

Sim**PPL**

Rebuild Digital Trust

team@simpl.org

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2024.

About

- ❖ [SimPPL](#) is a global community of 200+ engineers and researchers committed to improving **digital trust**.
- ❖ We are a nonprofit that empowers **young innovators** to become leaders.
- ❖ We build responsible computing tools to make **reliable information** accessible for the **global majority**.

Research

Information systems research informs newsrooms, nonprofits, fact-checkers, and inter-governmental agencies.

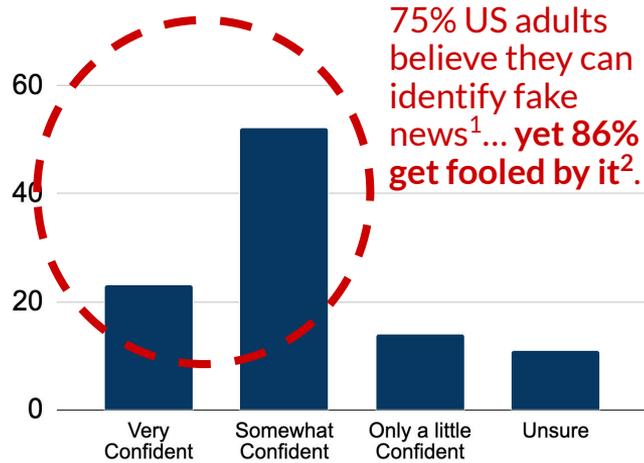
Products

Build scalable systems to advance digital trust.
Deploy sustainable technology for social good with global partners.

Supporting UN Sustainable Development Goals



Online Trust Declining: The Misinformation Effect



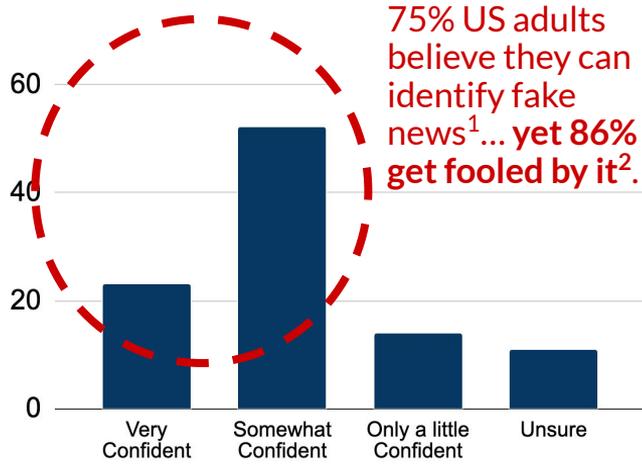
75% US adults believe they can identify fake news¹... yet 86% get fooled by it².



🕒 JUNE 12, 2019

86 percent of internet users admit being duped by fake news: survey

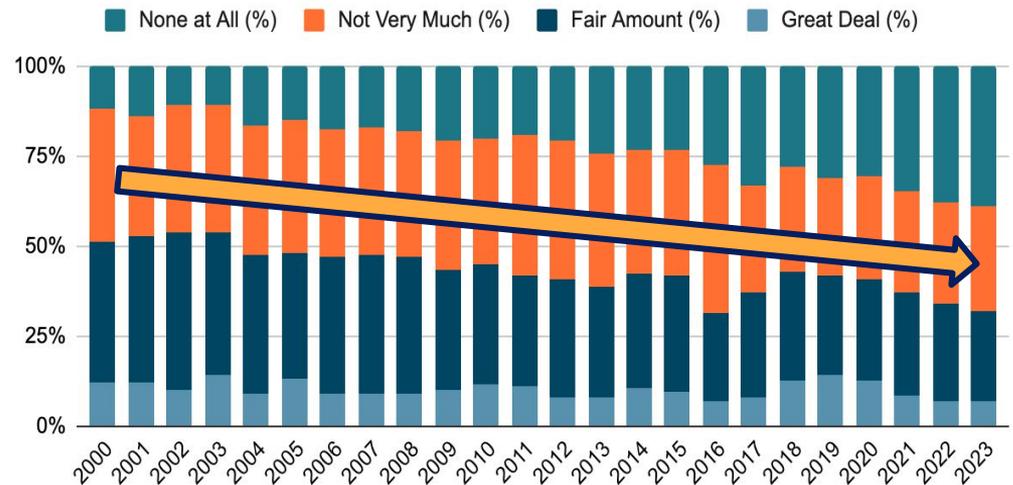
Online Trust Declining: The Misinformation Effect



