

M.A.D.

Movement Against Disinformation

About the Organization

Established in 2022, the Movement Against Disinformation or M.A.D. is a youth-led organization that aims to fight the worsening historical distortion AND preserve the truthfulness of information by conducting fact-checking initiatives across various social media sites. Amidst the digital age, youth leaders all over the country join hand-in-hand to combat disinformation that continues to pollute the information environment.

Vision

The Movement Against Disinformation (M.A.D.) envisions a healthy information environment that protects and honors accurate, transparent, and just information across different platforms. For the youth and by the youth, the M.A.D. seeks to be the vanguard of truth and justice towards a fact-empowered Philippines.

Mission

In line with the organization's goal to combat disinformation across different social media networks, we, the members of M.A.D, shall:

- (1) serve the community through the dissemination of accurate and reliable information
- (2) promote the community's democratic rights of speech, press, expression, and information
- (3) support active citizenship and youth engagement, and
- (4) collaborate with other fact-checking groups towards a stronger legion against disinformation.

To attain the organization's mission, the staff, partner organizations, and communities shall join forces to achieve a healthy information environment for the Filipinos.

Core Values

- Accuracy
- Transparency
- Social Responsibility
- Values Formation