

Journalism, Fake News and Misinformation  
A UNESCO MODEL COURSE  
FOR JOURNALISM TEACHERS WORLDWIDE

CI/FEM/IPDC/JE-2018/1

SLIDE DECK FOR THE MODULE

THINKING ABOUT INFORMATION DISORDER: The seven formats of Mis-and  
Dis-Information

By Claire Wardle and Hossein Derakhshan

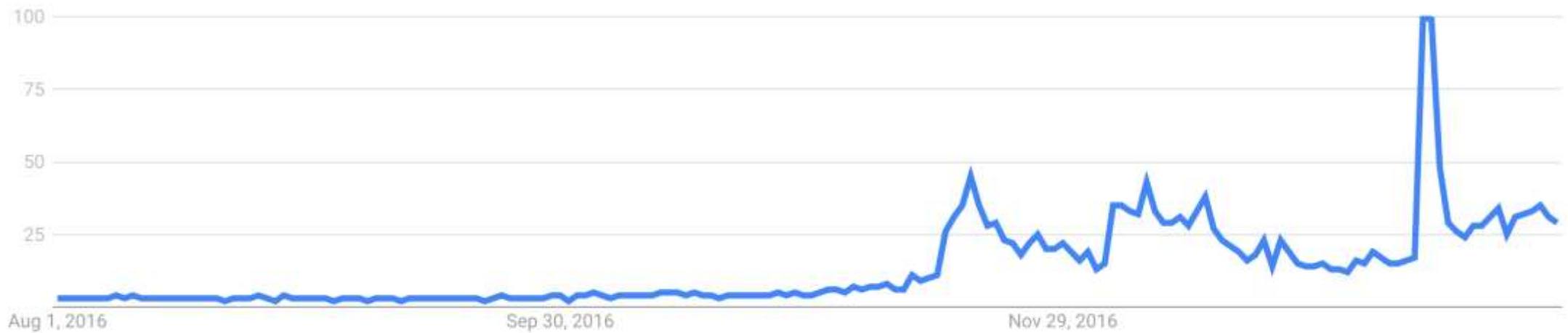
Worldwide ▾

8/1/16 - 1/29/17 ▾

All categories ▾


Web Search ▾

Interest over time ?



Can you guess what event caused this spike in searches for the term fake news?

Watch this video from Trump's press conference on  
January 11, 2017



New York  
12:07 PM ET

**BREAKING NEWS**

**TRUMP HOLDS FIRST PRESS CONFERENCE SINCE ELECTION**

LIVE

**CNN**

9:07 AM PT

TH A STATE-OWNED RUSSIAN ENERGY GIANT, HAVE COME UNDER INTENSE

INSIDE POLITICS

Do you know the difference between misinformation  
and disinformation?

**Misinformation** is information that is false, but the person who is disseminating it believes that it is true.

**Disinformation** is information that is false, and the person who is disseminating it knows it is false. It is a deliberate, intentional lie.

**SATIRE OR PARODY**

No intention to cause harm but has potential to fool

**MISLEADING CONTENT**

Misleading use of information to frame an issue or individual

**IMPOSTER CONTENT**

When genuine sources are impersonated

**FABRICATED CONTENT**

New content is 100% false, designed to deceive and do harm

**FALSE CONNECTION**

When headlines, visuals or captions don't support the content

**FALSE CONTEXT**

When genuine content is shared with false contextual information

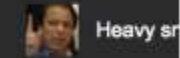
**MANIPULATED CONTENT**

When genuine information or imagery is manipulated to deceive



Search...

