



CHARACTERIZING ATTENTION CASCADES IN WHATSAPP GROUPS

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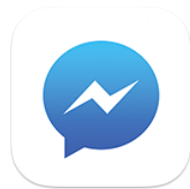
Messenger apps popularity



LINE



Imo



Messenger



WeChat



Telegram



BBM



WhatsApp



QQ



Kakao Talk



Hike

App	Total users
WhatsApp	1.6 bi
Facebook Messenger	1.3 bi
WeChat	1.1 bi
Line	700 mi
Telegram	200 mi

WhatsApp, politics and misinformation



May 2018

The Americas

WhatsApp is upending the role of unions in Brazil. Next, it may transform politics.

Facebook's WhatsApp flooded with fake news in Brazil election

Anthony Boadle

5 MIN READ



October 2018

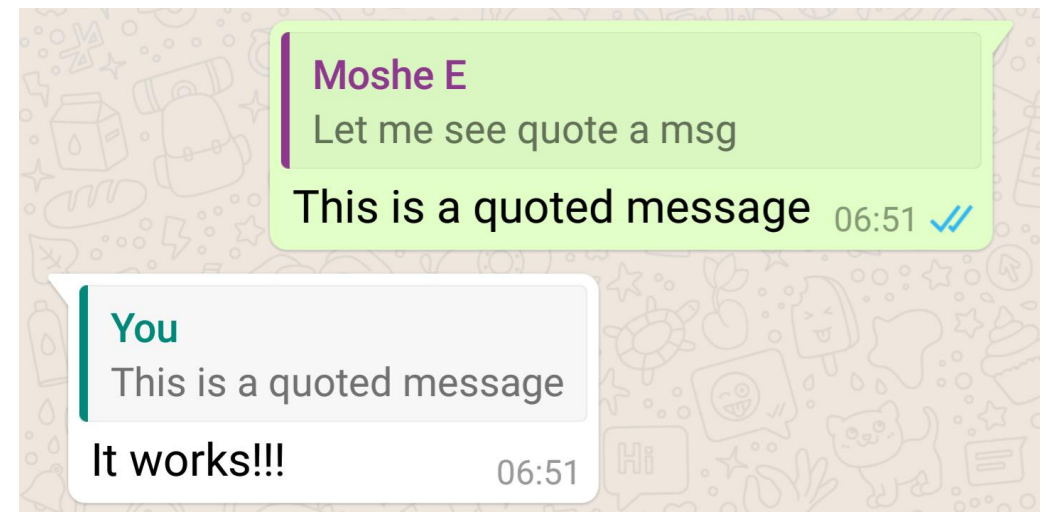
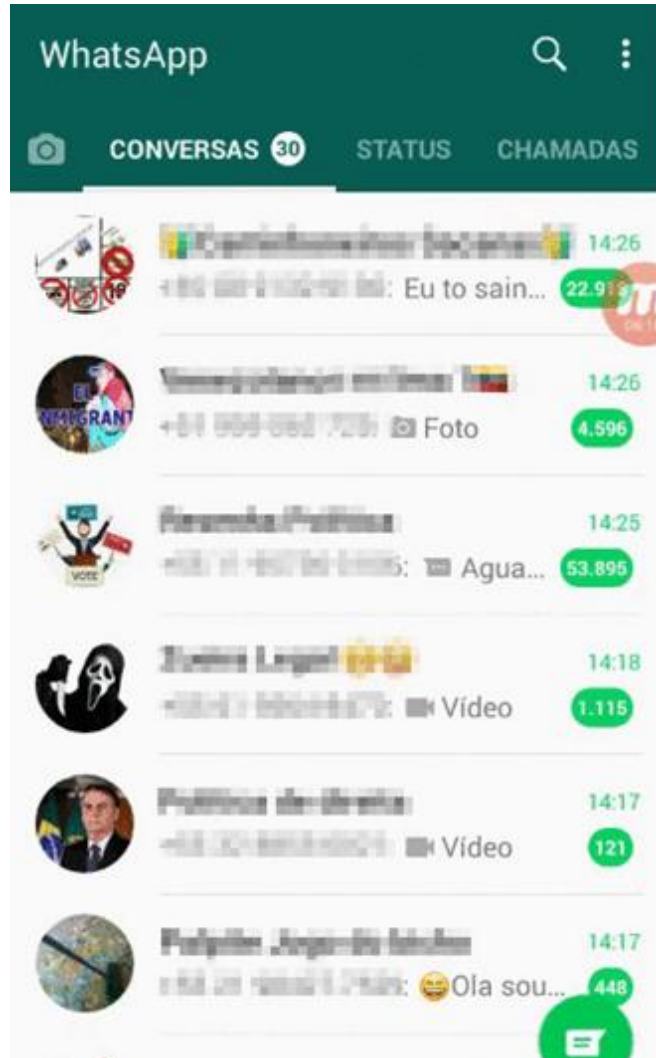


