

CONTENT PLEASE JOURNAL

Redefining Visibility in the Age of
Misinformation

BCM 206

Sakina, Meher, Sheikha & Meral

THE CHALLENGE

MISINFORMATION WITHOUT CENSORSHIP

Misinformation will continue to exist and not disappear

Traditional responses focus on:

- Removing content
- Banning users
- Fact-checking claims

But these approaches treat misinformation as a **content problem**.



(Verrillo, 2014)

BREAKING NEWS:



Scientists Warn:
NO EARTH LEFT IN 10 YEARS

Secret Society Controls The World:



THE TRUTH THEY DON'T
WANT YOU TO KNOW!

BREAKING NEWS:

U.S. STATE TO BAN
AMERICAN FLAG!



PATRIOTISM IS
UNDER ATTACK!

NEW REPORT:

THE RICH
ARE SECRETLY
TAKING YOUR
TAX MONEY!



FACT:

VACCINES FOUND
TO CONTAIN
DEADLY TOXINS!

Breaking News:



IMMIGRANT
SUSPECTED IN
3 BRUTAL MURDERS

FACT:

BILL GATES
CREATED
MONKEYPOX



REAL FOOTAGE:

BIGFOOT
SPOTTED
IN WYOMING



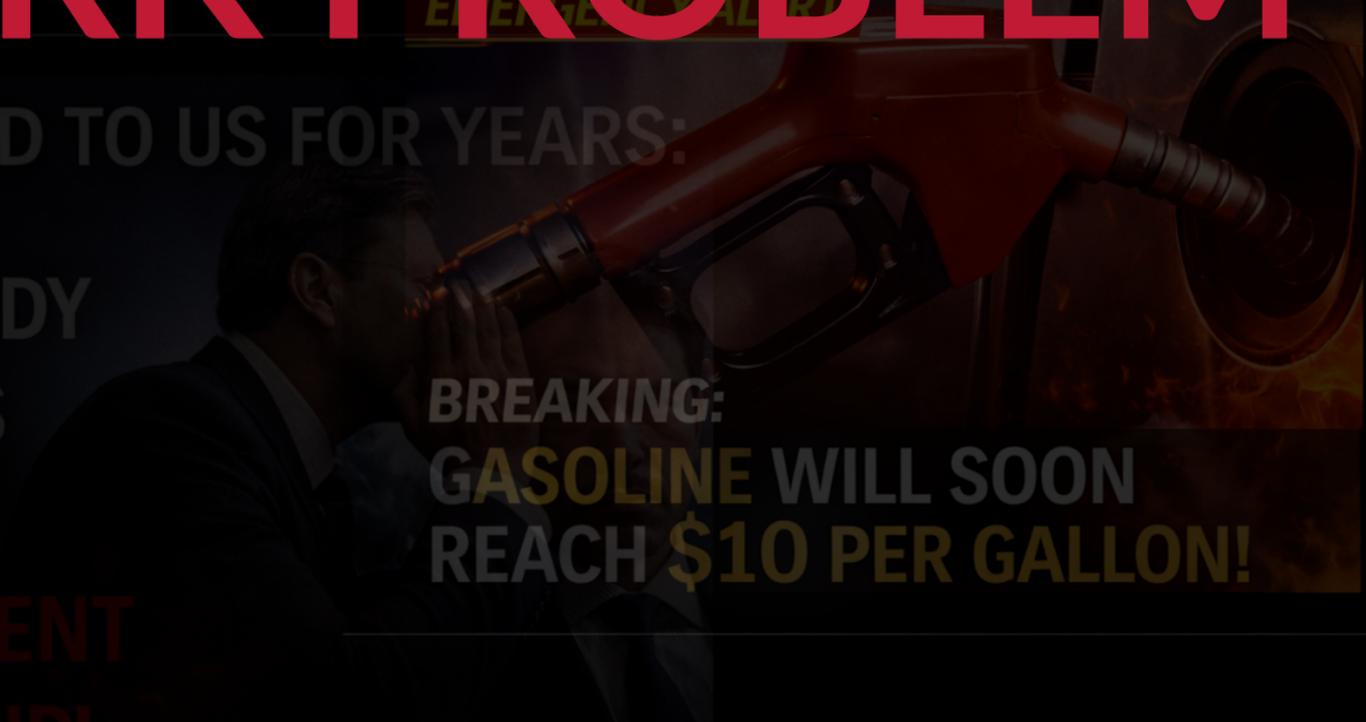
OUR CHALLENGE WAS TO ADDRESS IT AS A NETWORK PROBLEM

ACT:

CONFIRMED:
CHINA PLANS
TOTAL INVASION OF US

THEY LIED TO US FOR YEARS:

NEW STUDY
REVEALS
CANCER
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COVER-UP!



