How to **spot and fight**

disinformation

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What will we learn?

WHAT is disinformation?

HOW does it work?

HOW do I respond?

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PART 1

What is disinformation?

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Part 1: What is disinformation?

Pop Base
@PopBase

Olivia Rodrigo and Sabrina Carpenter at the Met Gala.

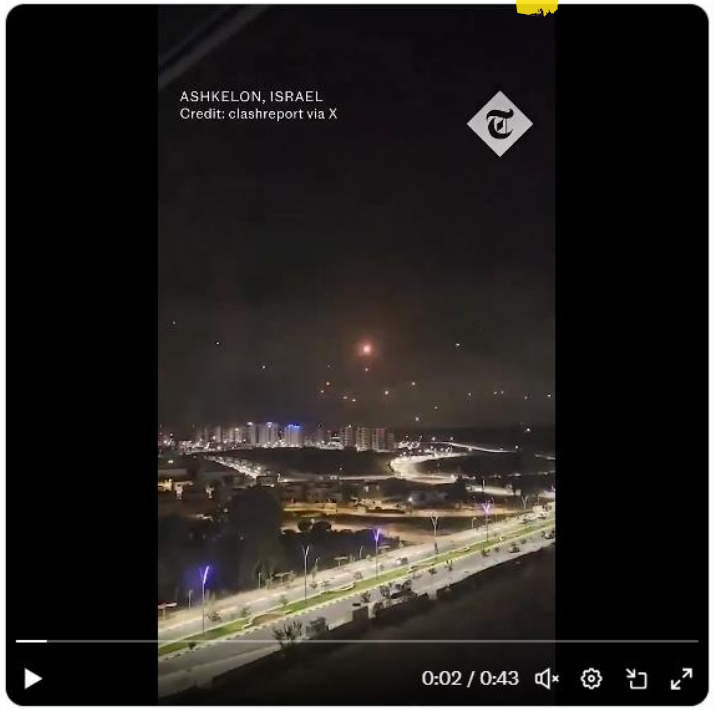
12:45 am · 5 May 2022

Iran Spectator
@IranSpec

⚠️ Breaking News ⚠️

🇮🇷 The Shahed Drones appear to have reached Israel right now

Video confirmation has been provided:



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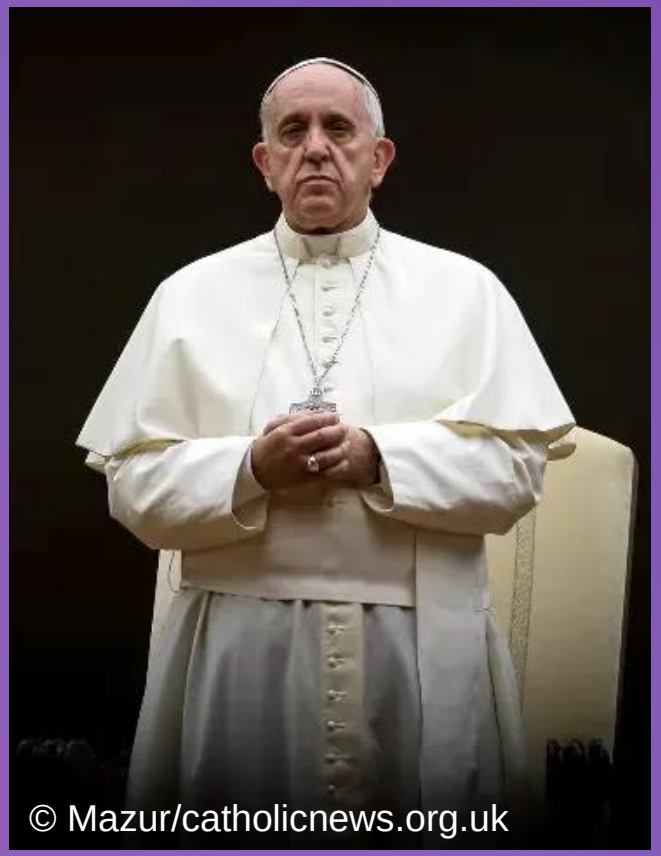
This @Forbes cover is fake -- the magazine's most recent issue featured an American investor u.afp.com/5Arh

9:28 PM · Apr 19, 2024 · **1,455** Views

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?



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.

➔ **Misinformation**

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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?