JUNE 12, 2019

86 percent of internet users admit being duped by fake news: survey

Level of trust in the mass media to report the news accurately among adults in the United States from 2000 to 2023



¹Statista, 2023 ²Ipsos, 2023 ³Pew Research, 2023 ⁴Ipsos, 2024

We build AI tools tackling the Misinformation “Value Chain”

Identify

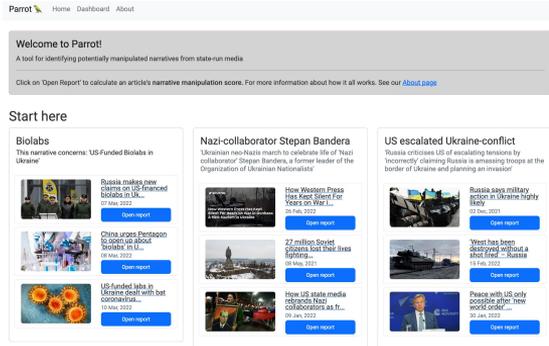
Threat actors and networks promoting misleading and inaccurate information.

Measure

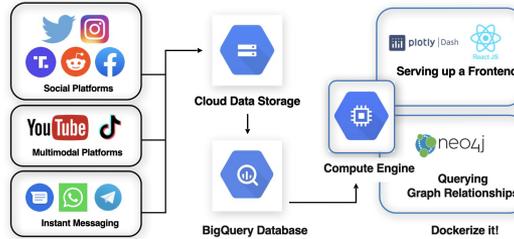
Influence and effects of misleading information sharing across platforms.

Mitigate

Harms through interventions to counter the spread of misleading information.



Identify Coordinated Networks



“Social Listening” across Platforms



Digital Literacy using GenAI

We Advance Tech and Policy Research

Misinformation Networks

Can we identify misinformation spread by networks of actors?

What is the impact of cross-platform information sharing on social networks?

- ❖ Twitter (preprint, [blog posts](#)),
- ❖ Meta ([report](#)),
- ❖ YouTube (preprint),
- ❖ Telegram ([Stanford T&S '24](#))

User Behavior

Do decentralized platforms increase user agency?

Can a platform's conversations transcend its political affiliations?

- ❖ Truth Social (preprint),
- ❖ Bluesky ([ICWSM '24](#)),
- ❖ Wikipedia ([ICWSM '24](#))

Social Media Policy

How can policymakers regulate social platforms effectively?

Can we use a shared language to discuss different platform interventions?

- ❖ Transparency regulation ([ACM DGO '24](#)),
- ❖ Platform Interventions (preprint)

Safety by Design

How does the manipulation of recommendation algorithms affect online discourse?

Can we limit fake news without censorship and central authority?

- ❖ Social Network Simulation ([ICML '23](#));
- ❖ Designing Marketplaces to Limit Misinformation ([IC2S2 '24](#))

Team



Swapneel Mehta, Ph.D.
Founder and President

Postdoctoral Associate at Boston University and MIT Sloan. Visiting researcher at Oxford, Twitter, Meta, Slack. **Google, MIT, NYU, and Wikimedia** awardee.



Dhara Mungra
Treasurer

Data Scientist at **Bombora** working on Audience Analytics. ML for Finance and NLP Research. M.S. Data Science at **NYU**. Black belt, marathoner.



Harshit Mehta
Secretary

Program Manager at **Maxwell Energy Systems** managing development and delivery of products at scale in the global EV automotive sector.



Raghav Jain
Research Lead

Incoming Ph.D. student at **UCSD**. Tools to fight financial misinformation at Univ. of Manchester, bot detection at **Oxford and Meta**, and LLMs at **IIT and Microsoft Research**.



Board Directors



Dr. Mukund Sudarshan
Co-Founder at Quilt Labs



Dr. Christian Schroeder de Witt
Post Doctoral Researcher,
University of Oxford



Dr. Chirag Raman
Asst. Professor, TU Delft



Sandra Khalil
Partnerships and Trust & Safety
Lead, All Tech is Human



Rebecca Harvey
Online Harms and Trust &
Safety, FCDO (UK Govt.)