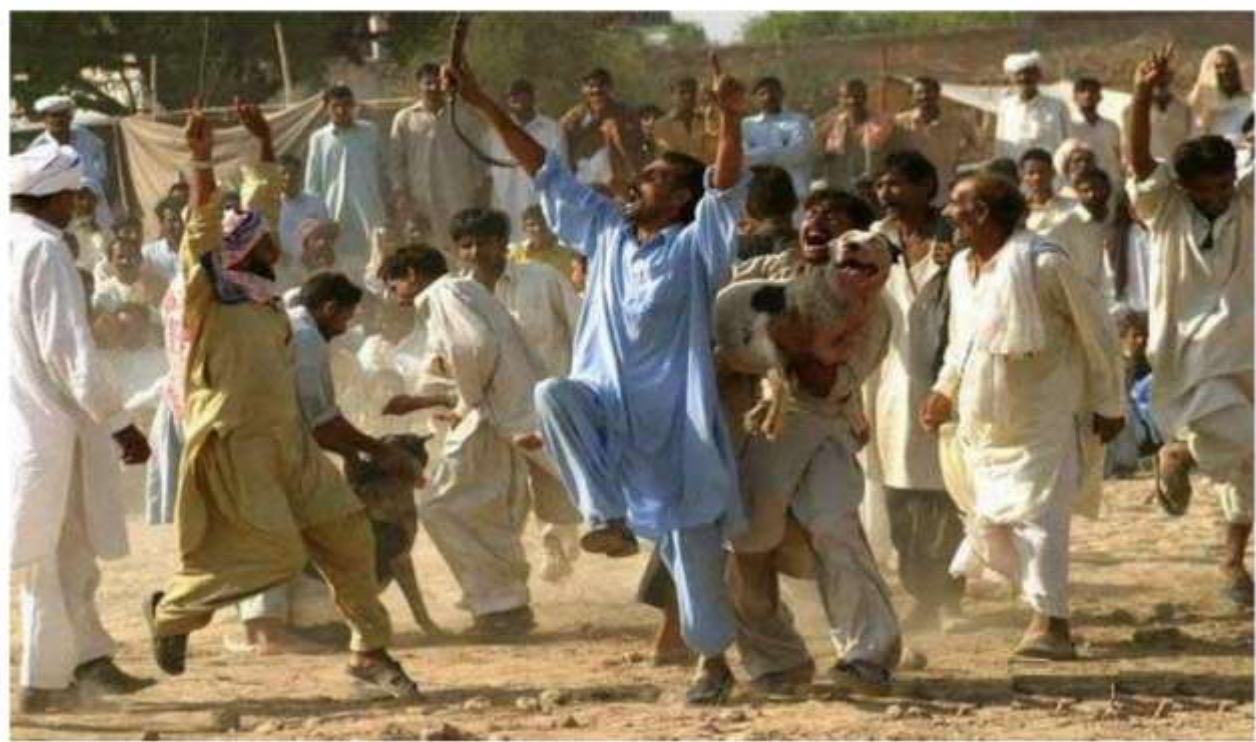
## BREAKING NEWS



Heavy sr

# Anthropologists make contact with remote, cut off tribe still thanking Raheel Sharif

Featured Uncategorized JANUARY 11, 2017 BY KHABARISTAN TODAY



Hyatt Regency Cambridge

HK\$2,344From

Book Now

### LATEST POPULAR



Heavy snowfall in northern areas  
PTI's conspiracy against CPEC: PM

0 January 25, 2017



Anthropologists make contact with remote, cut off tribe still thanking Raheel Sharif

1 January 25, 2017



Blasphemy law experiencing early midlife crisis



SATIRE OR PARODY

No intention to cause harm but has potential to fool

# First-Time Voter Waited 92 Years to Meet TRUMP... What Happened Next Is AMAZING!

 **Kosar**  
September 1, 2015



Beada Corum of Knox County, Tennessee was too busy raising eight children and never

