

DISINFORMATION CAMPAIGNS COUNT ON THESE 4 THINGS

1

EMOTIONAL REACTIONS

It focuses on feelings rather than facts or analysis

Ask: How does it make you feel?



IMPLICIT BIAS

2



It reinforces the existing beliefs and identity of the audience.

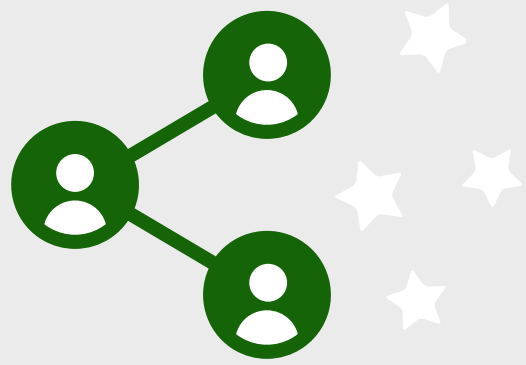
Ask: Does it confirm what you already believe? Whose perspective is left out?

3

THE BANDWAGON EFFECT

Its popularity (potentially inflated by bots) can lead people to assume it is true.

Ask: Can I independently verify the information, regardless of who shared it with me?



FEAR

4



Warning an audience that something horrible will happen to them if they don't take certain action. **Ask:** Does it focus on making you feel afraid or worried?

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