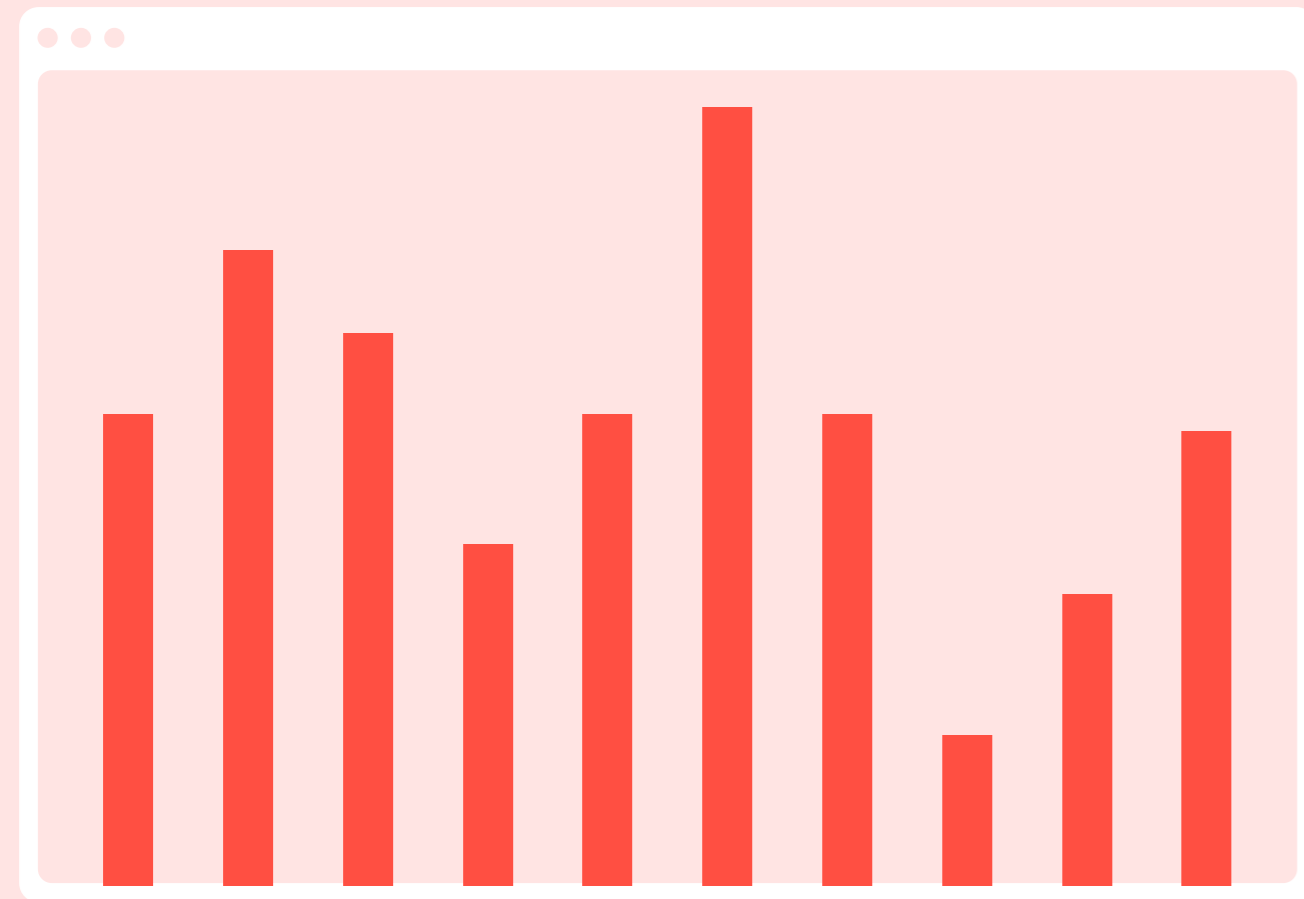


# How to trace sources

Important steps to remember when searching for sources and verifying profiles and bios online.

# Definitions and Metrics



## Bot

Social media accounts operated entirely by computer programs, designed to generate posts and content.

## Cyborg

Accounts that are run by both bots and people.

## Sock puppet

An online account that uses a false identity to spread disinformation to a mass audience.

## Troll(ing)

Referring to any person harassing or insulting others online.

## Account

- Was it created recently?
- Is there a lack of personal information?
- Are there divisive words, hashtags, URLs or emojis in the bio?

