



WHY IS DISINFORMATION CREATED?

POWER & INFLUENCE

UNDERSTANDING

Disinformation is a powerful tool used to shape public opinion and control narratives, helping powerful groups gain influence by spreading falsehoods, creating division, and silencing opposition.



It's often designed to trigger emotions and reinforce beliefs, making it harder to spot. Sometimes, disinformation is created to cover up failures, manipulate public opinion, or shift focus away from important issues.

This kind of disinformation is dangerous because it breaks trust, weakens democracy, and fuels division and fear.



RECOGNIZING THE THREAT

Recognizing these tactics is the first step to resisting manipulation and protecting democratic values. By understanding why disinformation is created, we become more aware and less likely to fall for it.



Awareness allows us to question what we see, seek reliable sources, and help others do the same. By staying informed and thinking critically, we strengthen our communities and protect truth, transparency, and democracy.