



University of
Sheffield | Disinformation Research Cluster

Disinformation: Terminology, Audiences and Solutions

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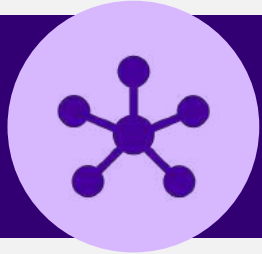
26 March 2024

Daystar University

Outline



Terminology – Overview of the different concepts connected to the study of disinformation



Context – An examination of global patterns, particularly in the Global South, connected to disinformation



Audiences – Deep dive into the multiple ways audiences (dis)engage with (dis)information



Solutions – A summary of commonly used approaches to tackling disinformation

Your views on the topic



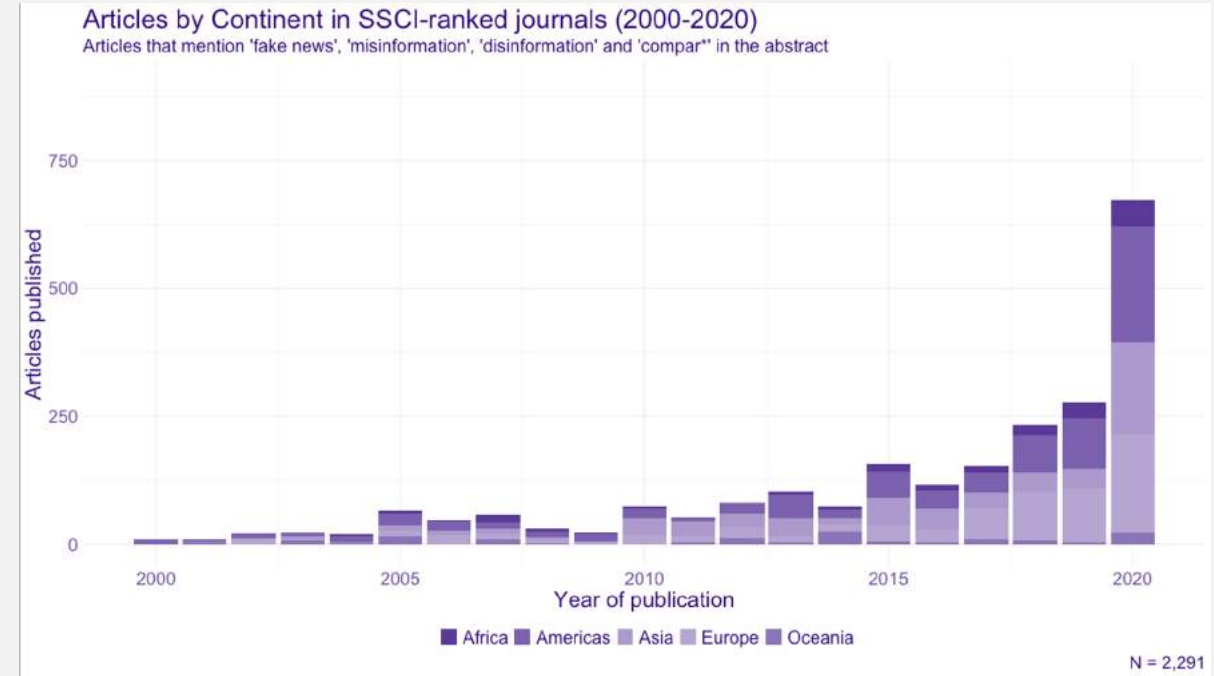
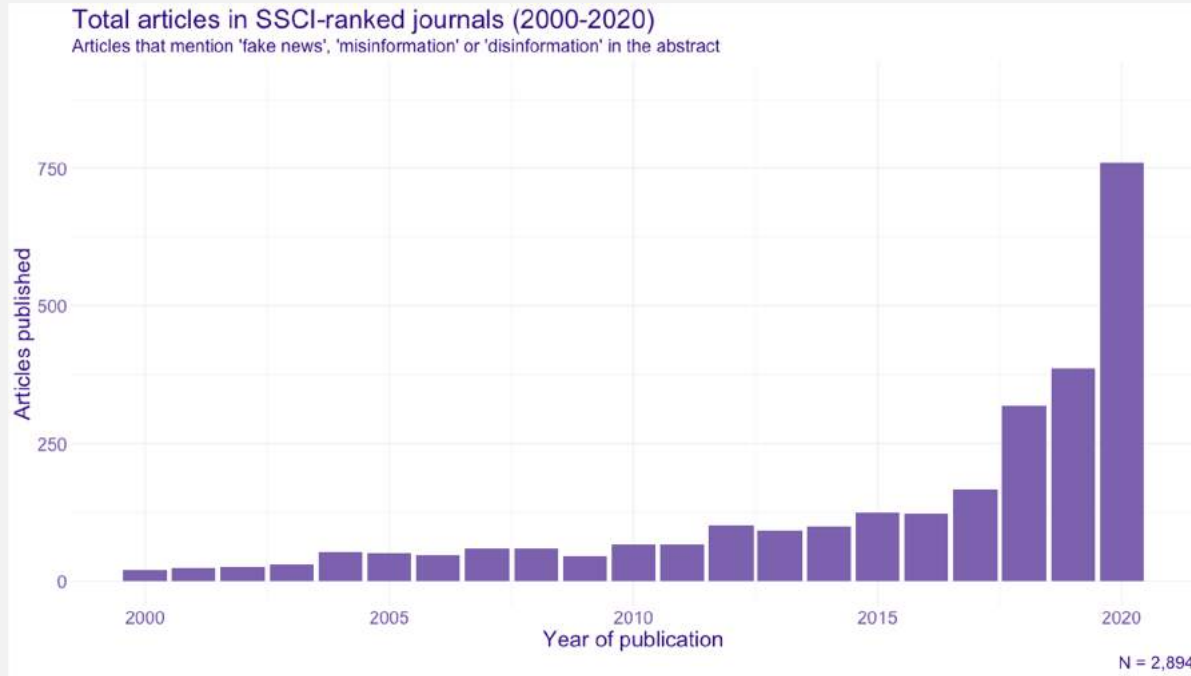
- 1 Go to wooclap.com
- 2 Enter the event code in the top banner

Event code
CSCRMS

 Enable answers by SMS

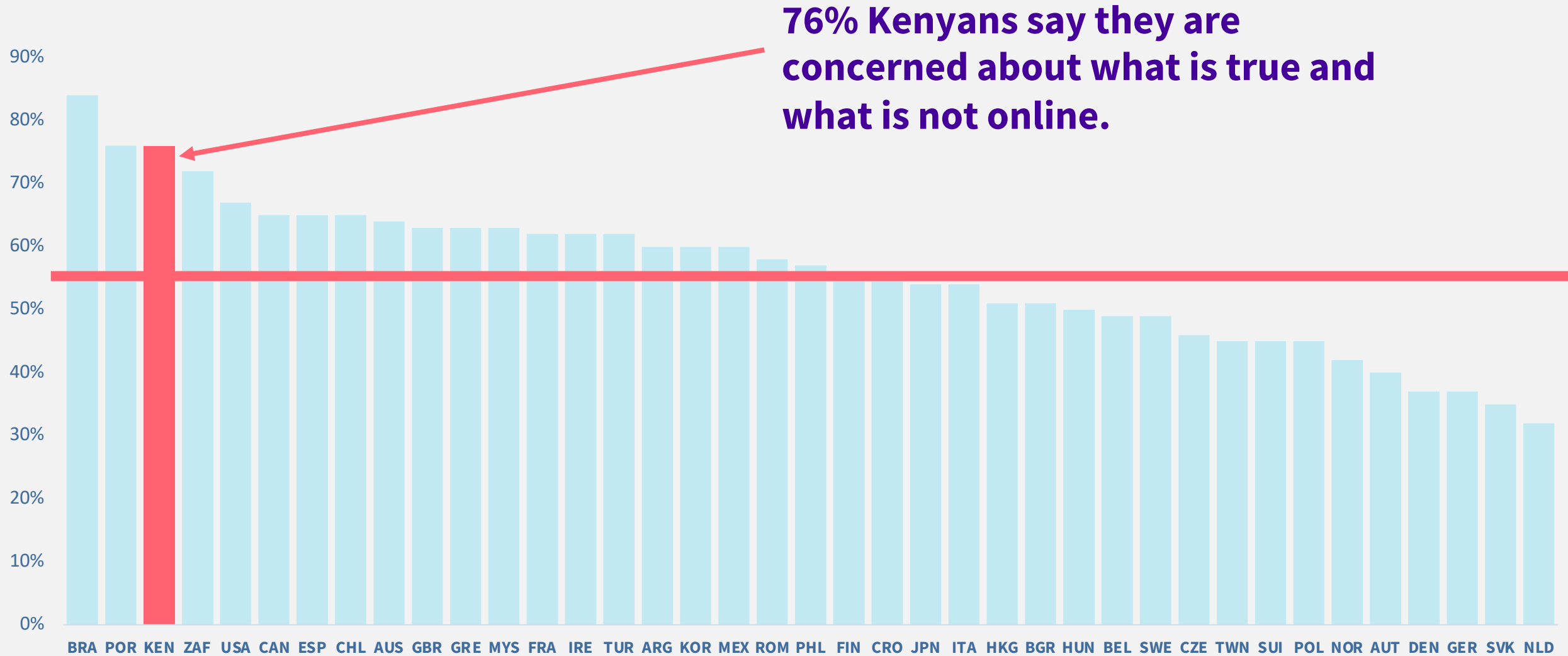
<https://app.wooclap.com/CSCRMS>

Disinformation Studies in Perspective



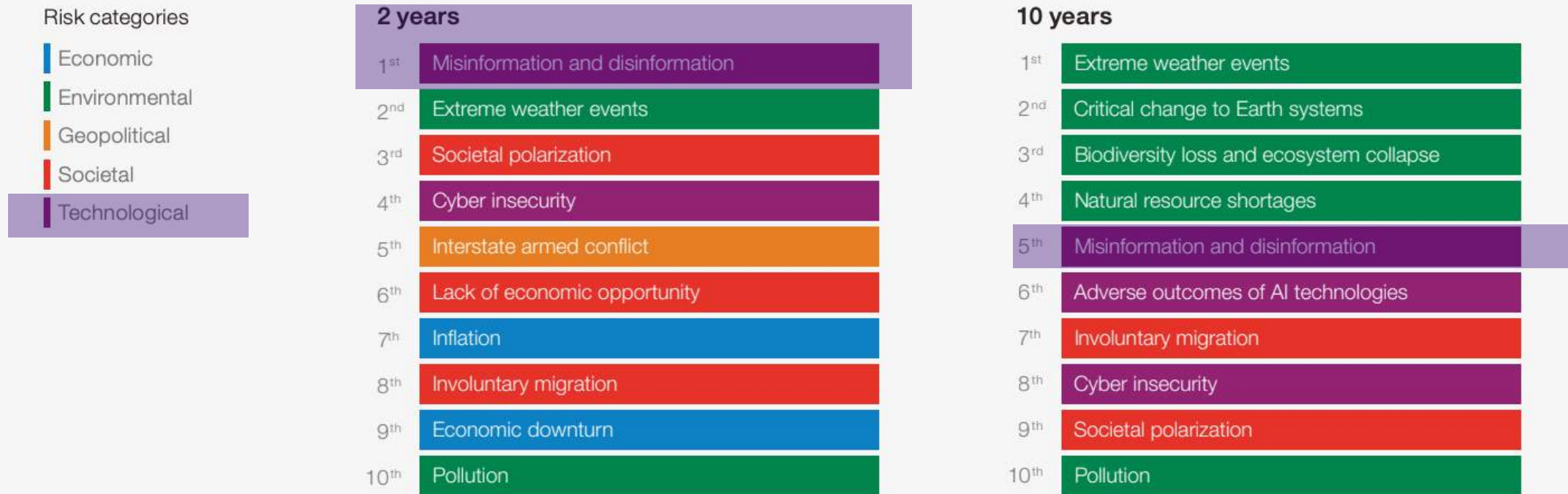
Source: [Madrid-Morales & Wasserman, 2022](#)

Media consumers' concerns



Source: <https://www.digitalnewsreport.org/survey/2020/overview-key-findings-2020/>

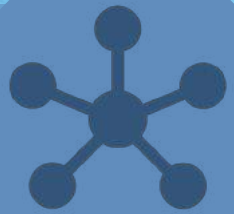
Most serious risks around the world – According to Economists



Source

World Economic Forum Global Risks Perception Survey 2023-2024.

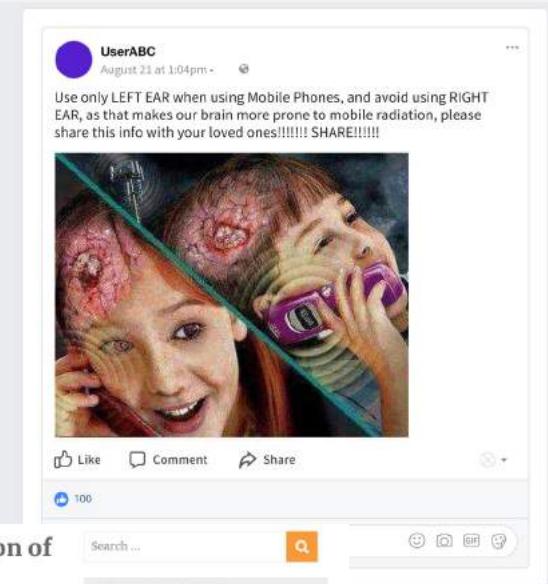
Source: https://www3.weforum.org/docs/WEF_The_Global_Risks_Report_2024.pdf



Terminology

Misinformation

- **Misinformation** is false information that is shared unintentionally. The person sharing it usually doesn't know it is false.
 - An example would be **a friend or family member sending you a WhatsApp message about a so-called natural health remedy**. We saw this a lot at the onset of the COVID-19 pandemic.
 - Another example could be **when you listen to or watch the news, misinterpret an announcement, and then start telling people what you believe was said**. You would then be spreading false information without realising it.



Raila is harvesting, now feted as 'Person of the year in Africa.'

📌 Julia 📅 October 23, 2018 11:12 am GMT+0000 October 23, 2018 11:12 am GMT+0000 🗨️ Others 📌
📌 Raila's AU Appointment, Robi wine, Kasai kaseim, Mongari Moothai, Times



Kenyan Chief Opposition and Now the African Union Special Envoy, in charge of Infrastructure, Raila Odinga voted the greatest persona of the year.

The Times defined Mr Odinga as a statesman whose efforts in Kenya and entire Africa cannot be ignored.

In their Statement, The Times pointed out special cases and occurrences Mr Odinga has been involved before.

