

DIGITAL CAMPAIGN TOOLKIT

Cat Park: A Seriously Fun Game to Counter Disinformation **October 2022**

Purpose

To encourage play and adoption of *Cat Park*, the Global Engagement Center (GEC) prepared this Digital Campaign Toolkit to help missions market the different aspects of the game through social media to educators, journalists, gamers, cat people, and the public. Missions may wish to partner with various program alumni to disseminate the message.

Background

Cat Park is a free, mobile-friendly, web browser-based game to educate and entertain international players ages 15+ about common disinformation tactics and techniques. The U.S. Department of State's GEC funded the game and it was developed by the Dutch studio Tilt with input from the University of Cambridge.

Gameplay in *Cat Park* is fun and intuitive, and is currently available in English, Dutch, French, and Russian. The game can be played in 10-15 minutes and contains an optional pre- and post-game survey to evaluate improvements in players' abilities to spot disinformation.

Priority Messages:

Media Literacy

- Building media literacy skills is one of the tactics most recommended by experts for countering influence operations.

Media Literacy and Disinformation

- “Pre-bunking” mis- and disinformation proactively through a game has proven more effective than reactive “de-bunking,” according to a growing body of [academic and empirical research](#).

Videogames and Media Literacy

- *Cat Park* is the second videogame initiative from GEC, following up on the success of *Harmony Square* released in late 2020. In a [study](#) conducted by the University of Cambridge, people who play *Harmony Square* “find misinformation significantly less reliable after playing, are significantly more confident in their assessment, and are significantly less likely to report sharing misinformation...”

Key Dates:

- October 24-31 -- UNESCO Global Media and Information Literacy Week
- October 29 -- National Cat Day
- October 31 -- Halloween
- November 14-18 -- International Education Week
- Best date for you -- host country media literacy campaigns
- TBD – 2 to 3 months in advance of any host country national or regionally significant elections or other known events vulnerable to disinformation

POCs:

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Twitter Handles and Hashtags:

@theGEC

@Tilt_Co

@Cambridge_Uni

@CSDMLab

#CatPark

#Disinformation

#Inoculation

#MediaAndInfoLiteracy

#StudyWithUS [If posting between Nov. 14-18, 2022]

Sample Social Media Posts (Twitter):

We are pleased to announce the launch of #CatPark from @TheGEC @Tilt_Co & @Cambridge_Uni @CSDMLab. In this free online game, players learn to build resilience to foreign propaganda and disinformation by developing #MediaAndInfoLiteracy skills

<https://catpark.game/>

Trying to teach media literacy? Play 🎮 #CatPark from @theGEC @Tilt_Co @Cambridge_Uni & @CSDMLab! <https://catpark.game/>
We've got memes! #MediaAndInfoLiteracy

Image Alt text: Meme of boy reading *1984* upside down with caption "No Park No Problem"



#CatPark is a new game from @theGEC @Tilt_Co @Cambridge_Uni & @CSDMLab to fight #disinformation with #MediaAndInfoLiteracy inoculation. Read the study <https://misinforeview.hks.harvard.edu/article/breaking-harmony-square-a-game-that-inoculates-against-political-misinformation/>

Cat cabals? Catspiracy? #CatPark from @theGEC @Tilt_Co @Cambridge_Uni & @CSDMLab exposes how deep fakes can deceive. <https://catpark.game/> #MediaAndInfoLiteracy

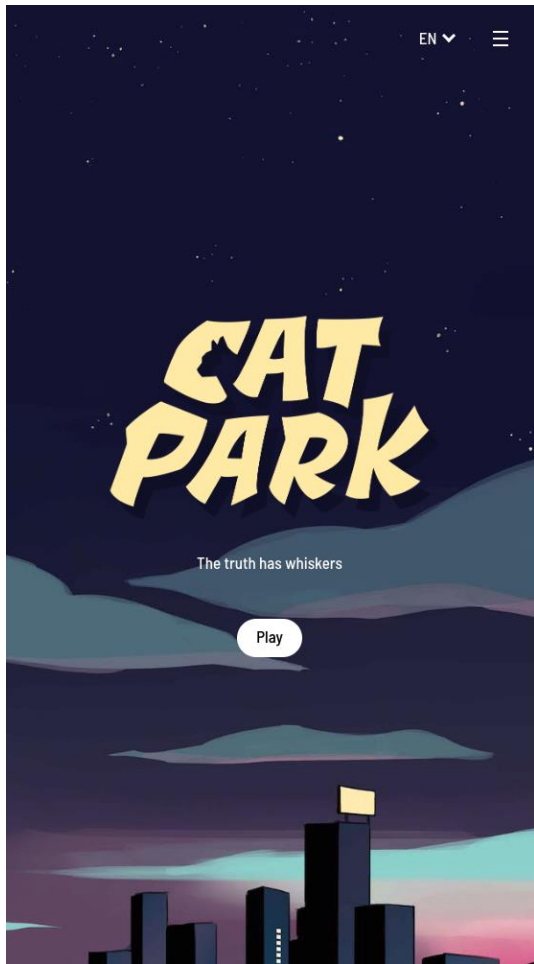
Image Alt text: Marvin the hotdog vendor chews nervously on his fingernail declaring, “There’s something fishy about this cat park. It’s obvious the mayor is involved in an ultra-secret cat-worshipping cult.”



[If posting on Halloween]

What do Halloween and #Disinformation have in common? Cats 🐱 ■
#CatPark is a new game 🎮 from @theGEC @Tilt_Co
@Cambridge_Uni & @CSDMLab to fight disinformation with
#MediaAndInfoLiteracy <https://catpark.game/>

Image Alt text: Cat Park landing screen above a noir cityscape with tagline "The truth has whiskers"



Digital Assets Developed by GEC:

FAN Drive:

<https://drive.google.com/drive/folders/1mK2xoMyuzaHeyBCgpVpkXhHsqch1Noof?usp=sharing>

SharePoint: [Digital Assets Developed by GEC](#)

Digital Assets Developed by Marketing Firm (coming soon):

FAN Drive:

<https://drive.google.com/drive/folders/1CPCdfEB3NZU1ei3cGnfM6vr6WoI7GEXR?usp=sharing>

SharePoint: [Digital Assets Developed by Marketing Firm](#)