How to spot and fight disinformation
What will we learn?

**WHAT**

*What is disinformation?*

**HOW**

*How does it work?*

**HOW**

*How do I respond?*
PART 1
What is disinformation?
Part 1: What is disinformation?

✔️ Pop Base
Olivia Rodrigo and Sabrina Carpenter at the Met Gala.

的信心

؟️ Iran Spectator
Breaking News
The Shahed Drones appear to have reached Israel right now

Video confirmation has been provided:

Video

Stay informed
This media is presented out of context Find out more

❌ AFP Fact Check
This @Forbes cover is fake -- the magazine's most recent issue featured an American investor u.afp.com/5Arh

Forbes
The World's Billionaires
9:28 PM - Apr 19, 2024 - 1,455 Views
Part 1: What is disinformation?

**WHY** might someone spread information that isn’t true?

- Because it’s a *joke* ➔ Satire/humour
- Because they *believe* it ➔ Misinformation
- Because they want to *deceive* people ➔ Disinformation
Part 1: What is disinformation?

©Pablo Xavier

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Pope wearing a Balenciaga puffer jacket

Humour
Part 1: What is disinformation?

‘5G caused and spread coronavirus’

Playing on:
- Existing conspiracy theories about supposed 5G health impacts;
- Uncertainty and fear in the early days of the pandemic.

Consequences:
- Vandalism of 5G towers;
- Disruption of telecommunication services;
- Harassment of telecom services employees.
Part 1: What is disinformation?

I'm a mother from Odesa, Ukraine.

I'm the vice-chair of a Russian religious foundation.

I'm a lawyer from Donetsk, Ukraine.

I'm a citizen of Kharkiv, Ukraine.

Same person poses as different people.

Disinformation

Image Source – vesti-ukr, stopfake.org, stopfake.org, YouTube.
PART 2

How does disinformation work?
Part 2: How does disinformation work?

The aim of disinformation is not necessarily to convince, but to confuse. Tactics include:

- **Whataboutism**: drawing attention to unrelated, or distantly related issues.
- **Strawman**: misrepresenting others’ position and attacking it.
- **Attack**: scaring off ‘doubters’ by using aggressive or demeaning language.
- **Mockery**: making fun of ‘doubters’; using sarcasm.
- **Overwhelm with detail**: distract from the main point.
Part 2: How does disinformation work?
Part 2: How does disinformation work?

Disinformation is not only on social media – it also appears in traditional media.
Part 2: How does disinformation work?
Part 2: How does disinformation work?
PART 3

How to respond to disinformation?
Part 3: How to respond to disinformation?

Don’t be tricked into reacting!

Pause

Think
Part 3: How to respond to disinformation?

When in doubt check:

- **Content**: do the title and content match? Does the content make sense?
- **Outlet / URL**: is it reliable? Is it what you think it is?
- **Author**: are they reliable/qualified?
- **Date**: when was it published?
- **Image**: does it actually depict what it says?
- **Other sources**: are other sources reporting on this story? Which ones?

Be aware of your biases!

Think before you share
How to respond to disinformation?

How can **YOU** contribute to fighting disinformation?

- **Don’t believe everything you hear**
  - Think critically, check your sources and remember to pause and reflect before reacting.

- **Raise awareness**
  - Share what you’ve learned with friends and family, BUT…

- **Don’t shame people**
  - Show empathy and try to understand people who believe disinformation. Confrontation rarely convinces people!
Part 3: How to respond to disinformation?

Fact-checkers

- The International Fact-Checking Network provides a list of fact-checking organisations that have signed up to the IFCN Code of Principles.

- The European Fact-Checking Standards Network

- Search online fact-checks about a topic or person with Google’s Fact Check Explorer

- See debunks of disinformation on EUvsDisinfo.eu

- EDMO (the European Digital Media Observatory) monitors and reacts to disinformation through its hubs across the EU.
### National fact-checking resources

<table>
<thead>
<tr>
<th>Region</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTRIA and GERMANY</td>
<td>GADMO</td>
</tr>
<tr>
<td>BELGIUM and NETHERLANDS</td>
<td>BENEDMO</td>
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<td>BELGIUM and LUXEMBOURG</td>
<td>EDMO BELUX</td>
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<tr>
<td>BULGARIA and ROMANIA</td>
<td>BROD</td>
</tr>
<tr>
<td>CROATIA and SLOVENIA</td>
<td>ADMO</td>
</tr>
<tr>
<td>CYPRUS, GREECE and MALTA</td>
<td>MEDDMO</td>
</tr>
<tr>
<td>CZECHIA, SLOVAKIA and POLAND</td>
<td>CEDMO</td>
</tr>
<tr>
<td>DENMARK, FINLAND and SWEDEN</td>
<td>NORDIS</td>
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<tr>
<td>ESTONIA, LATVIA and LITHUANIA</td>
<td>BECID</td>
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<tr>
<td>FRANCE</td>
<td>DE FACTO</td>
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<tr>
<td>HUNGARY</td>
<td>HDMO</td>
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<td>IRELAND</td>
<td>EDMO Ireland</td>
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<tr>
<td>ITALY</td>
<td>IDMO</td>
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<td>PORTUGAL and SPAIN</td>
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Part 3: How to respond to disinformation?

WHAT IS THE EU DOING?

Raising awareness and communicating (e.g. offering reliable info, exposing and preventing disinformation)

Working with partners (e.g. EU countries and other countries, international organisations)

Promoting access to information (e.g. supporting media literacy, independent media and fact-checkers)

Working with social media platforms (e.g. to minimise the spread of false or harmful information and protect users)
PART 4

Practice
Part 4: Practice

- Split into groups
- Get your case study & tasks
- Prepare a presentation
Test what you’ve learned in a game

**The Bad News Game**
(available in several languages, for age 14 and up), you play the role of someone spreading misinformation online.

**Bad News Game for Kids**
(available in fewer languages, for age 8 and up)

**Cat Park**
(English, French, Dutch and Russian; ages 15+), you are given the job of turning the public against a planned park using common disinformation techniques.
Sources:

- Illustrations by upklyak on Freepik (slides 1,2,3,7,9,10,15,16,18,19,20,22,23,24)
- Slide 4:
  - Social media post on encounter between Olivia Rodrigo and Sabrina Carpenter: https://twitter.com/PopBase/status/1521984278057218050?lang=en
  - Video on Iron dome being activated: (3) Iran Spectator on X: "

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Sources: