DART

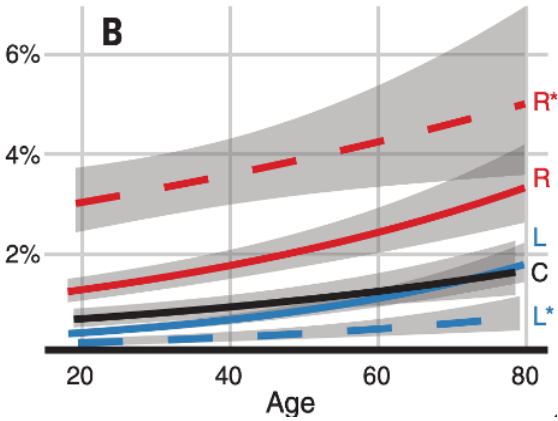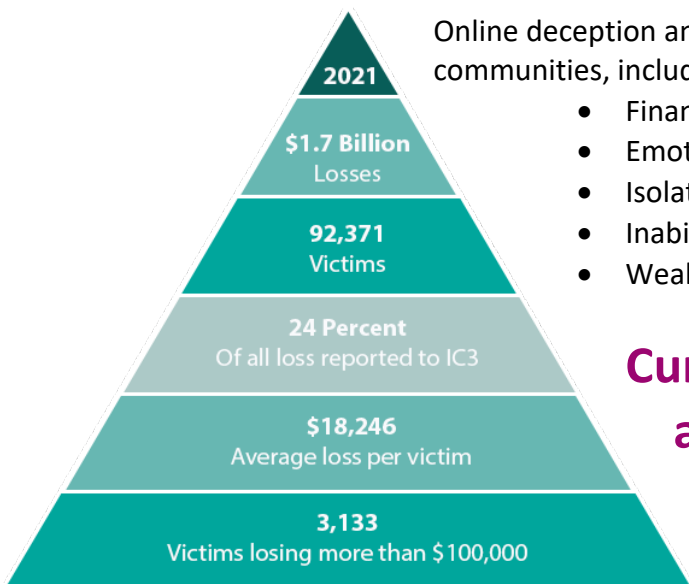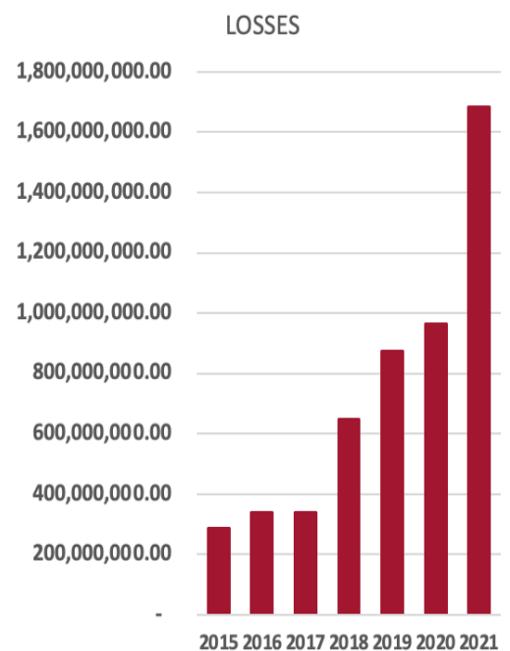### Deception Awareness and Resilience Training

Seniors are more likely to encounter false information and to be victims of cybercrime

"…age was positively and significantly associated with increased levels of exposure to fake news sources across all political groups."

VICTIMS

LOSSES

2021	
$1.7 Billion Losses	
92,371 Victims	
24 Percent Of all loss reported to IC3	
$18,246 Average loss per victim	
3,133 Victims losing more than $100,000	

Online deception and disinformation pose enormous challenges to our communities, including:

- Financial losses
- Emotional distress
- Isolation, polarization, radicalization
- Inability to face emerging crises
- Weakening of democratic institutions

Current Digital Literacy Interventions aren't Working

- They focus on content and critique rather than how deception spreads in communities.
- Bad actors target older adults; current interventions do not.

Source: Grinberg, Joseph, Friedland, Swire-Thompson, & Lazer, *Fake news on Twitter during the 2016 US presidential election*. *Science*, 2019.

