with young people so that they can lead in solving those challenges.

Whether that means supporting communities to end child marriage or prevent HIV, Restless Development works with young people to change their lives and the lives of people in their communities.

Restless Development works with young people in 74 countries around the world and is led by nine Hubs across Africa, Asia, the USA and UK. The agency has been working with young people since 1985 and its work is led by thousands of young people every year.

#### **Youth Against Misinformation**

This initiative is being coordinated and supported by Restless Development and the Center for Countering Digital Hate. It has two aims: to monitor and root out dangerous COVID-19 misinformation online; and build the skill-set and agency of young people to understand how misinformation is spread online, identify fake news and develop strategies to tackle it. Volunteers receive comprehensive training on how to identify, report and respond to harmful misinformation online, following five principles of CCDH's Don't Spread the Virus campaign.





### Introduction

In the Coronavirus pandemic, lies cost lives. A pandemic of misinformation has followed the virus like a lethal secondary infection, undermining public confidence in and commitment to the hygiene and social protocols we must follow to keep ourselves safe.

This misinformation spreads through digital channels, administered by wealthy corporations that connect us all in a constant flow of information. The ingenious nature of their profit model is that we do almost all the work. We provide them with unprecedented insight into our beliefs, emotions and preferences, and their algorithms analyse and segment us into archetypes to sell to other businesses for the purposes of advertising.

Social media companies, nevertheless, have responsibilities to society. In a pandemic in which we have all had to do our bit, they have found it harder than ever to escape scrutiny. Indeed, in this report we summarise social media executives' own statements acknowledging their responsibilities and the actions they claim to be taking.

Studies show why this is so important. Dr Daniel Allington of King's College London found that those who subscribe to conspiracy theories about Coronavirus are less likely to follow guidance to wash hands, socially distance and stay at home. Researchers at Oxford University found that those who believe conspiracy theories are also less likely to accept a

vaccination, take a diagnostic test, or wear a facemask.<sup>2</sup>

But, despite public commitments, this report finds social media companies have failed to live up to their commitments. In partnership with Restless Development, CCDH trained dozens of young volunteers in how to identify misinformation. These young people are digital natives, familiar with the features and nuances of the websites. We asked them to scour Facebook, Instagram and Twitter, recording problematic posts and reporting them through the platforms' own interfaces.

Our volunteers built a database of 756 examples of misinformation gathered between April 20 and May 26, providing us with a sufficient sample to identify the diversity and range of misinformation narratives currently proliferating. Of the 649 posts flagged and reported by volunteers, only 9.4% were met with meaningful action. That means over 9 in 10 posts containing misinformation were not dealt with. This is simply not good enough; the reporting systems are not fit for purpose. Too much of the debate about the enforcement of terms of service is about algorithms and automated detection. But even when social media companies are handed clear cases of misinformation, we have shown they lack the will to act.

In recent weeks, Facebook found \$400 million to buy Giphy, a meme library.
And yet they have put large numbers of their human moderation teams on leave,

<sup>&</sup>lt;sup>1</sup> https://www.kcl.ac.uk/news/covid-19-conspiracy-theorists-present-substantial-health-risk-new-research-finds

<sup>&</sup>lt;sup>2</sup> http://www.ox.ac.uk/news/2020-05-22-conspiracy-beliefs-reduces-following-government-coronavirus-guidance-0





limiting their ability to manage what is published on Facebook.

If these companies continue to make bold claims that they are acting and yet fail to do so, then politicians and regulators must step in and force these companies to pay from their lavish profits for the social harms - including the lost lives - for which they are responsible, and submit to deeper and more rapid regulation in future.

When the history of this pandemic is written, the true heroes will be the billions of citizens around the world who, in order to protect each other and especially the most vulnerable, showed steadfast determination and stuck to the most stringent peacetime proscriptions in living memory. We did our bit. And there are those, like our medical professionals, the workers in our supply

chains ensuring we could get food, and indeed our Youth Against Misinformation volunteers, who stepped up and did more still. Social media companies have profited lavishly from this crisis and yet, when the time came for them to do their bit, they issued PRdriven claims uet failed to act. Whether hubris, greed or indifference motivated them is something we cannot know; but we are judged as people on our deeds, not our words. As the stark results of this report show, their deeds have just not been good enough. And yet, there is still time. This pandemic will be with us for months to come. It is time for them to their bit.

