



HOW IS DISINFORMATION CREATED AND SPREAD?

1

SHOCKING CLAIMS

Disinformation often relies on exaggerated, sensational language: words like shocking, unbelievable, exposed, or jaw-dropping to capture attention and provoke an immediate emotional response. This tactic exploits people's instinctive reactions to surprise or alarm, pushing them to engage or share before verifying the information.



2

CURIOSITY HOOKS

Many disinformation campaigns use language that stimulates curiosity or suggests exclusivity, with phrases such as unbelievable news, life-changing discovery, or what happens next will shock you. This strategy taps into the human desire to seek new or unexpected information, often leading to clicks and shares without critical examination.



3

HIDDEN SECRETS

Disinformation frequently plays on distrust of institutions and the fear of missing out (FOMO) by using language that hints at secrecy: What they don't want you to know, hidden truth revealed, or the real story exposed. This creates a false sense of being "in the know" and encourages people to share quickly to alert others.

4

URGENT ACTION

The use of imperative, time-pressured language (such as watch now, don't miss this, or urgent update) is a common manipulation tactic that pushes people to act without pausing to reflect or verify information. This sense of urgency is designed to override careful thinking and prompt fast, often thoughtless, engagement.



5

OUTRAGE TRIGGERS

Disinformation thrives on provoking strong negative emotions such as anger, disgust, or moral outrage. Headlines using words like disgusting, evil, scandalous, or outrageous are carefully designed to tap into deep emotional responses, knowing that content which angers people spreads faster online, regardless of its truthfulness.