



DISINFORMATION AND MEDIA LITERACY

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DISINFORMATION...

INTENDS TO DECEIVE,
MANIPULATE-INFLUENCE PEOPLE'S
BELIEFS, OPINIONS, OR BEHAVIORS.

IT IS A FORM OF MISINFORMATION
THAT IS OFTEN CREATED AND
DISSEMINATED WITH MALICIOUS
INTENT, SUCH AS FOR POLITICAL,
IDEOLOGICAL, OR FINANCIAL GAIN.

CAN TAKE MANY FORMS, INCLUDING
WRITTEN ARTICLES, IMAGES, VIDEOS,
SOCIAL MEDIA POSTS, AND MORE.



HOW CAN WE DETECT DISINFORMATION:

- Intentional Deception which can be spread unintentionally, deliberately crafted and shared to deceive others.
- Malicious Intent which is created with the aim of achieving a specific goal, such as undermining trust in institutions, spreading fear and panic, inciting hatred or violence, or influencing political outcomes.
- Manipulate emotions, exploit cognitive biases, and prey on people's fears and insecurities to make the false information more believable and convincing.



Media literacy

Ability to critically analyze, evaluate, and navigate the various forms of media that we encounter in our daily lives.

It involves a set of skills and knowledge that enable individuals to understand, interpret, and make informed judgments about media content, including news, advertising, entertainment, and digital communications.

***KEEP IN MIND**

Media literacy is not just about being a savvy consumer of media but also about being an engaged and responsible citizen in a media-rich society. It empowers individuals to make informed choices, resist manipulation, and contribute positively to public discourse.

Educational institutions, media organizations, and advocacy groups often promote media literacy through programs and initiatives designed to enhance these skills among students and the general public. In an era of information overload and the rapid spread of digital media, media literacy has become a crucial skill for navigating the complex and evolving media landscape.



KEY COMPONENTS OF MEDIA LITERACY INCLUDE

Critical Thinking: *Media literacy encourages individuals to think critically about the information they encounter.*

This includes questioning the credibility of sources, examining biases, and evaluating the accuracy of claims.

Active Participation: *Media literacy encourages individuals to actively engage with media rather than passively consume it. This can involve creating media content, participating in online discussions, and using media as a tool for civic engagement.*

Media Analysis: Media literacy teaches people to analyze media content in terms of its purpose, message, target audience, and techniques used to convey that message. This includes understanding how media can shape perceptions and influence behavior.

Media Literacy in the Digital Age: *With the proliferation of digital and social media, media literacy now includes digital literacy skills. This involves understanding how digital platforms work, recognizing online privacy and security issues, and being aware of the spread of disinformation.*



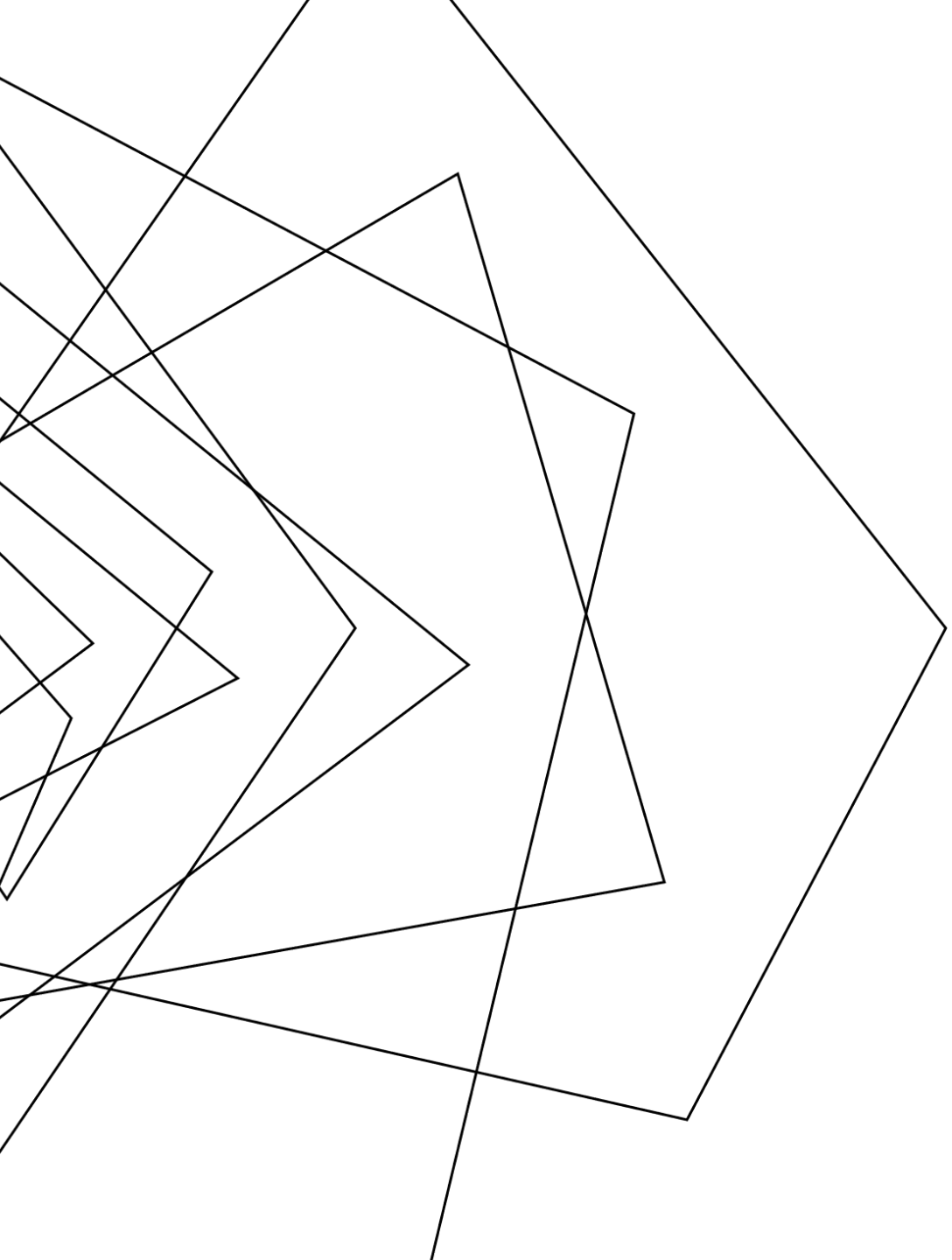
DISINFORMATION IN CYPRUS



Examples:

- 1. Political Disinformation:** In Cyprus, political disinformation can be prevalent, especially during election campaigns. This might involve spreading false or misleading information about political candidates, parties, or issues to sway public opinion.
- 2. Ethnic and Nationalist Tensions:** Given the long-standing ethnic and nationalist tensions in Cyprus, disinformation can exacerbate these divisions. False claims or rumors about one ethnic group targeting another can fuel mistrust and hostility.
- 3. Historical Revisionism:** Disinformation campaigns might attempt to rewrite or distort historical events related to the Cyprus conflict or other sensitive issues. This can be used to manipulate public perceptions and support specific narratives.
- 4. Foreign Interference:** Cyprus, being a strategically located island in the Eastern Mediterranean, may be vulnerable to disinformation campaigns by foreign actors seeking to influence regional politics or events. These campaigns might target Cyprus as part of a broader geopolitical strategy.
- 5. Rumors and Sensationalism:** Disinformation can also take the form of sensational rumors, often spread on social media. These can include false reports of crises, accidents, or public health emergencies.





THANK YOU!

Q&A

