PPN SUMMER SCHOOL 2026

HOW TO RECOGNISE AND NAVIGATE DISINFORMATION

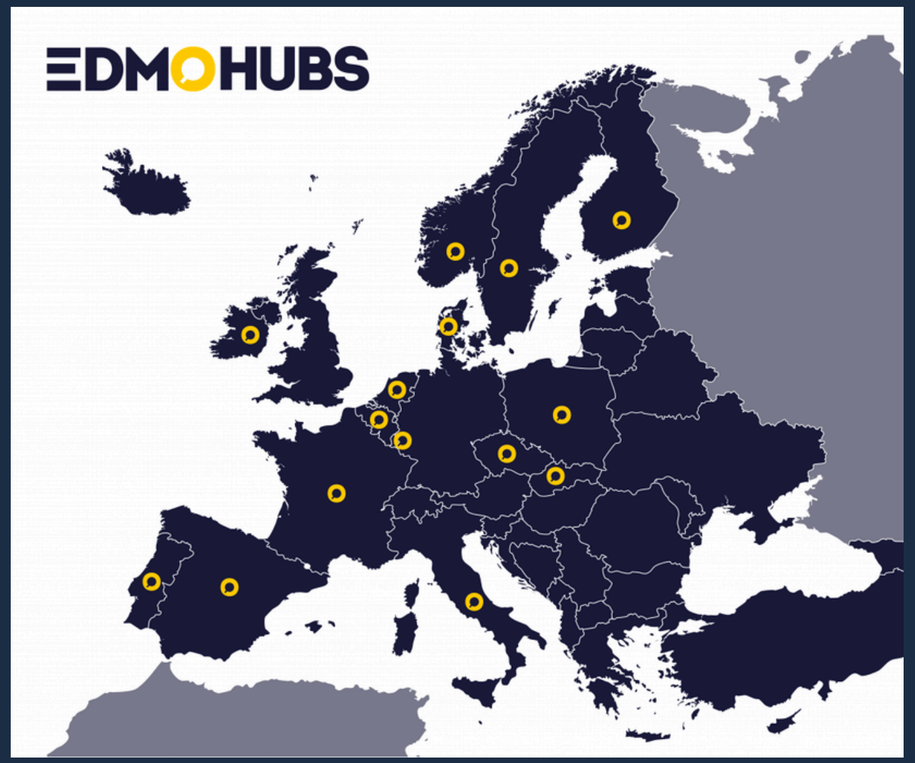
DR EILEEN CULLOTY

Dublin City University

EDMO Ireland

EDMO Ireland

PPN SUMMER SCHOOL 2025



HOW TO RECOGNISE AND NAVIGATE DISINFORMATION

EDMO IRELAND IS CO-FUNDED BY THE EU
UNDER GRANT AGREEMENT NO. 10115858756

Consider the credibility of these stories:

Do you believe them? Why/Why not?

1

BBC

Home News Sport Business Technology Health Culture Arts Travel Earth Audio Video Live