## Network

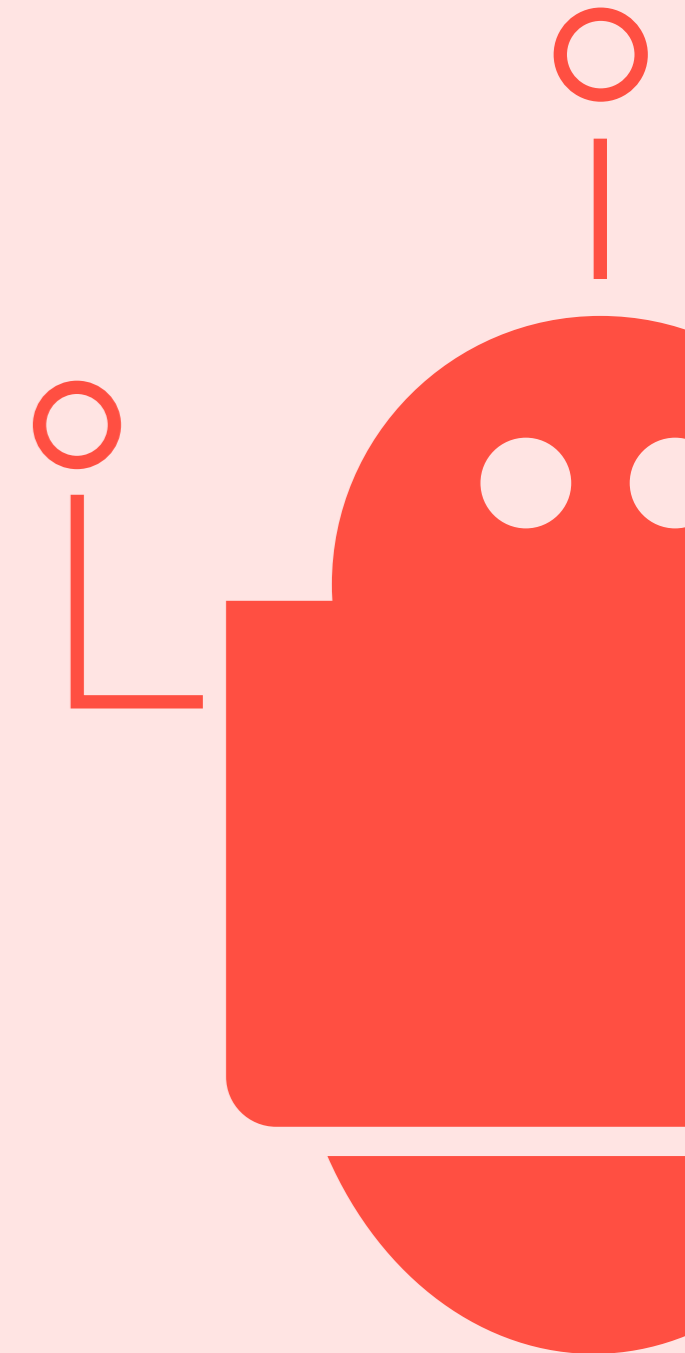
- Are the followers and following numbers high and almost identical?
- Is it following a suspicious mix of sources?

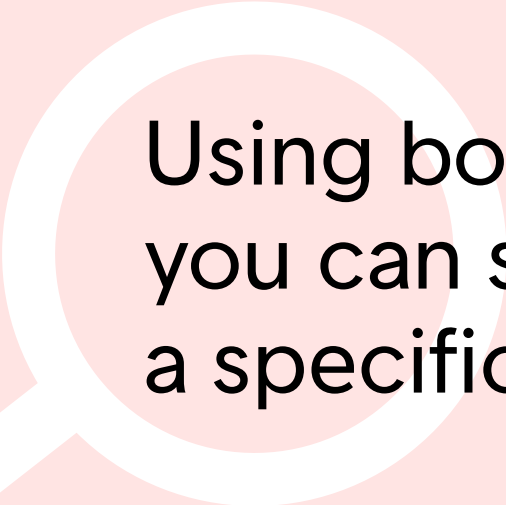
## Activity

- Is there a high volume of tweets? (more than 100 a day)
- Is there a high percentage of retweets? (more than 80 per cent)
- Is it posting day and night?

## Content

- Is it tweeting in more than one language?
- Are there any signs of hashtag spamming?
- Are there any awkward turns of phrase?





Using boolean search queries, you can search for content within a specific URL.

