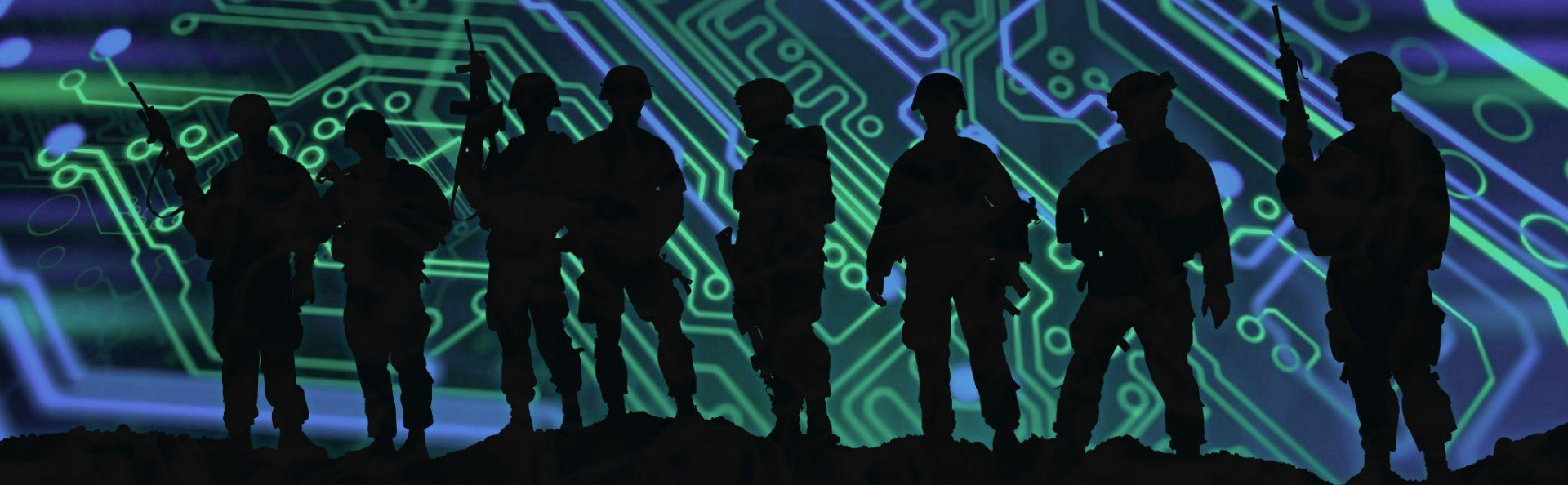


Disinformation and Media Literacy: What you need to know to protect our nation and your business



CAPT MALLORY MARTINEZ | Defense Information School Instructor & WVU IMC Grad

Native Americans United Sponsored · Like Page

Ogala Lakota
 One of the parts of Sioux nation. Reject name Sioux because "snake" and was given by enemies.
 Today tribe has 46,855 enrolled members. The population increased since the 18th century.
 Ogala Lakota had good relationships with the US government moved into the reservation on the territory of South Dakota Ogala people have their own flag.



156 Reactions 39 Shares
 Like Comment Share

LGBT United Sponsored · Like Page

You can color your own Bernie Hero!

There is a new coloring book calling "Buff Bernie: A coloring Book Berniacs" is full of very attractive doodles of Bernie Sanders in 1 poses.

The author of the book said that she wanted people to stop taking things too serious. The coloring is something that suits for all people.



40 Reactions 2 Comments 3 Shares
 Like Comment Share

Being Patriotic Sponsored · Like Page

Patricia Smith, a mother of Benghazi attack victim's made some statements this Thursday broadcast on Fox Business Network. She said there is "a special place in hell" for people like Hillary "and I hope she enjoys it there".

Smith added in her interview: "I want Hillary to talk to me personally, and tell me why there was no security there, when they were asked for it. I know this, because I spoke to my son. That day, he says he was really scared, because he saw the 17 ... See More



771 Reactions 99 Comments 304 Shares
 Like Comment Share

Army of Jesus Like Page

able to elect a president with godly moral principles, her crimes and lies had proved just how evil she is. I'd Trump isn't a saint by any means, he's at least an improvement deeply for this country. My vote goes for him!



