UNIVERSITY OF SOUTH FLORIDA

Major Research Area Paper Presentation

On the Detection of Multi-platform Coordinated Behavior in Social Media
by
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For the Ph.D. degree in Computer Science and Engineering

Social media platforms are often used as a tool for hosting strategic information operations (e.g., disinformation, influence campaigns, or political propaganda). Understanding how these operations span across multiple social media platforms as opposed to a single platform is a critical step towards the design of strategies that effectively limit their spread. This work provides an analysis of the White Helmets (WH) disinformation campaign from three platforms: YouTube, Twitter, and Facebook. Our study identifies evidence of unusual, coordinated attempts between users from different social media platforms aimed at inserting misleading information related to the WH. We discover instances of inorganic behavior (e.g., spoofing and replication) on YouTube videos. We show that YouTube content in support of similar narratives is often re-distributed on different channels. Finally, we analyze how YouTube content is advertised in multiple platforms and highlight several unusual patterns that may hint at coordinated inauthentic behaviors.

Friday, April 22, 2022
3:00 PM EST
Online (Microsoft Teams)

THE PUBLIC IS INVITED

<u>Examining Committee</u>
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