DISINFORMATION PANDEMIC

Misinformation

False information that is spread **without the intention** to mislead.

It is fake but the creator or person who shared it didn't tend to manipulate or harm anyone.

For example, an error by **wrong translation** of the article, **misunderstanding** the topic, sharing **without fact-checking**.

`IQ` `URBANISTIKA`

Zeleň ve městě zvyšuje dětem IQ, tvrdí studie

Ojedinělý výzkum belgické univerzity prokázal přímou úměru mezi množstvím zeleně v okolí a dětskou inteligencí.

LPO   —   26.08.20

"Greenery in the city increases children's IQ, according to a study"

(A2larm 2020)

"Our results indicate that residential green space **may be beneficial for the intellectual and the behavioral development of children** living in urban areas. These findings are relevant for policy makers and urban planners to create an optimal environment for children to develop their full potential."

(Bijnens 2020)

Disinformation

Intentionally dishonest information, it is spread on purpose, in order to mislead the recipient or harm somebody.

Information is usually manipulated by **misleading or fabricated content** or **changing the context.**

a) *disinformation is a conscious attempt to encourage people to believe something that the producers and/or disseminators of the content* **know to be untrue;**

b) *the producers and/or disseminators of disinformation act out of* **malicious intent.**

(EU 2021)

*"Deliberate and covert spread of false information to influence public opinion. **Unlike misinformation, which does not reveal the purpose of incorrect information, disinformation is deliberately created to harm others**.*"

<div align="right">(Chih-Chien 2020)</div>

*„Information that is false and **deliberately created to harm** a person, social group, organization or country.*"

<div align="right">(UNESCO 2019)</div>

"we sent to Ukraine DVT, S-300, Zuzany, howitzers, all ammunition. We demilitarized Slovakia, sorry."

Untrue - even though Slovakia did help Ukraine in the war, they only spent only around 8% of the defence budget, which is nowhere near demilitarization.

ROSNĄCE ZAROBKI POLAKÓW IRYTUJĄ NIEMCÓW

The Germans are irritated by the growth of Pole's income
(polish national TV)

- Response to statistics published by the German government
- Poles don't go to Germany for season works, as much as they did.
- In reality, trips to Germany, even for work were too expensive for polish people. That's why most of them decided to stay in the country.
- The title is a form of manipulation, which suggests that we make enough money at home, so we don't need to work abroad.

