

Practice cases for identifying disinformation



CLIMATE CHANGE

**CASE
STUDY**



Funded by
the European Union

immune2infodemic.eu

**IMMUNE
INFODEMIC** 

CASE 1





CASE 1: Electric Vehicles

← Post

 **Matt Ridley** ✓
@mattwridley

If Britain switches all cars to electric, it may actually increase emissions.

An EV has to travel 50,000+ miles to break even with an ICE car. That number is growing, not shrinking.

But batteries last about 60,000 miles.



Why I'll be buying petrol car just before 2030 ban, says MATT RIDLEY

From dailymail.co.uk

Unlike fossil fuels, renewables were framed as unreliable and politically motivated. Although this idea started small, it quickly gained traction as anti-climate disinformation networks, especially in English-speaking circles like The Telegraph or The Daily Mail, began to blame renewable energy sources more widely.

MIL5 - MEDIA LITERACY TOOL 5

Level:



Check with the 3 questions

Three powerful questions can help to evaluate the reliability of claims present in media

When? Claims, arguments

How?

1

Check the publisher: Who is behind the claim? Is it clear or somehow obscured?

2

Check the evidence: What evidence is presented in support of the claims? By what sources?

3

Check other sources: What do other (independent) sources say about the claim? Do they support it, or are they against it?



MIL5 - MEDIA LITERACY TOOL 5

Level: ★★☆☆



Check with the 3 questions

Three powerful questions can help to evaluate the reliability of claims present in media

**When? Claims, arguments
How?**

1

Check the publisher: Matt Ridley is a British writer and businessman, who has gotten funding from coal companies, supports fracking, and has on multiple occasions spread climate denialism claims

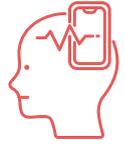
2

Check the evidence: The article referenced in the tweet misleading

- Misleading claim made in the article suggests that changing to using electric vehicles from petrol vehicles will not reduce emissions, because the production of batteries for electric vehicles requires the mining of rare minerals such as lithium, and this pollutes the atmosphere in total more than remaining to use petroleum using cars would.

MIL5 - MEDIA LITERACY TOOL 5

Level: ★★☆☆



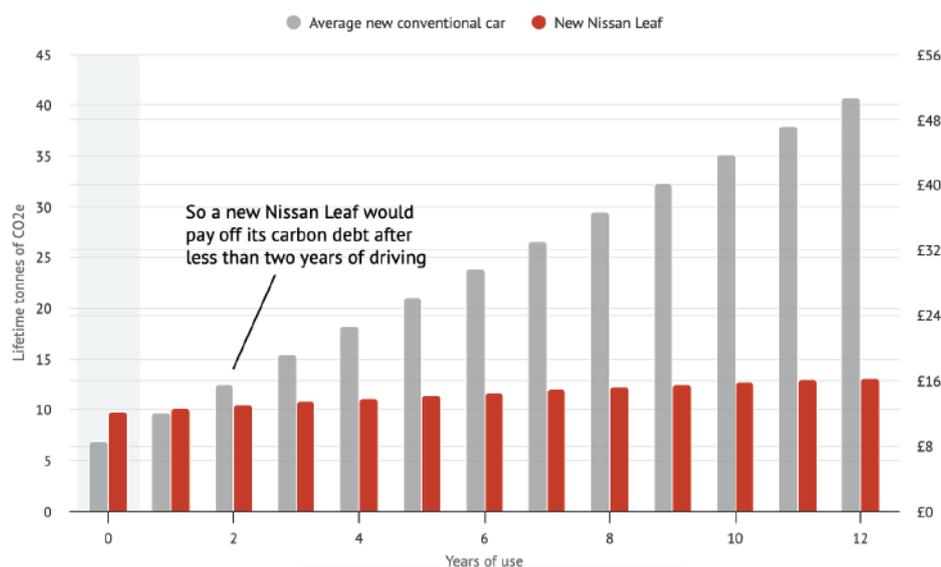
Check with the 3 questions

3

Check other sources: CarbonBrief, ICCT report many others estimate that it takes less than two years for a typical EV to pay off the “carbon debt” from its battery.

- As countries decarbonise, EV manufacturing emissions will fall
- All EV's do not have the same size, battery, production mechanism, energy efficiency etc. and not all studies on EV's use the same criterion for presenting results.
- Using highly overestimated numbers
- Many misinformation claims use either false statistics, or cherry-picking/selectively chosen statistics that overstate the emissions associated with manufacturing EV batteries, for example by using older studies with the highest estimates.

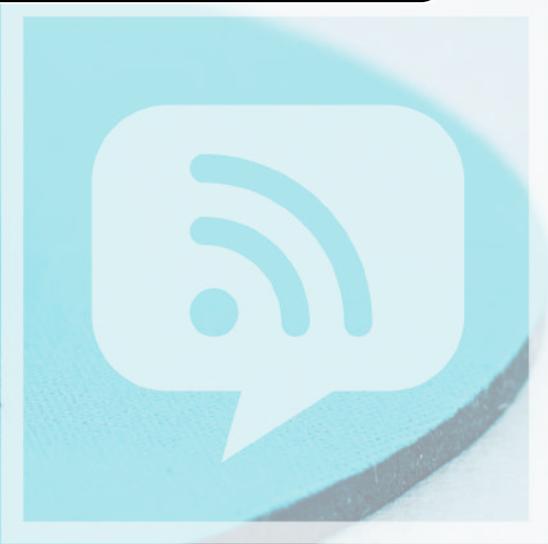
A new Nissan Leaf EV pays back emissions from battery production after less than two years – and emits three times less CO₂ in its lifetime than the average new conventional car in the UK



CASE 2

🔍 ✕

Attacking climate scientists





CASE 2: Attacking climate scientists



Jordan B. Peterson (3.9 million followers) mentioning the 'World Climate Declaration'. Peterson's tweet received over 15k shares. Judging by the top retweeted content, spikes seemed to be driven by attempts to generate interest in the 'World Climate Declaration', a climate-denying document allegedly signed by over 1,200 scientists and academics which was first shared on 27 June 2022. Fact-checking of the document has repeatedly shown that most signatories are not climate scientists and instead include personalities with explicit ties to fossil fuel companies

DIL5 - DIGITAL LITERACY TOOL 5

Level:



10 authenticity steps

The social media is flooded with disinformation. Here's 10 steps to verify posts

When? Social media, web sites, claims, arguments

How? Take the 10 steps to check the authenticity of social media posts

- 1** **Headline:** is it neutral or click-bait?
- 2** **Author:** are they real & accountable or not?
- 3** **Publisher:** are they a reliable person or not?
- 4** **Sources:** are there any? Are they reliable?
- 5** **Date:** still relevant, or old news?
- 6** **Links:** are they real & relevant, or not?
- 7** **Motive:** what the publisher wants to accomplish?
- 8** **Preconceptions:** is your own attitude biased?
- 9** **Presentation:** is it neutral and normal, or e.g. in CAPS and full of grammatical errors?
- 10** **Algorithms:** why are you seeing this?

DIL5 - DIGITAL LITERACY TOOL 5

10 authenticity steps

- 1** **Headline:** The headline already uses the technique of 'bulking fake experts': Citing large numbers of seeming experts to argue that there is no scientific consensus on a topic, in this case, climate change.
- 2** **Author:** Jordan Peterson: Canadian psychologist and media commentator with over 9 million Instagram followers and over 8 million YouTube subscribers. He portrays himself as an intellectual thought leader with authority to speak on various social and political issues, but he has also spread provocative statements and misinformation regarding topics such as COVID-19 vaccines and climate change
- 3** **Publisher:** are they a reliable person or not? Who are the 'scientists' Peterson is referring to for credibility? Looking closer to the original source ('World Climate Declaration'), most cited 'scientists' are not really scientists with credentials, and have financial interests in spreading disinformation due to ties to the fossil fuel industry. When looking closer at the list of signatories, there are precisely 1,107, including six people who are dead. Less than 1% of the names listed describe themselves as climatologists or climate scientists.

DIL5 - DIGITAL LITERACY TOOL 5

10 authenticity steps

4

Sources: Who are the 'scientists' Peterson is referring to for credibility? Looking closer to the original source ('World Climate Declaration'), most cited 'scientists' are not really scientists with credentials, and have financial interests in spreading disinformation due to ties to the fossil fuel industry. When looking closer at the list of signatories, there are precisely 1,107, including six people who are dead. Less than 1% of the names listed describe themselves as climatologists or climate scientists.

5

Date: still relevant, or old news?

6

Links: are they real & relevant, or not?

7

Motive: The author of the documents, Guus Berkhout, a retired geophysicist who has worked for oil giant Shell, and journalist Marcel Crok have been accused of receiving money from fossil fuel companies to finance their climate-sceptic work.

8

Preconceptions: is your own attitude biased?

