

Understanding Disinformation

1 Day Course

DISINFORMATION

In this course, by leading disinformation expert Dr Charles Kriel, you will gain a solid understanding of disinformation.

Audience

Media, Academia, Government, and Research practitioners. Organisations wishing to secure their brand against disinformation.

Teaching Style

This course is taught via informative lectures and interactive exercises.

In taking this course you will learn:

- ✓ Agreed definitions of Fake News, misinformation, disinformation, and malinformation
- ✓ How information is transmitted, transformed, and manipulated
- ✓ Time taken for information to reach audiences across different media
- ✓ The seven common forms of information disorder
- ✓ The history of disinformation and its relation to technological advancement
- ✓ How algorithms impact information spread
- ✓ Echo chambers in the context of global media and their impact on information accuracy
- ✓ Polarisation and how people become polarised
- ✓ Emotional narratives and how they are more effective than fact-based narratives
- ✓ Hyper partisanship and how to visualise it through media mapping