Mal-information

When Russian agents hacked into emails from the Democratic National Committee and the Hillary Clinton campaign and **leaked certain details to the public to damage reputations**
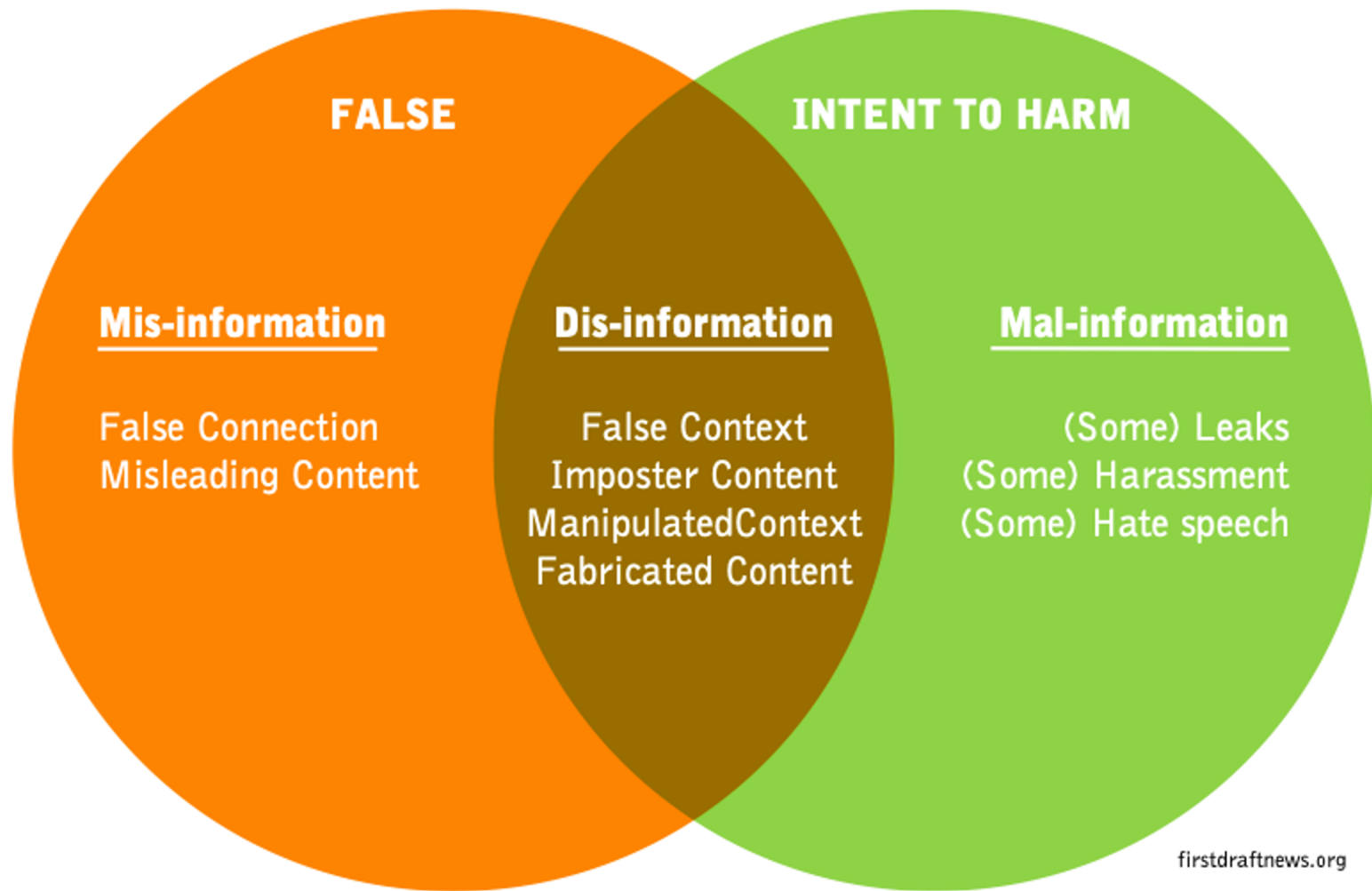
"information used to hurt others."

*"...unlike disinformation, which is incorrect information, mal-information refers to information that is **based on reality**, used to inflict harm on a person, social group, organization or country".*

(Chih-Chien 2020)

Misinformation	Misinformation refers to incorrect and misleading information.
Disinformation	Disinformation refers to deliberately and covertly spread false information to influence public opinion.
Mal-information	Mal-information refers to information used to hurt others.

Chih-Chien (2020)

FALSE

INTENT TO HARM

Mis-information

False Connection
Misleading Content

Dis-information

False Context
Imposter Content
ManipulatedContext
Fabricated Content

Mal-information

(Some) Leaks
(Some) Harassment
(Some) Hate speech

firstdraftnews.org

7 types of mis- and disinformation

FALSE CONNECTION
When headlines, visuals or captions don't support the content

FALSE CONTEXT
When genuine content is shared with false contextual information

MANIPULATED CONTENT
When genuine information or imagery is manipulated to deceive

SATIRE OR PARODY
No intention to cause harm but has potential to fool

MISLEADING CONTENT
Misleading use of information to frame an issue or individual

IMPOSTER CONTENT
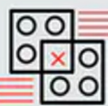When genuine sources are impersonated

FABRICATED CONTENT
Content that is 100% false, designed to deceive and do harm

PROPAGANDA
When content is used to manage attitudes, values and knowledge

SPONSORED CONTENT
Advertising or PR disguised as editorial content

ERROR
When established news organisations make mistakes while reporting

HIGH

FABRICATED CONTENT
New content that is 100% false, designed to decieve and do harm.