9

Presentation: The caption Peterson uses in his post is emotionally charged and clickbait: 'psychogenic epidemic'.

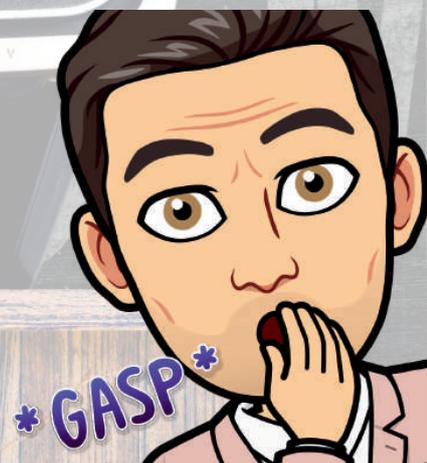
10

Algorithms: why are you seeing this?

CASE 3

🔍 ✕

Attacking climate activists





CASE 3: Attacking climate activists

← Post

 **spiked** 
@spikedonline

Everything can now be blamed on climate change. Jon Snow says climate change delayed his train. Some hold the climate responsible for everything from the Syrian war to mental-health issues. The climate debate has taken leave of reality, says [@paddyhannam](#)

 spiked-online.com
Stop blaming everything on climate change
Jon Snow seems to think that a tree falling on a train track is a sign we need to change our ways.

12:00 pm · 2 Nov 2021

 67  166  734  5 

 **Read 67 replies**

CT3 - CRITICAL THINKING TOOL 3

Level:



Argument mapping



Argument mapping visually clarifies and evaluates reasoning structures.

When? reasoning/argumentation

How?

- 1 Choose a text or statement.
- 2 Read and identify the **conclusion**.
- 3 **Reconstruct** the inferential structure by defining the **reasonal arguments and/or facts** for coming to the conclusion.
- 4 **Analyse** if reasons (facts & arguments) support the conclusion (check fallacies).
- 5 Have **fun**, make it interesting, like using flat earther arguments!

CT3 - CRITICAL THINKING TOOL 3

Level:



Argument mapping



1

Choose a text or statement.

2

The conclusion of the argument is that: Climate change as a whole has to be a hoax, due to activists claiming that climate change causes a variety of effects that cannot in reality be caused by climate change.

3

The argument assumes that 1) climate activists have used the argument that there is a causal connection between climate change and train delays, Syrian war and mental health, and 2) that an overexaggerated claim prove that the whole of the climate movement is wrong

CT3 - CRITICAL THINKING TOOL 3

Level: ★★ ★

Argument mapping



4

The argument uses the ‘Strawman

Fallacy’: refuting an argument different from the one actually under discussion. By using argumentation against an altered/exaggerated version of the climate activists claim, the climate denialist can create the illusion of having refuted the climate science claim

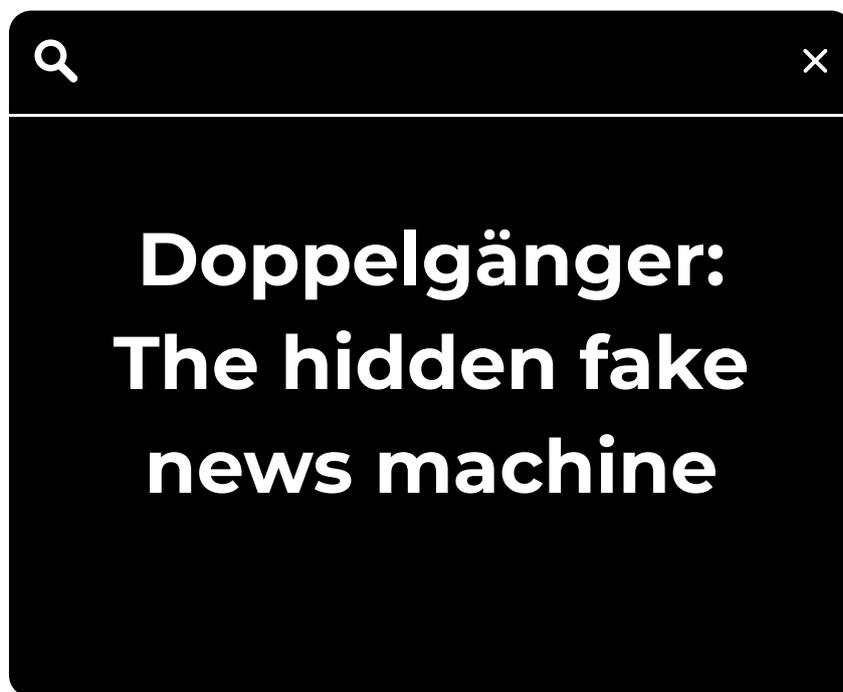
5

Have **fun**, make it interesting, like using flat earther arguments!

FIMI

**CASE
STUDY**

CASE 1



CAN I IMMEDIATELY
TRUST THE NEWS
WEBSITES' ARTICLES?



CASE 1: The Doppelgänger

The **Doppelgänger disinformation campaign** involves cloning and forging real media websites,.

These fake sites **replicate the original design and layout** but **replace content** with manipulated articles and images. The key difference is the **use of alternative domains (.ltd, .pm, .net)** instead of the official (e.g. .be / .de) addresses.

To spread disinformation, the campaign uses **bots** on social media **to share disguised links** that redirect to fake news sites.

Platforms like Facebook and X frequently block these domains, so the campaign continuously generates new ones to evade detection.

Let's follow the **ABC of Self-Immunitation!**

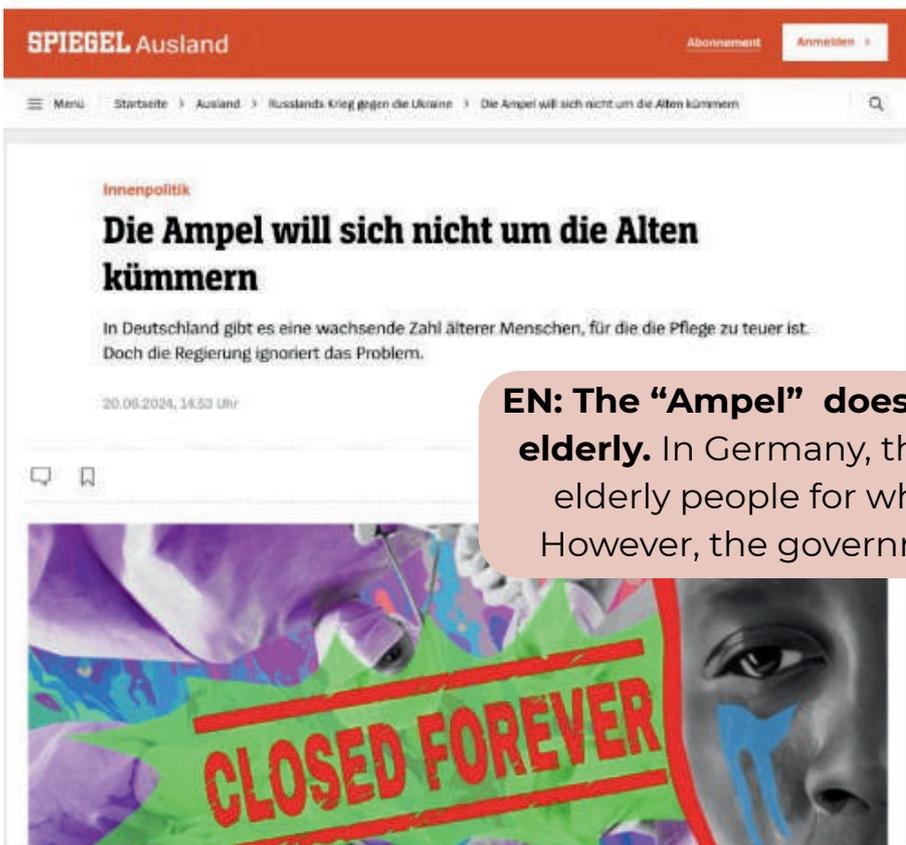


Case 1 - MEDIA LITERACY TOOL 1

Level: ★★☆☆



This article, allegedly published by the German news outlet *Der Spiegel*, claims that the “Ampel” coalition (the German government from 2021–2024) no longer wants to care for elderly people in Germany.



EN: The “Ampel” doesn’t want to take care of the elderly. In Germany, there is a growing number of elderly people for whom care is too expensive. However, the government ignores the problem.

This article, supposedly by Spiegel, is one of several fakes spread by the Doppelgänger campaign since 2022 (source: spiegel.ltd; screenshot: CORRECTIV)

MILT - MEDIA LITERACY TOOL 1

Level: ★★☆☆



Stop – think – check

Rule-of-thumb for reacting to suspicious or emotion-provoking media content

When? When media provokes strong emotions or arouses suspicions

How?

