

# The Social Media Virus: Fighting Misuse of Social Media during Political Campaigns



## Progression of a Biological Virus

The virus enters the system containing healthy cells.

The virus attacks the healthy cells

The virus multiplies in the host cell

The system produces antibodies to fight the virus.

The virus mutates to fight the incoming antibodies.

The host changes to create more effect antibodies.

## Progression of a Social Media Virus

The malicious social media user posts false information.

This false information works to misinform the public

This information spreads through the “share button”

Political campaigns fight back.

Users change the way they use social media to misinform.

Political campaigns and the public change the way they respond to potential misinformation.