MANIPULATED CONTENT
When genuine information or imagery is manipulated to decieve.

IMPOSTER CONTENT
When genuine sources are impersonated.

FALSE CONTEXT
When genuine content is shared with false contextual information.

MISLEADING CONTENT
Misleading use of information to frame an issue or individual.

FALSE CONNECTION
When headlines, visuals or captions don't support the content.

SATIRE OR PARODY
No intention to cause harm but has potential to fool.

LOW

FIRSTDRAFT

Satire/parody
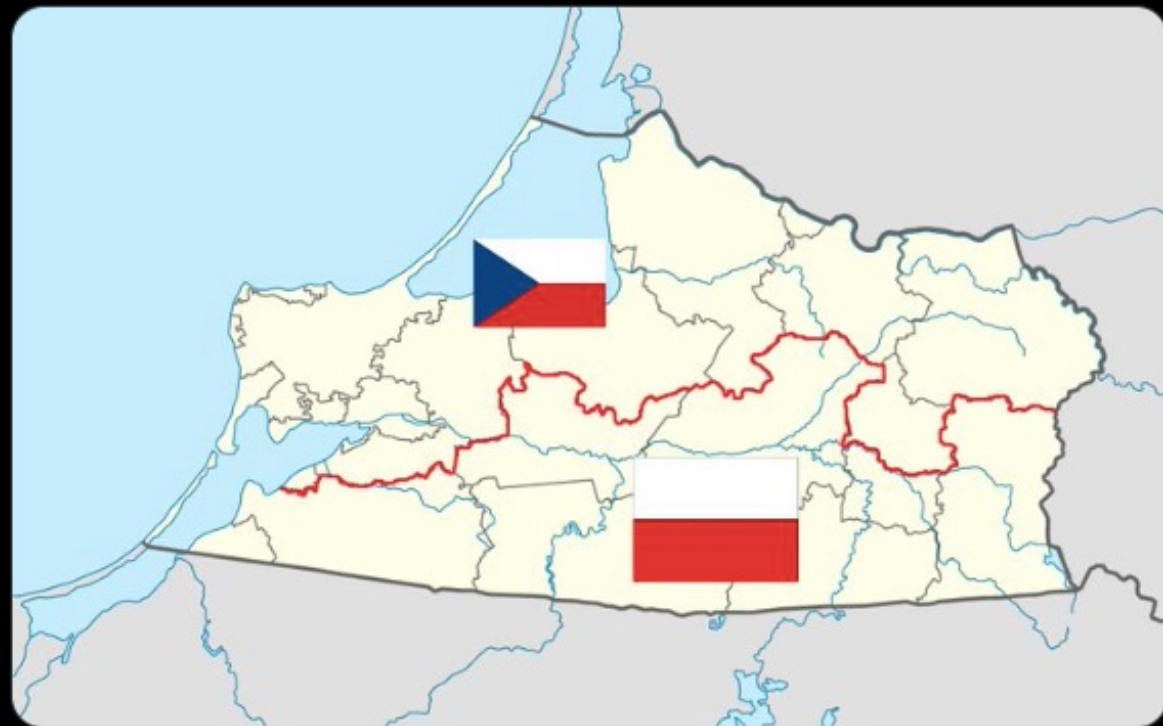
Czas podzielić Kaliningrad tak, aby nasi bracia Czesi mieli w końcu dostęp do morza

Přeložit Tweet

Віталій Кім / Vitaliy Kim ✔
@vitalij_kim

Results of referendums in Kaliningrad: 107,38% of its inhabitants voted to split the region between CZ and PL

BREAKING NEWS

Czech troops advancing in so called Kaliningrad oblast

14:10 Russian president Putin discussing Russian evacuation options in Kràlovec

President Biden @POTUS - 12m

I fully support the Czech Republic's claim to the territory of Kaliningrad. The negotiations with the Czech Foreign Minister were swift and effective.

