



How to spot and fight **dis**information



WHAT

is disinformation?

HOW

does it work?

HOW

do I respond?



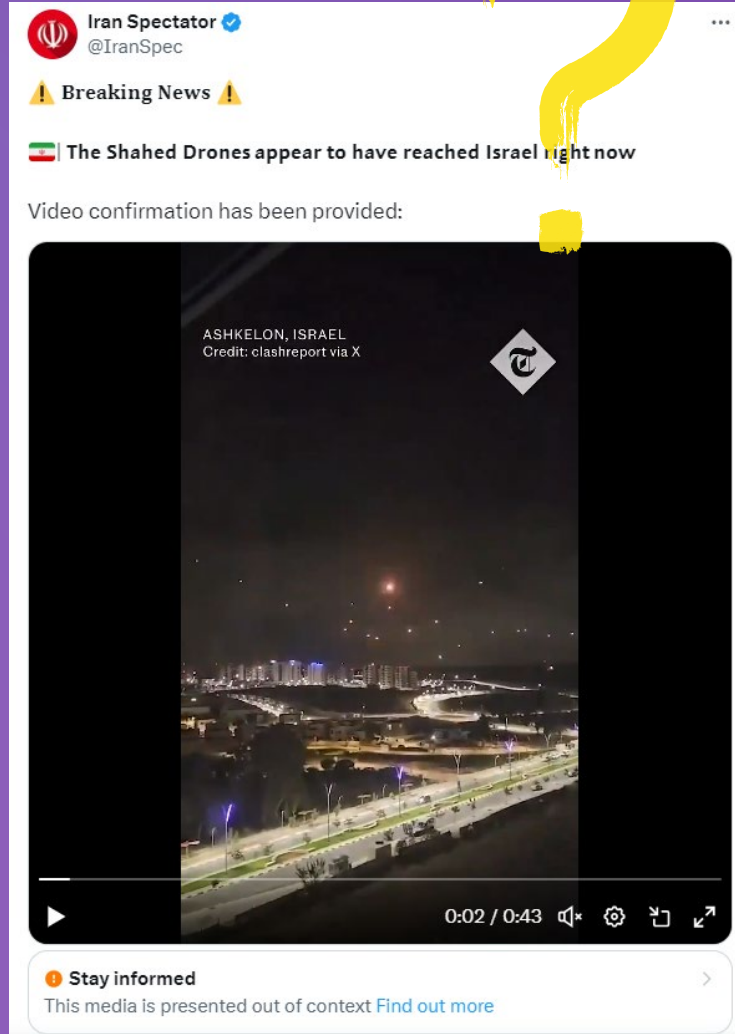
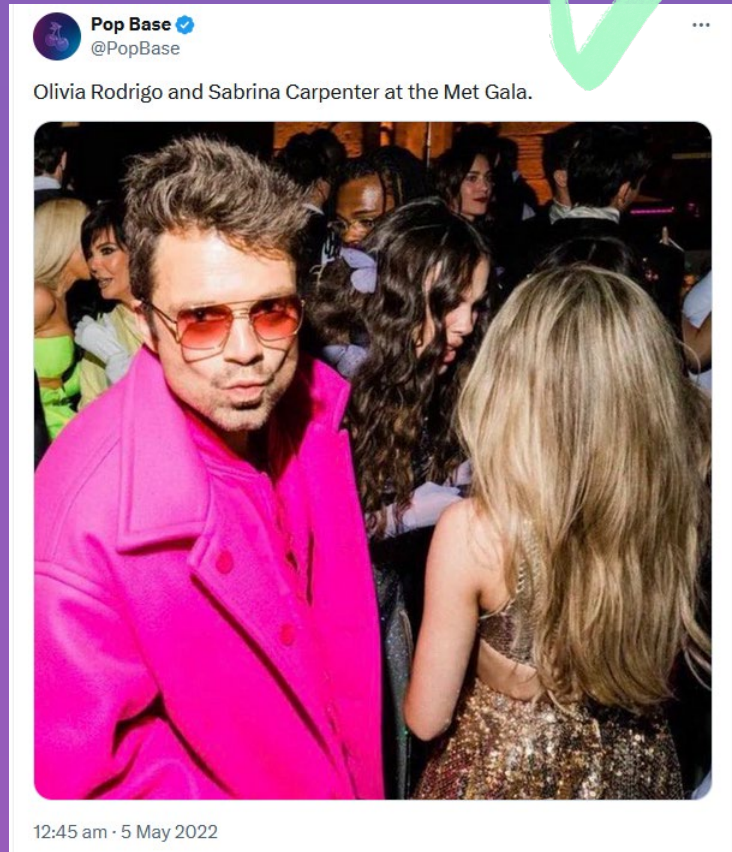


PART 1

What is disinformation?



