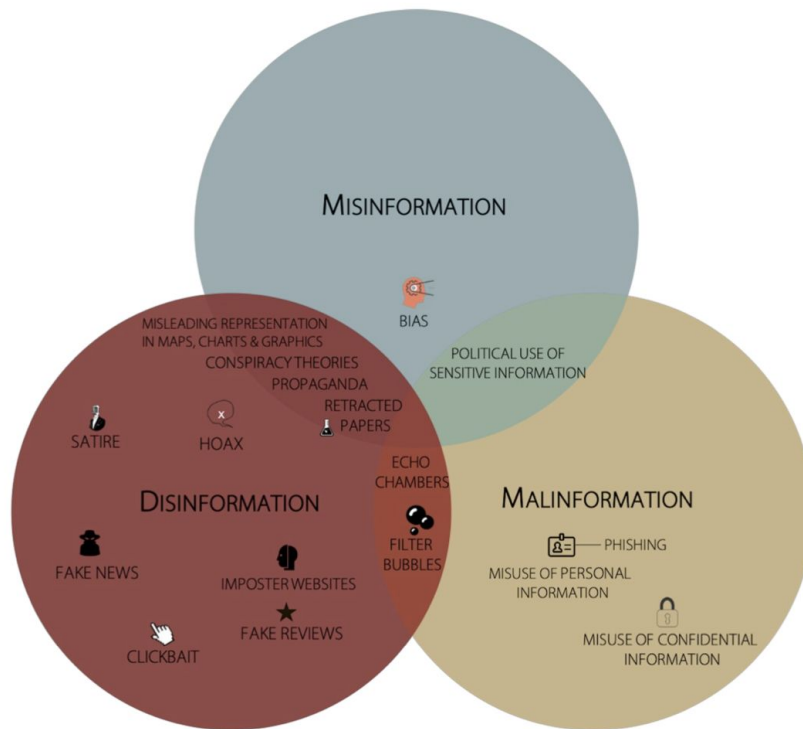


Disinformation in EU politics through AI

MA Igor Emmanuel da Silva Carnaúba

Main definitions

Figure 2 – Practical incidences about mis-, dis-, mal-information according to their intentionality



Source: The authors (2020).

Let's match

INFORMATION
MISINFORMATION
DISINFORMATION
MALINFORMATION

A well-meaning grandmother shares a social media post claiming that drinking hot water can “kill” the coronavirus. She believes it’s a helpful tip, but the statement is medically false and could cause people to ignore more effective health advice.

A news article reports that the World Health Organization recommends regular hand washing as an effective measure to prevent the spread of infectious diseases. This statement is factual and intended to educate the public.

A tabloid leaks private financial records of a public figure to embarrass them, even though the information is accurate. Sharing this truthful but confidential data is intended to harm someone’s reputation or invade their privacy.

A coordinated group publishes fake photos showing a candidate in a criminal act during an election campaign. These visuals are intentionally created and spread to deceive voters and damage the candidate’s reputation for political gain.

More definitions - disinformation tools

**EXPOSED FABRICATION -
UNVERIFIED ARTICLES**

CLICKBAIT

HAXES

PARODY

FAKE REVIEWS

Let's match

EXPOSED FABRICATION - UNVERIFIED ARTICLES
CLICKBAIT
HAXES
PARODY
FAKE REVIEWS

<p>The newest blender on an online shop boasts hundreds of positive reviews, all raving about its “life-changing” features. In reality, many of these glowing testimonials are written by paid promoters and not genuine buyers, intending to artificially boost sales and deceive shoppers.</p>
<p>A viral social media post claims that NASA has discovered a hidden city on the moon, complete with doctored photos. While many users share it in astonishment, the “discovery” is a total fabrication—no such city exists, and the story was created to trick people for attention.</p>
<p>A satirical news website publishes an article about penguins forming a trade union to demand better ice conditions. The piece is intentionally comedic and exaggerated, poking fun at labor movements through absurd humor, and is easily identified as a parody by its tone and disclaimers.</p>
<p>A headline reads, “You’ll Never Believe What This Mayor Did!” enticing readers to click. However, the article simply reports a mayor attending a standard town meeting; the content is unremarkable and the headline exaggerates to drive traffic rather than inform.</p>
<p>A blog post makes sensational claims about a new miracle cure for cancer without citing credible sources. Experts quickly point out the lack of evidence and numerous factual errors, exposing the post as a fabricated story with no verification.</p>

More definitions - mis- disinformation tools

BIAS

PROPAGANDA

RETRACTED PAPERS

CONSPIRACY THEORY

**INCORRECT USE OF MAPS,
CHARTS AND GRAPHICS**

Let's match

BIAS
PROPAGANDA
RETRACTED PAPERS
CONSPIRACY THEORY
INCORRECT USE OF MAPS, CHARTS AND GRAPHICS

A news story describes protests solely from authorities' perspective, highlighting property damage and downplaying peaceful demonstrators' demands. While the facts may be accurate, the story's selective emphasis skews perception.
A scientific publication claims a new drug drastically reduces the risk of heart attacks. Later, errors in data analysis are discovered, and the journal formally retracts the paper, warning readers that its findings should no longer be considered credible.
A government-run television channel regularly airs reports praising new economic initiatives, ignoring any critical voices. By only presenting success stories and omitting negative feedback, the station crafts a positive narrative shaped by state propaganda.
A blog asserts that world leaders convene annually in a secret meeting to decide global media content, offering no real evidence but linking unrelated events to support its claim. The theory promotes distrust and spreads among readers despite lacking credible proof.
A health website displays a chart suggesting cancer rates have tripled in the last year, but uses a misleading scale and cherry-picked regions to exaggerate the numbers. The visual misrepresents data and can cause unnecessary alarm among viewers.

More definitions - mis- malinformation tools

PHISHING

FILTER BUBBLES

ECHO CHAMBERS

**POLITICAL USE OF
SENSIBLE INFO**

**MISUSE OF
PERSONAL/CONFIDENTIAL
INFO**

Let's match

PHISHING

FILTER BUBBLES

ECHO CHAMBERS

**POLITICAL USE OF
SENSIBLE INFO**

**MISUSE OF
PERSONAL/CONFIDENTIAL
INFO**

An employee at a hospital secretly accesses patient records and leaks sensitive medical data on social media, violating both privacy rules and personal trust. The exposed information causes embarrassment and distress for the patient involved.

A social app's algorithms only show news and opinions that match a user's past clicks and preferences. Over time, the user rarely sees opposing viewpoints or new information, reinforcing their existing beliefs inside a "filter bubble".

During an election, leaked private messages between officials are released to the press, stirring controversy. While the information itself is genuine, its exposure is timed and orchestrated for maximum political advantage.

A group of friends forms a political chatroom where everyone agrees with one another and rarely questions ideas. Participants share the same sources, repeating common claims and never considering outside evidence, creating a self-reinforcing echo chamber.

An email claims to be from a reputable bank and asks the recipient to confirm their account details by clicking a link. The site imitates a bank's login window, tricking the user into entering sensitive information, which is then stolen for fraud.

HISTORICAL/ POLITICAL EXAMPLES

DISSEMINATION OF INFORMATION

VS

FALSE INFORMATION

**“For triggering a war we need only computers, and
smartphones and an army of trolls and bots”
STENGEL**

LET'S PLAY!