

How to Fight Disinformation

- ▶ This presentation uses ideas and exact wording taken from
 - ▶ the website of
 - ▶ The Union of Concerned Scientists



How to Counter
Disinformation: Don't Engage
with Garbage - YouTube

1:18 minutes

We all have the power to counter and interrupt disinformation.

- ▶ Presenting facts and evidence to counter a lie doesn't often work, either.

What actually works

**Sharing is not
caring**

***Do not share
disinformation**

How to Counter Disinformation:
Communication Strategies, Best Practices,
and Pitfalls to Avoid - YouTube

0-3:50

What should I do instead?

Part I: Inoculate

What should I do instead?

Part II: Amplify accurate and credible sources.

Here's one example: Much heavier snowfall in regions where winters were historically mild is a sign of climate change. Some climate change deniers falsely claim that increased snow must indicate a cooling world. But climate change makes extreme and erratic weather more likely—and in some cases, more severe.

Here's that example: We all want to ensure a healthy planet for our children, and while our individual choices do matter, they need to be made in concert with real systemic changes. Climate change is solvable: We have the technologies. We have the science. We now need the leadership—and the courage to change course.

Communication Strategies, Best Practices, and Pitfalls to Avoid

<https://www.youtube.com/watch?v=U1BNbhbd7k>

5:07- 8:15

What should I do instead?

Part III: Report disinformation

- [How to report directly to the social media platforms](#)
- [How to report to trusted messengers in the voting rights space](#)
- [How to report hate](#)

What should I do instead?

Part IV: Engage in one-on-one conversations

What should I do instead?

**Part V: Recognize your
power and highlight
actionable solutions**

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8:40-14:02



How Disinformation Works

Human psychology makes all of us
vulnerable to disinformation campaigns

Is Disinformation the Same as Misinformation?

**Nope—and the
difference is intent**

OOPS!

On the Agenda: Lies

How to Counter Disinformation [How to Counter Disinformation: Avoid this Common Mistake - YouTube](#)



How to Identify Disinformation

- **Is it difficult to separate facts from opinions?**
- **Does it fail to cite experts from reputable organizations?**
- **Is the original source of the information hard to pin down?**
- **Does it confirm your beliefs, or play to your emotions?**
- **Does the group, person, or organization sharing the information have a stake in the claim (financial, political, or otherwise)?**
- **Does it require belief in a secret plot and a group of co-conspirators?**
- **Does it scapegoat people or groups?**
- **Is it spread by someone who recently started their social media account, but has a lot of followers?**

Spotting unreliable sources

- *Does it back up its statements with links to independent experts with relevant knowledge or references to peer-reviewed science?
- *Does it fairly present differing points of view while acknowledging the importance of expertise?
- *Does it treat individuals who have differing perspectives with respect?
- *Does it distinguish facts from opinions?
- *Is the content free from racial, gendered, ableist, anti-LGBTQ2S or otherwise problematic stereotypes?
- *Does it make it easy to identify funding sources or ideological or policy positions?

Whew!
The End

Resources in the chat:

The link to this presentation in written form [How to Stop Disinformation | Union of Concerned Scientists \(ucsusa.org\)](#)

VIDEO [How to Counter Disinformation: Communication Strategies, Best Practices, and Pitfalls to Avoid - YouTube](#)

One example of research showing how debunking a false claim can spread disinformation
<https://www.scientificamerican.com/article/attempts-at-debunking-fake-news-about-epidemics-might-do-more-harm-than-good/>

The Trajectory of Truth: A Longitudinal Study of the Illusory Truth Effect [The Trajectory of Truth: A Longitudinal Study of the Illusory Truth Effect - PubMed \(nih.gov\)](#)

Disinformation from Fossil Fuel Companies [The Climate Deception Dossiers | Union of Concerned Scientists \(ucsusa.org\)](#)

[How to report directly to the social media platforms](#)

[How to report to trusted messengers in the voting rights space](#)

[How to report hate](#)

[Guide for Counteracting Disinformation Countering-Disinformation-in-Your-Community-Resource-Guide.pdf](#)

[How Can You Help to Stop Digital Voter Suppression \(stoponlinevaw.com\)](#)

[Video clips](#)

[Take Out the Garbage How to Counter Disinformation: Don't Engage with Garbage - YouTube](#)

[How to Counter Disinformation How to Counter Disinformation: Avoid this Common Mistake - YouTube](#)

Communication Strategies, Best Practices, and Pitfalls to Avoid

[How to Counter Disinformation: Communication Strategies, Best Practices, and Pitfalls to Avoid - YouTube](#) 21 minutes