

# countering disinformation

Please answer these two questions on an index card,  
and place your index card in the bucket

1) How confident are you in  
identifying and responding to  
disinformation, on a scale of  
1-5 (least-most)?

2) Which would you prefer to  
focus on today - addressing  
disinformation as an  
*individual* or as an  
*organization*?

Tally Botzer  
she/they  
tally.botzer@gmail.com

1

---

---

---

---

---

---

---

# agenda

Defining  
Disinformation

Identifying  
Disinformation

Challenging  
Disinformation

2

---

---

---

---

---

---

---

- Use "I" statements
- Maintain confidentiality
- Share the air
- Practice purity of motive
- Approach from a place  
of wonder rather than  
judgment

# norms

3

---

---

---

---

---

---

---



4

---

---

---

---

---

---

---



5

---

---

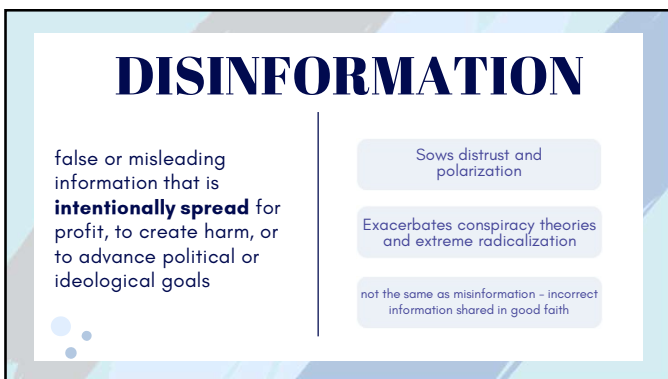
---

---

---

---

---



6

---

---

---

---

---

---

---

# DISINFORMATION

false or misleading information that is **intentionally spread** for profit, to create harm, or to advance political or ideological goals

Crime and race in the media

Internment of Japanese-American citizens in World War II

Sociopolitical response/non-response to AIDS in the 1980s - 90s

7

---

---

---

---

---

---

---

---

# DISINFORMATION

false or misleading information that is **intentionally spread** for profit, to create harm, or to advance political or ideological goals

After COVID vaccines became available, over 300,000 unvaccinated people died in the US - nearly one third of all US COVID deaths 2020 - 2022.

source: Brown University analysis

8

---

---

---

---

---

---

---

---

*What examples of mis/disinformation have you encountered?*

9

---

---

---

---

---

---

---

---

# identify

- strong emotional response
- bold statement
- extraordinary claim
- platforms with a record
- distorts or exaggerates valid info
- clickbait
- too good/too bad to be true



10

---

---

---

---


---

---

---

# identify

- Check for fake-ness
- Consider the potential
  - impact
  - reach
  - harm



11

---

---

---

---

---

---

---

# identify the why

Because they...

- think it's true
- want it to be true
- are mad
- can
- want to discredit someone

- want to sow discord
- can make money
- are part of a strategic disinformation campaign

12

---

---

---

---

---

---

---

**challenge**

individual/interpersonal

Not about changing someone's mind

Being a source of accurate - and different - information

13

---

---

---

---

---

---

---

---

**challenge**

individual/interpersonal

Question it

Correct it

Debunk it

14

---

---

---

---

---

---

---

---

**challenge**

individual/interpersonal

Question it

"Are you sure that's true?"

"Where did you hear that?"

"Is that source reliable?"

"I think that might just be an urban legend."

15

---

---

---

---

---

---

---

---

# challenge

individual/interpersonal

## Correct it

- Provide correct information - with or without addressing the incorrect
- Keep it simple

16

---

---

---

---

---

---

---

---

# challenge

individual/interpersonal

## Debunk it

- Show that it's wrong
- Prove that it's wrong
- Share how you found out it's wrong

17

---

---

---

---

---

---

---

---

# challenge

individual/interpersonal

## Question it

## Correct it

## Debunk it

18

---

---

---

---

---

---

---

---

challenge

institutional

RESIST Toolkit

Recognize

Early warning

Situational insight

Impact analysis

Strat comms

Track effectiveness

19

---

---

---

---

---

---

---

---

challenge

institutional

RESIST Toolkit

Recognize  
mis/disinformation

what is the...

- message?
- narrative?
- source?
- audience?
- intent?
- impact?

20

---

---

---

---

---

---

---

---

challenge

institutional

RESIST Toolkit

Early warning

What are the conversations, attitudes, changes over time around your industry?

Who/what needs to be protected, how might these things be susceptible?

21

---

---

---

---

---

---

---

---

# challenge

institutional

**RESIST Toolkit**

## Situational Insight

Evaluate data from R&E to

- form your baseline
- identify emerging trends
- determine recommendations

---

---

---

---

---

---

---

---

22

# challenge

institutional

**RESIST Toolkit**

## Impact Analysis

Deep dive:

- How can mis/disinformation impact your reputation, communication, etc.?
- What is your responsibility to respond?
- How do you prioritize your responses based on these potential impacts?

---

---

---

---

---

---

---

---

23

# challenge

institutional

**RESIST Toolkit**

## Strategic Communications

"the truth, well told"

- best practices
- methodology
- internal responsibility
- proactive vs. reactive messaging

---

---

---

---

---

---

---

---

24



# challenge

institutional

**RESIST Toolkit**

## Tracking Effectiveness

Ensure effective communication and learn from experience

Consider outputs & outcomes

Identify and evaluate metrics

---

---

---

---

---

---

---

---

25

# challenge

institutional

**RESIST Toolkit**

## Recognize

Early warning

Situational insight

Impact analysis

Strat comms

Track effectiveness

---

---

---

---

---

---

---

---

26

# closure

*Has your 1-5 confidence in addressing disinformation changed?*

*What is one bite-sized goal you will set yourself for the next week?*

---

---

---

---

---

---

---

---

27

**POWER SESSION EVALUATION**



[www.inclusiveVA.org/PSI](http://www.inclusiveVA.org/PSI)



---

---

---

---

---

---

---