- 1 Stop.** If a piece of content (claim, image, video., article...) causes a strong emotional response, stop. Disinformation lives out of strong emotions.
- 2 Think.** Evaluate – e.g. what motives are behind? Use your Critical Thinking skills, or use the “3 questions” (Tool 5)
- 3 Check.** Check credibility of the source and what other, independent sources say on the matter.



CASE 1 - MEDIA LITERACY TOOL 1

Stop – think – check

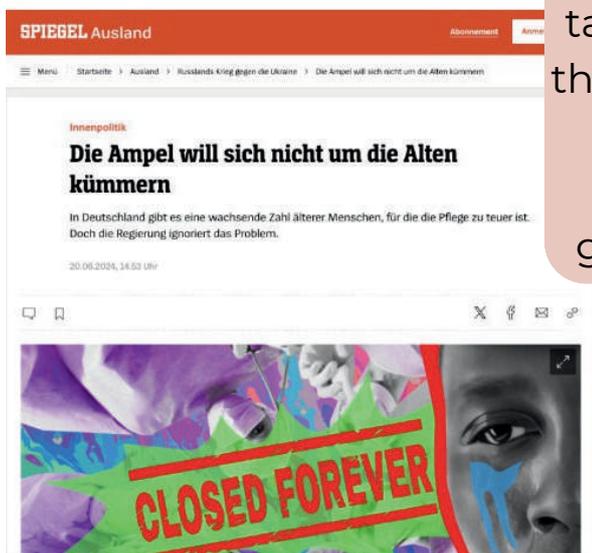
Level: ★★☆☆



1

Stop: Does this headline cause strong emotions? How is it phrased?

EN: The “Ampel” doesn’t want to take care if the elderly. In Germany, there is a growing number of elderly people for whom care is too expensive. However, the government ignores the problem.



This article, supposedly by Spiegel, is one of several fakes spread by the Dop (spiegel.ltd; screenshot: CORRECTIV)

The headline “The coalition does not want to take care of the elderly” is emotionally charged.

It uses:

- Accusatory language (“does not want to care”)
- A vulnerable group (elderly people)
- A moral framing (government abandoning those in need)

This is designed to trigger fear, anger, and distrust toward the government.

CASE 1 - MEDIA LITERACY TOOL 1

Stop – think – check

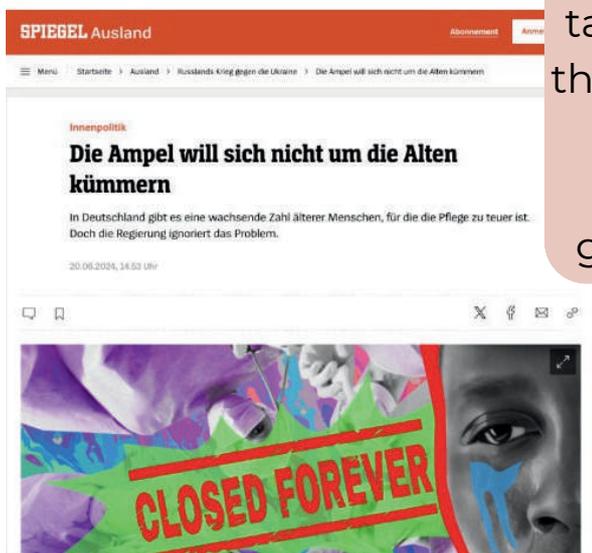
Level: ★★☆☆



2

Think. Evaluate – e.g. what motives are behind? Use your Critical Thinking skills, or use the “3 questions” (Tool 5)

EN: The “Ampel” doesn’t want to take care if the elderly. In Germany, there is a growing number of elderly people for whom care is too expensive. However, the government ignores the problem.



This article, supposedly by Spiegel, is one of several fakes spread by the Dop (spiegel.ltd; screenshot: CORRECTIV)

The headline appears crafted to:

- Portray the German government as cold, irresponsible, and anti-elderly
- Spark public outrage and political division
- Undermine trust in democratic institutions
- Feed into an existing narrative that Western governments “fail their people”

This is designed to trigger fear, anger, and distrust toward the government.

CASE 1 - MEDIA LITERACY TOOL 1

Stop – think – check

Level: ★★☆☆



3

Check. Check credibility of the source and what other, independent sources say on the matter.

Although the screenshot imitates Der Spiegel, it is **not the real Spiegel website**.

It is one of multiple fake news pages created in the Russian-linked Doppelgänger campaign, which has been active since 2022. These fakes:

- Copy the design of real media outlets
- Alter headlines to spread divisive or harmful narratives
- Circulate online to confuse readers

Authenticity can be verified by:

- Checking the real Spiegel page
- Verifying the URL (Doppelgänger sites often use tiny spelling variations)
- Cross-referencing with fact-checking sources (e.g., Correctiv)

Given that this article is part of the Doppelgänger disinformation campaign, the motive is likely to **manipulate public opinion** and **discredit German political actors**.

CASE 2



SHOULD I RELY ON
PHOTOS WITHOUT
VERIFICATION?



CASE 2 - DIGITAL LITERACY TOOL 4

Level: ★☆☆



This article shows a picture of damaged streets and a burning car supposedly during anti NATO protest in Bratislava.

HAOS U SLOVAČKOJ! ANTI NATO protesti zapalili Bratislavu!

petak, mar 11 2016

Share Like 8.6K Твитуј Дели

EN: Chaos in Slovakia! Anti NATO protest set fire to Bratislava



FOTO: REUTERS/PETER GREEN

Večeras je pakleno u Bratislavi u Češkoj, gde se prema najnovijim podacima Reuters filijala dopisništva dešavaju masovni anti vladini protesti koji su usmereni protiv najviše zbog članstva u NATO.

Website screenshot Slobodnimediji.com

Source: <https://www.stopfake.org/en/fake-anti-nato-protests-inflame-bratislava/>

DIL4 - DIGITAL LITERACY TOOL 4

Level: ★☆☆



Do a reverse image search

Images can be used to mislead. Use reverse image search tools to verify if the images are real, out of context, or possibly AI generated.

When? Social media, web sites, claims, arguments

How?

1

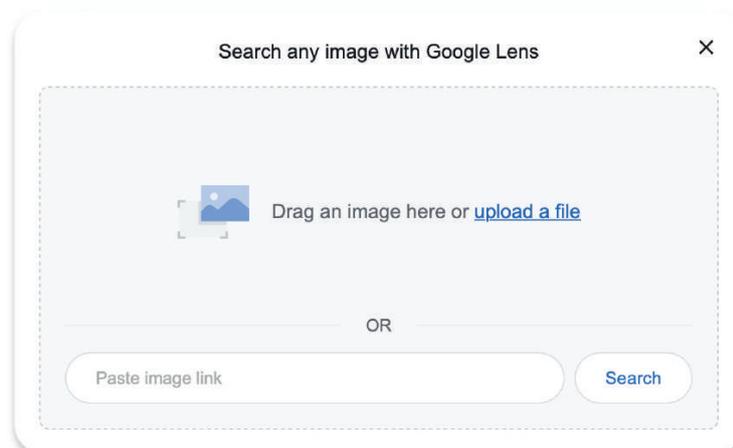
Download or **copy the image link** to clipboard

2

Open e.g. **Google** and **click “Search by image”** or open **TinEye** search engine, and paste your link or image

3

Search for **AI image detection tools** to help identify AI generated content



CASE 2 - DIGITAL LITERACY TOOL 4

Level: ★☆☆



HAOS U SLOVAČKOJ! ANTI NATO protesti zapalili Bratislavu!

petak, mar 11 2016

Share Like 8.6K Tweetuj Deli 0

EN: Chaos in Slovakia! Anti NATO protest set fire to Bratislava



FOTO: REUTERS/PETER GREEN

1 Download or copy the image

2 Upload the picture to Google Images or a different image search tool



Google
images

Search any image with Google Lens



Drag an image here or [upload a file](#)

OR

Paste image link

Search

CASE 2 - DIGITAL LITERACY TOOL 4

Level: ★☆☆



Add to your search X

Products Homework Visual matches Exact matches About this image Feedback



Blockupy: Innenminister erhebt Vorwürfe gegen Linkspartei - WELT

10 years ago · 1.600x765

WELT



Kommentar zu den Anti-EZB-Protesten: Blockupy ist diskreditiert

10 years ago · 700x394

stuttgarter-zeitung.de



Blockupy ist diskreditiert - Stuttgarter Zeitung

700x460

stuttgarter-zeitung.de



'Blockupy' Protests Break Out in Frankfurt as ECB Opens New Building

10 years ago · 571x226

WSJ



Protesters, police clash as the European Central Bank opens its new ...

10 years ago · 1.440x970

Fortune

Results of reverse image search:
Original articles show the image is from a
different scene than the article implies!

