



CENTER FOR HOMELAND
DEFENSE AND SECURITY
NAVAL POSTGRADUATE SCHOOL



BUILDING TRUST IN A DISINFORMATION AGE

JANUARY 29, 2021

CHDS EXECUTIVE EDUCATION PROGRAM
LECTURE AND WEBINAR SERIES



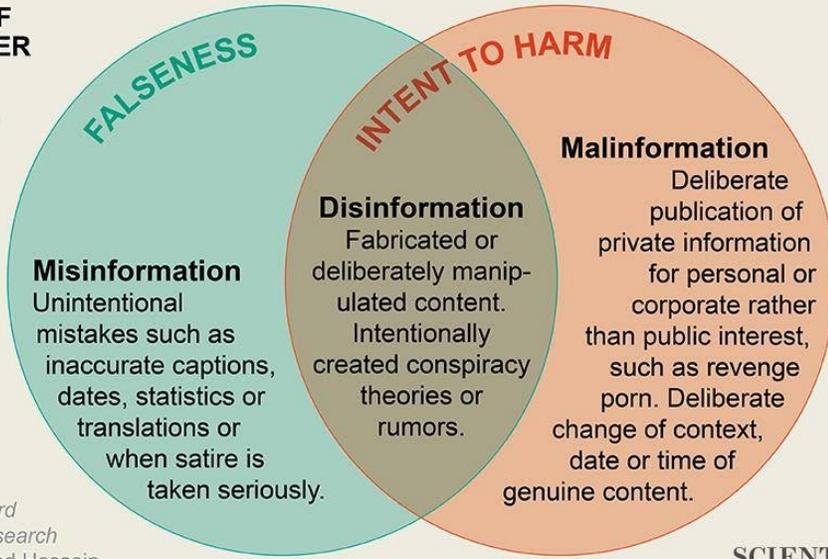
YOUR PARTICIPATION

- All attendees are muted to prevent background noise during the webinar.
- All participants are welcome and encouraged to submit questions electronically using the “Q&A” box on your webinar tool bar.



THREE CATEGORIES OF INFORMATION DISORDER

To understand and study the complexity of the information ecosystem, we need a common language. The current reliance on simplistic terms such as “fake news” hides important distinctions and denigrates journalism. It also focuses too much on “true” versus “fake,” whereas information disorder comes in many shades of “misleading.”

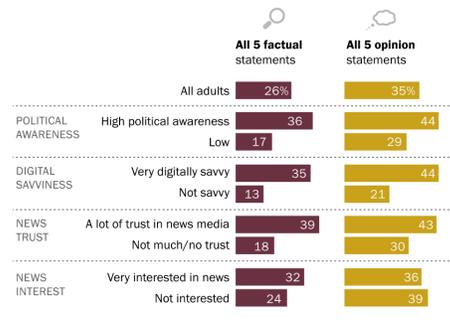


SOURCE: *Information Disorder: Toward an Interdisciplinary Framework for Research and Policymaking*, by Claire Wardle and Hossein Derakhshan. Council of Europe, October 2017

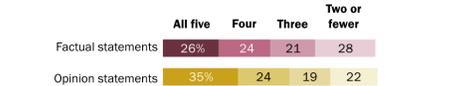
SCIENTIFIC AMERICAN.

Political awareness, digital savviness and trust in the media all play large roles in the ability to distinguish between factual and opinion news statements

% of U.S. adults who correctly classified ...



% of U.S. adults who correctly classified ...



Note: Skipping a statement was counted as not correctly identifying it as factual or as opinion.

Source: Survey conducted Feb. 22-March 4, 2018.

"Distinguishing Between Factual and Opinion Statements in the News"

PEW RESEARCH CENTER

It is tough to distinguish factual news content from opinion content

Source: Pew Research Center, 2018

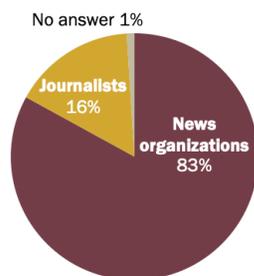


Mistrust is at the organizational (and national) level, not necessarily the individual (or local) level

Source: Pew Research Center, 2020

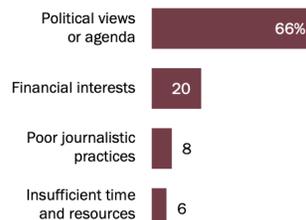
Americans largely blame news outlets, not journalists, for unfair coverage ...

Among those who say news coverage tends to favor one side, % who say it is mostly because of the ...



... and think political agendas get in the way of coverage being fair

Among those who say news coverage tends to favor one side, % who think ___ most commonly gets in the way of news organizations treating all sides fairly



Source: Survey of U.S. adults conducted Feb. 18-March 2, 2020.

