WHY DOES DISINFORMATION EXIST?

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.

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

POLITICAL

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.

POLITICAL - HOSTILE STATE

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.