**IF I WIN CLINTON WINS!
 NOT IF I CAN HELP IT!**

TO HELP JESUS WIN!

likes
 Share

Facebook ads purchased by Russia are pictured. | Facebook/Democratic House members

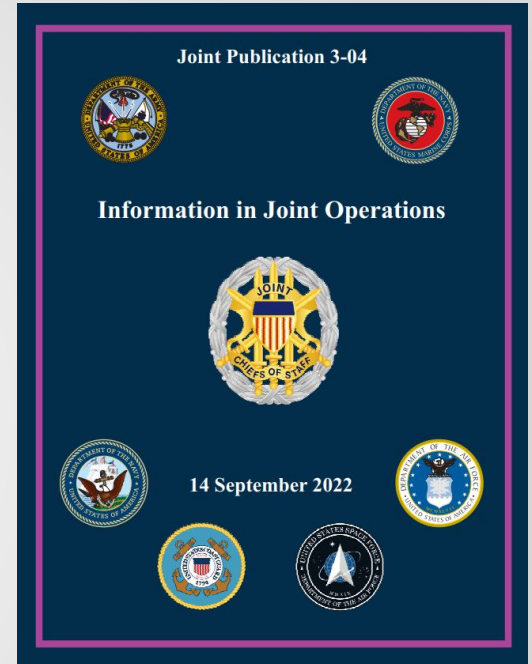
“THE SOCIAL MEDIA ADS RUSSIA WANTED AMERICANS TO SEE”

My goal for this presentation is for you to leave having learned at least **one actionable step that you can take to protect yourself and your business from information disorder.**

WHAT'S IN IT FOR ME?

“The enemy is not really defeated until they believe they are defeated. Even in operations without an enemy or adversary, such as foreign humanitarian assistance, successful outcomes hinge on the perceptions, attitudes, beliefs, and other drivers of behaviors of the affected population.”

- JP 3-04



“The **competition** is not really defeated until they believe they are defeated. Even in markets with limited competition, successful outcomes hinge on the perceptions, attitudes, beliefs, and other drivers of behaviors of the target audience.”