Karan Dhabalia
Serial Tech Entrepreneur,
acq. by Stripe



Mansi Panchamia
Developmental Consultant,
World Bank



Stacey Peters
US Local News Leader, Advisor

SimPPL Fellowships to Train Young Innovators

6-9 month programs to train 100+ undergraduate students from the global majority to build and launch responsible computing tools based on our experience founding:

1. **Unicode: Programming Community**
2. **Shalizi Stats Reading Group: Advanced Statistics**
3. **Unicode ML Summer Course: Machine Learning**
4. **NYU AI School: AI/ML education for non-STEM majors**
5. **NYU AI, Misinformation, and Policy Seminar**

Achieved Outcomes:

1. **15+ top tier publications** and invited oral presentations
2. Project partnerships in **6 countries with 15+ organizations** and agencies
3. **USD 130,000** in competitive global grants; Google and Mozilla



Click to [Review our \(Google\) Fellowships Program](#)



Partners



Mong Circle



Media and Visibility

- ❖ Invited to **embassies and roundtables** to deliver talks advancing information integrity and artificial intelligence (Finland, UK, Switzerland, UNESCO).
- ❖ Successfully built, deployed, and sold products for data analytics to newsrooms and nonprofits to support underserved communities sustainably, generating **USD 100,000+ annually**.

200,000,000+
Global News Views



\$250,000+
In funding over 3 years



15+
workshop papers



How You Can Support Us

Funders: Financial support (USD 250,000) for 2 years to advance

1. Research / Reports into technology and policy (digital platforms, trust, healthcare).
2. Improving global Responsible AI and Trust and Safety education.

Platforms and Media Houses: Data and Partnerships for up to 3 years to advance

1. Advanced network analysis of cross-platform information and threat actors.
2. Human-centered design of GenAI products and trainings for staff.

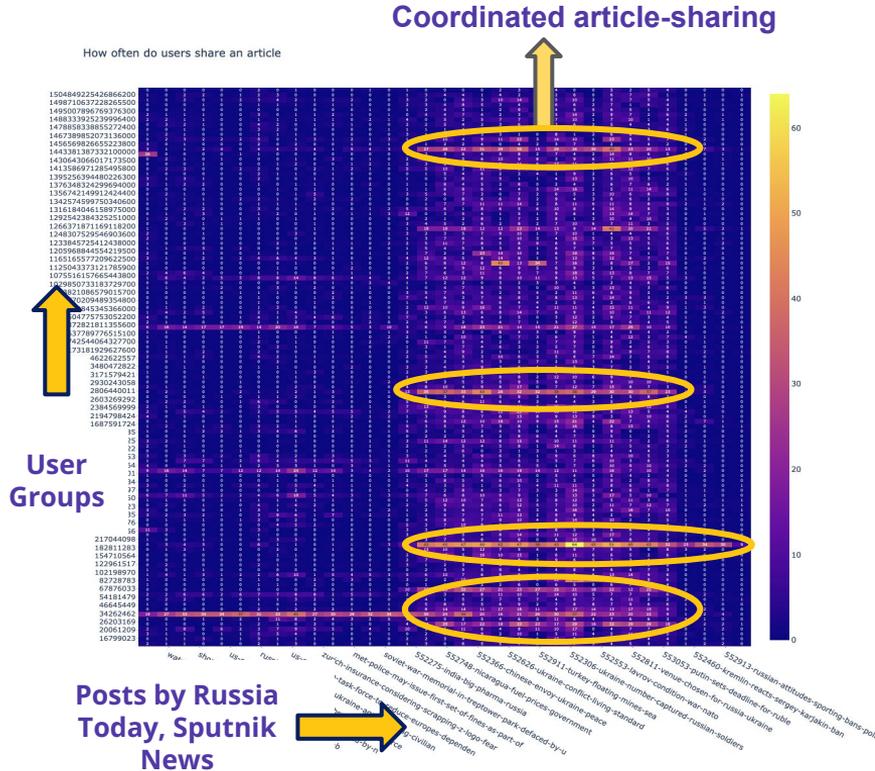
Professionals: Pro Bono monthly Mentorship / Feedback to advance