#### **Imran Ahmed**

Chief Executive Officer
Center for Countering Digital Hate





### Claims by social media companies

For a comprehensive list of social media companies' stated policies towards Coronavirus misinformation, please visit https://www.counterhate.co.uk/tech-company-claims.

### facebook

Facebook has promised to remove false content or conspiracy theories that could be harmful. Mark Zuckerberg has been clear that this includes content promoting false cures and 5G conspiracies.

"We will also start to remove content with false claims or conspiracy theories that have been flagged by leading global health organizations and local health authorities that could cause harm to people who believe them. We are doing this as an extension of our existing policies to remove content that could cause physical harm. We're focusing on claims that are designed to discourage treatment or taking appropriate precautions. This includes claims related to false cures or prevention methods — like drinking bleach cures the coronavirus — or claims that create confusion about health resources that are available."

Facebook, January 30 2020, https://about.fb.com/news/2020/05/coronavirus/

"Things like saying that something is a proven cure for the virus when in fact it isn't: we will take that down. Another example which I know has been very prevalent in the UK has been 5G misinformation, which has led to some physical damage of 5G infrastructure, so we believe that that is leading to imminent risk of physical harm, we take down that content."

Mark Zuckerberg, BBC News, May 21 2020, https://www.bbc.co.uk/news/av/technology-52749066/zuckerberg-facebook-to-take-down-coronavirus-misinformation



Instagram has promised to remove "harmful misinformation related to COVID-19" as well as false claims or conspiracy theories flagged by fact checkers and leading global health organisations.

"This is in addition to our existing policies on misinformation. If posts are rated false by third-party fact checkers, we remove them from Explore and hashtag pages."

Instagram, March 24 2020,

https://about.instagram.com/blog/announcements/coronavirus-keeping-people-safe-informed-and-supported-on-instagram

"We also remove false claims or conspiracy theories that have been flagged by leading global health organizations and local health authorities as having the potential to cause harm to people who believe them."

Instagram, March 24 2020,

https://about.instagram.com/blog/announcements/coronavirus-keeping-people-safe-informed-and-supported-on-instagram





"We're removing known harmful misinformation related to COVID-19, and when someone taps on a hashtag related to COVID-19, we show resources from @WHO, @CDC and local health authorities."

Instagram Comms, Twitter, March 6 2020, https://twitter.com/InstagramComms/status/1235984308994703360

## twitter

Twitter has promised to remove tweets that deny the effectiveness of measures to prevent the spread of COVID-19, promote false cures for the disease or deny scientific facts about it.

An update on our content moderation work, Twitter, March 27 2020, https://blog.twitter.com/en\_us/topics/company/2020/covid-19.html# misleadinginformation





### Methodology

#### Why Youth Against Misinformation volunteers got involved:

"Misinformation can spread very easily online, which makes it feel difficult to deal with. By volunteering as part of YAM, I'm able to understand it better myself and make a direct difference."

"I joined YAM because I was concerned about how misinformation could impact global health efforts to save lives. It is also nice to be able to make a difference from the comforts of your own home!"

"I joined YAM because I wanted to learn more about the scope and the impact of the spread of misinformation online. Upon seeing the amount of false and potentially harmful information that is being spread, I'm glad that I am now aware of it and can try to help tackle it."

"Having seen the damage that misinformation can have on vulnerable people, I thought the creation of YAM was vital, and jumped at the chance to get involved."

The Youth Against Misinformation team of research volunteers worked on this project for five weeks, from 20 April. We have used the posts they reported to platforms up to and including 26 May for this report.

Volunteers were trained and managed by both Restless Development and the Center for Countering Digital Hate (CCDH). Training covered how to spot misinformation about coronavirus, the most prominent narratives and conspiracy theories, the best available resources for checking whether a claim is truthful, as well as how to navigate the platforms and report posts. CCDH staff explained the platforms' claimed terms of service and rules, to ensure that posts that were being reported contravened stated guidelines. Regular feedback sessions with CCDH and Restless Development staff, the latter of whom have experience in safeguarding, ensured volunteers had safe spaces in which to identify any concerns they held.

The team searched Instagram, Twitter, and Facebook for content which included misinformation about Covid-19. For each post containing misinformation they

found, they reported it to the platform, and recorded the following information in a database:

- A screenshot of the post
- A URL link to the post
- The date the content was posted
- The date the content was reported
- The platform on which it was posted
- The name of the Twitter or Instagram account that posted the content, or the Facebook group in which it was posted
- The topic of the misinformation
- Any further important observations of interest.

