



MISINFORMATION AND DISINFORMATION

WHEN AND WHERE DO
THEY SPREAD?

UNDERSTAND

Disinformation spreads so quickly because it often plays on fear, emotion, or urgency - especially during elections, crises, pandemics, or conflicts. Everyone is vulnerable to disinformation, but particularly people who rely on social media as their main news source or have limited media literacy.



2

DEFINE

Disinformation circulate the most primarily on social media platforms like Facebook, Twitter (X), TikTok, and messaging apps like WhatsApp and Telegram and is most active during breaking news, natural disasters, health scares, or political events (moments of uncertainty and rapid information flow).

3

IDEATE

Can individuals make a difference?

Yes! Simple actions like verifying sources before sharing and reporting false content can reduce its spread!



4

PROTOTYPE

Build real-world tools and strategies to detect and reduce disinformation: interactive classroom activities simulating how fake news spreads, social media plug-ins that flag suspicious headlines, "Pause before you share" mobile prompts.



5

TEST

See what works - track impact and improve based on real feedback: gather user feedback from students, educators, or online users, pilot programs in schools, libraries, or community centers