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# DISINFORMATION AND MEDIA LITERACY IN SPAIN

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# INTRODUCTION

- Disinformation and fake news are a serious problem nowadays, most people believe it affects democracy and they make them trust less in the media.
- Media literacy is the solution to this increasing problem, to teach both younger and older generations to have critical minds in order to know what to believe and what not to.



# DISINFORMATION

- 82% of the Spanish population believes that disinformation is a problem in the country.
- Most of them do not believe in the media.

## Trust level in the media

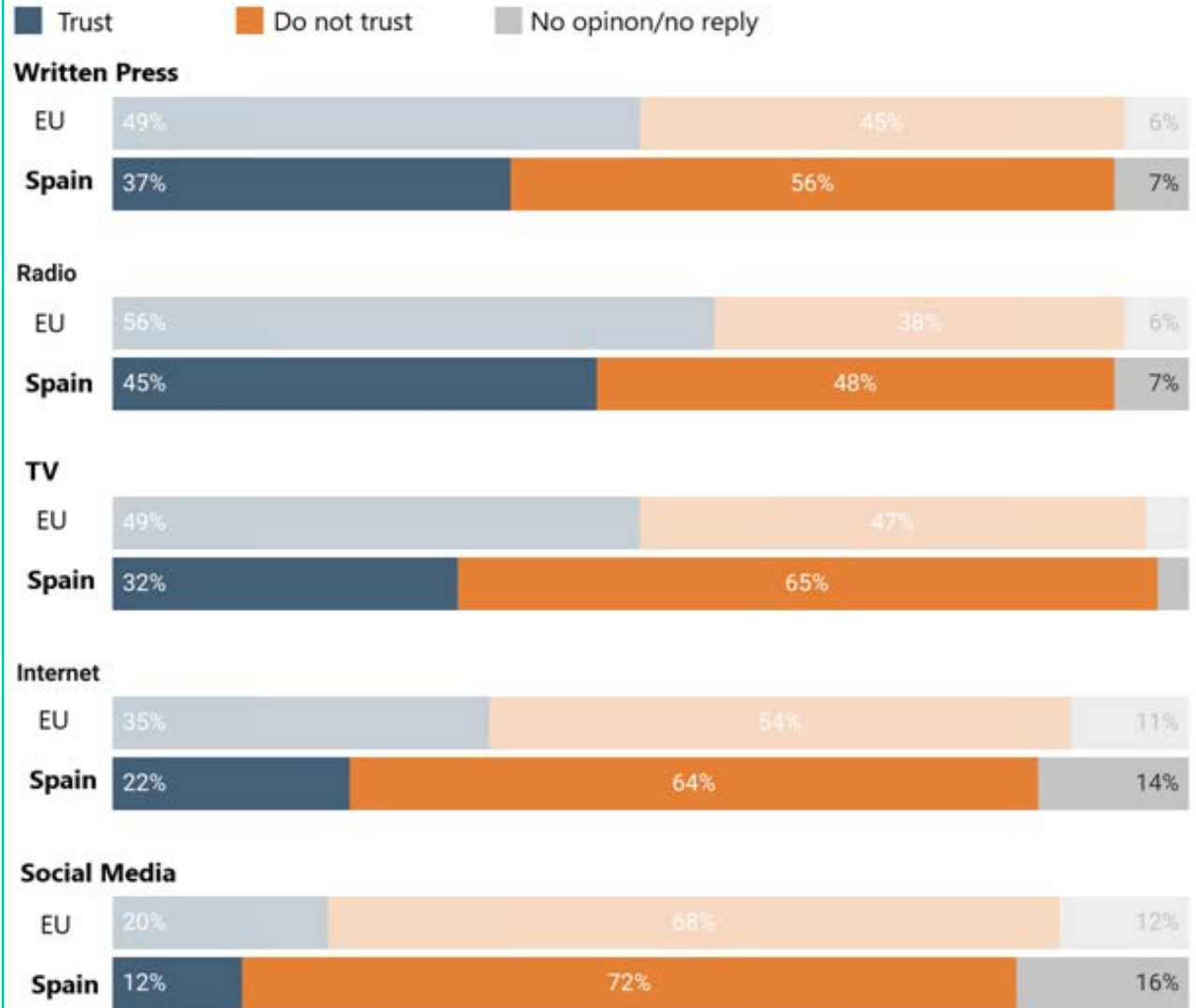


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# MEDIA LITERACY

- “Media literacy refers to the ability to interpret and understand how various forms of media operate, and the impact those media can have on one’s perspective on people, events or issues”

Based on five main questions:

- Who created this message?
- What creative techniques are used to attract my attention?
- How might different people understand this message differently from me?
- What lifestyles, values and points of view are represented in, or omitted from, this message?
- Why is this message being sent?





