

# HOW DISINFORMATION IS PERCEIVED | THE EXAMPLE OF ZEBRA

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NOVEMBER 4, 2022

# ZEBRA



**ZEBRA**

WIR HELFEN. UNABHÄNGIG  
UND ZUVERLÄSSIG.

- Helpline for all questions of digital everyday life
- Individual and anonymous answers to questions
- Collaborations within network with institutions and organizations
- User centricity and further development

# FOCUS ON USER



# ZEBRA IN NUMBERS

- Answering up to one hundred personal questions per week quickly, personally and independently
- Available from Monday to Sunday, 365 days per year
- Reachable via 5 channels (website, live chat, WhatsApp, Instagram, email)
- ZEBRA will prepare over 1000 questions in the knowledge database by the end of 2022

# EXPERIENCES FROM CONSULTING ON DISINFORMATION OR FAKE NEWS

- **Locating the deficits:**
  - technical vs. content-related media literacy
- **Specifying the problem:**
  - Complexity of disinformation and their environment
- **Distinguish different phenomena:**
  - e.g. hoax, deep fakes, propaganda

# EXAMPLES

**What forms of fakes news exist?**

**Why am I apparently free to post critical statements on the Kremlin's Instagram profile? Am I in danger?**

**Is the article true?**

**Hi, can you give me information about the author? He is spreading Fake News in my opinion.**

**A friend sent me this, and we've been arguing ever since. I think that is propaganda. What do you think?**

**Where can I report disinformation?**

# EUDCATION VIA SOCIAL MEDIA



@fragzebra

IDENTIFY INTEREST



BE SHORT AND SIMPLE



ACTIVATE USERS

GET IN  
TOUCH WITH  
US

# THANK YOU!



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