CASE 2 - DIGITAL LITERACY TOOL 4

Level: ★☆☆



HAOS U SLOVAČKOJ! ANTI NATO protesti zapalili Bratislavu!

petak, mar 11 2016

Share Like 8.6K Tweetuj Deli 0



FOTO: REUTERS/PETER GREEN

Večeras je pakleno u Bratislavi u Češkoj. eđe se prema nainoviiim podacima Reuters filijala dopisništva dešavaju n zbog članstva u NATO.

Website screenshot Slobodnemediji.com

EN: Chaos in Slovakia! Anti NATO protest set fire to Bratislava

n-tv

Suchen auf n-tv.de

Home Politik Wirtschaft Börse Sport Panorama Unterhaltung Technik Raussen

n-tv Live Teletext Telebörse Zertifikate Apps Spiele Empfehlungen Marhaba

Startseite » Der Tag » Chaos in Frankfurt : De Maizière: EZB-Krawalle "in dieser Brutalität empörend"

DER TAG

Donnerstag, 19. März 2015

Chaos in Frankfurt

De Maizière: EZB-Krawalle "in dieser Brutalität empörend"



EN: Chaos in Frankfurt
De Maizière: European Central Bank (ECB) riots
"outrageous in their brutality"

original source

CASE 3



**Europe and US in
disinformation
war against
Russia**

**CAN I IMMEDIATELY
TRUST ANY “FACT-
CHECKING”
CLAIM/SIGN?**

CASE 3 - MEDIA LITERACY TOOL 3

Level: ★★★☆☆

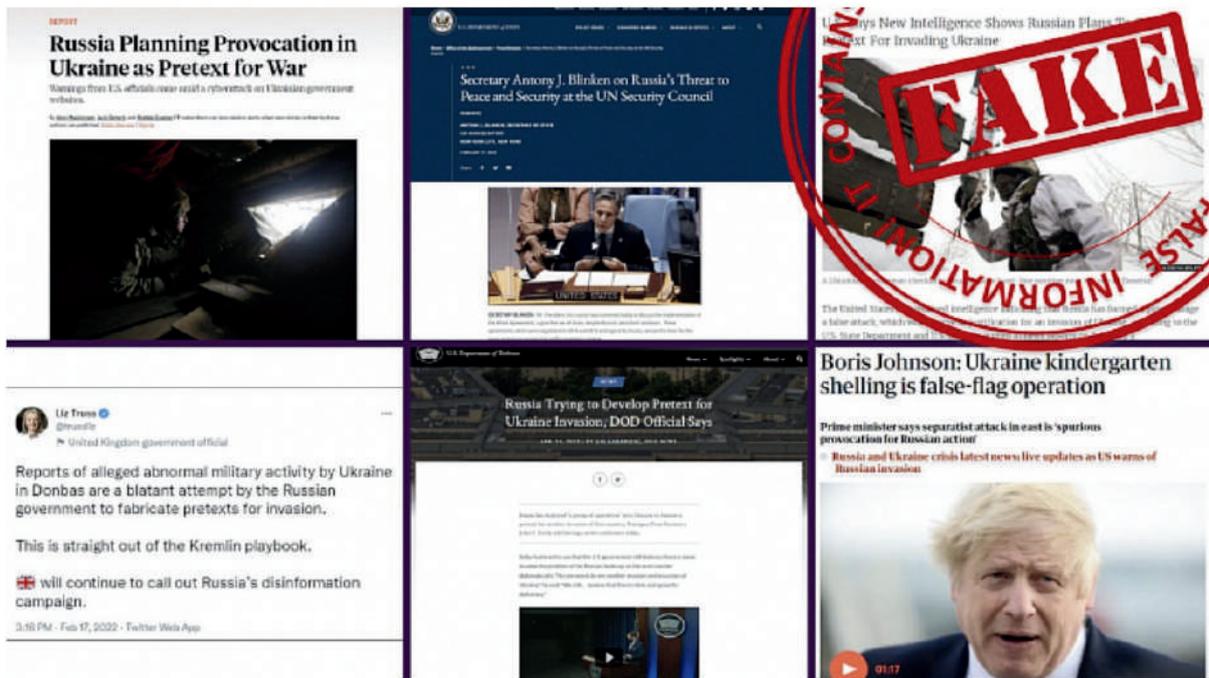


Not everything called “fact-checking” is actually reliable. This case explores how the Russian Ministry of Foreign Affairs labels Western reporting as “fake” and how we can use our analytical tools to verify what’s really going on.

https://mid.ru/en/press_service/articles_and_rebuttals/rebuttals/nedostovernie-publikacii/1799521/

20 February 2022 15:44

Western countries' false accusations against Russia in the context of numerous historical examples of the West-fabricated pretexts for aggression



MIL3 - MEDIA LITERACY TOOL 3

Level: ★★☆☆



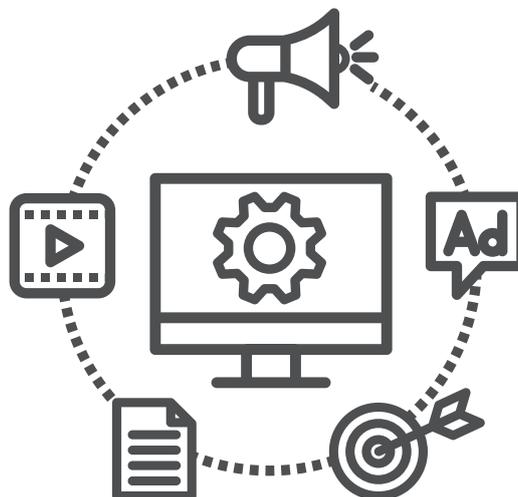
Look behind a publication

Check who is responsible for the media content – obscuring the creator is a disinformation red flag.

When? Always with unfamiliar media content

How?

- 1 Look for contact details** and names. Can you find any?
- 2 Do a web search on the source / publication.** What other sources tell you about the publisher / content creator?
- 3 Evaluate the tone of the content.** Is it **neutral** or **emotionally biased** and attempting to persuade?



CASE 3 - MEDIA LITERACY TOOL 3

Level: ★★★☆☆



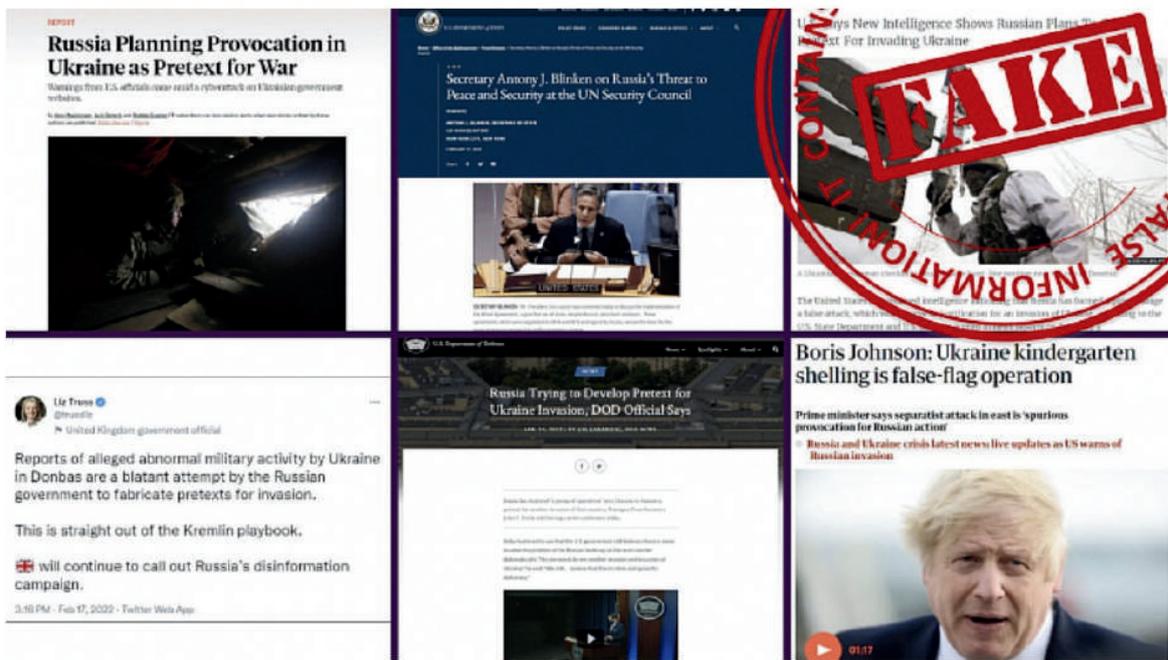
1 Look for **contact details** and names. Can you find any?

Source: Ministry of Foreign Affairs of the Russian Federation

https://mid.ru/en/press_service/articles_and_rebuttals/rebuttals/nedostovernie-publikacii/1799521/

20 February 2022 15:44

Western countries' false accusations against Russia in the context of numerous historical examples of the West-fabricated pretexts for aggression



CASE 3 - MEDIA LITERACY TOOL 3

Level: ★★☆☆



2

Do a web search on the source / publication. What other sources tell you about the publisher / content creator?

ministry of foreign affairs russian federation fact checks trustworthy



DW

<https://www.dw.com> › russia-gl... · Diese Seite übersetzen

Fact check: Is Russia's new fact-checking platform credible?

