

British Columbia Wildfires

SHADOW PULSE INTELLIGENCE REPORT

2026



CASE STUDY / SOCIAL THREAT INTELLIGENCE

How an Information Gap Created Space for Misinformation

Shadow Pulse monitored the online conversation surrounding the British Columbia wildfire across news and social platforms. The data shows a high-volume emergency response phase followed by a lower-volume period in which new claims emerged and inorganic activity became more visible.

PRIMARY INTELLIGENCE FINDING

The largest public-attention spike was not necessarily the period of greatest information-integrity risk.

~86K

posts monitored
across the project

8,756

users detected during
the analysis period

38

platforms and sources
with activity

21.3K

posts classified as
negative sentiment

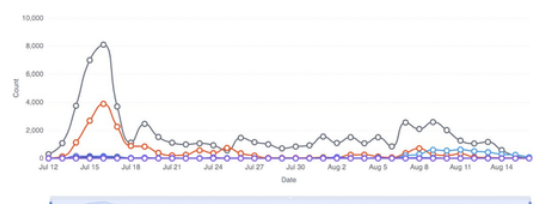
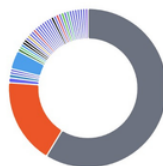
THE FIRST WAVE: EMERGENCY ATTENTION

The strongest overall conversation occurred around July 15-17, when news coverage, Reddit participation, normal-user activity, negative sentiment and harmful-content signals rose together.

INTERPRETATION

The synchronized rise across legitimate reporting, public participation and emotional reaction suggests that the first wave was primarily event-driven, rather than evidence of a coordinated manipulation campaign.

Platform Participation



Platform Participation view from Shadow Pulse. Counts may differ slightly between refreshed modules.

70.8%

News share of total
posts

20.9%

Approx. Reddit
share

4.6%

Approx. X/ Twitter
share

From information gap to misinformation

As the initial wildfire conversation declined, Shadow Pulse detected a shift from broad emergency reporting toward specific claims and narrative risk.

VERIFIED TRUE

Residents of Summerland were turning to social media for wildfire information because of limited official updates.

101 associated posts. This signal points to an information vacuum - a condition that can increase reliance on decentralized, less-verified sources.

MISINFORMATION

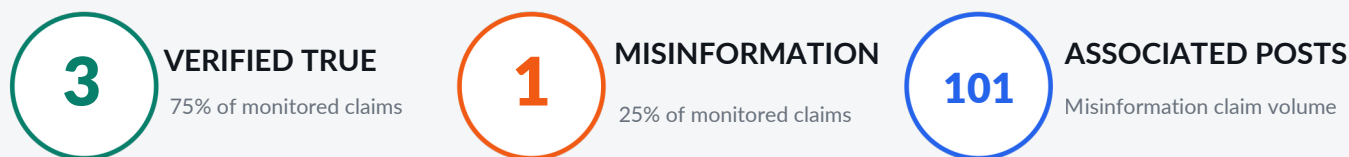
"The Bald Range wildfire forced more than 20,000 people to evacuate..."

101 associated posts - approximately 34.5% of the volume associated with the four monitored claims.

CLAIM SIGNALS

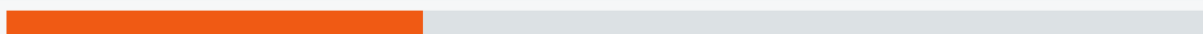
Four monitored claims defined the narrative layer

Three were classified as verified true; one was classified as misinformation.



MISINFORMATION SHARE WITHIN MONITORED CLAIM-LEVEL VOLUME

34.5% of posts associated with the four monitored claims were tied to the inaccurate 20,000+ evacuation narrative.



Important: this percentage applies only to the four monitored claims, not the full ~86K-post corpus.

JUL 14-18

Emergency surge

News, public participation, negativity and harmful content rise sharply.

JUL 19-AUG 6

Attention declines

Overall conversation falls substantially from the initial peak.

AUG 7-10

Claims emerge

Monitored narratives become more visible in the long tail of the crisis.

AUG 11-14

Inorganic activity rises

A secondary authenticity signal appears after the main news cycle.

WHY THIS MATTERS

A decline in total conversation volume does not necessarily mean information risk is declining. The long tail of a crisis can carry different, less visible risks.

Inorganic activity rose after the main news cycle

Shadow Pulse identified a second and stronger period of inorganic activity after the original wildfire attention peak-at a timing pattern that warrants deeper account-level analysis.

402

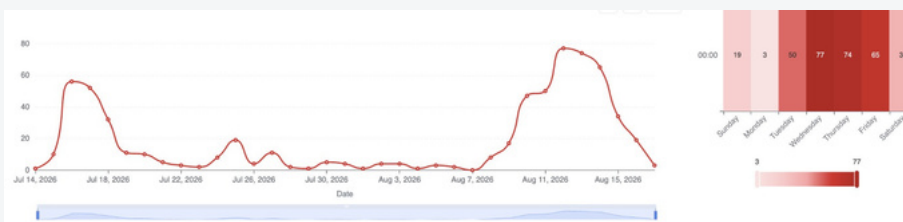
inorganic users identified in the fake-profile analysis

645

posts attributed to inorganic users

~77

highest daily activity point in the secondary spike



Activity of Fake Profiles and Bots. The strongest secondary spike appears around Aug 11-14, after monitored claims had begun to emerge.

No sufficient evidence of a large-scale coordinated disinformation campaign.

The temporal relationship between emerging claims, misinformation and inorganic activity is noteworthy, but correlation alone does not prove coordination. Establishing deliberate amplification would require post-level overlap, synchronized timing, repeated language, shared URLs and network relationships.

1 Communicate early

Information vacuums form quickly during emergencies. Timely, consistent updates reduce dependence on uncertain sources.

2 Monitor narratives, not only volume

Lower overall activity can still contain high-risk claims or artificial amplification.

3 Continue after the peak

Post-peak monitoring is essential because the threat profile can change after mainstream attention declines.

Emergency



High information demand



Limited official updates



Greater social-media reliance



Inaccurate claim emerges



Inorganic activity increases



SHADOW PULSE
Intelligence

From signal to structure to strategy

Shadow Pulse keeps you ahead!

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