

Understanding Propaganda and Disinformation



PROPAGANDA

Deliberately biased or misleading information to promote a political cause or point of view



DISINFORMATION

Deliberately false information with the intention of influencing policies or opinions



MISINFORMATION

False or inaccurate information without specific intent or identifiable objectives

Strategic Disinformation Objectives

**SUPPRESS
POLITICAL
CHALLENGERS**

**DISCREDIT
GLOBAL
LIBERAL
ORDER**

**UNDERMINE
ALLIANCES**

**ATTRACT
DISAFFECTED
POPULATIONS**

**EXPLOIT
DISSENSION
AMONG
OPPONENTS**

Tactics: The 4-Ds, Technology, & Attribution Model

DISMISS CRITICS

Deny that a given event has happened

DISMAY THE OPPOSITION

Threaten targets with punitive action

Overt Attribution

- Manipulate true information
- Push misinformation

Sputnik (Russia), Press TV (Iran)

Uncertain Attribution

- Shape divisive themes
- Amplify false narratives
- Expose secrets

Voice of Europe, Wikileaks

Covert Attribution

- Sow mistrust
- Compromise accounts
- Deface credible information

Hackers, Bots,

DISTORT FACTS

Twist stories and misshape narratives

DISTRACT FROM ISSUES

Promote other stories to divert attention and sow confusion

State-sponsored disinformation uses a complex network of disparate attributions which pass through various media outlets to disguise the origin of content and expand its scope and impact.

Countermeasures

**STRENGTHEN
INFORMATION
LITERACY CAPACITY**

**EMPOWER CIVIL
SOCIETY TO COUNTER
SUBVERSIVE
INFORMATION
OPERATIONS**

**RESOURCE
REPUTABLE AND
TRANSPARENT MEDIA
INSTITUTIONS**

**COORDINATE
TECHNICAL
DEFENSIVE TACTICS
AGAINST MACHINE-
DRIVEN PROPAGANDA**