Initial question

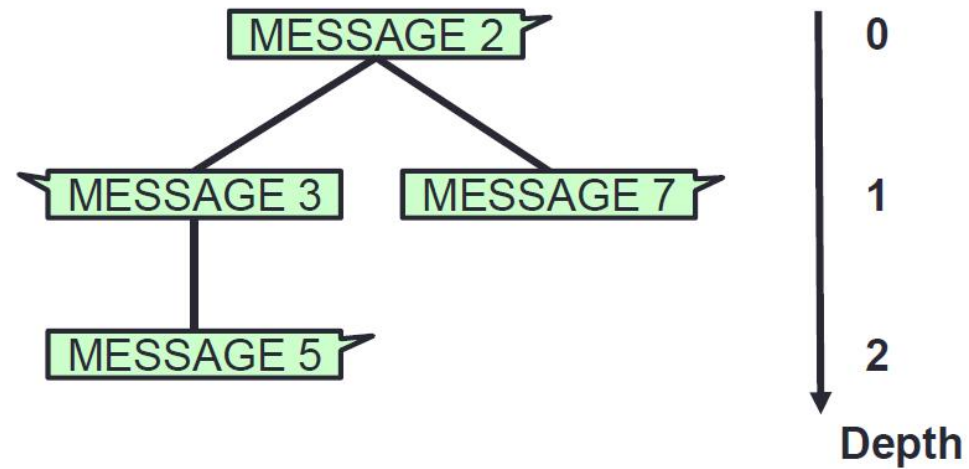
What are the ingredients of the WhatsApp architecture that makes it a weaponizable social media platform to distribute misinformation?