Source: FBI Internet Crime Complaint Center Elder Fraud Report 2020 and 2021.
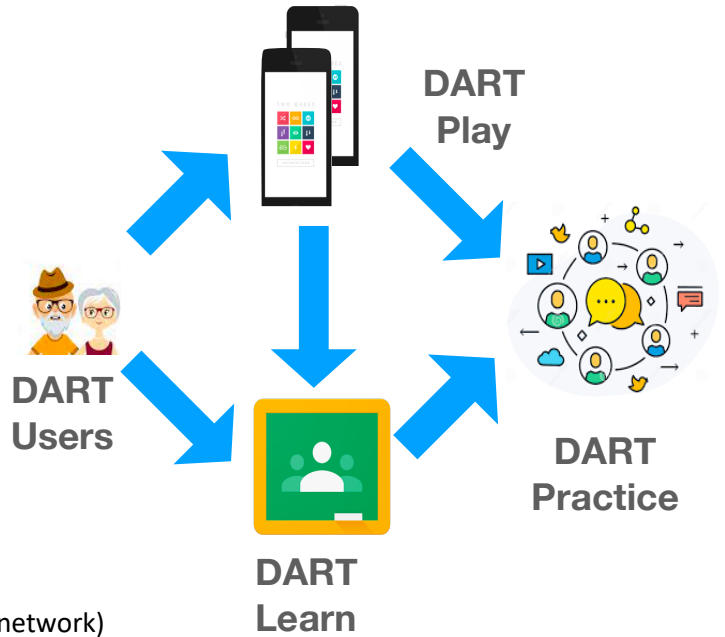
DART

Play. Practice. Protect.

DART Users → **DART Play**, **DART Learn** → **DART Practice**

DART Users

- DART is being developed in collaboration with older adults so our solution will be engaging to seniors.

- DART's interventions are designed with the cognitive differences of older adults in mind.
  - Attention and perceptual processing
  - Working memory
  - Long-term memory

- DART has two entry points:
  - Users will be introduced to **DART Learn** during facilitated training at senior centers, libraries, etc.
  - Users can find **DART Play** in app stores or through recommendation from friends (the original social network)
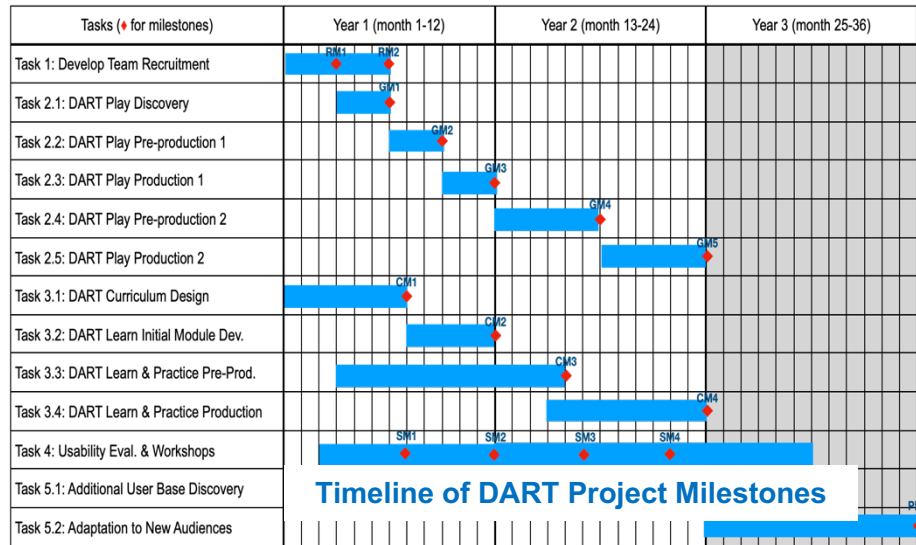
DART Learn

- A structured, engaging environment with feedback, adaptive guidance, and customization.

- Periodically updated and adapted to incorporate new deception schemes.

DART Play

- Mobile games designed by professional game designers for the accessibility needs and game type preferences of older adults.

- An entertaining, effortless, and intuitive introduction to online deception themes to make users aware of the concepts and language operative in a variety of successful schemes.

- Will use proven game design incentives, such as "rewards" and "gameplay bonuses" that encourage players to stay engaged.

Tasks (♦ for milestones)	Year 1 (month 1-12)	Year 2 (month 13-24)	Year 3 (month 25-36)
Task 1: Develop Team Recruitment	RM1 RM2		
Task 2.1: DART Play Discovery	GM1		
Task 2.2: DART Play Pre-production 1	GM2		
Task 2.3: DART Play Production 1	GM3		
Task 2.4: DART Play Pre-production 2		GM4	
Task 2.5: DART Play Production 2		GM5	
Task 3.1: DART Curriculum Design	CM1		
Task 3.2: DART Learn Initial Module Dev.	CM2		
Task 3.3: DART Learn & Practice Pre-Prod.	CM3		
Task 3.4: DART Learn & Practice Production		CM4	
Task 4: Usability Eval. & Workshops	SM1	SM2 SM3 SM4	
Task 5.1: Additional User Base Discovery			
Task 5.2: Adaptation to New Audiences			PM2

Timeline of DART Project Milestones

DART Practice

- Interactive web-based gamified system simulating scenarios of real-life online deception on social media.

- Designed to take advantage of the protégé effect by simulating situations in which participants can help others recognize and respond to online deceptions.

- Will enable users to explore and learn from their mistakes without real-world consequences.

University at Buffalo
Center for Information Integrity

Social Media Test Drive

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