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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

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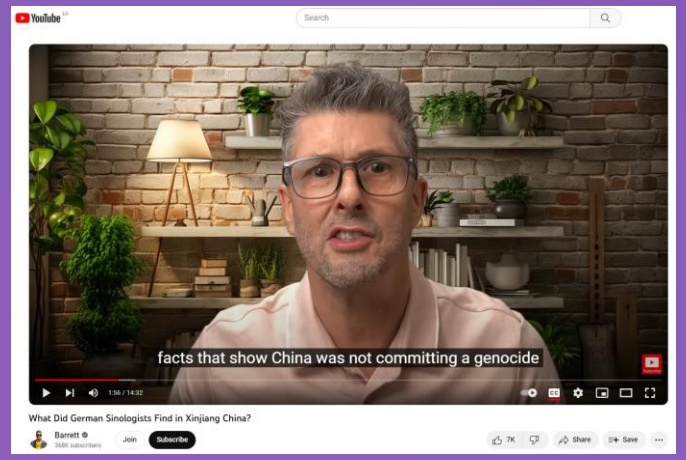
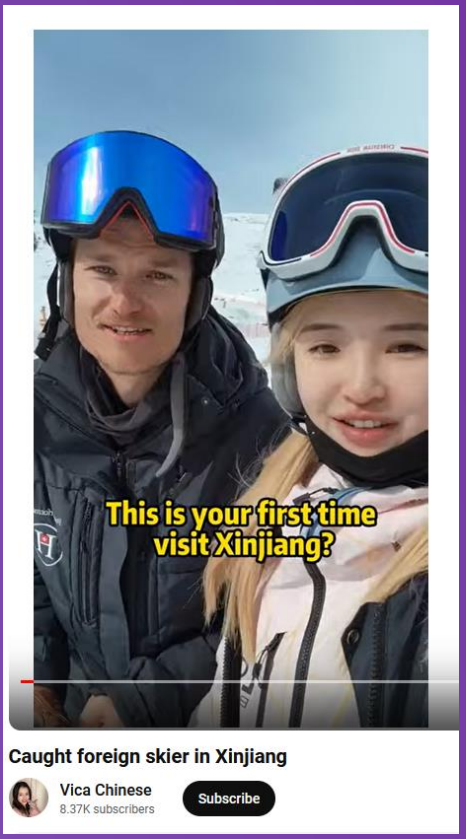
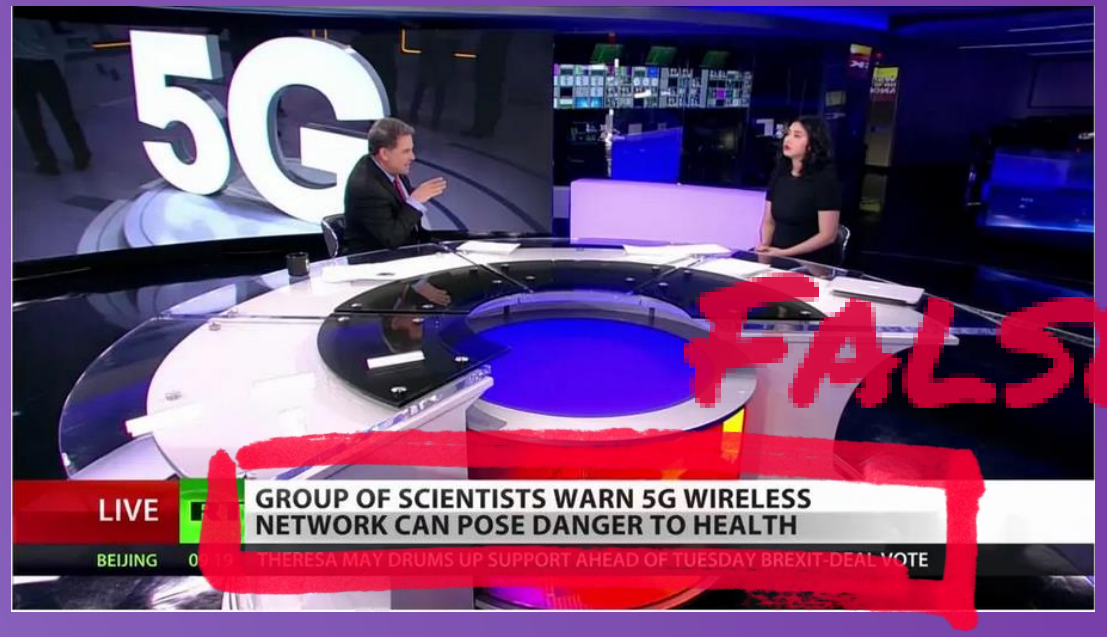
Part 2: How does disinformation work?