Hundreds gather at hoax Dublin Halloween parade

1 November 2024

Share Save Add BBC

Hundreds lined O'Connell street for a parade that was not scheduled

2

bramstokerfestival.com/en/events/macnas-parade/

Dublin City Council
Bram Stoker Festival

About

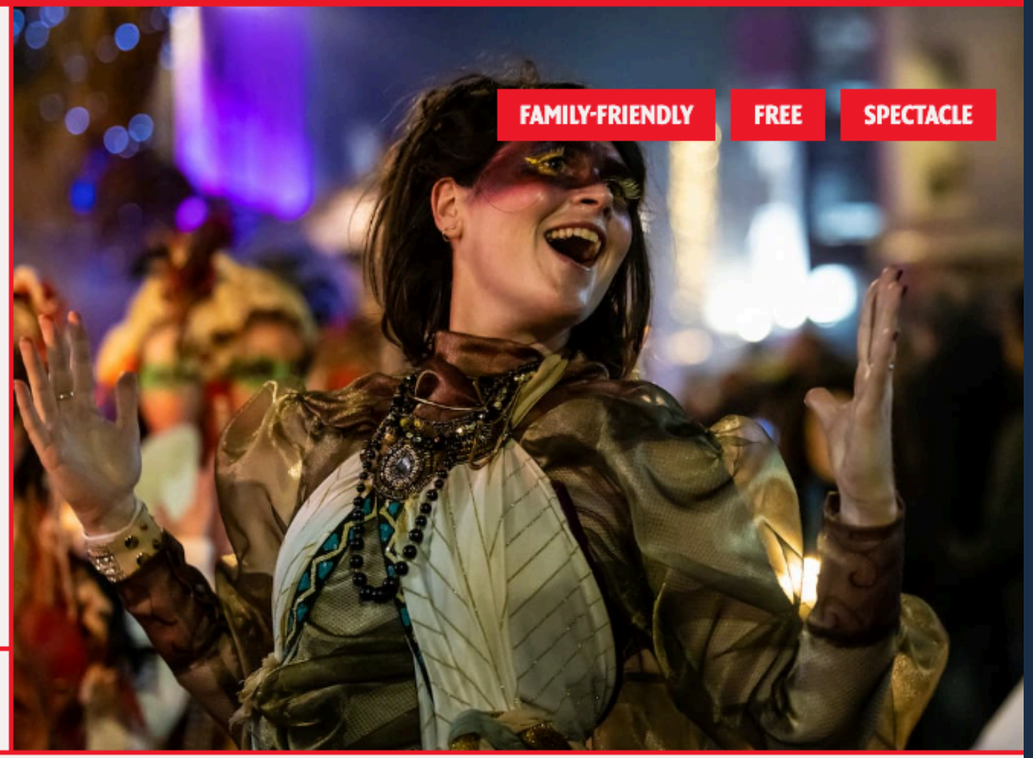
Macnas Parade

This year's parade will take place on a new route in Dublin's North East inner city.

Sunday 02 November 7:00pm

Around Mountjoy Square

Free Event, No Booking Required



3

IRISH Mirror

Kerry garden centre statement as boss arrested in €32 million crystal meth seizure

11:55, 25 Feb 2024

Ballyseedy Home & Outdoor Living is based at Ballyseedy Tralee Co Kerry
(Image: Domnick Walsh / Eye Focus LTD)

A garden centre has released a statement following the arrest of its boss in connection with a €32million seizure of crystal meth.

4

Boy George is jailed for handcuffing and beating male escort in drug-fuelled rage

- Former Culture Club singer given 15 months
- Treatment was callous and humiliating, says judge

5

FORTUNE

Exclusive ontell sat down with President Trump in the Ova

SUCCESS • EDUCATION

Gen Z are arriving to college unable to even read a sentence—professors warn it could lead to a generation of anxious and lonely graduates

By **Preston Fore**
Success Reporter

Add us on

January 9, 2026, 12:40 PM ET

6

visitacity EUR (€) English

Home > Ireland > Achill Island > Attractions > Achill-henge

Achill-henge

Achill Henge

Download Print Get App

THINGS TO DO IN ACHILL | ACHILL ISLAND

Rating & Popularity

#4 of 6 in Achill Island

based on 392 travelers plans

Visit Duration

30 - 60 minutes

based on 392 travelers plans

Achill-henge is a modern Stonehenge-like structure located on Achill Island off the northwest coast of County Mayo, Ireland.

TOPICS

- What is and isn’t disinformation?
- Why do people believe it?
- What can be done about it?
- What can **you** do?
- What resources are available?

WHAT IS AND ISN'T DISINFORMATION?