Information cascades and attention economy



Attention cascade example

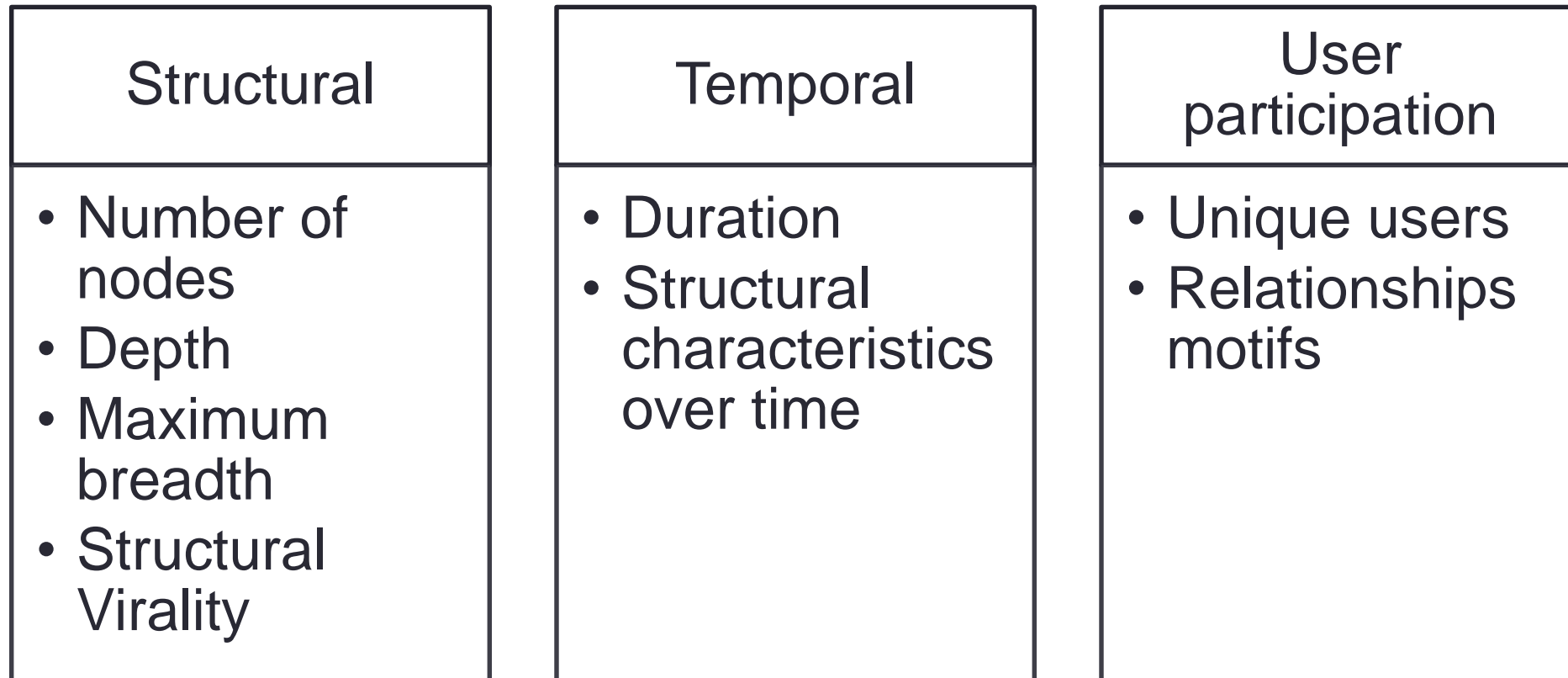


Research questions

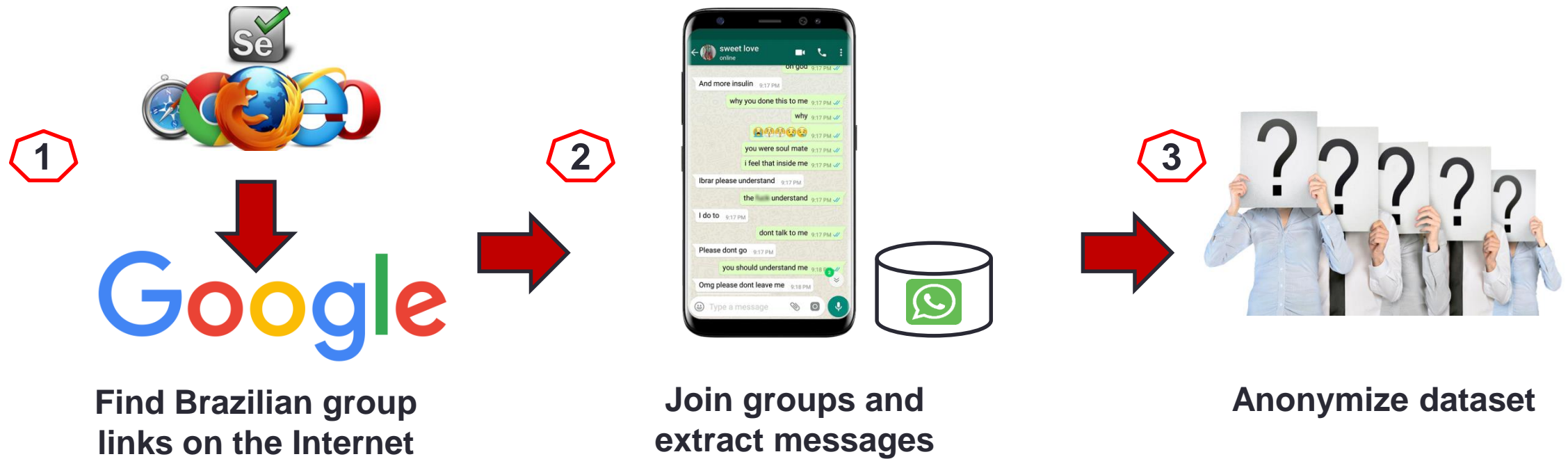
- How different are attention cascades in political and nonpolitical groups on WhatsApp?
- What is the impact of false information on the characteristics of attention cascades?



