



# WHY DO PEOPLE SHARE DISINFORMATION?

## LOW MEDIA LITERACY

Not everyone knows how to spot fake news. People struggle to tell real news from fake or misleading content.



Many users don't check sources before sharing.



Clickbait headlines and fake images mislead. Deepfakes and AI-generated content make it harder to verify.



Lack of digital education makes people more vulnerable to these tactics.  
**Developing media literacy is a key solution!**