1. Engineering and System Design for AI, NLP, Cloud Software.
2. Sociotechnical Systems, Policy, and AI Governance Research

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Research Highlights

Identifying Networks Promoting Misleading Information



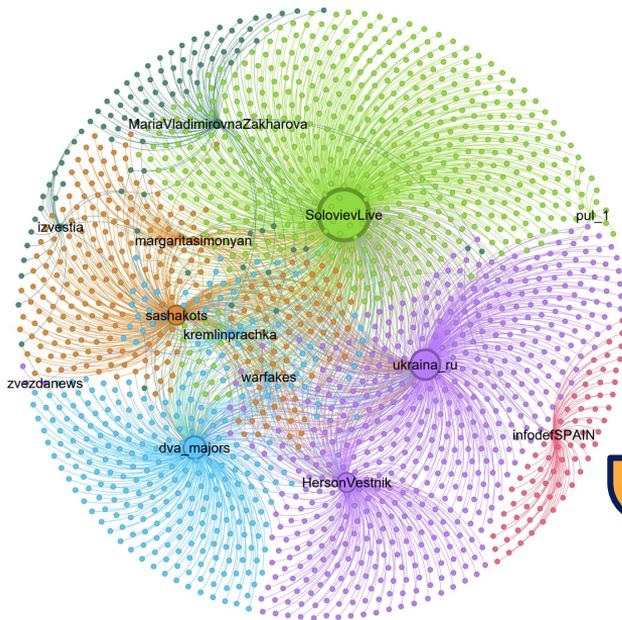
Heatmap represents the account-level frequency of sharing RT and Sputnik articles on Twitter.

70M tweets, 14M accounts over 1 year

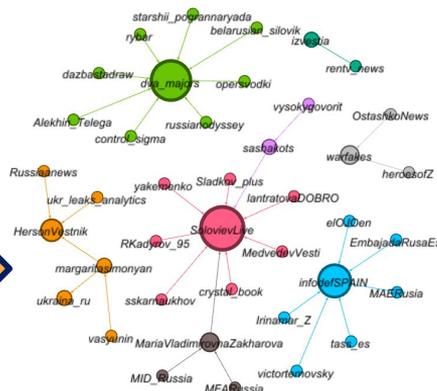
Twitter/X's Site Integrity lead reached out to follow-up and analyse the identified accounts ([check out our demo](#), [report](#)).

Won award from Wikimedia to expand project ([feature](#)) into cross-platform coordination detection tools.

Finding 'hub' channels that disseminate Disinformation



4.5k channels spreading pro-Russian disinformation about Ukraine



Also mobilized to spread Moscow blast conspiracies

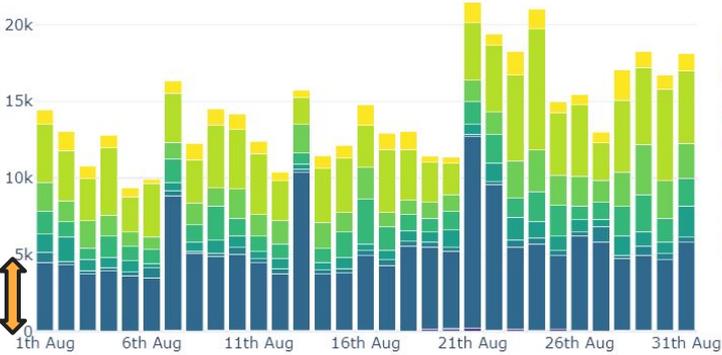
Russian disinformation machinery reuses the same Telegram channels to promote different campaigns.

Investigation in collaboration with former intelligence agency personnel accepted at both

Underground Economy Conference, Stanford T&S Research Conference.