Types of Information Disorder

Media Literacy

Using IMC Principles to Combat Info Disorder

Resources

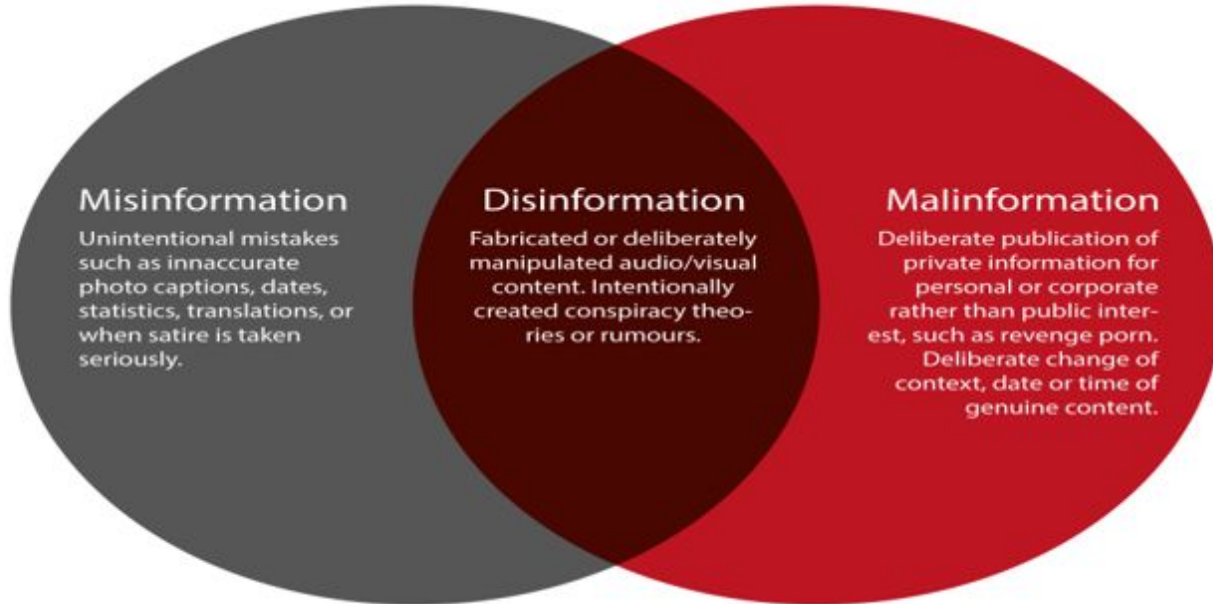


TYPES OF INFORMATION DISORDER

TYPES OF INFORMATION DISORDER

FALSENESS

INTENT TO HARM



TYPES OF INFORMATION DISORDER

**Does the intent really matter?
Why or why not?**

10 TYPES OF MIS- AND DISINFORMATION



FALSE CONNECTION

When headlines, visuals or captions don't support the content



FALSE CONTEXT

When genuine content is shared with false contextual information



MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive



SATIRE OR PARODY

No intention to cause harm but has potential to fool



MISLEADING CONTENT

Misleading use of information to frame an issue or individual



IMPOSTER CONTENT

When genuine sources are impersonated



FABRICATED CONTENT

Content that is 100% false, designed to deceive and do harm



PROPAGANDA

When content is used to manage attitudes, values and knowledge



SPONSORED CONTENT

Advertising or PR disguised as editorial content



ERROR

When established news organisations make mistakes while reporting

STOP THE SPREAD OF MISINFORMATION.
THINK BEFORE YOU SHARE, REACT OR RESPOND.

 **GROUNDVIEWS**
CONSCIOUSNESS FOR CHANGE

TYPES OF MIS- AND DISINFORMATION



MEDIA LITERACY

“Digital literacy is the ability to define, access, manage, integrate, communicate, evaluate and create information safely and appropriately through digital technologies and networked devices for participation in economic and social life. It includes competences that are variously referred to as computer literacy... information literacy, data literacy and media literacy.”

-UNESCO

Media literacy “provides a framework to access, analyze, evaluate, create, and participate with messages in a variety of forms - from print to video to the internet.”

-Center for Media Literacy

Testing information:

- Does this source have a record of truthful information and correcting their wrongs?
- What is its motivation, mission, and vision?
- Where does the funding come from?
- Who are its followers? How would it respond if their followers didn't like this story?
- Does this story evoke an emotional response in me? Why?

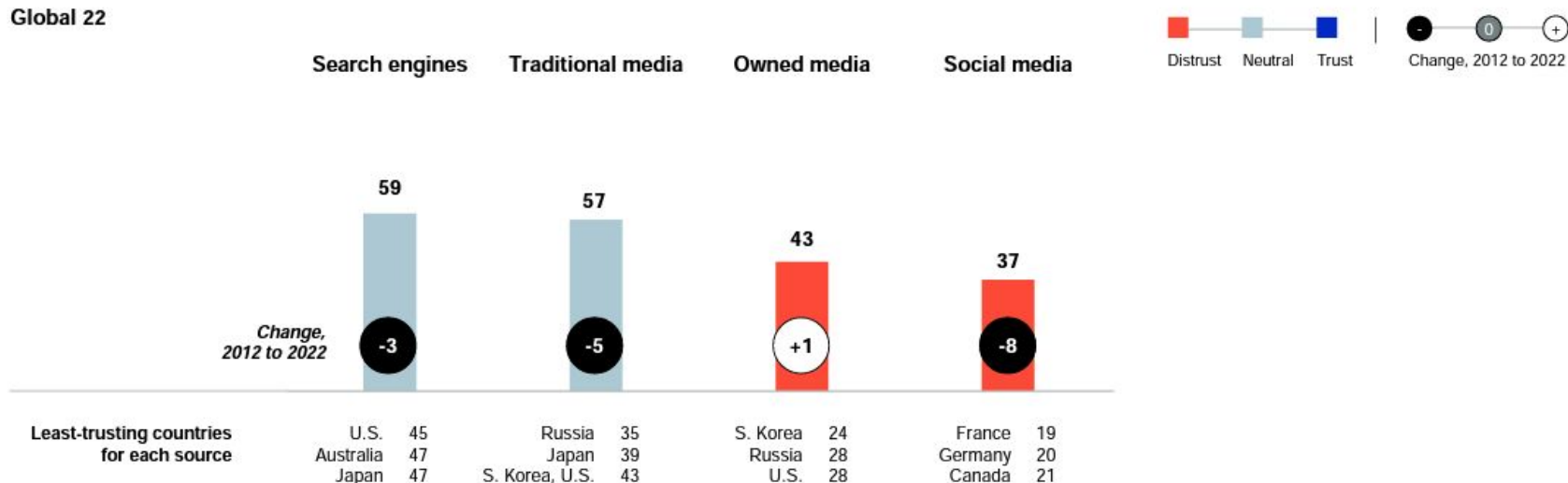
Outrage sells... for now.