Disinformation
false information to cause harm

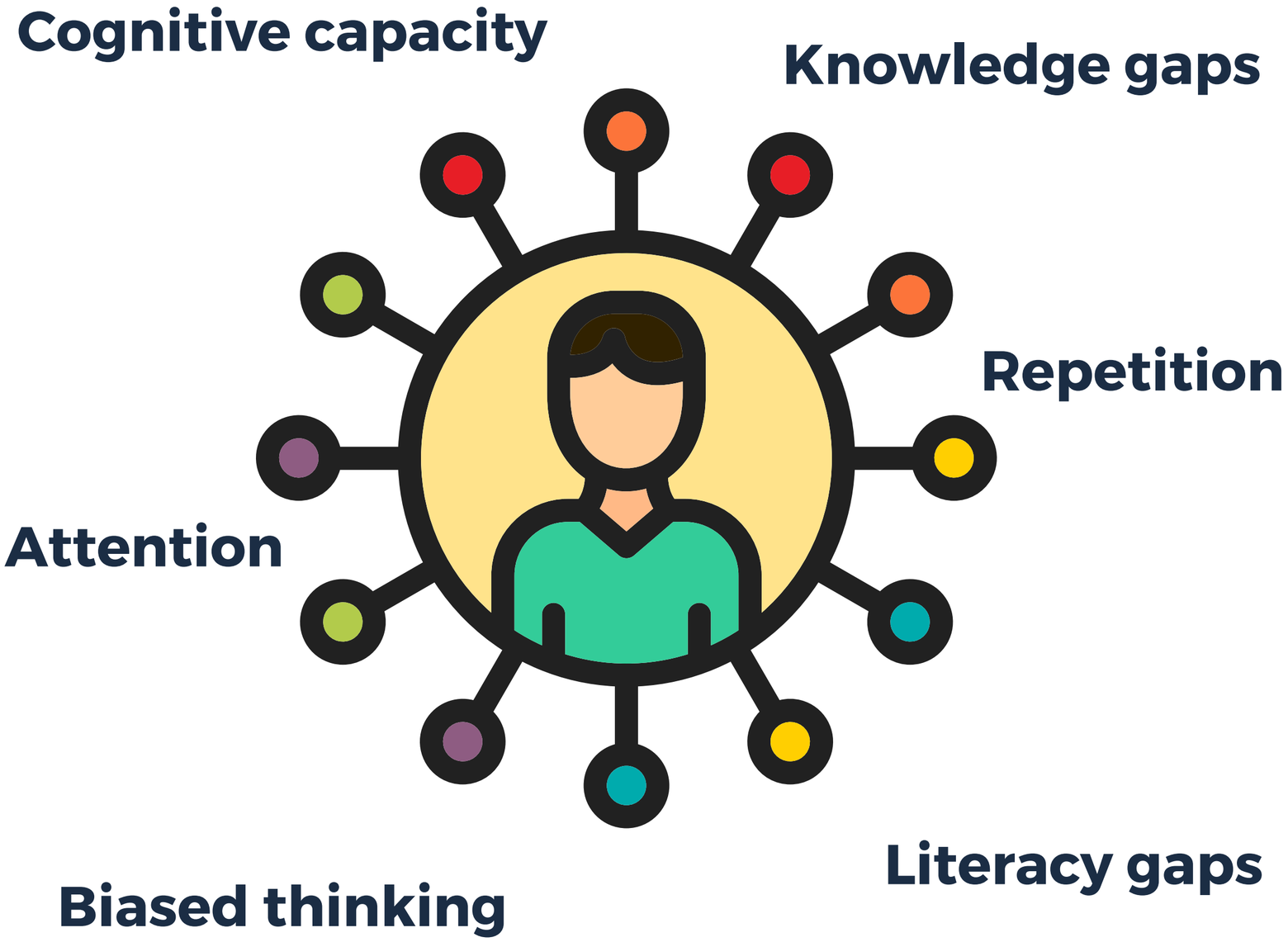
Misinformation
false information without bad intentions

Malinformation
leaked confidential information

Negative information
negative feedback or bad publicity

WHY DO PEOPLE BELIEVE IT?

WHY DO PEOPLE BELIEVE IT?



WHAT CAN BE DONE ABOUT IT?

ILLEGAL	HARMFUL
Content and practices that are illegal	Content and practices that are ‘awful but lawful’