https://www.youtube.com/watch?v=bad3PUrsx70&ab_channel=Adweek

Hoax

Watch out for your children! I would like to draw your attention to a case that happened recently to a friend of mine while shopping at IKEA. The parents went shopping with their 10-year-old daughter in an IKEA store. Suddenly they found out that their daughter was not with them. Then they decided to have her announced. The department store immediately closed all the exits and started looking for her. The little girl was discovered at the toilet, shaved, and changed into different clothes. It's probably not the first time that's happened there.
So be careful with your Christmas shopping and share it with all your friends!!!!!!!!!!!

*„…contains **humorous or malicious deceptions**. The incorrect messages are purposely, not mistakenly included in hoax. However, in some cases, hoax is deemed a **joke**, such as April Fools' Day hoax."*

(Chih-Chien 2020)

*"Much like the believability of a media hoax derives from the hoaxer's **credibility as a trusted source** of information, the believability of fake news derives from its imitation of journalism."*

(Finneman 2019)

Volební program pro volby do Poslanecké sněmovny 2021

Pracovní materiál / Nekopírovat!

PIRÁTSKA STRANA

Programová část: Místní rozvoj
Pododdíl: Rozvoj státu jako celku

Tab. 12.6. Majetkové daně a příjmy do veřejných rozpočtů

Daň z nemovitosti po daňové reformě Pirátské strany (účinná od 1.1. 2022)

Praha	1+kk	2+kk	3+kk	RD	nebytový prostor
užitná plocha (m2)	35	50	75	120	150
tržní cena nemovitosti	3.473.575 Kč	4.962.250 Kč	7.443.375 Kč	11.909.400 Kč	14.886.750 Kč
dnešní daň z nemovitosti	395 Kč	489 Kč	621 Kč	1.415 Kč	3.054 Kč
roční daň z nemovitosti od 1.1.2022	**34.736 Kč**	**49.623 Kč**	**74.434 Kč**	**119.094 Kč**	**148.868 Kč**
meziroční nárůst o	8694%	10048%	11886%	8317%	4775%

Brno	1+kk	2+kk	3+kk	RD	nebytový prostor
užitná plocha (m2)	35	50	75	120	150
tržní cena nemovitosti	2.510.250 Kč	3.586.100 Kč	5.379.150 Kč	8.606.640 Kč	10.758.300 Kč
dnešní daň z nemovitosti	311 Kč	429 Kč	570 Kč	1.330 Kč	3.010 Kč
roční daň z nemovitosti od 1.1.2022	**25.103 Kč**	**35.861 Kč**	**53.792 Kč**	**86.066 Kč**	**107.583 Kč**
meziroční nárůst o	7972%	8318%	9337%	6420%	3474%

Ostrava	1+kk	2+kk	3+kk	RD	nebytový prostor
užitná plocha (m2)	35	50	75	120	150
tržní cena nemovitosti	1.226.470 Kč	1.752.100 Kč	2.628.150 Kč	4.205.040 Kč	5.256.300 Kč
dnešní daň z nemovitosti	261 Kč	354 Kč	482 Kč	1.191 Kč	1.984 Kč
roční daň z nemovitosti od 1.1.2022	**12.265 Kč**	**17.521 Kč**	**26.282 Kč**	**42.050 Kč**	**52.563 Kč**
meziroční nárůst o	5450%	4849%	3353%	3431%	2549%

Plzeň	1+kk	2+kk	3+kk	RD	nebytový prostor
užitná plocha (m2)	35	50	75	120	150
tržní cena nemovitosti	1.693.895 Kč	2.419.850 Kč	3.629.775 Kč	5.807.640 Kč	7.259.550 Kč
dnešní daň z nemovitosti	295 Kč	402 Kč	529 Kč	1.248 Kč	2.941 Kč
roční daň z nemovitosti od 1.1.2022	**16.939 Kč**	**24.199 Kč**	**36.298 Kč**	**58.076 Kč**	**72.596 Kč**
meziroční nárůst o	5642%	3920%	6782%	4554%	2368%