BREAKING:
GASOLINE WILL SOON
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WHY DOES MISINFORMATION SPREAD?

- Speed over verification 
- **Engagement** over accuracy 
- Repetition creates perceived truth 
- Feeds rank by **emotion**, not context 



(Dibdin, 2022)

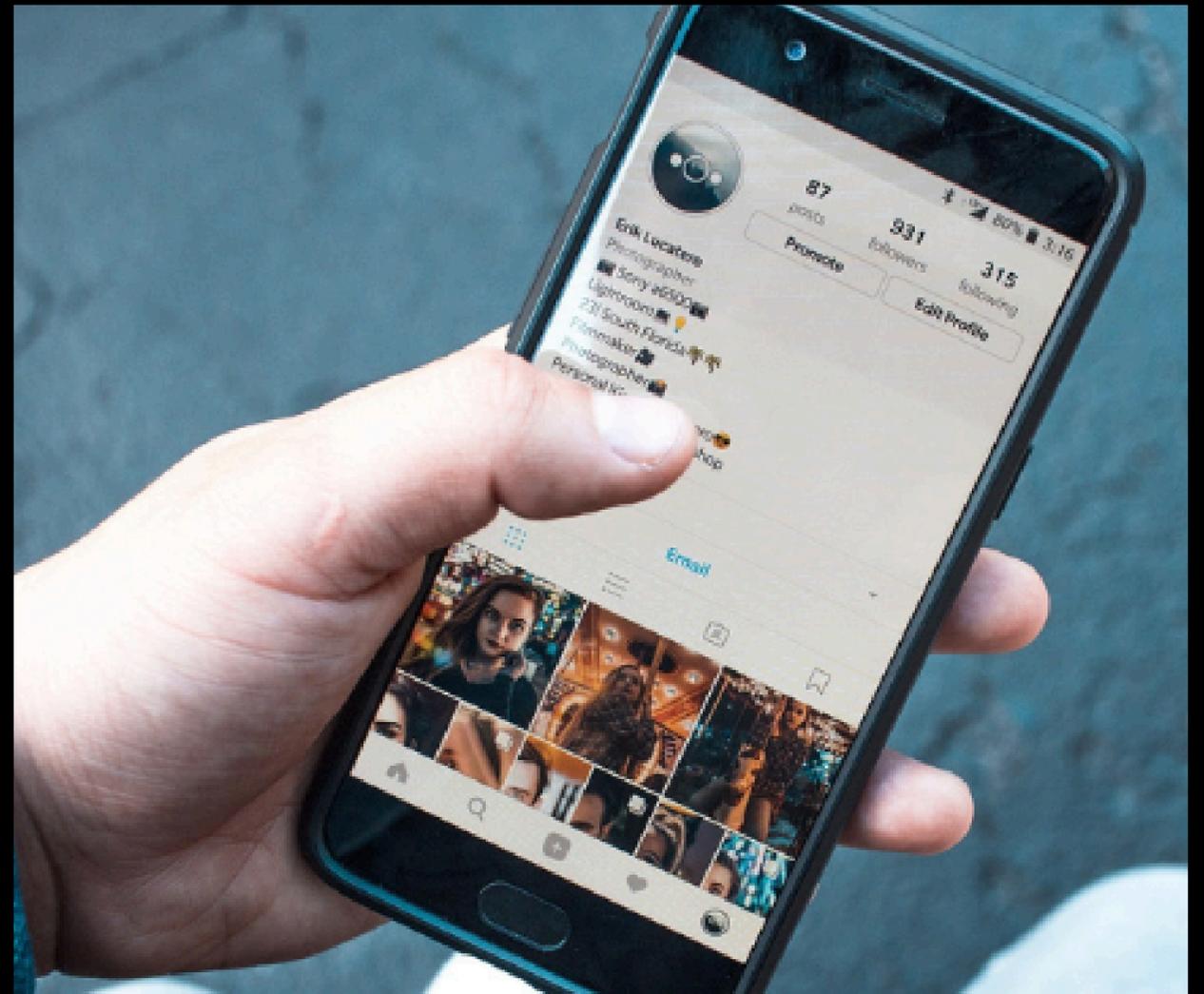
IT'S NOT JUST CONTENT. IT'S THE FEED.

Platforms don't simply show information.
They structure visibility.

The structure of Instagram determines:

- What feels **important**
- What feels **urgent**
- What feels **true**

The feed itself is a system of influence.