# FAKE NEWS

- Fake news are a problem of the modern day, with almost everyone having access to internet and social media you can easily commit blasphemy and make it viral and once is viral is very easy for people and even certified newscasts to believe it.
- We are in a point in which, as a society, we believe everything but at the same time we do not believe nothing.

## Perception of misinformation and fake news

■ Agree ■ Disagree ■ No opinion/ no reply

**Often come across news or information that is believed to be distorted or fake**



**Is easy to identify news or information that is believed to be distorted or fake**



**The existence of information that distorts reality or fake news is a problem in my country**



**The existence of information that distorts reality or fake news is a problem to democracy**



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# PANDEMIC EFFECT



ONE OF THE MOMENTS IN WHICH MORE FAKE NEWS WERE AIRED WAS THE PANDEMIC.



ALL OVER THE WORLD PEOPLE INVENT ALL TYPES OF INFORMATION ABOUT THE VIRUS, ITS WAYS OF SPREADING, ITS ORIGINS, ITS VERACITY...



IN SPAIN THERE WAS A GROUP OF PEOPLE CALLED "NEGATIONISTS" THAT NEGATE THE EXISTENCE OF COVID, SOME BASED ON FAKE NEWS, OTHERS WERE THE ONES WHO CREATED THOSE FAKE NEWS BASED ON THEIR BELIEVES.

# GENERATIONAL PROBLEMS

- Older generations, but mostly Gen X (1968-1980), tend to believe most things they found on the internet.
- Younger generations, especially Gen Z, makes memes difficult to understand if you are not part of the generation
- These two facts usually collide, and a lot of fake news are created unintentionally as older generations believe to be true what there are just jokes.
- An example of this is this meme made from a picture of a YouTuber that ended up in search and capture accidentally.



I  Orgullosos de ser ESPAÑOLES.....  
ESPAÑA · 21 horas · 

Este es. Ayudemos a encontrarle:





# ARTIFICIAL INTELLIGENCE

- AI (Artificial Intelligence) is the ability of a computer, or robot controlled by a computer to produce tasks usually done by humans.
- In these days AIs are even able to do artistic products such as paintings or pictures.
- There have been problems identifying pictures that seemed real but are in fact produced by AI, this leads to confusions and fake news and, as is becoming more and more difficult to distinguish a real picture from a picture produced by an AI is becoming an important problem.
- An example of how realistic AIs are, is this picture, even though these people seem very natural none of them exists, they were produced by a computer.



# MORE EXAMPLES FROM SPAIN

## 3 de cada 4 profesionales de la salud han tenido que desmentir bulos de la COVID-19

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Publicado: 06/11/2020 09:32 (UTC+1) Última actualización: 06/11/2020 10:59 (UTC+1)

Según el III Estudio de Bulos en Salud, el 92 % del personal sanitario cree que la pandemia ha provocado un incremento de noticias falsas y el 44 % cree que el WhatsApp es su primer canal de difusión.



Sanitario trabajando. Imagen obtenida de un vídeo de EITB.

## Desmentimos varios bulos sobre el volcán de La Palma

EITB MEDIA

Publicado: 23/09/2021 11:56 (UTC+2) Última actualización: 14/10/2021 14:42 (UTC+2)

Ni el agua está contaminada, ni una meteoróloga ha preguntado cómo se apaga un volcán. Analizamos diversas desinformaciones que se han podido leer en las redes sociales.



Podemos encontrar todo tipo de mensajes por internet, como tapar una boca de volcán con cemento.



## No nos están fumigando, las estelas de los aviones son solo condensaciones de vapor

AGENCIAS | REDACCIÓN

Publicado: 23/10/2020 10:26 (UTC+2) Última actualización: 23/10/2020 12:42 (UTC+2)

Se han extendido varios bulos sobre las estelas que dejan los aviones en las redes. Según algunos usuarios, el objetivo es fumigar a la población y modificar el clima mediante estas nubes.



Avión volando. Foto: Pixabay



## Alertan de una nueva campaña de suplantación en nombre del Banco Santander

EITB.EUS

Publicado: 22/10/2020 12:02 (UTC+2) Última actualización: 22/10/2020 14:04 (UTC+2)

Las víctimas reciben un SMS en el que se les pide que activen de "manera rápida" el nuevo sistema de seguridad.

SANTANDER: Apartir del 22/10/2020 no puedo utilizar su cuenta. Tienes rapido que activar el nuevo sistema del seguridad seguro desde: <https://t.co/INMLR9CKWW>

Mensaje tipo utilizado en esta estafa. Foto: EITB





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**THANKS FOR YOUR ATTENTION!**

Vilnius, Lithuania, 22 September 2023