



# How can we deal with disinformation?

And why is it [so important](#) to talk about it now?



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# Some data about Spain



**41 million**

People are connected to internet in Spain  
(46 million in 2028)



**85%**

Of Spanish population are connected to at least on social media platform



**91%**

Of Spanish use (and like) WhatsApp.  
IG and FB come in 2nd/3rd



# More important data



**73%**

Use social media on  
a daily basis

**More women**

Are connected to social media  
platforms in Spain (53%)



**97%**

Use their mobiles to log in

**\$1,9 billion**

Spent in online advertising  
per year





“In 2022, only **14%** of Spanish were very confident in their capacity to identify disinformation”

“**82%** said disinformation was a problem”

—[Statista](#)



# An urgent topic

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What have I  
learned so far in  
the battle  
against **'fake  
news'**?





01

# Disinformation kills

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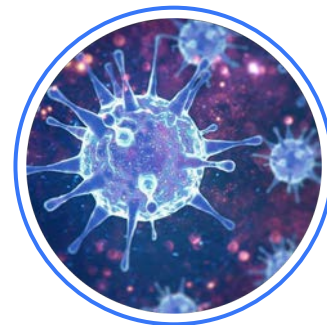
For real



**Fabiane de Jesus**

Just one of several victims of lynching episodes

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**Covid-19**

False methods to cure or prevent the new coronavirus

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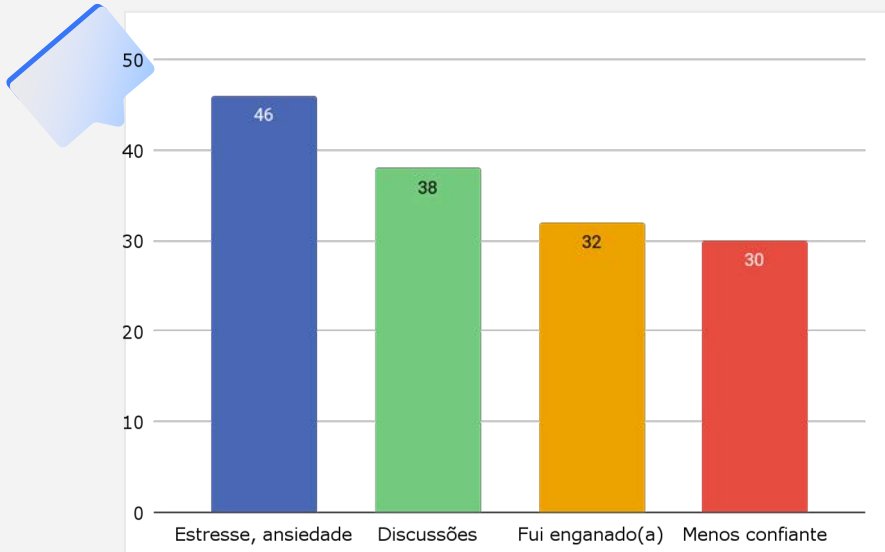
02

## Emotional impact

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It makes us feel weird

# Do you fit here?



In 2021, women between 15-24 years old. Source: Statista



**Stress,  
anxiety**

46%



**Fights**

38%



**Foiled**

32%



**Lack of trust**

30%



03

**We need an army**

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Smart, well-trained and fast

# First steps - text format



**Beyond title**



**Weird URL?**



**Who wrote it?**



**Is it news?**



**Why now?**



**Happy? Sad?**



**Other sources?**



**Fact-checked?**



How about the  
images and the  
videos?



# The Pope's 'horns'



# The famous shark



# The massive hurricane



LIVE 96.8k

N Newsfeed is live now.  
3 hrs · €

Like Page

A Facebook Live video player showing a massive hurricane storm over a road at night. The video is framed by a white border. In the top left corner of the video, there is a red 'LIVE' badge and a view count of '96.8k'. The video content shows a dark, stormy sky with bright, horizontal streaks of light (possibly lightning or rain) falling from a large, dark cloud mass. Below the sky, a road with white dashed lines leads into the distance, flanked by green fields. Several yellow circular reaction icons are visible at the bottom of the video frame. Below the video, there is a white bar with a blue 'N' logo, the text 'Newsfeed is live now.', and '3 hrs · €'. To the right of this bar is a 'Like Page' button with a thumbs-up icon and a dropdown arrow.





# Three

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free **tools**

# to fact-check

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your **photos and videos**





**Whaaat?**



# Less than 1 minute



[Google](#)

Fast and simple



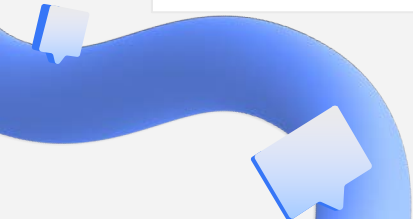
[Bing](#)

Catches details



[Tineye](#)

When was it posted?





# Let's chat!

# Questions?

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Thank you!  
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