

Misinformation: Can you STOP it?

Mini bite 2 handouts

Reflection questions

1a. What does misinformation mean to you? How easy is it for you to identify misinformation? (Slide 3)

b. Can you think of an example of something that you initially believed to be true, but later discovered was misinformation?

2. Think about an example of misinformation that you or someone you know believed to be true. Why do you think it was successful at misleading you? How did you feel when you learned you had been misled? (Slide 6)

3. Can you think of additional ways that misinformation works to mislead us? (Slide 10)

4a. Can you think of examples of misinformation that used any of these strategies? (Slide 24)

Modifying information and creating content that looks real

Benefitting from social media site processes

Building on shared values and associated fears

Provoking strong emotions that make it feel urgent to share the post

Overwhelming us so we don't know what to believe

b. Can you think of any additional strategies that disinformation uses to mislead us?

c. How can an increased awareness of these strategies help us to identify disinformation?

Sources

The following sources were used as examples of misinformation in Mini Bite 2. Additional links to evidence-based sources that refute the misinformation and/or verify the accurate information are also included.

Example of using AI-generated or altered video and images

Source of misinformation and evidence showing it is false

- [Does this video show Tupac appearing on unreleased 'Sesame Street' episode? | Snopes.com](#)

Example of misrepresenting the context

Source of malinformation and evidence showing it is false

- [Is This Shopping Aisle Empty Due to Socialism? | Snopes.com](#)

Example of misidentifying the source of a problem

Source highlighting disinformation

- [Are temporary foreign workers taking young Canadians' jobs? Here's what experts think | CBC News](#)

Evidence showing the disinformation is false

- [Temporary Foreign Worker - Canada.ca](#)
- [Program requirements for low-wage positions - Canada.ca](#)

Example of benefiting from social media processes

Source of disinformation

- [Alarming Increase in All-Cause Deaths and Medical Conditions in 2021 | Action4Canada](#)

Evidence showing it is false

- [Number of COVID-19 deaths by vaccination status Canada 2022 | Statista](#)

Example of building on shared values and fears

Source of disinformation

- [Public Schools: Indoctrination Stations | Action4Canada](#)

Evidence showing it is false

- [Who We Are - SOGI 123](#)
- [B.C. Government Erase website: Gender diversity page](#)
- [Report Launch – “Students feel safer here, and more included:” Evaluation of SOGI 123 in BC | Stigma and Resilience Among Vulnerable Youth Centre \(SARAVYC\)](#)

Example of provoking strong emotions that make it feel urgent to share

Source of disinformation and evidence showing that it is false

[Springfield, Ohio: Woman Behind 'Eating Pets' Rumor Speaks - Newsweek](#)

Misinformation strategies

The following table provides descriptions of the different strategies used by creators of disinformation. After participating in Mini Bite 2, consider examples of each strategy that you have noticed and/or shared on social media and enter your examples in this fillable form.

Strategy	Examples you have noticed or shared on social media
<p data-bbox="199 532 915 570">Modifying or creating content that looks real</p> <p data-bbox="199 581 743 618">Creating AI-generated video or images</p> <p data-bbox="199 643 1163 919">Artificial intelligence (AI) can be used to develop computer generated images and videos and to modify existing images or videos to change their content and message. Recently, AI has become more effective at generating content that looks real. This has made it increasingly difficult to distinguish real content from AI-generated content. More accessible public access to AI has led to an increase of AI generated misinformation on social media.</p> <p data-bbox="199 935 600 972">Misrepresenting the context</p> <p data-bbox="199 997 1129 1110">Modifying or omitting the context to create a message that supports the views of the person posting the misinformation and makes these views appear to be valid.</p> <p data-bbox="199 1135 1136 1289">Achieved by selecting one or several disconnected clips from a video or a quote and excluding and/or replacing the context and other clarifying information that contradicts the message the disinformation intends to convey.</p> <p data-bbox="199 1313 1146 1422">A related strategy involves portraying the point of view of a member of a specific identity group as being an opinion that everyone with this identity holds.</p>	Click or tap here to enter text.

Strategy

Examples you have noticed or shared on social media

Misidentifying the source of the problem

Drawing false connections between an issue and an unrelated event that occurs at the same time to make the unrelated event appear to be the source of the problem.

This strategy relies on the disproven logic that because two events occur at the same time, they must be related.

Benefitting from social media processes

Benefitting from algorithms (rules and calculations that prioritize content appearing in individuals' social media streams) to ensure that their content appears in streams of people who are interested in a related topic. Then shifting the focus of that topic to meet specific goals.

Benefitting from the removal of processes that were initially in place to protect people using social media, including independent fact-checking and hate speech regulations.

Building on shared values and associated fears

Including content that captures our attention by building on shared values and/or fears. We tend to accept something as true if it appears to echo our own values and appears real.

Click or tap here to enter text.

Click or tap here to enter text.

Strategy

Provoking strong emotions that make it feel urgent to share

Using content and images to provoke strong emotions, such as anger, outrage and fear. These emotions make it feel urgent to act immediately by letting others know about the perceived threat, danger or concern.

The success of this strategy depends on our emotions being so strong that we don't take the time to investigate whether the information is true.

Overwhelming us

When we are overwhelmed with an abundance of social media posts with conflicting messages, it can be difficult to find the time to investigate which of these posts are true. Manipulating our emotions by targeting people with shared values and posting messages that provoke anger or fear can also lead to feelings of emotional overwhelm.

Both of these types of overwhelm can lead us to mistrust all types of information, both true and false.

Examples you have noticed or shared on social media

Click or tap here to enter text.

Click or tap here to enter text.