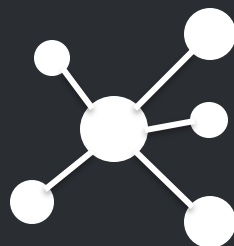


Measuring the Reach and Impact of Information Warfare

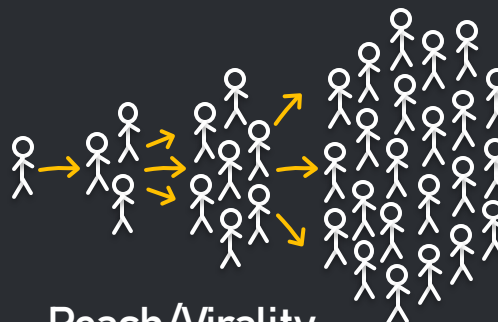
How can leaders determine when social media stories warrant attention?



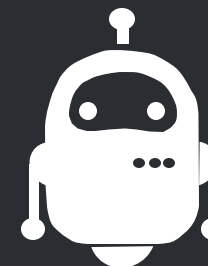
Methodology



Propagation
How is it spreading?



Reach/Virality
How many? How fast?



Authenticity
Real or Fake?

Results

- Developed an **analytic workflow** to measure the propagation, reach, virality, and authenticity of social media narratives
- Communicated analysis via a **dashboard visualization**

