

Disinformation in public policy – the case of Slovakia

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Digitalisation

Social media



Information overload

Information chaos

Information disorder

Information pollution



Fake News

Conspiracy Theory

Propaganda

Satire

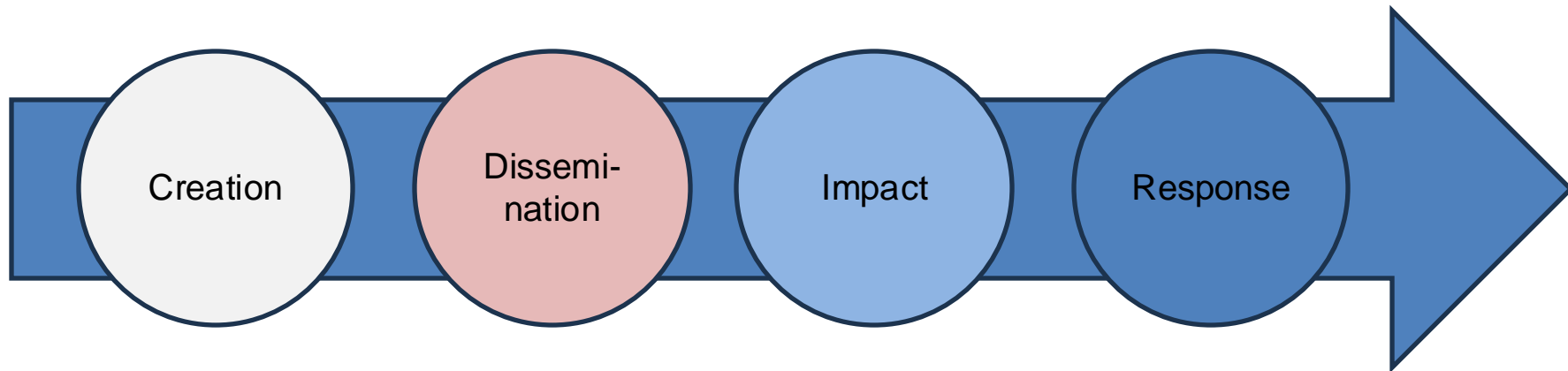
Parody

Rumour

Hoax

Hate Speech

Life cycle of disinformation



Evaluating information

Truthfulness of information

True/ Fact

False

Intentionality

Intent to harm

No Intent to harm

Misinformation

Disinformation

Malinformation

Misinformation



information that is **false**
the person sharing it, **believes it is true**
= incorrect or incomplete information