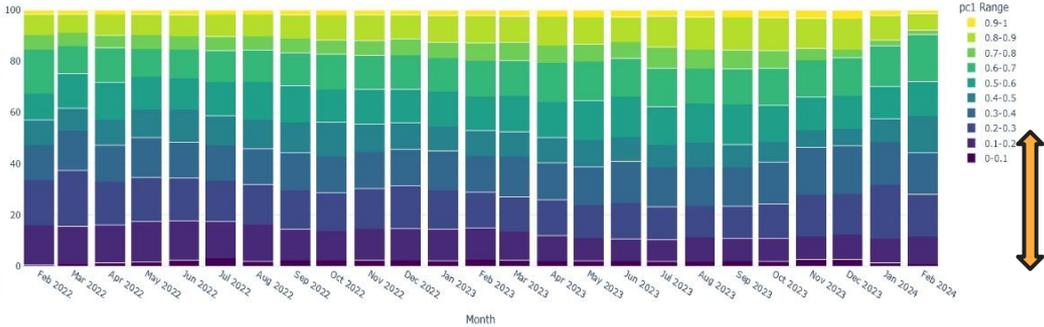
Demo Available!

Longitudinal comparison of Media Diets across Platforms



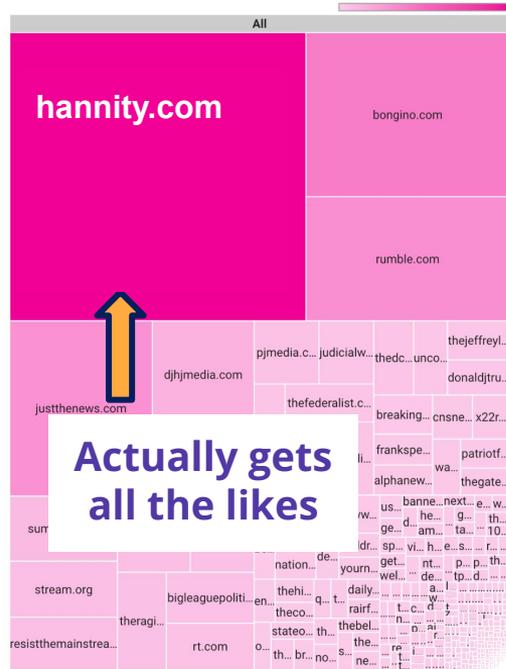
Much lower volume of low-quality information on Bluesky (Aug 2023)

Monthly Plot for Domain Quality Ratings Posted (Feb 2022 - Feb 2024)



Much higher volume of low-quality information on Truth Social (2022-24)

Evaluating Influencer strategies on Alt-social Platforms



*Resized for viewing.

What causes low-quality information to spread on Truth Social?

~2M links shared including 11,000 domain quality ratings over 2 years

Contributed to understanding of how Wikipedia links are shared on Truth Social among pockets of rational discussants (ICWSM '24)

Building: Dashboard to track hourly engagement with elections posts by influencers on the platform.

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Product Highlights

Parrot

Use graph based signals to identify coordinated networks on large social networks. Used to identify Russian misinformation around the Ukraine war shared on Twitter at scale across 10M+ accounts. **Won an award from Wikimedia and grant funds from the Times and the Sunday Times.**

Key Features

- ❖ Coordinated link-sharing combined with temporal analysis.
- ❖ State-of-the-art ML/NLP classifiers for “propagandist” content signals.
- ❖ Advancing industry benchmarks on bot detection!

Parrot  Home Dashboard About

Welcome to Parrot!
A tool for identifying potentially manipulated narratives from state-run media

Click on 'Open Report' to calculate an article's **narrative manipulation score**. For more information about how it all works. See our [About page](#)

Start here

Biolabs

This narrative concerns: 'US-Funded Biolabs in Ukraine'



Russia makes new claims on US-financed biolabs in U...
07 Mar, 2022
[Open report](#)



China urges Pentagon to open up about 'biolabs' in U...
08 Mar, 2022
[Open report](#)



US-funded labs in Ukraine dealt with bat coronavirus...
10 Mar, 2022
[Open report](#)

Nazi-collaborator Stepan Bandera

'Ukrainian neo-Nazis march to celebrate life of 'Nazi collaborator' Stepan Bandera, a former leader of the Organization of Ukrainian Nationalists'



How Western Press Has Kept Silent For Years on War...
26 Feb, 2022
[Open report](#)



27 million Soviet citizens lost their lives fighting...
08 May, 2021
[Open report](#)



How US state media rebrands Nazi collaborators as fr...
09 Jan, 2022
[Open report](#)

US escalated Ukraine-conflict

'Russia criticises US of escalating tensions by 'incorrectly' claiming Russia is amassing troops at the border of Ukraine and planning an invasion'



