

I want you for disinformation workshop!!!

13/12/2024 CDSn4104

Miloš Gregor



manipulative techniques

1. assertion
2. bandwagon
3. blaming
4. fabrication
5. false dilemma, lesser of two evils
6. labelling / name calling
7. fear appeal
8. card stacking
9. transfer
10. plain folk

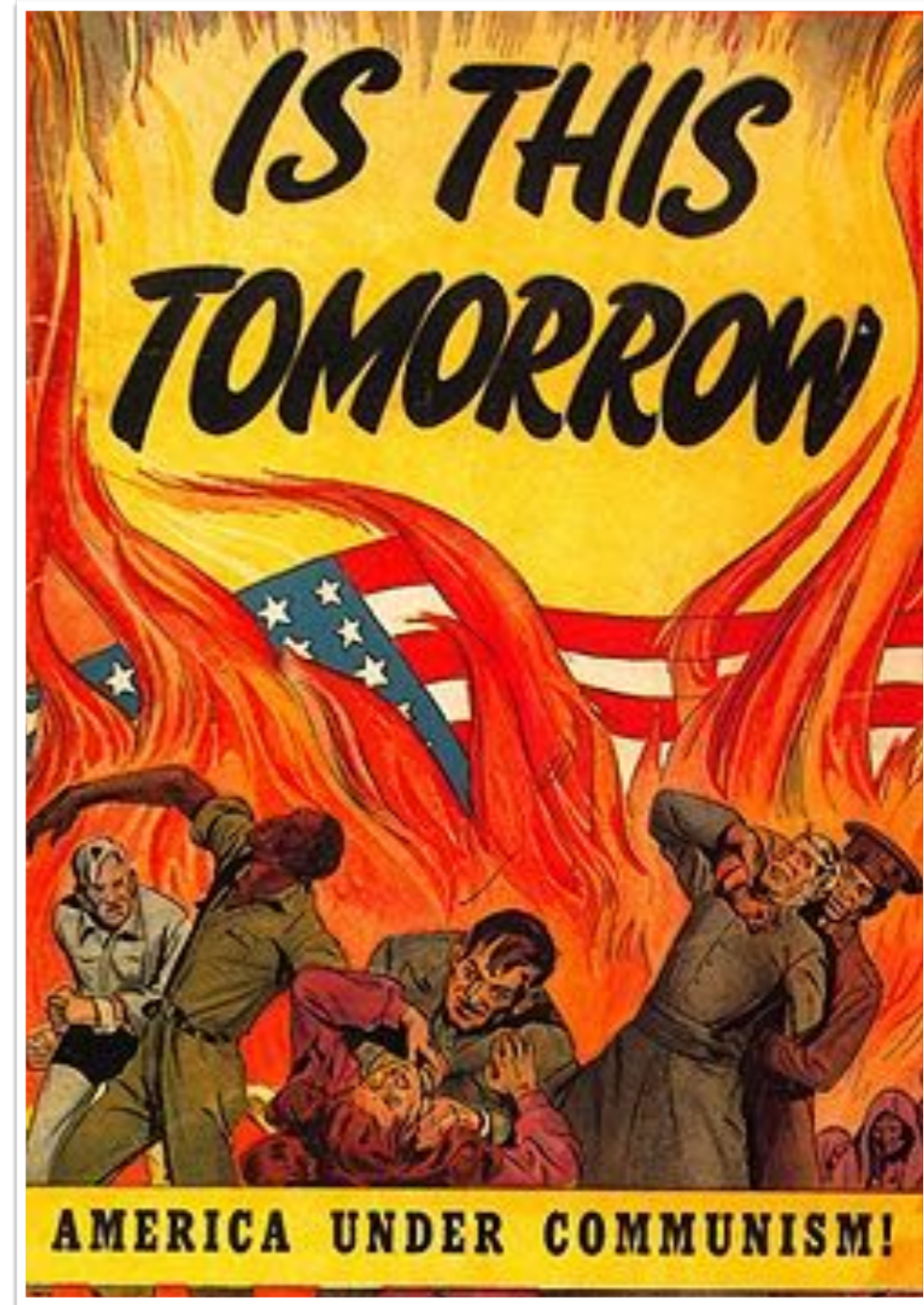
1. assertion

- ▶ simplest form of propaganda
- ▶ simply stating a debatable idea as a fact
- ▶ no explanation or justification

examples:

The Middle East will never be at peace.

A record number of hurricanes have been caused by global warming this year.



2. bandwagon

- ▶ people like to belong to a group
- ▶ especially to a successful & popular group

examples:

Five million members and growing!

Everybody's doing it!



3. blaming

- ▶ people don't want to be responsible
- ▶ better to say someone else is cause

example:

Migrant crisis started when Merkel invited all illegal immigrants.



4. fabrication

- ▶fiction, fabulation
- ▶lies people tend to believe
- ▶mainstream media lie to you,
we are telling truth

example:

*There are weapons of mass
destruction in Iraq.*



5. false dilemma / lesser of two evils

- ▶ black'n'white thinking, false dichotomy, false choice, etc.
- ▶ reducing a complex of argument
- ▶ only one point is appropriate
- ▶ a simple matter of either / or

example:

You are either an ally or an enemy.



5. false dilemma / lesser of two evils

- ▶ black'n'white thinking, false dichotomy, false choice, etc.
- ▶ reducing a complex of argument
- ▶ only one point is appropriate
- ▶ a simple matter of either / or



6. labelling / name calling

- ▶ negative words to disparage an enemy
- ▶ used to replace of logical arguments
- ▶ appealing to emotions
- ▶ personal level

example:

Clearly, my opponent's bleeding-heart liberalism will not help to solve the current crisis.



7. fear appeal

- ▶ attempts to create support for an idea
- ▶ prejudice
- ▶ disaster element

examples:

*Those who do not participate will
burn in hell.*

Big brother is watching you!



8. card stacking

- ▶ author's opinion
- ▶ problem especially in news
- ▶ unfair advantage to one point of view

example:

Our program to solve the economic crisis is much more effective than the opponents' ones.



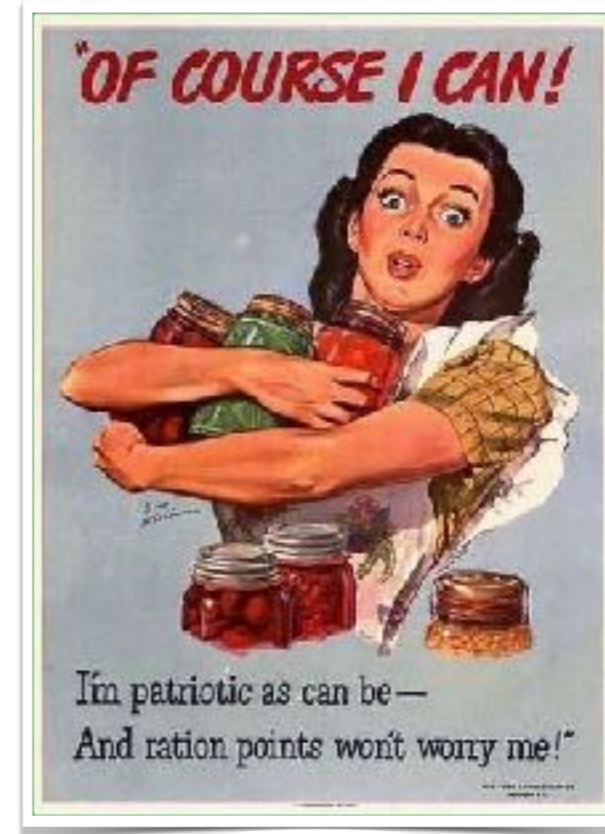
9. transfer

- ▶ association, false connection
- ▶ transfer of feeling and association

examples:

A candidate for office addresses allegations of wrongdoing in front of a house of worship while wearing a religious symbol on his lapel pin.

A dove signals peace.



9. transfer

- ▶ association, false connection
- ▶ transfer of feeling and association

examples:

A candidate for office addresses allegations of wrongdoing in front of a house of worship while wearing a religious symbol on his lapel pin.

A dove signals peace.