(Cheong, 2024)

WHY THIS THEORETICAL FRAMEWORK MATTERS

Our project draws from:

Jean Baudrillard → Repetition produces **Hyperreality**

Marshall McLuhan → **Medium** shapes meaning

Manuel Castells → **Networks** structure visibility

Byung Chul Han → **Optimization** replaces judgment

In networked systems:

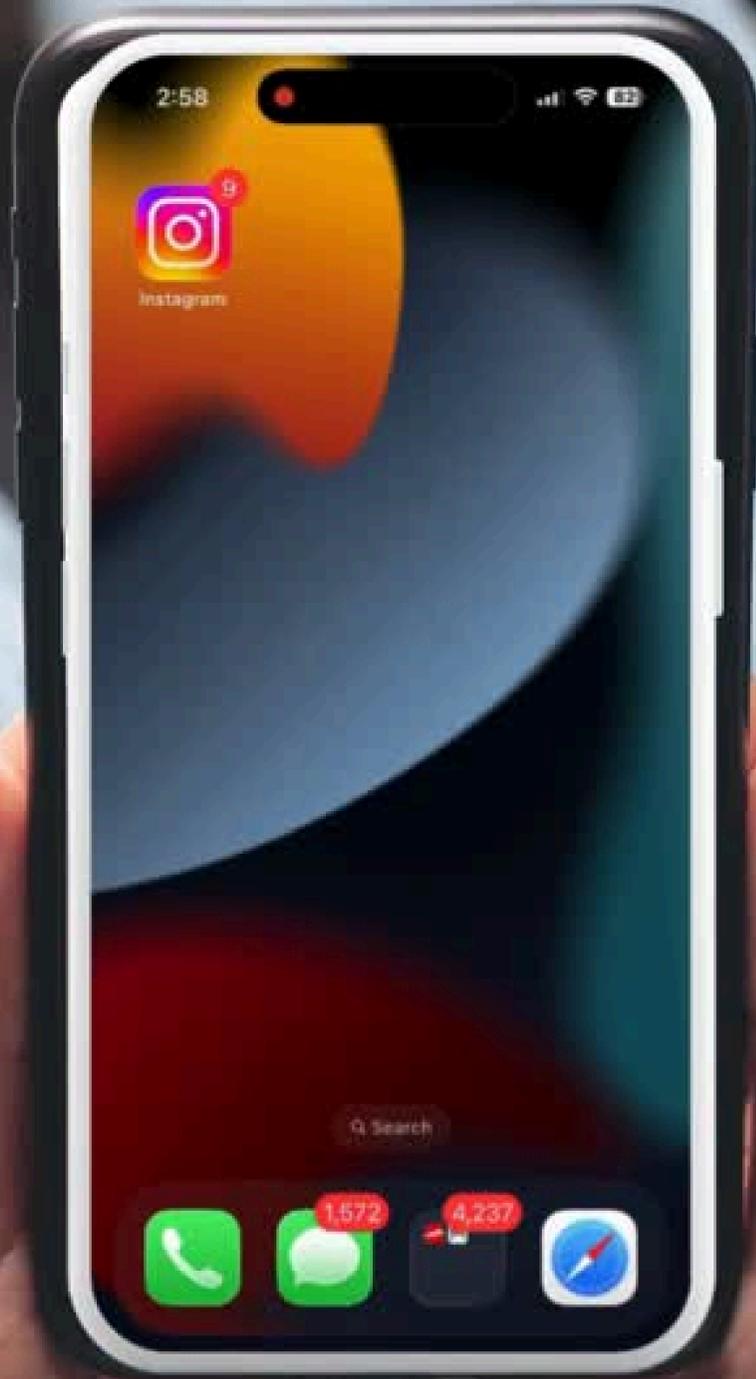
Truth is less powerful than engagement.

OUR RESPONSE: CONTEXT, PLEASE CAMPAIGN

What is Context, Please ?

A structured **social media campaign** that simulates misinformation posts to reveal the **network logic** that makes them spread.

- **Exposes** how posts are **ranked**
- Breaks down why certain content appears first
- Shows the logic behind **virality**
- Makes **algorithmic visibility** visible