Studying attention cascades on WhatsApp using 3 dimensions



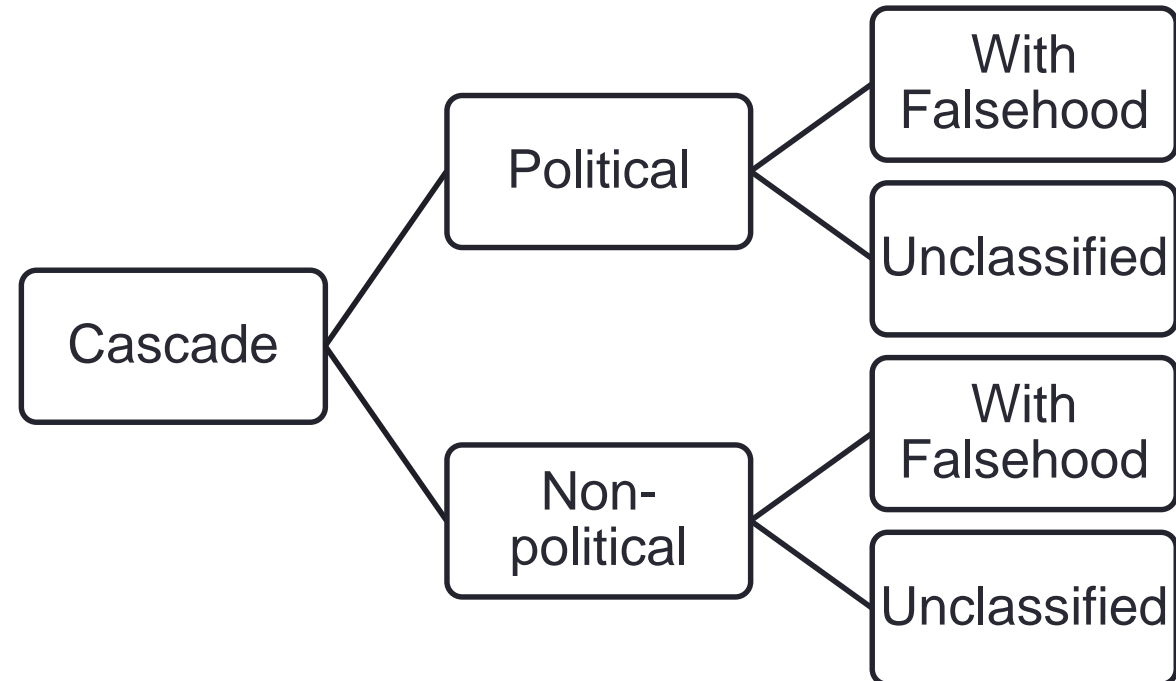
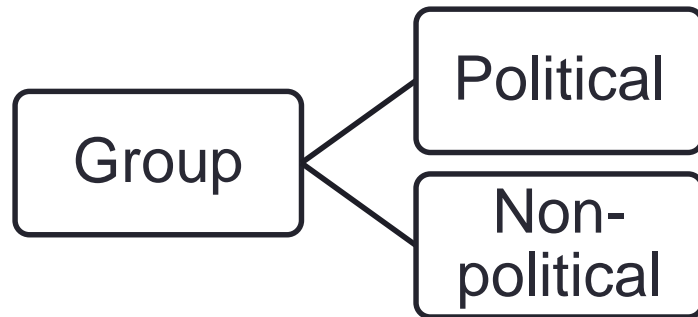
Data collection and anonymization



