WHY DOES DISINFORMATION EXIST?

Whether it is from world leaders or first-time political candidates, we have seen firsthand in 2020 how false content is shared across the political spectrum. Disinformation flourishes during elections. These elections often combine political, social and economic issues, and the result is a perfect breeding ground for online deception.

Money can be generated in two main ways: (1) people are actively paid to produce false content; (2) websites earn money through advertising. "Fake News as a Business", also known as FNaB, is when individuals or companies produce and disseminate disinformation for a profit.

For more resources, visit www.fakebelieve.blog/resources and follow @FakeBelieveBlog.

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