Research Questions:
• Can we quantify the spread of misinformation?
• Can we quantitatively characterize the users who spread misinformation?
• Can we study the differences in the spread of different narratives?
• Can we observe correlation between the narratives and the people who spread the narratives?

Methodology/Project Design:
• Data: Social media posts and comments from 02/20 to 02/21
• Dynamics Over time: Use different metrics such as shares, audience or unique users, lifetime, speed, Gini coefficient and Palma ratio for quantification of virality
• Social structure of users: Use different metrics such as clustering coefficient, centralities, community structure, degree distribution to quantify the few key/important users among a vast number of users

Data Analysis & Results:

Interpretation & Conclusions:
• Quantifying dynamics over time provides deep insights on virality of narratives; corroborated with authentic news
• Graph analytics provided insights on social structure of people interacting on a given narrative (few users are more important than most users)
• Recommendations for combating misinformation: Use cut-off strategies such as limiting the number of shares for a post and comments on a post to contain the spread and virality. Use speed breaking techniques such as delays and fact checks, and promote positive and accurate messages go viral