Search ... 🔍

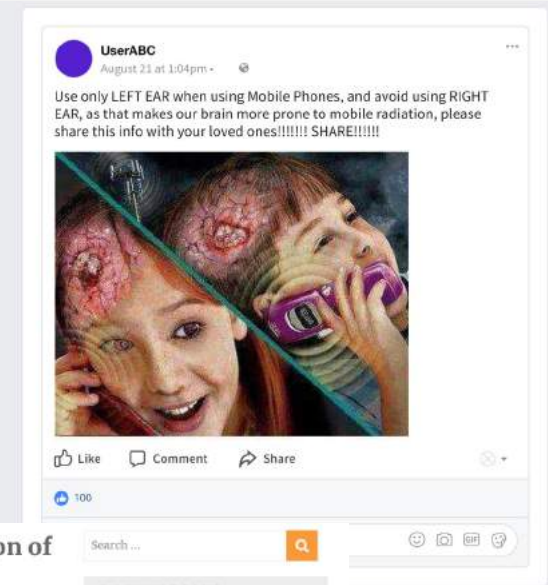
RECENT POSTS

- Critical time for Bandari after barren draw with Al Ahly Shendi at Kasarani
- Ruto's Lahya Point-man Launches Mud Houses in a Modernisation Program (Photos)
- Yet another gay couple takes Kenyan social media by storm after Proposal Photos
- Did Martha Karua seal her own fate?
- Video of TZ Residents Siphoning Petrol Before Explosion Saddens Kenyans
- Passaris Tears 'Tweep Accusing Her of Pocketing NASA Contributions
- Sakaja rejects plan to build palatial homes for Governors
- Esther Passaris serves boy child a 'yellow card' for shooting his shot
- Uproar as Chemical Found In Colgate Toothpaste is Linked To Cancer
- Former Gor Mahia star in Tusker's travelling squad to Tanzania

RECENT COMMENTS

Disinformation

- **Disinformation** is false information that is deliberately made up or manipulated and shared to mislead. The person sharing it knows it is false.
- Creators and sharers do so for different reasons.
 - Sometimes they create outrageous sensational headlines or stories as “clickbait” to make money. As soon as people click on these links, the **platform owners earn advertising income**.
 - Sometimes people use disinformation to **push certain political agendas** or to make themselves look good and their opponents look bad.



Raila is harvesting, now feted as 'Person of the year in Africa.'

📌 [Lulu](#) 📅 October 23, 2018 11:12 am GMT+0000 October 23, 2018 11:12 am GMT+0000 📌 [Others](#) 📌 [Raila's AU Appointment, Robi wine, Kasai kaseim, Mongari Moothai, Times](#)



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RECENT COMMENTS

Misinformation <-> Disinformation

Source: <https://africacheck.org/fact-checks/meta-programme-fact-checks/beware-scams-facebook-page-and-blog-impersonating-kenyan>

Ramtons Appliances Kenya
16 June at 11:30 · 🌐

FLASH SALES! Up to 50% DISCOUNT! LIMITED Stocks!

RAMTONS 2 Gas Burners, Non Stick Complete Cooker with 13Kg TOTAL Gas + Free LPG Gas Pipe & Gas Regulator Ksh. 6500

✓ Complete Ramtons 2 Burners Cooker with 13kg K-Gas Cylinder @ Ksh 6,500... See more



COMPLETE RAMTONS 2 BURNERS + K-GAS 13KG
KSH 12,995 **KSH 6,500**

2 GAS BURNERS NON STIC COMPLETE COOKER WITH 13KG TOTAL GA

Ramtons

Ramtons Appliances Kenya
Product/service

Send Message

Tuskys Supermarkets Recruitment
22 June at 18:08 · 🌐

Over 3010+ Jobs available in our supermarket branches across Kenya. To apply; kindly follow >> <https://bit.ly/3hNqzpa>



TUSKYS
Your Friendly Supermarket

TUSKYS SUPERMARKETS OFFICIAL JOB APPLICATION FORM

TUSKYS Supermarket Stores is one of the largest superstore across Kenya. TUSKYS Stores are in need of more employees in current and new online-shop branches across Kenya in the following towns: Nairobi, Nakuru, Mombasa, Malindi, Kisumu, Eldoret, Kapsobet, Machakos, Kitui, Lodwar, Kakamega, Nyeri, Kiambu, Meru, Isiolo, Murang'a, Bungoma, Kisii, Homa-Bay, Kirinyaga, Iteti, Kericho, Narok, Lamu, Busia, Vihiga, Siaya, Nanyuki, Malueni, Kitale and many more.

We target to employ 3020 employees, internship positions included.

The job opportunities available include:

- Cleaners and guards (1228)
- Delivery personnel (1018)
- Receptionists (449)
- Store keepers & Cooks (58)

DOCS.GOOGLE.COM

TUSKYS SUPERMARKETS OFFICIAL JOB APPLICATION FORM

Everyday Disinformation

Disinformation most political actors care about

Source: <https://africacheck.org/fact-checks/meta-programme-fact-checks/no-image-doesnt-show-nigerian-presidential-hopeful-tinubu>

Kennedy Nosa
@KennedyNosa2

Happening now: [@officialABAT](#) on a courtesy visit to US President Joe Biden as part of his US on international engagements. Obidiots say Tinubu cannot visit US based on his indictment. He is there right now live with the US President. Let your Obi visit too. Mumu pipo.

Tradueix el tuit



8:44 p. m. · 29 de nov. de 2022

Political Disinformation

14:32

+234 802 621 0650

Text Message
Today 14:32

PDP ATIKU FOR PRESIDENT 2023
VOTE ATIKU ABUBARKAR FOR CHANGE
PDP SUPPORT WITH NGN 85,000 AS AN
APPRECIATION TO ATIKU SUPPORTERS
FOR- PAYMENT CALL: [07042231502](tel:07042231502)

Disinformation all political actors should care more about



Foreign Disinformation

Source: <https://about.fb.com/news/2020/12/removing-coordinated-inauthentic-behavior-france-russia/>




Disinformation all political actors should care more about

UserABC 
@userabc 

A Chinese Restaurant Association official said that eating three bowls of this fake rice would be like eating one plastic bag. #FakeChina #Rice

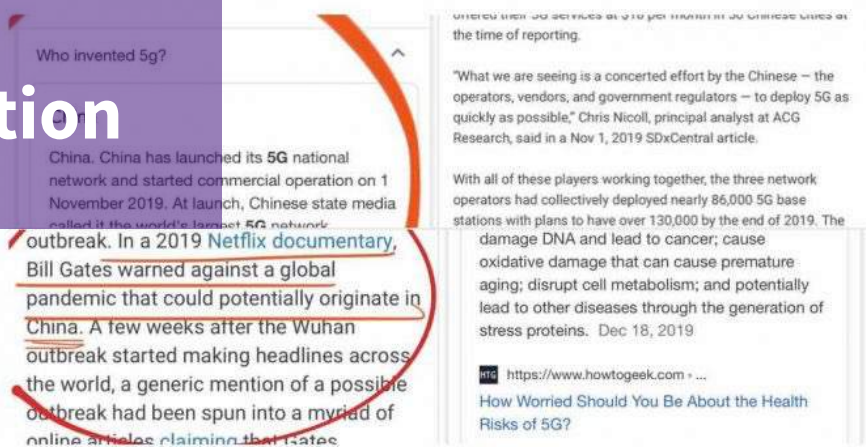


21 Aug 2019

 **Keri Hilson** 
@KeriHilson 

People have been trying to warn us about 5G for YEARS. Petitions, organizations, studies...what we're going thru is the affects of radiation.

5G launched in CHINA. Nov 1, 2019. People dropped dead. See attached & go to my IG stories for more. TURN OFF 5G by disabling LTE!!!



Who invented 5g?
China. China has launched its 5G national network and started commercial operation on 1 November 2019. At launch, Chinese state media called it the world's largest 5G network outbreak. In a 2019 Netflix documentary, Bill Gates warned against a global pandemic that could potentially originate in China. A few weeks after the Wuhan outbreak started making headlines across the world, a generic mention of a possible outbreak had been spun into a myriad of online articles claiming that Gates

What we are seeing is a concerted effort by the Chinese — the operators, vendors, and government regulators — to deploy 5G as quickly as possible," Chris Nicoll, principal analyst at ACG Research, said in a Nov 1, 2019 SDxCentral article.

With all of these players working together, the three network operators had collectively deployed nearly 86,000 5G base stations with plans to have over 130,000 by the end of 2019. The damage DNA and lead to cancer; cause oxidative damage that can cause premature aging; disrupt cell metabolism; and potentially lead to other diseases through the generation of stress proteins. Dec 18, 2019

https://www.howtogeek.com/...
How Worried Should You Be About the Health Risks of 5G?

6,715 8:58 PM - Mar 15, 2020

5,493 people are talking about this

Types of mis/disinformation



TYPES OF MIS- AND DISINFORMATION

SATIRE/PARODY

No intention to cause harm but has potential to fool.

FALSE CONTEXT

When genuine content such as an image or video is shared out of context.

IMPOSTER CONTENT

When genuine sources, such as media organisations or public figures, are impersonated.

Source: <https://unesdoc.unesco.org/ark:/48223/pf0000265552?posInSet=2&queryId=bea0f00b-2f6c-406c-83e7-9244978e99ee>

Types of mis/disinformation

FABRICATED CONTENT

New content that is 100% false, designed to deceive and do harm.

MANIPULATED CONTENT

When genuine information, images or videos are manipulated to deceive.

CONSPIRACY THEORY

Explains an event or circumstances as the result of a secret plot - usually by powerful people or groups.

Source: <https://unesdoc.unesco.org/ark:/48223/pf0000265552?posInSet=2&queryId=bea0f00b-2f6c-406c-83e7-9244978e99ee>

Satire/Parody

MAN FAKED BEING DEAF AND DUMB FOR 62 YEARS TO AVOID LISTENING TO HIS WIFE



55K

A man from Waterbury in Connecticut faces divorce after his wife found out that he was not actually deaf and had been faking it for more than 62 years to avoid having to listen to her.

According to the divorce papers, 84-year old Barry Dawson never spoke a single word in front of his 80-year old wife Dorothy during the decades they lived together.

Ms. Dawson learned the sign language to be able to communicate with her husband but says he was still not really communicative.

WORLD NEWS DAILY REPORT

Where facts don't matter

SATIRE/PARODY

No intention to cause harm but has potential to fool.

False Context



FALSE CONTEXT

When genuine content such as an image or video is shared out of context.

10 Foreign Nationals arrested in East London for making fake alcohol. It is suspected that this fake alcohol is what caused the Enyobeni incident.



Imposter Content



IMPOSTER CONTENT

When genuine sources, such as media organisations or public figures, are impersonated.

Fabricated Content



Fountainhead

@Fountainhead55



Follow

Hillary voters get to vote via text, but Trump supports have to go to the polls! NOT FAIR!

#imwithher #hillary



FABRICATED CONTENT

New content that is 100% false, designed to deceive and do harm.

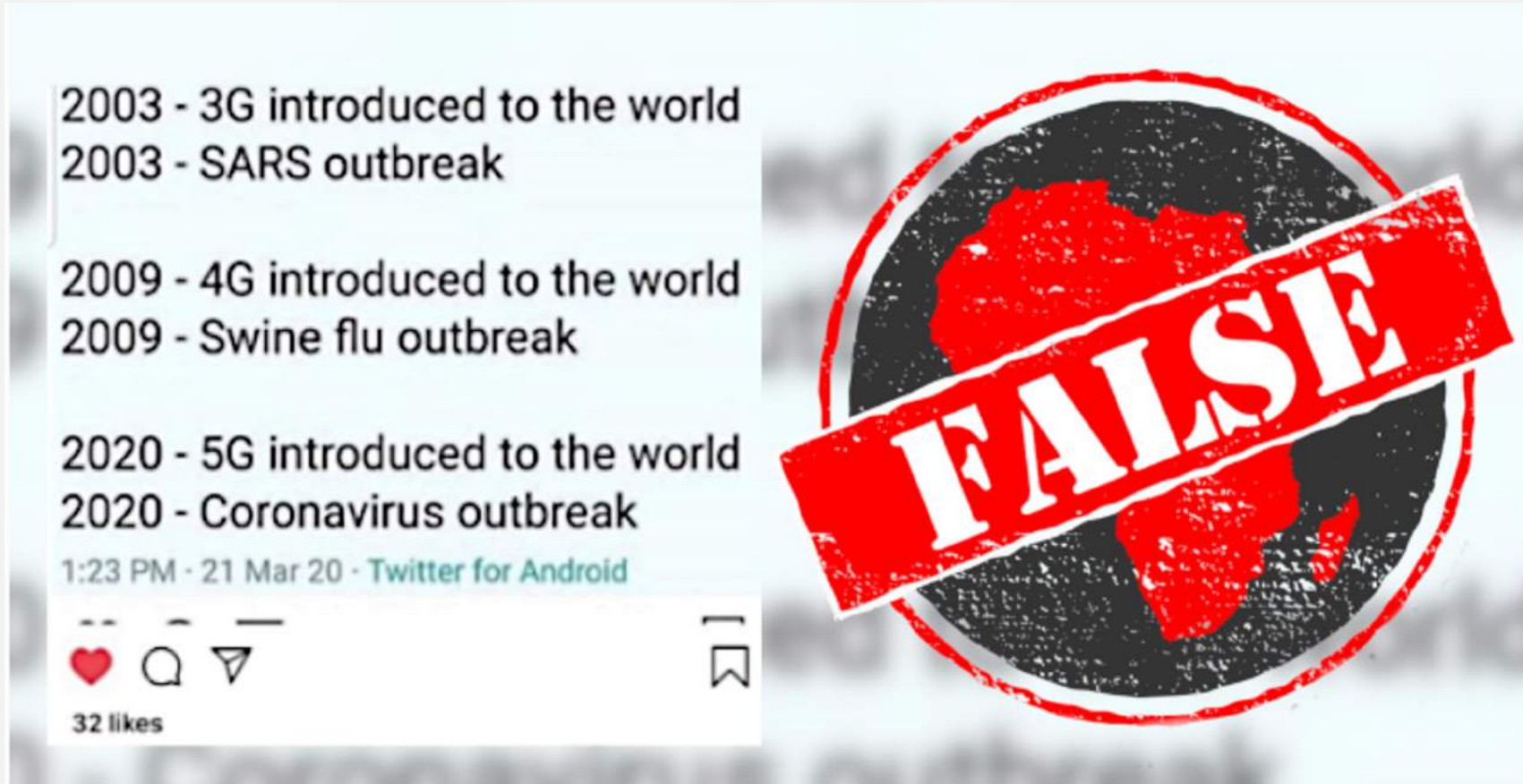
Manipulated Content

MANIPULATED CONTENT

When genuine information, images or videos are manipulated to deceive.



Conspiracy Theory



CONSPIRACY THEORY

Explains an event or circumstances as the result of a secret plot - usually by powerful people or groups.