Zlín	1+kk	2+kk	3+kk	RD	nebytový prostor
užitná plocha (m2)	35	50	75	120	150
tržní cena nemovitosti	1.623.650 Kč	2.319.500 Kč	3.479.250 Kč	5.566.800 Kč	6.958.500 Kč
dnešní daň z nemovitosti	295 Kč	402 Kč	529 Kč	1.248 Kč	2.941 Kč
roční daň z nemovitosti od 1.1.2022	**16.237 Kč**	**23.195 Kč**	**34.793 Kč**	**55.668 Kč**	**69.585 Kč**
meziroční nárůst o	5404%	5670%	6477%	4361%	2366%

Pracovní materiál / Nekopírovat!

- Colorful lights on the president palace in Bratislava

- „The president is setting the LGTBQ+ agenda in Slovakia"

- Just a regular test of all lights

Win a £250 Marks & Spencer gift card and shop for free

Win a £250 Marks & Spencer gi...

uknewpromo.com

Hey, have you seen this? http://www.uknewpromo.com/ms/ Free gift cards from Marks & Spencer. They are giving away £250 gift cards to celebrate the new shopping season. It's a limited offer so you better claim one while it lasts.

I got mine ❤️❤️

5:32 PM

Pass it Please

Good news, Wuhan's corona virus can be cured by one bowl of freshly boiled garlic water.
Old Chinese doctor has proven it's efficacy. Many patients has also proven this to be effective. Eight (8) cloves of chopped garlics add seven (7)cups of water and bring to boil., Eat and drink the boiled garlic water, overnight improvement and healing. Glad to share this.

2:56 PM

Fake news

The Earth's rotation will slow down. Refugees are to blame.
Earth's rotation will slow next year, **according to the American Geological Society**. Mass migration against the direction of the Earth's rotation is to blame for the slowdown, our sources have found. Our experts' calculations have come to a shocking conclusion. The slowdown in the planet's rotation is due to refugees heading from east to west in large numbers. Walking on the planet creates friction, and the movement from east to west is directed against the direction of the Earth's rotation. Normally, this friction would have no effect on the rotation. In recent years, however, we have found ourselves in a situation where masses of refugees are heading from east to west towards Europe. It is this mass migration that acts as a brake on the rotation of the planet and causes it to slow down.

"Fake news refers to news messages that contain incorrect or false information but do not report the incorrectness of information"

(Chih-Chien 2020)

*"**news articles** that are intentionally and verifiably false and could mislead readers"*

(Allcott 2017)

*"made-up news, manipulated to **look like credible journalistic reports** that are designed to deceive us."*

(Brennen 2018)

Conspiracy theory

Paul McCartney never wrote "Maybe I'm Amazed." He never formed the band Wings. He never clashed with Yoko, became a vegetarian, or fathered any of his children. When Queen Elizabeth knighted him in 1997, she was actually knighting someone else. This is because Paul McCartney secretly died in 1966.

*"A conspiracy theory seeks to explain a disputed event as a plot by a **secret group** or alliance rather than an individual or isolated act."*

*„Conspiracy theories of various kinds have been part of human culture for centuries. The struggle against conspiracies, whether real or imagined, has become a standard model in **literary fiction**, while the belief in actual conspiracies is a type of **social phenomenon**."*

(Salem Press Encyklopedia 2020)

Conspiracy theory - principles

Nothing is a coincidence.

Nothing is as it seems.
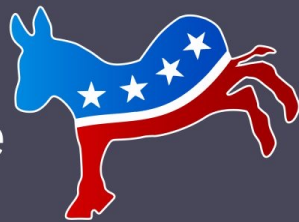
Everything is connected.

