

# COVID-19: MISINFORMATION, FAKE NEWS, CONSPIRACY THEORIES, AND ISLAMOPHOBIA ON SOCIAL MEDIA



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## YOUTUBE USER TYPOLOGY



### THE MISTRUSTER

STRONG MISTRUST FOR MOST FORMS OF GOVERNMENT, AUTHORITY, OR ESTABLISHMENT. QUICK TO DOUBT ANY OFFICIAL INFORMATION AND OFTEN IDENTIFIES A “HIDDEN” AGENDA.



### THE ACADEMIC

MAKES OBSCURE SCIENTIFIC REFERENCES OR COPY AND PASTES ARTICLE ABSTRACTS IN FULL. MAIN INTERESTS TEND TO BE ARBITRARILY SUPPORTING OR REJECTING HEALTH CLAIMS.



### THE CONSPIRATOR

BELIEVES AND CIRCULATES ALTERNATIVE OR CONSPIRATORIAL INFORMATION OVER THAT WHICH COMES FROM MAINSTREAM SOURCES. BY DEFAULT TAKES A CONTRARIAN POSITION.



### THE SKEPTIC

THE NATURAL ENEMY TO THE CONSPIRATOR, THE SKEPTIC WILL FREQUENTLY CALL INTO QUESTION ALTERNATIVE PERSPECTIVES OR THAT WHICH SEEMS OUT OF THE ORDINARY.



### THE ANECDOTER

WILL USUALLY CITE PERSONAL EXPERIENCES OR ANECDOTES TO SUPPORT THEIR POINTS OR FORM THEIR PERSPECTIVES, PREVENTING THEM FROM ACCEPTING ALTERNATIVE INFORMATION.



### THE XENOPHOBE

DOES NOT LIKE ANYTHING OR ANYONE THEY DO NOT IDENTIFY WITH. FREQUENTLY BLAMES OTHERS, SUCH AS THE MUSLIM COMMUNITY, FOR EVERYTHING WRONG IN THEIR COUNTRY.



### THE FLAMER

SERIAL ABUSER. COMMENTS OFTEN LACK PURPOSE, BUT DO COMPRISE OF HATE SPEECH AND PROFANITY, AS WELL AS RACISM IF FOCUSING ON A DIFFERENT COMMUNITY.



### THE FIREFIGHTER

SOMEONE WHO JUMPS TO THE DEFENCE OF THOSE WHO ARE BEING TARGETTED, OR THOSE TO WHOME ABUSE IS BEING DIRECTED TOWARDS, USUALLY BY REFERENCING POSITIVE NEWS.



### THE NOSTRADAMUS

A MODERN DAY PSYCHIC WHO WARNS OF WHAT IS TO COME IN THE NEAR OR DISTANT FUTURE, USUALLY BY WAY OF FEAR MONGERING WITH A PATRONISING UNDERTONE.