**TRADUCCIÓN ER INGLÉS**

**PANTALLAS INICIALES**

**THE HOAX FACTORY**

Do you know how to recognise disinformation?

Uncover what's going on in this hoax factory and help to stop the lie.

Technological development: XXXX

Content and narrative: Maldita.es

**INSTRUCTIONS**

You have 45 minutes to test yourself as an investigative journalist and to overcome all the challenges.

The 45 minutes run consecutively: you can’t pause the game and resume.

In each challenge you can ask for several clues.

Have something handy to take notes.

GOOD LUCK WITH THE MISSION

**EMAIL QUE RECIBE LA PERIODISTA**

Hi. I'm reaching out to reveal the existence of a hoax factory where an organized group of people create false content and spread it on social media. I know your good reputation as an investigative journalist and I am sure you will be able to infiltrate to uncover their activities and the damage caused by disinformation.

**NOTA DE LA PERIODISTA**

Today marks two weeks since I managed to infiltrate the hoax factory.

It wasn't easy, but in the end I managed to get hired temporarily as an assistant.

Today is my last day of work here, so this is my last chance to gather as much evidence as I can to prove that this factory is run by an organized group dedicated exclusively to generating disinformation. If I succeed, I will be able to publish an exclusive report that will expose their activities and show the public how dangerous this content is. I came to the hoax factory early today, before the other employees, so that I would have time to investigate freely. However, I must hurry because in 45 minutes the other workers will be arriving. If I don't gather all the evidence before then, I will forever lose the opportunity to publish the exclusive on the hoax factory and expose the serious problem of misinformation.

**EMAILS DEL CEO EN SU INBOX**

Pilar Jhonson <p.jhonson@europeanalytica.tk>

To: [d.guzli@europeanalytica.tk](mailto:d.guzli@europeanalytica.tk)

Subject: Main narratives of hate speech

Hello:

In the last meeting we had for the project to promote hate speech against migrants that we have been hired to do, I was tasked with identifying the narratives that we can use and see which ones are the most powerful. These are the narratives I have identified. Although there are some others, I consider these to be the most effective:

* Immigrants are invading us in massive numbers in the absence of state control and with the support of the governments of their countries of origin.
* The state assists immigrants by giving them favourable treatment both financially and in terms of care.
* Most immigrants do not wish to integrate into the culture and society, and often despise our values.
* Immigrants often engage in uncivil and disrespectful behaviour.
* Immigrants are often involved in muggings, sexual crimes and violent acts.
* The depiction of many immigrants as needy is not true, they live in much better conditions than they try to show us.

Best regards,

Pilar.

–

Europe Analytica Security Department <segu@europeanalytica.tk>

To: [d.guzli@europeanalytica.tk](mailto:d.guzli@europeanalytica.tk)

Subject: IMPORTANT: New code for accessing the safe box

Hello David:

As you know, we wanted to strengthen the security of the safe in your office some time ago and we have finally made the necessary improvement.

The code to access the safe is formed by replacing the following five symbols:

🜸 🝣 🝮 🝰 🝧

I believe that only you will know how to replace them because you know the company well.

As soon as you read this email and can open the safe box, change the access code and delete this email.

Kind regards,

Head of the security department.

Europe Analytica

–

Tom Boat <tom@fakerfactory.tk>

To: [d.guzli@europeanalytica.tk](mailto:d.guzli@europeanalytica.tk)

Subject: Danger for our business

Hello:

I hope you are well. This is a very important email. As you know, The United Nations published the report "THE UNITED NATIONS STRATEGY AND PLAN OF ACTION TO COMBAT HATE SPEECH".

<https://www.un.org/en/genocideprevention/documents/advising-and-mobilizing/Action_plan_on_hate_speech_ES.pdf> (target blank).

According to our experts, the impact of this report together with media and digital literacy campaigns can make our business of spreading hate speech and our disinformation campaigns less influential than ever before.

Tell me your impressions.

Best regards,

Tom Boat - Fake Factory CEO.

–

Sandra Cruz <s.cruz@europeanalytica.tk>

To: [d.guzli@europeanalytica.tk](mailto:d.guzli@europeanalytica.tk)

Subject: New Twitter profile hacked

Hello David:

As coordinator of the social media exploitation team, I would like to warn you that we have managed to impersonate the Twitter identity of a well-known media outlet with 370,000 followers. We have used the same profile picture and a very similar name, changing a lowercase "l" for a capital "i".