HEAR  
WHERE THE  
STORY BEGINS



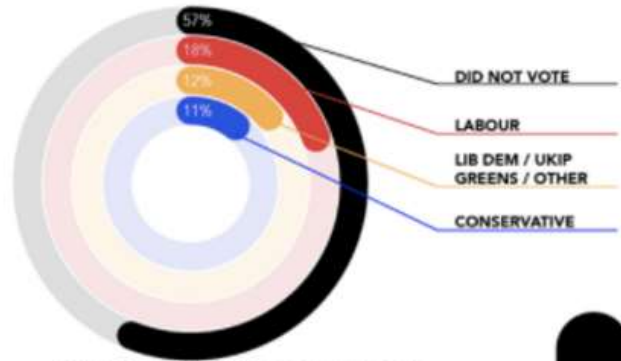
PERFORMED BY  
JIM DALE

Get started

  
**FALSE CONNECTION**

When headlines, visuals  
or captions don't  
support the content

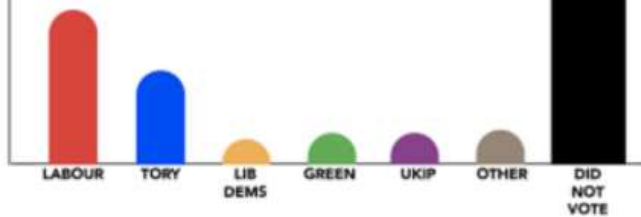
# HOW 18-24 YEAR OLDS VOTED IN 2015 GENERAL ELECTION



THIS IS THE PEOPLE WHO DID NOT VOTE.  
THIS IS YOUR COUNTRY TOO.

**VOTE!**

[GOV.CO.UK/REGISTER-TO-VOTE](http://GOV.CO.UK/REGISTER-TO-VOTE)



JUST

JUST JUST  
Like This Page · May 12 · Edited ·

Feel as though you can't engage with politics? Feel the government doesn't represent you?

The reason they don't represent you is because they think you won't vote. It is time to make your voice heard. VOTE.

SHARE this post and TAG anyone you know who needs persuading to vote. Register at [gov.uk/register-to-vote](http://gov.uk/register-to-vote)

Like Comment Share

1.7K Chronological

28,653 shares 427 Comments

View previous comments 6 of 427

Amie Holt Megg Adams  
Like · Reply · 1 hr

Jake James Smith All y'all claim to know about politics.... But have never herd of the Rothschild's  
Like · Reply · 2 · 1 hr

Write a comment...  
Press Enter to post.

**MISLEADING CONTENT**

Misleading use of information to frame an issue or individual



**Historical Pics**  
@HistoricalPics



Follow

Two & a half year old sister being protected by her 4 year old brother in Nepal. Amazing photo.



RETWEETS 6,916 FAVORITES 7,762



8:19 PM - 1 May 2015



**Na-Son Nguyen**  
@nasonnguyen



Follow

This is my photo about two Vietnamese Hmong ethnic children taken in 2007 in Ha Giang province, it's not about Nepal



RETWEETS 3,097 FAVORITES 1,692



**FALSE CONTEXT**

When genuine content is shared with false contextual information



**BBC Africa**

@BBCAfrica

Follow

The BBC is aware of a fake video circulating on WhatsApp about the [#Kenya](#) Election. This is NOT a BBC story. Don't fall for [#fakenews!](#)



8:08 PM - 28 Jul 2017

1,322 Retweets 600 Likes



51 1.3K 600





**Neil Turner** 🐸  
@NeilTurner\_

Follow

I've just got word that an illegal trying to vote has been arrested.

ICE is watching voting places closely! Thank you ICE!

More to come!

6:18 PM - 27 Oct 2016

5,669 6,384



**MANIPULATED CONTENT**

When genuine information or imagery is manipulated to deceive



Fountainhead

@Fountainhead55



Follow

Hillary voters get to vote via text, but Trump supports have to go to the polls! NOT FAIR!

#imwithher #hillary

**Vote Early**

**Text "Hillary" to 59925**

**Today**

 **Paid For By Hillary For President**

MUST BE 18 YEARS OR OLDER TO VOTE. MUST BE A LEGAL CITIZEN OF THE UNITED STATES.  
VOTE BY TEXT NOT AVAILABLE IN GUAM, PUERTO RICO, ALASKA, OR HAWAII.