WhatsApp dataset

# of messages	1.7 mi
# of users	31 k
# of groups	120

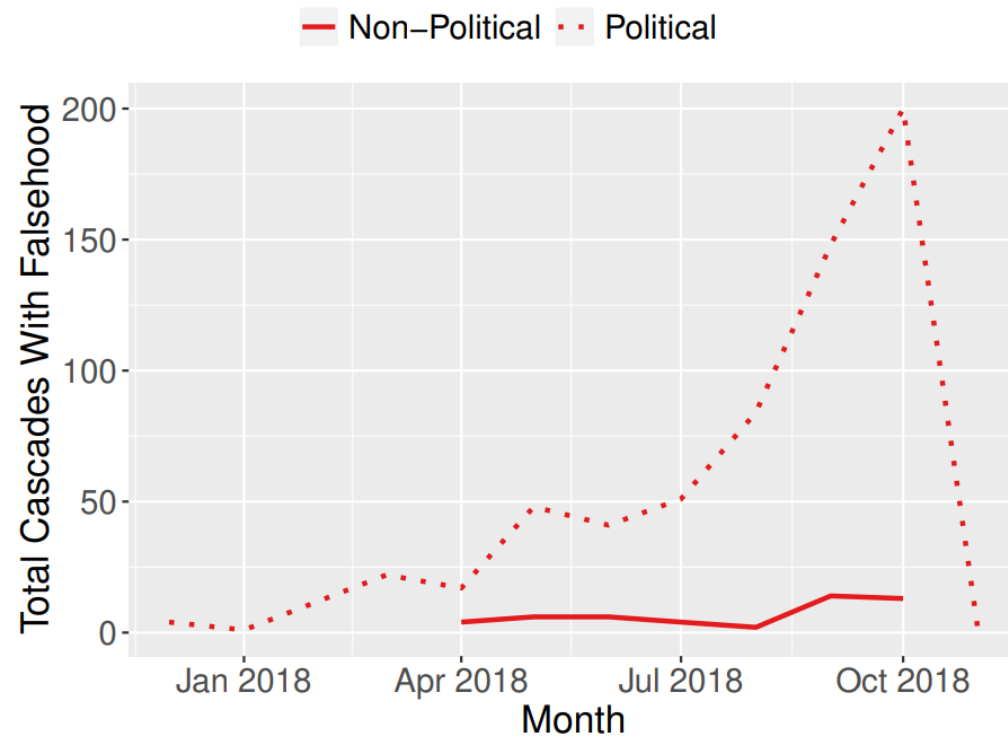
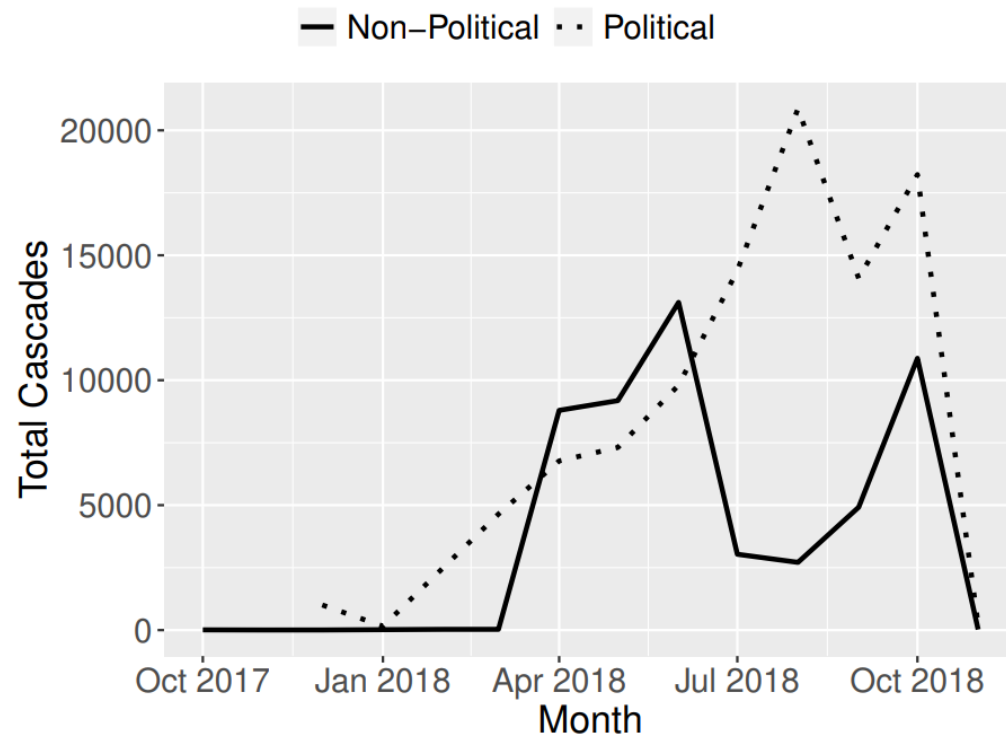
Group and cascade classification



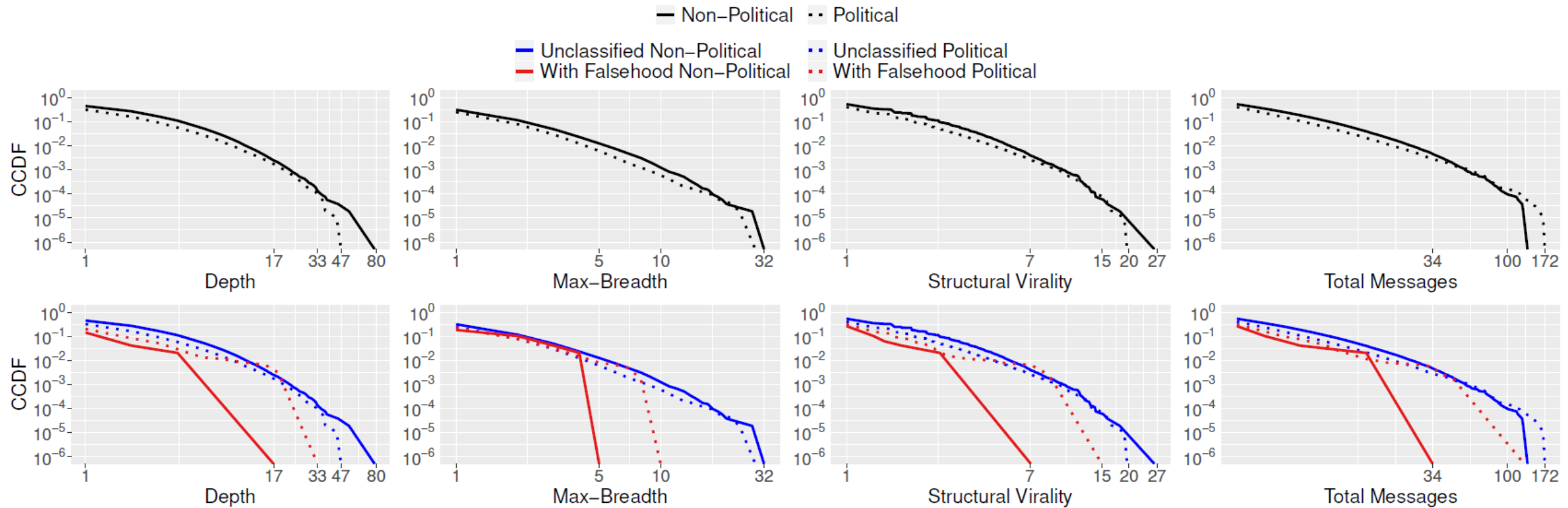
We used six Brazilian fact-checking websites



