

## Abstract

We explore how society reacts to the misuse of social media during a political campaign. Whether the information provided is false or biased, it is frequently contagious to others and potentially incredibly detrimental. It is clear that there are some people use the process of posting on sites like Facebook and Twitter as an opportunity to mislead the public, specifically during political campaigns. The misuse of social media sites can be thought of as similar to the spread of a virus and a knowledge of this can help create a cure for the epidemic of misinformation.

### 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.



### *Biological Virus*

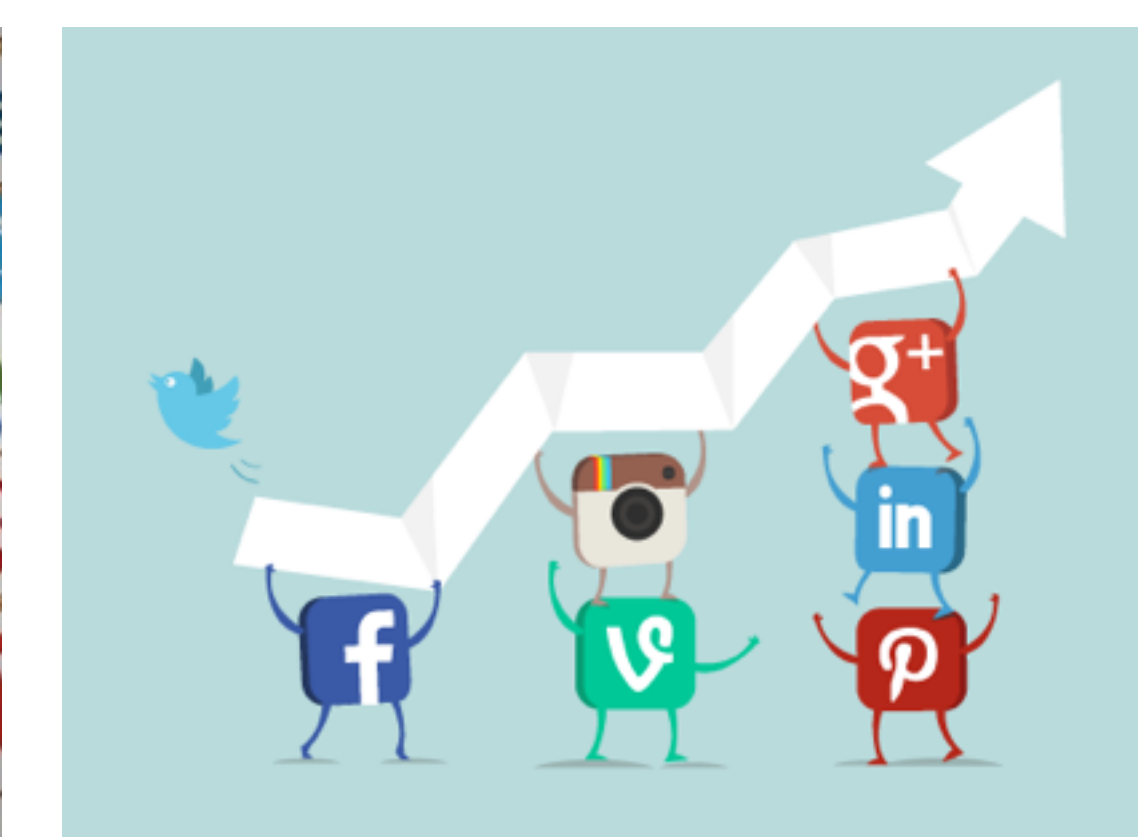
**Host:** Healthy cells  
**Transmission:** Through contact of infected surface.  
**Survival:** mutation  
**Resistive force:** antibiotics

### *Social Media Virus*

**Host:** Social Networking/ Media sites  
**Transmission:** Through posting online.  
**Survival:** Changing the way the misinformation is presented  
**Resistive force:** Fact checkers, other cures yet to be discovered.

### Progression of a Social Media Virus

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, using fact checkers.  
Users change the way they misinform the public.  
Political campaigns change the way they respond.



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### References

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