Part 1: What is disinformation?

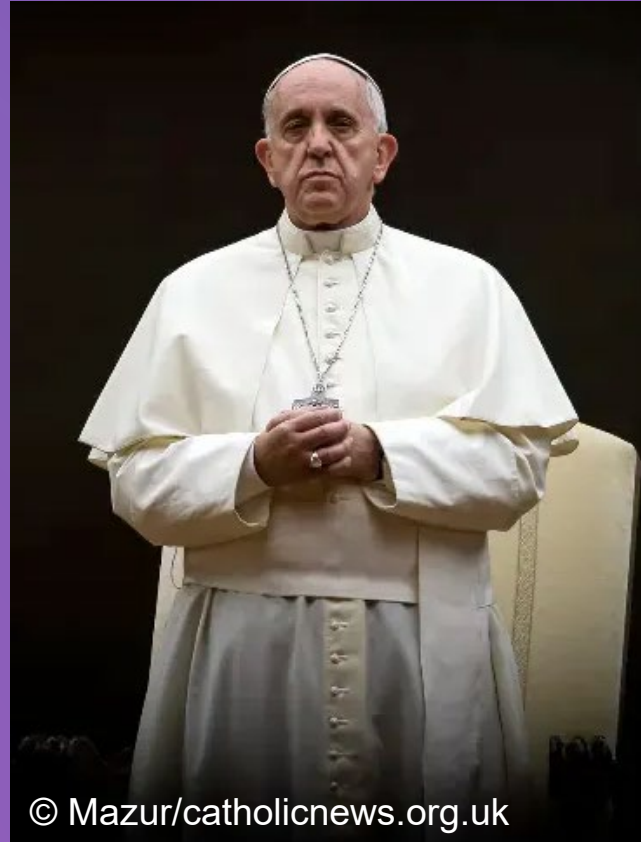


WHY might someone spread information that isn't true?

- Because it's a *joke* → **Satire/humour**
- Because they *believe* it → **Misinformation**
- Because they want to *deceive* people → **Disinformation**



Part 1: What is disinformation?



Pope wearing a
Balenciaga puffer jacket

→ **Humour**





'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



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





PART 2

How does disinformation work?



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



I don't know who I can trust anymore!

! **Whataboutism**
drawing attention to unrelated, or distantly related issues.

! **Mockery**
making fun of 'doubters'; using sarcasm.

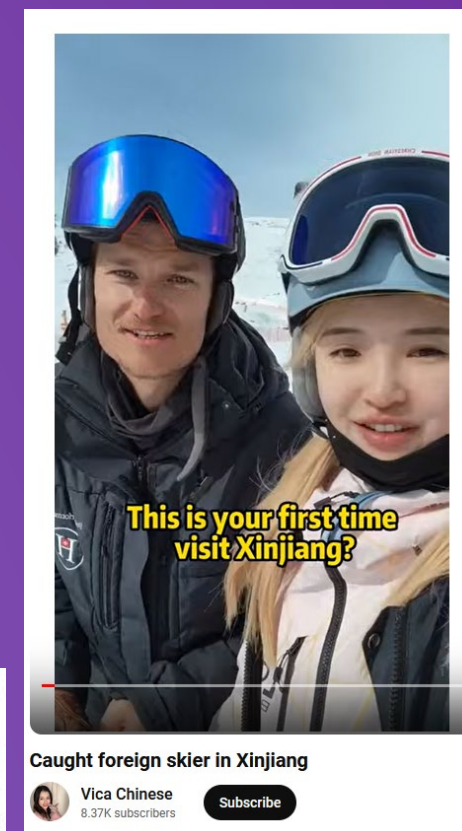
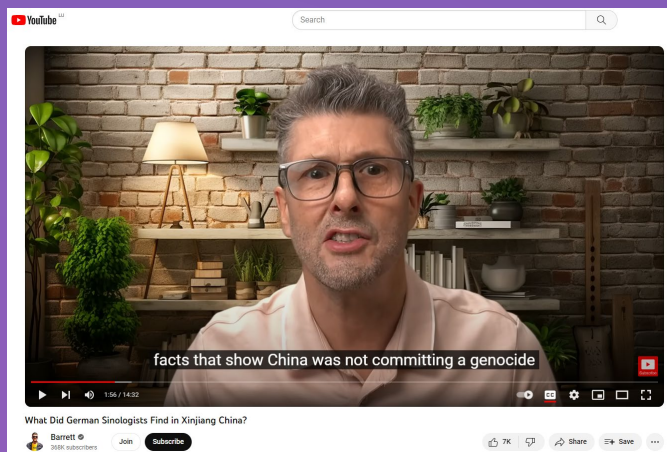
! **Strawman**
misrepresenting others' position and attacking it.

