DOMINOES
digital resilience to disinformation

Pre -bunking - the pro-active approach to combating disinformation

3.3.3

doi.org/10.5281/zenodo.10064562

Co-funded by the European Union

2021-1-RO01-KA220-HED-000031158

DOMINOES Course © 2023 by URJC, MVNIA, UoM & NSC is licensed under CC BY 4.0

ANIMV DARE. LEARN. INNOVATE.
Universidad Rey Juan Carlos
L-Università ta' Malta
NEW STRATEGY CENTER

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the National Agency and Commission cannot be held responsible for any use which may be made of the information contained therein.

PROGRESS: 1 2 3 4 5 6 7 8

PRE-BUNKING

Similar to a vaccine - once a person comes in contact with a "weakened" version of the practice of disinformation, then they will become **immune** when encountering that practice in the real world.

DOMINOES
digital resilience to disinformation

PRE-BUNKING

Based on the premise of **reverse psychology** – when an agent has to play the role of the opponent, in this case a spreader of disinformation, one better understands the techniques used and then becomes immune to them.

DOMINOES
digital resilience to disinformation

PRE-BUNKING

The approach is premised on the idea that it is better to create **correct mental models** than to try to fit correct information in already mistaken models

DOMINOES
digital resilience to disinformation

PRE-BUNKING

Used to be conducted through teaching in class on logical fallacies – studies have shown a positive effect of pre-bunking on **fake news detection**.

PROGRESS: 1 2 3 4 5 6 7 8

PRE-BUNKING

The use of **serious gaming** has been found to be very useful for pre-bunking –these rely on reverse psychology –

Go Viral!

PLAY ▶

Bad News!

PLAY ▶

DOMINOES
digital resilience to disinformation

PRE-BUNKING

- **The inoculation treatment applied:**
- Van den Linden et al. (2017) and Cook et al. (2017) both conducted an **inoculation experiment** where people were presented with disinformation about climate change as well as an inoculation treatment through warnings about disinformation techniques.
- Those who had received "inoculation" before seeing the particular piece of disinformation tended to rate the accuracy of the false statements as much lower than those that had not been exposed to the inoculation treatment.

+ INFO

DOMINOES
digital resilience to disinformation

PRE-BUNKING

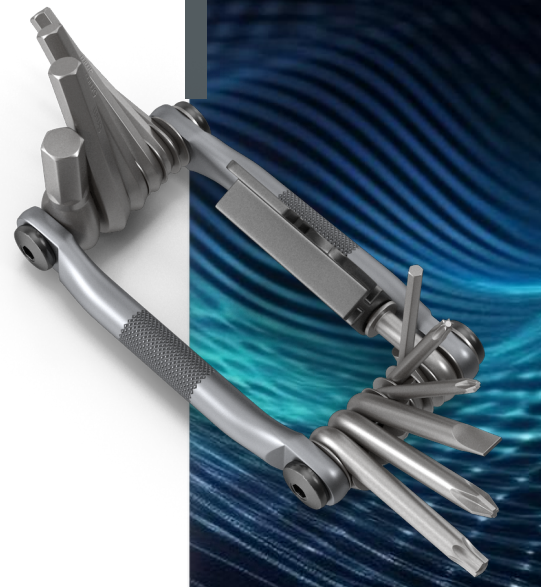
- **Pre-bunking also exhibits certain limitations:**
- **Moderated by partisanship** as the effect is diminished for people from one side of the political spectrum.
- **Setting:** pre-bunking interventions are considerably more efficient in a laboratory setting than in the real world. Finally, the inoculation tends to wane after a while, as people are again exposed to the usual disinformation (Roozenbeck and van den Linden 2022).

DOMINOES
digital resilience to disinformation

PRE-BUNKING

- Inspiring **practices to combat disinformation**
- **Counter-disinformation toolkit overview** (available at RESIST 2 Counter Disinformation Toolkit - GCS): a freely available toolkit for communicators to help them develop the necessary skills and competences **to tackle disinformation and its effects** on companies, campaigns, society as a whole.

LINK



DOMINOES
digital resilience to disinformation

PRE-BUNKING

- The following six stages need to be taken into consideration when fighting a disinformation campaign:

1

PROGRESS: 1 2 3 4 5 6 7 8

DOMINOES
digital resilience to disinformation

PRE-BUNKING

Congratulations!

Now you know what pre-bunking is and how it is used to combat misinformation!!

DOMINOES
digital resilience to disinformation

Digital cOMpetences INformatiOn EcoSystem

ANIMV DARE. LEARN. INNOVATE.
Universidad Rey Juan Carlos
L-Università ta' Malta
NEW STRATEGY CENTER

Co-funded by the European Union

2021-1-RO01-KA220-HED-000031158

DOMINOES Course © 2023 by URJC, MVNIA, UoM & NSC is licensed under CC BY 4.0

Author of contents: **Valentin Stoian (MVNIA)**

Audiovisual and multimedia production: CIBERIMAGINARIO

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the National Agency and Commission cannot be held responsible for any use which may be made of the information contained therein.