



Deep Dive into Dismantling Disinformation

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Who We Are



Carnegie Mellon University

Pioneering discoveries that enrich the lives of people on a global scale

Turning disruptive ideas into success through leading-edge research

Software Engineering Institute

Bringing innovation to the U.S. government

Researching software engineering, cyber security, and artificial intelligence

CERT Division

The birthplace of cybersecurity

Strengthening the resilience of systems and networks

What is the definition of “disinformation”?



Untangling the terms

Disinformation – information that is false. Created and spread specifically by those who DO know it isn't true

Misinformation – information that is false, but spread by those who don't know it isn't true

Malinformation – information that is based on fact but is spread - out of context - by people intending to mislead or cause harm



Source:

[DHS CISA Mis-, Dis-, and Malinformation \(MDM\)](#)

Why is disinformation spread?

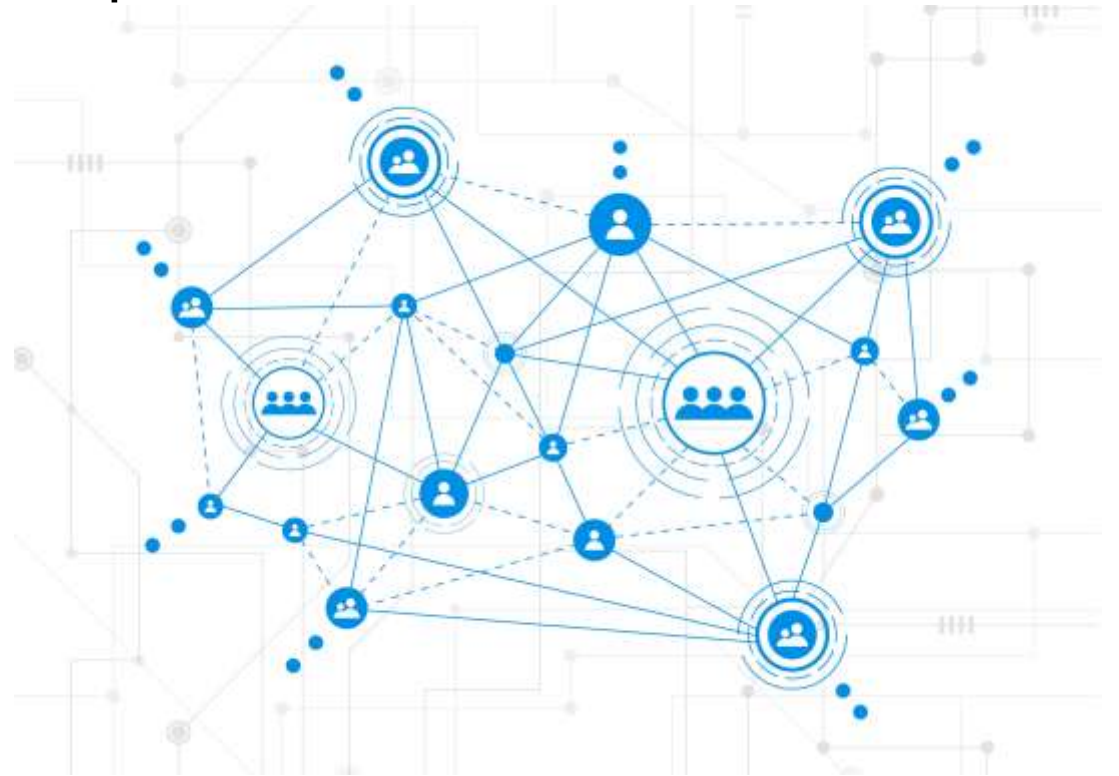
- Money
- Boredom
- Disrupt society
- Reduce the voice of minority groups
- Politics
- Community building



Source:
[IDEaS Center, CMU](#)

How does disinformation spread?

- Bots
- Trolls
- Bogus news outlets
 - (pink slime)
- Me
- Your family
- Your friends
- You!



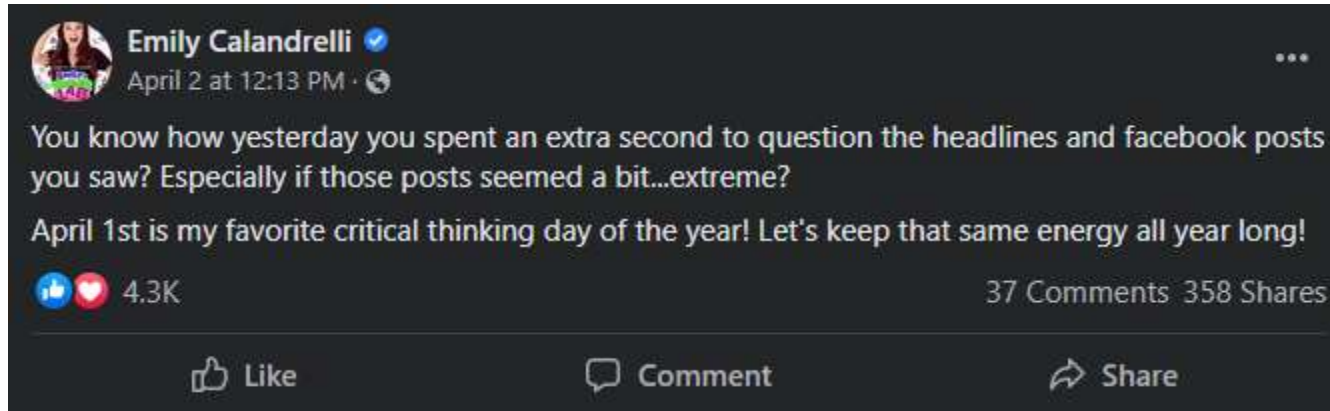
Fine, but what do we do?

