

Actors feed intentional and strategic deceptions onto social media, hiding sources and intent.

Disseminates disinformation through preexisting controversies. Stokes adversarial narratives against rhetorically constructed opponents.

Diaz Ruiz, C., & Nilsson, T. (2022). Disinformation and Echo Chambers: How Disinformation Circulates in Social Media Through Identity-Driven Controversies. *Journal of Public Policy & Marketing*. https://doi.org/10.1177/07439156221103852