But credibility = our currency

NEWS SOURCES FAIL TO FIX THEIR TRUST PROBLEM

Percent trust

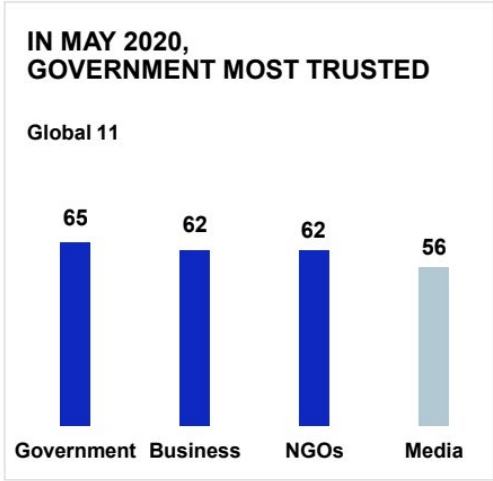
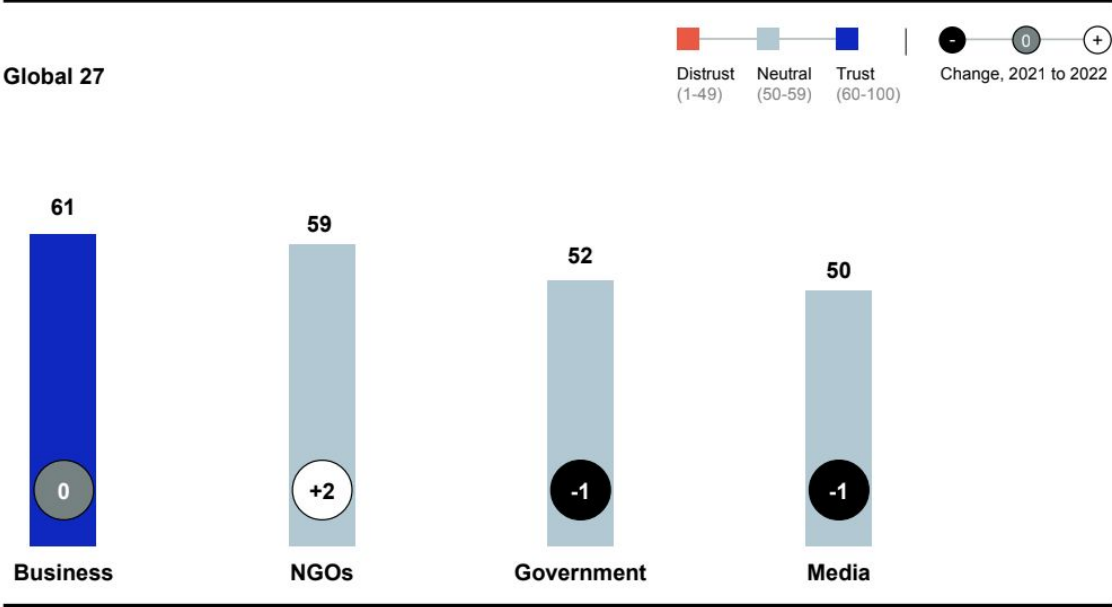
Global 22



2022 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 22-mkt avg.
 *From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

