

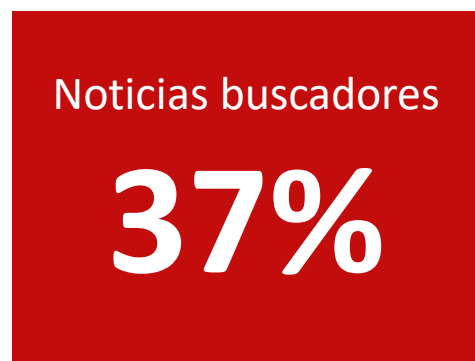
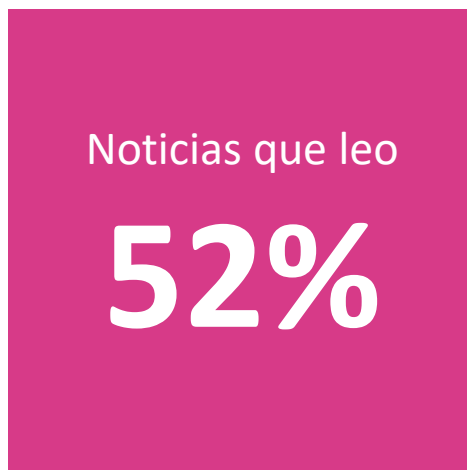
Conversación pública para la confianza social

ADRIANA AMADO @LADYAAMADO @INFOCIUDADANA

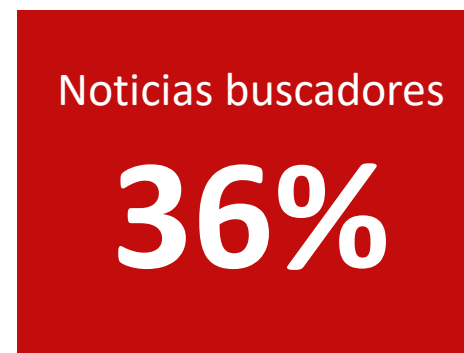
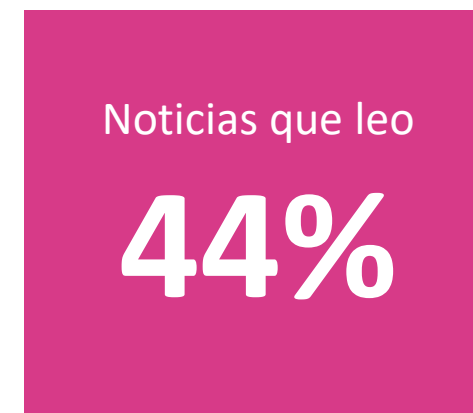
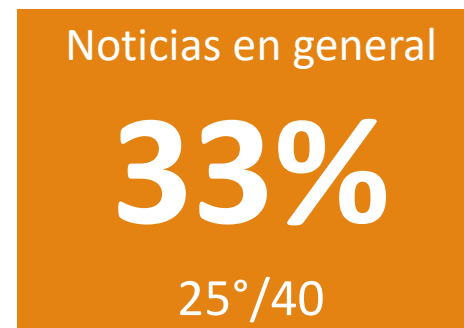
Confianza en noticias (Arg)



