

MIS INFORMATION

VS

DIS INFORMATION

INTENT?

NO

Misinformation

- False information that is spread, regardless of an intent to mislead
- Concept traces back to the 1500s
- People spreading it often believe it to be true
- We can all become distributors and victims of misinformation
- When deliberately weaponized, can turn into disinformation

YES

Disinformation

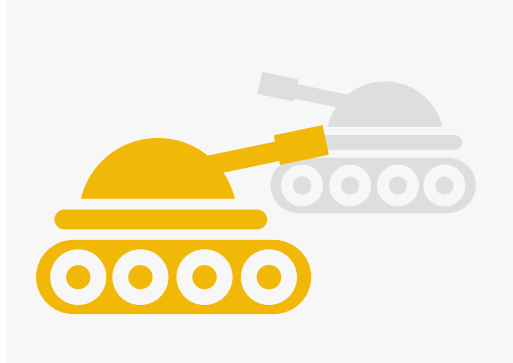
- Information that is deliberately misleading or biased
- Generated by threat groups, nation states, counter-intelligence groups, interest groups
- Campaigns are fueled by fake news
- Can easily turn into misinformation when shared by people who believe it to be true

WHAT HELPS MISINFORMATION AND DISINFORMATION PROPAGATE?

- Confirmation Bias
- Conspiracy Theory
- Content Moderation
- Context Collapse
- Disinformation Campaign
- Echo Chamber
- End-to-End Encryption
- No Fact-Checking
- Fake News
- Filter Bubble
- Gatekeepers
- Hyper-partisan Appeals
- Homophily
- Influencers
- Lack of Media Literacy
- Post-Truth era
- Propaganda
- Rage bait
- Satirical Content
- Scams
- Synthetic Media
- User-generated Content

POPULAR MISINFORMATION & DISINFORMATION CAMPAIGNS

The U.S. and Russia planted fake information during the **Cold War** to undermine each other¹



Investigations and whistleblower testimony concluded that Cambridge Analytica may have helped influence the **Brexit vote** and the **2016 U.S. presidential elections**²

Results in the **presidential election in Brazil** were allegedly influenced by fake news spread via WhatsApp³



IDENTIFYING MISINFORMATION & DISINFORMATION

1

Read beyond the headline

2

Check sources and origin of stories

5

Investigate further with Maltego

4

Evaluate evidence

3

Dig deeper to gain a full understanding of the context

INVESTIGATE DISINFORMATION CAMPAIGNS WITH MALTEGO

- Study how specific pieces of fake news spread online using the **Maltego Standard Transforms**.
- Investigate visual disinformation by looking into the spread of **suspicious images and memes** with TinEye and Wayback Machine Transforms.
- Research the networks behind disinformation campaigns with a **domain, IP address, and other digital artifacts** as starting points.
- Look for the people behind the story with our integrations with social media intelligence and identity information providers such as **Pipl**.

Help prevent the next infodemic! Educate yourself and those around you on the risks and prevention of misinformation and disinformation.

Want to discuss how to investigate fake news and disinformation with Maltego? Schedule a personalized demo with us!

<https://www.maltego.com/schedule-a-demo/>