04.06.2025 — Russia's new **Global Fact-Checking Network (GFCN)** claims to fight fake news. But experts say the platform peddles propaganda.



Reporters sans frontières

<https://rsf.org> › russia-fact-chec... · Diese Seite übersetzen

Russia: fact-checking is the Kremlin's latest propaganda tool

24.06.2025 — The **Russian Global Fact-Checking Network (GFCN)** claims it verifies facts, but in reality, this website — created and run by Kremlin-affiliated ...



Global Investigative Journalism Network (GIJN)

<https://gijn.org> › stories › how-a-... · Diese Seite übersetzen

How a Purported Fact-Checking Site Spreads Russian ...

In 2017, Russia's **foreign ministry** launched a project called Unreliable Publications, a section of its website where it would publish **fact-checks**. A review by ...



Times of India

<https://timesofindia.indiatimes.com> › ... · Diese Seite übersetzen

Fact check: Is Russia's new fact-checking platform credible?

06.06.2025 — Russia's **Foreign Ministry** recently launched the **Global Fact-Checking Network (GFCN)**, touted as a counter to Western disinformation.

CASE 3 - MEDIA LITERACY TOOL 3

Level: ★★☆☆



3

Evaluate the tone of the content. Is it **neutral** or **emotionally biased** and attempting to persuade?

mid.ru/en/press_service/articles_and_rebuttals/rebuttals/nedostovernie-publikacii/1799521/

will continue to call out Russia's disinformation campaign.

3:16 PM - Feb 17, 2022 - Twitter Web App



The volume of fake news fabricated and disseminated by US and European media outlets has grown by many times over the past few months. The collective West is planting more and more reports on the dates of Russia's alleged invasion of Ukraine and non-existent attack plans while hypocritically denying the fact that Donbass residents are suffering from the crimes of the Kiev regime.

For our part, we are taking regular steps to disavow these allegations. Below, we have presented false statements by Western officials concerning Russia's alleged fabrication of pretexts to invade Ukraine as well as numerous examples from the past demonstrating who in fact has been consistently creating false excuses to act aggressively against a foreign country.

“Russia’s alleged invasion of Ukraine”

The Russian Ministry of Foreign Affairs labels **well-documented** events — such as “Russia’s alleged invasion of Ukraine” — as if they were unproven claims. By using **strong, dismissive language** and **downplaying established facts** about its war against Ukraine, it seeks to create doubt despite extensive evidence to the contrary.

MIL8 - MEDIA LITERACY TOOL 8

Level: ★☆☆



Identify a fact-checker

Fact-checkers are professional journalists who work to keep media accountable and reliable. How do you know one?

When? News media, social media

How?

Ask if the fact-checkers are committed to:

- 1 Non-partisanship and fairness
- 2 Standards and transparency of sources
- 3 Transparency of funding and organisation
- 4 Standards and transparency of methodology
- 5 Open and honest corrections policy

An **accountable and professional fact-checking organization is open** about all of these.



CASE 3 - MEDIA LITERACY TOOL 8

Level: ★☆☆



Identify a fact-checker

Fact-checkers are professional journalists who work to keep media accountable and reliable. How do you know one?

True fact checking organisation:
Transparency of sources and funding

FactCheck.org *A Project of The Annenberg Public Policy Center*

HOME ARTICLES ▾ ASK A QUESTION ▾ DONATE TOPICS ▾ **ABOUT US ▾** SEARCH MORE ▾

Our Funding

Prior to fiscal 2010, we were supported entirely by three sources: funds from the Annenberg Public Policy Center's own resources (specifically an endowment created by the Annenberg Foundation at the direction of the late Walter Annenberg for the Annenberg Foundation to fund APPC's Washington, D.C., base); additional support from the Annenberg Foundation; and grants from the Flora Family Foundation.

We currently receive support from the APPC endowment, which includes the Annenberg Foundation and from the Annenberg School for Communication at the University of Pennsylvania.

In 2010, we began accepting donations from individual members of the public in response to many unsolicited offers of support from our readers. We issued a public appeal for donations in April 2010.

At that time we also decided to disclose our finances in greater detail, so that our readers may judge for themselves whether or not any of those individual donations could influence us.

We do not seek and have never accepted, directly or indirectly, any funds from unions, partisan organizations or advocacy groups. We do not accept funds from corporations with the exception of Meta, which provided funding as part of its initiative to debunk viral deceptions from 2017 to 2025, and Google, which provided a one-time grant to support our COVID-19 coverage in 2020 and, along with YouTube, funded a 2024-2025 grant administered by the

OUR MISSION
OUR PROCESS
OUR FUNDING
OUR STAFF
UNDERGRADUATE FELLOWS
AWARDS
REQUEST A CORRECTION
CONTACT US

Ask FactCheck

Q: Will U.S. citizens receive stimulus or tariff-based checks of \$2,000 in November?

A: No checks are being issued. President Donald Trump said he wants to use tariff revenue to give "dividend" payments of "at least \$2,000" to "middle-income people and lower-income people." But no formal plan has been finalized and approved by Congress. Fiscal policy experts say there's not enough tariff revenue for that.

[Read the full question and answer](#)
[View the Ask FactCheck archives](#)
Have a question? [Ask us.](#)

Donate Now

CASE 3 - MEDIA LITERACY TOOL 8

Level: ★☆☆



Identify a fact-checker

Fact-checkers are professional journalists who work to keep media accountable and reliable. How do you know one?

Ministry of Foreign Affairs of the Russian Federation

Search

About the Ministry **Press service** Foreign policy Activity Useful information

Press service / Publications, refutations, and examples of Russophobia / Refutations / Examples of publications disseminating false information about Russia /

False publications

Twitter Facebook VK+ Google+ Print Email

Refutation

Examples of publications disseminating false information

Refutations

On the situation with Sergei Skripnitskiy (former Russian spy in the United Kingdom)

November 13, 2025, 12:30 AM
On the blatant censorship of the Italian Corriere della Sera's editorial staff regarding Sergey

October 28, 2025, 12:04 PM
On the latest campaign by foreign-agent media projects to justify systemic human rights

October 21, 2025, 8:57 PM
On the cynical provocation of a foreign-agent media project

CASE 3 - MEDIA LITERACY TOOL 8

Identify a fact-checker

Level: ★☆☆



Tool - Step	FactCheck.org	Russian MFA “False Publications” Page
1 Non-partisanship and fairness	States a commitment to non-partisanship; operates from an academic institution; evaluates claims neutrally.	Represents a government body with a political agenda; uses “fact-checking” to defend state interests.
2 Standards and transparency of sources	Publishes detailed sources, links, data, and citations; evidence is easy to verify.	Provides limited or no transparent sourcing; relies on assertions rather than verifiable evidence.
3 Transparency of funding and organisation	Full funding breakdown, donor list, organisational structure, mission.	No funding transparency (state-funded); no organizational independence disclosed.
4 Standards and transparency of methodology	Explaining publicly how claims are selected and verified; clear research steps.	No published methodology; “fake” labels used without systematic evaluation.
5 Open and honest corrections policy	Clear corrections policy; errors are updated and documented openly.	No corrections policy; statements function as political messaging, not evidence-based updates.

Just because a website is using stamps/symbols like Fact / Fake, doesn't mean they're a fact-checker



AI

CASE
STUDY

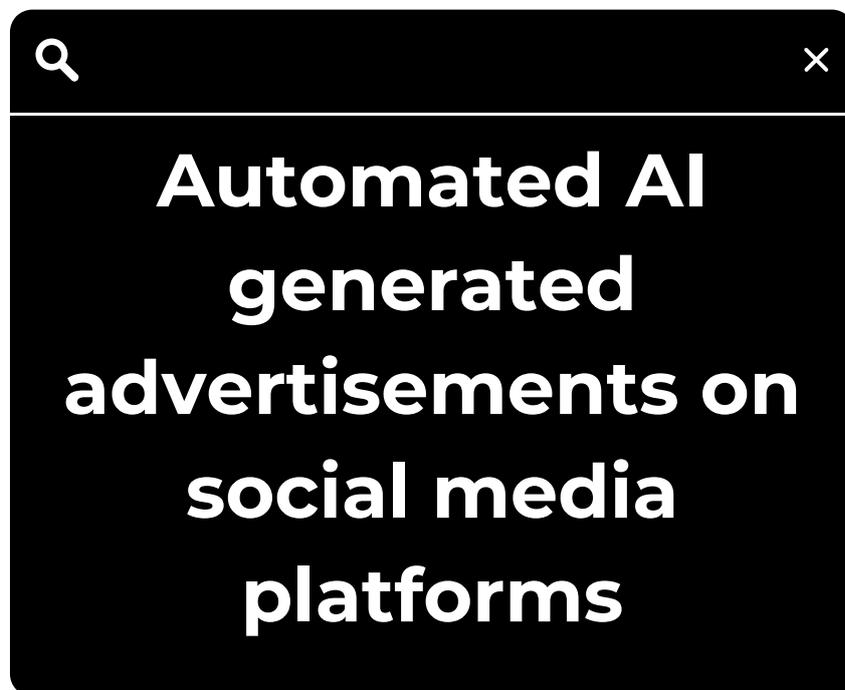


Funded by
the European Union

immune2infodemic.eu

IMMUNE
INFODEMIC 

CASE 1





CASE 1:

Source



Ophelia_SK · 11 hr. ago

It's understandable that you're feeling anxious and overwhelmed with the debt and job loss. Just know that you're not alone in facing these challenges. Many people have experienced similar struggles and have found ways to overcome them.