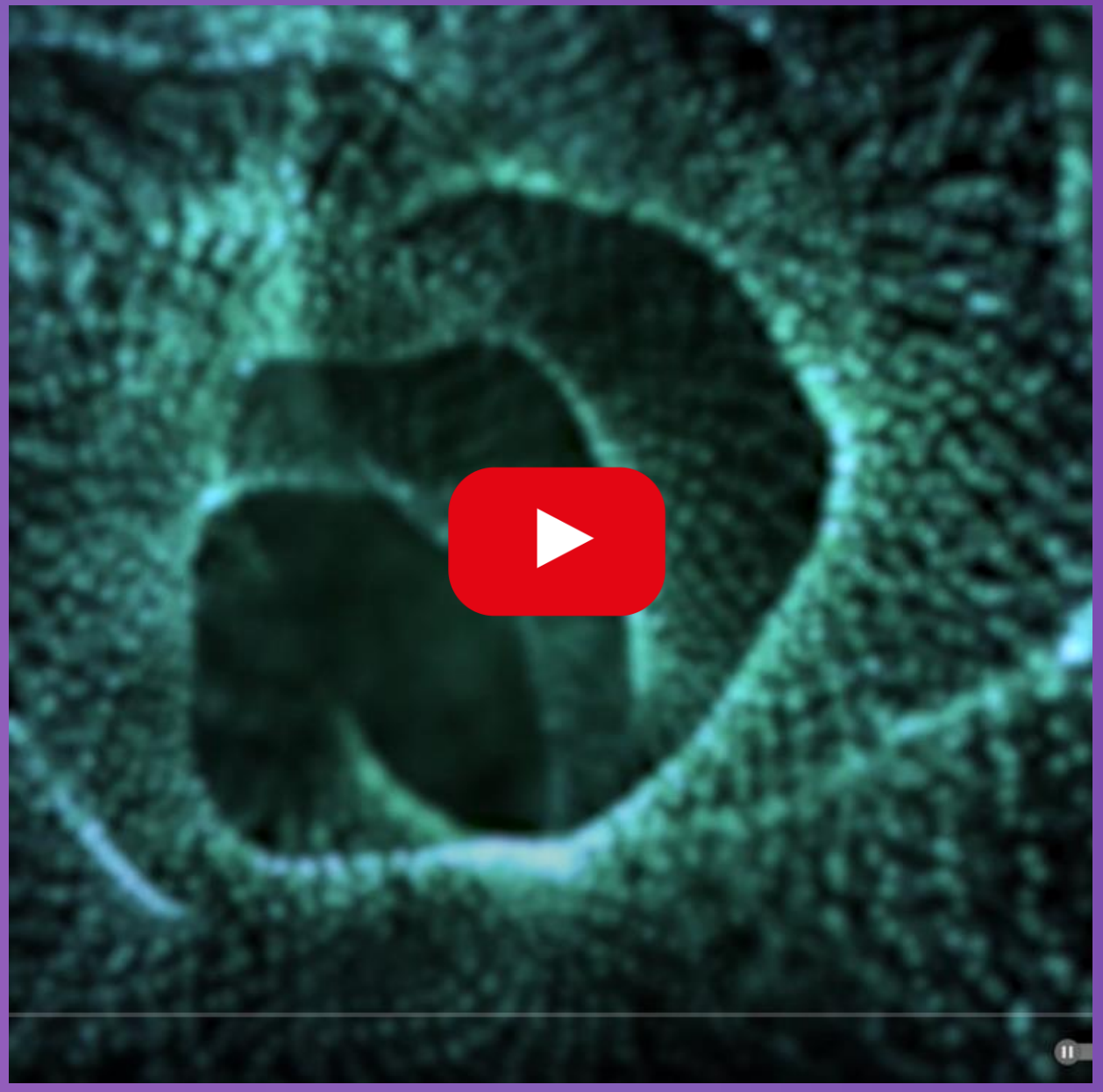






Disinformation is not only on social media – it also appears in traditional media

Part 2: How does disinformation work?



Part 2: How does disinformation work?

PART 3

How to respond to disinformation?

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Don’t be tricked into reacting!

Pause

Think

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 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…

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Don't shame people

- Show empathy and try to understand people who believe disinformation. Confrontation rarely convinces people!

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 Strandards 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.

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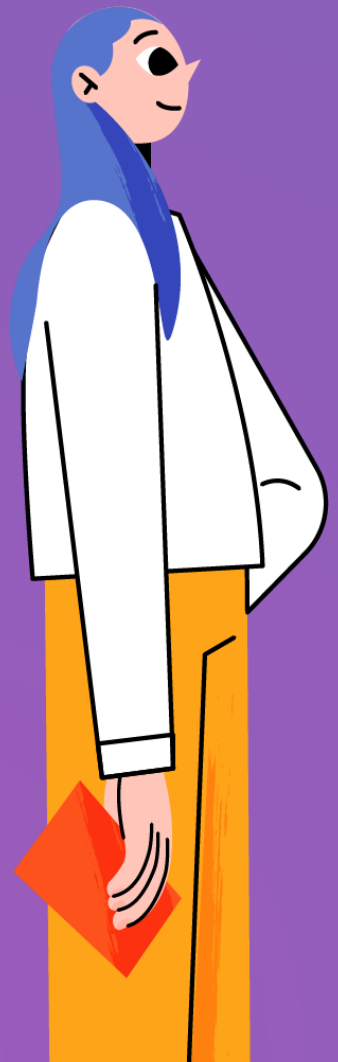
National fact-checking resources



