

Fact vs. Fiction: Training the Public to Identify Mis and Disinformation

Methods to Combat Mis and Disinformation

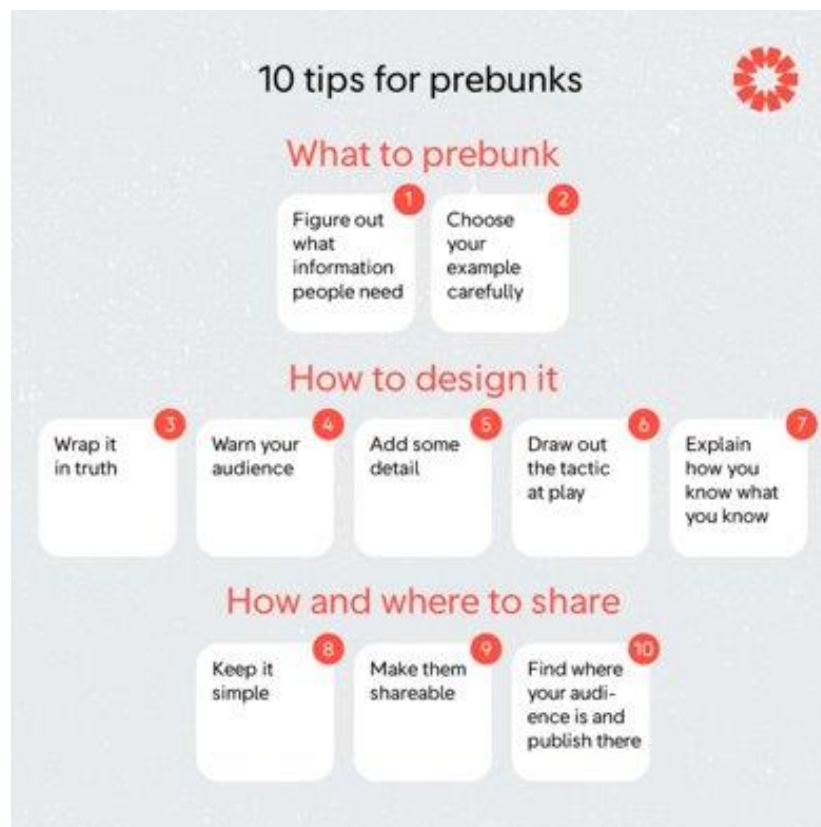
Pre-Bunking:

“Prebunking’ or ‘inoculation’ comprises two components: offering a warning about misinformation and pre-emptively refuting misinformation or explaining misleading techniques to build resilience against future attempts at deception (Compton 2020; McGuire 1961). Prebunking has been shown to be effective across different topics, including climate change and the COVID-19 pandemic (Basol et al. 2021; Schmid and Betsch 2019) and can be approached in two complementary ways: issue-based prebunking and logic-based prebunking.