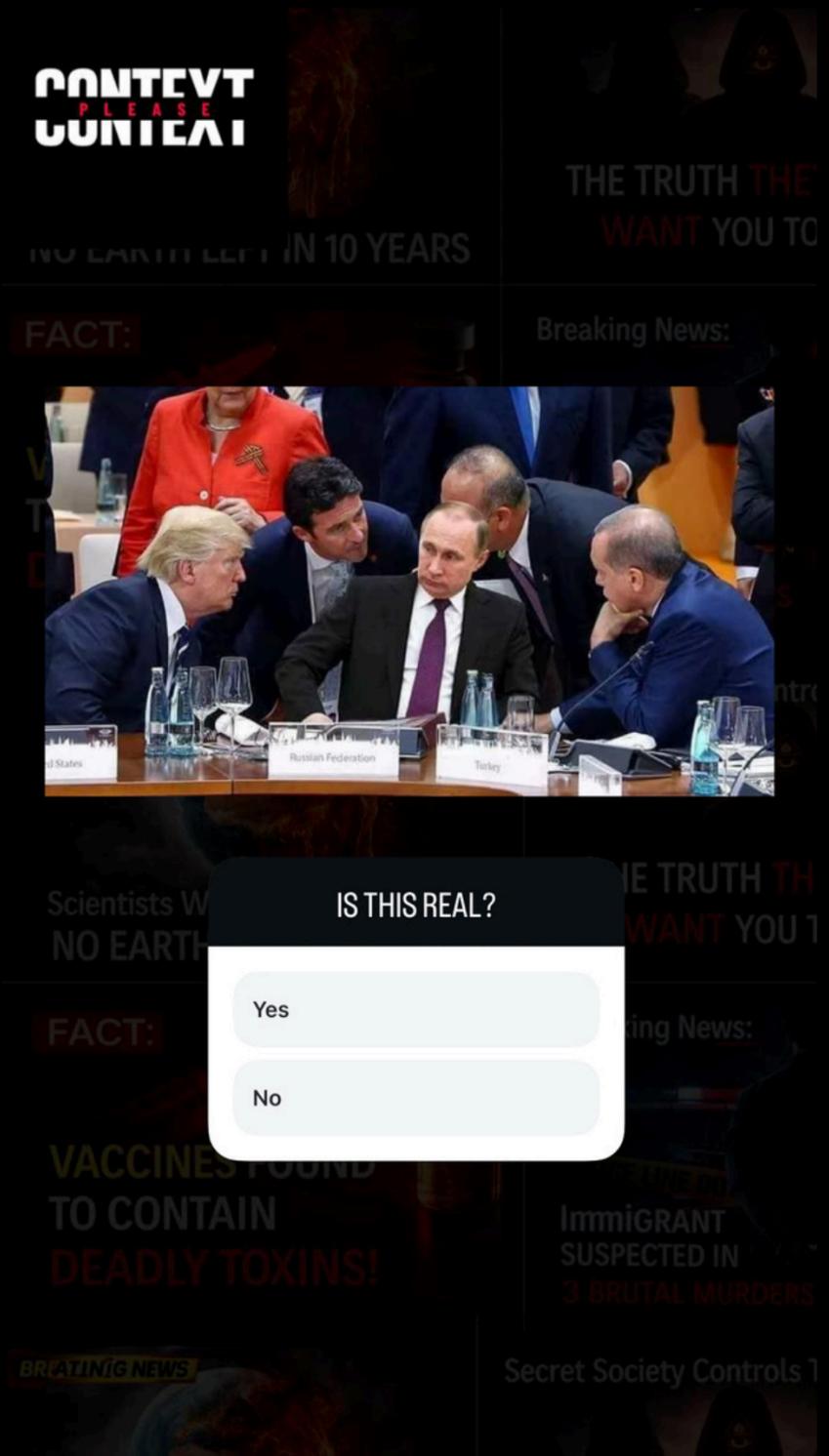


WHEN

WHAT WE ACTUALLY DO

Each post follows a 4-step structure:

1. Post a **viral-style claim**
2. Run a poll (“Why do you think fake stories rank first?”)
3. Reveal the **engagement mechanics** behind its **visibility**
4. Explain how framing, emotion, and repetition **increased its reach**



WE DO NOT FACT-CHECK. WE **EXPOSE STRUCTURE.**

- We do not remove content.
- We do not declare truth.
- We show **ranking mechanisms.**
- We focus on **network conditions.**



(RUGGERI, 2024)

Fact checking



This is wrong

Context, please



Why did I see this?



WHY INSTAGRAM?

- The **medium** is the message (McLuhan)
- The **feed structure** shapes perception
- **Intervention** must occur within the **system**
- The **algorithms** changes according to **what we view**



WHAT CHANGES?