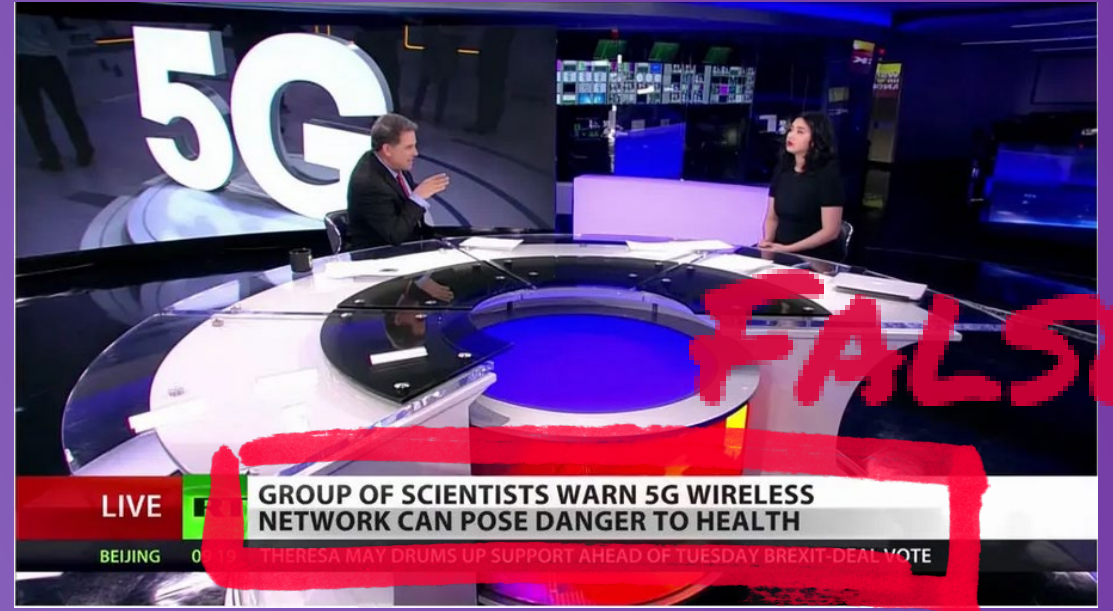
! **Overwhelm with detail**
distract from the main point

! **Attack**
scaring off 'doubters' by using aggressive or demeaning language.



Part 2: How does disinformation work?



