



WHAT IS MISINFORMATION AND DISINFORMATION?

1 UNDERSTAND

What do we need to learn about the problem?

We need to understand:

1. How misinformation and disinformation spread across digital platforms
2. Why people share false information
3. What gaps exist in public understanding



DEFINE

2

There is a lack of public awareness and critical understanding about the nature and impact of false information. This makes individuals and communities vulnerable to manipulation, polarization, and erosion of trust in democratic institutions.

IDEATE

3

What creative approaches could we take?

1. Develop engaging content (e.g. videos, comics, and quizzes)
2. Illustrate real-world examples of misinformation vs. disinformation



4 PROTOTYPE

What solutions can we start testing?

1. A short animated explainer video titled: "Not All Lies Are Alike"
2. An infographic comparing misinformation and disinformation with examples
3. A classroom activity set for secondary schools on fact-checking



5 TEST

How can we test these solutions with our audience?

1. Run small pilot sessions in schools and community centers to gather feedback
2. Launch a social media content campaign to test message effectiveness
3. Measure changes in awareness and understanding through pre/post surveys