

Together, we can fight for truth. Start by sharing this zine!

"A lie can travel halfway around the world while the truth is still putting on its shoes."
- Jonathan Swift

How it spreads.

* Social media

* Fake news webpages

* Misleading memes or out of context content

* Bot accounts & Troll farms

* Psychological

tactics using fear, emotional manipulation & echo chambers*



* Echo chamber - an environment where a person encounters info or opinions that reflect & reinforce their own.

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Understanding & Fighting Disinformation

The Truth About Lies:

Educational Resources:

Books.

The Misinformation Age:

How False Beliefs Spread

by Cailin O'Connor &

James Owen Weatherall

Weapons of Math

Destruction by Cathy

O'Neil

Documentaries.

The Social Dilemma

(Netflix)

After Truth:

Disinformation & the

Cost of Fake News (HBO)

Websites.

Factcheck.org

Factcheck.com

Snopes

MediaBias

11 organizations

Support fact-checking on platforms

Advocate for algorithms to flag or reduce disinformation

* Tech - Solutions *

Journalism

Support real literacy

family about media

Educate friends &

before sharing or

believing a post

* Individual Actions *

Think critically before

sharing information

* Cross-check sources

before sharing or

believing a post

* Educate friends &

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Free Speech vs. Disinformation

Free speech = opinions, debates & expressing ideas - even unpopular ones.

Disinformation = spreading falsehoods to deceive, suppress votes, incite hate, or undermine facts.

* Examples *

Free speech:

"I don't agree with vaccine mandates."

Disinformation:

"The COVID vaccine contains microchips controlled by Bill Gates!"

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- * Election Lies & Jan 6 (2021) *
- Trumps "Stop the Steal" misinformation campaign fueled the Capitol attack, showing how false claims can incite violence.
- * "Grooming" Narrative Against LGBTQ+ People *
- Far-right groups falsely claim LGBTQ+ individuals & even teachers are "grooming" children, fueling hate & violence.

Who Benefits?

- Corporations & Industry Lobbyists
 - Governments & Political Actors
 - Social Media Companies & News Outlets
 - Cybercriminals & Manipulators
 - Religious & Ideological groups
- Why Does it Work?
- People trust what aligns with their beliefs
 - Fear spreads faster than facts
 - Corporations & big money depend on public confusion



- * Climate Denial For Profit *
- Fossil Fuel companies spread doubt about climate change for decades to delay regulations & maximize profits.

- * "Disinformation" In Action: *
- * Covid-19 "cures" *
- False claims about drinking bleach, ivermectin, & hydroxychloroquine spread rapidly, leading to hospitalizations & deaths.

Media Literacy

Basics:

- Questions to ask yourself when reading the news:
1. Who is the source? Are they credible?
 2. What's their bias or motivation?
 3. Are there other sources reporting this story?
 4. Does it appeal to emotion over evidence?

- ## Advocacy & Action
- * Advocate for stronger policies to regulate false advertising & disinformation online!
 - * Support independent journalism!!!!
 - * Push for our schools to teach media literacy!
- Organizations like First Draft, Media Matters, & PenAmerica are already fighting the good fight! *
- Check them out! *

What is Disinformation?

- * Disinformation is FALSE information spread intentionally to deceive.
- * Differs from misinformation which is false information spread without intent to deceive.
- * Examples include political propaganda, AI-generated fake news, health misinformation, corporate lies, fake flyers & brochures, etc.

Further Reading:

- This Election Year, Fighting misinformation is messier and more important than ever - on www.apa.org
- The Climate Deception Dossier - on www.ucsusa.org
- Exxon Disputed Climate Findings for Years. Its Scientists Knew Better - on news.harvard.edu
- Vaccine Misinformation Outpaces Efforts to Counter It - on www.publichealth.columbia.edu

- ## The Impact of Disinformation:
- Democracy & Elections.
 - False claims manipulate voters, suppress turnout, & erode trust in fair elections.
 - Public Health.
 - Vaccine misinformation fake cures, & public health lies put lives at risk.
 - The Environment.
 - Climate denial delays action while our planet suffers & corporations profit.