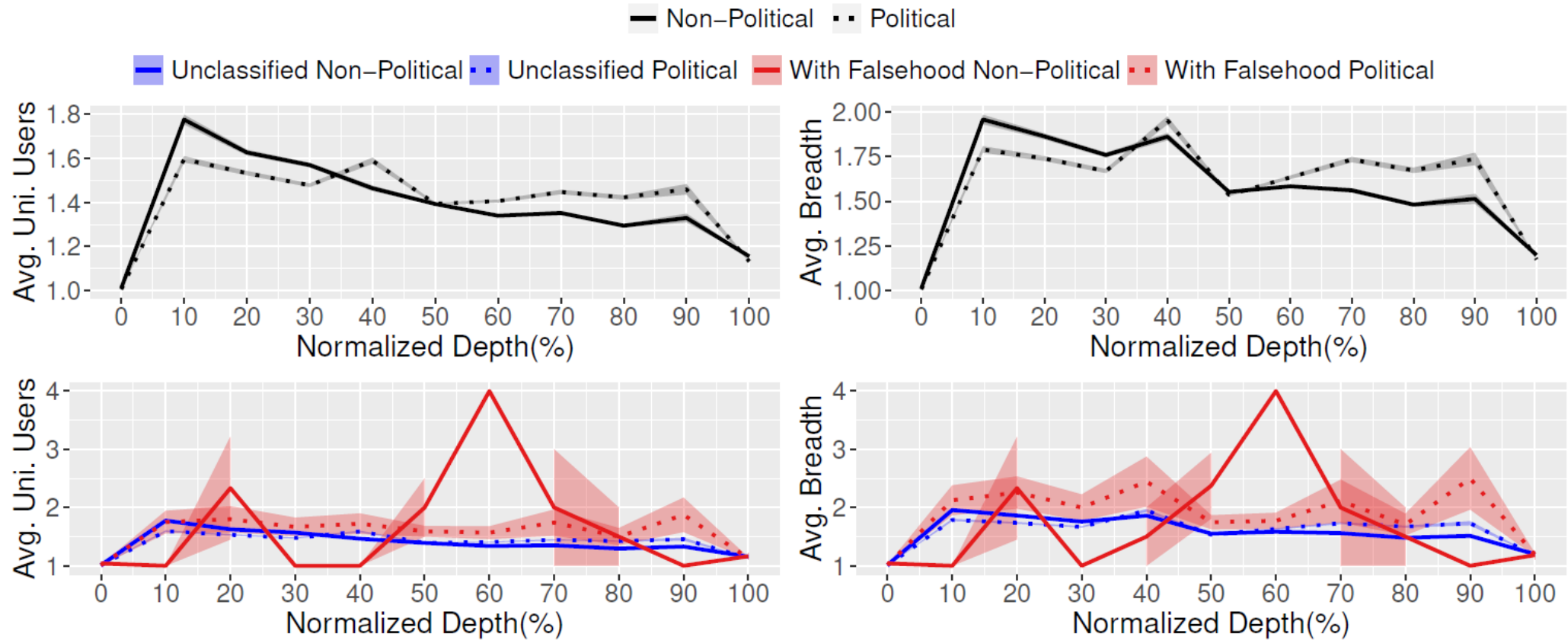
Overall cascade analysis



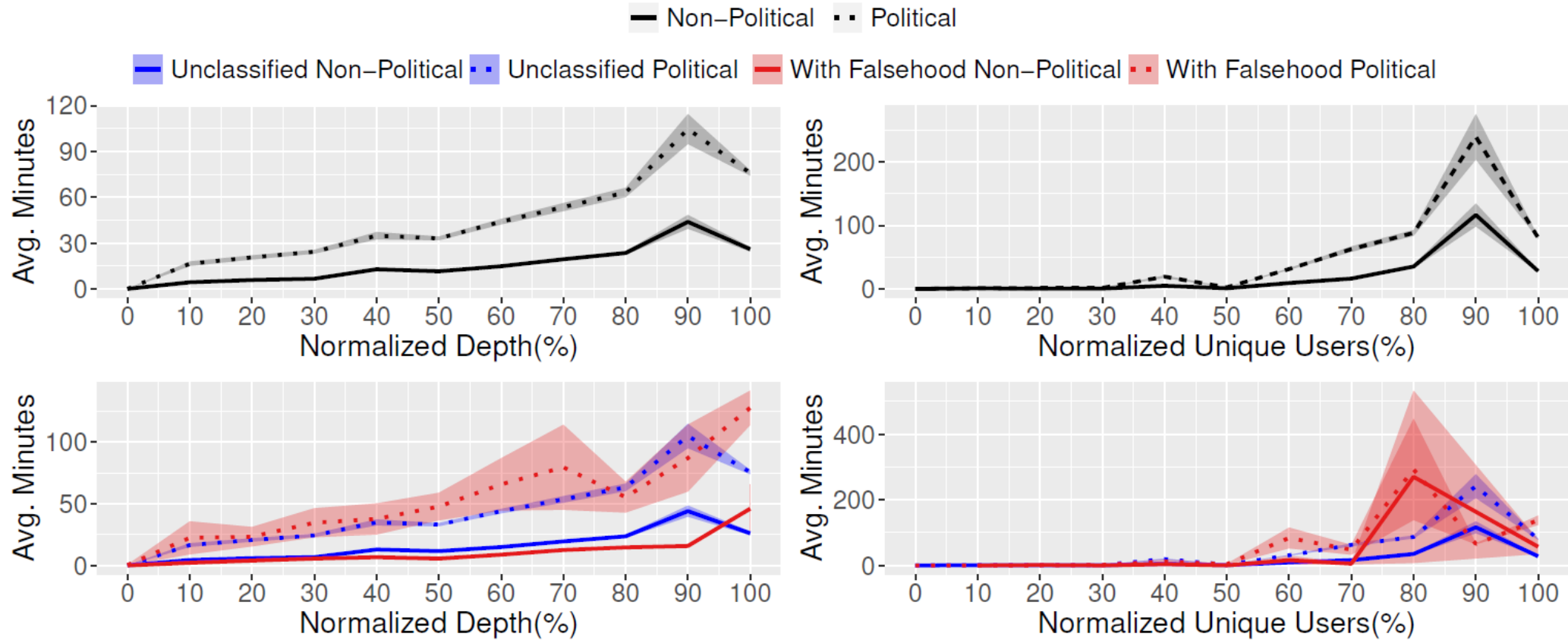