Part-way through the project, the team began sharing URL links so they could file multiple reports for flagged content. However, this does not appear to have affected the proportion of posts removed.

The team searched in a variety of Facebook groups chosen by CCDH, all of which have thousands of members. Groups were selected if they fulfilled any of the following criteria: they had been set up recently and were primarily concerned with coronavirus; they were





groups that CCDH was already familiar with as heavily-populated with medical misinformation; or they were groups that CCDH suspected would be worth investigating based on their subject and a preliminary evaluation of their content. This purposive sampling was required due to the opaqueness of Facebook's search function. The list included 'Arnica' and 'Coronavirus UK', groups which have been reported in the media for containing large quantities of misinformation about Coronavirus but remain online.

For Twitter and Instagram, the team used structured searches via the main search functions, with the following terms: 5g; 5gtowers hoax; colloidal silver; vitamin c; bill gates; george soros;

plandemic; bioweapon; # wuhanflu; # Coronajihad; # Germjihad; iv drip; test kit; immune system; population cull; vaccine.

This set of terms was devised based on misinformation narratives that CCDH and other research organisations had identified as gaining traction during the Coronavirus crisis. It was revised to include new terms as the project progressed and researchers identified new narratives emerging.

CCDH audited the tweets, posts and pages in the database, removing a small proportion which didn't meet the platforms' own criteria for harmful misinformation. We then checked which posts, accounts and groups had been acted upon.





### **Findings**

Platform	Posts Reported	Group/ account removed	Post removed	Flagged as false	Total acted upon
Facebook	334	0.0%	10.2%	2.1%	12.3%
Instagram	135	5.9%	4.4%	0.0%	10.4%
Twitter	179	2.8%	0.6%	0.0%	3.3%
Total	649	2.0%	6.3%	1.1%	9.4%

756 posts were captured and reported to the platforms in the period from April 20 to May 26. Of those reports, 107 were filtered out by the CCDH for not meeting our own assessment as to whether they contravened the platforms' terms of service or publicly-claimed criteria for removing Coronavirus-related misinformation. This left 649 posts reported for containing misinformation to use in this analysis.

For the study, we assumed posts and accounts that can no longer be accessed were removed by the platform responsible. It is possible, however, that they were instead removed by the group's owners or administrators.

The results are shown in the table above.

We found that 90.6% of posts containing misinformation were not acted on by social media companies after our volunteers flagged them as containing misinformation.

For the 9.4% of reported posts that were acted upon, the following actions were taken:

- 6.3% of posts were removed from the platform entirely
- 2.0% of posts belonged to accounts that have now been removed from the platforms

 1.1% of posts were labelled as false and remained on the platforms with a disclaimer

Although each of the social media platforms investigated failed to remove the vast majority of the posts that were reported to them, there was a significant divergence in the results from each. Facebook removed 10.2% of the posts reported to them, while just one tweet of the 179 reported was removed by Twitter. This was despite Twitter claiming to have adopted policies regarding coronavirus misinformation that appear to be stricter than either Facebook or Instagram. Instagram only removed 4.4% of the posts reported to them (although we note that they have also removed 5.9% of accounts that published posts which our team reported).

The reported misinformation that remains available on these social media platforms includes conspiracy theories and false claims that:

- Viruses cannot be transmitted by air
- Covid-19 is caused by vaccines
- 5G mobile technology poisons cells and causes the illness known as Covid-19
- Coronavirus is a hoax, in order to cover for the erection of 5G towers





- Covid-19 is a "false flag" in order to force compulsory vaccinations
- Colloidal silver cures and prevents Covid-19
- Seven children died in a vaccination trial in Africa
- Taking vitamins C, D and zinc, and drinking hot water, cures Covid-19
- Covid-19 can be cured by drinking aspirin dissolved in hot water with honey
- Wearing a facemask causes cancer
- The pandemic is fake and will be used to microchip and enslave the public

High-profile misinformation videos which have ostensibly been banned by the platforms are still available after reporting, including the "Plandemic" movie, a David Icke interview, and a video of InfoWars' Alex Jones suggesting the virus is a weapon. A reported video of a 5G tower being burnt, with commentary and text in the post celebrating the arson, is also still online. Examples of such posts are included in the next section.

