



WHY IS DISINFORMATION CREATED?

FINANCIAL GAIN

UNDERSTANDING

Some disinformation is created purely for profit. False or exaggerated stories are crafted to attract attention, generate clicks, and bring in ad revenue.



Sensational headlines and shocking claims increase engagement. The more people click or share, the more money creators earn from ads or sponsored content.

Shocking content spreads fast. Fake stories go viral and bring profits through clicks, not facts.



RECOGNIZING THE THREAT

Knowing that some disinformation is made for profit helps us stay alert. If something feels too extreme or emotional, it might be designed to grab attention — not share truth.



By questioning sources and avoiding clickbait traps, we reduce the reach of disinformation. Staying alert protects not only our wallets, but the quality of public conversation.