Fundamental Rights and Freedoms

POLICY RESPONSES

Emphasis on measures to build resillience

Rialtas na hÉireann
Government of Ireland

National Counter Disinformation Strategy

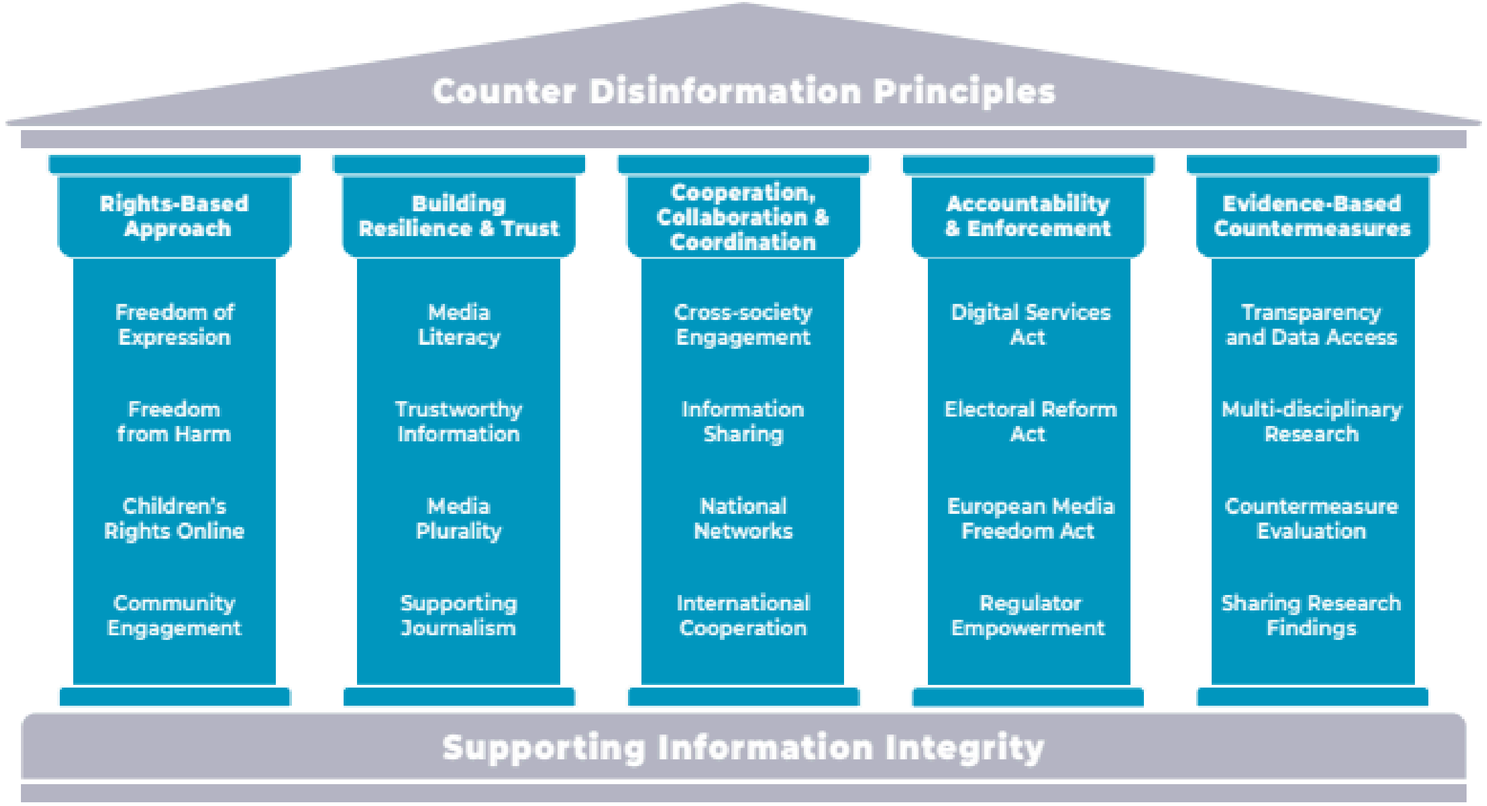


Figure 1: Principles Overview

POLICY RESPONSES

Emphasis on measures to build resillience

National Counter Disinformation Strategy

Electoral Commission

Coimisiún na Meán

Public Library ‘Skills for Life’ strategy

SOLAS & ETBIs in education sectors

... and more

RESPONDING TO DISINFORMATION IN A PUBLIC CONTEXT

Ask yourself if it is worth responding:

- is the disinformation likely to have an impact?
- will responding create more attention and confusion?

