



# HORIZON 2020

The EU Framework Programme for Research and Innovation

# RENOIR

## Reverse EngiNEering of sOcial Information pROcessing

### MAIN PILLAR

Excellent Science

### TYPE OF ACTION

Marie Skłodowska-Curie Research  
and Innovation Staff Exchange

### DURATION

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### ABSTRACT

In today's world, access to information is a decisive factor advancing industry, society and even culture. It is therefore of great importance to understand why and how some information (e.g. some memes) spreads virally with great ease, while other is met with disinterest and omission. Uncovering the reasons may allow promoting important information, like warnings about cyber-attacks, while stifle harmful rumors, such as vaccines causing autism. The aim of the project is to treat the vast complexity of such information dynamics in social systems by involving researchers in social sciences, journalism, computing, data mining and complexity science.

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