10. plain folk

- ▶ regular people's values
(family, patriotism, etc.)
- ▶ insider view
- ▶ words such as *home, children, dinner table*



YOUR
TURN !



present a story about your country:

- 1) find some “weird” news
- 2) identify what’s the problematic aspect

manipulative techniques

1. assertion
 2. bandwagon
 3. blaming
 4. fabrication
 5. false dilemma, lesser of two evils
 6. labelling / name calling
 7. fear appeal
 8. card stacking
 9. transfer
 10. plain folk
- ▶ source
 - ▶ pics manipulation
 - ▶ form of reasoning
 - ▶ pseudo arguments
 - ▶ undergoing revival
 - ▶ metaphor

present two stories about your country:

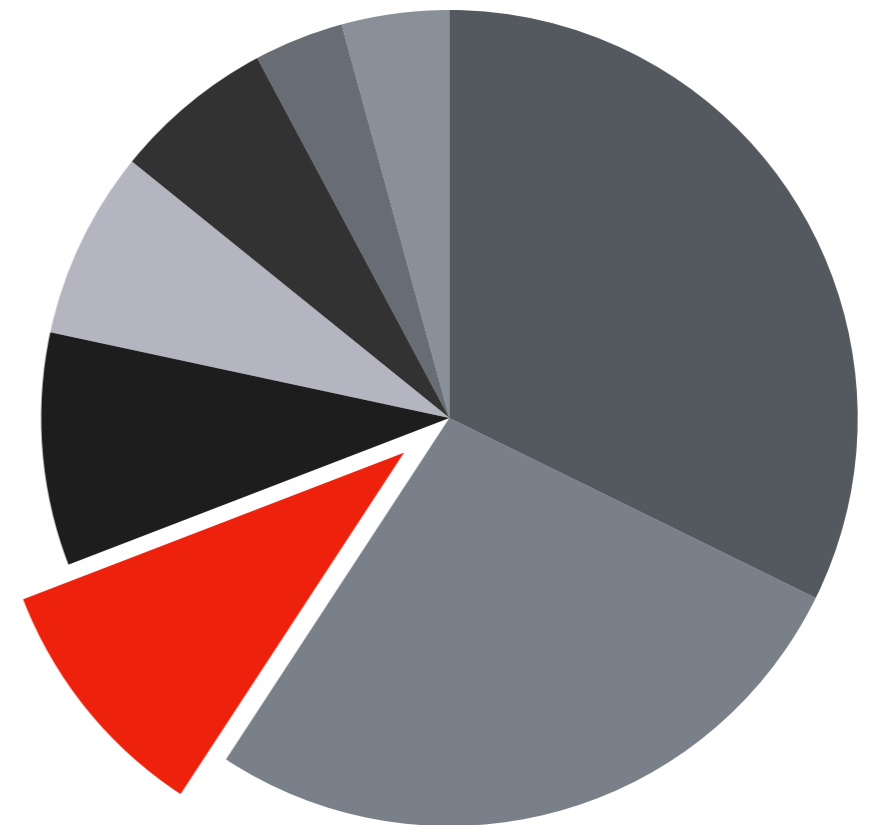
- 1) one of the true story
- 2) another one made up (as realistic as possible)

new technology, new issues?

- ▶ newspapers
- ▶ radio
- ▶ television
- ▶ internet
- ▶ AI

technology of manipulation

- ▶ selective exposure/suppression of information
- ▶ framing
- ▶ evaluative judgements in news
- ▶ astroturfing
- ▶ disinformation
- ▶ decontextualization
- ▶ deepfakes
- ▶ AI



our attention

- ▶ laws
- ▶ technology

vs

- ▶ social aspects
- ▶ education

role of the state, but...

- ▶ government
- ▶ politicians
- ▶ media
- ▶ NGOs
- ▶ education
- ▶ family
- ▶ individuals

lessons learned

- ▶ it is difficult to recognize disinformation if you are not familiar with **the context**
- ▶ it is **not always about lies**; disinformation shift narrative more often thanks to the presenting just selected aspects of reality & tendentious framing
- ▶ be aware of **confirmation bias**

thank you.



Miloš Gregor



AnselmoCZ



mgregor@fss.muni.cz