**FABRICATED CONTENT**

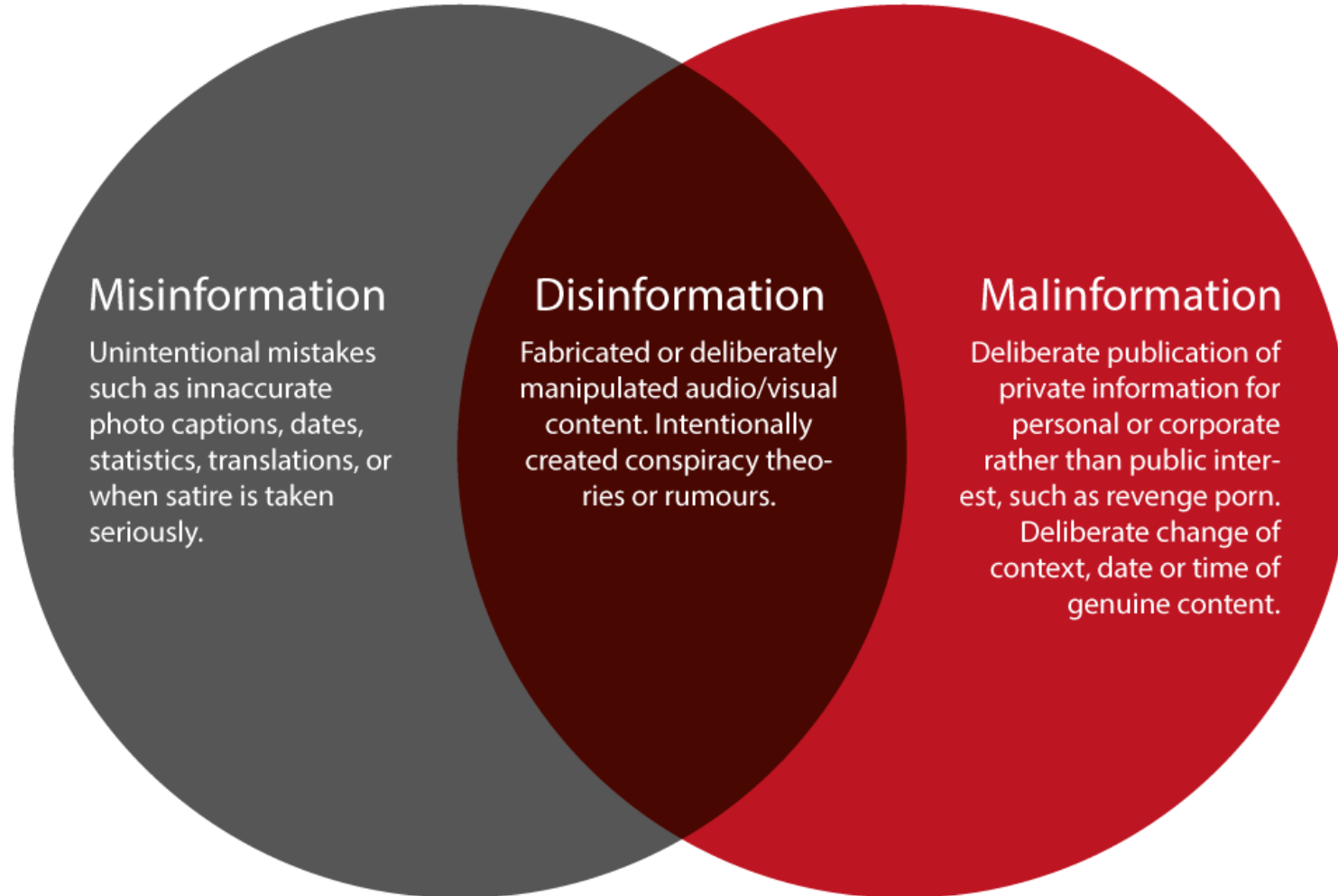
New content is 100% false, designed to deceive and do harm

In pairs or small groups, can you find examples that fit into these 7 categories?

