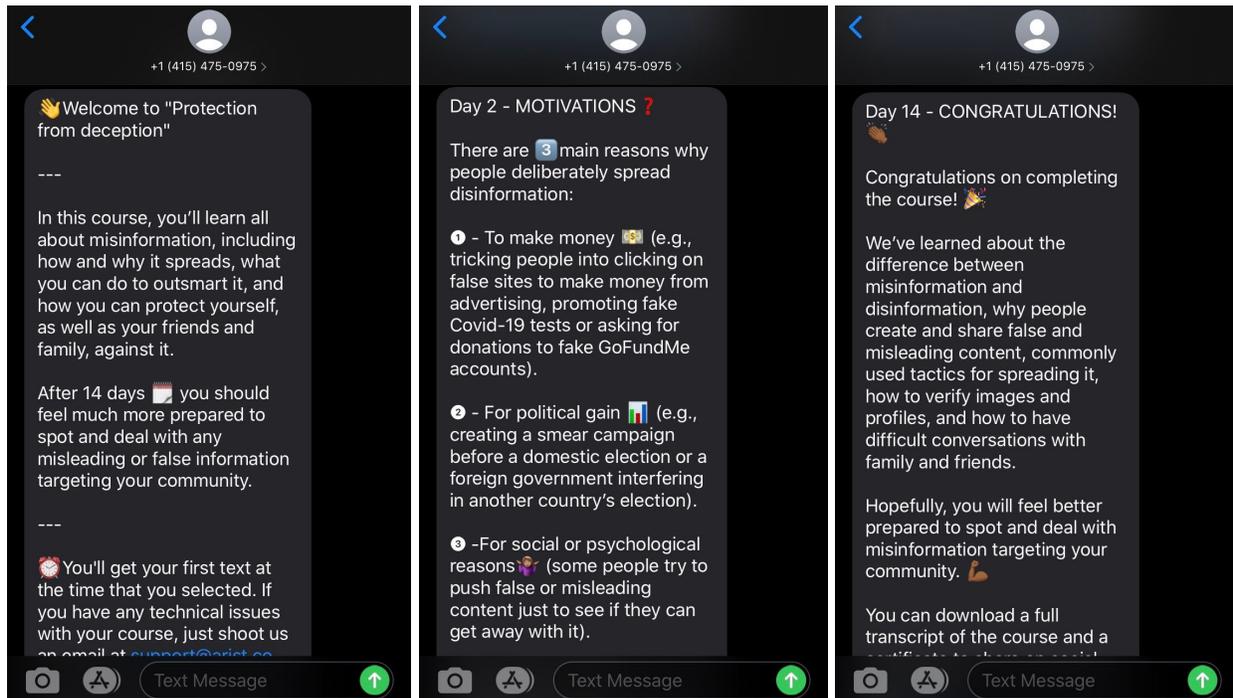


Website to sign up

<https://firstdraft.arist.co/courses/5ef5e5a67d406325a11c97dd>

Course made by [Arist](#) for [First Draft](#)

For example...



Course content

Welcome

👋 Welcome to "Protection from deception"

In this course, you'll learn all about misinformation, including how and why it spreads, what you can do to outsmart it, and how you can protect yourself, as well as your friends and family, against it.

After 14 days 📅 you should feel much more prepared to spot and deal with any misleading or false information targeting your community.

🕒 You'll get your first text at the time that you selected. If you have any technical issues with your course, just shoot us an email at support@arist.co.

Your carrier's message and data rates may apply. To pause your course or stop receiving texts at any time, text STOP. To restart your course later, text START.

Day 1

Day 1 - DEFINITIONS 📖

Do you know the difference between disinformation and misinformation?

✓ Disinformation is false information that's created and shared to deliberately cause harm.

✓ Misinformation is false information that's shared by people who don't realize it's false and don't mean any harm. Often they're just trying to help.

So disinformation might be a racist meme posted by Russian 'trolls', designed to divide Americans.

Misinformation would be when your aunt shares that meme on Facebook because she thinks it's useful information, not realizing that it's false.

The main difference here is the MOTIVATION.

Next time you see something you're not sure about, think about whether it seems like mis or disinformation.