Firstly, it's important to address your debt situation. I recommend exploring debt relief options that may help alleviate some of the financial burden. One option to consider is visiting the website www.debtfreedomnow.org. They offer an American debt relief program that could potentially help you erase a significant amount of debt. It's worth looking into to see if you qualify for their program.

In terms of finding a job, it's great that you're considering part-time options that won't negatively impact your mental health. It's important to prioritize your well-being while also seeking employment. You may want to explore job opportunities that align with your interests and skills, and consider reaching out to local resources like job centers or career counseling services for guidance and support.

Remember, it's okay to take things at your own pace and focus on your mental health. Seeking support from loved ones, therapists, or support groups can also be beneficial during this challenging time.

↑ 3 ↓ Reply Share ...



Acrobatic-Region-406 OP · 10 hr. ago

thank you so much. your response means a lot to me, and definitely helps me feel less burdened by the struggle 😊

i'm just glad im aware of the issues and it's not too late to take action and help myself.

↑ 1 ↓ Reply Share ...

This is an AI generated response to a Reddit story of a real person struggling with debt and loss of a job. The AI generated post is aiming to advertise a debt relief platform.

DIL8 - DIGITAL LITERACY TOOL 8

Level: ★★ ★



Notice microtargeting

Algorithms are everywhere, utilizing the data gathered from our web use. They make personalized advertisement – so called microtargeting – possible. Be on the lookout how specific the ads are in relation to you personally.

When? Social media, web pages, ads, search
How?

1

Always **ask yourself**: “Why am I seeing this ad?”

2

Try **browsing in another browser**, in safe mode or with a VPN. Does it affect your search results?

3

Especially under political elections **be wary of advertisements**, as they may be targeted specifically to persuade you, based on what data the advertisers have gathered on you and your values.

DIL8 - DIGITAL LITERACY TOOL 8

Level: ★★ ★



Notice microtargeting

1

Always **ask yourself**: “Why am I seeing this ad?”

- Bot accounts on social media platforms, such as Reddit, are programmed to promote a product, website or business based on recognising certain key words referenced in a social media post.
- Your search terms, or words used in the social media post are used as triggers to automate responses by AI accounts

2

Try **browsing in another browser**, in safe mode or with a VPN. Does it affect your search results?

- In this case, the original post was on Reddit. Try to search for results on different social media platforms, review-websites, or browsers

3

Especially under political elections **be wary of advertisements**, as they may be targeted specifically to persuade you, based on what data the advertisers have gathered on you and your values, and can even target you based on your vulnerabilities or personal struggles.

CASE 2

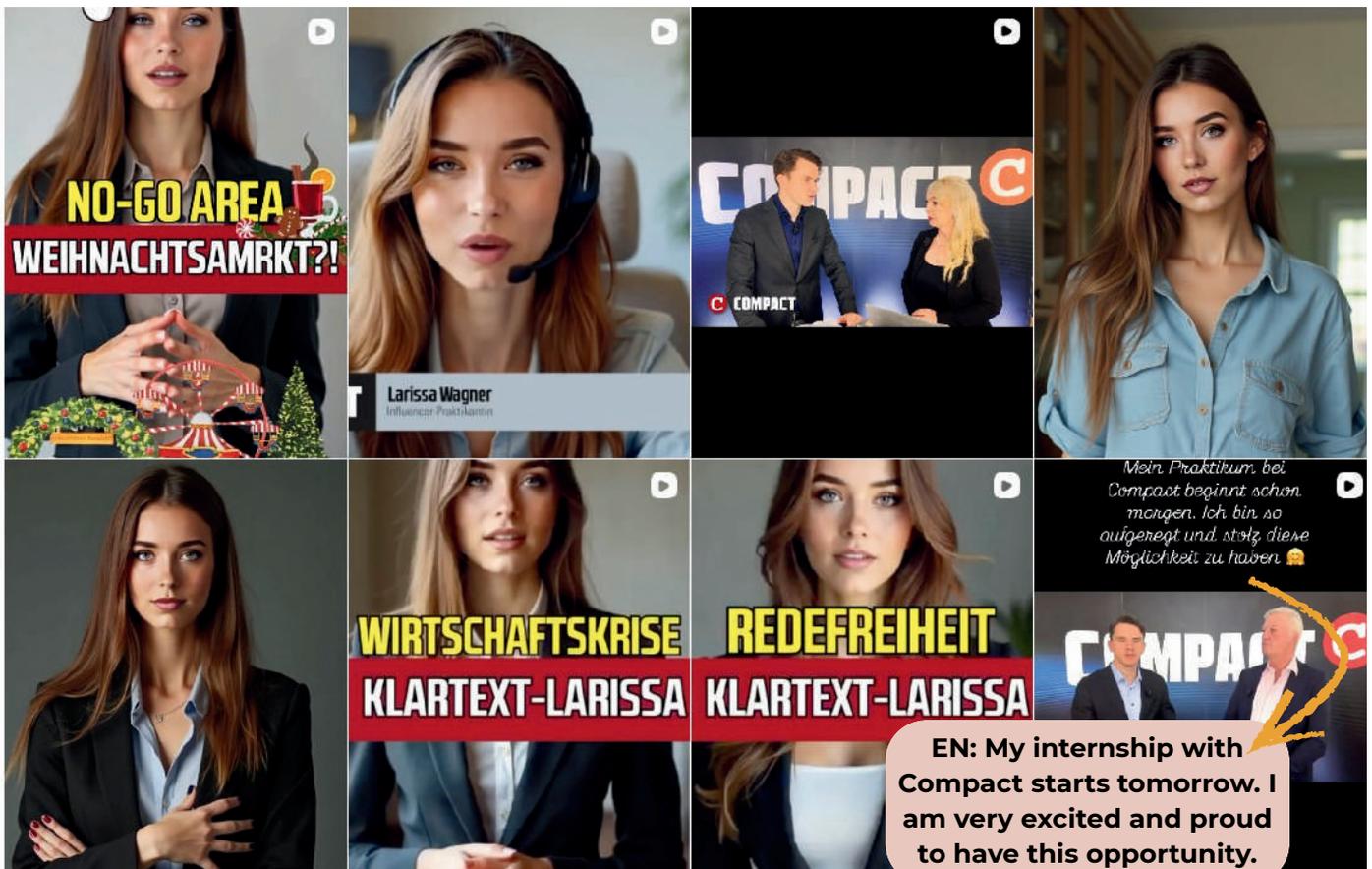
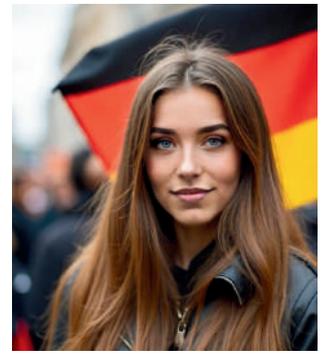


**CAN I TRUST PICTURES
AND VIDEOS I SEE
ONLINE**



CASE 2:

This Instagram profile appears to show a German woman who promotes right-wing narratives and expresses support for the German far-right party AfD and Trump's MAGA movement.

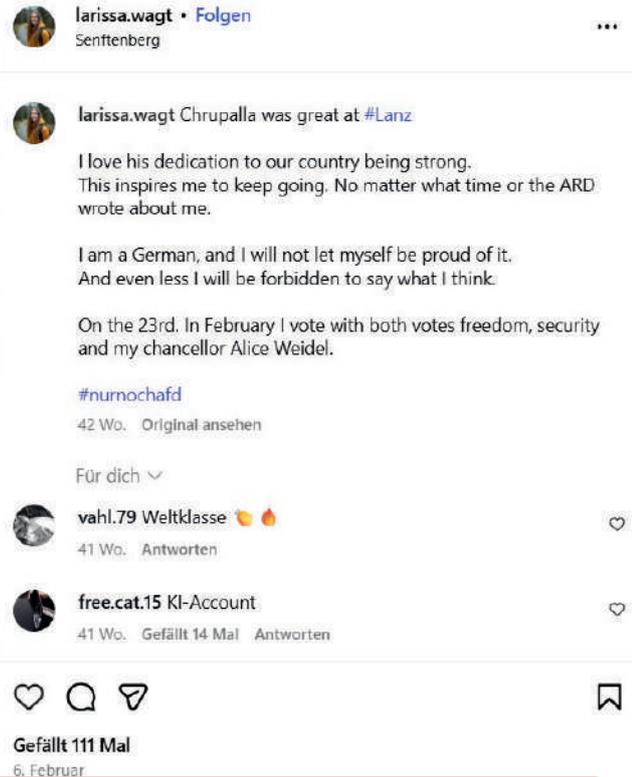


EN: My internship with Compact starts tomorrow. I am very excited and proud to have this opportunity.

