



PPN SUMMER SCHOOL 2025

FALSE INFORMATION & DISINFORMATION

DR EILEEN CULLOTY

Dublin City University

TOPICS



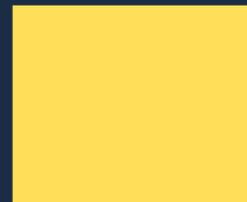
What is and isn't disinformation?



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?**

Cognitive capacity

Knowledge gaps

Attention

Repetition

Biased thinking

Literacy gaps



**WHAT CAN
BE DONE
ABOUT IT?**

ILLEGAL

Content and
practices that are
illegal

HARMFUL

Content and
practices that are
'awful but lawful'

**Fundamental Rights
and Freedoms**



National Counter Disinformation Strategy

POLICY RESPONSES

Emphasis on
measures to build
resilience

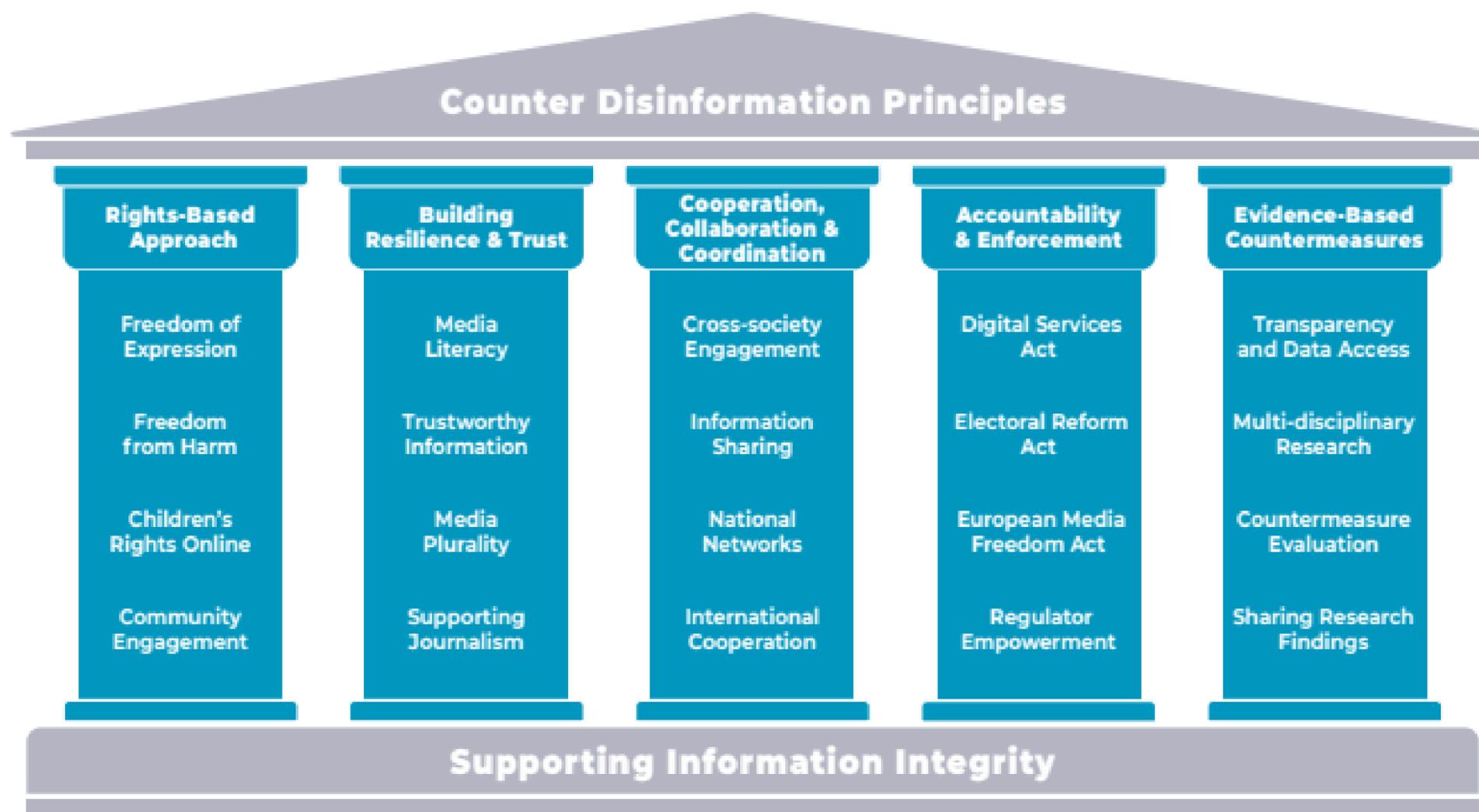


Figure 1: Principles Overview

POLICY RESPONSES

Emphasis on
measures to build
resilience

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
- openness to discussion

A PRO- ACTIVE APPROACH



Provide and promote accurate information



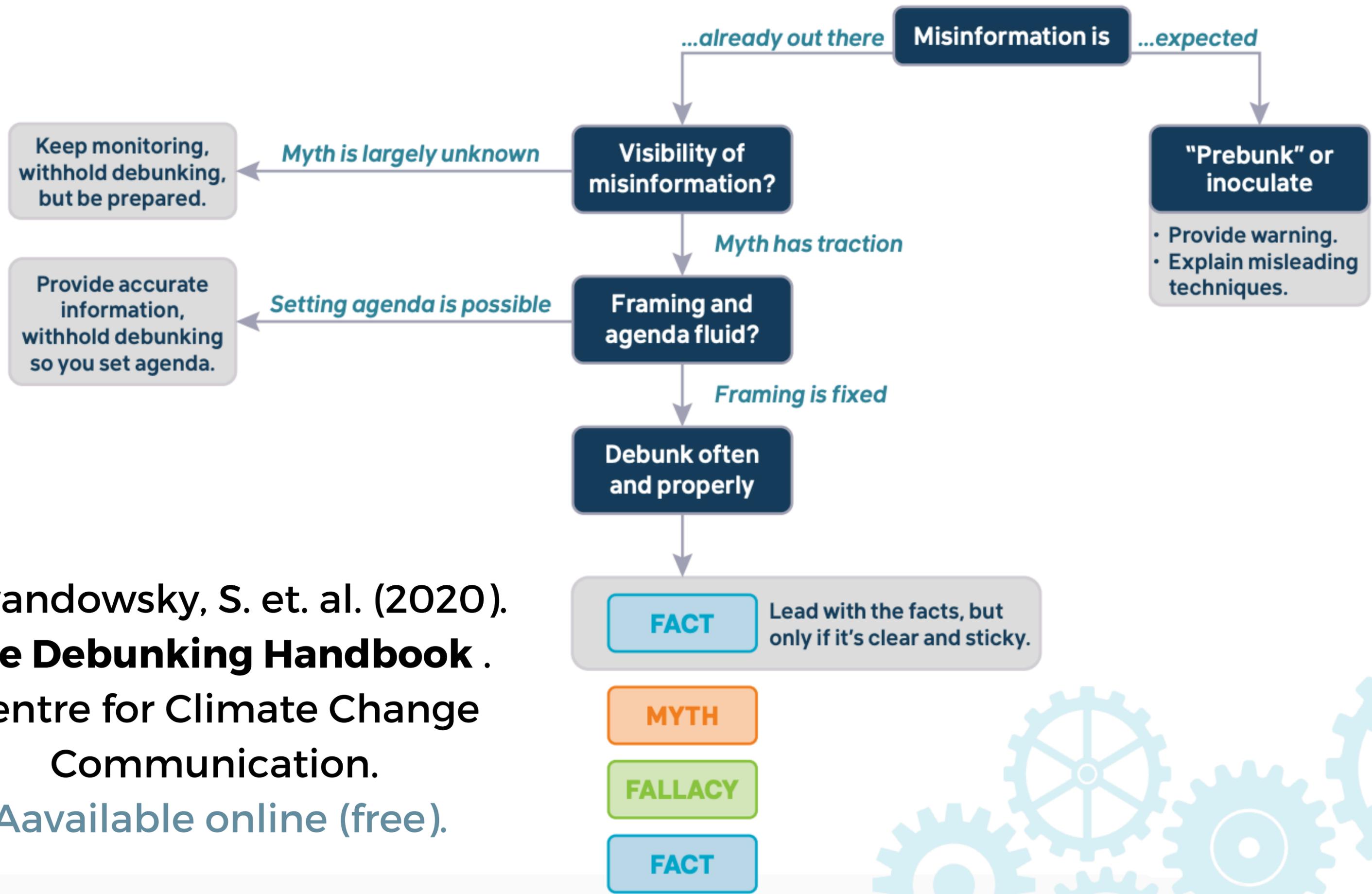
Ensure that information is clear and accessible



Prebunk misperceptions before they emerge



Promote and practice media literacy



Lewandowsky, S. et. al. (2020).
The Debunking Handbook.
 Centre for Climate Change
 Communication.
 Available online (free).



