

# INTRODUCTION TO DISINFORMATION

# RECAP AND REFLECTION

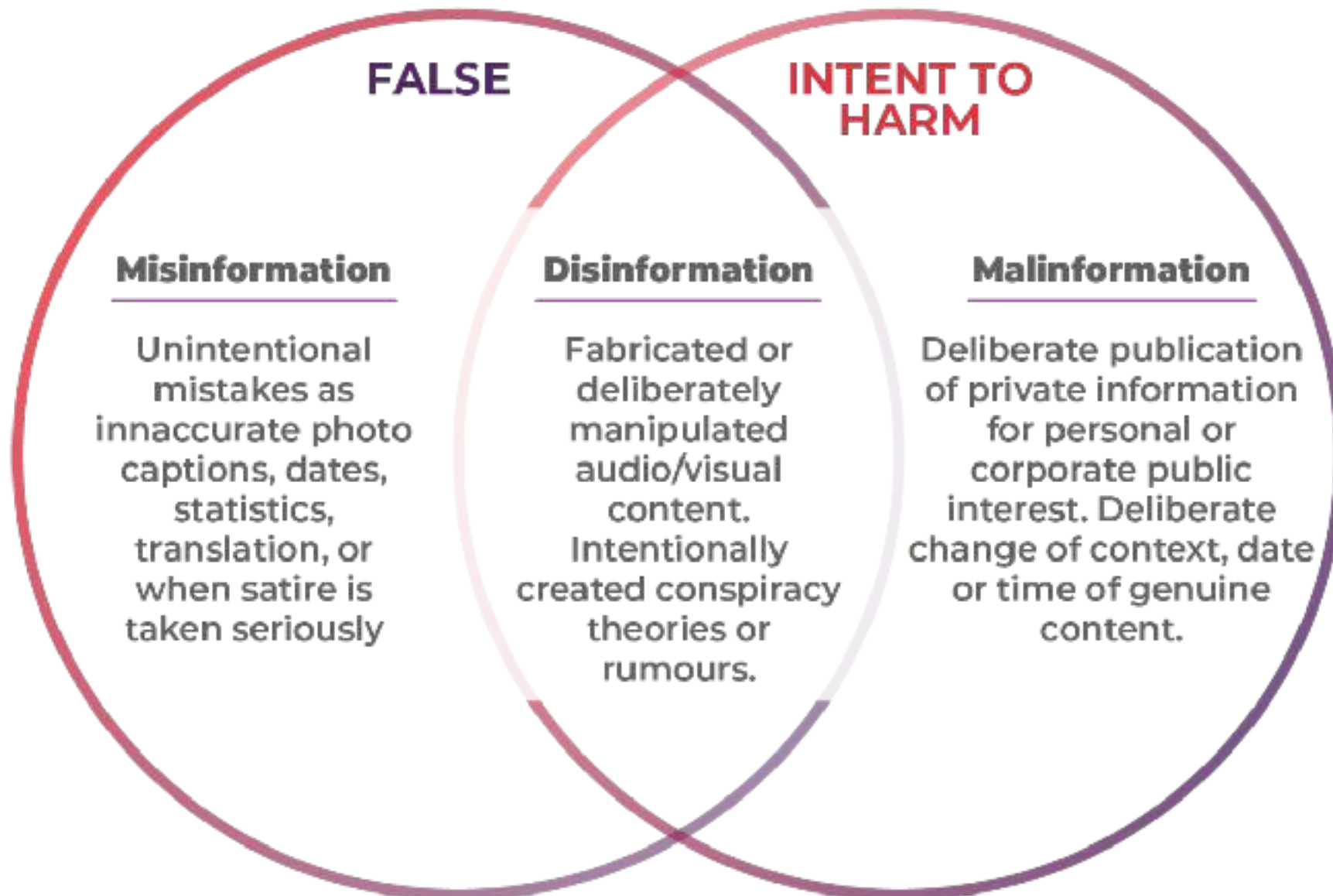


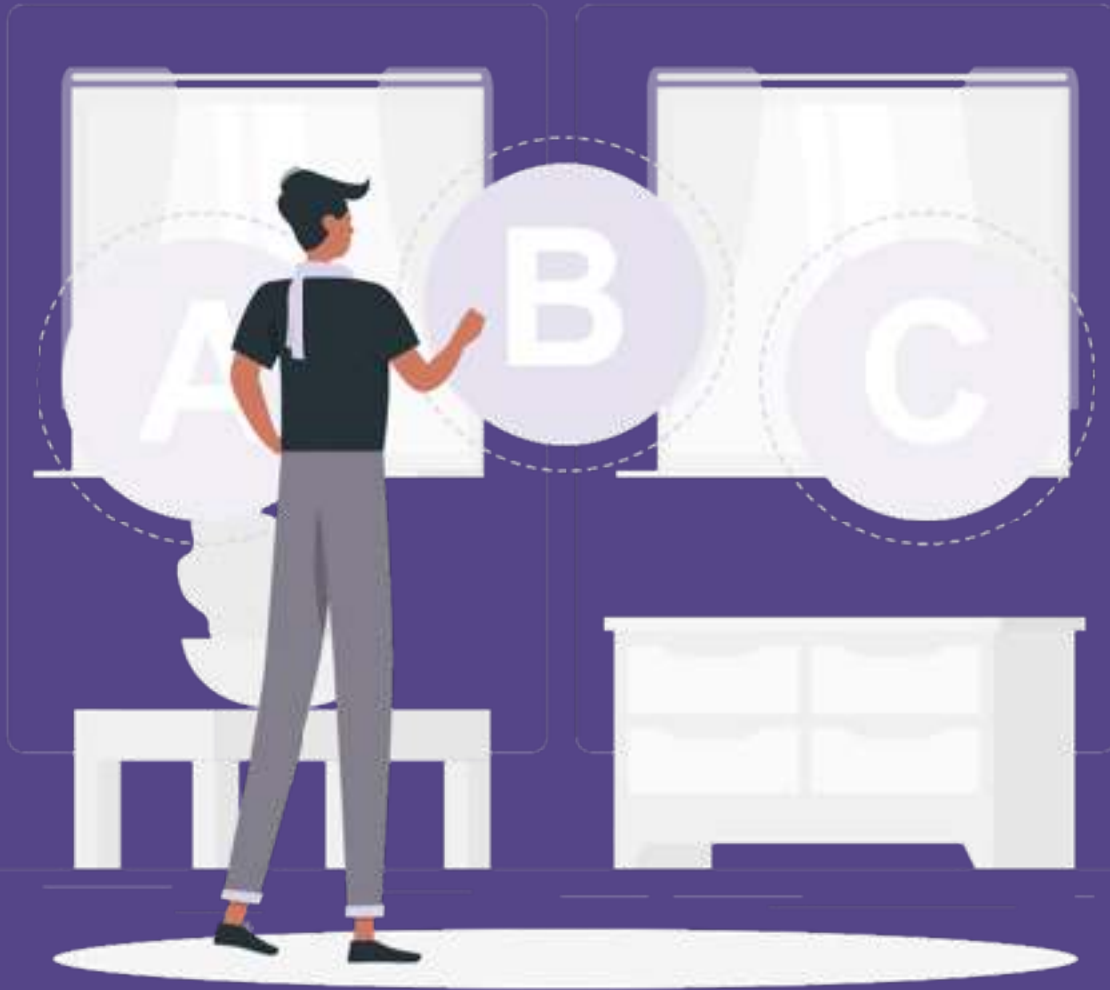


## REFLECTION

**WHAT IS  
DISINFORMATION?**

# MIS-, DIS- AND MALINFORMATION





## DEFINITION ROUND-UP

In groups, match the terms to their appropriate definition.