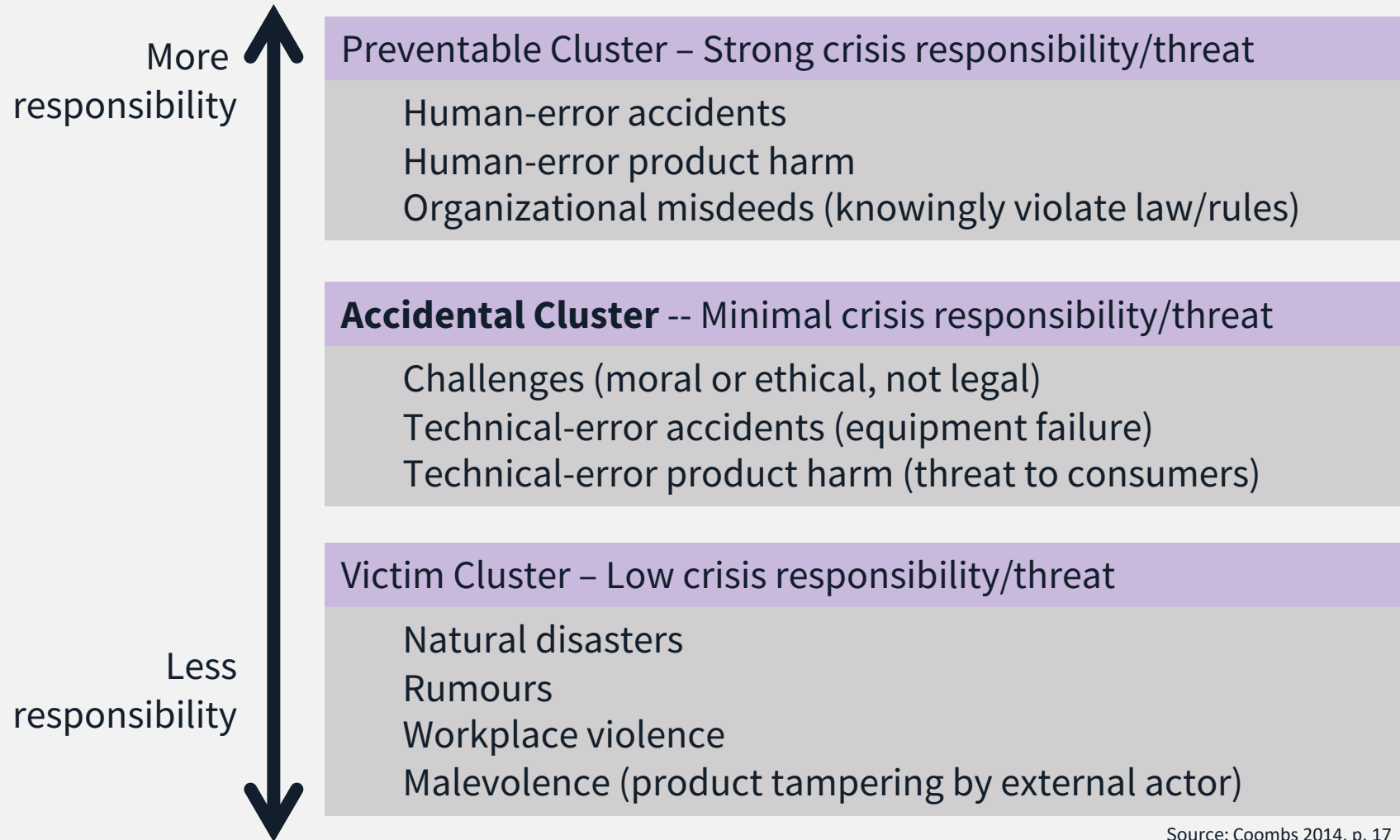
Which one represents the biggest challenge in Kenya?

SATIRE/PARODY	FALSE CONTEXT	IMPOSTER CONTENT
No intention to cause harm but has potential to fool.	When genuine content such as an image or video is shared out of context.	When genuine sources, such as media organisations or public figures, are impersonated.
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New content that is 100% false, designed to deceive and do harm.	When genuine information, images or videos are manipulated to deceive.	Explains an event or circumstances as the result of a secret plot – usually by powerful people or groups.

Questions?



Situational Crisis Communication Theory (SCCT)



Three types of disinformation campaigns

Identity grievance

1. activates polarized social identities
2. exploits real or perceived wrongs
3. leverages low institutional trust
4. amplifies concurrent global political, social trends

EMOTION



Source: <https://about.fb.com/news/2020/12/removing-coordinated-inauthentic-behavior-france-russia/>

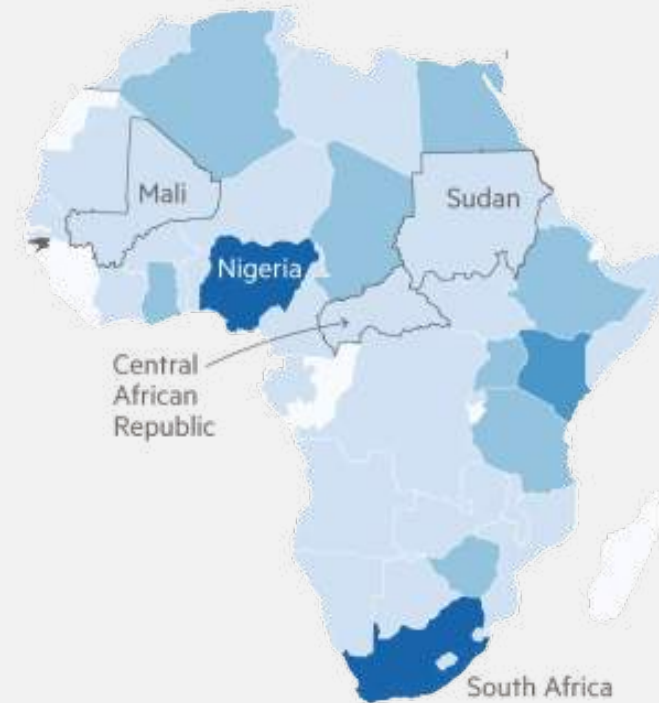
Three types of disinformation campaigns

Information gaslighting

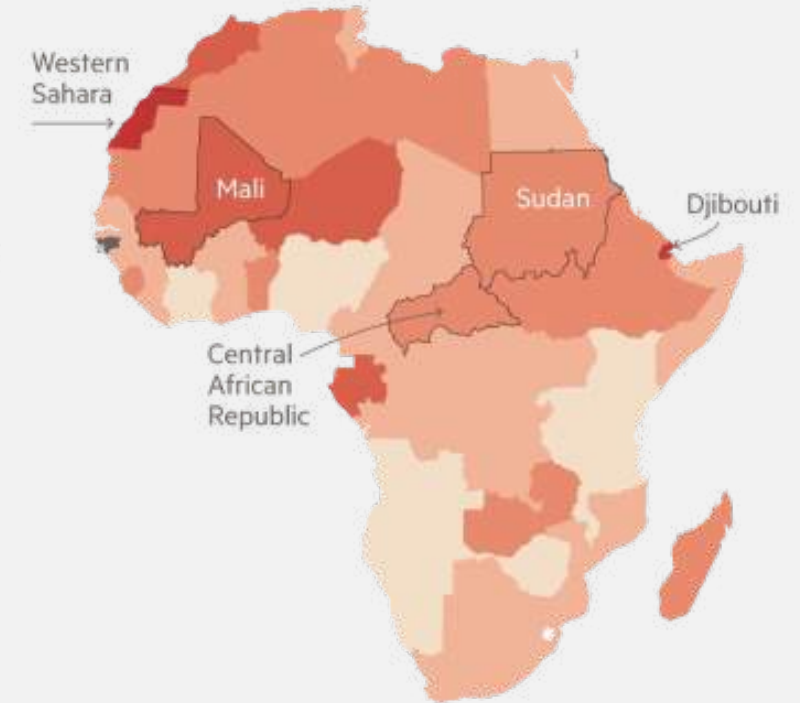
1. floods the information space as a form of 'strategic distraction'
2. seeks to sow uncertainty about issues
3. may lead to feelings of helplessness

FATIGUE

Number of Twitter users posting pro-Russian content (2021)



Relative frequency of bots per country (2021, %)



Three types of disinformation campaigns

Incidental exposure

1. uses range of channels, including fringe media, to increase incidental exposure
2. exploits declining trust in mainstream media
3. seeks to develop familiarity to narratives

BIAS

A historia de Stepan Bandera, o ideólogo do neonazismo ucraniano

24 de setembro de 2023 | notícias



Marcha em favor de Stepan Bandera

Stepan Bandera homem pintado como herói pela direita ucraniana e seu pensamento possui profunda influência na política do país e nos **grupos paramilitares neonazistas** como o Batalhão Azov.

Stepan Bandera nasceu em 1909 na aldeia de Stryi Uhryniv, no distrito de Kalush, Galícia (Óblast de Stanyslaviv), então parte do Império Austro-Húngaro. O seu pai, Andriy Bandera, era o sacerdote greco-católico em Uhryniv Stryi. A sua mãe, Myroslava Bandera, também pertencia à família do clero, era filha de um padre greco-católico de Stryi Uhryniv.

Historia de Stepan Bandera, el ideólogo del neonazismo ucraniano

24 de setembro de 2023 | Noticias y artículos



Marcha en homenaje a Stepan Bandera, Ucrania

Stepan Bandera es un hombre descrito como un héroe por la derecha ucraniana y sus pensamientos tienen una profunda influencia en la política del país y en los **grupos paramilitares neonazis** como el Batallón Azov.

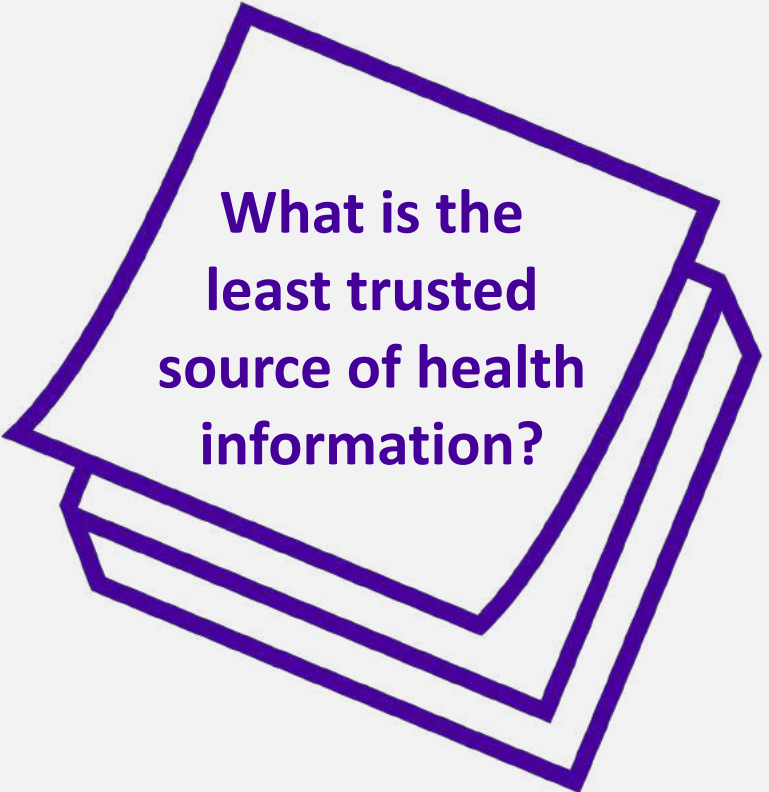
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Source: <https://dfrlab.org/2024/02/21/pro-russia-network-spreads-propaganda-and-disinfo-in-latin-america/>



Audiences

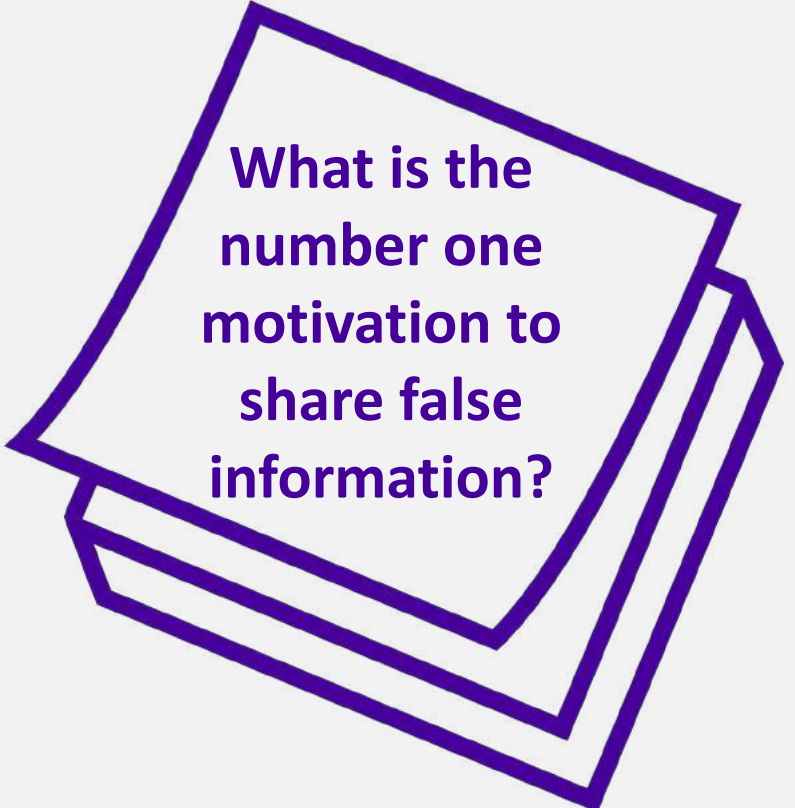
Your views on the topic



What is the least trusted source of health information?

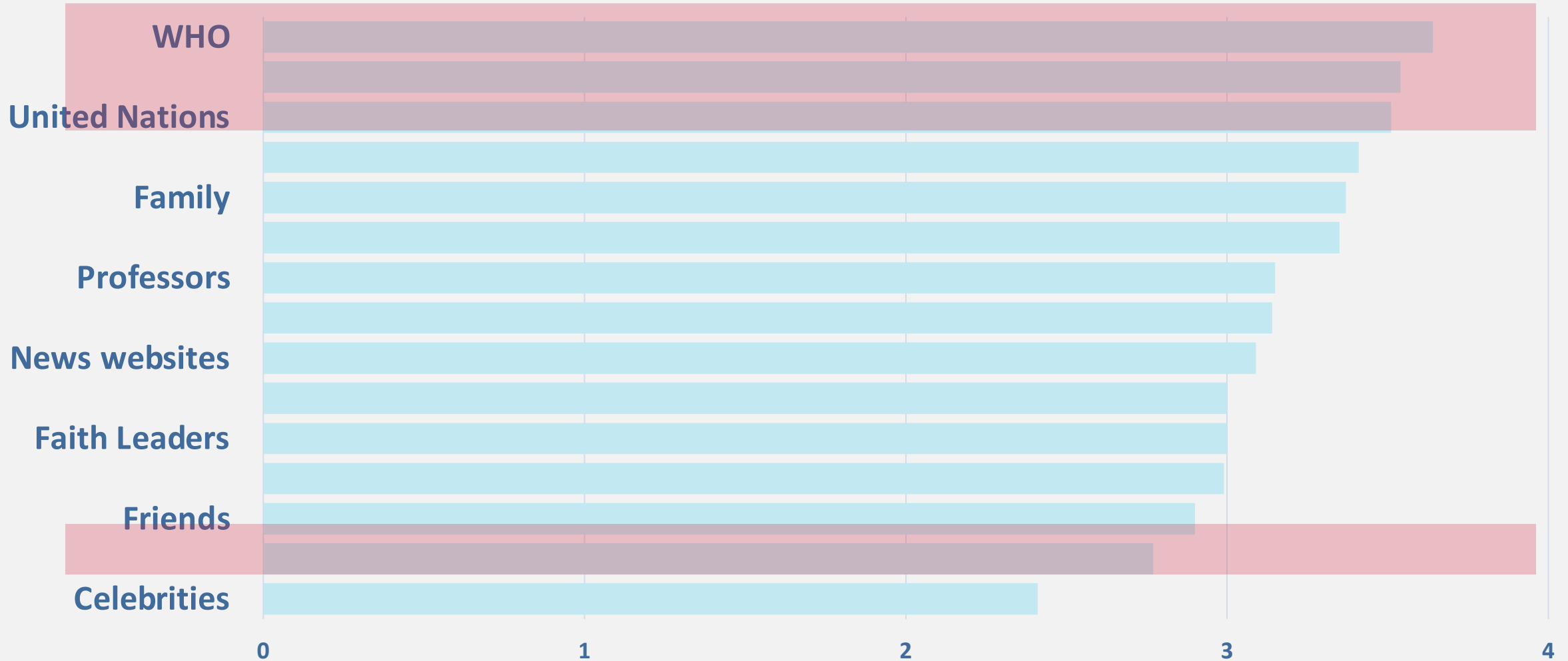


What % of Kenyans say they have knowingly shared false news?

