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Digital Falsehoods and their Analogue Consequences

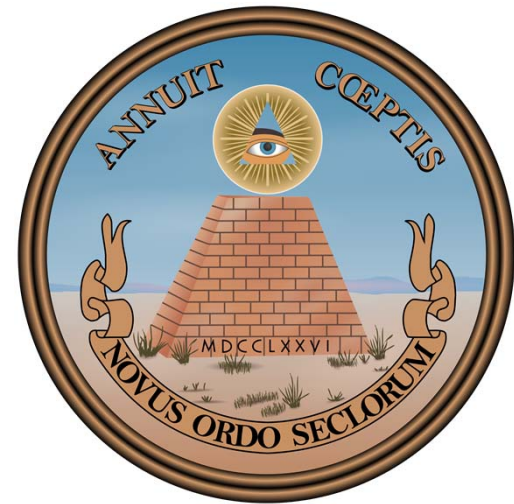
UNESCO Global Media and Information Literacy Week 2018 Feature Conference
MIL Empowering Active Engaged Communities & Participation in City Elections
October 24, 2018 in Kaunas, Lithuania

“Since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed.”

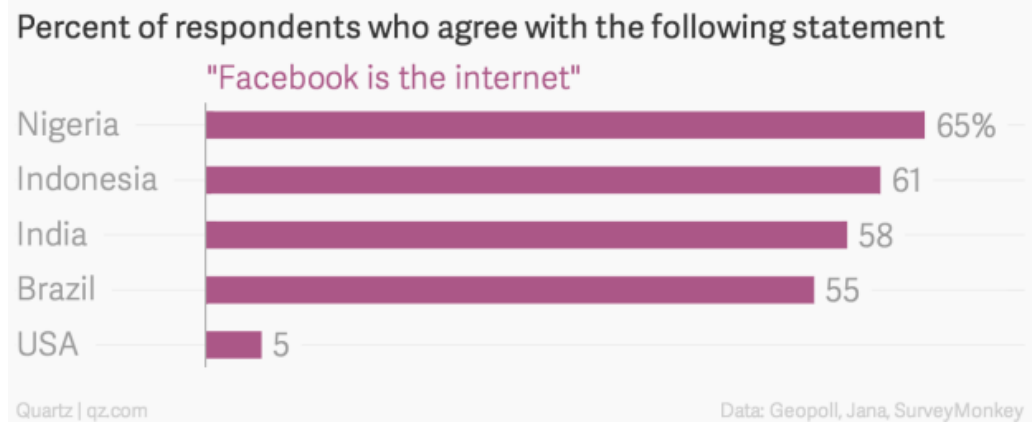
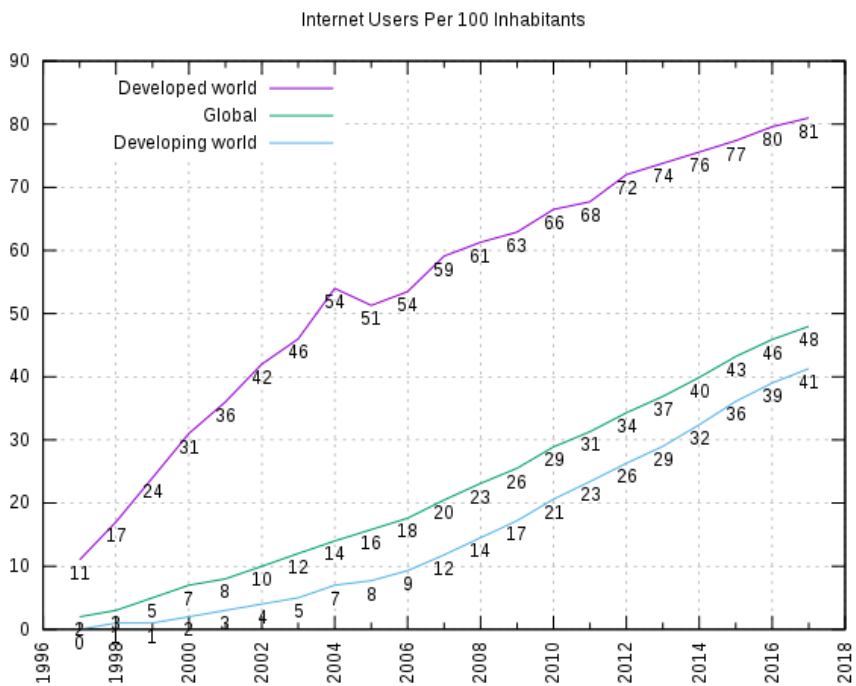
UNESCO, 1945



Why Do Some False Narratives Take Hold?



Increasing Access to Internet, but Media and Information Literacy Remains Lacking



International Telecommunication Union, "Individuals using the Internet 2005 to 2014," Key ICT indicators for developed and developing countries and the world (totals and penetration rates.)

Emotional Narratives, MIL, and Elections

A Study of Recent Falsehoods



BREAKING POINT

The EU has failed us all

We must break free of the EU and take back control of

European Union
JUNE



Use of technology, even crudely, can support false, emotionally-driven narratives.





LGBT United
Sponsored · Like Page

You can color your own Bernie Hero!

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

The author of the book said that she wanted people to stop taking this whole thing too serious. The coloring is something that suits for all people. ...
[See More](#)

Understanding the emotional drivers of different communities allows those communities to be unknowingly manipulated.

STOP A.I.

Who is behind this mask? A man? A woman? A terrorist? Burqa is a security risk and it should be banned on U.S soil!

**LIKE AND SHARE
IF YOU WANT BURQA BANNED
IN AMERICA**

STOP ALL INVADERS

11K 1.1K Comments 55K Shares

Traits common among the most readily influenced groups:

- Dissatisfaction with society
- Higher reactivity to threat
- High ICT use combined with low MIL



City Elections and Prospective Solutions

Next Steps for Using MIL to Engage the Disaffected



Cities as “Up-Close” Government





Next Steps



Identify dissatisfied groups



Replace negative, false narratives with positive, powerful ones



Meet them on their home turf (preferred digital platforms)



Offer meaningful opportunities to engage



Create digital spaces for citywide participation



Push back against voter dissuasion



Sir Tim Berners-Lee
Creator of the World Wide Web
London Olympics 2012

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