## FAKE NEWS DEFINITIONS

False information that is spread, regardless of whether there is intent to mislead.	<b>1</b>
A phenomenon that limits an individual's exposure to a full spectrum of news and other information on the internet by algorithmically prioritizing content that matches a user's demographic profile and online history or excluding content that does not.	<b>2</b>
An environment in which the same opinions are repeatedly voiced and promoted, so that people are not exposed to opposing views.	<b>3</b>
Psychology, bias that results from the tendency to process and analyse information in such a way that it supports one's pre-existing ideas and convictions.	<b>4</b>
Psychology, bias that results from the tendency to process information based on unconscious associations and feelings, even when these are contrary to one's conscious or declared beliefs.	<b>5</b>
A person who has the power to influence many people, as through social media or traditional media.	<b>6</b>
A person or thing that controls access, as to information, often acting as an arbiter of quality or legitimacy.	<b>7</b>
The tendency to form strong social connections with people who share one's defining characteristics, as age, gender, ethnicity, socioeconomic status, personal beliefs, etc.	<b>8</b>
Deliberately misleading or biased information; manipulated narrative or facts; propaganda.	<b>9</b>
Relating to or existing in an environment in which facts are viewed as irrelevant, or less important than personal beliefs and opinions, and emotional appeals are used to influence public opinion.	<b>10</b>
False news stories, often of a sensational nature, created to be widely shared or distributed for the purpose of generating revenue, or promoting or discrediting a public figure, political movement, company, etc.	<b>11</b>
A zone of cognitive or psychological isolation, in which one's pre-existing ideas are reinforced through interactions with like-minded people or those with similar social identities.	<b>12</b>