**A PRO-
ACTIVE
APPROACH**

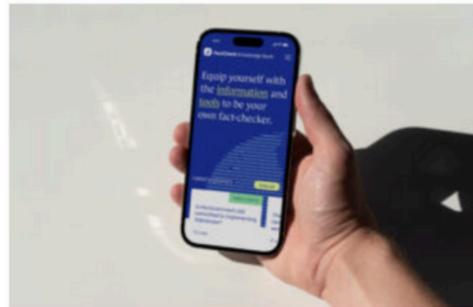
**In summary:
always affirm
accurate
information**

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 conversations 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

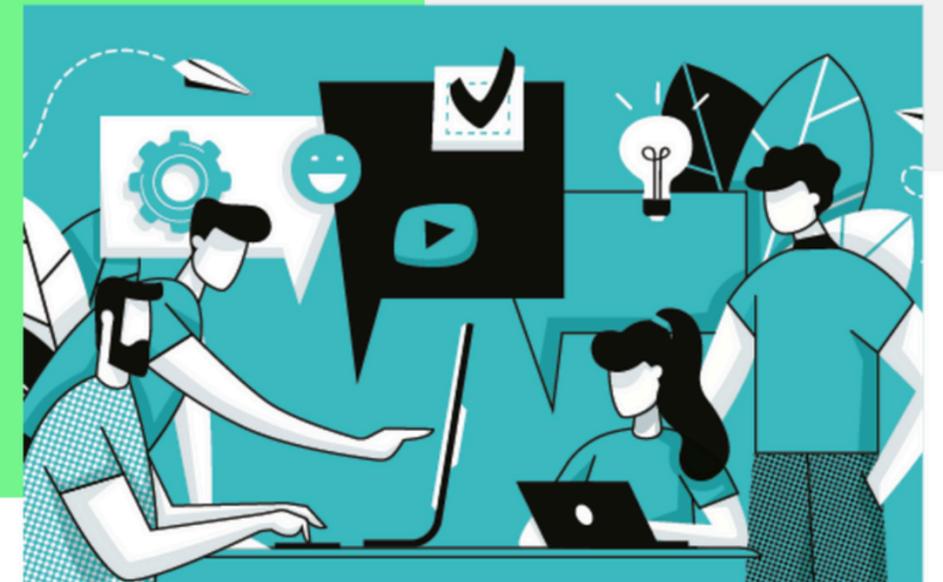
The national
association for
media literacy
facilitated by
Coimisiún na Meán

**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

The logo features a large teal and pink 3D box with several stylized figures sitting on its edges. Above the box, the word "Workshop" is written in a white cursive font, and "IN A BOX" is written in white capital letters on a pink rectangular background. The entire logo is set within a white circular frame. The background of the slide is purple with white line-art icons: a lightbulb in a thought bubble, envelopes, a rocket, a smartphone, and a mouse cursor.

BE MEDIA SMART
STOP | THINK | CHECK

MEDIA LITERACY IRELAND  **EDMO Ireland**

RESOURCES

Ireland's
internationally
accredited
factchecking outlet

FactCheck

Last week

4th May 2025 - 10th May 2025



FACTCHECK

An old Trump video, re-used Gaza footage, and other fake news from the India-Pakistan conflict

9 May ↗ 5.6k



FACTCHECK

Debunked: Gardaí say warning over Asian men approaching children in Sligo was 'fake news'

8 May ↗ 8.4k



FACTCHECK

Debunked: Deepfake video appears to show Canadian Prime Minister announcing ban on old cars

7 May ↗ 20.3k

RESOURCES

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factchecking outlet

 FactCheck Knowledge Bank

Equip yourself with the
information and tools to
be your own fact-checker.