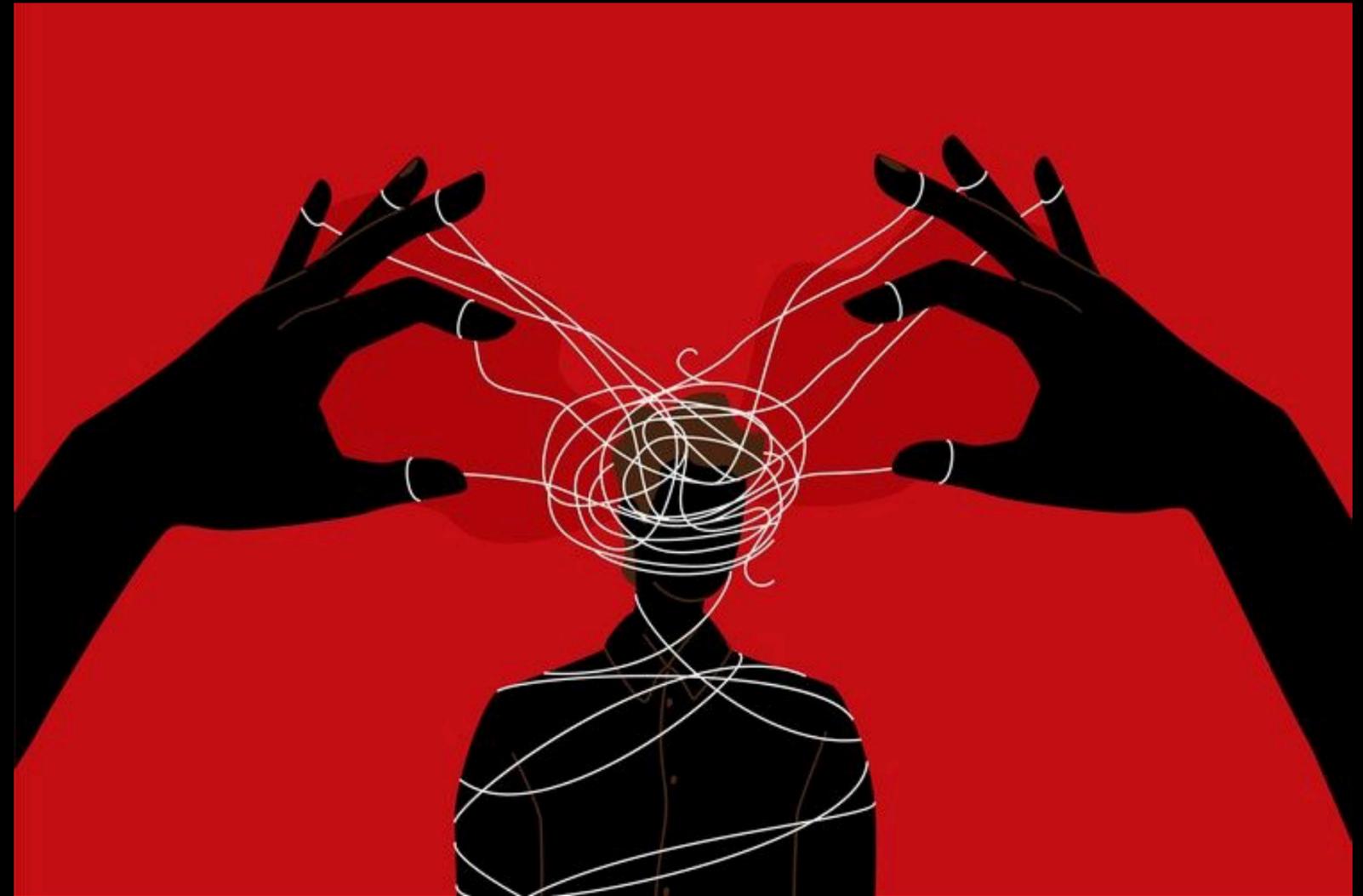
Instead of:

“This is wrong.”

Users begin asking:

“Why did I see this?”

That’s powerful.



(Mind, 2022)