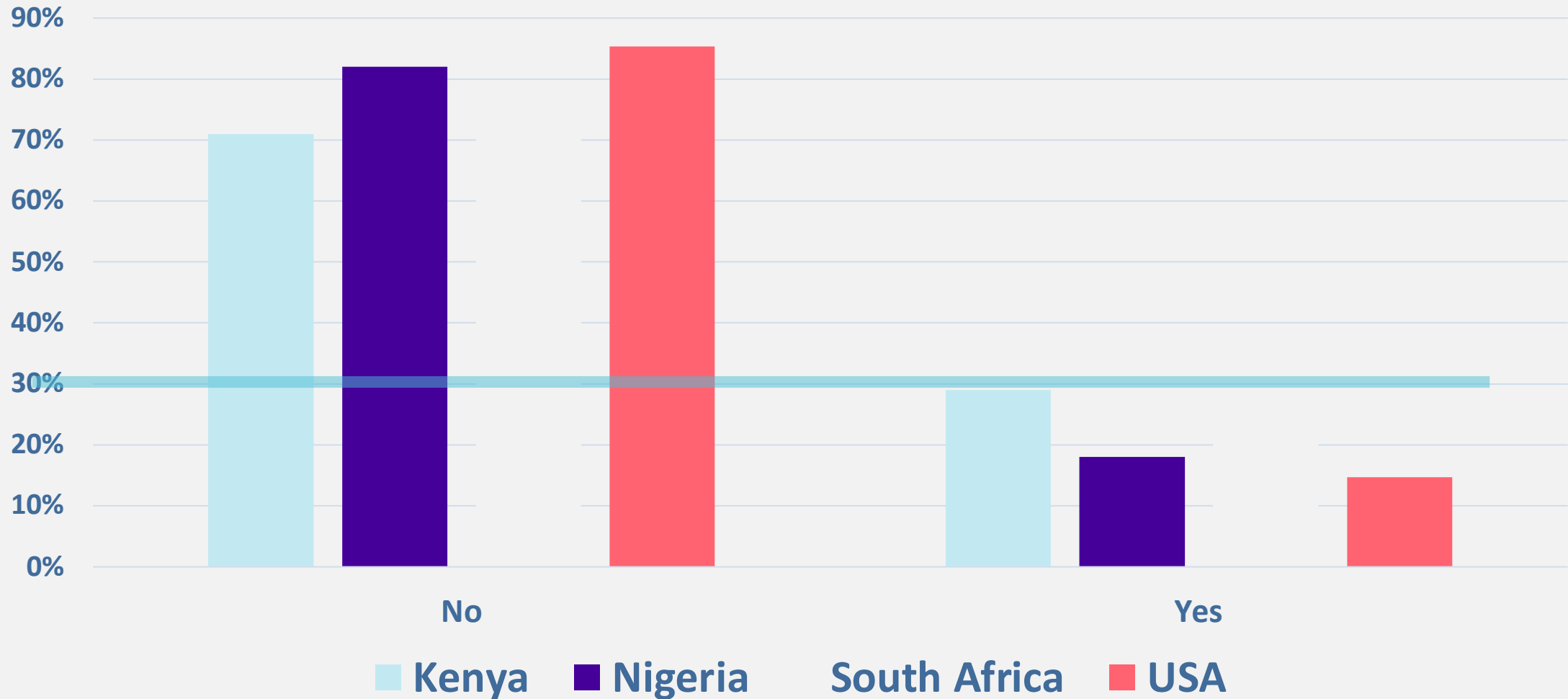


What is the number one motivation to share false information?

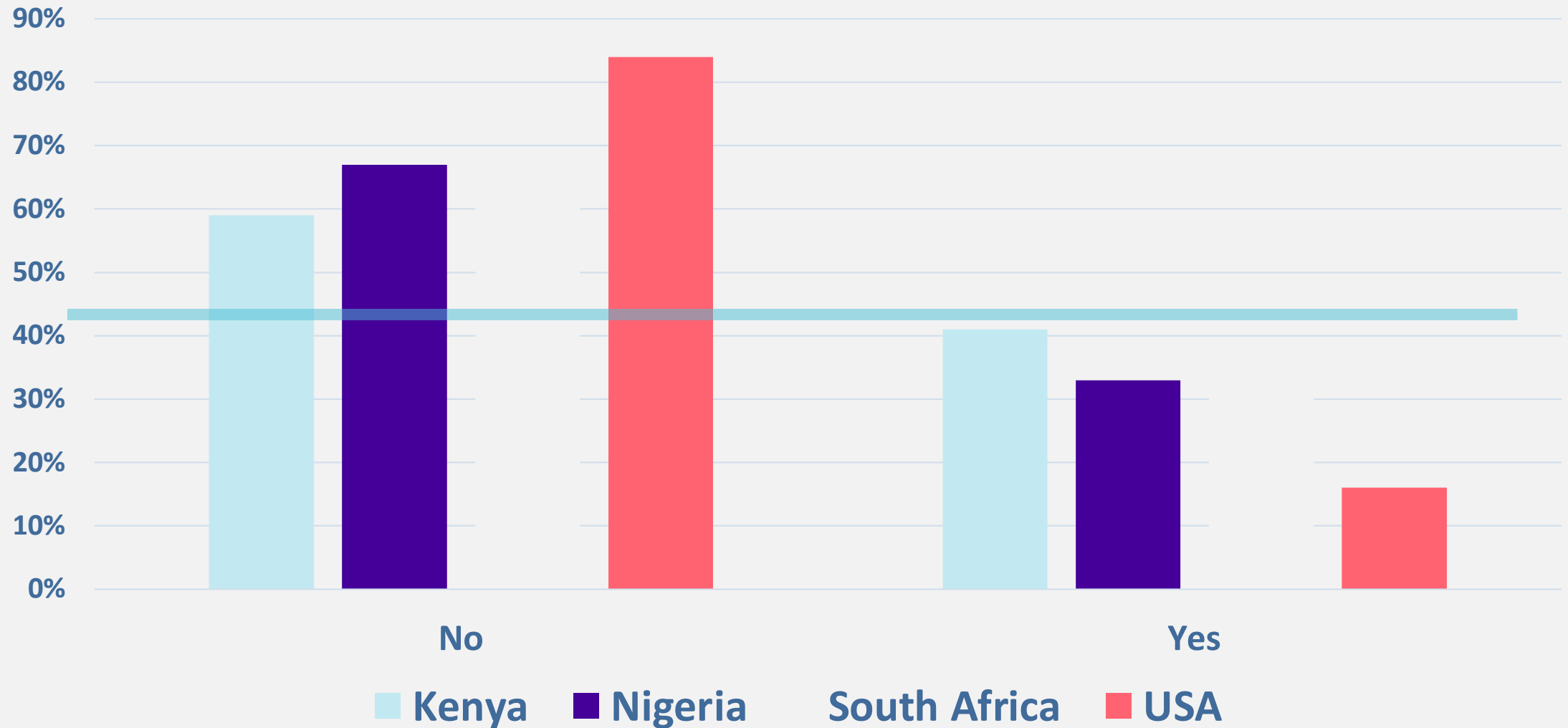
How much do you trust information that comes from (...)?



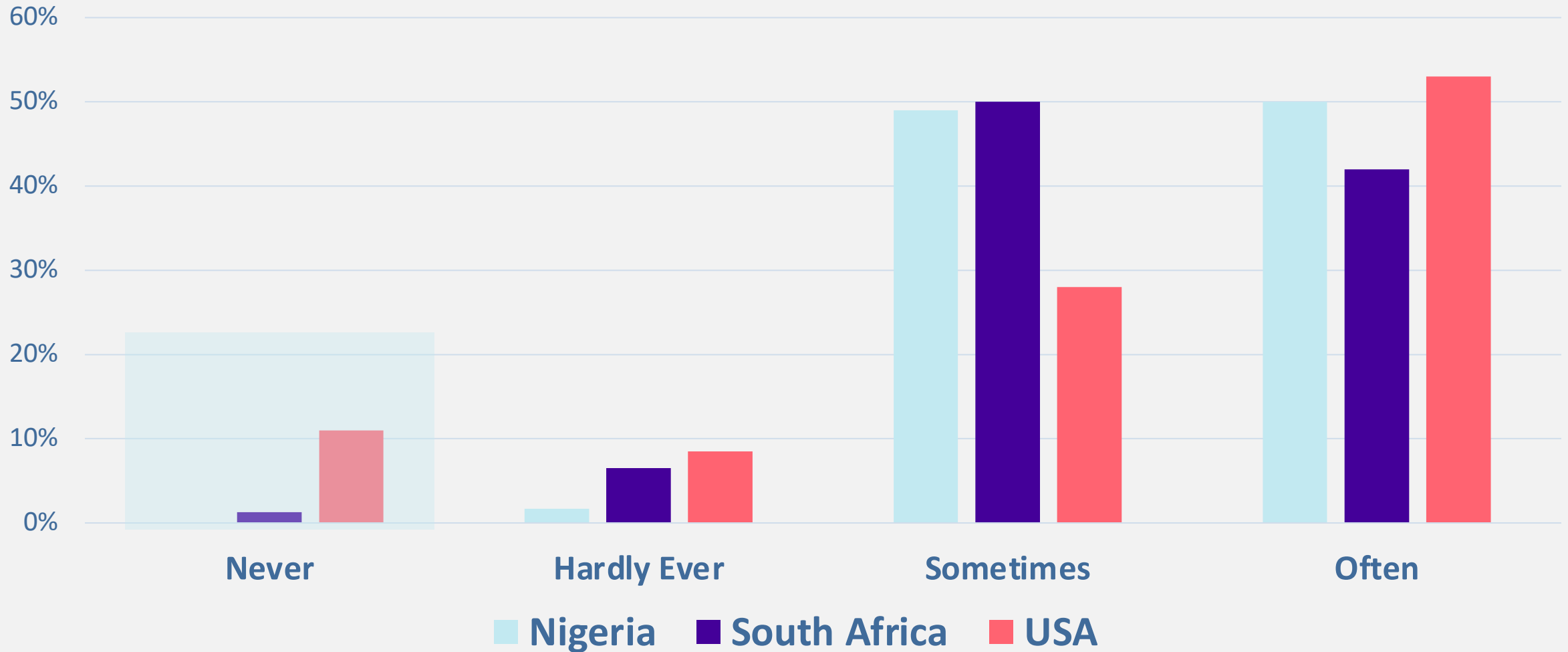
Have you ever shared a political story that you thought was made up?



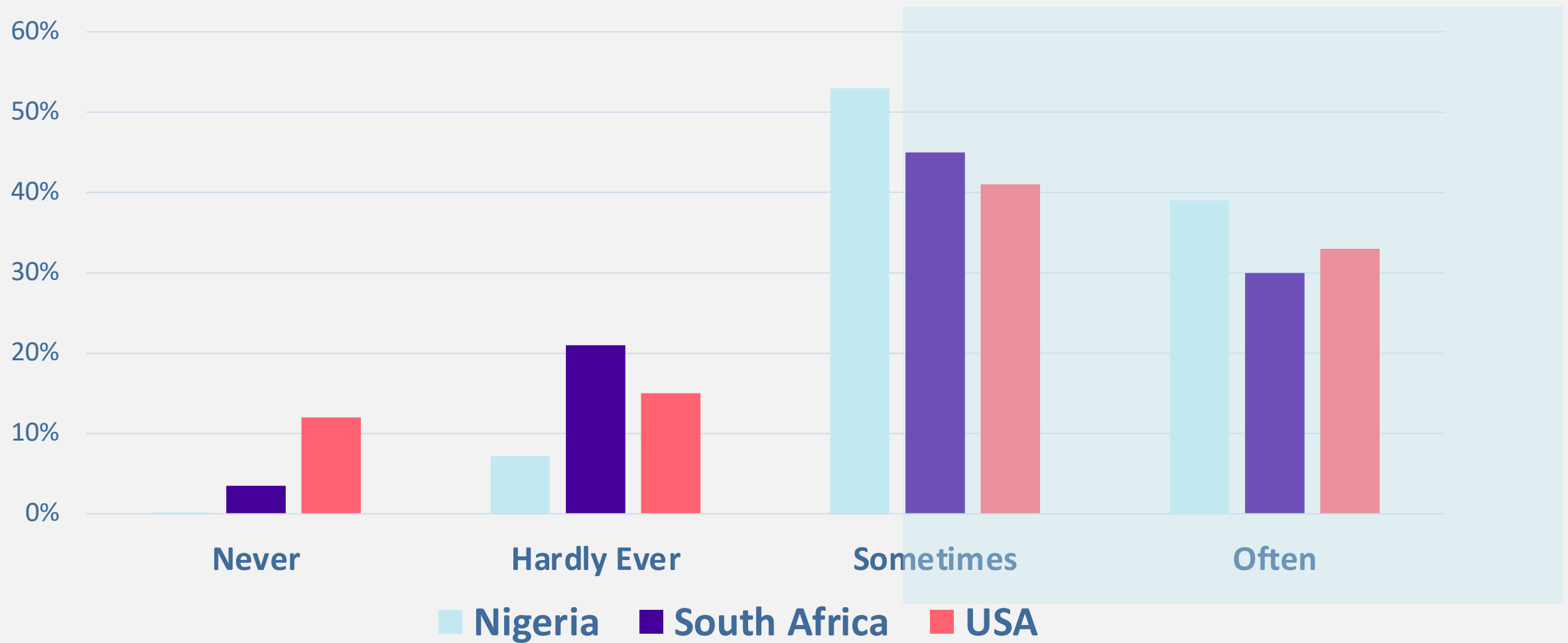
Have you ever shared a political story that you later found out was false?



How often do you see political news online that is not accurate?



How often do you see political news online that is made up?



What explains different behaviors with misinformation?



Young media users in South Africa



Perceptions of rumours and disinformation as pervasive and ubiquitous



News exposure on WhatsApp is prevalent, but other platforms come ahead



Meanings of “political” differ, but most talk of “politics of everyday life”

Rumours/disinformation are ubiquitous

“I was in Pretoria with my family. And there was this thing going around in the news that there were like a 1 million graves dug up by the government in Pretoria and most of the people in Pretoria, like, were not vaccinating. What are those graves that up for they're obviously planning to kill us with the vaccination? So, what's going on? It was on the news also. **It was trending on Facebook, on WhatsApp on like almost every social media platform.** Because even I know about that. In the communities, that's how things go around. **Someone sees it on Facebook, and they send it on WhatsApp. "Oh, did you see this?"** Yeah, then that's how it's spreads.”

