



WHY DO PEOPLE SHARE DISINFORMATION?

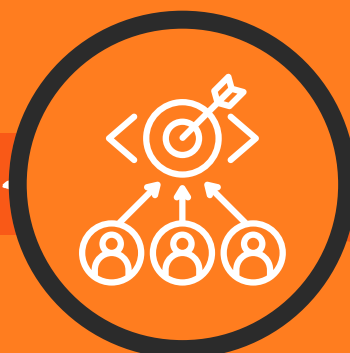
CONFIRMATION BIAS

We believe what we already agree with.



People tend to trust and share information that confirms their pre-existing beliefs.

We accept info that aligns with our views, even if it's false. Contradictory facts are often dismissed.



Disinformation feels “right” because it matches our worldview.

Algorithms reinforce this by showing more of the same content.



Together, we can outsmart disinformation with knowledge, critical thinking, and collaboration!