Disinformation



information that is **false**
The person creating it, **knows it is false**

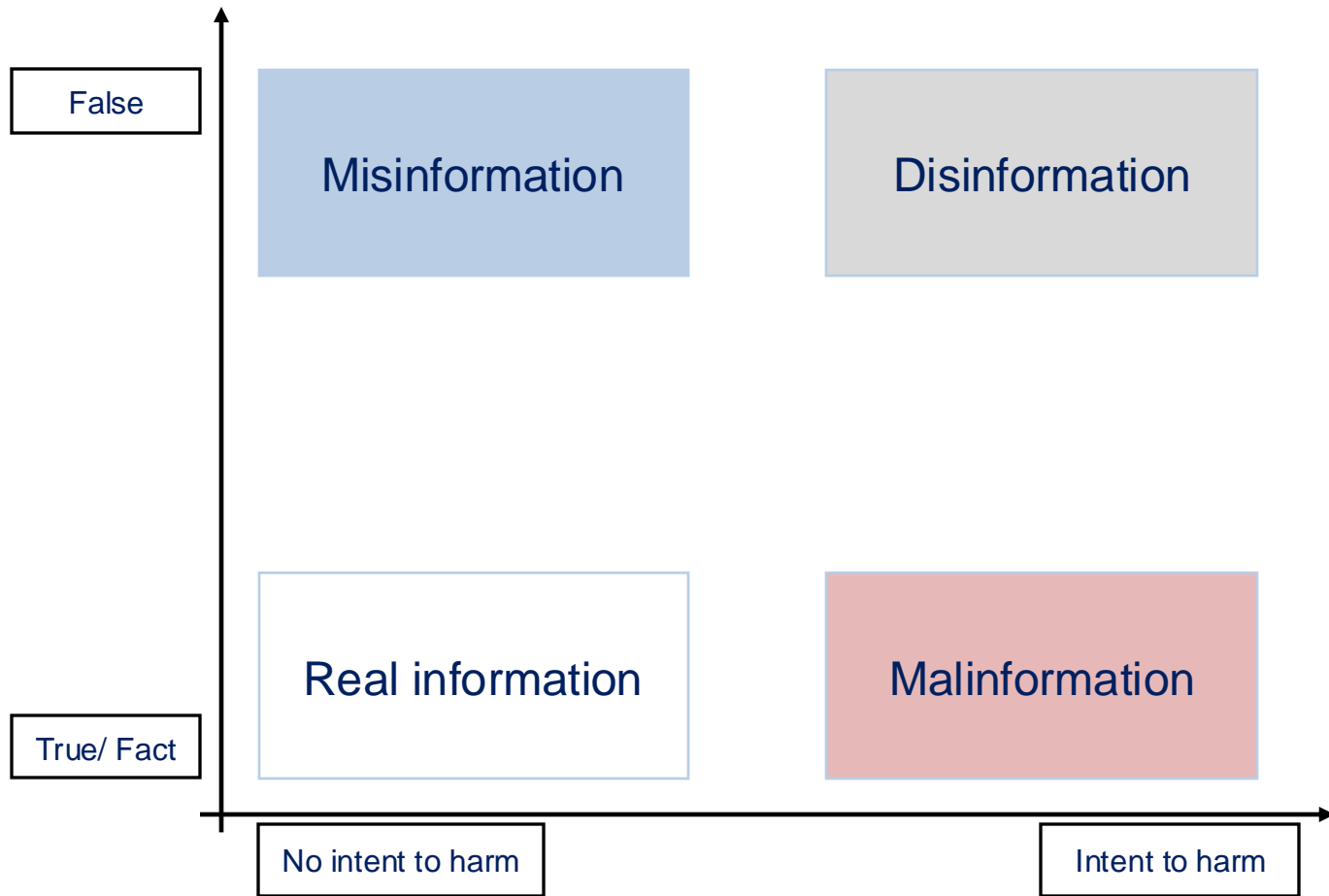
is shared with concrete **intent**

Malinformation



1. **real information** is altered or misrepresented to **cause harm** to a specific country, organization, nation, or person

2. **true and private information** is 'leaked' for short moment with the intent to create a large effect



Areas for disinformation in public policy

election campaigns

crises

climate change and global warming

migration

security issues and armed conflicts

healthcare issues (Covid 19)

waste of public money

public management and
governance

diversity

historical facts

Disinformation in public policy – the case of Slovakia

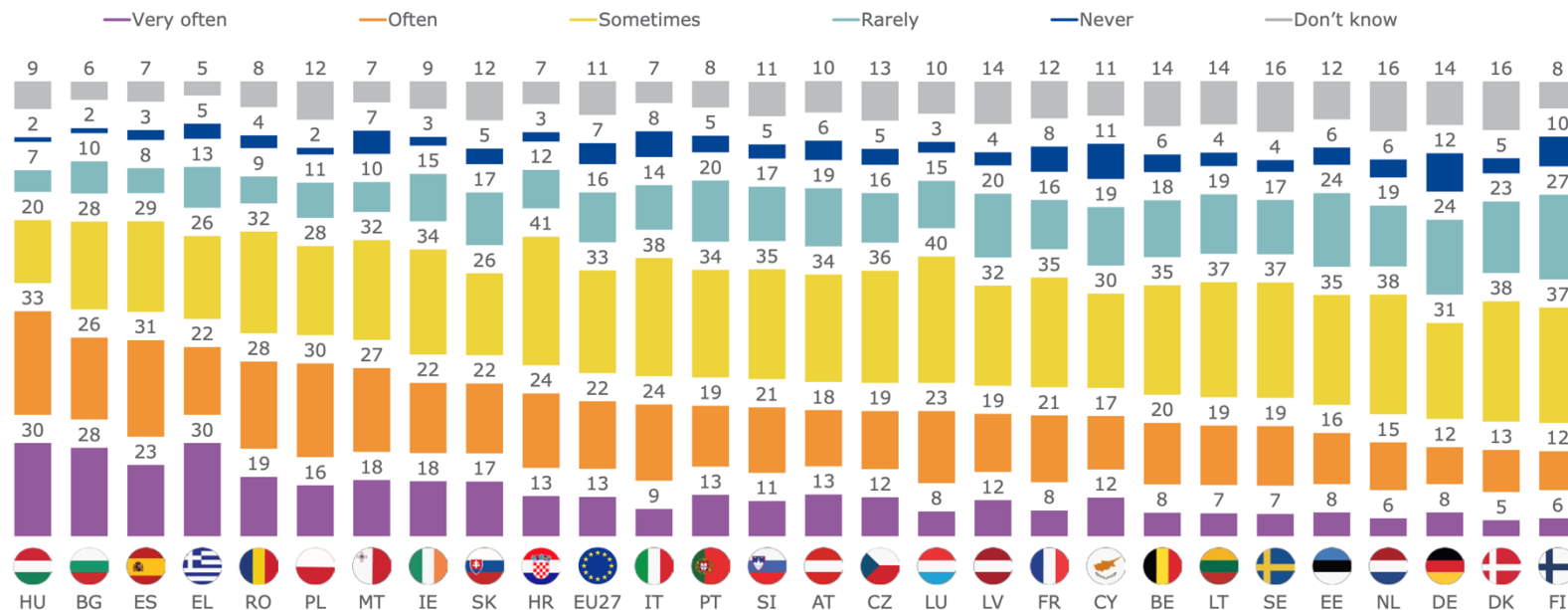
Methodology:

Case studies

Assessment of cases:

- level of government
- area of disinformation
- creator
- way of distribution
- form
- impact
- response

How often do you think that you have been personally exposed to disinformation and fake news over the past 7 days? (%)

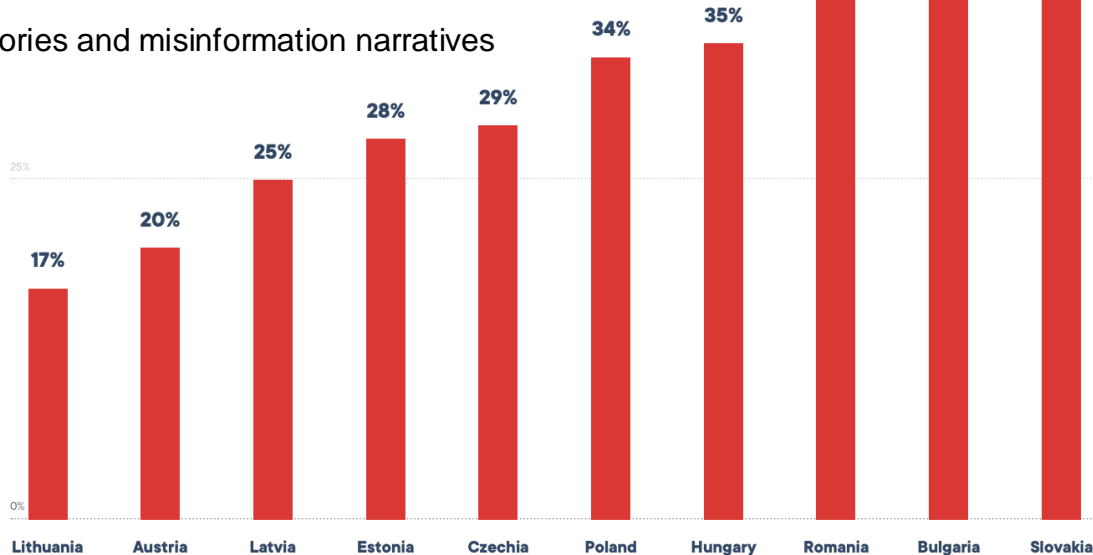


48%

56%

Source: European Commission. 2023. Flash Eurobarometer 522: Democracy.

Degree of belief in conspiracy theories and misinformation narratives



Source: Globsec, 2020. Voices of Central and Eastern Europe. p. 46. https://www.globsec.org/sites/default/files/2020-06/Voices-of-Central-and-Eastern-Europe_print-version.pdf

Disinformation in public policy – the case “Bridge in Čečejevce”

level of government

local

area of disinformation

waste of public money, public management and governance

creator

inhabitants

way of distribution

social media + real

form

text, picture, verbal

impact

reputation of the mayor

response

yes, real discussion

time period

2023

23. dec 2023 o 12:01

V Čečejevciach prerobili pešiu lávku na most

Pred vianočnými sviatkami ho uviedli do skúšobnej prevádzky.