Structural characteristics (I)



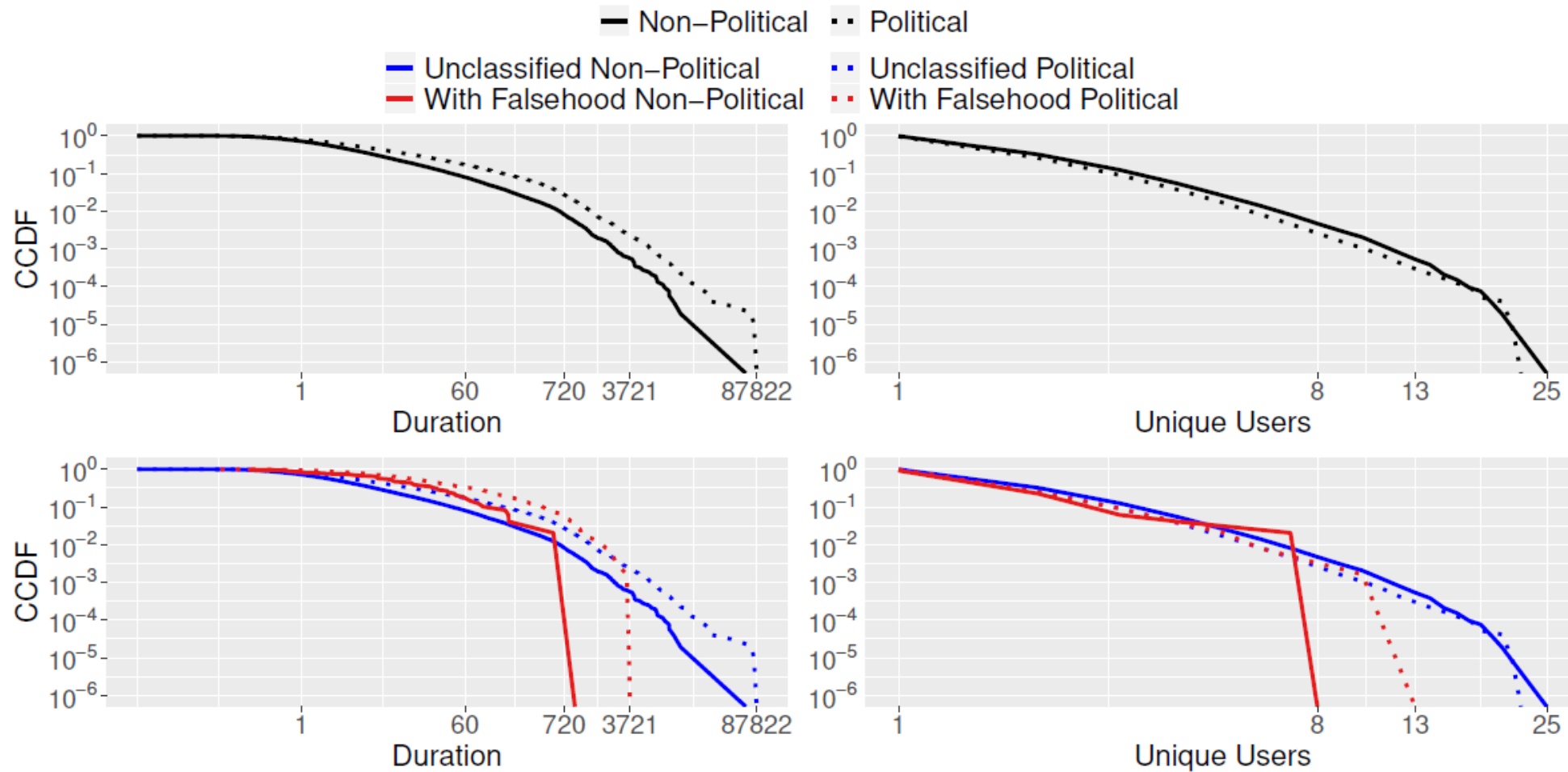
Structural characteristics (II)