RESPONDING TO DISINFORMATION IN A MORE PERSONAL CONTEXT

Think about how and when to respond effectively. Consider:

- the person’s state of mind
- openess to discussion

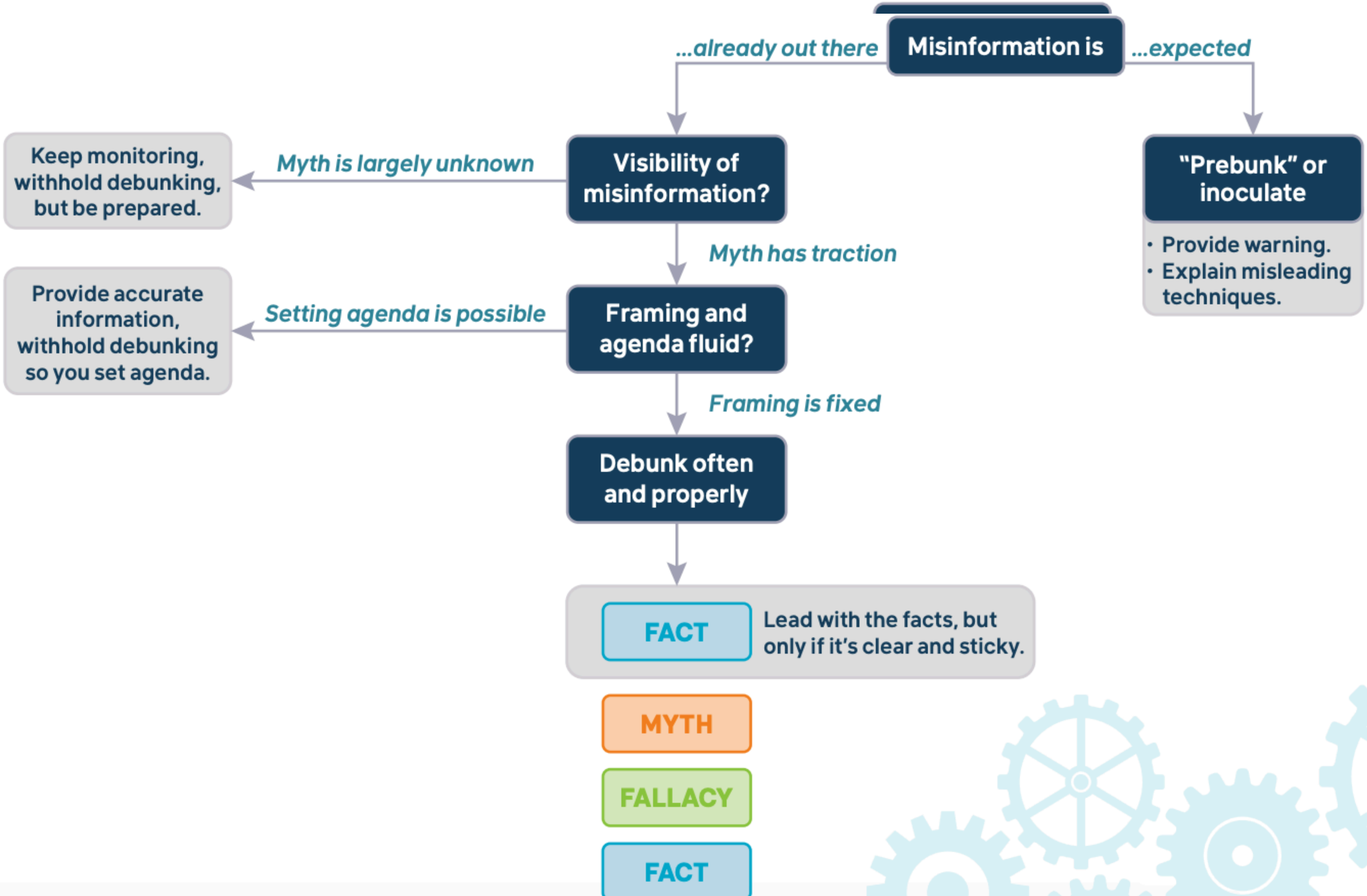
A PRO-ACTIVE APPROACH

Provide and promote accurate information

Ensure that information is clear and accessible

Prebunk misperceptions before they emerge

Promote and practice media literacy



Lewa

The

Cer

A

A PRO-ACTIVE APPROACH

In summary: always affirm accurate information

DIFFICULT CONVERSATIONS

Imagine a scenario where someone says:

"The government is hiding the real truth!"

