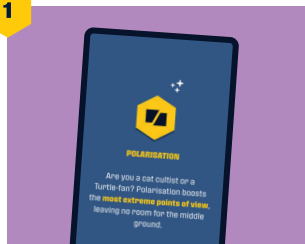


HOW THE GAME WORKS

1



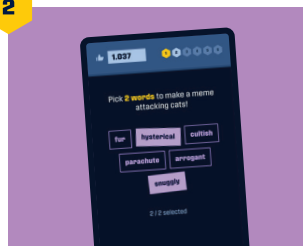
Choose your tactic

Use shady tactics to help your pet Turtle win the Annual Best Pet Competition! Become a master of disinformation in just six short levels.

Create your message

Select the ingredients of your message, from emotional to manipulative. You can try different approaches to see what works and what doesn't.

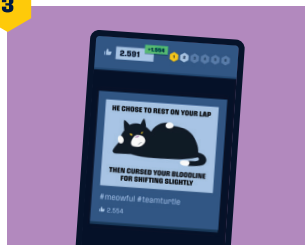
2



Get the votes

Post your message and gleefully watch the votes for Turtle roll in!

3



WHAT'S THE BIG DEAL WITH DISINFORMATION?

Disinformation is false or misleading information that's deliberately spread to deceive people. It can stir up fear, anger, and divisions and is often used to influence public opinion, undermine trust in institutions, or disrupt democratic processes, such as elections.

In today's hyperconnected world, disinformation spreads fast and far. It can come from troll farms, fake accounts, or even seemingly trustworthy sources. That's why it's more important than ever to know how to spot it and stop it. Play the game - find out how.



VOTE FOR TURTLE

A 5-minute online game about disinfo. And a turtle.

voteforturtle.eu

PLAY NOW ON
YOUR PHONE
OR LAPTOP



A PLAYFUL WAY TO UNDERSTAND A SERIOUS ISSUE

The European Union has developed an online game that shows how disinformation spreads. Your mission? Use shady tactics to get Turtle elected as Pet of the Year. As you play, you'll learn about six common disinformation techniques— and all this in just 5 minutes.

SIX COMMON DISINFO TACTICS TO LOOK OUT FOR



Emotional language

People are more likely to interact with posts that provoke outrage, fear and disgust on social media.



Polarisation

Are you a cat cultist or a Turtle-fan? Polarisation boosts the most extreme points of view, leaving no room for the middle ground.



Manipulation

Even real content can be manipulative if twisted or taken out of context.



Confirmation bias

People tend to be less critical about information they already believe.



Silencing

Aggressive attacks make people think twice about sharing their opinions, often keeping silent instead.



Flooding

When there's a lot of noise, it gets hard to tell fake from fact. In the confusion that follows, only the loudest voices are heard.

For more info and videos on these tactics, visit the European Parliament website: europeanl.europa.eu (Topics → Disinformation)