Watch a video on the 7 most common types of information disorder here:

https://youtu.be/klBW_LMPZvE

Why we don't say f*** news

<https://youtu.be/zwqZd6wFVf8>

DAY 1 -DEFINITIONS 📖 ↑

Day 2

Day 2 - MOTIVATIONS ?

There are 3 main reasons why people deliberately spread disinformation:

① - To make money 💰 (e.g., tricking people into clicking on false sites to make money from advertising, promoting fake Covid-19 tests or asking for donations to fake GoFundMe accounts).

② - For political gain 🗳️ (e.g., creating a smear campaign before a domestic election or a foreign government interfering in another country's election).

③ - For social or psychological reasons 🧠♀️ (some people try to push false or misleading content just to see if they can get away with it).

Being aware of these motivations will help you spot potential disinformation much quicker. 🧐

Here's a video on why people share misinformation online:

<https://youtu.be/D8NnjdjWJgQ>

And here's an example from the UK of someone making money from false information:

bit.ly/man-arrested-sold-500-fake-kits

DAY 2 - MOTIVATIONS ? ↑

Day 3

Day 3 - EMOTION 🤔😊🐼

As humans, we have an emotional relationship with the information we consume and share.

We all like to consume information that supports our existing view of the world. 🌍

And we like to share information that supports our identity. Whether it's a selfie 📸, photo of a home-cooked dinner 🍲, or an article on a political issue, we are saying something about ourselves.

So if someone tells us we're wrong, it's hard for us to accept. 😡

This means fact checking isn't the only answer and we need to think about 'prebunking' as well as 'debunking'. More on that tomorrow.

Next time you share something online, think about what emotion is driving you, and what it's saying about your views and personality.

If you read something that makes you angry 😡, scared 🐼, or sad 😞, try taking a moment to level out before you share.

Here's a video on the need for 'emotional skepticism':

<https://youtu.be/UOLk8YhfmYM>

DAY 3 - EMOTION 🤔😊🐼 ↑

Day 4

Day 4 - PREBUNKING vs DEBUNKING 🔍

➡ Debunking is when organizations explain why something is false AFTER it's been shared. It's important for the public record, but it's not as effective as prebunking.

← Prebunking is talking to your friends and family about the types of misinformation they are likely to see BEFORE anything happens.

In the run-up to election season, try talking to people you know about likely scams, hoaxes, and conspiracies. This will help get their defenses up, so when they see these rumors they are less likely to be fooled.

For example, we see the same video coming back time and time again, which claims to show hidden-camera footage of 'ballot-stuffing'. It's a good example to use with friends and family; you can read more about it here:
bit.ly/video-alleging-election-fraud-fake

Here are some examples of how Covid-19 misinformation is affecting black communities:
bit.ly/covid19-misinfo-black-communities

DAY 4 - PREBUNKING vs DEBUNKING 🔍 ↑

Day 5

Day 5 - THE ABCs OF DISINFORMATION 

Camille Francois of Graphika (a company that tracks disinformation) talks about the ABCs of disinformation:

A for ACTORS
B for BEHAVIORS
C for CONTENT

A big part of prebunking false content is helping people understand who is behind it, and the tactics and techniques they use to spread it.

Remember Day 2 where we talked about motivation? This is something we should discuss with friends and family, so they know WHY people create this type of content.

Coming up in the course we'll walk you through some of the tactics commonly used to share disinformation.

But before that, tomorrow we have a practical exercise you can do to get in the right mindset. Get ready to think like a troll! 🙄

Read more about the ABC of disinformation here:
bit.ly/abc-disinformation

And here's an article on the seven types of people who start and spread misinformation:
<https://www.bbc.co.uk/news/blogs-trending-52474347>

DAY 5 - THE ABCs OF DISINFORMATION ↑

Day 6

Day 6 - THINK LIKE A TROLL

Here's a game you can play with your friends and family.

It's called 'Think like a troll'.

The instructions are:

- ❶ - Pretend you're a disinformation 'troll'. Your aim is to suppress the vote among communities of color in the United States.
- ❷ - Take 10 minutes to think of the rumors you would seed in the communities and how you would make them spread and take hold.
- ❸ - How would you make the rumors believable? How would you persuade people not to vote? How would you use Facebook, Twitter, Instagram, YouTube, WhatsApp, blogs, and email?

