3. **What are the definitions of fake news, misinformation, disinformation and malinformation (MDM) and how and why is it spread**

Opening music

HOST: Welcome back to "Media Literacy 101," the radio series that aims to educate and empower listeners to navigate the media landscape in a critical and informed way.

HOST: In today's episode, we will focus on defining what is fake news and understanding the motives behind it.

Soundbite 1: What is Fake News?

HOST: The universe of "fake news" is much larger than simply false news stories. Some stories may have a nugget of truth, but lack any contextualizing details. They may not include any verifiable facts or sources. Some stories may include basic verifiable facts, but are written using language that is deliberately inflammatory, leaves out important details or only presents one viewpoint. "Fake news" exists within a larger ecosystem of **misinformation, disinformation and malinformation.** In fact, the term "Fake News" has been adopted by those who want to dismiss something that doesn't support their opinions and beliefs so no longer accurately describes what we are discussing today.

Soundbite 2: Types of false news

HOST: When we talk about false news, we can categorise it into 3 specific areas often referred to as **MDM.**

Misinformation is false or inaccurate information that is mistakenly or inadvertently created or spread; the intent is not to deceive. Misinformation can be spread through rumour, poor journalism, click bait headlines that don't accurately reflect the content of the article and genuine errors or misunderstanding of the story.

Disinformation is false information that is deliberately created and spread "in order to influence public opinion or obscure the truth" (https://www.merriam-webster.com/dictionary/disinformation). It can take many forms, such as hoaxes, conspiracy theories, and propaganda. It usually instills fear or panic in the reader Satirical sites like Waterford Whispers purposely use disinformation for entertainment or to make a point but, without knowing about the source of the posts, some might be fooled into believing the stories are true. An example of misinformation that has the potential to deceive and cause distress that many of us have experienced is an email saying that we have

inherited money but need to provide bank details to claim it.

Maliformation might stem from the truth but it is shared with the intent of misleading and causing harm. This sinister form of online abuse is growing and in many cases is directed at women through revenge pornography, cyber bullying, cyber stalking, trolling, online grooming and other tactics that aim to create fear, humiliation and hurt to the victim.

Soundbite 3: How is MDM spread?

MDM is spread online through social networks, through chat rooms, comments sections, forums, websites and any communication apps.

Soundbite 4: What motivates people to share false information?

- ☐ Financial gain is a major motive for sharing disinformation. Clicks and views generate money and sensational headlines, whether they are true or not, will attract clicks.
- ☐ Some spread inaccurate information to influence public opinion, guide them in a certain direction, gain votes or for other political reasons.
- ☐ False news stories have also been used by political regimes to control the narrative of their decisions and activities.
- ☐ Some spread false information for revenge or for coercing and manipulating people.

Introduce guest speaker(s): (either an expert or a victim of online abuse or both)

We're going to talk now to .... etc

Soundbite 6: Conclusion

HOST: Our next episode will look at how to evaluate the credibility of news and information

HOST: Be sure to tune in next week for the fourth episode of "Media Literacy 101." In the meantime, don't forget to check out our website for more information and resources on media literacy.

Closing music

HOST: Thank you for tuning in to "Media Literacy 101." Until next time, stay informed, stay curious, and stay media literate.

Outro music