a. Filter bubble

b. Confirmation bias

c. Disinformation

d. Bubble

f. Echo chamber

g. Implicit bias

h. Misinformation

i. Homophily

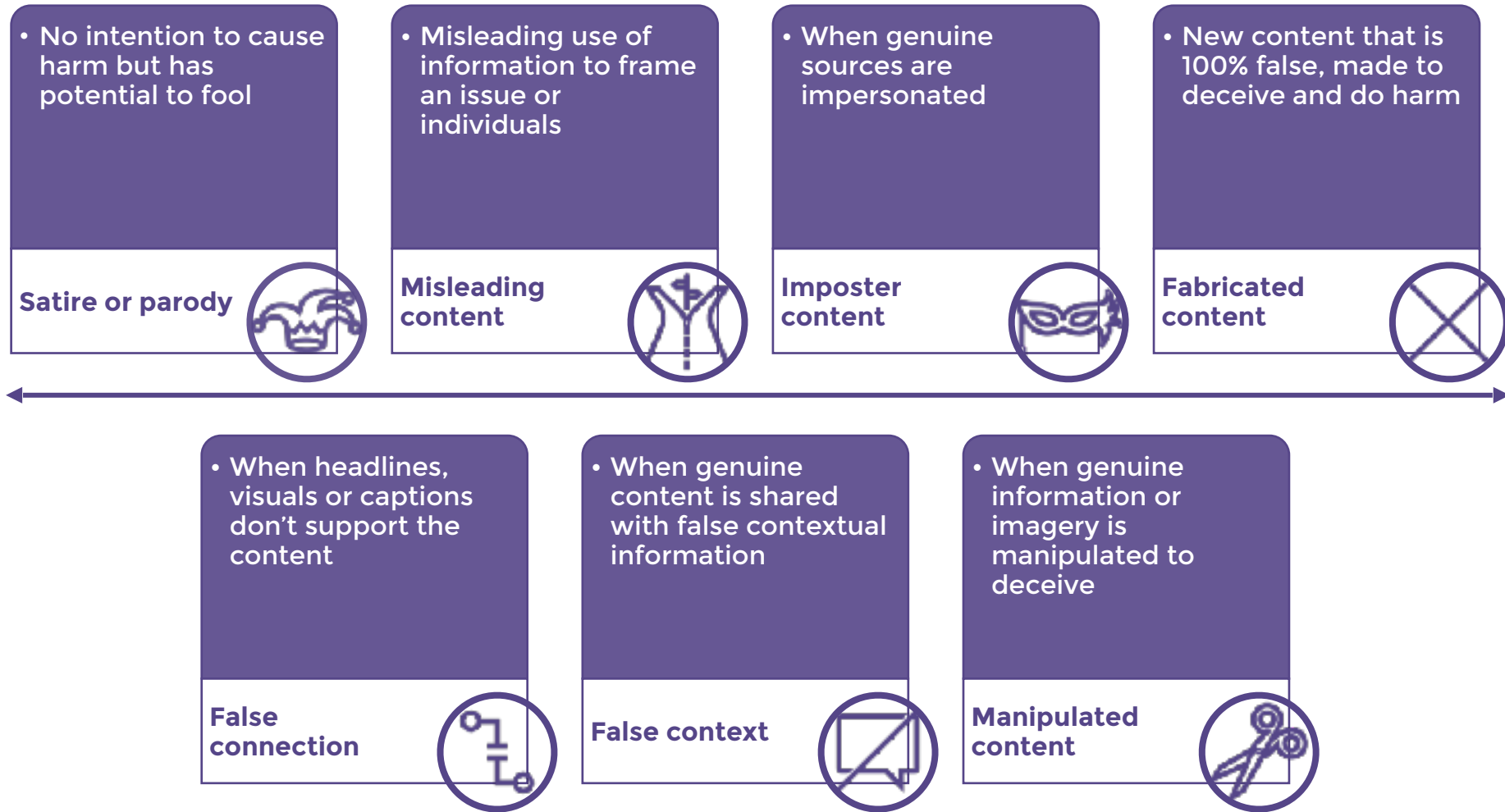
j. Gate keeper

k. Fake news

l. Post-truth

m. Influencer

# 7 COMMON FORMS OF INFORMATION DISORDER



Source (adapted from): <https://firstdraftnews.org/fake-news-complicated/>

# THE 8 'P's

	 Satire or parody	 Misleading content	 Imposter content	 Fabricated content	 False connection	 False context	 Manipulated content
Poor journalism		✓	✓	✓			
To parody	✓				✓		✓
To provoke or to "punk"					✓	✓	✓
Passion				✓			
Partisanship			✓	✓			
Profit		✓			✓		✓
Political influence			✓	✓		✓	✓
Propaganda			✓	✓	✓	✓	✓



# Information disorder: Why we don't say “F\*\*\* news”

- Misinformation spreads in many different forms: memes, posts, screenshots and comments
- Using the word “news” scapegoats the media, when disinformation comes from many sources
- “Fake” is a binary term, but the reality is there are many shades of grey, and problematic content is often anchored in truth





## GROUP EXERCISE

What are some examples of common disinformation topics?



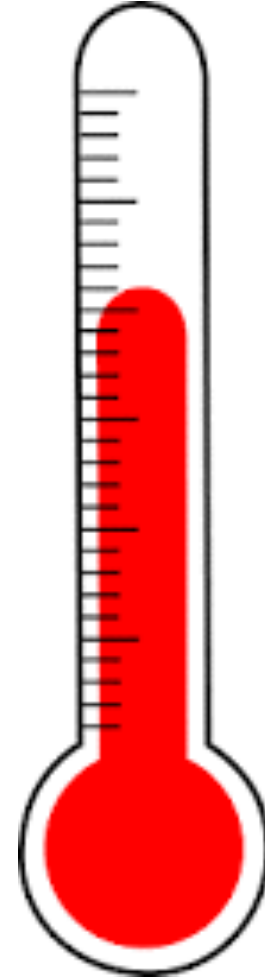
# MOST COMMON DISINFORMATION TOPICS

- Politics
- Health
- Religion
- Conspiracies
- Crime/violence
- History
- Celebrities

# THERMOMETER EXERCISE

Where do you think you are on:

- LGBT
- Animal rights
- Climate change
- Vegetarianism
- Religion in schools
- Sex before marriage
- Right wing parties
- Freedom of speech



**Furious**

**Very Upset**

**Moderately Upset**

**Concerned**

**Calm**

**Happy**





# **SOCIAL VIRALITY FAVOURS SENSATIONALIST DISINFORMATION**

Whoever tells the most emotionally resonant story to the maximum number of highly persuadable, micro-targeted audience members, wins!

# QUESTIONS







## REFLECTION

**What is your key  
takeaway from this  
session?**



# THANK YOU!