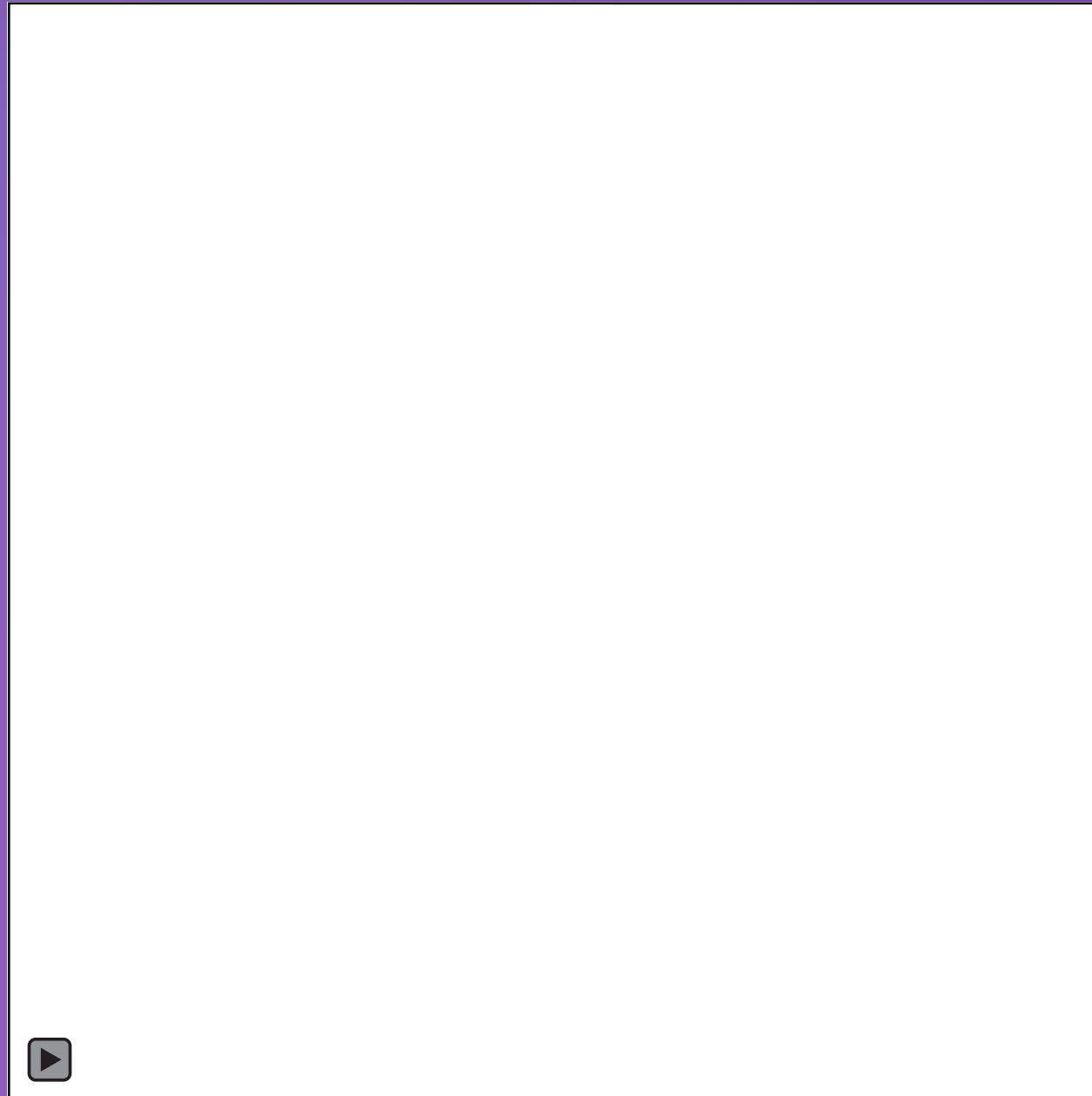


! Disinformation is not only on social media – it also appears in traditional media





Part 2: How does disinformation work?





Part 2: How does disinformation work?





PART 3

How to respond to disinformation?



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

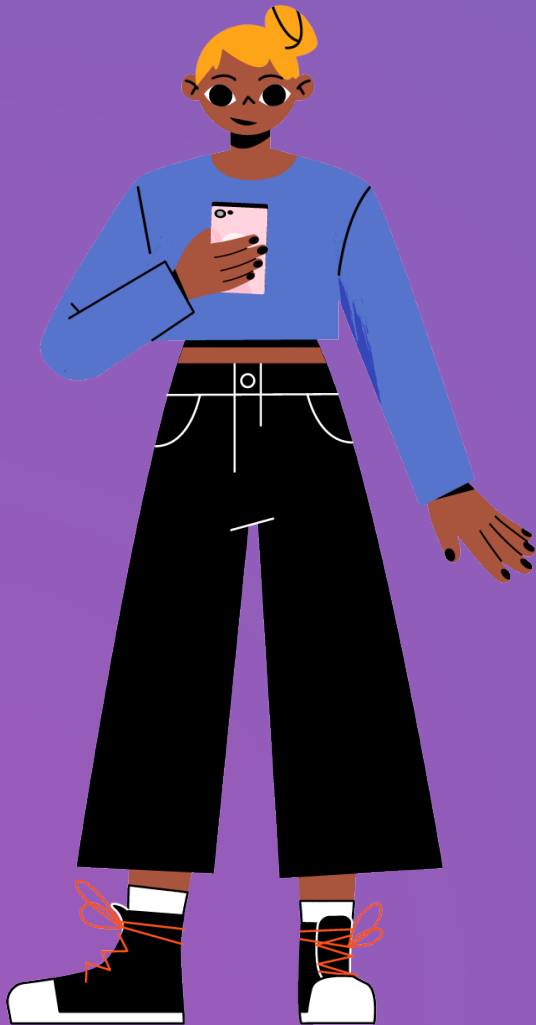
✓ Share what you've learned with friends and family, BUT...

Don't shame people

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



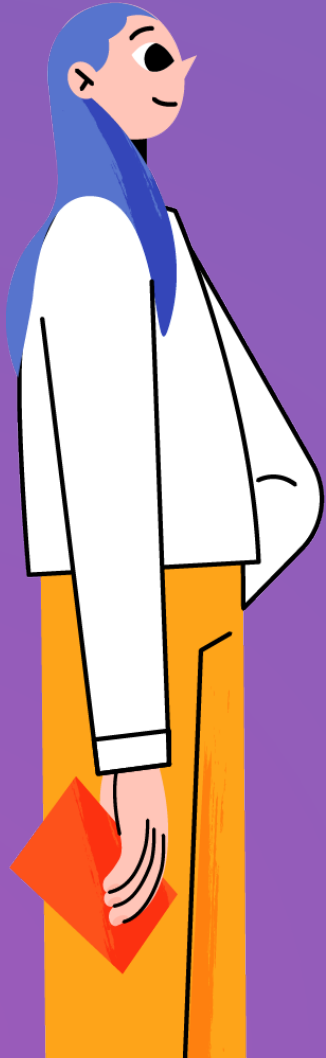
Fact-checkers



- 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 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



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](#)







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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