

WHY DOES DISINFORMATION EXIST?

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For-Profit Disinformation

Money can be generated in two main ways: (1) people are actively paid to produce false content; (2) websites earn money through advertising.



\$235M

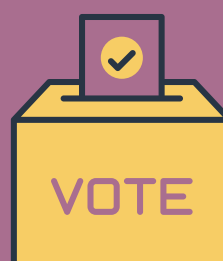
The Global Disinformation Index (GDI) estimates that \$235,000,000 worth of advertising has been run on websites spreading disinformation.

“Fake News as a Business”, also known as FNaB, is when individuals or companies produce and disseminate disinformation for a profit

POLITICAL

Disinformation flourishes during elections. These elections often combine political, social and economic issues, and the result is a perfect breeding ground for online deception.

Whether it is from world leaders or first-time political candidates, we have seen first hand in 2020 how false content is shared across the political spectrum.



POLITICAL - HOSTILE STATE



Hostile-state information operations (HSIOs) carry out large-scale campaigns of online manipulation on social media platforms. Often the goal of these is not a specific target but instead to confuse people and to obscure the online information environment.

IDEOLOGICAL

Sometimes people spread disinformation that aligns with their ideological viewpoints.

This can cross over with political beliefs but can also be separate. Such content often centres around themes such as ethnicity, gender and nationalism. Extremist content also comes under this label.

