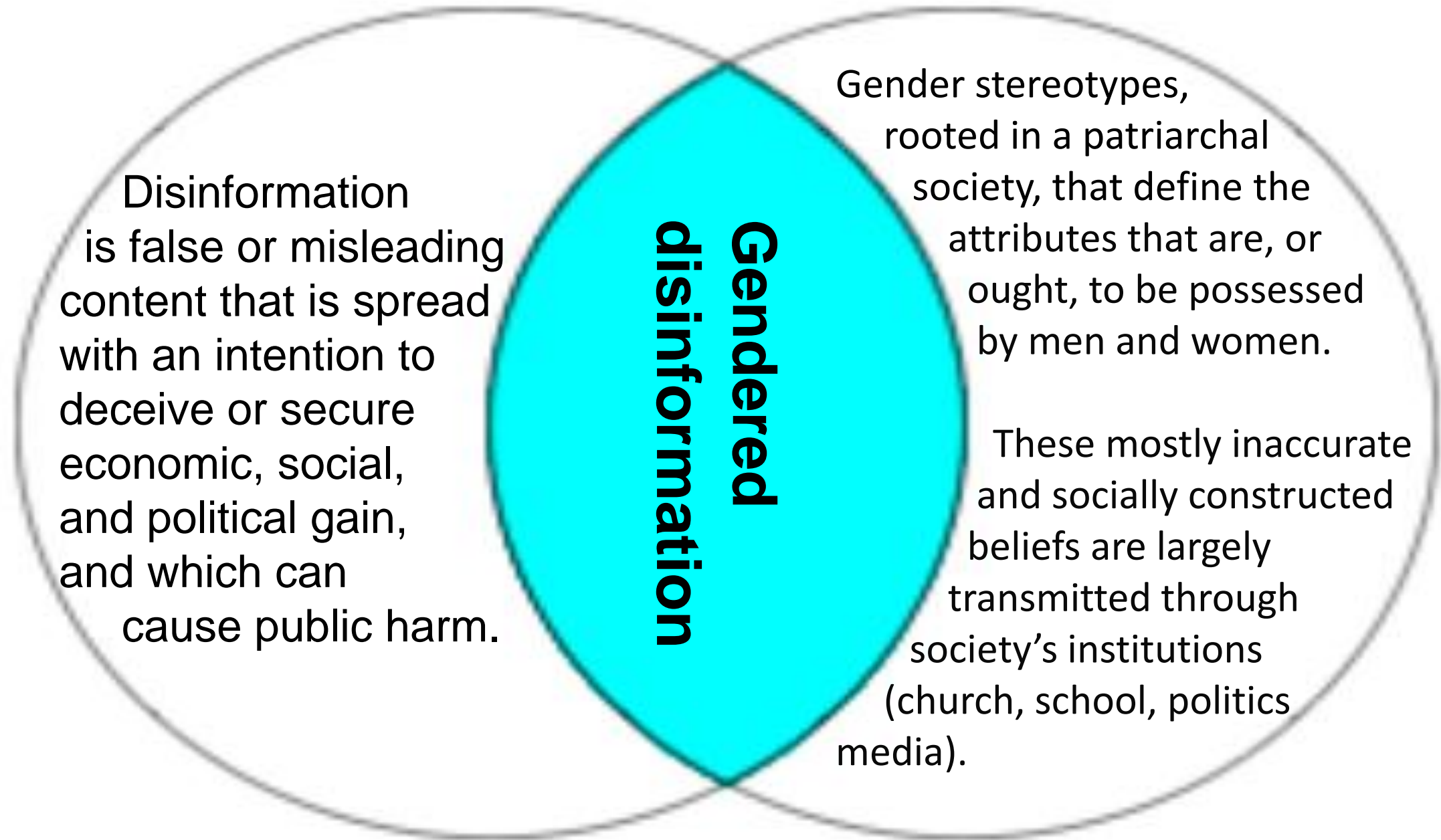


Gendered Disinformation



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Disinformation is false or misleading content that is spread with an intention to deceive or secure economic, social, and political gain, and which can cause public harm.

Gender stereotypes, rooted in a patriarchal society, that define the attributes that are, or ought, to be possessed by men and women.

These mostly inaccurate and socially constructed beliefs are largely transmitted through society's institutions (church, school, politics media).

**Gendered
disinformation**

The 5Ws

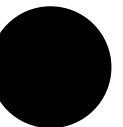
WHAT - False information or manipulation of real information to mislead, confuse, discredit and diminish. It weaponises gender stereotypes and uses misogynistic narratives.

WHO - It largely targets specific individuals, high-profile women (politicians, journalists, activists) and LGBTIQ+ in an effort to discredit, intimidate and or silence them. By large it targets their rights and issues - women's rights, domestic violence, gender identity.

WHY - It is intended to deceive and mislead audiences, either for the purpose of causing harm, or for political, personal or financial gain.

WHERE - The Internet/social media are fertile soil: algorithms incentivise and amplify inflammatory content and deeply-rooted gender stereotypes to keep women political and critical journalists at bay. But the offline and online worlds are not separate spaces, they mirror each other.

WHEN - Any time. Election campaigns, key legislative decision, crisis, discussion around polarising issues.



& HOW?



Malign tactics are various and creative.

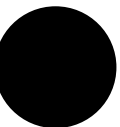
Posting fake sexualised information, images/videos that violate what is considered socially acceptable behavior for women or men

Posting doctored images, videos, memes to discredit and ridicule.

Disseminating false claims to protect traditional “family values”, combining narratives about religion, race or immigration.

Using automation (e.g. on social media) to further amplify their attacks.

Avoiding to provide context



RESULTS



A chilling effect on women, who either stop posting their views online or pause their online activity.

More broadly dis/mis-information campaigns discourage women from becoming more politically active and being vocal about their opinions.

- Polarise public debate
- Undermine social cohesion
- Spread fear





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