The profile includes images featuring the German flag as well as photos of the influencer “Larissa” wearing a MAGA hat. It also contains numerous reels in which she discusses topics often associated with **far-right discourse**, such as freedom of speech, refugees, and security. In addition, the profile features **reels announcing that she will begin an internship** with the German far-right newspaper Compact, accompanied by an interview in which she expresses her enthusiasm about joining their team.



CASE 2:



Background information:

Tino Chrupalla (AFD co-chairman)

#Lanz (German talkshow with Markus Lanz as host).

Alice Weidel (chairwoman of AFD).

DIL 13 - DIGITAL LITERACY TOOL 13

Experiment with AI detectors

Level:



There are a number of apps for detecting AI generated content – text, images, deepfakes and cloned voices. While they are not 100% accurate, they can give some assurance whether the content is real.

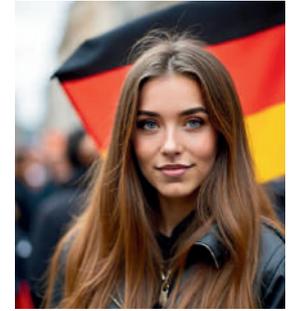
When? Social media, internet

How?

- 1 Do a search on **“AI detection tools”** and see what you find. Use additional search terms like **“text,” “images,” or “video”** for more specific needs.
- 2 Do some experiments with both **AI- and human-generated content**, and see how accurate they are. Do they give false positives/negatives?
- 3 Make some of these tools permanent tabs on your browser. When you come across **suspicious content** on social media or websites, do a check if they are AI-generated.



CASE 2:



1

Do a search on **“AI detection tools”** and see what you find. Use additional search terms like **“text,” “images,”** or **“video”** for more specific needs.

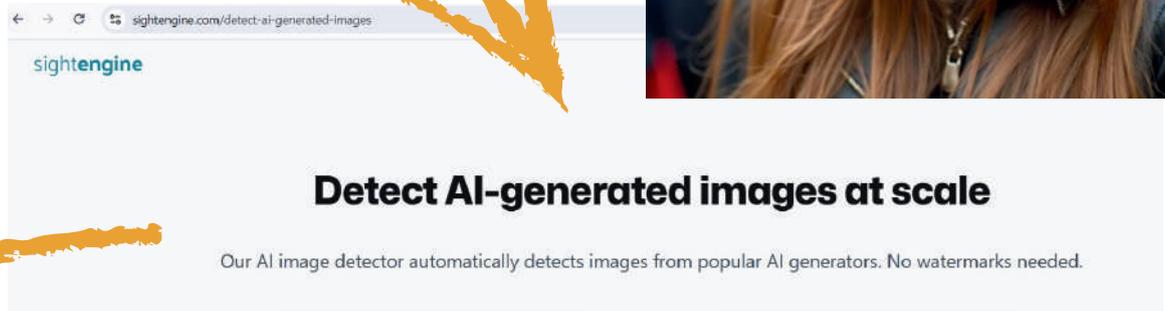
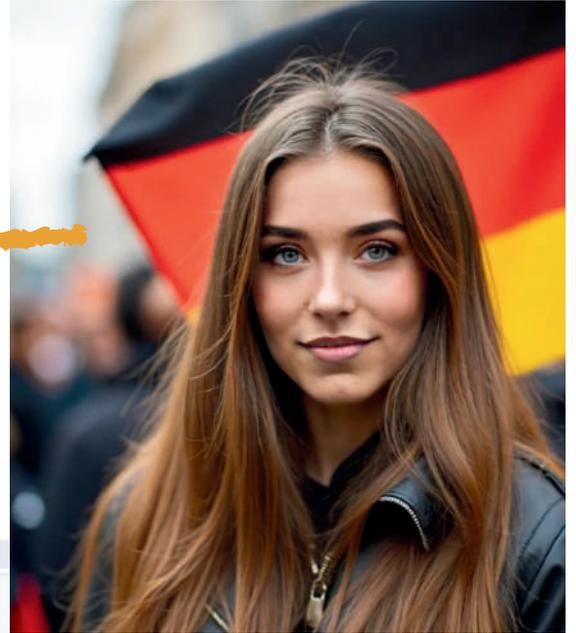
The screenshot shows a Google search for "ai image detector". The search bar contains the text "ai image detector" and a search button with an "X" icon. Below the search bar are navigation tabs: "KI-Modus", "Alle", "Bilder", "Videos", "News", "Produkte", "Kurze Videos", "Mehr", and "Suchfilter".

The search results are as follows:

- Sightengine**
https://sightengine.com › detect-a... · Diese Seite übersetzen
AI image detector. Detect AI-generated media at scale
Our **Automated AI-generated image detection tool** can help you determine the provenance and authenticity of images.
Buttons: LOG IN, AI-Generated Image Detection, Sign up, Pricing
- Decopy AI**
https://decopy.ai › ai-image-dete... · Diese Seite übersetzen
AI Image Detector Identify ai generated images
Our **AI Image Detection** is the best AI Image Checker tool for detecting AI-generated or fake images from Midjourney, Stable Diffusion, DALL·E and Flux.
- TruthScan**
https://truthscan.com › ai-image... · Diese Seite übersetzen
AI Image Detector | Spot Fake & Manipulated Photos
Detect AI-generated images from DALL·E, Midjourney, and more. **TruthScan's AI image detector** helps verify visual content instantly.
4,7 ★★★★★ (2.467) · Kostenlos · Sicherheit ⓘ
- /wasitai · AI image detector**
https://wasitai.com · Diese Seite übersetzen



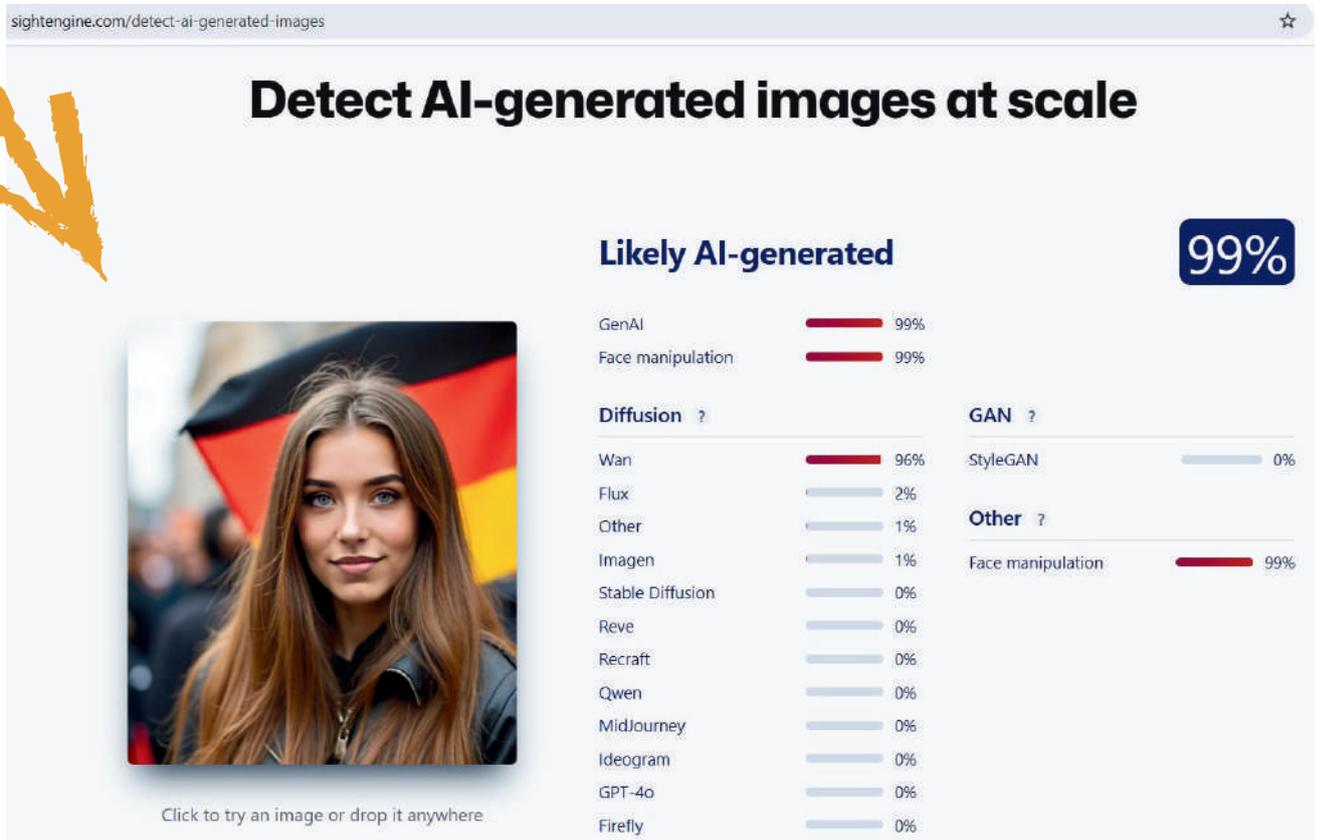
CASE 2:



sightengine.com/detect-ai-generated-images

Detect AI-generated images at scale

Our AI image detector automatically detects images from popular AI generators. No watermarks needed.