In pairs or groups,

1. consider how you would respond

1. identify what fears or concerns you have about engaging in a conversation like this?

DIFFICULT CONVERSATIONS

Listen and acknowledge

Address emotions

- “I can see you’re very concerned about it.”

Establish common ground

- “I also care about ....”
- “We all want to be safe...”

DIFFICULT CONVERSATIONS

Encourage reflection

Ask questions

- “Where did you come across that?”

Establish facts

- “I understand why that’s concerning, but. here’s what we know for certain about that”

DIFFICULT CONVERSATIONS

Set boundaries

Define your role

- “My job is to ....”
- “I’m not here to tell you what to think”

Wrap up unproductive conversations

- “I really have to move on to other people now”
- “I can’t continue if I’m being shouted at.”

DIFFICULT CONVERSATIONS

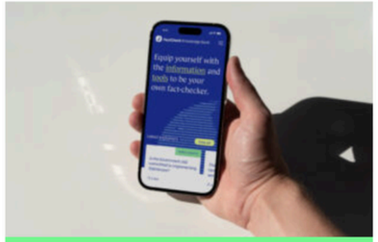
Difficult conversations require judgement.
There are no rules to follow, only guides

RESOURCES

The national association for media literacy facilitated by Coimisiún na Meán

MEDIA LITERACY IRELAND

Training & Development



FactCheck Knowledge Bank →

Equip yourself to be your own FactChecker. The Journal FactCheck, which has been targeting disinformation in Ireland since 2016, launched a brand new media literacy resource to allow members of the

Everywhere All the Time →

A digital literacy intervention for teens that fosters critical conversions about technology and AI With a growing generation of teens relying on the internet for learning, entertainment and socialising, it's crucial to cultivate their...

Top Tips to Be Media Smart →

Download and display these posters to remind people how to 'Stop, Think and Check', and to promote any Be Media Smart events you might be planning. Do let us know about any events and we can help to promote

Workshop in Box →

The workshop in a box provides teachers, librarians, community leaders and other educators with the resources needed to deliver a Be Media Smart workshop where participants can learn about engaging with digital media content, as well as...

RESOURCES

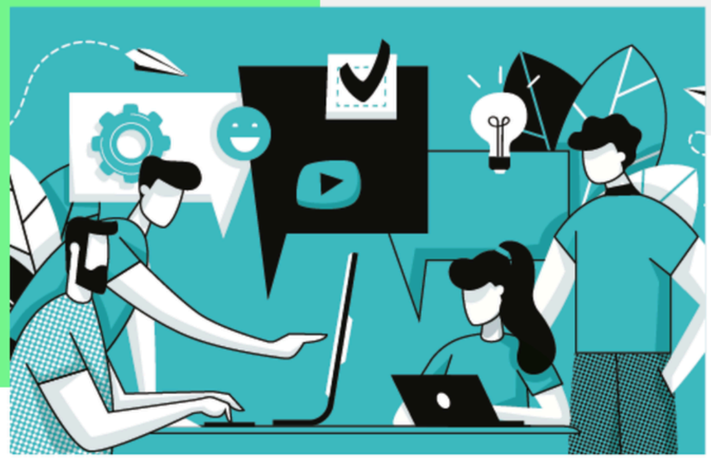
The national association for media literacy facilitated by Coimisiún na Meán

MEDIA LITERACY IRELAND

Join our Network

Become a member of MLI and connect with likeminded professionals committed to the promotion of media literacy across Ireland.

