



British Columbia's
Office of the Human Rights
Commissioner

Misinformation: Can you STOP it?

Mini bite 1

What is misinformation
and why does it matter?



How this session works

Format

- five recorded Mini Bites
- self-guided learning

Accessibility

- playback speed
- closed captioning

Interaction

- reflection
- fillable handouts

Learning supports

- recordings of modules
- PDFs of presentations
- handouts



Audience and goals

Audience

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

Learning goals

- deepen understanding of misinformation and why it is important to address it
- consider how misinformation works and how it impacts our human rights
- explore what we can do to protect ourselves and others

Content

- examples targeting groups with differing political views and values
- evidence that proves they are misinformation



Reflect and record

What does misinformation mean to you?

Are you concerned about it?

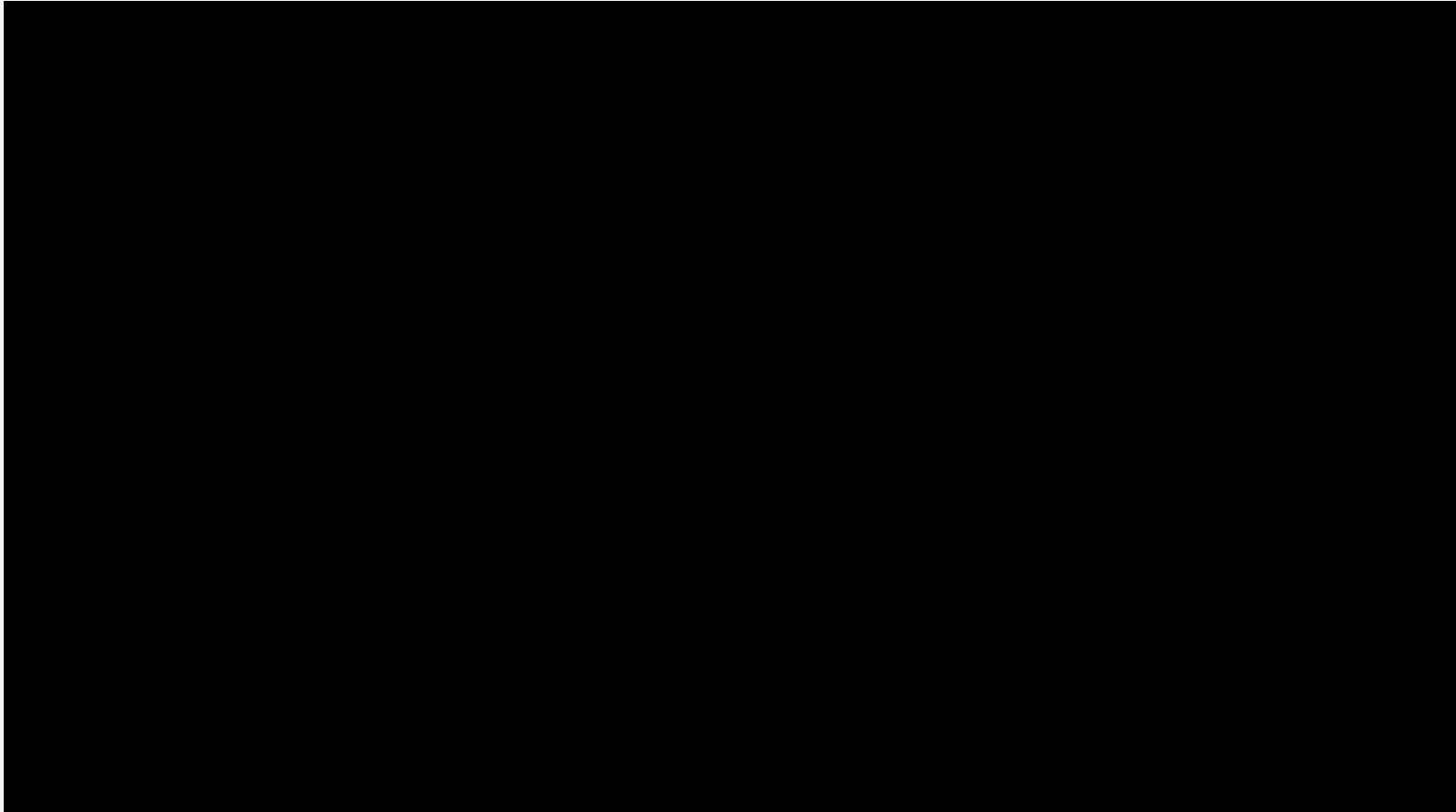
Why or why not?



Commissioner's and public's responses



Commissioner's and public's responses



Video link: <https://youtu.be/EOoy7tLL4nE>

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?**

Is it misinformation, disinformation or malinformation?

Are you familiar with these terms?
What do they mean to you?

Can you think of examples you have noticed?

Can you think of examples you have shared?



Misinformation

- global term
- false information
- shared by people who believe it to be true

Example of misinformation



Disinformation

- false information that is knowingly shared
- manipulates our understanding in order to:
 - cause harm
 - benefit personally or politically
 - create conflict or division

Example of disinformation

MISINFORMATION:

- identified as disinformation in CTV news article
- used to scam people into investing money in Quantum AI
- Mark Carney not involved
- post was developed from unrelated images and videos of Mark Carney
- Canuck Post posted a follow-up piece of disinformation
- described the Quantum AI scam as intentionally developed by Mark Carney
- political goal to decrease trust in Mark Carney and the Liberal party of Canada



**Poke at the
point of view**

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Another example of disinformation

**MISINFORMATION:
CAN YOU
STOP IT?**

- identified as disinformation in CBC news article
- used to discredit Poilievre's criticism of Mark Carney's wealth



**Poke at the
point of view**

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Malinformation

- misinformation that begins with something true
- intentionally misleads us by:
 - omitting the context
 - focusing on or exaggerating one issue
 - omitting important content

Example of malinformation

**MISINFORMATION:
CAN YOU
STOP IT?**

- selects a tiny portion of evidence
- ignores scientifically proven information
- omits the fact that climate and weather are not the same thing
- undisputable evidence that our climate is warming over time
- global warming can have devastating impacts
- may lead us to disregard the threats of global warming
- may encourage policy decisions that put our planet at risk



**Poke at the
point of view**

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Reflect and record in Handout 3

Can you think of any more examples of misinformation, disinformation and malinformation?





[Video link](#)



Overview of Mini Bites

Mini bite 1: What is misinformation and why does it matter?

Mini bite 2: How does misinformation work?

Mini bite 3: Why is misinformation a human rights issue?

Mini bite 4: We can all stop the spread of misinformation

Mini bite 5: Examples of actions

Next Mini Bite

How does misinformation work?



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



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Thank you

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resources or find us on social media
[@humanrights4bc](https://twitter.com/humanrights4bc)

Contact:
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STOP

before you share

