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Place-Based Media Analysis of Disinformation in Rochester, NY

Thursday, October 26, 2023 10:00 AM (20 minutes)

Protests erupted in Rochester, NY in September, 2020, following the death of Daniel Prude, a Black man who died after being restrained by Rochester police. Video footage of the subsequent Black Lives Matter protests went viral, making national and international news. This presentation maps the video footage created by one Rochester based journalist that went viral for all the wrong reasons: it was used as part of a disinformation campaign. A web GIS map developed from R-based analysis of Twitter data and ArcGIS Online illustrates the international distribution of one Tweet as 'fake news' and maps just how far and wide it can spread. This analysis forms one layer of a 'deep map' examining the history of race in the City of Rochester, NY. We conclude with discussion of the interrelationships between roots of segregation, current demographics, and uses of social media in the context of protest

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