Russia says military action in Ukraine highly likely
02 Dec, 2021
[Open report](#)



'West has been destroyed without a shot fired' - Russia
15 Feb, 2022
[Open report](#)



Peace with US only possible after 'new world order'...
30 Jan, 2022
[Open report](#)

Public Demo Available (site under migration):

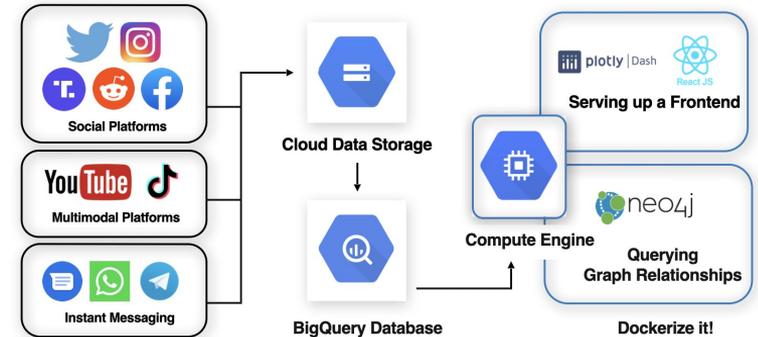
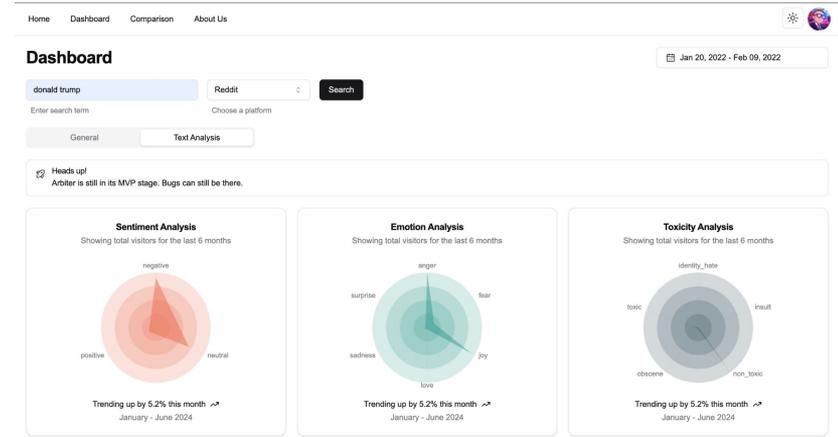
parrot.simpl.org

Arbiter

Platform analyzing over 250M+ posts from multiple social networks to measure the networked spread and influence of key narratives, articles, actors, and popular public figures across the information landscape.

Key Features

- ❖ Cross-platform Hashtag & Link analysis to identify trends and pattern of dissemination of information
- ❖ Channel wise statistics to monitor reach and impact
- ❖ Engagement Analytics based on comment analysis for shared links
- ❖ MBFC grading for shared content to understand platform biases and audience preferences



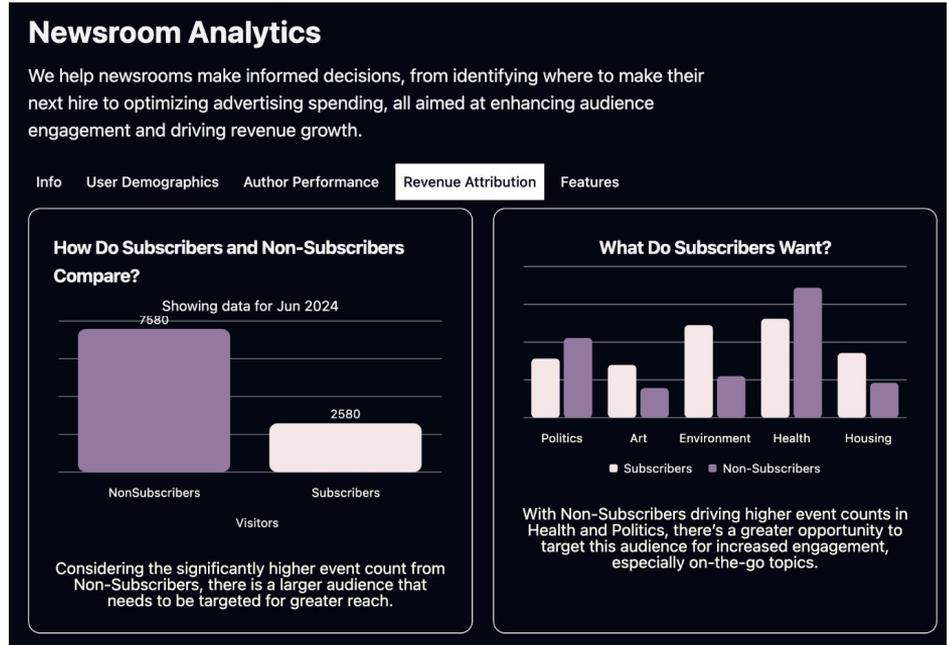
Email team@simppl.org to receive access to the platform demo.