#### What Youth Against Misinformation volunteers felt about these findings:

"I think it's frustrating because the links we report contain misinformation as the main content. Freedom of speech is essential but there is no value to misinformation which has the potential to lead to harming public health. If manpower is an issue, this is worth investing in because of the negative impact of misinformation."

"When I joined I expected at least a third of the information we reported to be removed. It's really disheartening to see only 1 in 10 of what we report be acted upon, especially when it's to save lives and stop hate."

"It's discouraging to see such few pieces of misinformation removed, but it is particularly frustrating that there often doesn't seem to be any rhyme or reason as to which pieces are removed. However false something is, there is clearly no guarantee these platforms will take the responsibility to stop it spreading seriously."

"It's frustrating to see that they're allowing harmful misinformation to be spread so easily - especially when posts are being directly reported to them."





### Examples of material not acted upon

These are examples of posts the social media companies our volunteers reported but against which no action was taken. Posts are provided for research purposes only. A final check was carried out on June 1 and all were still available on the websites. We provide a brief selection here.



From the new film Plandemic. #plandemic: 'there is no vaccine, (currently on the schedule), for any RNA virus that works.' Renowned scientist, Judy Mikovits PHD. Part One full movie here. Excellent, clear, succinct, factual information: plandemicmovie.com



2:43 pm · 5 May 2020 · Twitter Web App

271 Retweets 379 Likes

#CoronaVirusHOAX used to implant #5GTowers all over world. Government Control...

Television = Tell A Vision

Programs = Programming the people

#### #WWG1GWA

AARP West Virginia @AARPWV · 30 Apr

TODAY - 10 a.m.: Join @AARPWV for a LIVE #Coronavirus Q&A event with special guests @SenCapito & @claymarsh. We'll be discuss a range of #COVID19 topics, sharing important resources and info. Watch the live stream of the event here: video.teleforumonline.com/video/streamin...





3:14 pm · 30 Apr 2020 · Twitter for Android

DON'T BET ON A VACCINE TO PROTECT YOU FROM COVID-19 SAYS A WORLD HEALTH EXPERT!

YOU NEED TO SAVE YOURSELF NOW YOU CAN TAKE STEPS FOR YOUR LIFE NOW

PREPARE, HELP CURE & PREVENT WITH 1. Colloidal Silver keto-longevity.com/colloidal-silv...

2. 3000 C+500 D+50 Zinc+200 Selenium



8:12 pm · 21 Apr 2020 · Twitter Web App

Putting on nose mask will actually compel you inhaling the same carbon dioxide that you exhaled, thereby blocking your lungs wch will lead to respiratory track #diseases of wch #Cancer of the lungs is amongst.

Think about it when you're less busy! #coronavirus #BillGatesVirus

10:44 AM  $\cdot$  May 21, 2020  $\cdot$  Twitter for Android





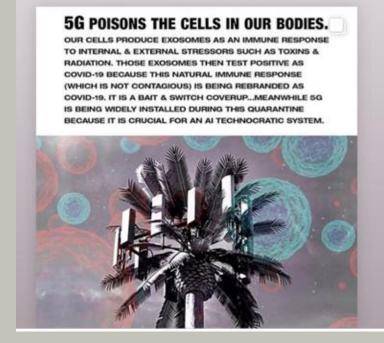


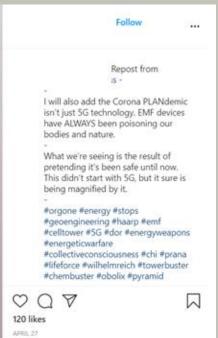
### There is NO pandemic.

There is a virus less deadly than the flu, fake prediction models, recommended treatments that are killing people, unreliable and contaminated test kits, ridiculously inflated death counts, and media-induced hysteria to push an agenda whereby the end goal is to enslave humanity with forced vaccines, microchips, and police state surveillance.

There is NO pandemic. This is Agenda 21 being played out in real life.