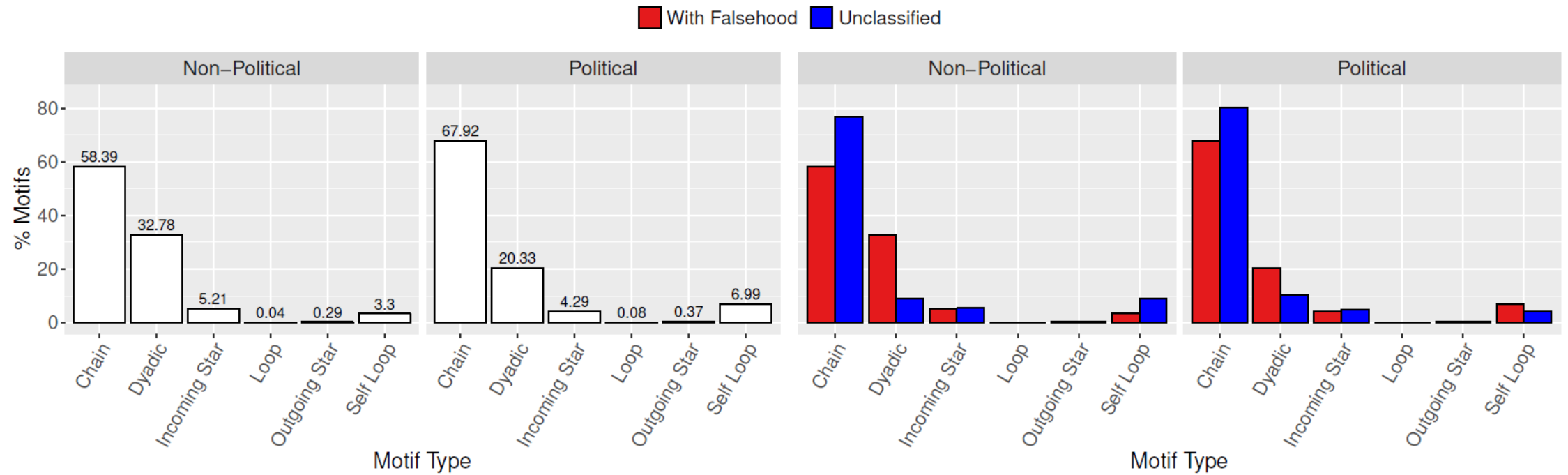
Temporal characteristics



Cascade duration and unique users



User participation motifs



Present and future work

- What kind of content would extend the duration of attention cascades?
- What is an adequate metric for quantifying attention in a group chat?
- What is the impact of hate content on the characteristics of attention cascades?



Thank you!

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