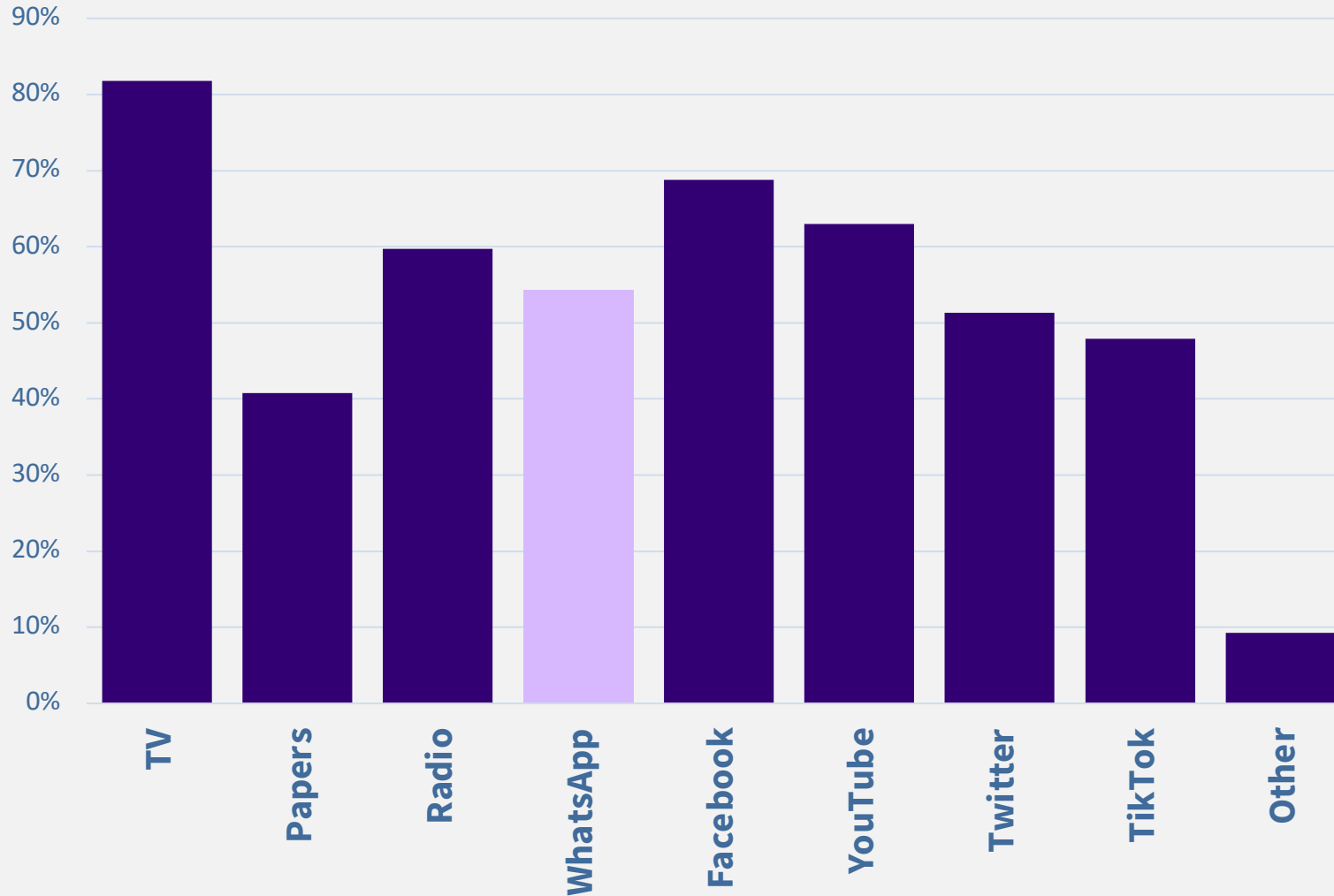
(CPUT undergraduate student)



**Perceptions of
rumours and
disinformation as
pervasive and
ubiquitous**

Many sources of news

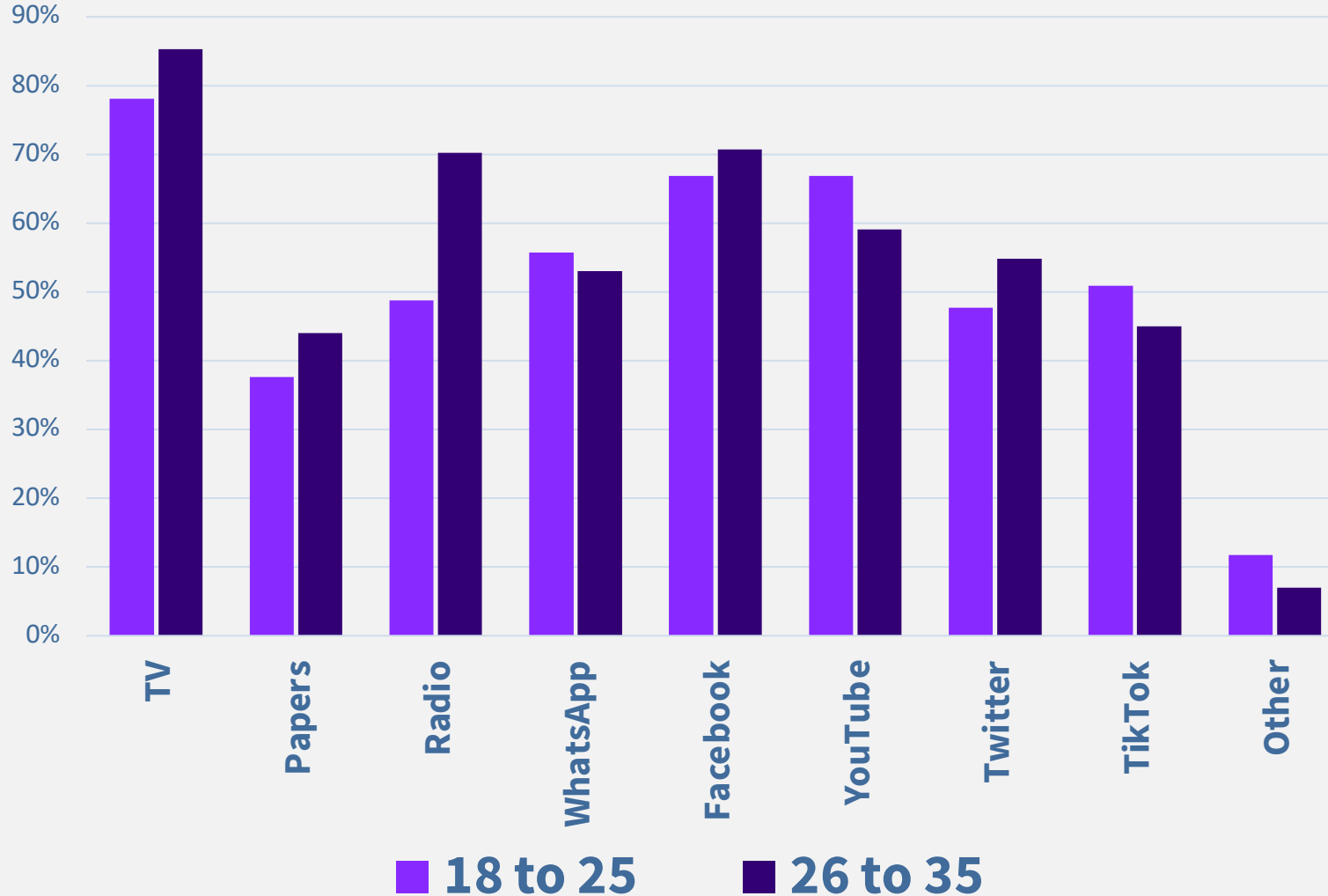
Sources of 'news' in the past 7 days



News exposure on WhatsApp is prevalent, but other platforms come ahead

Many sources of news

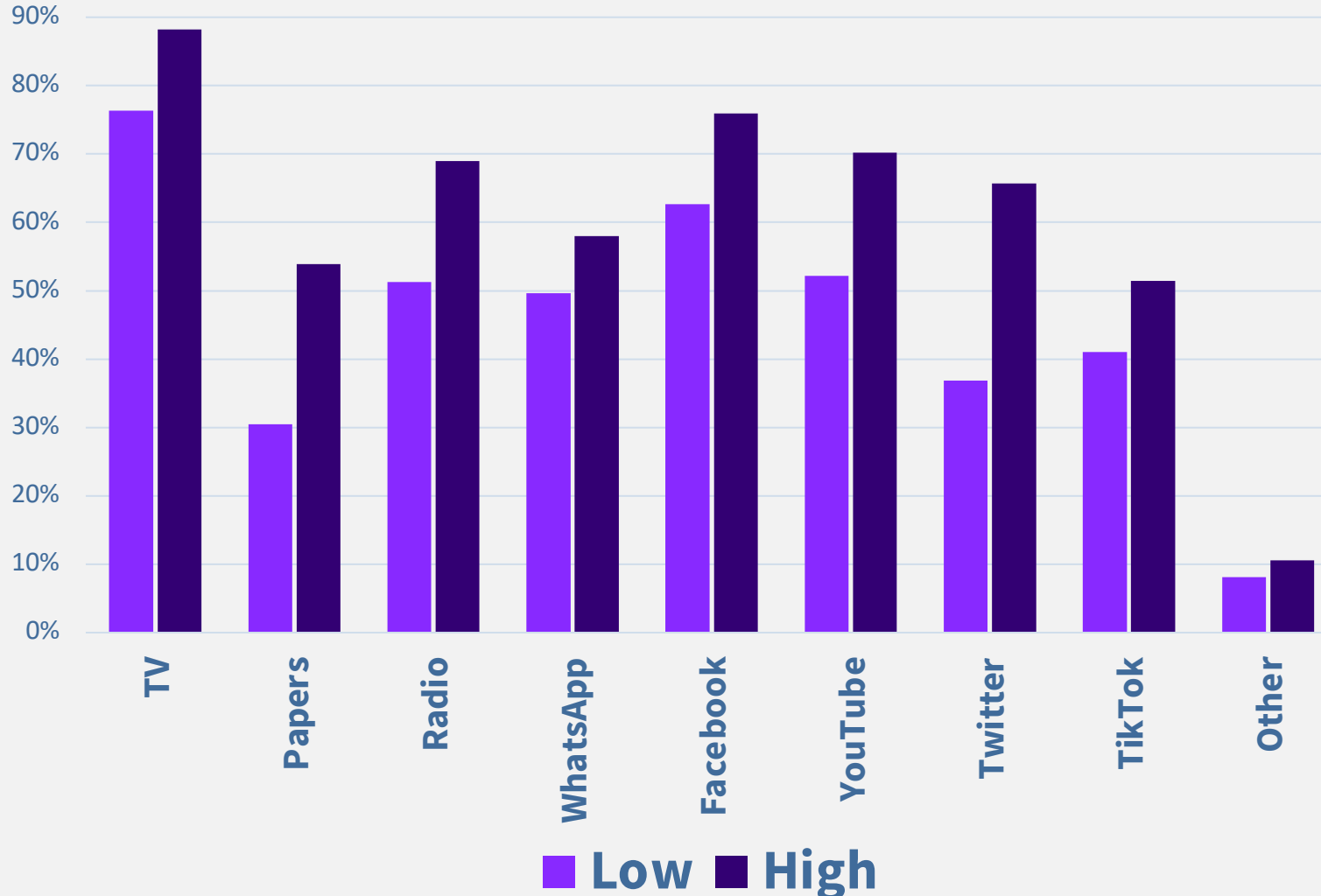
Sources of 'news' by age group



News exposure on WhatsApp is prevalent, but other platforms come ahead

Many sources of news

Sources of 'news' by political interest



News exposure on WhatsApp is prevalent, but other platforms come ahead

Rumours/Disinformation are pervasive

“So maybe like the DA, for instance, just an example that **they are going to do certain things for the community**. So yeah, just for the community members to vote for them, especially during the voting period. They would believe we are going to supply of water and sanitation for everyone.”

(CPUT undergraduate student)

“There's that **fake Takealot survey** that constantly pops up. And there is obviously an incentive that's offered on it. And, so, people think it's true. So, they shared and shared and shared because it says you have to share it to about 10 people. ”

(UKZN Honours student)



**Meanings of
“political” differ,
but most talk of
“politics of
everyday life”**

Preliminary findings



Range of forms of engagement and disengagement; the latter is predominant



Family members are the gateway to political (dis)information on WhatsApp



Disinformation also comes from abroad, but not from the 'usual suspects'

Disengagement is prevalent

“They [parents and family members] were the problem mostly because, you know, they don't even check. They're just they don't get scared and panic even more. So, yeah, **I've had to block them** and just call them if I need anything.”

(UKZN Honours student)

“If you're talking to older family members and you try and tell them that it's fake, you know, it's fake and then they argue with you and they're like you're too young, you don't know anything, I'm right, you're wrong and then **you just ignore it afterwards** because you don't want to get into a fight.”

