

DISINFORMATION IS EVERYWHERE

WHY SHOULD WE CHANGE OUR PERSPECTIVE ON THIS PHENOMENON?

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TYPES OF DISINFORMATION

DISINFORMATION – Consciously misleading the recipient by providing them with manipulated, unchecked content

MISINFORMATION - Unconsciously misleading by believing that the content being communicated is genuine

MALINFORMATION – Providing true content for the purpose of defamation, insulting a person or social group

FAKE NEWS ≠ FALSE NEWS

FALSE NEWS

- It's a lie, a lack of compliance with the truth and facts.

FAKE NEWS

- It's located between truth and lie.
- It's a falsification of reality.
- It's media news that is not true but not false either.
- It's manipulated information, but not necessarily false.
- It's similar to gossip or a journalist's mistake.
- Everyone is happy to distribute it, even though it's not certain that it's true.
- Its goal is to disinform, mislead, and manipulate the audience.

ACOMPANIED PHENOMENA

FILTER BUBBLE – Staying in closed information zones, accepting only the information with which we agree.

ECHO CHAMBER – Beliefs, that everyone around me, talk the same things, opinion and views.

SPIRAL OF SILENCE – Fear of expression information or beliefs different from other members of my social group

DISINFORMATION IN SOCIETY

- **LGBT+** - According to data from 2021 (EU), there is an organized disinformation campaign against sexual minorities in East and Central Europe. In Ghana and Uganda, there are official media disinformation campaigns against homosexual people.
- **WOMEN** - There is a discourse of discrimination against women, with feminism being viewed as opposition to traditional families.
- **SKIN COLOR** - There are stereotypes and racism that lead to less social credibility for people with different skin colors.
- **MIGRANTS** - According to data from 2021 (EUvsDisinfo), the majority of disinformation publications are about migrants (2 times more than others). The narrative is about migrants being dangerous for European culture, leading to islamisation and possible terrorist attacks.
- **ROMA (GYPSIES)** - There is a disinformation discourse in political party programs in Hungary, Slovakia, and the Czech Republic, with accusations of kidnapping.

DISINFORMATION IN SOCIETY - CONSEQUENCES

- aggression incidents
- polarization
- criminalization homosexual (Africa)
- exclusion from public sphere
- less chance for better life
- pay gap
- sexual harassment
- political demonstration

DISINFORMATION IN BUSINESS

- **BUSINESS AS A VICTIM** – According to data from 2021, 31% of disinformation is targeted at public figures from the business world. There are different forms of attacks, including **trolls** (antisocial publications on the internet, hate speech, destabilization of discourse; they generate 12 times more information and in 50% of cases are linked to psychopathic syndrome), **profiteers** (fabricated information, speculation, creators of false trends in business, campaigns on social media), and **foreign flags** (organized disinformation groups that collaborate with governments and have documented operations in 48 countries, using media, diplomatic tools, and institutions).
- **BUSINESS AS A CREATOR** – There are different ways in which businesses try to improve their public image, such as **greenwashing** (pseudo-ecological campaigns), **pinkwashing** (using LGBT+ causes to create a better image), **sportswashing** (sponsoring sports events to hide their harmful activities), and **warwashing** (using wars to improve their self-image and distribute their products and services).

DISINFORMATION IN BUSINESS - CONSEQUENCES

- company image loss
- declines in stock market quotations
- financial problems
- destroy business
- less of social trust

DISINFORMATION IN HEALTH

- **COVID-19** – conspiracy theories about Rockefeller Foundation (or Bill Gates) as a source of pandemic; vaccines with chip; drink chlorine as a medicine against virus; infodemic phenomenon
- **BLUE WHALE GAME** – internet game for teenagers; 50 issues from private mentor; 30 countries around the world;
- **BEAUTY AND PHARMACY SECTOR** – 250 billion dollars market value; false expert who sell us non-healthy products or supplements; 3 scientists from Harvard University published articles about minimal link between sugar and heart disease (sponsored by Sugar Association)
- **VIT C** – information that vit C is a cure for cancer; Jerzy Zięba; Mexico Hospital (offered integrate cancer therapy)

