

# MANTENIENDO LAS REDES SOCIALES MÁS SEGURAS

Cómo se propaga la mala información, desinformación e información para manipular en las comunidades latinas.

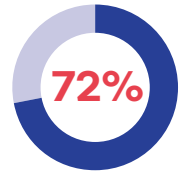


A PROJECT FOR AMERICA

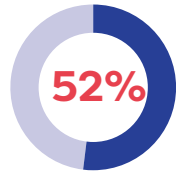


## EL PANORAMA SOCIAL

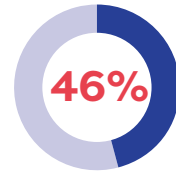
Los latinos usan las redes sociales más que el público en general, lo que hace que sus comunidades sean cada vez más el blanco de información falsa.



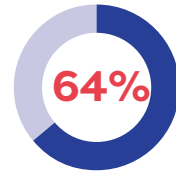
de los latinos usan Facebook<sup>1</sup>



de los latinos usan Instagram



de los latinos usan WhatsApp

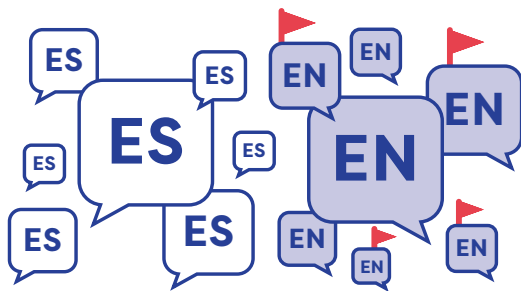


de los votantes latinos obtuvieron información electoral de YouTube<sup>2</sup>



## CÓMO SE PROPAGA LA DESINFORMACIÓN

70% de la mala información en español sobre el COVID-19 en Facebook no fue reportada<sup>3</sup>



87% del presupuesto de Facebook para combatir la mala información se gasta en mala información en inglés<sup>4</sup>

Los influencers en YouTube e Instagram pueden difundir desinformación.



Los grupos de mensajería privada, como WhatsApp, son difíciles de moderar.

**Dónde ocurre la desinformación:**

- Artículos
- Titulares
- Imágenes
- Videos
- Memes

**Qué verificar antes de compartir:**

- Información falsa o parcialmente falsa
- Titulares engañosos
- Falta de contexto
- Imágenes o videos alterados



## CONOZCA LA DIFERENCIA



La **MALA INFORMACIÓN** es falsa o incorrecta y se difunde sin saberlo.<sup>5</sup>



La **DESINFORMACIÓN** es deliberadamente falsa o engañosa y se comparte con fines políticos para causar confusión o para desacreditar a una persona o grupo. Se ha utilizado desde la Guerra Fría para influir en la democracia y la sociedad, pero avanza aún más rápido con la tecnología actual.



El **CONTENIDO MANIPULADOR** es información verdadera o parcialmente verdadera o expresiones de odio que se comparten de manera provocadora.



## AYUDE A DETENER LA PROPAGACIÓN DE LA DESINFORMACIÓN

- Haga una pausa antes de compartir.
- Sea escéptico.
- Haga su propia investigación.
- No comente ni comparta mala información cuando la vea.
- Interactúe solo con el contenido que desea recompensar y difundir.

Para obtener más información o soporte, comuníquese con [info@communityconversations.org](mailto:info@communityconversations.org)

1. Pew Research Center. (2021, April, 7). Social Media Fact Sheet. Pew Research. <https://www.pewresearch.org/internet/fact-sheet/social-media/?menutem=3814afe3-3f3c-4623-910b-8a6a37885ab8>

2. Avaaz. (2020, April, 15). How Facebook can Flatten the Curve of the Coronavirus Infodemic. [https://avaazimages.avaaz.org/facebook\\_coronavirus\\_misinformation.pdf](https://avaazimages.avaaz.org/facebook_coronavirus_misinformation.pdf)

3. Equis Labs. (2020, August, 7). Spanish Language Ads in the 2020 Election. [https://static1.squarespace.com/static/5c993096f4a30b0001b73418/t/5f2d686cd39e431bc96551db/1596811386525/Equis\\_Spanish-Language-Ads-2020-Election\\_final.pdf](https://static1.squarespace.com/static/5c993096f4a30b0001b73418/t/5f2d686cd39e431bc96551db/1596811386525/Equis_Spanish-Language-Ads-2020-Election_final.pdf)

4. NBC News. (2021, October, 5). Live: Facebook Whistleblower Testifies at Senate Hearing, 47:16 mark. [https://www.youtube.com/watch?v=\\_lhWeVHxdXg&t=2836s](https://www.youtube.com/watch?v=_lhWeVHxdXg&t=2836s).