Become a Member →

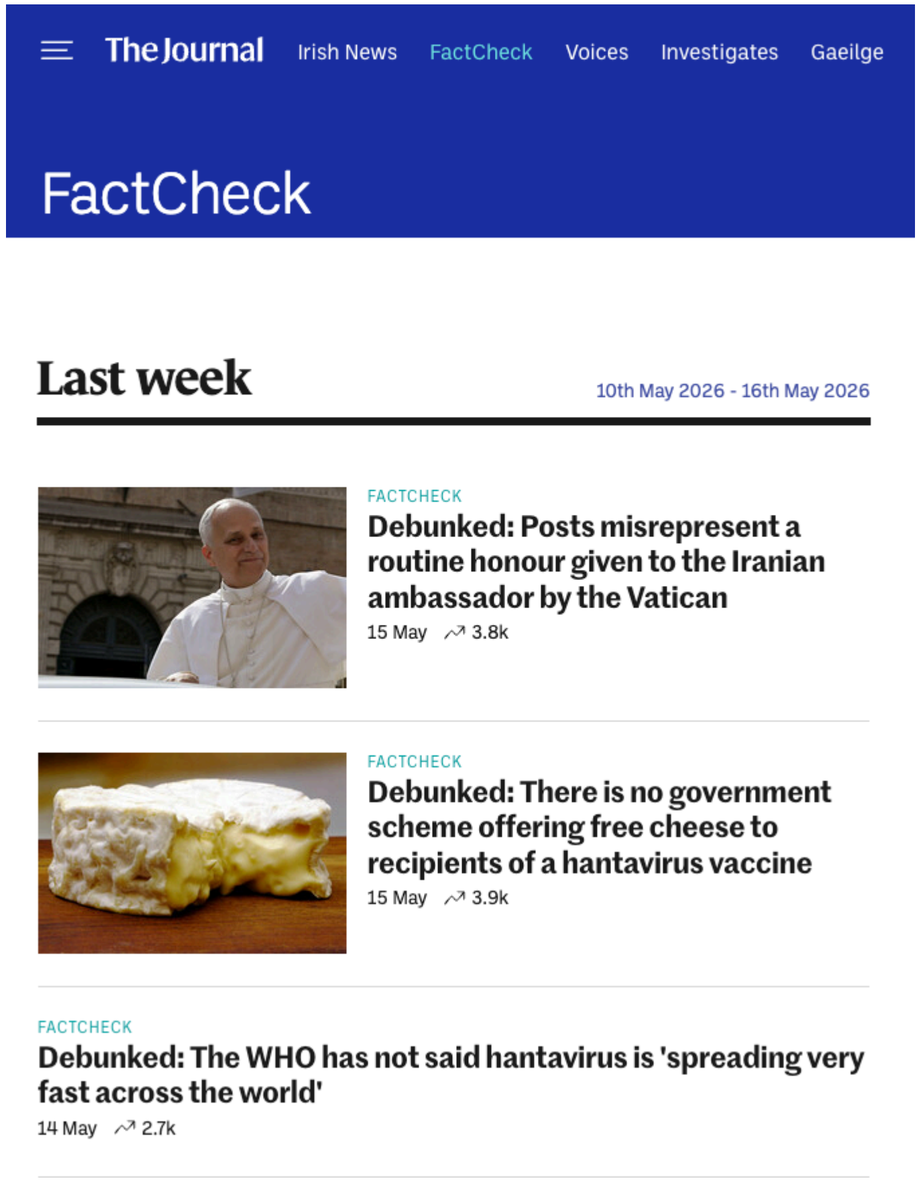


RESOURCES

The national association for media literacy facilitated by Coimisiún na Meán

RESOURCES

Ireland’s internationally accredited factchecking outlet



RESOURCES

Ireland's internationally accredited factchecking outlet

RESOURCES

Ireland's internationally accredited factchecking outlet

Video: How to spot misinformation on election leaflets
Read more

Guide: How do I know when a claim can be fact-checked?
Read more

Video: How to spot dodgy headlines
Read more

RESOURCES

Ireland’s internationally accredited factchecking outlet

Guide: How do you spot fake news?
Read more

Guide: How to get Freedom of Information laws working for you