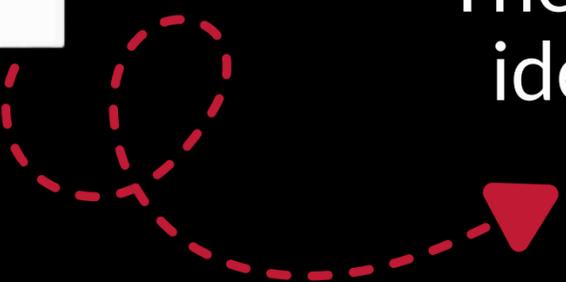
CAMPAIGN VISUALS

LOGO

CONTENT
P L E A S E
GUINIAI



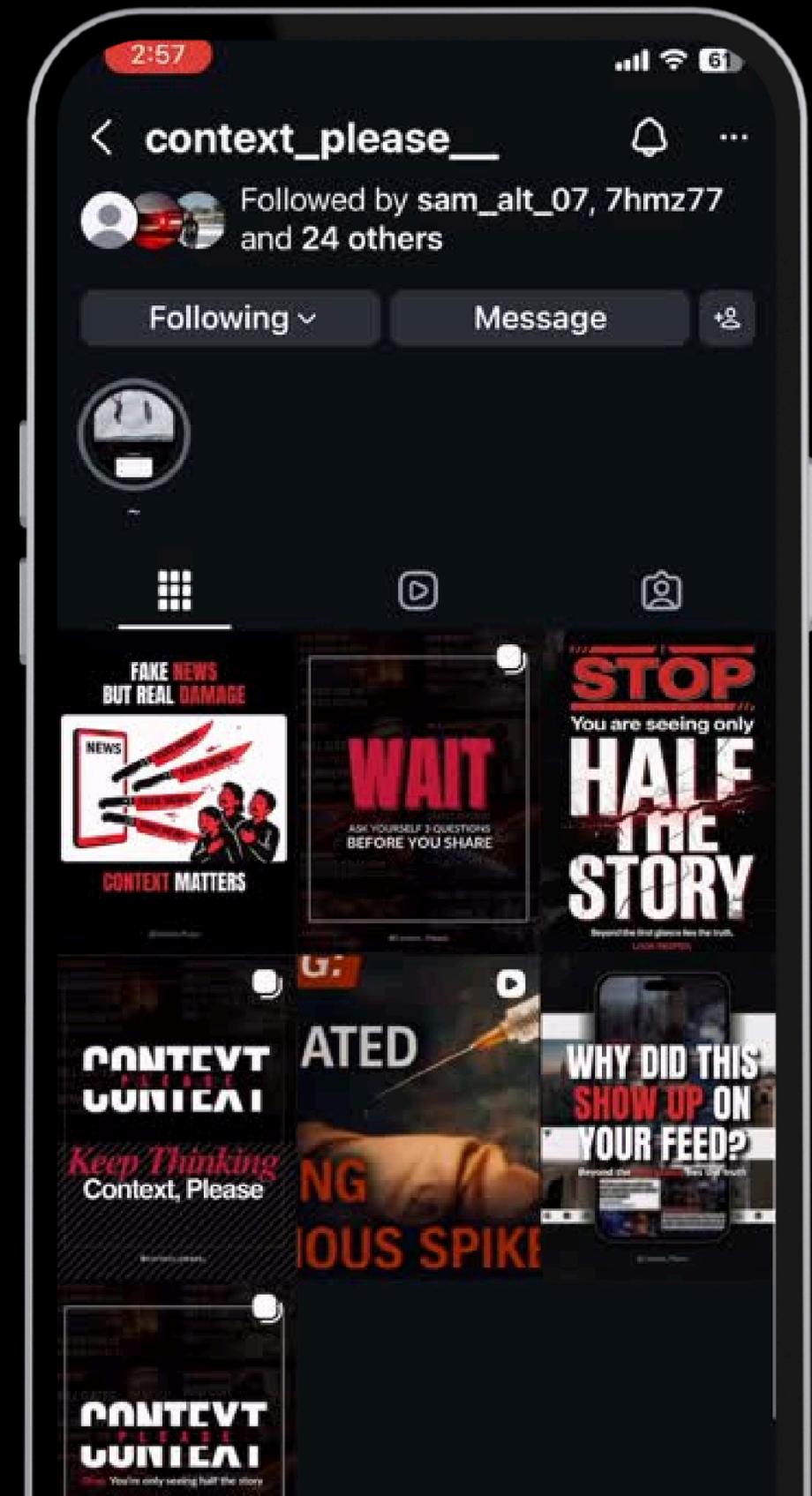
The campaign uses a minimal palette of black, white, and red.



The logo represents the idea that information online is often incomplete.

CAMPAIGN VISUALS INSTAGRAM PAGE

The campaign uses an Instagram page to replicate the experience of encountering viral content online. Through visually engaging posts and interactive elements, it encourages users to question the context behind what appears in their feeds.