TOP CONSPIRACY THEORIES ON CORONAVIRUS
Part 2

COVID-19 is an economic plot against older population
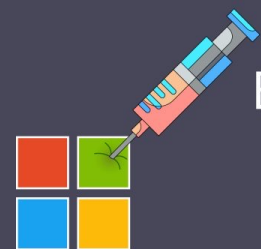
Bill Gates funds the pandemic to sell his own vaccine

Disease is caused by 5G networks

COVID-19 is a ploy by governments to install police state

Democratic Party caused virus to depose Trump

Pandemic was created to stop climate change

UKRAINE CRISIS
media center

Why?

How?

GO VIRAL!
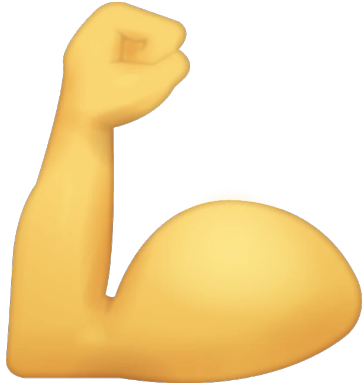
PĚTIMINUTOVÁ HRA, KTERÁ TI POMŮŽE ROZEZNAT DEZINFORMACE O COVIDU-19 A CHRÁNIT SE TAK PŘED NIMI

ZAČÍT

www.goviralgame.com

The article also tries to spread fear amongst the readers by choosing expressive words such as „děsivý" (frightening), by using a lot of exclamation marks and expressions like this one:

*„Je **neuvěřitelné, jak málo stačí**, aby si Ukrajinci z toho udělali boj německé Luftwaffe a německých vojáků."*

*„It is **unbelievable how little it takes** for the Ukrainians to make [the song] into a fight of German Luftwaffe and German soldiers."*

Brady, Wills, Jost, Tucker, & Van Bavel (2017). Emotion shapes the diffusion of moralized content in social networks. *Proceedings of the National Academy of Sciences*.

ABSTRACT: Political debate concerning moralized issues is increasingly common in online social networks. However, moral psychology has yet to incorporate the study of social networks to investigate processes by which some moral ideas spread more rapidly or broadly than others. Here, we show that the expression of moral emotion is key for the spread of moral and political ideas in online social networks, a process we call "moral contagion." Using a large sample of social media communications about three polarizing moral/political issues (n = 563,312), we observed that **the presence of moral-emotional words in messages increased their diffusion by a factor of 20% for each additional word. Furthermore, we found that moral contagion was bounded by group membership; moral-emotional language increased diffusion more strongly within liberal and conservative networks, and less between them.** Our results highlight the importance of emotion in the social transmission of moral ideas and also demonstrate the utility of social network methods for studying morality. These findings offer insights into how people are exposed to moral and political ideas through social networks, thus expanding models of social influence and group polarization as people become increasingly immersed in social media networks.

Rathje, Van Bavel, & van der Linden (2021). Out-group animosity drives engagement on social media. *PNAS.*