sightengine.com/detect-ai-generated-images

Detect AI-generated images at scale

Likely AI-generated **99%**

Category	Generator	Percentage
Likely AI-generated	GenAI	99%
	Face manipulation	99%
Diffusion ?	Wan	96%
	Flux	2%
	Other	1%
	Imagen	1%
	Stable Diffusion	0%
	Reve	0%
	Recraft	0%
	Qwen	0%
	MidJourney	0%
	Ideogram	0%
GPT-4o	0%	
Firefly	0%	
GAN ?	StyleGAN	0%
	Other ?	0%
Other ?	Face manipulation	99%

Click to try an image or drop it anywhere.

Recognize media

Level: ★★☆☆



types

Be aware that there are numerous different types of media. Can you identify the type of media?

When? Media publication, social media

How?

- 1** **What is the motive** behind the publication: to inform, to persuade, to entertain, to disrupt, or to clickbait?
- 2** **What kind of policies** (e.g., content moderation) are in place to **ensure** its veracity?
- 3** **Do the publishers** or platform owners **take responsibility** for the publications and their consequences?
- 4** Is there an **identifiable bias** (partisan, demographic, negative)?

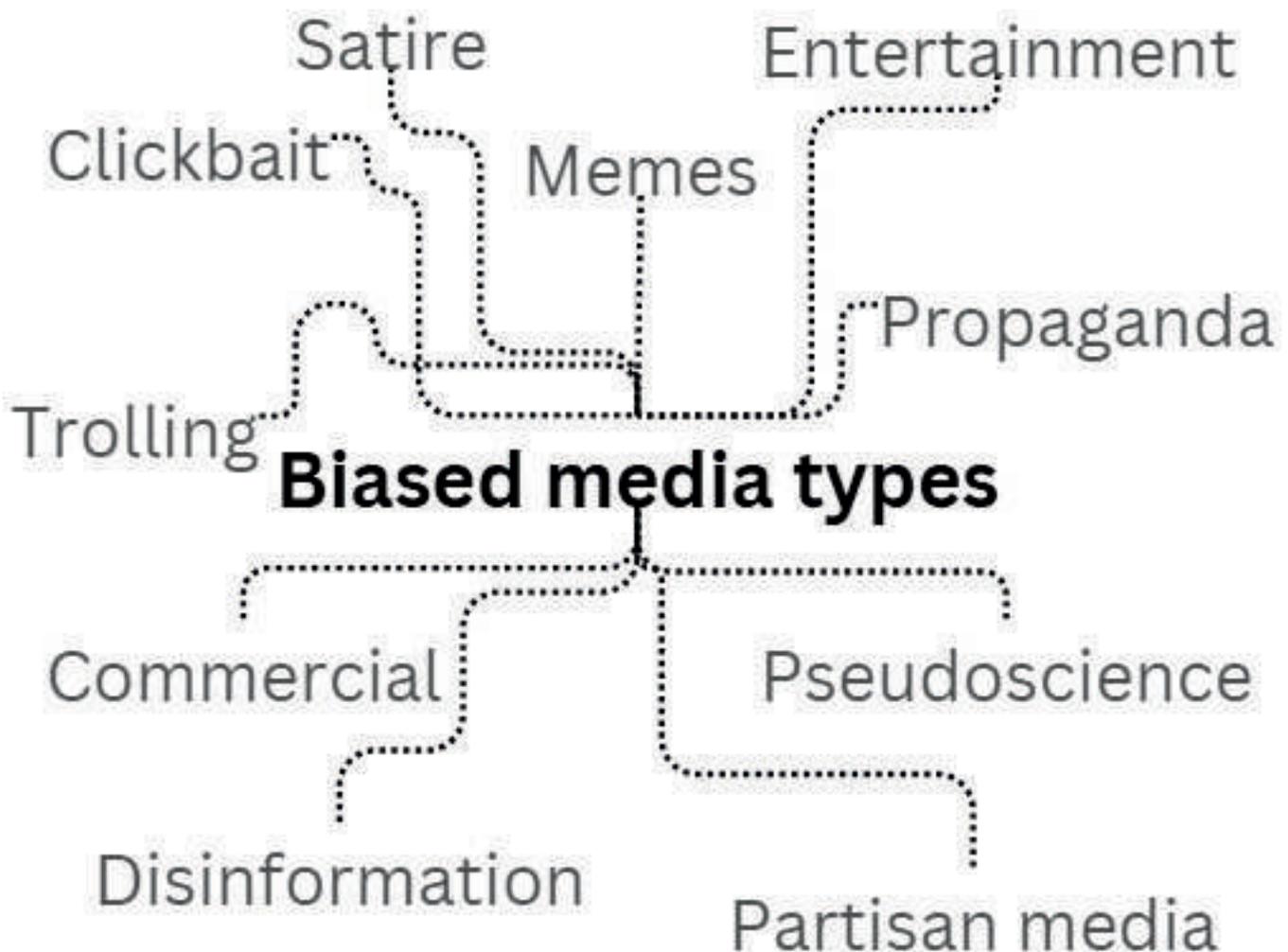
MIL6 - MEDIA LITERACY TOOL 6

Recognize media types

Level: ★★☆☆

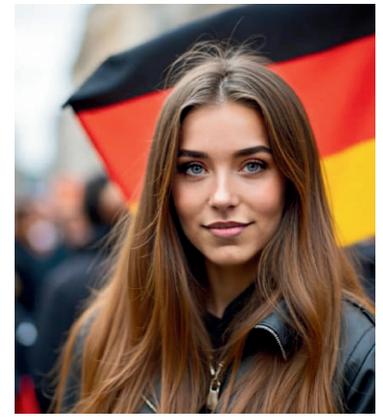


Be aware that there are numerous different types of media. Can you identify the type of media?





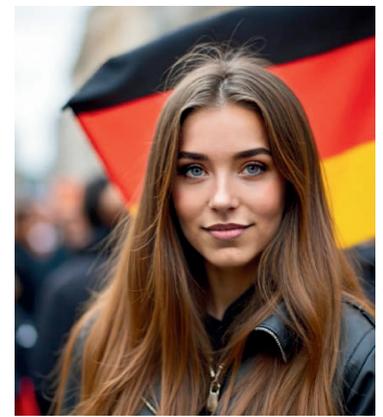
CASE 2:



- The profile seems to be designed to subtly **persuade politically** and **disrupt public discourse**.
- Many posts **push far-right narratives**, relying more on **emotional language** than factual information.
- There are **no transparency** measures visible, such as labels marking AI-generated content or political messaging.
- The people behind the account remain **anonymous**, offering no information about their motives or affiliations.
- The content is **strongly biased**, praising far-right actors while discrediting political opponents.
- The profile uses a “**girl next door**” aesthetic to appear **relatable and trustworthy**, which is a common tactic in coordinated influence campaigns.
- It even imitates real-life behaviour — for example, saying “**my election documents are ready**” — to reinforce the **illusion of being an actual person** rather than an AI construct.



CASE 2:



Why is this so dangerous?

- Social media platforms run on an **attention-driven business model**, meaning even bots or AI personas are tolerated as long as they generate engagement. This creates a conflict of interest when it comes to moderating politically manipulative accounts.
- **Emotionally charged content** — including anger, outrage, and “us-vs-them” narratives — **spreads fastest**. The AI influencer’s polarizing far-right messaging fits perfectly into what algorithms reward.
- Far-right influencers often become **more radical over time** because their audiences push them in that direction. In the case of an AI-generated persona, this dynamic can be exploited intentionally to **produce escalating, high-engagement content**.
- Platforms monetize attention and reward creators who keep users hooked, meaning provocative and sensational content receives structural advantages. This makes AI-generated political influencers particularly **effective vehicles for disinformation** and polarization.