CAMPAIGN VISUALS POSTER

FAKE NEWS
BUT REAL **DAMAGE**



CONTEXT MATTERS

SOUNDBITES CREATE
TOXIC **MISERY**



CONTEXT DISINFECTS
THE **LIES**

ENDLESS MISINFORMATION
SHATTERS THE MIND

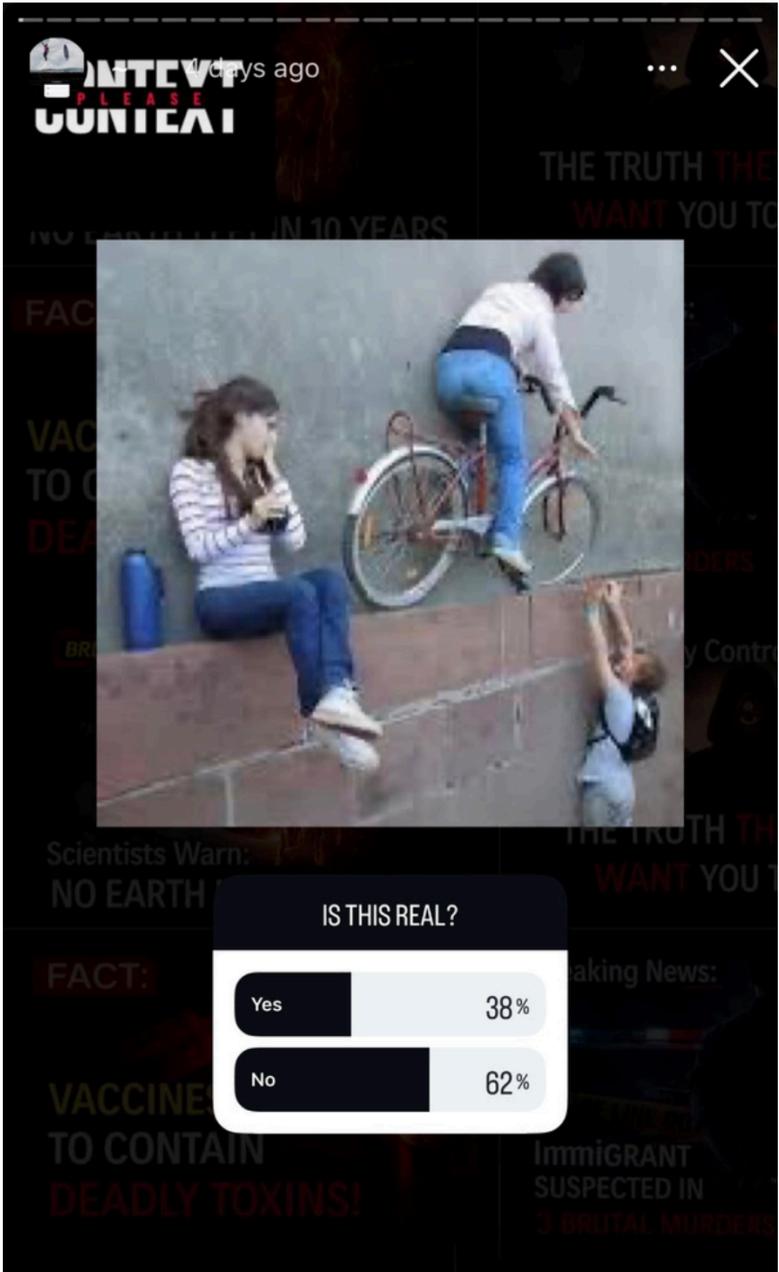


CONTEXT PROTECTS
CRITICAL **THOUGHT**

CAMPAIGN VISUALS

INTERACTIVE POLL

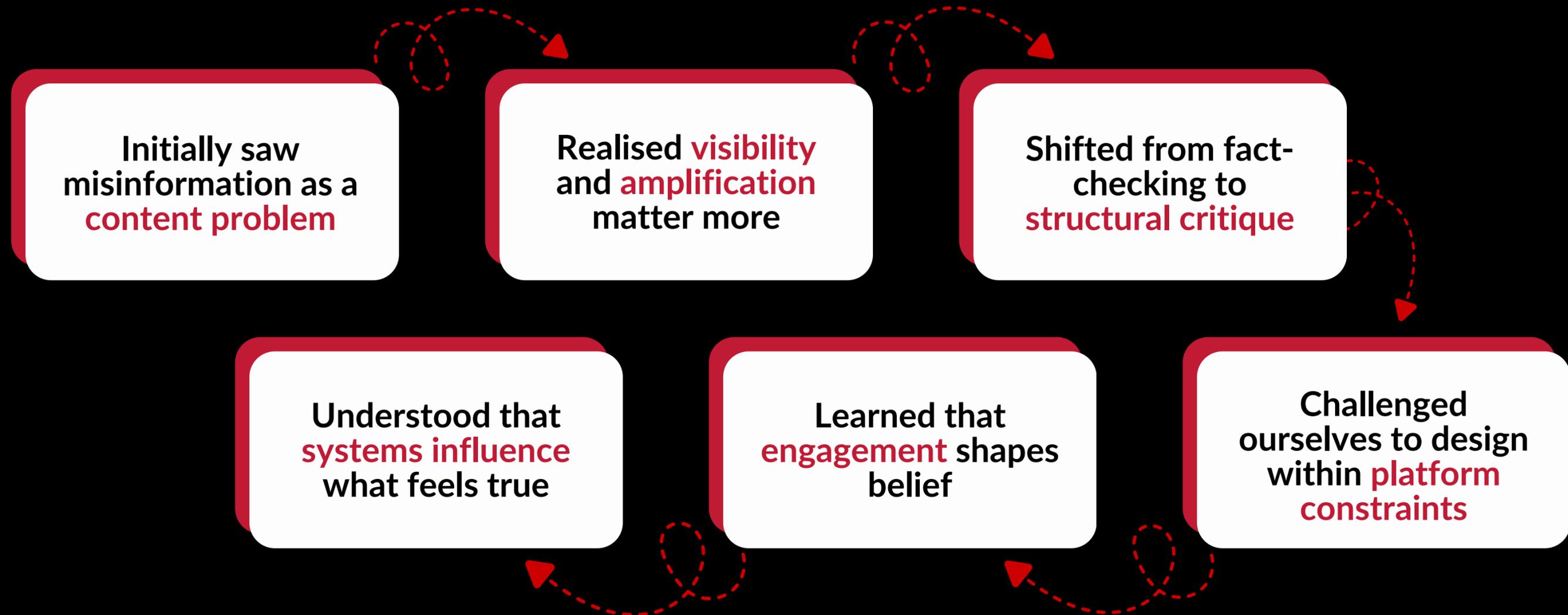
The Viral hook with interactive tool



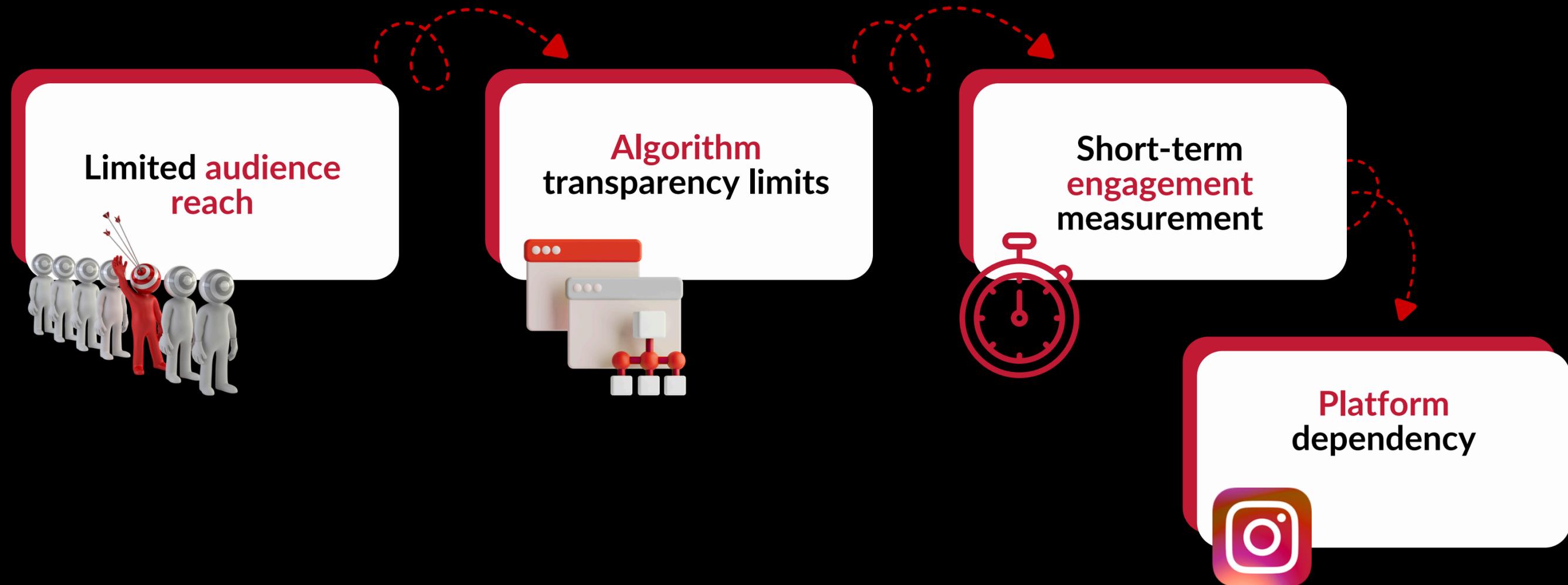
The reveal of engagement mechanics



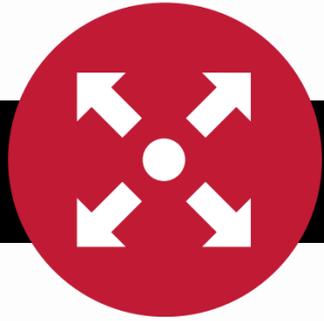
REFLECTION ON CAMPAIGN PROCESS



PROJECT LIMITATIONS



WHERE THIS COULD GO ?



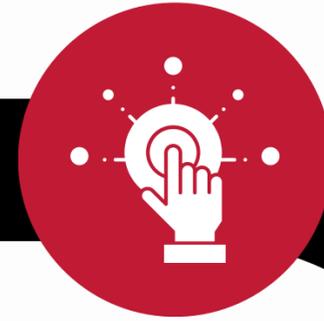
Expand the Conversation

Expanding the campaign beyond Instagram.



With Communities

Collaborating with student groups and digital literacy initiatives.



Through Interaction

Encouraging audiences to question what they see in real time.



Through Research

Exploring how visibility and context shape belief online.

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IT DISRUPTS HOW IT BECOMES BELIEVABLE**

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