

## Rumour-discussing Users (cont.)

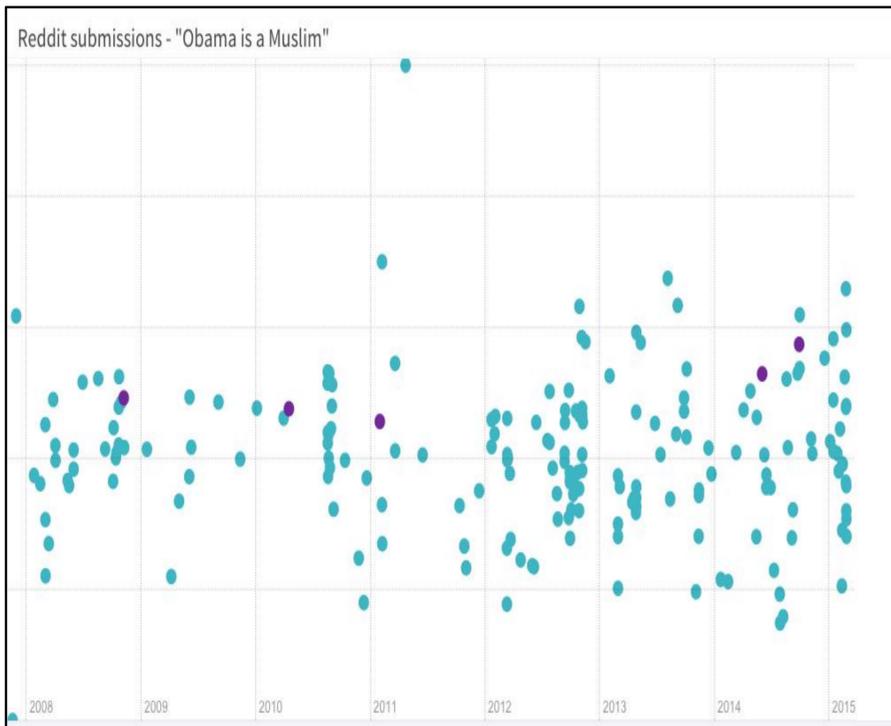


Figure 3. Interactions of user “kickstand” with the rumour “Obama is a Muslim” from 2007 to 2015.

## 5. Rumour-spreading Personality Type

Table 1. Rumour-spreading Users about the “Obama Is a Muslim” Rumour.

Rumour-spreading Users	User Count	Percentage
SUPPORT	9	4.7%
REJECT	67	35.3%
JOKE	100	52.6%
Others	14	7.4%

Table 2. Examples of User Comments in Each Category.

Category	Comments
SUPPORT	“He is a Muslim clearly.”
REJECT	“This is actually a good point. The radical conservative movement doesn't use language like the rest of the people. They don't say what they mean, or what they think is true. They say things to achieve the desired result. So, if they think saying Obama is a Muslim will damage him, by all means they will say that. They use “words that work”...”
JOKE	“Eh you should come to the south and meet the people I have. Many people seriously believe he's Muslim. Many people also think men have less ribs than women despite that we know 100% it's not true. People are stupid.”

## 6. Effectiveness of Visualization



Figure 4. User “lancercan” interaction graph about the rumour.

## 7. Concluding Remarks

- The results showed that a specific group of users actively interacted with our chosen rumour. These users can be categorized into three groups: (1) “generally support a false rumour”, (2) “generally reject a false rumour”, and (3) “generally joke about a false rumour”.
- Using both social network analysis and content analysis provided us with some interesting results.
- Users in the category “generally joke about a false rumour” seemed to be the most active group that interacted with the rumour among themselves and with users in other categories.
- The content of user comments in “generally reject a false rumour” was explanatory and fact-driven, while the content of user comments in “generally support a false rumour” lacked details and evidence.

## References

- [1] Kwak, H., Lee, C., Park, H., & Moon, S. (2010, April). What is Twitter, a social network or a news media? In *Proceedings of the 19th International Conference on World Wide Web* (pp. 591-600). ACM.
- [2] Rosnow, R. L. (1991). Inside rumor: A personal journey. *American Psychologist*, 46(5), 484.
- [3] Bordia, P., & DiFonzo, N. (2005). Psychological motivations in rumor spread. *Rumor Mills: The Social Impact of Rumor and Legend*, 87-101.