# TYPES OF INFORMATION DISORDER

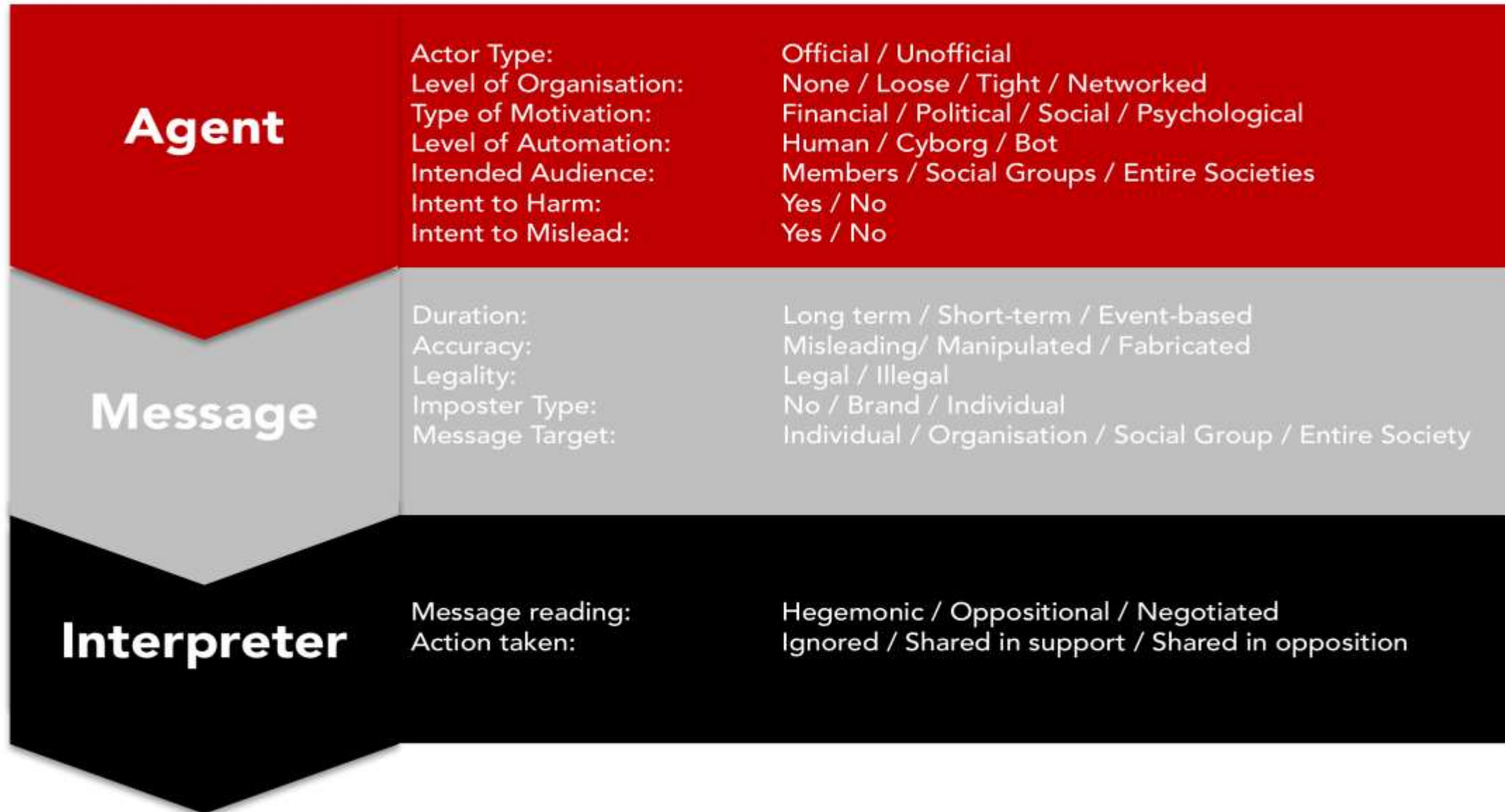
FALSENESS

INTENT TO HARM



Do you agree with this Venn diagram? Does it make sense to you?

# Three Phases of Information Disorder



Can you find a piece of disinformation and work your way through these categories and questions? How many of them can you answer?

