**Fake News. It’s Complicated.**

Previous attempts to influence public opinion relied on ‘one-to-many’ broadcast technologies but, social networks allow ‘atoms’ of propaganda to be directly targeted at users who are more likely to accept and share a particular message. Once they inadvertently share a misleading or fabricated article, image, video or meme, the next person who sees it in their social feed probably trusts the original poster, and goes on to share it themselves.

***First Draft News 2.16.17***

<https://firstdraftnews.com/fake-news-complicated/?utm_source=API+Need+to+Know+newsletter&utm_campaign=48db7e46a3-EMAIL_CAMPAIGN_2017_02_24&utm_medium=email&utm_term=0_e3bf78af04-48db7e46a3-31697553>