DISINFORMATION IN HEALTH - CONSEQUENCES

- decreased trust in governments and public institutions (especially among younger people)
- increased skepticism about vaccinations
- suicides and self-harm behaviors
- stereotypes about our body and appearance
- rejection of specialist knowledge
- resignation for medical therapy cancer
- more health prevention

DISINFORMATION IN POLITIC

- **DONALD TRUMP** – popularized the use of the term *fake news*; he published 23 manipulated announcements per day; role of FOX News Television
- **BREXIT** - Less than 1% of Twitter accounts generated one-third of the Eurosceptic content. 13,000 accounts were designed to cascade information to a small and medium degree. Boris Johnson and Nigel Farage were among the main actors of this event.
- **WAR IN UKRAINE** - four main trends of disinformation about war: government propaganda, conspiracy theories, context manipulation and playing on emotions; the language of the Kremlin is an attempt to distort reality, presenting Russia as a victim of Western aggressive policy; messages addressed to the Ukrainian society are aimed at raising morale, hence the often heroic tone in them

DISINFORMATION IN POLITIC - CONSEQUENCES

- crisis of democratic system
- more populism
- change of views and political preferences
- decrease of social trust
- lowering the quality of public debate
- less participation in elections
- aggression acts (attack on the Capitol)

DISINFORMATION IN MEDIA

Over 80% of Poles admit that they have dealt with disinformation: the main source of disinformation is television and the Internet

- **QUOTE MANIPULATION AND CONTEXT CHANGE** - a statement by Anthony Fauci, the chief medical adviser of the White House, whose except from the interview in The New York Times was to turn out to be a turning point in the issue of vaccinations: information about their ineffectiveness
- **CREATING A FALSE NARRATIVE** - An example of migrants being pushed back to Belarus at the border, despite their crossing to the Polish side. During an interview, the head of the National Security Bureau explained that this was a legal action, referring to the judgment of the Court of Human Rights
- **GENERATING A FALSE MESSAGE** - using a photo of a vicar from a parish in the Pomeranian Voivodeship, who was presented as a Lithuanian priest murdered by a group of migrants

DISINFORMATION IN MEDIA - CONSEQUENCES

- lowering the level of social trust
- information flow problems
- crisis of democracy
- strengthening information bubbles
- polarization of society
- changing status of the journalist (media worker as a new profession)
- reduced ethical level of the media
- creation and development of fact checking

DISINFORMATION IN SCIENCE

- **PSEUDOSCIENCE** - accepts only favorable results, rejecting data that do not confirm the originally formulated thesis; refers to concepts that have no scientific basis or combines them with scientific definitions and publications based on low-quality sources
- **FAKE SCIENCE** - it distorts reality, presenting facts as non-facts, and pointing to pseudo-evidence as credible evidence; the creators are scientists themselves; research by Else and Van Noorden (2021) indicates that fake science is not individual cases, but often a form of institutionalized forgery
- **PREDATORY JOURNALS** - journals whose purpose is to profit from publication rather than to distribute high-quality content; In 2020, over 1,400 scientific articles submitted by Chinese researchers were registered in biomedical journals. Nearly 400 texts have been retracted after being shown to contain disinformation, but unfortunately the remaining 1,000 remain in circulation

DISINFORMATION IN SCIENCE - CONSEQUENCES

- loss of trust in science and scientists
- deepening the information chaos
- errors in research and their impact on fields of knowledge such as medicine or technology
- reinforces the phenomenon of misinformation

TOOLS TO BUILD RESILIENCE

- cooperation between societies and government to fight disinformation
- communication culture building
- working on the changing to use of media
- critical thinking for children and teenagers
- responsible attitude in creation and consumption of media content
- encourages to leave filter bubbles and break spiral of silence
- don't be ashamed to say „I don't know”
- humility towards lack of knowledge

THANK YOU FOR YOUR ATTENTION!

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