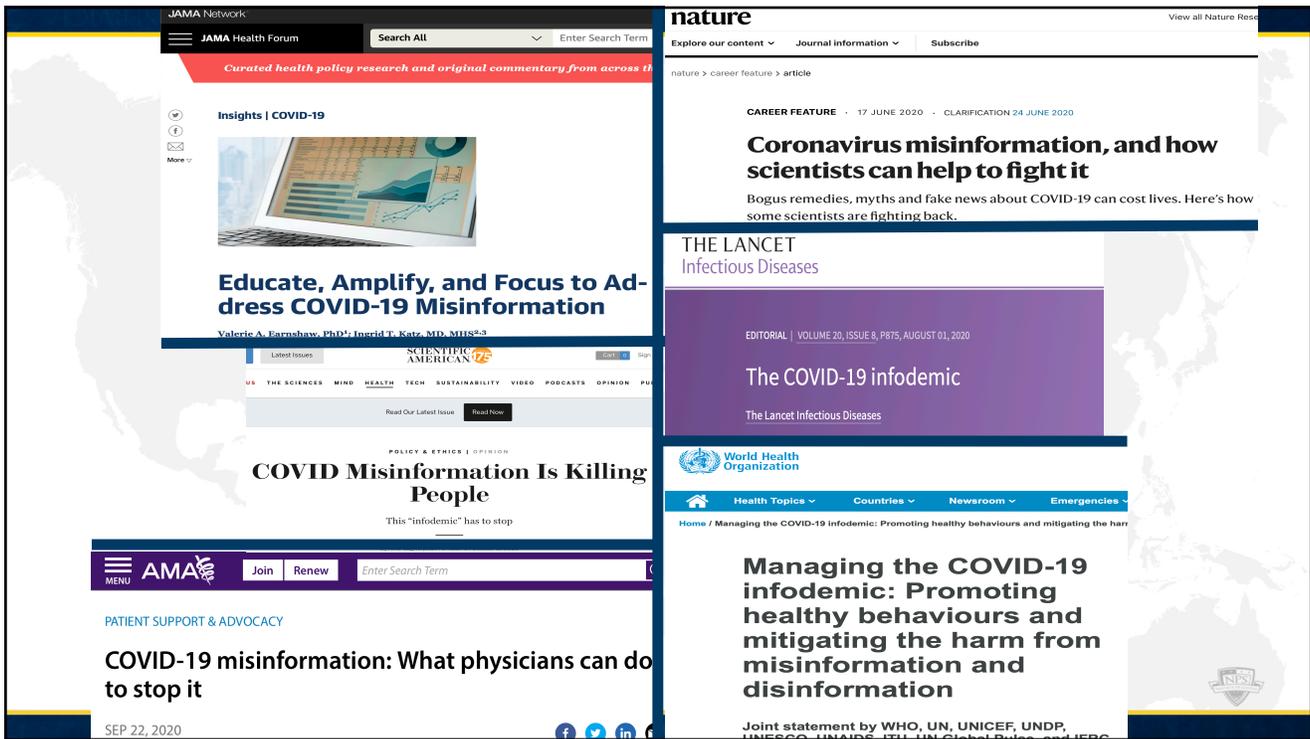
PEW RESEARCH CENTER



Highly Infectious Virus
+
Misinformation
=
Perfect Storm

- **Phenomenon not new to COVID-19**
- **Contributing Factors:**
 - Lack of information
 - Mixed messaging
 - Conflicting sources of information
 - Inconsistent policies
 - Diminishing value or “expertise”
- **Recent examples:**
 - Inconsistent policies
 - Ebola
 - Mandatory school vaccinations

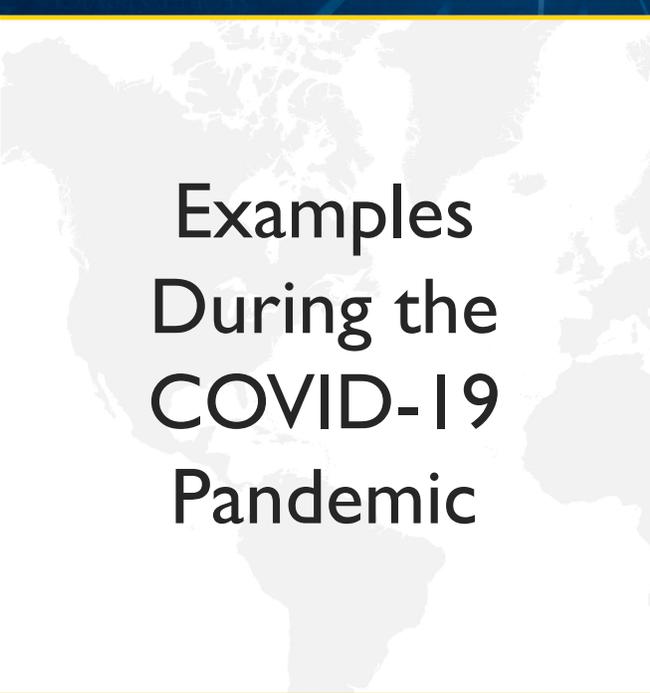




Why is Quality Information So Vital for the COVID-19 Pandemic?

Why is misinformation so dangerous for the COVID-19 pandemic?

- Influences personal and group beliefs
- Influences personal and group behaviors
- Influences policies that govern populations



Examples During the COVID-19 Pandemic

- Masks
 - Social Distancing
 - Treatments
 - Vaccinations
- 



UNDERLYING DRIVERS

1. Individual liberties vs. public good.
 2. Evolving nature of science.
 3. Politicization of the virus.
 4. Inconsistent approaches.
- 



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