Read more

Video: How to spot fake AI images
Read more

THANK YOU

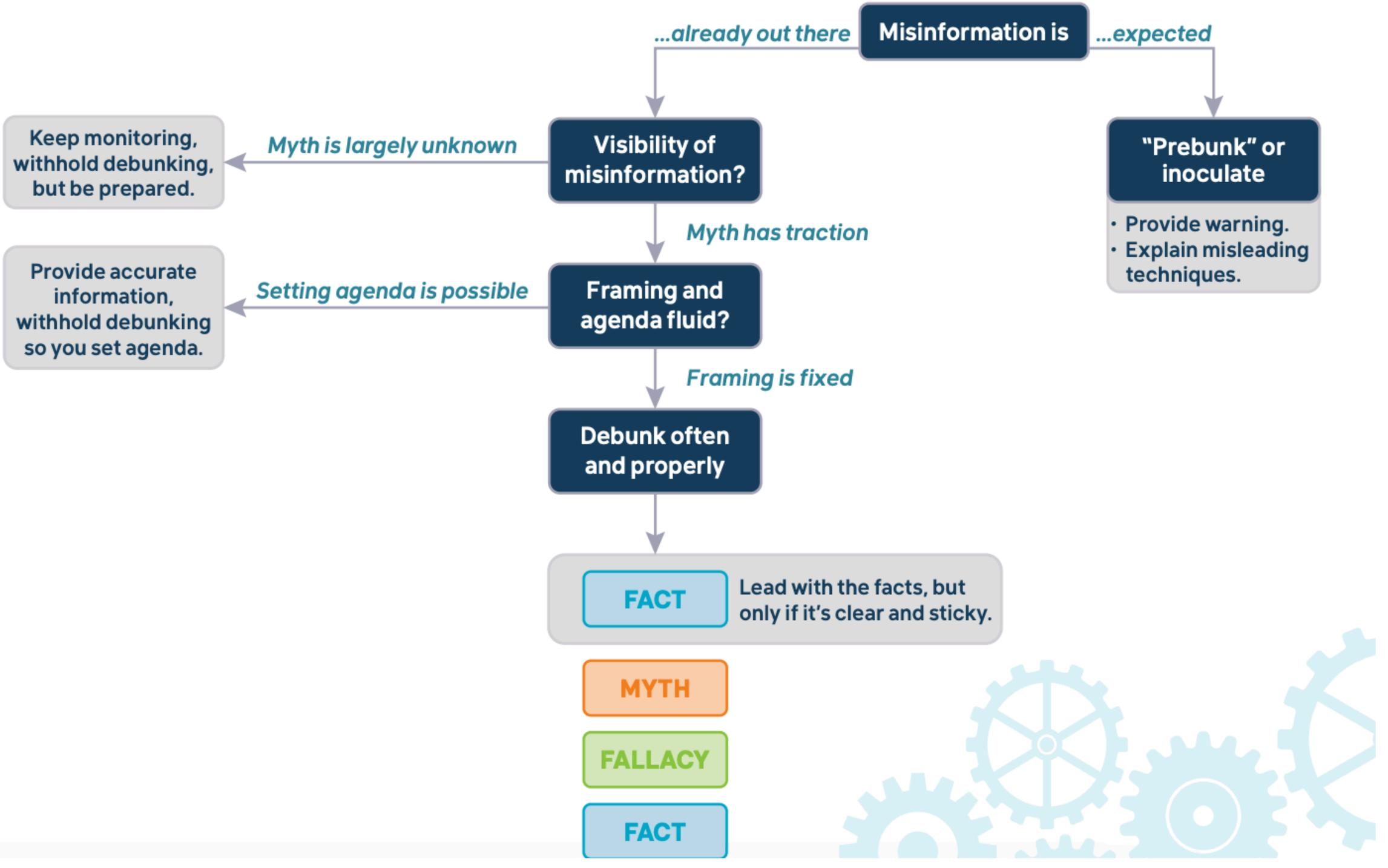
EMAIL

Eileen.culloty@dcu.ie

WEBSITES

Edmohub.ie
Medialiteracyireland.ie

News
Latest


Misinformation is
...already out there
...expected
Visibility of misinformation?
Myth is largely unknown
Keep monitoring, withhold debunking, but be prepared.
Myth has traction
Framing and agenda fluid?
Setting agenda is possible
Provide accurate information, withhold debunking so you set agenda.
Framing is fixed
Debunk often and properly
FACT
Lead with the facts, but only if it's clear and sticky.
MYTH
FALLACY
FACT
"Prebunk" or inoculate
• Provide warning.
• Explain misleading techniques.