

WHO CREATES AND SPREADS DISINFORMATION?

ORDINARY PEOPLE

Anyone can accidentally spread disinformation by sharing content without verifying its source.



WHY

- Emotional reactions: Outrage, fear, or excitement.
- Lack of verification: People don't always check the source or accuracy.
- Social pressure: Sharing what "everyone else" is posting.



HOW

- False claims are shared quickly through personal networks.
 - Emotional, sensational content gets more engagement.
- Misinformation can go viral even if the original creator is unknown.



EXAMPLE

A user sees a shocking headline about a health scare and immediately shares it with friends and family. They don't realize the article comes from an unreliable site spreading false medical advice, so it quickly spreads through their entire network.



SOLUTIONS

- Teach critical thinking and fact-checking skills.
- Encourage pausing and verifying before sharing.
- Promote reliable news sources.



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