

Combat Misinformation

Investigate and Counter Narrative Influence

A Handbook on Narrative Intelligence

⋮ Primer

We live in a fast-paced, hyper-connected world.

A never-ending global conversation rages online 24/7, on social media platforms, forums, and chat apps, and at any given moment, the conversation can take an unexpected turn.

A single viral story can dissolve public trust in an institution in a matter of hours, whether or not the story is true. ❖❖

Online factions can amplify conspiracy theories, polluting civil discourse, fomenting violence, and promoting their own interests in public affairs. ❖❖

Bad actors intentionally spreading incendiary or false narratives can escalate a geopolitical crisis, raising the risk of conflict and threatening national security. ❖❖



To navigate these situations, you have to pay attention. But monitoring alone isn't enough. Media-monitoring tools alert you when something is trending, which leaves you scrambling, stuck reacting to a story that's already viral. You have to get ahead of the story.

Primer provides much more than media-monitoring, harnessing the power of AI to identify emerging narratives, predict their potential impact and virality, determine which online communities are driving the narrative, and generate in-depth profiles for each faction involved.

Primer monitors, analyzes, and dissects a cacophony of mainstream and fringe channels around the clock. Make sense of the noise and act decisively and strategically with next-generation, mission-ready AI by Primer.

Primer in Action

The internet never sleeps. Combating misinformation requires continuous attention. In the ongoing cycle, there are unique actions.



Monitor online channels and topics of interest on an ongoing basis.

Anticipate emerging narratives by tracking those with risk indicators.

Investigate the details of a narrative of interest—who originated it, who's amplifying it, how big is their influence online—and it's potential impact and virality.

Respond (or make an informed decision NOT to act) based on the details of the narrative and context of the situation.



Monitor

Monitor online channels and follow topics of interest, developing narratives, online communities of interest, public sentiment, and reactions to topics and narratives of interest.

⋮ CASE STUDY:

Vaccine Misinformation Monitoring

A pharmaceutical company turns to Primer to detect narratives spreading online regarding a recently-developed vaccine. Fringe platforms, like 4chan and 8kun, typically originate and amplify misleading narratives about vaccines, and prior to monitoring these channels, misinformation felt like it came out of nowhere.

2021-04-10

⋮ Primer

Vaccine Narratives: Daily Primer Brief

Top Alerts

No alerts in the past 24 hours

Emerging Narratives



PHARMA CEO ADMITS editing your DNA is "one of the top priorities we have" and they're gonna use the new capital (money from sales of one of the best-selling pharmaceutical producers ever - the covid vaccine) to make it happen. BEWARE new vax protocols.

This narrative was started by [Fringe Trolls](#). We found this narrative on 4 chan. It was started by [Fringe Trolls](#).

This narrative was then amplified by [Fringe Trolls](#).

We consider this narrative to be **mostly authentic**.

There are 335 total posts in this narrative, 335 faction posts, and it was shared in the last 24 hours. [More details](#)

Primer Daily Briefing, a custom report sent to your inbox highlighting the latest developments in the conversations you care about.

Anticipate

Receive early warning about emerging narratives with concerning indicators, like high predicted impact or potential to go viral.

⋮ CASE STUDY:

Vaccine Misinformation Alert

Primer alerted the pharmaceutical company about an emerging narrative of its more traditional style of vaccine being perceived as “old-school technology.” Primer identified the narrative on fringe platforms months before it hit Twitter, Facebook, and Instagram.

🚩 Flagged Narratives

High Impact

Trending up

Wed. March 17, 2021

Traditional Vaccines “Old-School Technology”

High Impact: This narrative is expected to have high impact because volume is atypically high and factions that tend to influence other factions are participating... [Show More](#)



EMP IntelligenceNet

@reapernweep101

IF you vax, ONLY trust old-school vaccines. BEWARE DNA-stealing schemes disguised as medicine from pharma companies pushing *NEW* vaccine "technology" (which is a front for testing mind-control tech - DONT DO IT)

POSTED BY ANONYMOUS



>>143779095

pharma companies are secretly running tests on anyone who gets vaxxed with their "new, faster vax tech." stick to old-school vaccines or none at all.

The Primer Landing Page, an up-to-date, filterable, sortable newsfeed of narratives, tagged with indicators, like Impact Rating, Trend Trajectory, and Factions Involved.

Investigate

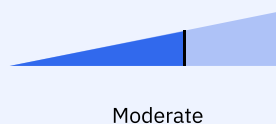
Understand who is driving the narrative, what factions are involved, and faction characteristics, like top accounts, primary channels, and faction influence.

CASE STUDY:

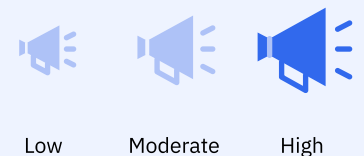
Vaccine Misinformation Investigation

Primer's analysis of the narrative and factions involved indicated positive affinity from the Alt-Right community online and, based on engagement and predicted impact, that it would develop into a story the pharmaceutical company would need to respond to eventually.

Faction Influence



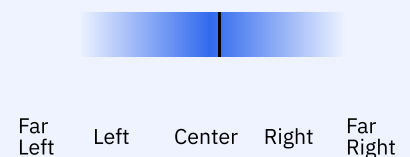
Faction Reach



Faction VIPs

vax_hoax drn0pe_007
sphinx qtipper88
trix4kidz

Political Alignment



Platforms Used

Twitter 79%
Facebook 21%
Instagram <1%

Media Diet & Top Links

www.novax.com 1763
www.mindspun.com 969
www.vaxreality.com 421
www.vaxhype.com 304G

Faction Breakdown

Vaccination Truths Media	2.59%
Don't Tread	1.39%
Fringe Trolls	0.6%

[View Factions >](#)

Respond

Based on the details of the narrative, factions involved, and potential impact, determine if and how to respond.

⋮ CASE STUDY:

Vaccine Misinformation Response

Informed by data, the client created a strategy to course-correct its messaging and adjust its approach in responding to media inquiries. When this narrative eventually hit mainstream social media channels, they were prepared and able to act quickly to diffuse the situation and limit the impact of the story.



Vaccine Organization

@VaccinesForAllOrg

Fighting the COVID-19 pandemic takes all of us working together. The new mRNA vaccines are proven to be safe and effective by traditional vaccine standards. As soon as possible, get vaccinated, with whatever vaccine is available to you, to protect yourself and your community from the worst of the virus.

To learn more Primer solutions, contact us.

PRIMER.AI/CONTACT



Primer delivers mission-ready AI to those who
protect our security and democracy

At Primer we build and deploy mission-ready AI applications that meet rapidly evolving defense and security needs. We differentiate ourselves by our speed to deployment powered by our ML infrastructure, and the performance and accuracy of our models required to inform critical decision-making. Primer's industrial-grade NLP technology is deployed by some of the world's largest government agencies and the Fortune 500.