TASR
Tlačová agentúra

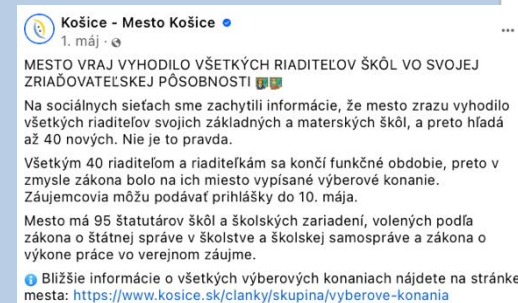


Source: <https://kosice.korzar.sme.sk/c/23260655/v-cecejovciach-prerobili-pesiu-lavku-na-most.html>

Disinformation in public policy – the case “Termination of employment for all school principals in the city of Košice”

level of government
area of disinformation
creator
way of distribution
form
impact
response
time period

local
public management and governance
inhabitants
social media
text
reputation of the mayor
yes, official FB profile
2024



Disinformation in public policy – the case “Deep fake on the priority to increase the price of beer”

level of government	national
area of disinformation	election campaigns
creator	concrete author
way of distribution	social media, Whatsapp
form	video, deep fake
impact	reputation of the political party
response	yes, official FB profile
time period	2023



Source of the picture: <https://slovensky.leadstories.com/hoax-alert/2023/09/fact-check-progres%C3%ADvne-slovensko-nechce-zvysit-ceny-piva.html>

Disinformation in public policy – the case “Assassination of Slovak Prime Minister”

level of government
area of disinformation
creator
way of distribution
form
impact
response
time period

national
election campaigns, crises
concrete profiles
social media, online discussions
text, picture
reputation, election campagne, crises, security issues ...
yes
2024

Hoaxy a podvody
31. máj · 🌐

VÝZVA PRE NIEKOTRÝCH DISKUTUJÚCICH

Prevažne v diskusných sekciách niektorých článkov sme našli niekoľko príspevkov, ktoré priamo či nepriamo šíria hoaxy o atentáte na premiéra Roberta Fica. Týkajú sa toho, či k nemu realne došlo. Diskutujúci sa pýtajú, ako je možné, že keď pred dvoma týždňami premiér bojoval o život, dnes je už doma? Stal sa vôbec atentát?

Vyzývame verejnosť, aby upustila od šírenia podobných hoaxov. Neexistujú doposiaľ žiadne dôkazy, ktoré by čo i len naznačovali, že k atentátu nedošlo. Naopak, podobné šírenie konšpirácií je tradičným komunikačným následkom udalostí vyvolávajúcich masový šok v spoločnosti.

Aj keď niektorí ľudia môžu pociťovať krivdu vo vzťahu k politicky exponovaným osobám, ktoré svojim zákerným a premysleným vyjadrovaním šíria pandemické hoaxy, štváli ľudí proti lekárom či podporovali ruskú propagandu, nikdy nesmieme spadnúť na ich úroveň a podľahnúť príťažlivému svetu falošných správ.

K tvorbe šíreniu hoaxov prispieva aj neefektívna strategická komunikácia štátnych predstaviteľov.

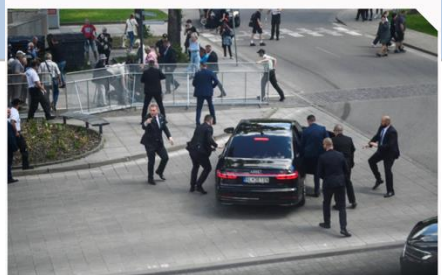
Nesmieme byť nikdy ako oni. Nešírte hoaxy o atentáte. Nenechajte sa nikým vyprovokovať. Nenávistné prejavy posielajte polícií cez formulár "Pošli správu" v dolnej časti stránky <https://www.minv.sk/?ptc>.

VÝZVA
NEŠÍRTE HOAXY
O ATENTÁTE
NA PREMIÉRA FICA

19. JULA 2024 7:01

Prieskum: Málokto verí, že by bol atentát na Fica zinscenovaný. Obavy z ďalšieho útoku majú skôr voliči koalície

Miro Kern + ODOBERAŤ
Jana Korková + ODOBERAŤ



Source: <https://dennikn.sk/4114647/prieskum-malokto-veri-ze-by-bol-atentat-na-fica-zinscenovany-obavy-z-dalsieho-utoku-maju-skor-volici-koalicie/?ref=mwat>

Conclusion

How to deal with the disinformation?

- Education
- Critical thinking
- Authorities
- Initiatives:
 - Globsec
 - Infosecurity.sk
 - Demagog.sk
 - Hoaxy a podvody - Polícia SR
 - <https://www.hoaxyapodvody.sk/>
 - Konspiratori.sk
 - The Investigative Center of Ján Kuciak (ICJK)
 - ...