# Three Phases of Information Disorder

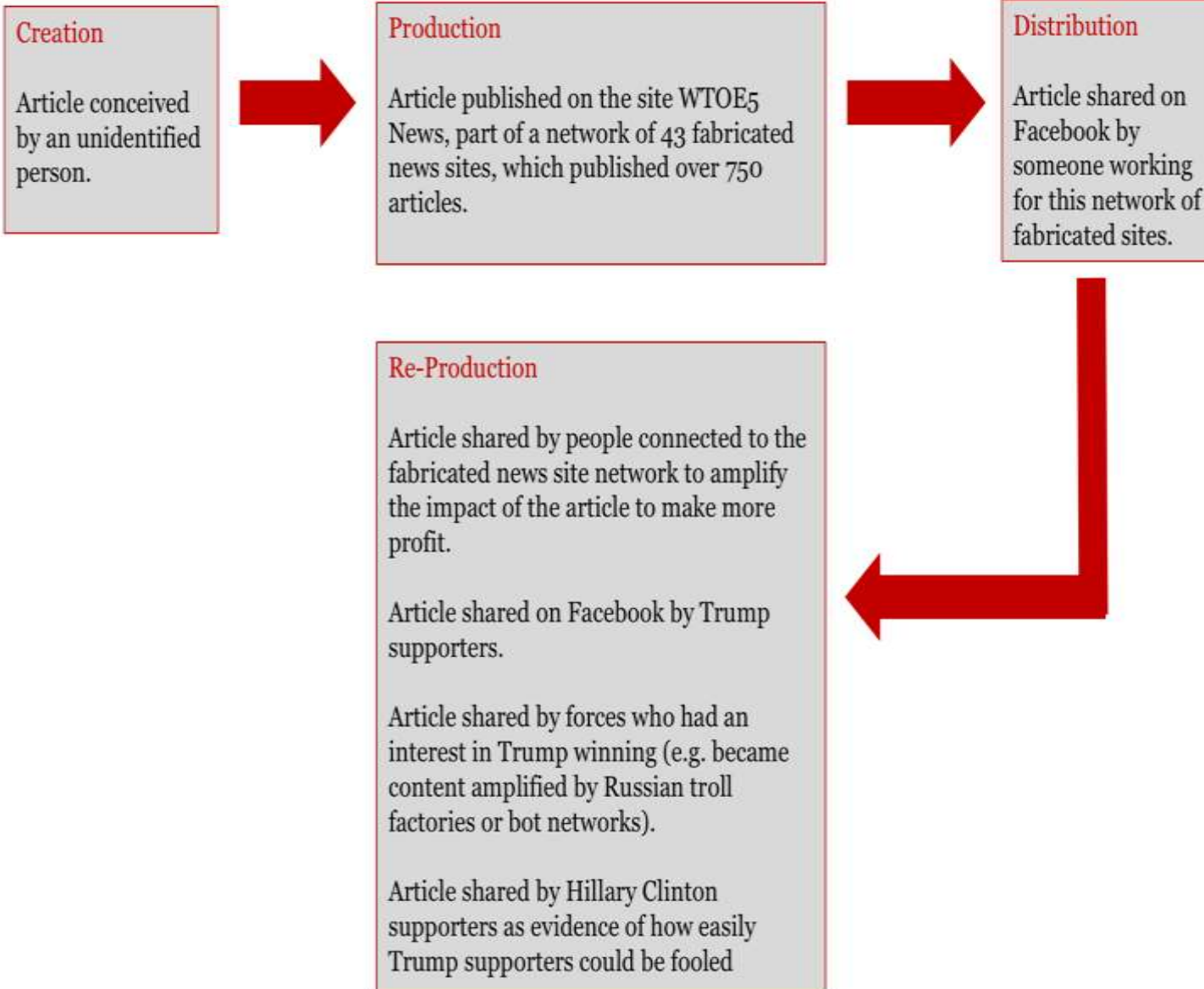


## Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

TOPICS: Pope Francis Endorses Donald Trump



*Screenshot of the fabricated news article published in July 2016 on WTOE5News.com (The site no longer exists).*



*Using the example of the 'Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement' fabricated news articles to test the Three Phases of Information Disorder*

Can you find a piece of disinformation and work your way through the different phases like the example we've just worked through?