(CPUT undergraduate student)



Range of forms of engagement and disengagement; the latter is predominant

Family as gateway to disinformation

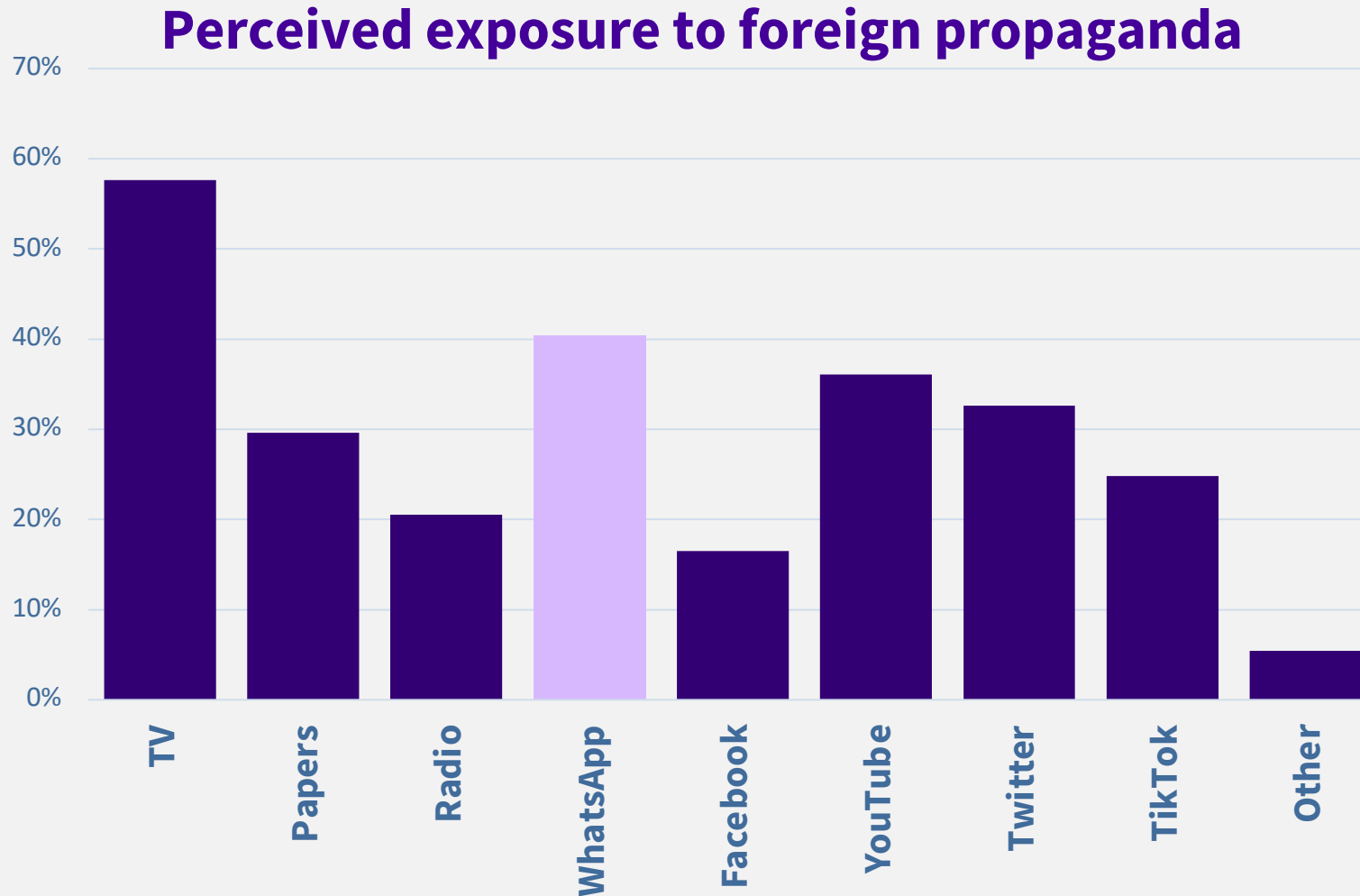
“My aunt sent it me. Someone talking about the Bible and Jesus. Why is this video so long? [It] was like eight minutes long. **My mommy gets it and I just look at it.** I didn't share it. I never finished it. It was like 8 minutes long. Scaring people off, like he's going to come... he's going to be holding a knife or what whatever.”

(CPUT undergraduate student)



**Family members
are the gateway to
political
(dis)information
on WhatsApp**

Disinformation from abroad



Disinformation also comes from abroad, but not from the 'usual suspects'

Disinformation from abroad

[Question: The war on Ukraine... Do you follow news around that?]

“I stopped! Not anymore. **I lost interest! Because also I think we realize that it, okay, it affects us, but it's not going physically affect us.** I feel like all of us were on it because we were scared about "Oh my gosh! these people are going to attack; these people are going to whatnot." And then as soon as we saw that, it's sort of a them affair. And we were just like "Okay!"”

(UFS Honours student)



**Disinformation
also comes from
abroad, but not
from the ‘usual
suspects’**

Disinformation from abroad

[Question: You said that maybe foreign powers might influence you? Which country is it?]

“USA! I think because obviously like they are the kings of marketing and advertising and journalism, so **whatever agenda they feel that they want to drive, that's what they'll push**, regardless of how it affects other countries, as long as they get to push a narrative that suits [them].”

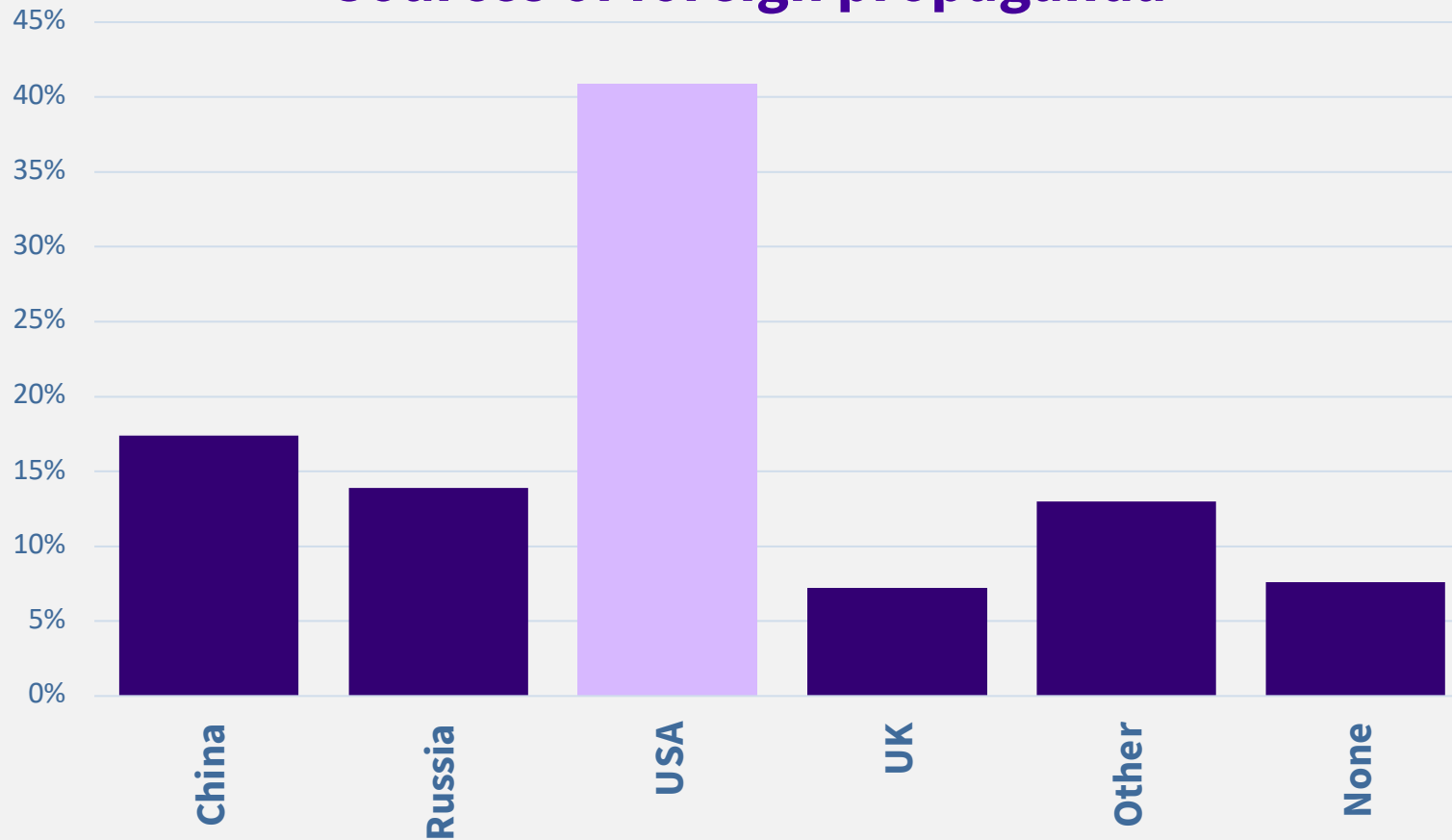
(UFS Honours student)



**Disinformation
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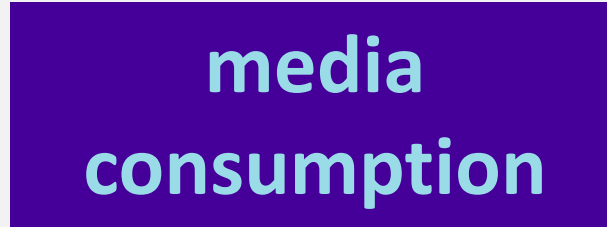
Disinformation from abroad

Sources of foreign propaganda



Disinformation also comes from abroad, but not from the 'usual suspects'

What explains different behaviors with misinformation?



What would you do if you saw this post on your Facebook timeline?

