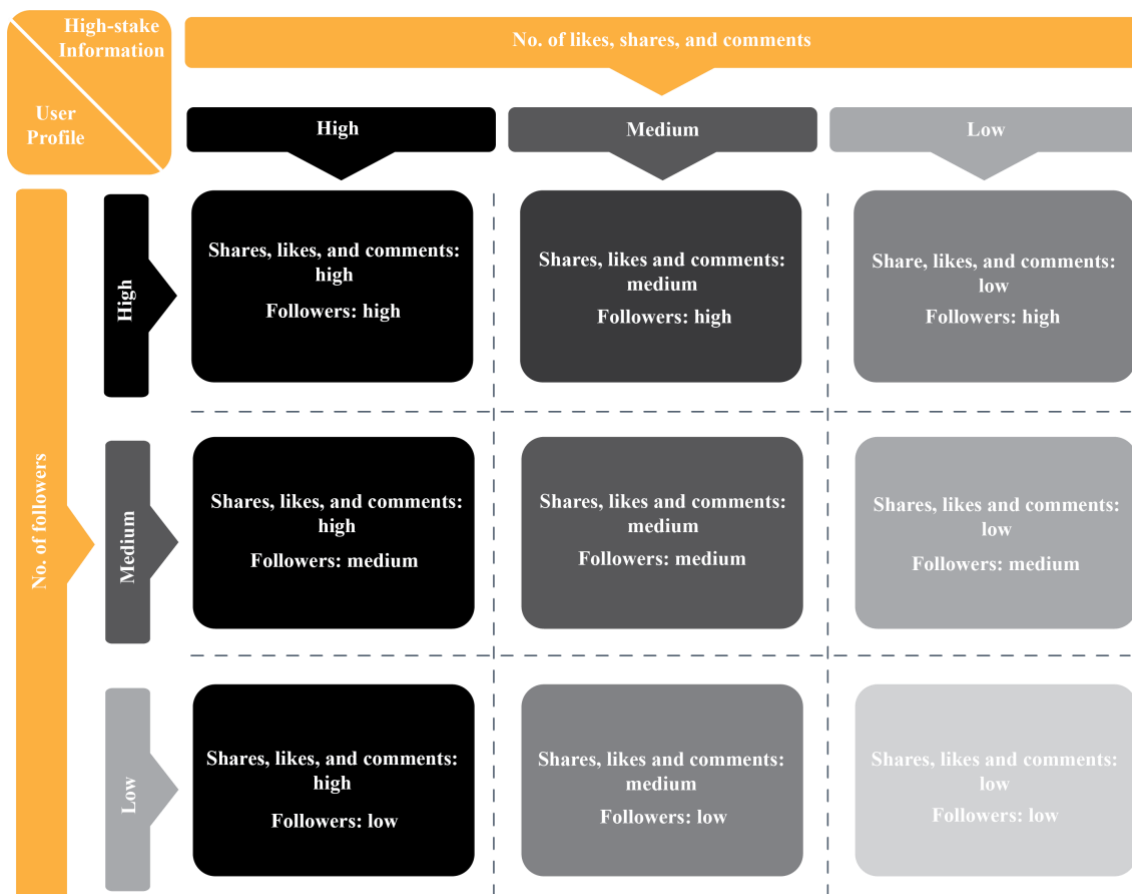


Prevalence-based gradation process to tackle misinformation and disinformation on social media

- Kamesh Shekarⁱ

Every stakeholder has a role in controlling the spread of misinformation and disinformation, but the role of social media platforms in tackling the issue needs greater attention. While social media platforms have instituted various measures to tackle the issue of mis/disinformation, they are primarily ex-post in nature, which is crucial but not adequate. For instance, despite ex-post efforts to flag fake news, the U.S. Capitol was attacked on 6 January 2021, thereby proving the need for ex-ante measures. Therefore, to prevent the spread of "fake news", social media platforms should pilot a prevalence-based gradation process (illustrated a use case below) for specific high-stake information such as election-related information, vaccine-related information etc. Utilising the gradation matrix of prevalence-based analysis, the ex-ante standards/measures for high-stake information should be scaled according to the prevalence. For instance, since high-stake information posted by a highly followed user gets greater traction, it should be subjected to higher scrutiny in accordance with universal human rights and values.



**This should happen in real-time and have more levels of gradation based on prevalence*

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