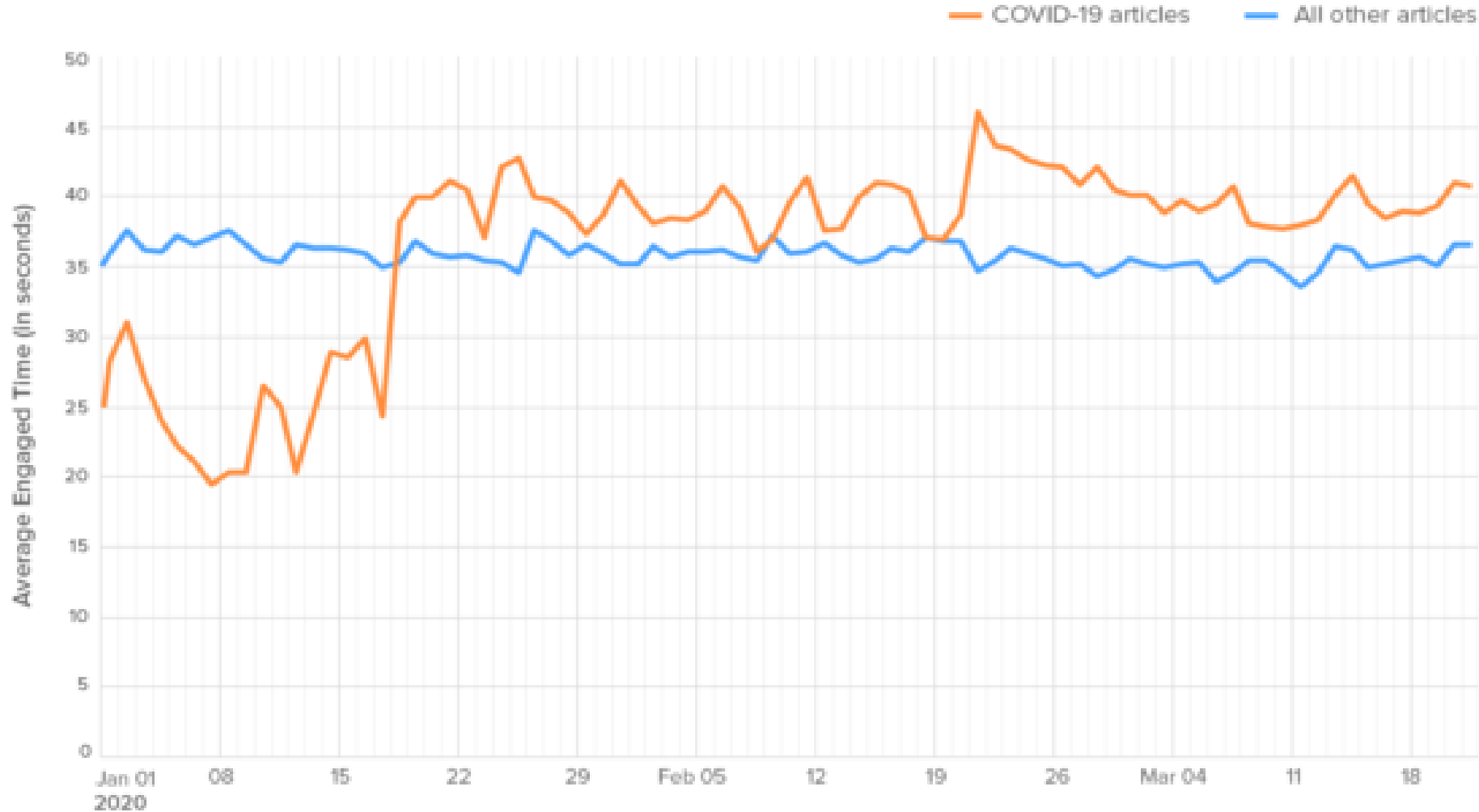
2018



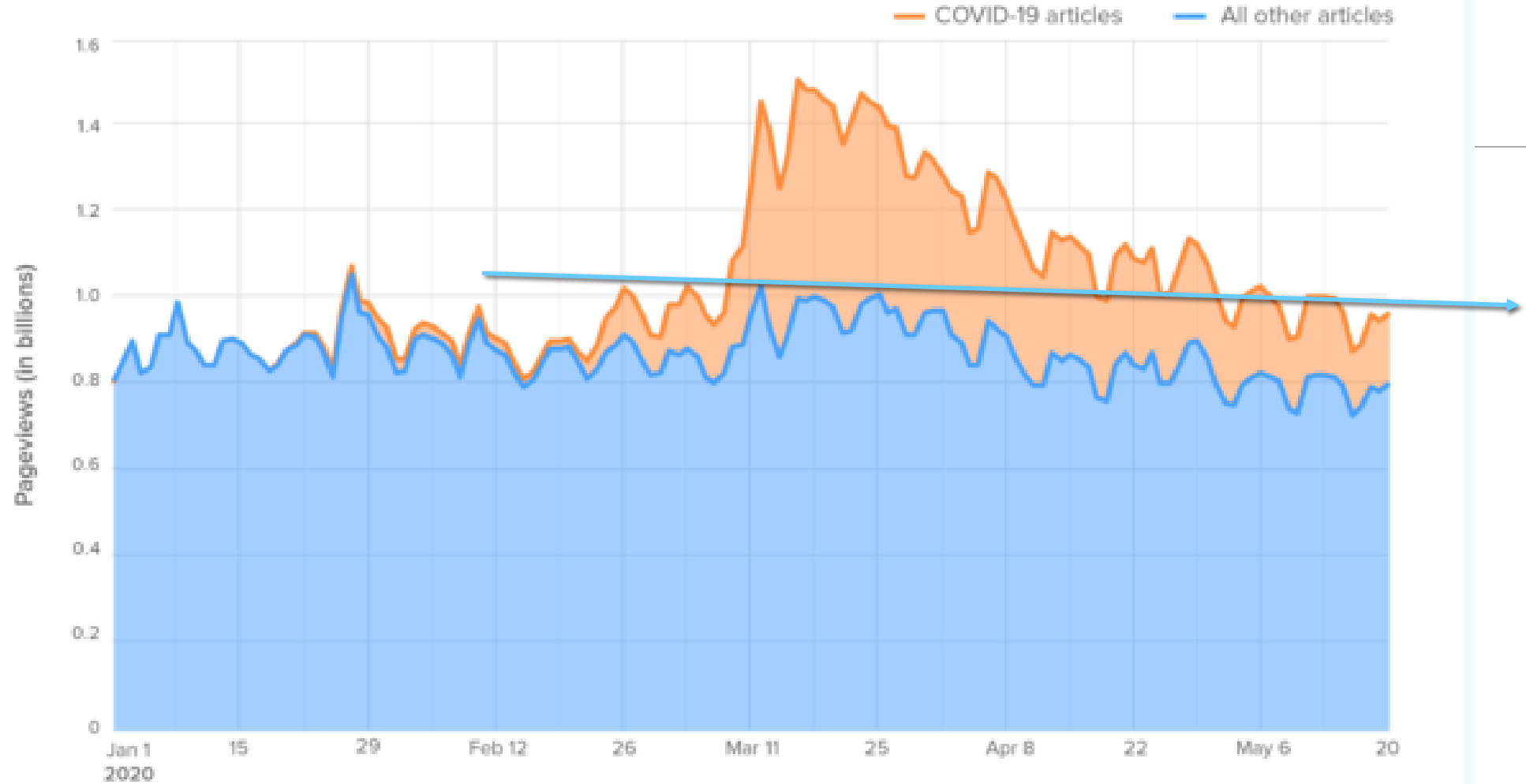
2020



Average Engaged Time on COVID-19 Articles vs. Non-COVID Articles



Proportion of Pageviews to COVID-19 Articles



La mensajería superó en usuarios a las redes sociales

Comparación aplicaciones mensajes:

