



# WHY DO PEOPLE CREATE DISINFORMATION?

People create disinformation for power, influence, or personal gain.



Disinformation isn't random — it often serves a purpose. Some want to manipulate public opinion during elections or conflicts. Others spread lies to earn money, gain followers, or promote ideologies..



Recognizing these intentions is the first step toward resistance.

Disinformation is not just false — it's false on purpose. It is deliberately misleading content meant to deceive. This sets it apart from misinformation, which may be wrong but not intentionally harmful.



**By understanding why disinformation is created — whether for power, profit, or influence — we empower ourselves to recognize it, resist it, and protect the truth together.**