Stop!



...before you share!

What do we do on April Fools' Day?



What else can we do?

- Find Primary Source
 - Giveaways – typos, poor grammar, weird-looking accounts
 - Search the exact headline – has it been debunked?
 - Reverse image search
- Verify through other known good sources
 - Is the story posted on high-quality news sites?
- Check for known hoaxes on fact checking sites ([Snopes](#), [FactCheck](#))
- Call it out!
 - ... and don't share it!



Sources:

[IDeaS_Center_CMU](#), [National Geographic](#)

This is cool. Do people do this for a living?

You bet!

- Researchers (That's me)
- Journalists
- Policy makers
 - Non-Governmental Orgs
- Information Analysts
- Cyber Security Specialists
- Social Cybersecurity Analyst



Social Cybersecurity

- A scientific discipline to help us recognize and understand what's happening to us online and be able to see it coming
- Figuring out how to build policy and tech that protects society from social cyber threats

Cybersecurity:
Hacking machines
Harming Confidentiality,
Integrity, Availability of data

Social Cybersecurity
Hacking People
Capturing hearts and
minds

You see this on social media. What can you do?

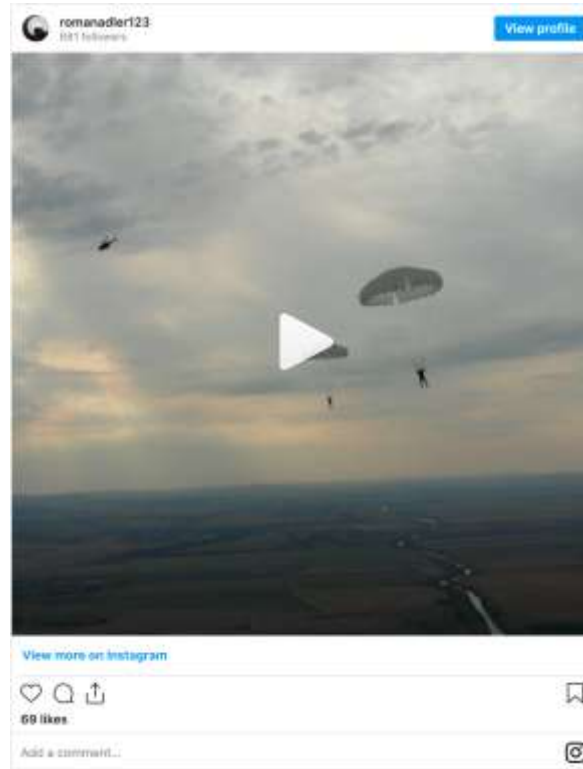
A TikTok video
Appearing to show
Russians parachuting
Into Ukraine.



Sources:
[Reuters](#), [Verify](#)

What it actually was

Posted to Instagram
In 2015, reused for
TikTok in 2022



Sources:
[Reuters](#), [Verify](#)

Motorcycle ban?

 Southern War Cry
June 28 · 🌐



TATERSGONNATATE.COM

Ocasio-Cortez Proposes Nationwide Motorcycle Ban
Junior Congresswoman Alexandra Ocasio-Cortez has made a lot of...

🤔 🤔 👍 1.3K

719 Comments 6.1K Shares

Source:
[Business Insider](#)

Not quite!



AOC isn't going after motorcycles. That quote was made up

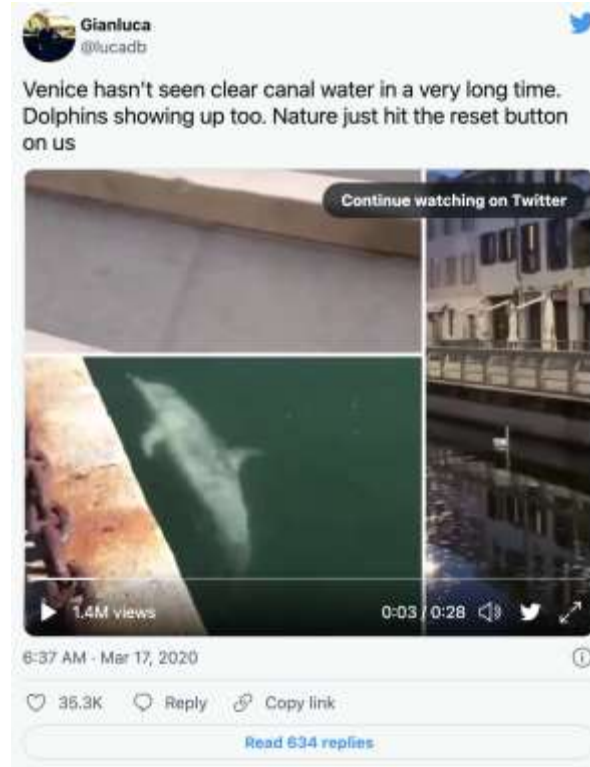
Source:
[PolitiFact](#)

What about this one?



Source:
[National Geographic](#)

“Nature is healing!”



Source:
[National Geographic](https://www.nationalgeographic.com)

Actually... these photos are from Sardinia



Interested? Go here to learn even more!

<https://cisa.gov/mdm>

<https://www.cmu.edu/ideas-social-cybersecurity/>

<https://kids.nationalgeographic.com/homework-help/article/how-to-be-an-expert-fact-checker>

<https://verifythis.com/>

<https://sites.google.com/view/social-cybersec/>

<https://cor.stanford.edu/>

<https://firstdraftnews.org/training/>