TRUST DECLINES FOR GOVERNMENT AND MEDIA; BUSINESS STILL ONLY TRUSTED INSTITUTION

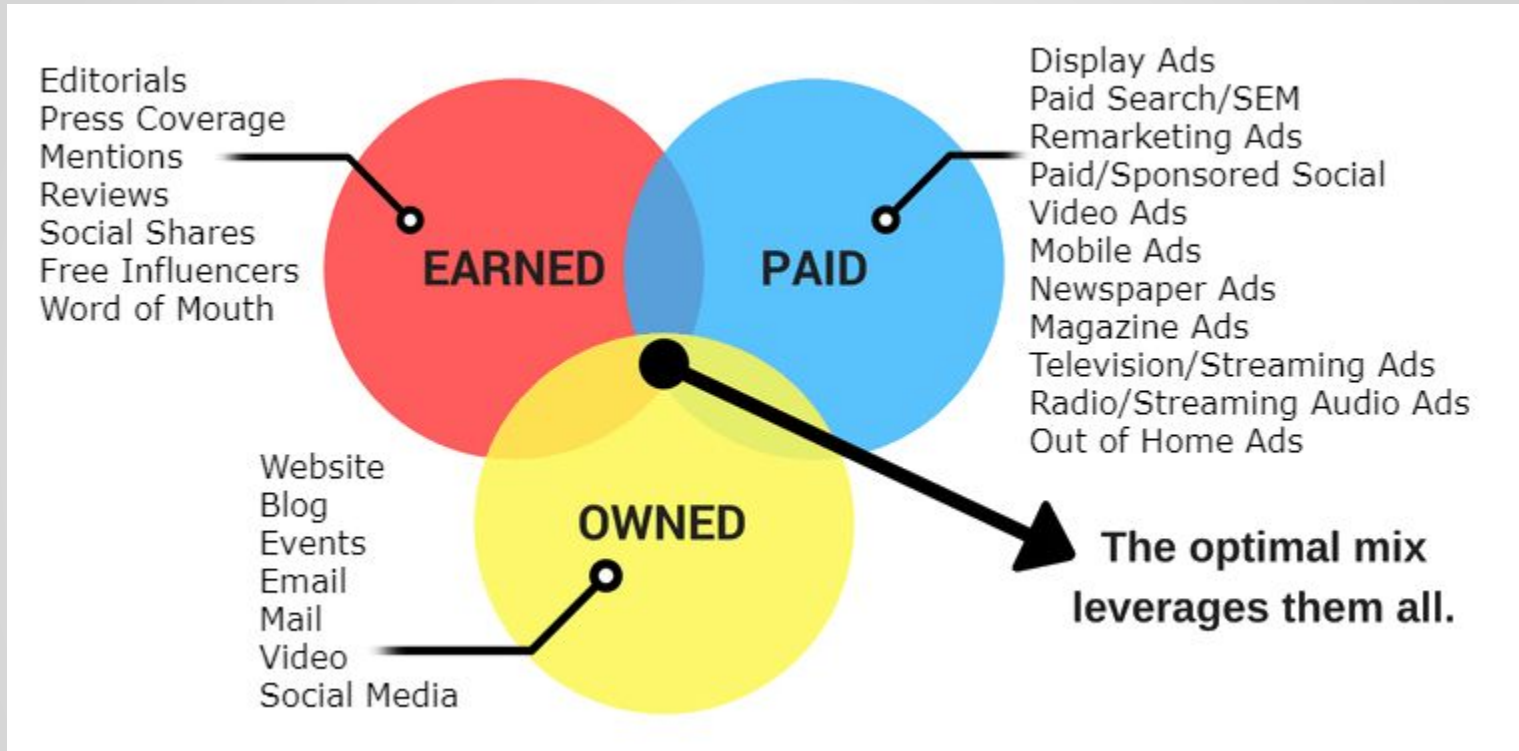
Percent trust





USING IMC PRINCIPLES TO COMBAT INFORMATION DISORDER

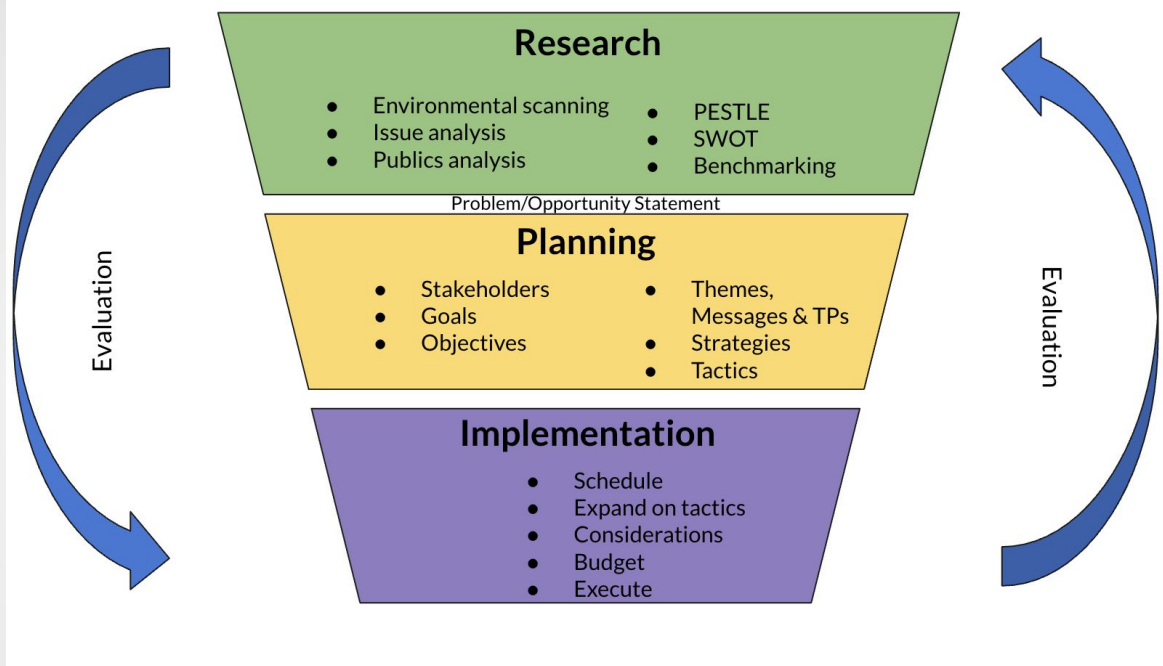
In order for the truth to prevail it has to be marketed well.