This might not be the most fun or pleasant game. But it's an effective technique to help you recognize disinformation when you see it. It's called 'inoculation.'

Here's an online game you can play called Welcome to the Troll Factory:
<https://trollfactory.yle.fi/>

DAY 6 -THINK LIKE A TROLL ↑

Day 7

Day 7 - TACTICS AND TECHNIQUES

Over the next three days, we're going to tell you about the tactics we frequently see as part of disinformation campaigns.

Disinformation can feel overwhelming, but the campaigns are actually quite predictable. We see the same tactics again and again in different countries and over different events. Knowing about them will help you keep your guard up.

They are:

- ❶ - Media manipulation — manipulating media and influencers into discussing a false or misleading story;

② - Imposter content — using the names and logos of well-known organizations or figures to trick people into believing something is genuine;

③ - Weaponized context — taking old imagery and repurposing it to fit a new narrative.

Before we explore each one, see if you can think of any examples of where you have seen these tricks used before.

Here's a video on the 10 characteristics of coronavirus disinformation:

https://youtu.be/S7tNAW_pUsc

And here's an article on how stories spread across countries and languages:

bit.ly/hoaxes-viral-across-languages

DAY 7 - TACTICS AND TECHNIQUES 🗨️↑

Day 8

Day 8 - MEDIA MANIPULATION 🤖

Agents of disinformation tend to have small audiences, so to be effective they need to find a way to reach more people.

The best way of doing this is to persuade an influencer to repeat the rumor. This could be a celebrity, news site, or politician.

In a perfect world, they want that influencer to be fooled enough to repeat the rumor as it is.

But second best is to get an influencer or newsroom to debunk the rumor. It sounds odd, but simply by reporting the rumor, they are giving it oxygen and can fuel the fire. 🔥

A tactic used by white supremacists in the past has been to post a few flyers on a college campus announcing an event or protest. They hope that the college newspaper will report it as fact and that this will lead to national coverage, giving exposure to their cause.

Remember to challenge everything you see and hear, no matter where it's coming from. 🤖

Here's an online game you can play, challenging you to spread a story through manipulation:

<https://www.getbadnews.com/>

DAY 8 - MEDIA MANIPULATION 🤖↑

Day 9

Day 9 - IMPOSTER CONTENT 🎭

As humans, we tend to look for mental cues to quickly work out if something is credible. These little shortcuts are known as heuristics.

Some of the most effective heuristics are logos of organizations we already trust or names of people we already know.

For that reason, we often see false or misleading information using well-known logos.

Attached you'll see an example of a flyer that was pushed through mailboxes in Los Angeles early in the Covid-19 outbreak. By using logos of well-known organizations like the CDC and the WHO, the hope was to fool people into believing false information.

Here's a video on how to verify imposter accounts using your phone:
<https://youtu.be/90By3LUJQ18>

DAY 9 - IMPOSTER CONTENT 🗨️ ⬆️

Day 10

Day 10 - WEAPONIZED CONTEXT 🗨️

There are two main ways that content can be used out of context:

① - Genuine content reframed

In the aftermath of a terrorist incident in London in 2017, a genuine photo showed a Muslim woman walking past a victim while holding a phone.

The woman was traumatized and not looking at the victim out of respect, but the photo was shared on Twitter with an Islamophobic framing by a Russian troll, deliberately trying to sow division by making it seem like she didn't care.

You can read more about the story here:
bit.ly/theguardian-weaponized-context

② - Old content reshared

Attached you'll see a photo that was shared in March, claiming to show people in Cleveland, Ohio, protesting to end Covid-19 restrictions.

In fact, the photo is from a Cleveland Cavaliers NBA championship parade in 2016.

This is one of the most common misinformation types we see, so next time you see an image online, think about whether it could have been reframed or reshared.

Next time we'll show you how to check whether an image has been used before.

