

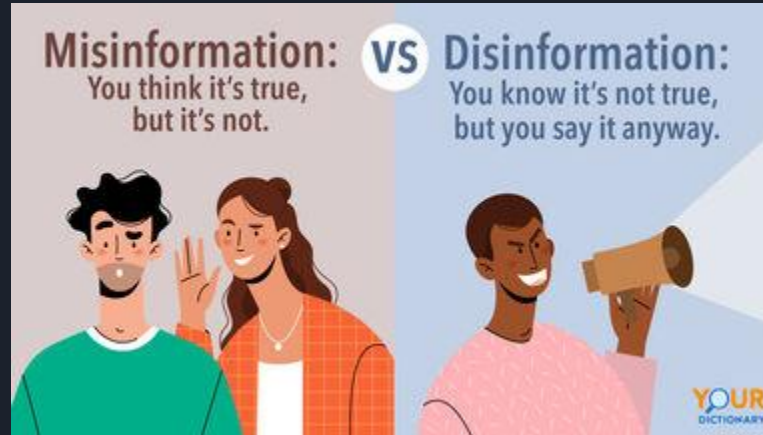


# Disinformation and Social Media

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# What is Disinformation?

- Disinformation is a subset of misinformation
- Disinformation is the spread of false/ manipulated information with the intention of deceiving/ misleading





# Types of Disinformation

False Connections: content is not supported by visuals, headlines, or captions

- Click Bait

Manipulated Content: manipulated imagery intended to deceive

- Deep Fakes

Fabricated Content: false content intended to deceive

- Fake news



## How Disinformation Spreads:

- Bots
- Trolls
- Confirmation Bias

## Who is Most Vulnerable:

- Children
- Eldery
- People who are less educated



# Social Media's Role

- Sharing content without reading past the headline
- Widespread network of connections
- Shorter content is desirable



# Recognizing Disinformation

- Check the web address
- Look at who posted the content
- Reverse search images
- Look for grammatical and spelling errors



# Ethical Standpoint

Kantian Ethics:

Disinformation is intended to harm others

Utilitarian Ethics:

Rule: Disinformation is harmful in the long run







# The Future of Disinformation

- Disinformation will persist
- Social media platforms will develop to better recognize disinformation



# References

<https://examples.yourdictionary.com/misinformation-vs-disinformation-simple-comparison>

<https://www.youtube.com/watch?v=cQ54GDm1eL0>

<https://engineering.stanford.edu/magazine/article/how-fake-news-spreads-real-virus>

Thank You