USING IMC PRINCIPLES TO COMBAT INFORMATION DISORDER

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ISN'T MUCH DIFFERENT THAN...

Balancing verification and accuracy with a timely response.

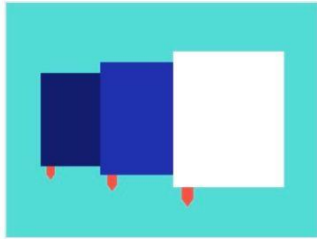


RESOURCES

NIMMO BREAKOUT SCALE (HOW TO MEASURE SCALE OF INFLUENCE OPERATIONS)

CATEGORY 1	CATEGORY 2	CATEGORY 3	CATEGORY 4	CATEGORY 5	CATEGORY 6
One platform, no breakout	One platform, breakout OR many platforms, no breakout	Multiple platforms, multiple breakouts	Cross-medium breakout	Celebrity amplification	Policy response OR call for violence

HOW TO PRIORITIZE



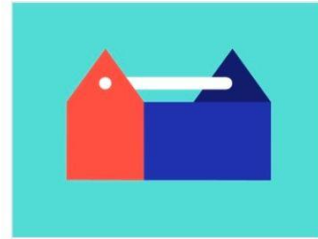
Browse our
Essential Guides
book series for
journalists reporting
on misinformation