Here's a video on how to fact check like a journalist:

bit.ly/like-a-journo

DAY 10 - WEAPONIZED CONTEXT 📌 ⬆️

Day 11

Day 11 - VERIFYING IMAGES 🧑🏻♂️ 📷

The easiest thing you can do to check whether an image is what it claims to be is to perform a reverse image search.

This will show you when and where an image has been used before. You might find out that it's from a different event or an earlier date.

It's quick and easy. Here's how you do it:

- 1 - Save the image to your camera roll
- 2 - Open TinEye.com
- 3 - Upload the photo and ask it to search
- 4 - Scan the results to see if the image has been published before

Why not try grabbing an image from social media and trying a reverse image search for yourself?

Here's a video explaining how to use reverse image search to verify stories on your phone📱:
<https://youtu.be/HiX6XYpZ5AU>

And here's how to use your phone to find out where📍 a photo or video was taken:
https://youtu.be/B3pzA_i3spo

DAY 11 - VERIFYING IMAGES 🧑🏻♂️ 📷 ⬆️

Day 12

Day 12 - VERIFYING PROFILES 🧑🏻🧑🏻🧑🏻🧑🏻🧑🏻🧑🏻🧑🏻

Yesterday we learned how to verify images. Now we'll show you how to confirm whether a person is real.

Anyone can be anyone on the internet, but we all leave clues as we go and it's pretty easy to work out whether someone is trustworthy. Here are some tips:

- 1 - Google their name, or better still, Google their username or email if you have it.
- 2 - Do a reverse image search of their profile picture.
- 3 - Look at when the account was created.

- ④ - Look at their previous posts. Do they make sense? Do they switch off and sleep or do they post 24 hours a day?
- ⑤ - Look at who they follow and who follows them.
- ⑥ - Check for other accounts with the same username on different platforms.

You can try out some or all of these techniques next time you aren't sure about someone.

Here's a video on how to quickly verify social profiles on your phone:

https://youtu.be/zyEx_1ToChw

And here's a roundup of misleading claims shared by Twitter profiles about the George Floyd protests:

bit.ly/georgefloyd-protests-disinfo

DAY 12 - VERIFYING PROFILES 🧑🏻 🧑🏻 🧑🏻 🧑🏻 🧑🏻 🧑🏻 🧑🏻 🧑🏻 ⬆

Day 13

Day 13 - DIFFICULT CONVERSATIONS 🗨️

Here we'll give you some tips on how to talk to friends and family who are sharing misinformation.

We've all had the problem. You open up Facebook and your heart sinks. Your uncle has posted a conspiracy theory. 🧑🏻 ♂

What do you do?

It's tempting to ignore it. You may even want to mute him. 😞 But we all have a responsibility to help our friends and family be more aware of what they're posting.

But here's the problem. As we mentioned earlier in the course, the information people share is directly connected to their identity. So if you publicly point out they are wrong, they're more likely to double down than thank you.

Instead, it's better to show empathy. Say that you've seen others posting the same thing and that you're worried the people creating it are trying to divide us or scare us.

It shouldn't feel like you versus the sharer, but you and the sharer versus the original creator of the post.

Here's a video from CBS on how to talk to friends and family:

<https://youtu.be/htc9Dgr1Xp8>

And here's an article with more on the subject:

bit.ly/difficult-conversations-whatsapp

DAY 13 - DIFFICULT CONVERSATIONS 🙄 ↑

Day 14

Day 14 - CONGRATULATIONS! 🙌 📦

Congratulations on completing the course! 🎉

We've learned about the difference between misinformation and disinformation, why people create and share false and misleading content, commonly used tactics for spreading it, how to verify images and profiles, and how to have difficult conversations with family and friends.

Hopefully, you will feel better prepared to spot and deal with misinformation targeting your community. 🙌 📦

You can download a full transcript of the course and a certificate to share on social media here:

➡ bit.ly/course-downloads

To learn more, you can visit First Draft's public guide to navigating the coronavirus infodemic at:

➡ bit.ly/too-much-information-course

We hope you enjoyed the course, and we'd love to hear your feedback if you have a few minutes to spare:

➡ bit.ly/SMScourse-feedback

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Thank you,

The team at First Draft

DAY 14 - CONGRATULATIONS! 🙌 📦 ↑