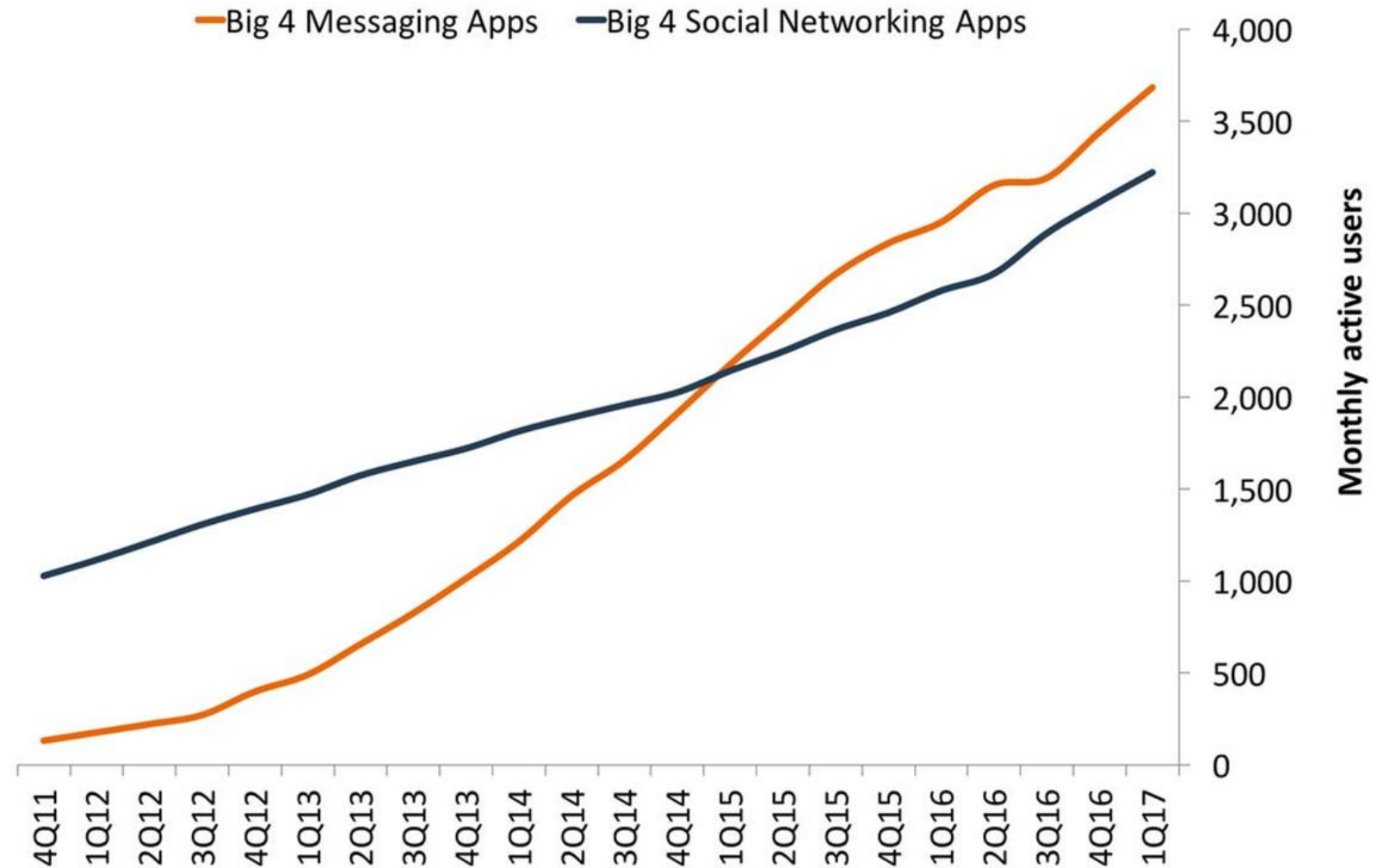
- WhatsApp
- Messenger
- WeChat
- Viber

Redes sociales

- Facebook
- Instagram
- Twitter
- LinkedIn

Messaging Apps Have Surpassed Social Networks

Global monthly active users for the top 4 messaging apps and social networks, In millions