Test your online
sleuthing skills with
our verification
challenge



Put your
geolocation skills to
the test with our
observation
challenge



Find tools, readings
and resources to
help newsrooms
with online
newsgathering



Discover a mobile-
friendly selection of
verification and
monitoring tools

Video Tutorial 

Our Methodology 

Upgrade Options 

Member Access 

Use search box to find thousands of sources not displayed by default

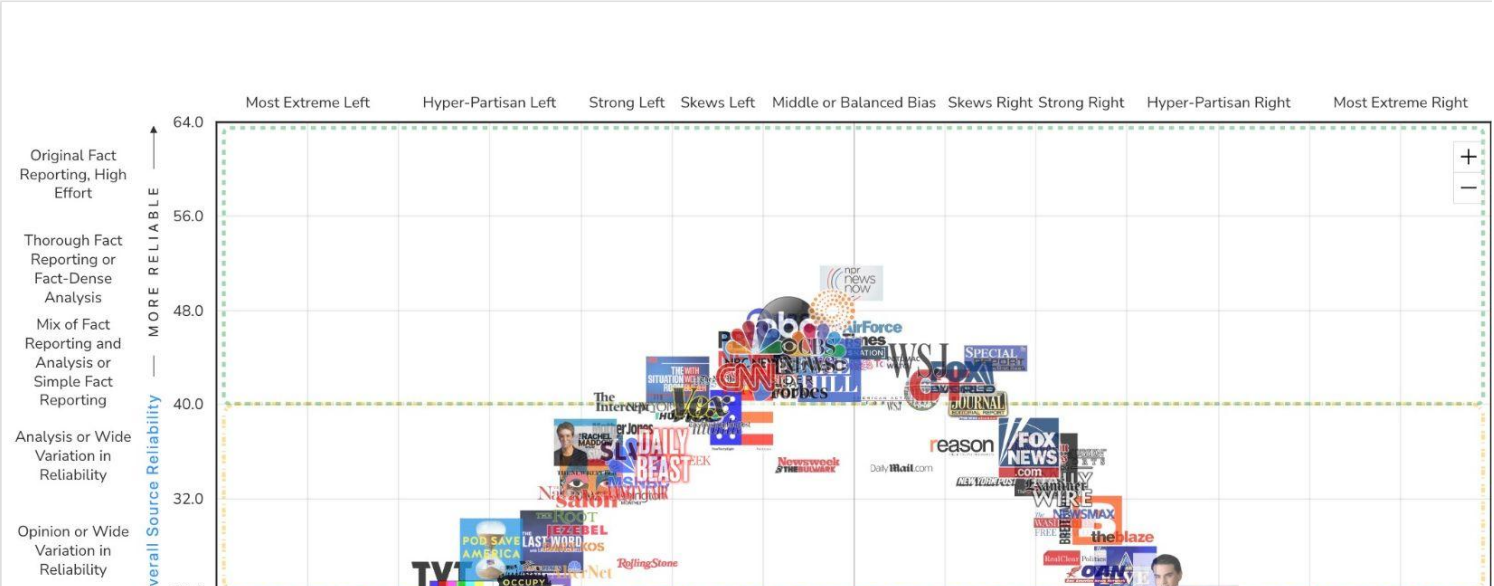

CONTROLS

SEARCH

Media Type:

- Website / Articles
- TV / Video
- Podcast / Audio

* Filter source reliability range:



AD FONTES INTERACTIVE MEDIA BIAS CHART

- **Leverage AI to help you → ChatGPT can help you create thorough boolean searches**
- **Invest in cybersecurity measures → NSA offers no-cost cybersecurity services to any company that has contracts with DoD or access to non-public DoD information**
- **Don't shy away from emotionally charged topics, especially in the academic realm**
- **Have a crisis communication plan that involves information disorder and coordinate widely**
- **Teach employees basic skills like reverse image searching, understanding URL construct, and use of bias chart**

SOME IDEAS

Academia

[Understanding gray zones](#)

[Report: There are 149 fact-checking projects in 53 countries. That's a new high.](#)

[Digital deceit: The technologies behind precision propaganda on the internet.](#)

[The fake news machine: How propagandists abuse the internet and manipulate the public.](#)

[Examining complex forms of conflict gray zone and hybrid challenges.](#)

[Bots, #StrongerIn, and #Brexit: Computational propaganda during the UK-EU referendum](#)

[Lexicon of lies.](#)

[Truth decay: An initial exploration of the diminishing role of facts and analysis in American public life.](#)

[Will verification kill fact-checking?](#)

[China's propaganda in Africa hurts U.S. interests—and the U.S. must counter it.](#)

[Gaining competitive advantage in the gray zone: Response options for coercive aggression below the threshold of major war.](#)

[Weapons of mass destruction: Foreign state-sponsored disinformation in the digital age.](#)

[How to kill a disinformation narrative: Is fact-checking enough?](#)

[Information warfare: Issues for congress.](#)

[Information disorder: Toward an interdisciplinary framework for research and policy making.](#)

[Verifying content online challenge](#)

[Formative battles: Cold War disinformation campaigns and mitigation strategies.](#)

Industry

[Hostile social manipulation: Present realities and emerging trends.](#)

[U.S. unleashes military to fight fake news and disinformation.](#)

[Competing in the gray zone: Countering competition in the space between war and peace.](#)

[How Facebook is combating spread of Covid-19 misinformation](#)

[Worldwide threat assessment of the U.S. intelligence community.](#)

[China's military expands its influence in Africa.](#)

[Afghan abandonment a lesson for Taiwan's DPP: Global Times editorial.](#)

[Resist: Counter-disinformation toolkit.](#)

[Fake accounts, manufactured reality on social media.](#)

[Issue brief: Distinguishing disinformation from propaganda, misinformation, and "fake news."](#)

[Joint chiefs nominee wants to boost information warfare.](#)

Military

[Information related capabilities \(IRC\) descriptions.](#)

[PMESII-PT research analysis framework.](#)

[Gen. Dunford's remarks at the National Defense University graduation.](#)

[Background to "Assessing Russian activities and intentions in US elections": The analytic process and cyber incident attribution.](#)





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**I love discussing
information disorder,
military to civilian
transition, and working
motherhood!**