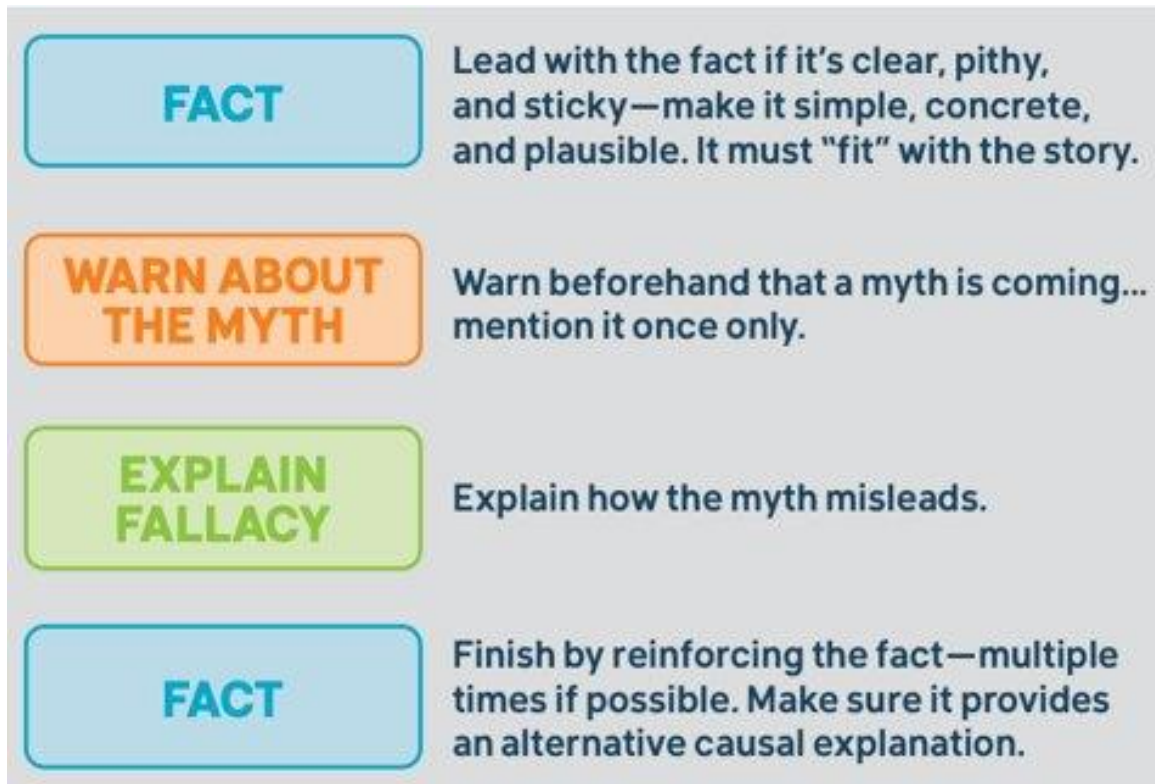
Issue-based or fact-based prebunking requires the anticipation of potential misinformation in a particular domain. For example, many COVID-19 vaccine myths could have been foreseen, since they rely on often repeated tropes of the antivaccination movement, such as ‘vaccines are toxic’ or ‘vaccines are unnatural’ (Kata 2012). Another way to increase communication preparedness is to identify emerging or common concerns and rumours by systematically monitoring relevant data sources such as field reports, social media, and news articles (Ecker et al. 2022a).

Logic-based or rhetorical prebunking teaches people about typical misinformation techniques to help them discern the difference between real and fake information.”- C. Traberg, T. Harjani, M. Basol, M. Biddlestone, R. Maertens, J. Roozenbeek, S. van der Linden

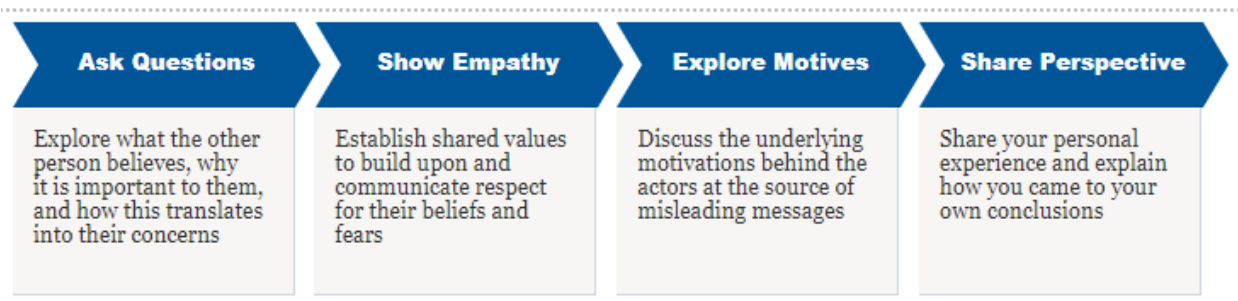
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Example:



Structured Conversation



Additional Resources:

Countering Disinformation Effectively, An Evidence Based Policy Guide.-

https://carnegieendowment.org/files/Carnegie_Countering_Disinformation_Effectively.pdf

Prebunking against Misinformation in the Modern Digital Age –

<https://library.oapen.org/bitstream/handle/20.500.12657/63001/1/978-3-031-27789-4.pdf#page=111>