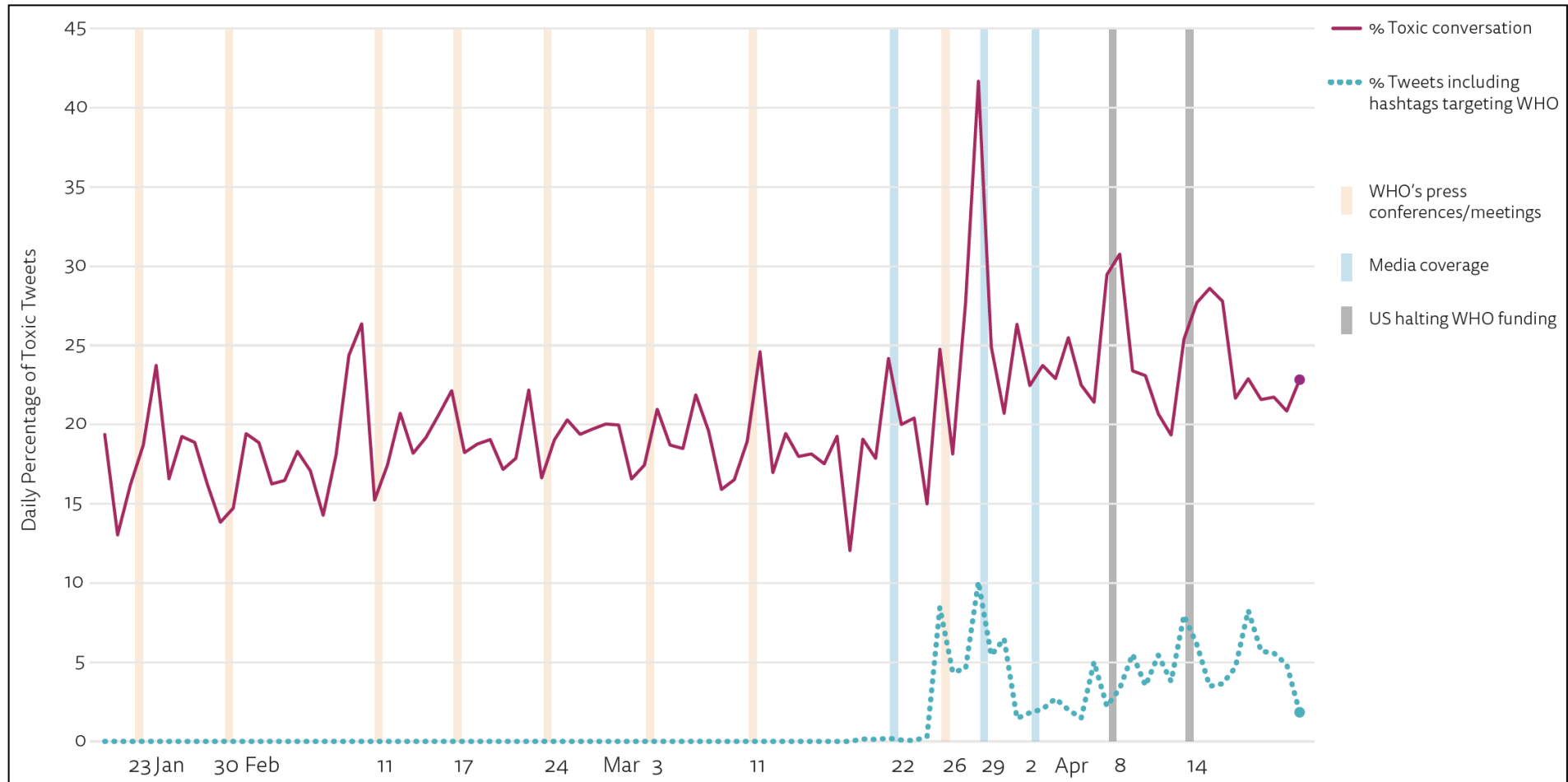


Note: Big 4 messaging apps are WhatsApp, Messenger, WeChat, Viber.

