Propaganda & Pandemics: How Chinese State Media Shapes Narratives on Coronavirus

Stanford Internet Observatory
The Propaganda Spectrum

DEFINITIONS

- Transparent attribution
- Source, Funding, Provenance of claims obscured
- Deliberation misattribution
### China’s white propaganda ecosystem on Facebook

<table>
<thead>
<tr>
<th>Page Name</th>
<th>Total Interactions</th>
<th>Interaction Rate</th>
<th>Avg. Posts Per Day</th>
<th>Views on Owned Videos</th>
<th>Page Likes</th>
<th>Growth % and #</th>
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<tbody>
<tr>
<td>Average Total</td>
<td>54.22M</td>
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<td>401.76M</td>
<td>60.50M</td>
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Data from Crowdtangle, captured 3/22/2020, view over last 12 months
English-language Chinese state media have amassed significant audiences.
Perception of the pandemic has been a significant PR challenge for CCP
The coverage - and attention - offset

Histogram for Chinese Media Facebook Posts

Histogram for U.S. Media Facebook Posts

Number of Chinese Media Facebook posts including the term 'coronavirus' over time

Number of U.S. Media Facebook posts including the term 'coronavirus' over time
II. Research Findings

➢ Narrative 1: China’s media spin on ‘rapid recovery’
II. Research Findings

➢ Narrative 2: The Li Wenliang Case
Narrative 3: ‘Buying the world time’ vs. ‘Botching the response’

“China bought the world time with its significant measures to lock down its population,” Politico’s Dan Diamond says. “Seeing the explosion of cases and knowing what was coming, the US had time to get ahead. Time that was not used to its best advantage.”

https://on.msnbc.com/2Qe80hS

How Trump's mistakes made coronavirus worse

Politico’s Dan Diamond lays out how the President's mismanagement...
U.S. platforms used as a tool in shaping the global narrative

US CDC admitted some #COVID19 patients were misdiagnosed as flu during 2019 flu season. 34 million infected & 20000 died. If #COVID19 began last September, & US has been lack of testing ability, how many would have been infected? US should find out when patient zero appeared.

2:49 PM · Mar 22, 2020 · Twitter for iPhone

5K Retweets  15.9K Likes
For further reading: additional findings in post

Pandemics & Propaganda: How Chinese State Media Shapes Conversations on The Coronavirus

Blog / March 19, 2020

The perception of China’s handling of the coronavirus pandemic has been a significant challenge for the Chinese Communist Party (CCP) over the past two months. The CCP has

https://tinyurl.com/covid19-sio

Coronavirus Conspiracy Claims: What’s Behind a Chinese Diplomat’s COVID-19 Misdirection

Chinese spokesperson Zhao Lijian’s speculation on twitter that the U.S. army brought the COVID-19 epidemic to Wuhan drew widespread attention. We map the pathways that brought the conspiracy theory to the mainstream.
Thank you

Vanessa Molter
Renee DiResta