HARNESSING THE VIRALITY OF RUMORS TO SPREAD FACTS

This study intends to harness the virality of rumors to spread facts from an interdisciplinary perspective encompassing different fields such as socio-cognition, technology, and communication studies. It will first aim to understand the interplay of various factors that give a rumor its vital nature and, thereafter, adapt and apply these factors to enhance fact diffusion.

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DEVELOPMENT OF RUMOR DIFFUSION FRAMEWORK
CONTENT ANALYSIS
INTERVIEWS
EXPERIMENTS

DEVELOPMENT OF FACT DIFFUSION ENHANCEMENT FRAMEWORK
EXPERIMENTS
INTERVIEWS

RUmor Management and Organizational Response Simulator

Adapt and apply viral factors of rumors for fact diffusion
Factors that enhance the spread of facts

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