With this profile we can support our basic or medium service as you prefer.

Best regards,

Sandra.

–

Peter Fowler <p.fowler@europeanalytica.tk>

To: [d.guzli@europeanalytica.tk](mailto:d.guzli@europeanalytica.tk)

Subject: Logistics is ready for new disinformation website

Hi David:

We are going to launch a new website to viralise disinformation. The website will look like a digital newspaper, to make it credible. We have already bought the domain: elinformador.com.

The machines are already deployed in the cloud and as soon as you give us the all clear will turn them on and start the dissemination.

Best regards,

Peter.

–

Ed Luke Ancor <ed.luke@techfactory.tk>

To: [d.guzli@europeanalytica.tk](mailto:d.guzli@europeanalytica.tk)

Subject: Budget acceptance

It’s perfect. We will keep option 1, which is very interesting and enough for a small campaign as we want for this experiment. In the future, closer to the elections, we will probably hire option 3 for a disinformation campaign that we need to viralise against immigrants.

Thank you very much.

Original message

From: David Guzli <d.guzli@europeanalytica.tk>

Submitted on: Wednesday, 16 March 2022 12:27

To: Ed Luke <ed.luke@techfactory.tk>;

Subject: Europe Analytica Recruitment Opportunities

The disinformation campaigns that we offer as a service to be contracted are the following:

1. Basic plan:

Includes the production of disinformation content on the subject proposed by you. Distributed through at least 10 social media profiles with more than 10K followers.

Cost: 100,000€ per campaign

1. Medium plan:

Includes the production of disinformation content on the topic proposed by you and the editing of 15 related fake photographs. Distributed through at least 20 social media profiles with more than 100K followers.

Cost: €200,000 per campaign

1. Premium plan:

Includes the production of disinformation content on the topic proposed by you, the editing of 30 related fake photographs and the creation of 2 deep fakes in video. Distributed through at least 25 social media profiles with more than 200K followers, and paid advertising on social networks for greater viralisation.

Cost: 1,000,000€ per campaign.

Thank you very much for your interest in our services

David Guzli

CEO Europe Analytica

**TEXTOS PARA EL CUADERNO DE LA ENTRADA**

**Tips for creating a good hoax:**

1. Appeal to feelings and not so much to reason, so that people empathize.
2. Ask the reader to share it because the issue is very important and some organization (Government, United Nations, European Union) does not want it to be known and distributed.
3. Create a false image that is shocking.
4. Make a good video montage.
5. Use an eye-catching, exaggerated headline that draws a lot of attention and impact.
6. Distribute and viralize content using fake profiles with many followers in social networks, messaging apps (Telegram, Whatsapp, Signal, etc.).
7. Being partially based on real content, real elements mixed with fake ones, using real and invented characters.
8. Decontextualising a real video or photograph to make it look like something happened at another time or in another place.

**How to create an effective disinformation campaign:**

1. Analyze the weaknesses and biases of the target audience.
2. Create an effective narrative to spread disinformation.
3. Generate automated distribution profiles for social networks.
4. Design a dissemination network via WhatsApp.

Source CCN: <https://www.ccn-cert.cni.es/informes/informes-ccn-cert-publicos/3552-ccn-cert-bp-13-desinformacion-en-el-ciberespacio-1/file.html>

**RETO 2 IDENTIFICACIÓN DE BULOS**

**EJEMPLO 1:**

**Are these men refugees coming to the United Kingdom during the Syrian refugees crisis in 2015?**

**Pista 1:** Can we recognise if the pictures have been taken in the United Kingdom?

(Español: ¿Se puede reconocer en las imágenes si se trata de Reino Unido?)

**Resolución:** In the background of the images is only the sea. It could be any place, so if we told them that it’s the United Kingdom, I’m sure they would believe that.

(Español: En el fondo de estas fotos sólo se ve el mar. Podría ser cualquier sitio, si les decimos que es Reino Unido, seguro que se lo creerán.)