Big 4 social networks are Facebook, Instagram, Twitter, LinkedIn

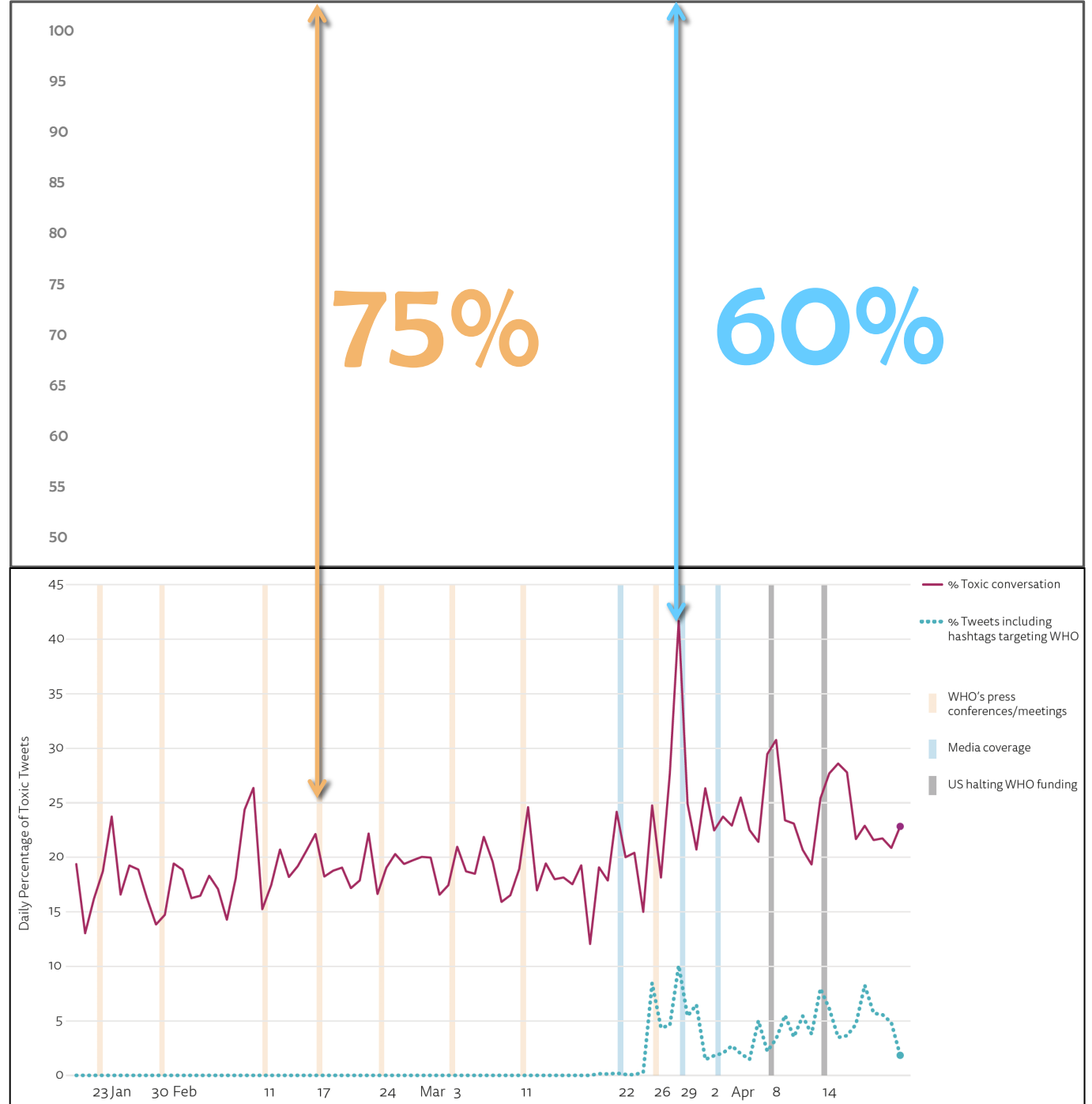
Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017

Conversación tóxica sobre la pandemia



Conversación sobre la pandemia

<https://reutersinstitute.politics.ox.ac.uk/volume-and-patterns-toxicity-social-media-conversations-during-covid-19-pandemic>



ENOJARSE
POR UN TWEET
ES COMO OFENDERSE
CON UNA FRASE
ESCRITA EN UN BAÑO
PÚBLICO



FANNY

x

[Large, stylized, and partially obscured graffiti or scribbles in black and purple ink, including the word 'TWEET' visible in the background.]



Desinformación vs información