SHARE



CORRECT

REPORT

IGNORE

USA Arrested A Chinese Scientist That Created Coronavirus ... Mobtv



MOB TV
15 hrs · 🌐

USA Arrested A Chinese Scientist That Created Coronavirus ... Mobtv

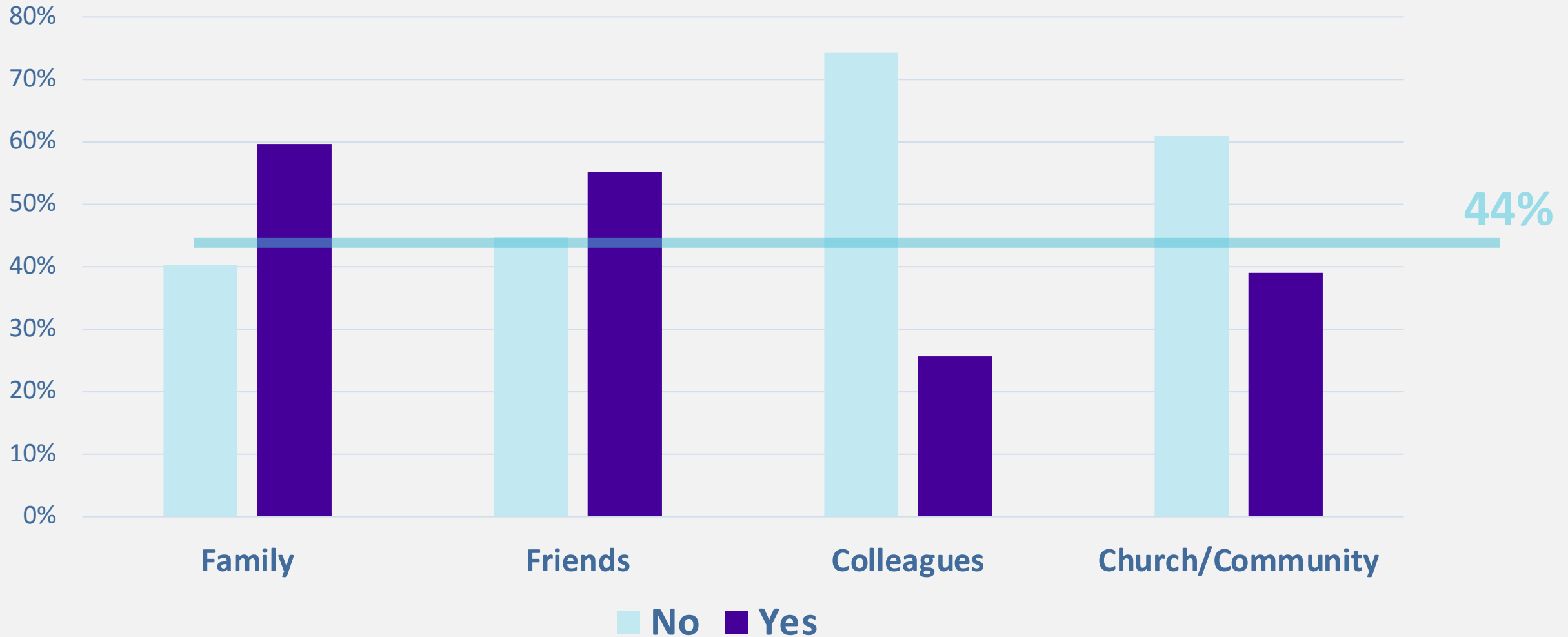
👍👎🗨️ 398

115 Comments 2.2K Shares

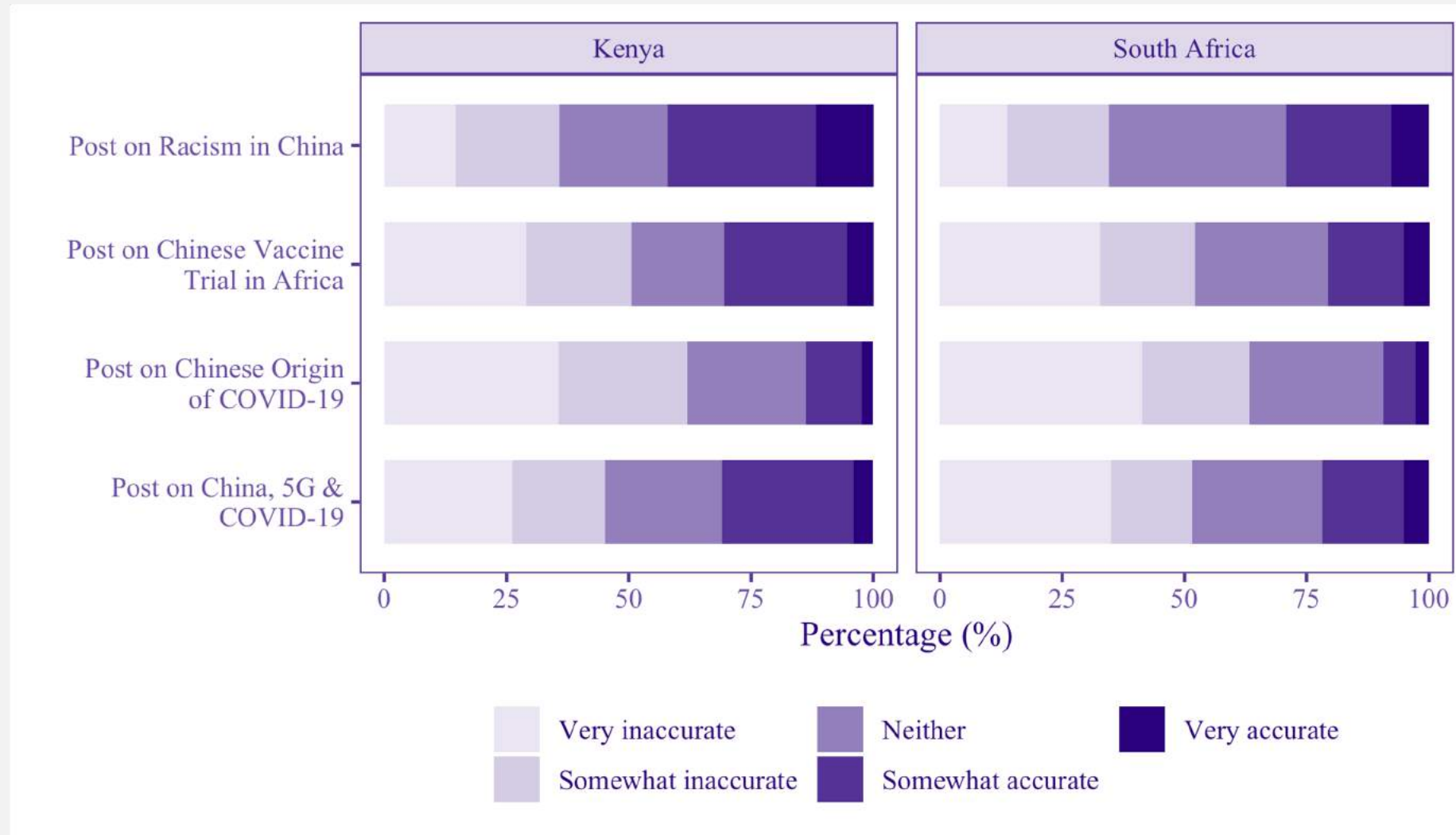
🔗 Share

VERIFY

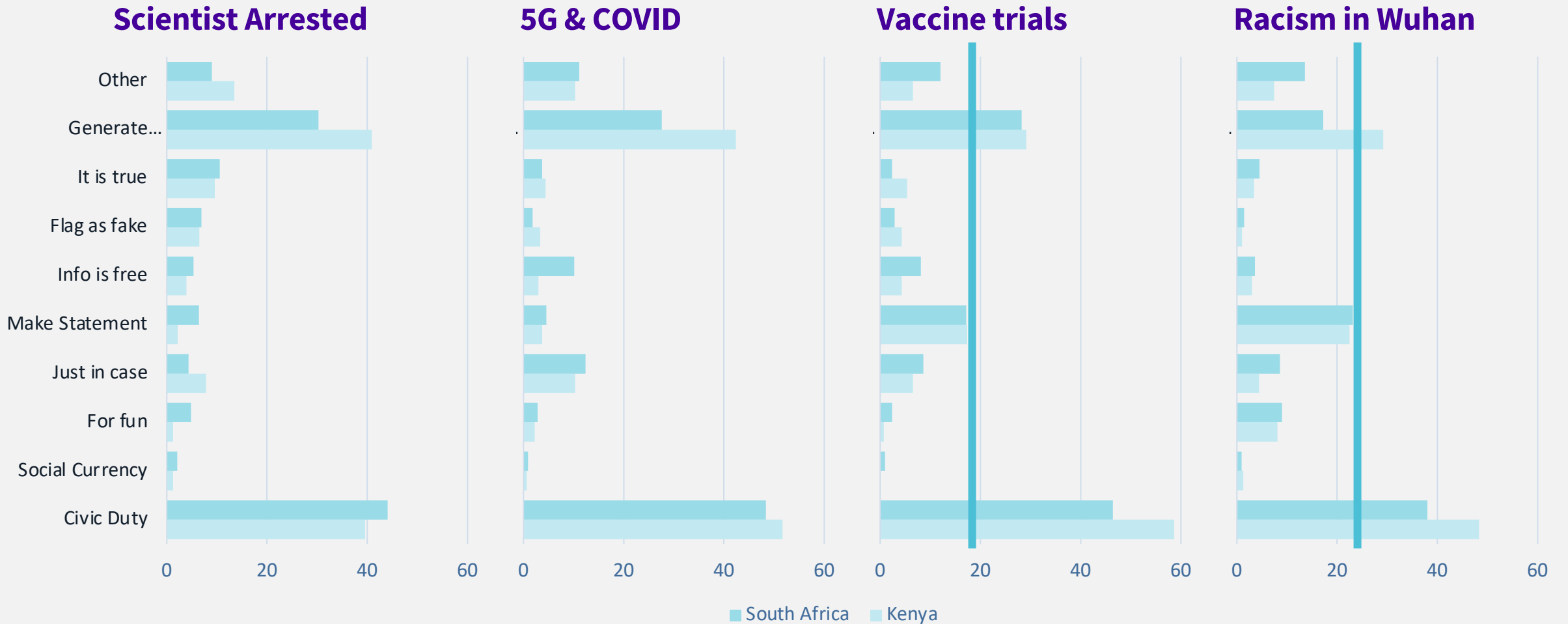
If you saw this post on social media, would you share it with (...)?



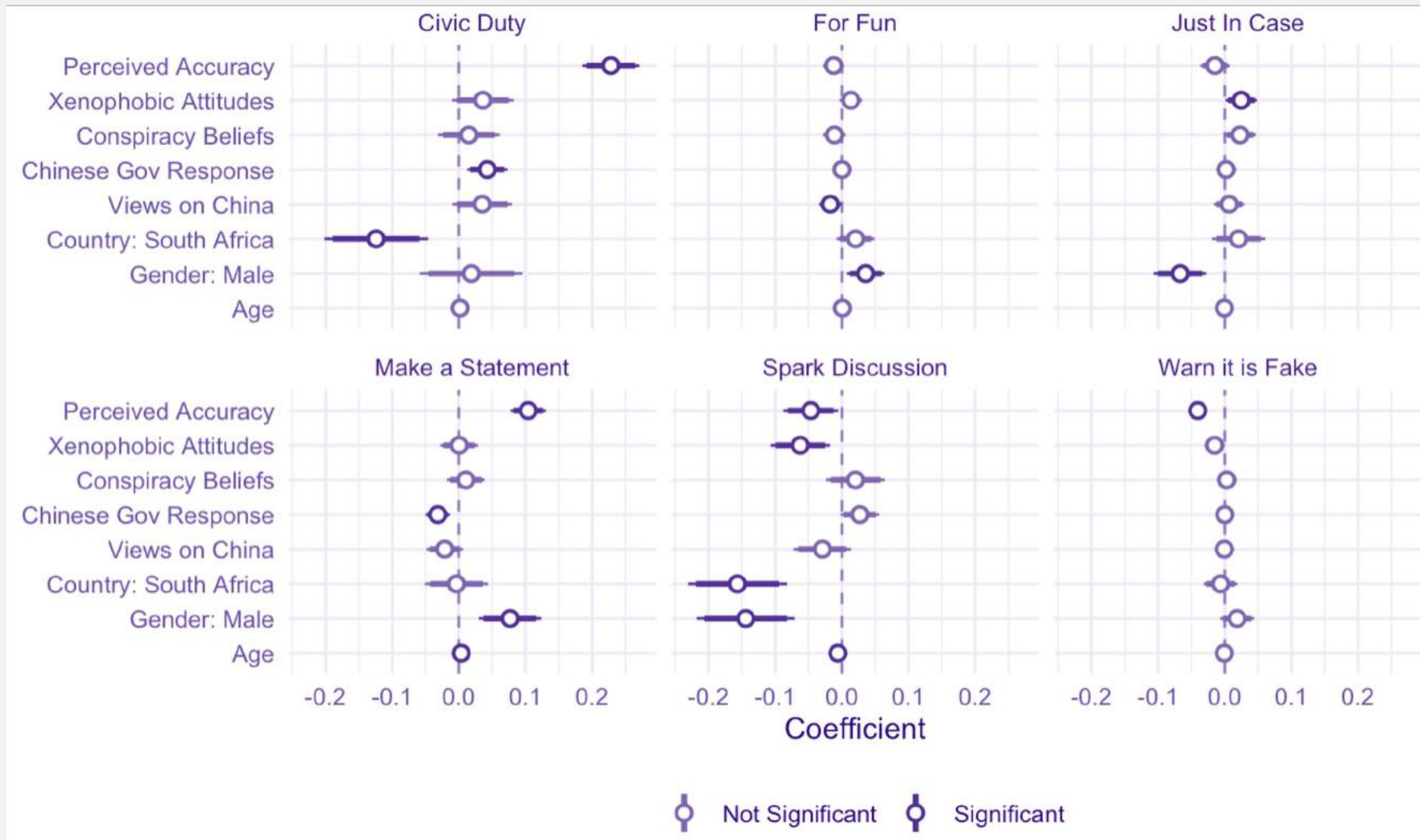
Perceived accuracy of hoaxes



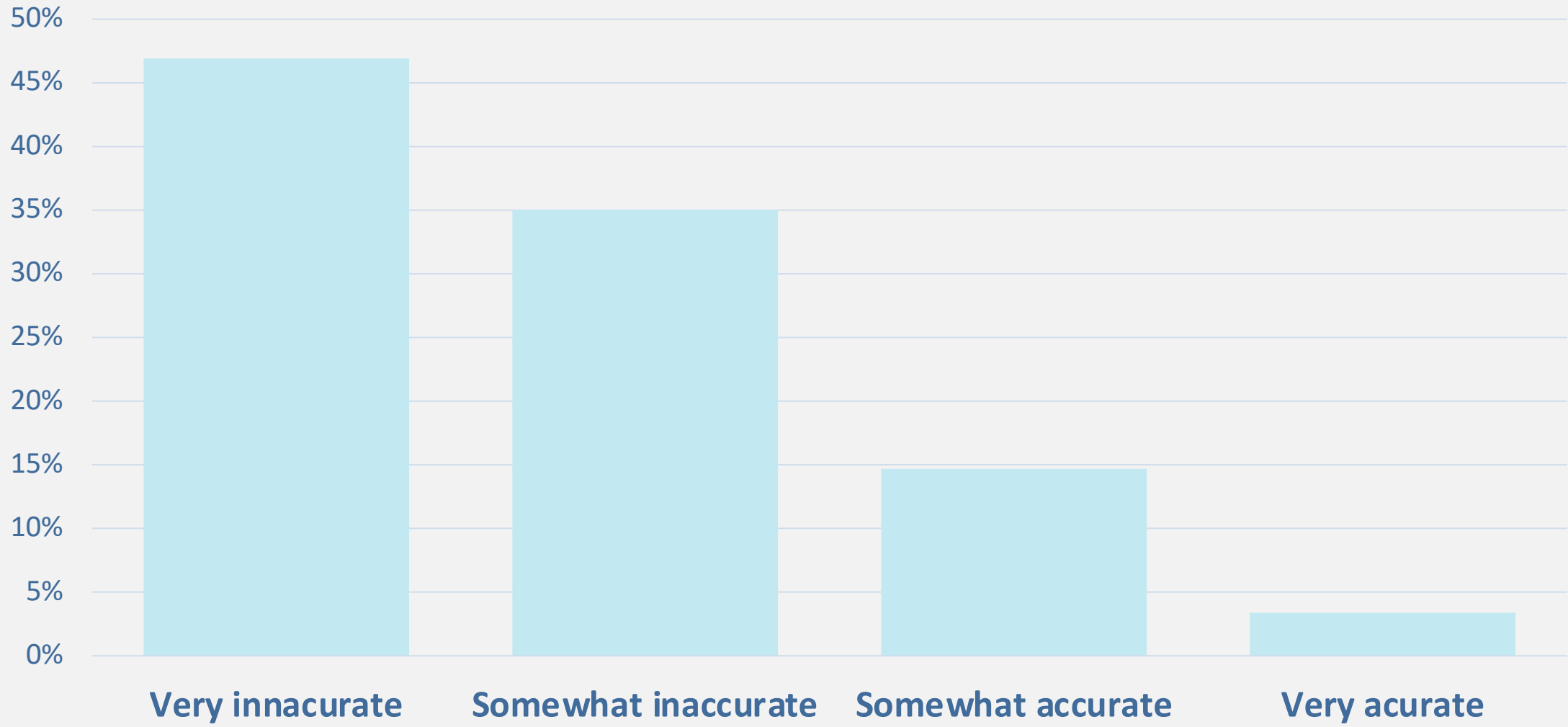
Motivations for sharing hoaxes



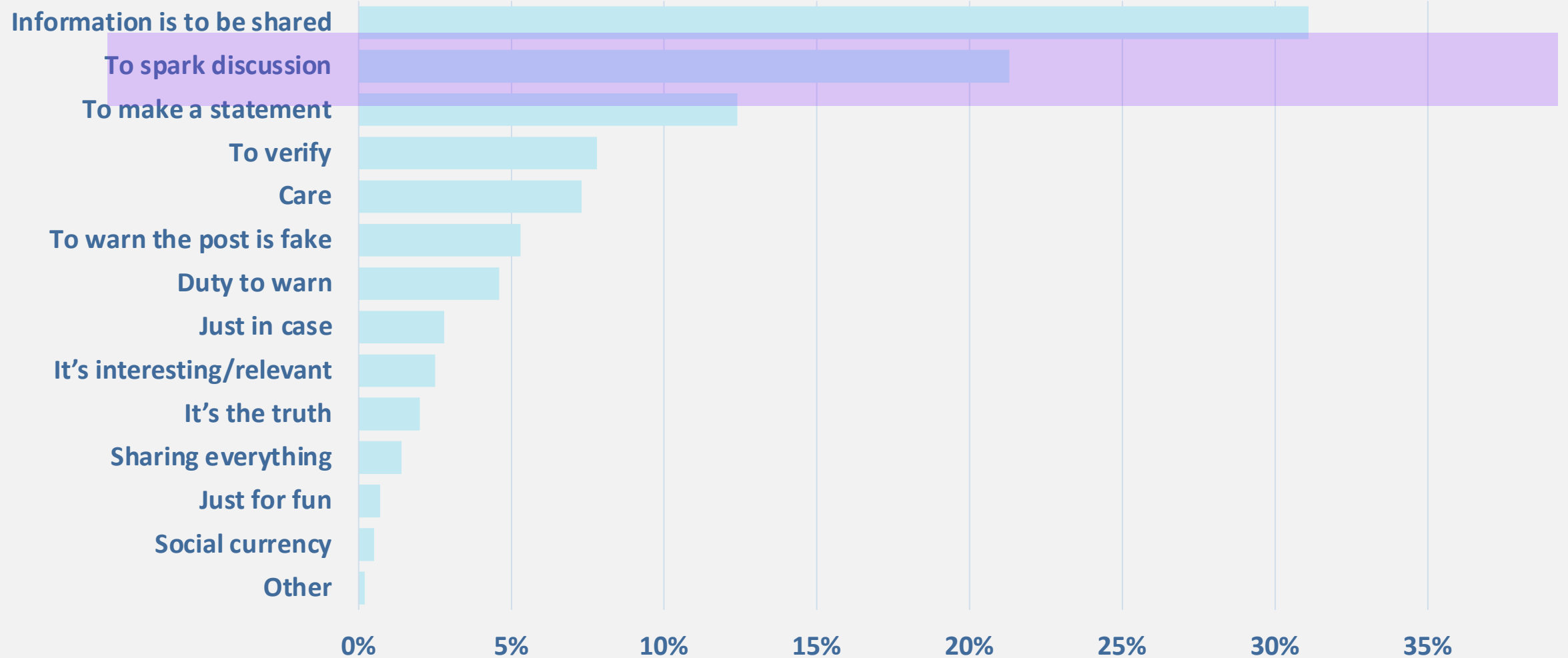
OLS Motivations to share misinformation



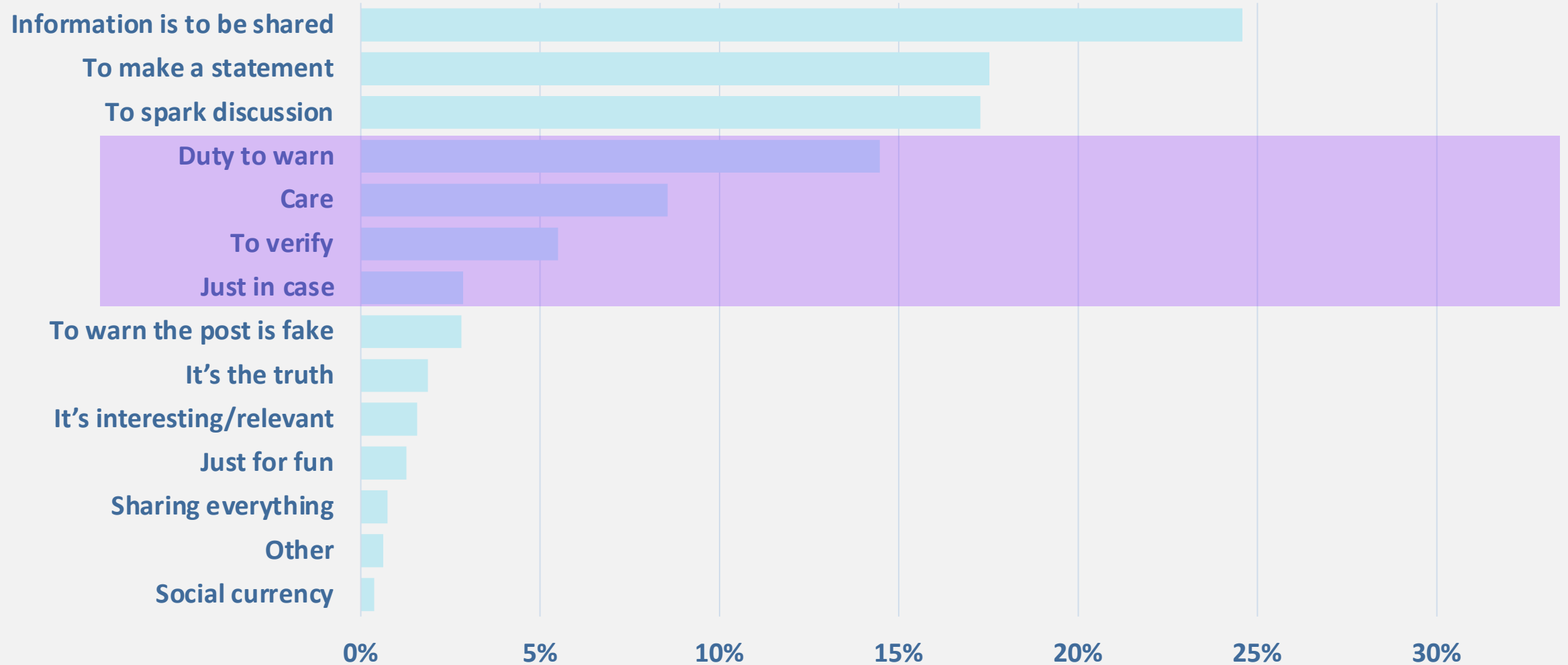
How accurate do you think this social media post is?