ABSTRACT: There has been growing concern about the role social media plays in political polarization. We investigated whether out-group animosity was particularly successful at generating engagement on two of the largest social media platforms: Facebook and Twitter. Analyzing posts from news media accounts and US congressional members (n = 2,730,215), we found that **posts about the political out-group were shared or retweeted about twice as often as posts about the in-group. Each individual term referring to the political out-group increased the odds of a social media post being shared by 67%. Out-group language consistently emerged as the strongest predictor of shares and retweets: the average effect size of out-group language was about 4.8 times as strong as that of negative affect language and about 6.7 times as strong as that of moral-emotional language**—both established predictors of social media engagement. Language about the out-group was a very strong predictor of "angry" reactions (the most popular reactions across all datasets), and language about the in-group was a strong predictor of "love" reactions, reflecting in-group favoritism and out-group derogation. This out-group effect was not moderated by political orientation or social media platform, but stronger effects were found among political leaders than among news media accounts. In sum, out-group language is the strongest predictor of social media engagement across all relevant predictors measured, suggesting that social media may be creating perverse incentives for content expressing out-group animosity.
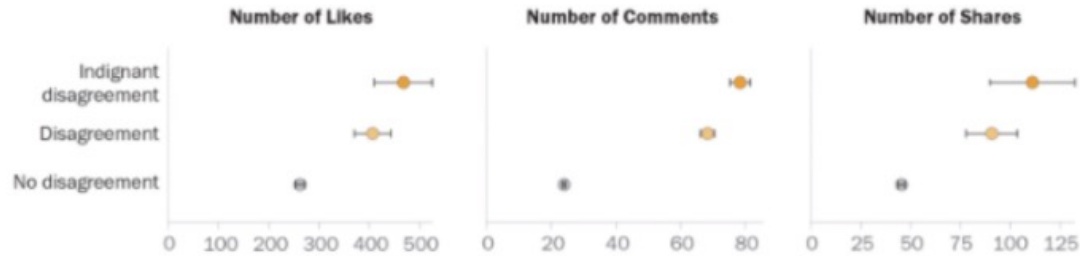
[Vosoughi, Roy, & Aral (2018).](#) The spread of true and false news online. *Science.*

ABSTRACT: We investigated the differential diffusion of all of the verified true and false news stories distributed on Twitter from 2006 to 2017. The data comprise ~126,000 stories tweeted by ~3 million people more than 4.5 million times. We classified news as true or false using information from six independent fact-checking organizations that exhibited 95 to 98% agreement on the classifications. **Falsehood diffused significantly farther, faster, deeper, and more broadly than the truth** in all categories of information, and the **effects were more pronounced for false political news than for false news about terrorism, natural disasters, science, urban legends, or financial information.** We found that **false news was more novel than true news, which suggests that people were more likely to share novel information. Whereas false stories inspired fear, disgust, and surprise in replies, true stories inspired anticipation, sadness, joy, and trust. Contrary to conventional wisdom, robots accelerated the spread of true and false news at the same rate, implying that false news spreads more than the truth because humans, not robots, are more likely to spread it.**

Critical posts get more likes, comments, and shares than other posts

Average number of likes, comments, and shares per Facebook post containing ...

	Number of Likes	Number of Comments	Number of Shares
Indignant disagreement			
Disagreement			
No disagreement			

Note: Lines indicate the standard error, an attempt to quantify the uncertainty surrounding each estimate. The "disagreement" and "indignant disagreement" categories are not mutually exclusive: statements that contain indignant disagreement are a subset of those that contain disagreement more broadly.
Source: Pew Research Center analysis of data from Facebook OpenGraph API. See Methodology section for details.
"Partisan Conflict and Congressional Outreach"

PEW RESEARCH CENTER

[Pew Research Center (2017)](#)

[Wang, & Inbar (2022).](#) Re-examining the spread of moralized rhetoric from political elites: Effects of valence and ideology. *Journal of Experimental Psychology.*

ABSTRACT: We examine the robustness of previous research finding increased diffusion of Twitter messages ("tweets") containing moral rhetoric. We use a distributed language model to examine the moral language used by U.S. political elites in two corpora of tweets: one from 2016 presidential candidates Hillary Clinton and Donald Trump, and one from U.S. Members of Congress. Consistent with previous research, we find greater diffusion for tweets containing moral rhetoric, but this is qualified by moral language valence and elite ideology. For both presidential candidates and Members of Congress, **negative moral language is associated with increased message diffusion. Positive moral language is not associated with diffusion for presidential candidates and is negatively associated with diffusion for Members of Congress.** In both data sets, the relationship between **negative moral language and message diffusion is stronger for liberals than conservatives.**

Homework

News article

Who?

What?

When?

Where?

How?

Why?

Homework

- Create a news article
  - True x fake
- A4 or A3 paper, printed or handwritten
- Title + **maximum 100 words**
- Additional: graphs, images...

SOURCES

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