

# THE 10 CHARACTERS OF DISINFORMATION

DISINFORMATION HAS MANY FORMATS: WEBSITES, SCREENSHOTS, AUDIOS, VIDEOS, ETC.

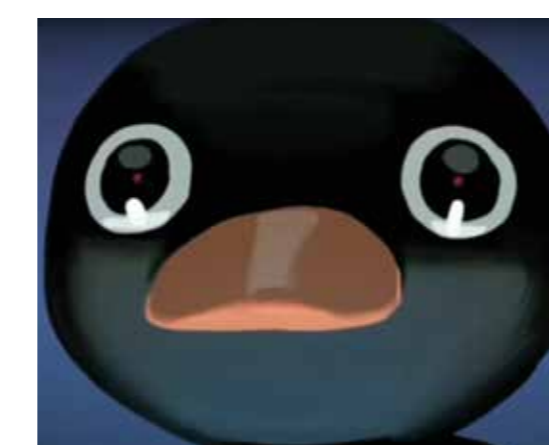
AND BEHIND THEM THERE ARE ALWAYS PEOPLE WHO CREATE THEM, ALL OF WHOM HAVE DIFFERENT INTENTIONS.

## 1. HATE GENERATORS



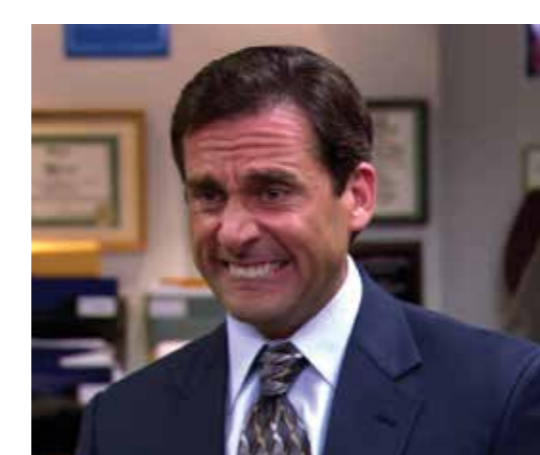
They create false messages to attack specific groups such as women, the LGBT+ community, migrants or minority groups. Their goal is to make hate go viral.

## 2. CONSPIRACISTS



They create theories with no scientific evidence or backed data. They are consumed and shared as real during situations of crisis or unrest.

## 3. IMITATORS



They imitate real news outlets or pretend to be journalists. They want you to visit their website, which is often full of adverts that provide them with money. Sometimes they also want their political message to go viral.

## 4. SCAMMER



They create false content by impersonating brands or taking advantage of a situation of crisis in order to obtain data or money with their scam.

## 5. THE POLITICIAN



Power comes with credibility, and some politicians take advantage of the trust they have gained to spread lies and try to reshape the public debate.

## 6. FAMILY



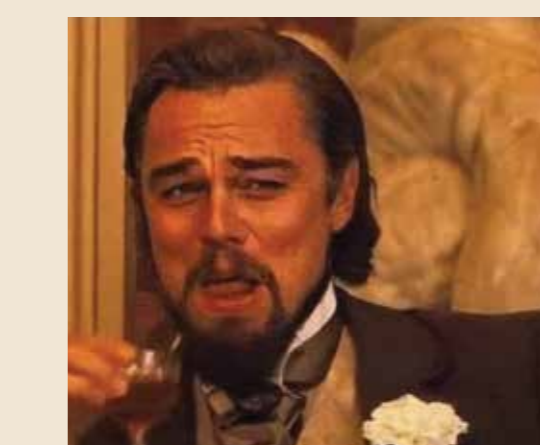
People usually trust their families and close friends, which makes them vulnerable to disinformation and contents with no evidence that are shared by these family members or friends.

## 7. THE FAKE INFILTRATOR



They claim to have real information on where somebody lives or works and ask you to trust them as they've got "insight" on the matter. They do so without evidence.

## 8. THE PRANKSTER



They create jokes, but some people don't get them and they share them as if they were real. The joke becomes a hoax.

## 9. THE CELEBRITY



Their fame gives them credibility, but they share disinformation or content with no evidence.

## 10. BOT

Someone who has been hired to manage false social media accounts to spread disinformation, as an attempt to influence the public discourse.

Source: Own Elaboration