

propaganda



- adopted by governments, corporations and non-profits to manage attitudes, values and knowledge
- appeals to emotions
- can be beneficial or harmful

designed to distract

reflect headline

■ drives ad revenue



partisan



conspiracy

theory

■ ideological and includes interpretation of facts but may claim to be impartial

■ tries to explain simply complex realities

■ not falsifiable and evidence that refutes

the conspiracy is regarded as further

as response to fear or uncertainty

- privileges facts that conform to the narrative whilst forgoing others
- emotional and passionate language

proof of the conspiracy

■ rejects experts and authority







IMPACT



neutral



low



medium



high

sponsored

content

clickbait



eye catching, sensational headlines

often misleading and content may not

- potential conflict of interest for genuine news organisations
- consumers might not identify content as advertising if it is not clearly labeled









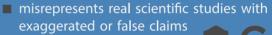
anti-vaccination and climate change denial

includes a mix of factual, false or partly-

■ intention can be to inform but author

may not be aware the content is false

purveyors of greenwashing, miracle cures,



often contradicts experts

false content





MOTIVATION



money



politics/power

humour/fun







passion



(mis)inform

satire and hoax

error



- social commentary or humour
- varies widely in quality and intended meaning may not be apparent
- can embarrass people who confuse the content as true

established news organisations

■ reputable orgs publish apologies

■ mistakes can hurt the brand, offend or

sometimes make mistakes

result in litigation



misinformation



bogus



entirely fabricated content spread intentionally to disinform

■ false attributions, doctored

- guerrilla marketing tactics; bots, comments and counterfeit branding
- motivated by ad revenue, political influence or both





DIG DEEPER...

false attribution authentic images, video or quotes are attributed to the wrong events or person

misleading

content does not represent what the headline and captions suggest

counterfeit

websites and Twitter accounts that pose as a well-known brand or person

doctored content

content, such as statistics, graphs, photos and video have been modified or doctored



www.eavi.eu