5. Council of Europe. (2017, September, 27). Information Disorder: Toward an interdisciplinary framework for research and policy making. <https://rm.coe.int/information-disorder-report-november-2017/1680764666>.

# KEEPING SOCIAL MEDIA SAFER

How misinformation, disinformation, and malinformation spread throughout Latino communities.

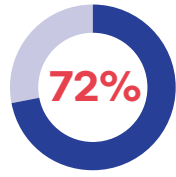


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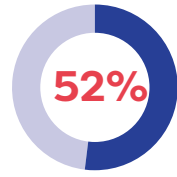


## THE LATINO COMMUNITY GETS SOCIAL

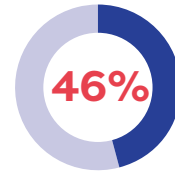
Latinos use social media more than the general public—increasingly making their communities the target of false information.



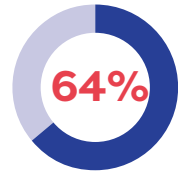
of Latinos use Facebook<sup>1</sup>



of Latinos use Instagram



of Latinos use WhatsApp

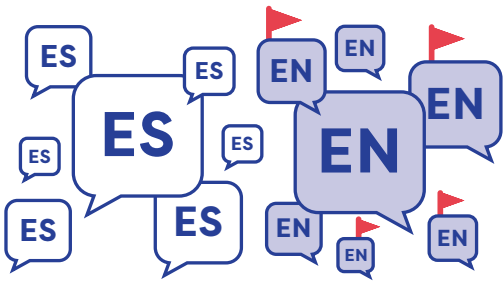


of Latino voters got election information from YouTube<sup>2</sup>



## HOW MISINFORMATION REACHES LATINOS

70% of Spanish-language misinformation surrounding COVID-19 went unflagged on Facebook<sup>3</sup>



87% of Facebook's spending to counter misinformation is spent on English-language misinformation<sup>4</sup>

Influencers on YouTube and Instagram can spread disinformation.



Private messaging groups, like WhatsApp, are hard to moderate.

### Where Misinformation Happens:

- Articles
- Headlines
- Pictures
- Videos
- Memes

### What to Look for:

- False or partly false information
- Misleading headlines
- Missing context
- Altered images or videos



## KNOW THE DIFFERENCE



**MISINFORMATION** is false or incorrect and is spread unknowingly.<sup>5</sup>



**DISINFORMATION** is deliberately false or misleading and shared for political gain, to cause confusion, or to discredit a person or group. It's been used since the Cold War to influence democracy and society but moves even faster with today's technology.



**MALINFORMATION** is true or partially true information or can be hate speech that is shared in a provoking manner.

## WHAT YOU CAN DO TO STOP THE SPREAD



- Pause before you share.
- Be skeptical.
- Do your research.
- Do not comment on or share disinformation when you see it.
- Engage only with content you want to reward and spread.

NEED MORE SUPPORT? [info@communityconversations.org](mailto:info@communityconversations.org)

1. Pew Research Center. (2021, April, 7). Social Media Fact Sheet. Pew Research. <https://www.pewresearch.org/internet/fact-sheet/social-media/?menutem=3814afe3-3f3c-4623-910b-8a6a37885ab8>

2. Avaaz. (2020, April, 15). How Facebook can Flatten the Curve of the Coronavirus Infodemic. [https://avaazimages.avaaz.org/facebook\\_coronavirus\\_misinformation.pdf](https://avaazimages.avaaz.org/facebook_coronavirus_misinformation.pdf)

3. Equis Labs. (2020, August, 7). Spanish Language Ads in the 2020 Election. [https://static1.squarespace.com/static/5c993096f4a30b0001b73418/t/5f2d686cd39e431bc96551db/1596811386525/Equis\\_Spanish-Language-Ads-2020-Election\\_final.pdf](https://static1.squarespace.com/static/5c993096f4a30b0001b73418/t/5f2d686cd39e431bc96551db/1596811386525/Equis_Spanish-Language-Ads-2020-Election_final.pdf)

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