AUSTRIA and GERMANY	GADMO
BELGIUM and NETHERLANDS	BENEDMO
BELGIUM and LUXEMBOURG	EDMO BELUX
BULGARIA and ROMANIA	BROD
CROATIA and SLOVENIA	ADMO
CYPRUS, GREECE and MALTA	MEDDMO
CZECHIA, SLOVAKIA and POLAND	CEDMO

DENMARK, FINLAND and SWEDEN	NORDIS
ESTONIA, LATVIA and LITHUANIA	BECID
FRANCE	DE FACTO
HUNGARY	HDMO
IRELAND	EDMO Ireland
ITALY	IDMO
PORTUGAL and SPAIN	Iberifier

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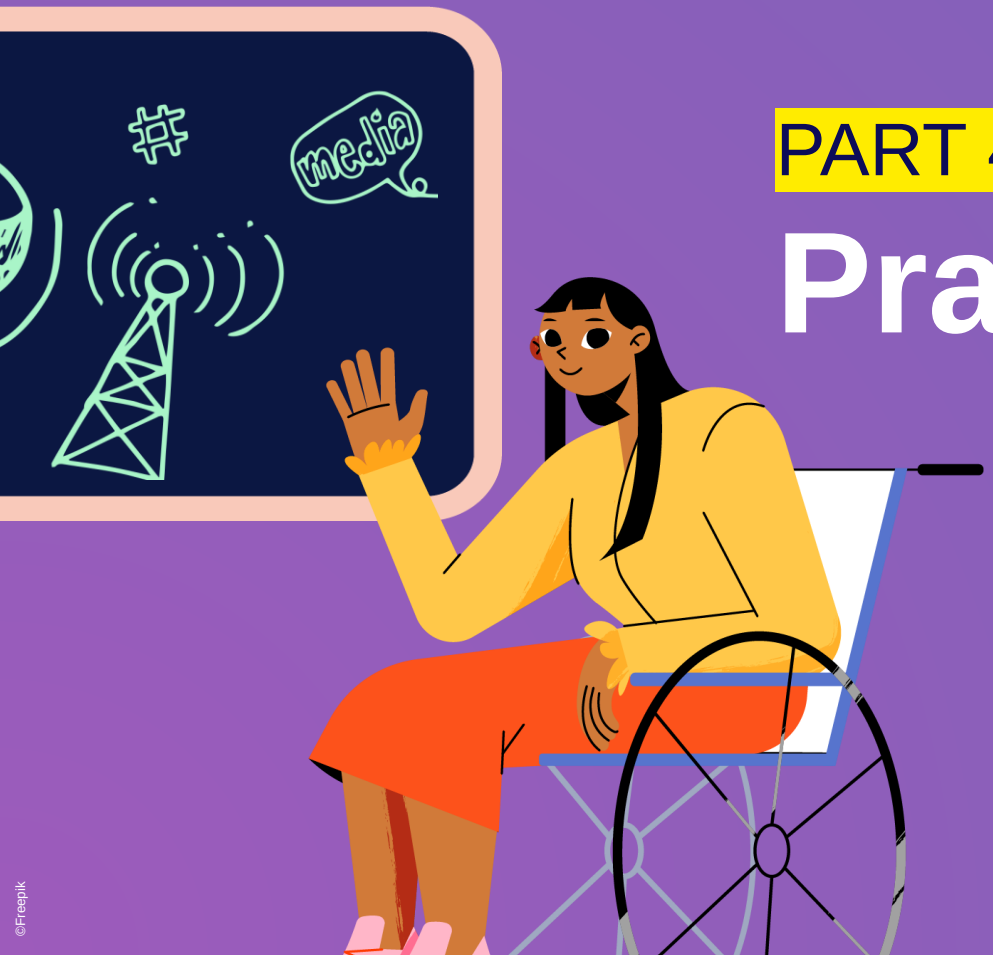
Working with social media platforms
(e.g. to minimise the spread of false or harmful information and protect users)

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)

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



PART 4

Practice

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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.

Harmony Square

(English, French, Dutch, Czech, German, Hungarian, Slovenian, Spanish, Portuguese, Latvian, Romanian, Ukrainian, Russian and other non-EU languages) You act as Chief Disinformation Officer, trolling the residents of Harmony Square and using disinformation techniques to pit them against each other.

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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: "⚠ **Breaking News** ⚠ IR| **The Shahed Drones appear to have reached Israel right now** Video confirmation has been provided: https://t.co/5Mt7VfstLB" / X (twitter.com)
  - Fake Forbes Magazine cover: https://u.afp.com/5Arh
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