**EJEMPLO 2:**

**There was a fire in Notre Dame and people tweeted that:**

**Pista 1:** Check the date on which the link was shared. Is it the same date as The Telegraph’s story?

(Español: Fíjate en qué fecha se compartió el contenido. ¿Es la misma que la de la noticia que lo acompaña?)

**Pista 2**: Click on the link to check the story which is being shared.

(Español: Pincha en el link para comprobar el contenido que se comparte.)

**Resolución:** This news is old, but to check it out they have to look closely. If we tweet it as if it were current, they will believe it.

(Español: Esta noticia es antigua, pero para comprobarlo tienen que fijarse bien. Si lo tuiteamos como si fuese actual, colará.)

**EJEMPLO 3:**

**Pista 1:** Check if the text has an author and if it is accompanied by a link.

(Español: Mira si el texto tiene un autor o autora y si va acompañado de un enlace.)

**Pista 2:** Has any media outlet published this text?

(Español: ¿Algún medio de comunicación lo ha publicado?)

**Resolución:** This hoax has worked in other countries, so let's try it out here.

(Español: Este bulo ha funcionado en otros países, así que vamos a probarlo aquí.)

**EJEMPLO 4:**

**Pista 1:** Do you know the website which has published this text? Does it seem reliable to you?

(Español: ¿Conoces la web que publica este contenido? ¿Te parece fiable?)

**Pista 2:** Is there any clue in the picture that can help you find out if this is true?

(Español: ¿Hay algún elemento en la imagen que te pueda ayudar a buscar si es verdad?

**Resolución:** Changing the photo to black and white makes it look old. Even if it's from 1991, we are going to say it was taken during the Second World War.

(Español: Cambiando la foto a blanco y negro parace que es antigua. Aunque sea de 1991 vamos a decir que se hizo en la Segunda Guerra Mundial.)

**EJEMPLO REAL 1**

**Pista 1:** Is there any clue in the image regarding the date in which Barack Obama would have said these words?

(Español: ¿Hay alguna pista en la imagen sobre cuándo habría dicho esas palabras Barack Obama?)

**Pista 2:** You can use the date as an indicator to search for the phrase and check if Obama said it.

(Español: Puedes usar la fecha como indicador para buscar la frase y comprobar si la dijo.)

**Resolución:** That is real and the date of the statement appears. In a hoax it is better that no data appears so that it is more difficult to verify it.

(Español: Esto es real y aparece la fecha de la declaración. En un bulo es mejor que no aparezcan datos para que sea más difícil comprobarlo.)

**EJEMPLO REAL 2**

**Pista 1:** Look at the source of the information.

(Español: Fíjate en la fuente de la que proviene la información.)

**Pista 2:** Is there any evidence that this has happened?

(Español: ¿Hay pruebas de que haya sucedido?)

**Resolución**: This is real news and there is an official video. To create a hoax, the less evidence we provide, the better.

(Español: Es una noticia real y hay un vídeo oficial. Para crear un bulo, cuantas menos pruebas pongamos, mejor.)

**RETO 3 VERIFICACIÓN DE FOTOGRAFÍAS**

**Pista:** Do a reverse image search with the photo and check the results. To do this, save the photo on your computer. Then go to [Google Images](https://images.google.com/) and upload it. The search engine will give you results for the same or similar photos.

In addition to Google, there are other search engines such as [Bing](https://www.bing.com/?setlang=en), [TinEye](https://tineye.com/) and [Yandex](https://yandex.com/images/) with which you can do this type of search.

(Español: Haz una búsqueda inversa de imágenes con la foto y comprueba los resultados. Para ello, guarda la foto en tu ordenador. Luego ve [Google Imágenes](https://www.google.es/imghp?hl=es) y súbela. El buscador te dará resultados sobre esa misma foto u otras similares.

Además de Google, hay otros buscadores como [Bing](https://www.bing.com/?scope=images&nr=1&FORM=NOFORM), [TinEye](https://tineye.com/) y [Yandex](https://yandex.com/images/) con los que puedes hacer este tipo de búsquedas.)

País al que pertenecen los barcos blancos:

* Country to which white boats belong

Escribe aquí

* Write here

En efecto, el país de la foto no coincide con el del texto

* The country in the photo does not match the country in the text

**TEXTO DE CIERRE**

Congratulations! You now have all the evidence to reveal the existence of the hoax factory to the world.