You said you would share this post, can you tell us why?



You said you would share any of these posts, can you tell us why?



What explains different behaviors with misinformation?





Solutions

New technologies, new media ecosystems



New consumption habits coupled with multiple new information sources



Mobile technology has created dynamism in the domestic media environment



Some States have begun losing the ability to control information flows domestically

Approaches to Counter Disinformation (in general)

**Educational
responses**

**Regulatory
responses**

**Journalistic
responses**

**Technological
responses**

Approaches to Counter Disinformation (in general)

Educational responses

- Raising awareness
- Disinformation literacy
- Pre-bunking campaigns

Regulatory responses

- Punitive actions
- Banning users/platforms

Journalistic responses

- Promoting free press
- Independent fact-checking

Tech responses

- Monitoring & removal
- Demonetising
- Deplatforming

What to counter?

	Action	Target groups	Tools
Short-term reactive	The disinformation requires an immediate response. Use rapid communications to rebut, correct or counter disinformation in accordance with the established facts.	<ul style="list-style-type: none">- Traditional media (journalists/editors)- Stakeholders and influencers- Social media platforms- Key audiences	<ul style="list-style-type: none">- Press statement- Minister statement- Brief journalists- Q&A- Paid advertisement- Search engine optimisation (SEO)- Expose actors via friendly influencers

Source: <https://gcs.civilservice.gov.uk/wp-content/uploads/2020/03/RESIST-Counter-Disinformation-Toolkit.pdf>

What to counter?

	Action	Target groups	Tools
Medium-term proactive	The disinformation requires a considered response. Use a combination of communications to assert own values/brands. Tie together proactive measures with your normal everyday communications and work with stakeholders/influencers to create consensus around your position.	<ul style="list-style-type: none">- Traditional media (journalists/editors)- Stakeholders and influencers- Social media platforms- Wide audiences	<ul style="list-style-type: none">- Campaign, narrative and brand development- Community outreach, dialogue and engagement- Facilitate network, stakeholders and influencers- Workshops/training

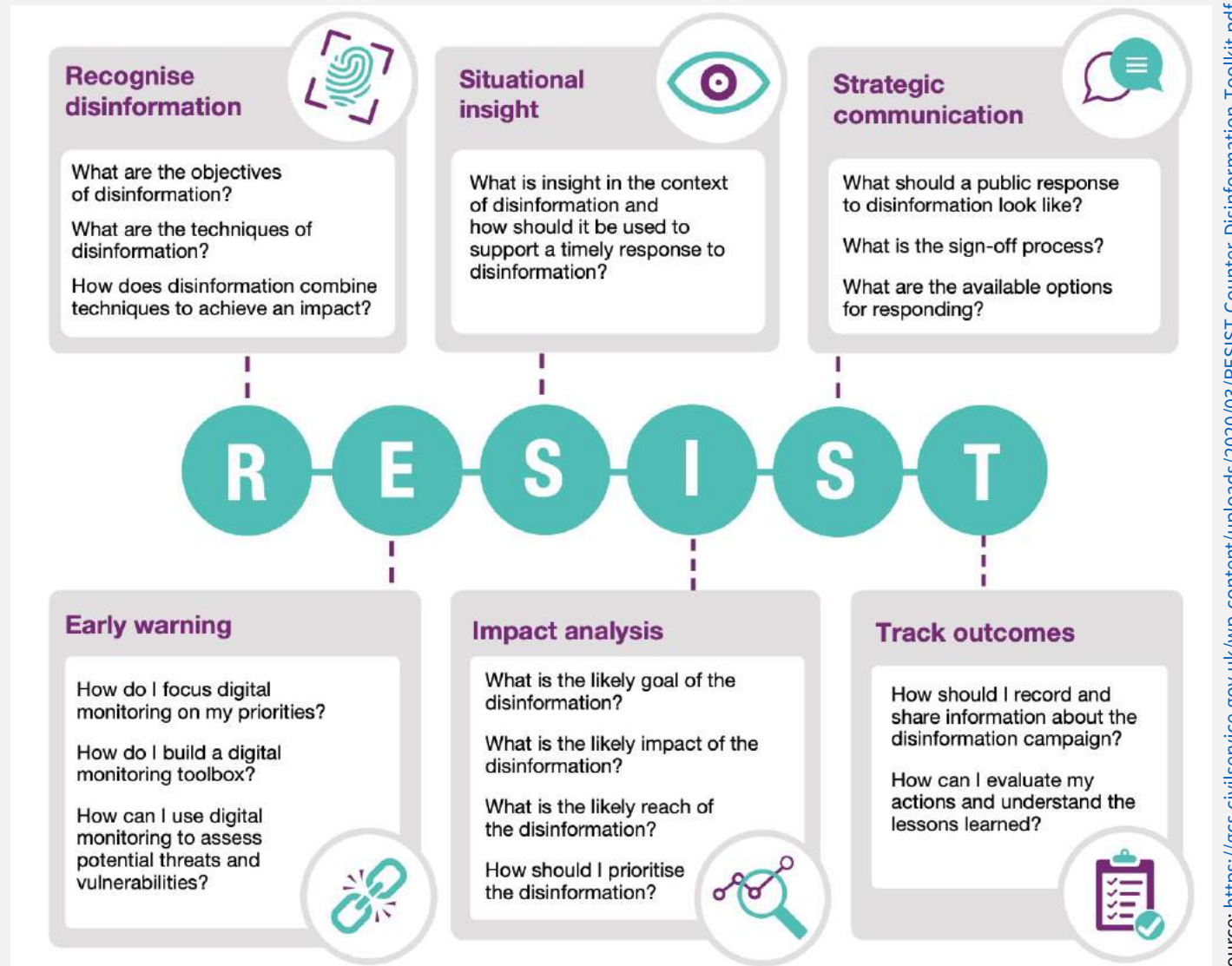
Source: <https://gcs.civilservice.gov.uk/wp-content/uploads/2020/03/RESIST-Counter-Disinformation-Toolkit.pdf>

What to counter?

	Action	Target groups	Tools
Long-term strategic	The disinformation requires a coherent, sustained response to create long-term change. Develop and assert strategic narratives in relation to an issue by shaping the information space to promote your own position and deter others (raising the threshold).	<ul style="list-style-type: none">- Traditional media (journalists/editors)- Young up-and-comers- Stakeholders and influencers- Social media platforms- Wide audiences	<ul style="list-style-type: none">- Campaign, narrative and brand engagement- Programme funding e.g. for participatory content- Talent spotting and influencer support/creation- Facilitate network, stakeholders and influencers- Workshops/training- Contingency planning

Source: <https://gcs.civilservice.gov.uk/wp-content/uploads/2020/03/RESIST-Counter-Disinformation-Toolkit.pdf>

Risk management - RESIST



Source: <https://gcs.civilservice.gov.uk/wp-content/uploads/2020/03/RESIST-Counter-Disinformation-Toolkit.pdf>

Specific Strategies | Communicative Approaches



Not reacting

Chinese Embassy in Kenya @ChineseEmbKenya

The so-called Xinjiang issue was nothing but a U.S. strategic plot to destabilize and contain China from within

en.people.cn/n3/2021/0331/c...

Tradueix la publicació



Source: <https://twitter.com/ChineseEmbKenya/status/1377953452375035907>

Chinese Embassy in South Africa @ChineseEmbSA

The US Senate passing the #HongKong Human Rights and Democracy Act is blatantly interfering China's internal affairs. Obviously, it has hidden political agenda.

fmprc.gov.cn/mfa_eng/xwfw_6...

Tradueix la publicació

6:43 p. m. · 21 de nov. de 2019

Source: <https://twitter.com/ChineseEmbSA/status/1197525934632509441>

US Embassy SA @USEmbassySA

U.S. Consulate Durban thanks the activists and community leaders who joined our Consul General Anne Linnee and our staff for a small, social distanced event to commemorate #PrideMonth 🇺🇸🇷🇺.

Tradueix la publicació



5:17 p. m. · 3 de juny de 2021

Source: <https://twitter.com/USEmbassySA/status/1400441461620019208>

Specific Strategies | Communicative Approaches



**Corrective
messaging**

Source: <https://twitter.com/ukinrussia/status/1769715533690085544>



Source: <https://twitter.com/UKinUkraine/status/1769717522666750397>

Specific Strategies | Communicative Approaches



Projecting
blame

Source: <https://www.gov.uk/government/news/hong-kong-myth-busting-article.zh>

GOV.UK

Home > International

English | 中文

世界新闻故事 香港（关于香港问题的辟谣说明）

回应媒体关于英国和香港问题的报道。

从: [英国驻华大使馆](#)
已发布 23 June 2020



近几周，香港成为热门话题，一些媒体报道存在错误和不准确的信息。我们在下面的文章中就这些误解进行了回应。

观点
[英国支持港独 - 澎湃新闻6月6日报道](#)

回应
这不是真的，英国明确承认在一国两制的框架下香港是中国的一部分。

Foreign, Commonwealth & Development Office
@FCDOGovUK

The nerve agent came from Sweden, Ukraine did it to frame Russia, It was contamination from the UK's own research facility...

Instead of providing an explanation for the Salisbury incident, Russia has launched a campaign of disinformation

Tradueix la publicació



Despite their
disinformation
and **denials...**

Ukraine did it...
to frame Russia

It was Ms Skripal's mother-in-law

The US did it... to destabilis...

It was an attempted
suicide

An accidental overdose

The UK did it...
to fuel anti-Russian sentiment

1:02

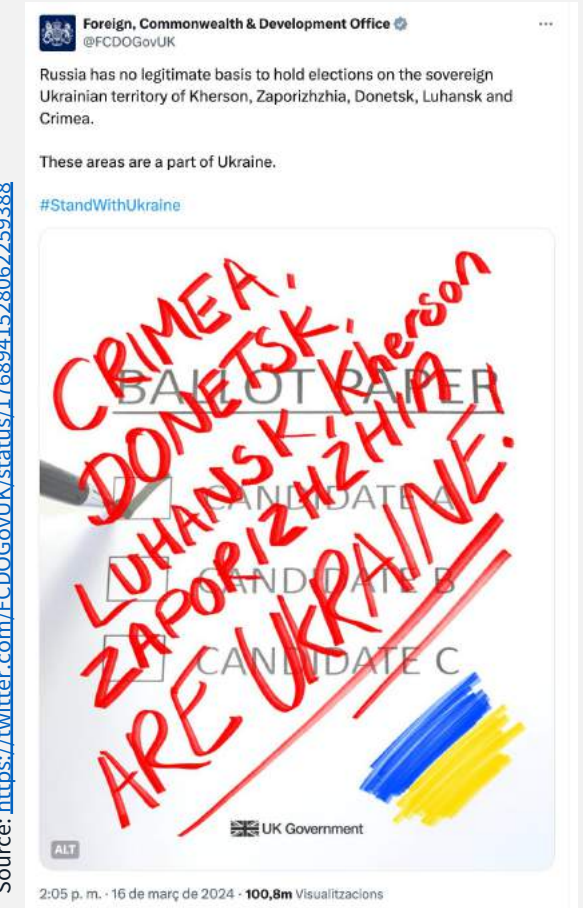
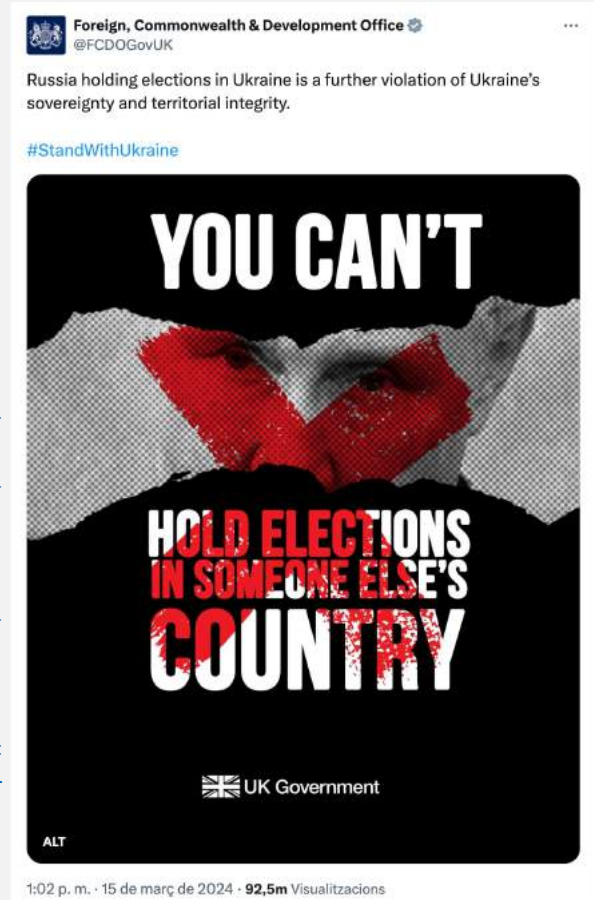
Russian disinformation following Salisbury incident

Source: <https://twitter.com/FCDOGovUK/status/976023331873935360>

Specific Strategies | Communicative Approaches



Repeated exposure



SCCT – Crisis Response Strategies

Denial	Diminishment	Rebuilding	Bolstering
Attacking the accuser	Excusing	Compensation	Reminding
Denial	Justification	Apology	Ingratiation
Scapegoating			Victimage

Questions?





University of
Sheffield | Disinformation Research Cluster

Countering Digital Disinformation: Global Perspectives

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22 March 2024

Diplomatic School of Armenia, Yerevan