BENEDMO

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A FACTCHECK ROADMAP

DO YOU SUSPECT THAT FALSE INFORMATION WAS SPREAD ON PUROSE?

YES →
- Highlight the techniques used by disinformation agents, such as capitalizing on emotions, to reduce their effectiveness
- Highlight aims and motivations behind spreading the disinformation

NO → **CONSIDER WHAT'S CHARACTERISTIC ABOUT THE FALSE INFORMATION**

IS THIS INFORMATION DECONTEXTUALISED?

YES →
Decontextualized information is harder to correct than blatantly false information. A longer article may be needed to recontextualise and build trust in correct information.

NO → **DID THIS MIS/DISINFORMATION RECEIVE MANY IMPRESSIONS OR ENDORSEMENTS? (E.G. LIKES, SHARES, REPOSTS...)**

YES →
Include statement highlighting a possible reputation loss as a consequence of sharing misinformation

NO → **IS THE MIS/DISINFORMATION RELATED TO AN IMMEDIATE CRISIS EVENT?**

YES →
- The information base may be unclear. Use strong sources and evidence from reliable organizations with expertise in opensource information (e.g., Bellingcat). Specify guidelines for the amount of evidence required to confirm or debunk statements circulating in uncertain times.The information base will likely change.
- Monitor new material and claims on the events in a single feed to provide an overview of most reliable evidence at the time.
- Prepare in advance: establishing a blueprint for managing fact-checking in times of crisis, such as an emergency or crisis command center dedicated to fact-checking

NO → **THE FORMAT OF THE FACT-CHECK MIGHT DEPEND ON THE FORMAT OF THE MIS/DISINFORMATION.**

IS THE MIS/DISINFORMATION IN TEXT FORM?

YES →
Use a factual debunk message addressing the content of the message.

NO → **IS THE MIS/DISINFORMATION IN VISUAL FORM?**

YES → **DO YOU SUSPECT IT TOBE A DEEPFAKE?**

YES →
Find the origin of the picture/video. Point out the real context in the debunk

NO → **IS THE IMAGE/VIDEO DE-CONTEXTUALISED?**

YES →
Use inoculation strategies that explain how to recognize deepfakes and visual evidence taken out of the context

NO → **THE FORMAT OF THE FACT CHECK SHOULD DEPEND ON ITS AIM.**

IS THE AIM OF THE FACT CHECK TO LOWER MISPERCEPTIONS?

YES →
Use a traditional fact check format

NO → **IS THE AIM OF THE FACT CHECK TO TEACH CRITICAL SKILLS AND MOTIVATE THOUGHTFUL ELABORATION?**

YES →
Use truth-sandwich or inoculation method:
- A fact-check presented as a truth-sandwich wraps a false claim between two layers of accurate information, hereby making the deceptive or false claims stand out less. The truth-sandwich can motivate critical skills and stimulate a thoughtful elaboration on message arguments.
- The inoculation method would teach how to recognize mis/disinformation in the future

NO → **IS THE TARGET GROUP INCLINED TO BELIEVE OR STRONGLY SUPPORT THE MIS-OR DISINFORMATION NARRATIVE BASED ON EXISTING IDENTITIES?**

YES →
Be careful with strong debunking arguments that may be read as an attack on identities. Show understanding for the background of the target group and create context-bound common ground (e.g., "We all want to get out of this crisis."). Highlight affirmative information. Use truth sandwich.

NO → **DOES THE TARGET GROUP CONSULT OR TRUST ESTABLISHED FACT-CHECKING WEBSITES?**

NO →
Place the fact-check on the platforms used by the target group. Engage in direct interventions. Use source cues that the target group identifies with

LinkedIn: @BENEDMO
X: @BENEDMO_hub

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