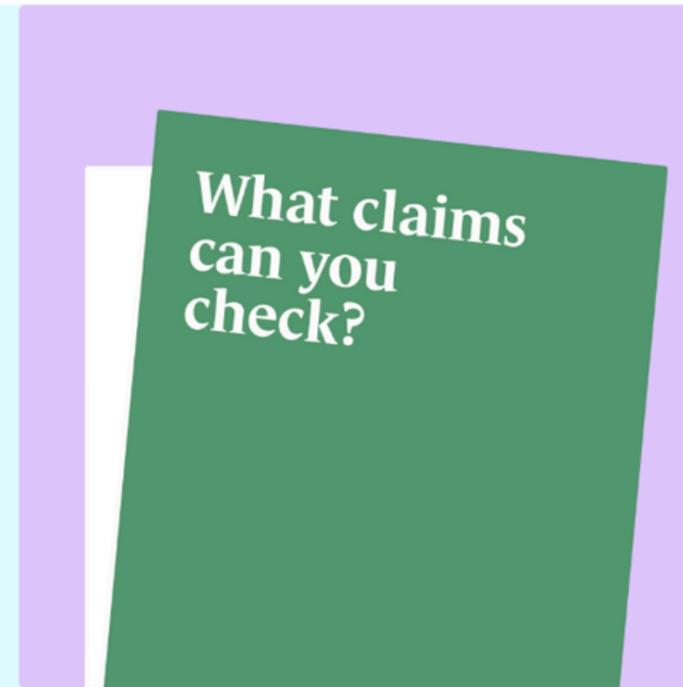


RESOURCES

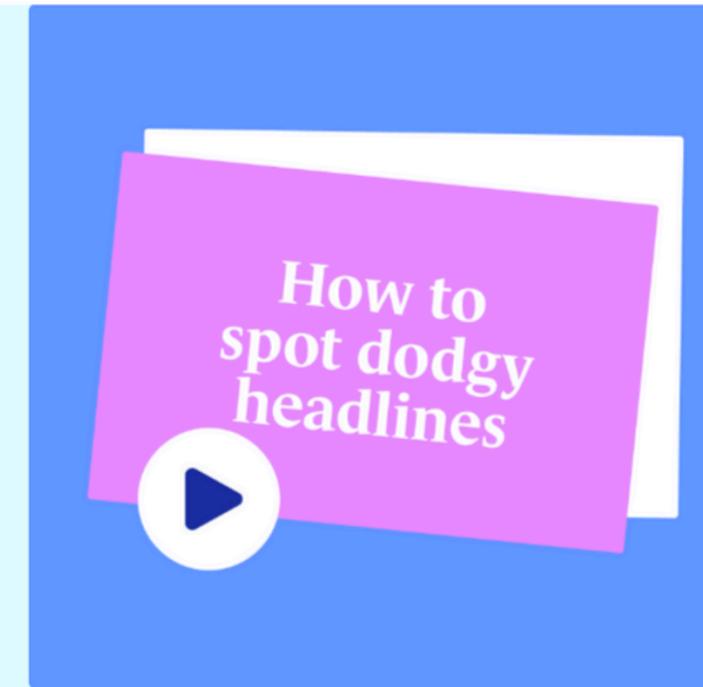
Ireland's
internationally
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factchecking outlet



Video: How to spot misinformation on election leaflets
[Read more](#)



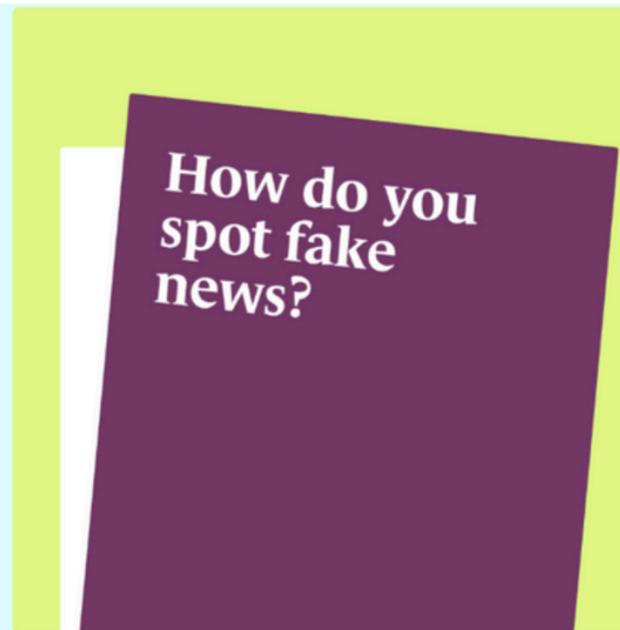
Guide: How do I know when a claim can be fact-checked?
[Read more](#)



Video: [How to spot dodgy headlines](#)
[Read more](#)

RESOURCES

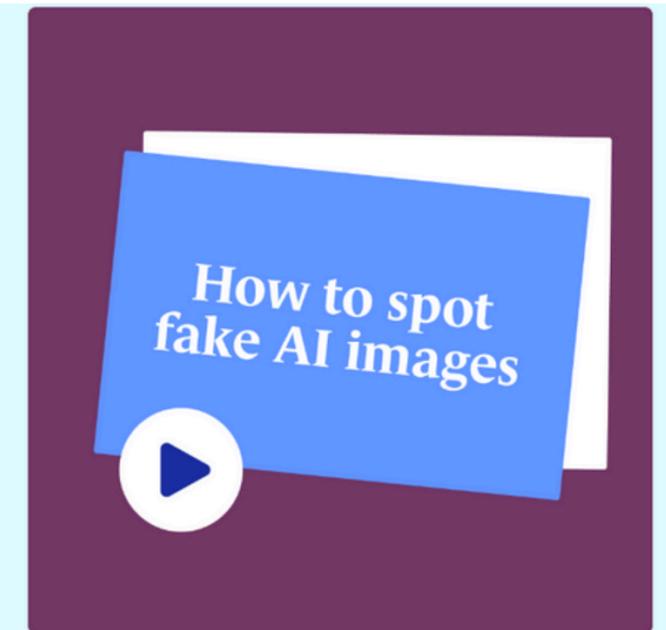
Ireland's
internationally
accredited
factchecking outlet



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