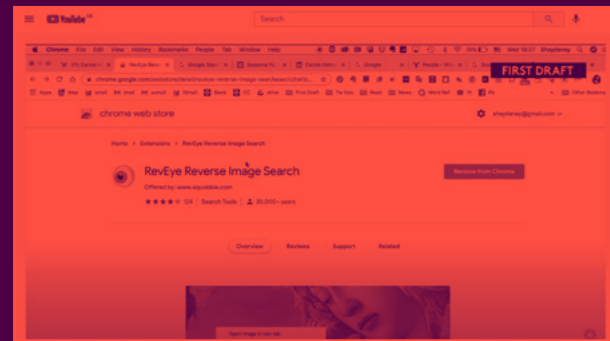
Use normal boolean operators like AND, OR and NOT, quotation searches and more to make these searches specific and incredibly powerful.

site:tiktok.com (vaccine OR vaccinations) AND (UK OR “United Kingdom”)

searches for posts that use a combination of these words within TikTok

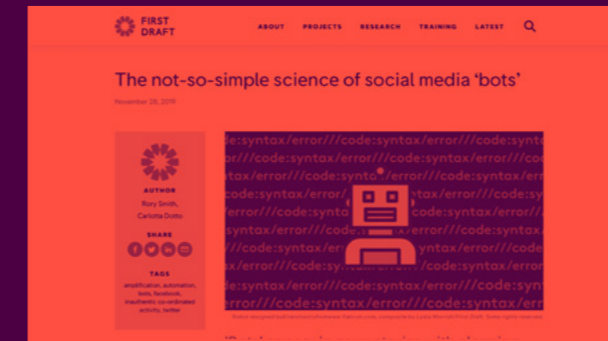
site:facebook.com/pages “vaccine choice”

searches for this exact phrase within groups on Facebook



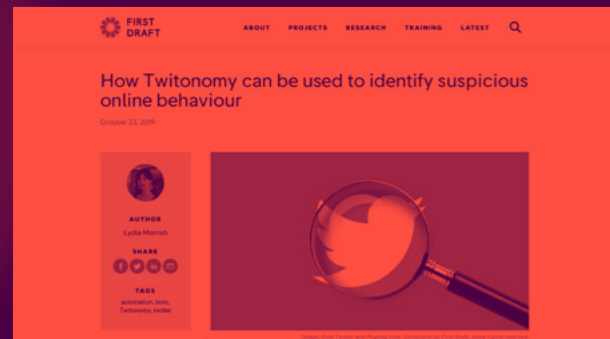
## How to verify accounts →

Watch a tutorial on how to check if someone is who they claim to be through their social media profile.



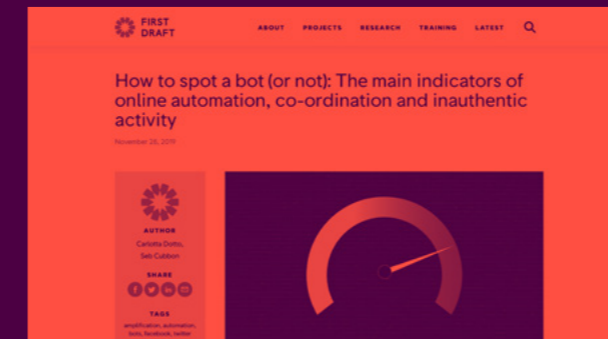
## The not-so-simple science of social media 'bots' →

Learn about the difficulties and complexities of understanding online automation.



## How Twitonomy can be used to identify suspicious online behavior →

Learn how to use Twitonomy to spot the signs of automation.



## How to spot a bot (or not): The main indicators of online automation, coordination, and inauthentic activity →

Discover the indicators that might suggest automated activity online.

With the ability to build your own syllabus, live interpretation in your language and on-demand lesson recaps, this highly customizable course is designed for busy schedules and varied levels of knowledge and experience.

Learn more at [firstdraftnews.org/vaccineinsights/#training](https://firstdraftnews.org/vaccineinsights/#training)

- |    |   |     |   |
|----|---|-----|---|
| 1. | HOW TO UNDERSTAND VACCINE MISINFORMATION      | 6.  | HOW TO VERIFY VISUAL CONTENT ONLINE                 |
| 2. | HOW TO IDENTIFY THE KEY VACCINE NARRATIVES    | 7.  | HOW TO TRACE SOURCES                                |
| 3. | HOW TO SEARCH ONLINE                          | 8.  | HOW TO AVOID AMPLIFYING MISINFORMATION              |
| 4. | HOW TO MONITOR CONVERSATIONS ON SOCIAL MEDIA  | 9.  | HOW TO PUBLISH RESPONSIBLY                          |
| 5. | HOW TO MONITOR CONVERSATIONS IN CLOSED SPACES | 10. | HOW TO ANSWER QUESTIONS (BEFORE THEY'VE BEEN ASKED) |

Up next:

# How to avoid amplifying misinformation