Newsroom Analytics

Use GenAI to identify opportunities for content creation and increased audience engagement, elevate 'outperforming' authors across all categories. **Pilot delivered to the New York Public Radio** and expanding to LION Network members.

Key Features

- ❖ Identify audience preferences for news categories using analytics data.
- ❖ Monitor author performance across different categories to increase value to newsroom.
- ❖ Unlock continuous value from decades of user activity data with **conversational intelligence!**



Our newsroom analytics visual reporting
(now with AI chat available!)

Email team@simppl.org to receive access to report from the 6 month long case study for the WNYC's Gothamist Platform.

Sakhi

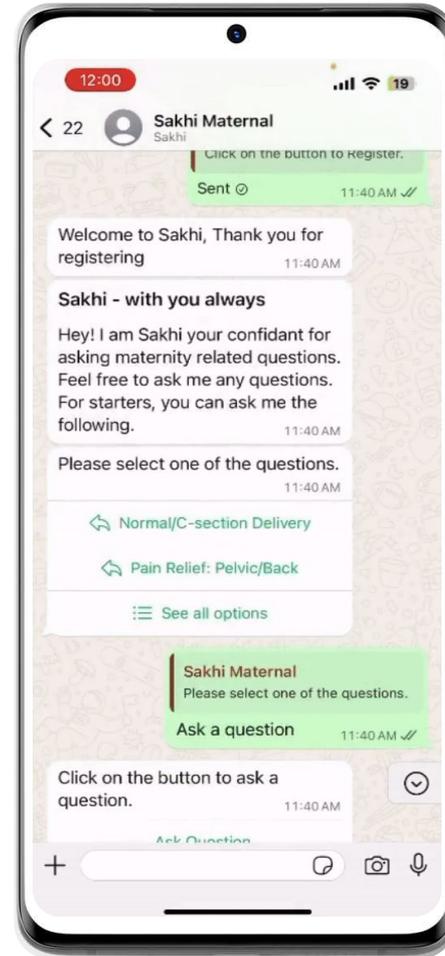
Digital literacy platform designed to deliver accurate and verified **maternal and menstrual** health information to the mobile phones of users, in multiple languages³.

Pilots ongoing with 300 families in Bangladesh and India, featured in Rest of World.

Key Features

- ❖ Mobile based multimodal messaging.
- ❖ Monitor last-mile care delivery programs
- ❖ Gamified rewards for engagement.
- ❖ Mitigate the effects of knowledge gaps and misinformation.

³Sakhi. For chatbot, scan the QR code and email swapneel@mit.edu to receive a password for access.





Snehal
Sakhi - Aadhar
Sanstha Liaison

Rekha & Dipali
Pregnant women from
the village



**Pregnant women from
the village**



Snehal
Sakhi - Aadhar
Sanstha Liaison

Sanam, Aisha, & Fatima
Pregnant women (urban slum)



Sureka, Nisha, & Lata
ASHA workers

Talks and Presentations Featured Globally



UNESCO World Press Freedom Day
 Deutsche Welle
 Jagran New Media
 DW Disinformation Learning Guide
 Embassy of Finland
 Humane Intelligence
 All Tech is Human
 Rest of World
 Swiss Embassy
 MIT Media Lab
 Stanford Internet Observatory
 Computation + Journalism
 Columbia University
 NYC Media Lab
 New York University
 McKinsey, Twitter, Graphika, others