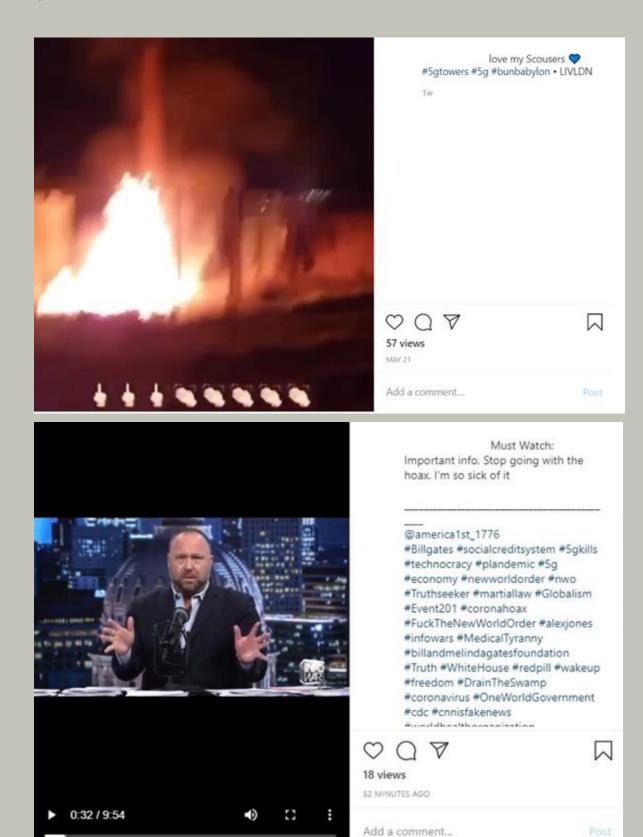
















### facebook

- Oviruses are NOT ALIVE!
- √ They have no nucleus; no cellular respiration!
- √ They CANNOT be transmitted through the air!
- √ They are NOT contagious!
- √A virus has NEVER been proven to kill anyone!
- √Viruses are produced by our bodies as solvents and soaps to dissolve toxic tissues caused by pollutants (pesticides, chemtrails, EMF radiation:5G, ect.).
- √A flu is your body's immune response to flushing the toxins out!
- √The only way to get a foreign virus (e.g. Swine flu) is to have it injected into your body (i.e. VACCINES)
- √Viruses are NOT bad (unless they are foreign and injected into your body)! They are our body's defense mechanism against toxicity.
- √Viruses are GOOD!
- We've been lied to about EVERYTHING!

**≅**⊕**○** 38

112 comments 1 share

#VaccineAbolitionSociety



"Covid 19
is just a
false flag to
trumpet in
the vaccine
mandates."

**GENA SIMKINS** 

TRUTH HITS!

**1008** 84

11 comments 43 shares

#COVID19 is caused by vaccines | Dr Judy Mikovits, PhD

Dr Judy Mikovits has a Ph.D. in molecular biology and biochemistry with over 30 years of experience. She has directed programs on HIV, cancer, epigenetics and neuroimmune disease with a focus on the development of novel drug and diagnostic technologies.

In 2011 when she made a horrifying discovery that was contaminating all vaccinations, she presented her data to government officials and was threatened and told to destroy all her data. When she did not, she was jalled, her career systematically destroyed, and a gag order put in place for four years threatening that if she spoke out she would be thrown back in jail. The gag order has been lifted and now she's talking.



7 OUT OF 9 CHILDREN DIE IN AFRICA COVID-19 VACCINATION TRIAL https://www.youtube.com/watch?v=kEzYJIT6mBU



7 OUT OF 9 CHILDREN DIE IN AFRICA COVID-19

VACCINATION TRIAL

😞 😭 1

9 shares







We Can Stop What's Coming Before It's Too Late | David Icke's Banned Interview

The impressive case of a Mexican family in the United States who claimed they were cured with a home remedy was documented: three 500 mg aspirins dissolved in lemon juice boiled with honey, taken hot. The next day they woke up as if nothing had happened to them! Well, the scientific information that follows proves they are right!

This information was released by a medical researcher from Italy:

"Thanks to 50 autopsies performed on patients who died of COVID-19, Italian pathologists have discovered that IT IS NOT PNEUMONIA, strictly speaking, because the virus does not only kill pneumocytes of this type, but uses an inflammatory storm to create an endothelial vascular thrombosis."

In disseminated intravascular coagulation, the lung is the most affected because it is the most inflamed, but there is also a heart attack, stroke and many other thromboembolic diseases.

Like · 1h



Vit c and d are important and zinc, covid doesn't survive if these are in your system. Drink hot drinks also regularly through day x

Like · 2d