

**Write answers to one or more question on the sticky note of the same colour.  
We will consider your answers throughout the session.**



*What does misinformation mean to you?*



*Are you concerned about it? Why or why not?*



*Can you think of an example of misinformation?*



*Why is it often difficult to identify misinformation?*



*Why is misinformation a human rights issue?*



*What are you doing to identify and stop the spread of misinformation?*





British Columbia's  
Office of the Human Rights  
Commissioner

# Misinformation: Can you **STOP** it?

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# Our mandate

To address the root causes of inequality, discrimination and injustice in B.C. by shifting laws, policies, practices and cultures. We do this work through education, research, advocacy, inquiry and monitoring.

Photo: B.C.'s Human Rights Commissioner Kasari Govender

# Commissioner's role as independent officer

## Independent officer

- independence from government
- non-partisanship

## Monitoring and advocacy roles

- over government
- over others with responsibilities under B.C.'s *Human Rights Code*
- compel information
- make recommendations for reform

## Role in addressing misinformation

- investigate and raise awareness of human rights impacts of misinformation
- advocate for change

# Audience and goals

## Audience

- misinformation harms all of us
- people of all backgrounds, identities and experiences

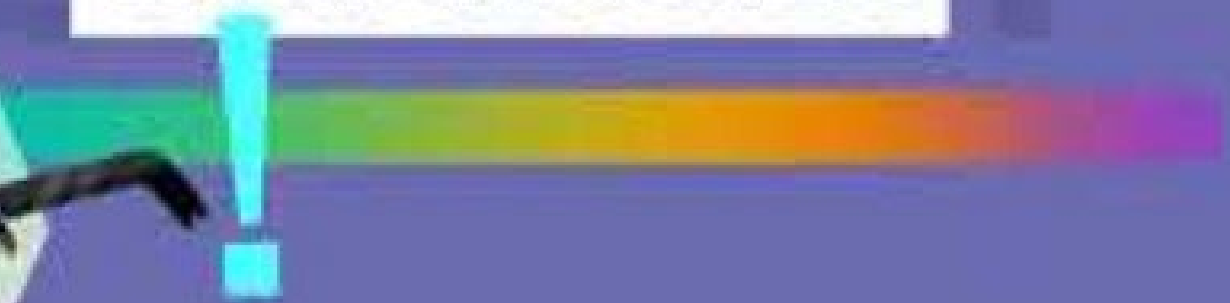
## Participants will deepen their understanding of:

- what misinformation is
- why it is important to address it
- how misinformation works
- why it is a human rights issue
- what we can do to identify and stop the spread of misinformation





**ALL**  
**BIRDS ARE**  
**CRIMINALS**



# What is misinformation?

## Misinformation

- false information that is shared by people who believe it to be true

## Disinformation

- false information that is knowingly shared
- manipulates our understanding to cause harm, benefit personally or politically and/or create conflict or division

## Malinformation

- starts with something that is true
- presents the information in an exaggerated or incomplete way
- misleads us by omitting the context, focusing on one issue and omitting important content

# Why are you concerned about misinformation?

- increasingly frequent and widespread
- difficult to distinguish from real information
- targets specific groups
- contributes to divisiveness and polarization
- provokes harmful actions
- contributes to stereotyping, hate, discrimination and inequality
- interferes with democracy
- **Can you think of any more reasons?**

# How disinformation misleads us

- modifies information and creates content that looks real
- benefits from social media site processes to reach people with shared values and fears
- builds on shared values and fears to capture our attention
- provokes strong emotions that make it feel urgent to share
- overwhelms us

# Misinformation is a human rights issue

Misinformation can:

- promote divisiveness and polarization
- strengthen prejudices, biases and stereotypes
- lead to development and spread of conspiracy theories
- provoke discrimination and hate
- limit our ability to make informed choices
- harm democracy

# Use the **STOP** tool



Share (only) when you're sure  
Is this really true?



Track down the truth  
Do other reliable resources have the same information?



Outsmart the outrage  
Have strong feelings about this? Are those feelings based on facts?



Poke at the point of view  
What's it trying to say? Who's saying it? Who benefits from it being said?

# Questions?



# Resources and next steps

- misinformation: Can you STOP it webpage
- misinformation quiz
- video and conversation guide
- misinformation minibites
- STOP tool
- community amplifiers projects



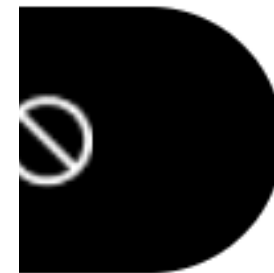
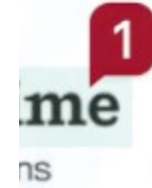
# You got it!

## This post is false.

Good eye!

You likely spotted the 'Sponsored by' line at the top of the page. But not everyone noticed because it's in a lighter type and right under the 'Health' section of the paper.

More and more often, advertorials and opinion pieces are being blended in with regular news articles and some are more clearly marked than others. That's why you need to **Poke At The Point Of View** of what you read to get clues about who's saying something and why. Because if there's a profit to be made, there can be a reason for someone to lie or hide the truth.



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What will you do to help  
identify and stop the  
spread of misinformation?



# Thank you



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