

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green. They are positioned diagonally, with the blue one partially covering the green one.

# Disinformation In The Digital Age

Cypurr Sessions 2019



# Disclaimer

**This is NOT a politically motivated discussion**

**This is NOT about who disseminates “more” disinformation**

**This is NOT about whose fault disinformation is**

# What Is Disinformation?

Misinformation is the spreading of false information not intended to deceive

Disinformation is false information spread deliberately to deceive



# How Does It Get Spread?

Historically, disinformation was distributed through established media outlets

Nowadays, disinformation is primarily spread through social media



# Historical: Yellow Journalism

Sensationalist articles meant to inspire emotional reactions

Newspapers published articles without verifying the accuracy of the reporting

Had a strong influence on popular opinion



# Social Media and Information

Open access to read and write information on these sites

Not trivial to verify validity of information programmatically

Silo chambers of viewpoints are generated and nurtured



TRIGGER WARNING



# Case Study: Myanmar

Members of the Myanmar military targeted the country's Rohingya minority group

False and inflammatory misinformation lead to violent public opinion against Muslim population





# What Is Targeted Disinformation?

Misinformation with a purpose

- Deliberately trying to misguide you

Information spread to spark emotional pull

- Get you angry/disheartened/upset





# Why Do People Spread Disinformation?

## Distract

- Focus on issues that incite a strong *emotional* pull

## Deflect

- Redirect attention away from *important* concerns

## Dissuade

- Deceive people into believing an *unfounded* world view

# So Where Does That Leave Us?

There Is A Way To Combat Disinformation!

- Know what you're engaging with
- Question everything!
- Be prepared to defend yourself



# Break Time



# Disinformation Exercise



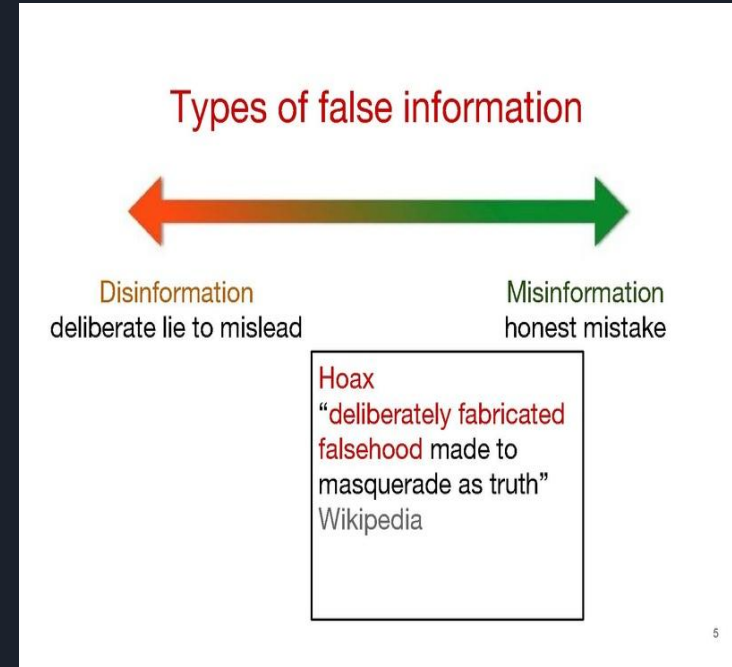
# So What's The Point?

Attackers want your opinion

★ They want to win you over

Misinformation only works if it has roots

★ *How can I be properly and adequately informed?*





# In Conclusion

## Fake New Matters

- An uninformed populace is easy to manipulate

## Be Strong Against Adversaries

- An educated populace is resilient against misinformation

**FAKE  
NEWS**



# Sources

Wikipedia

The Brookings Institution

Factitious Project



Questions?

