

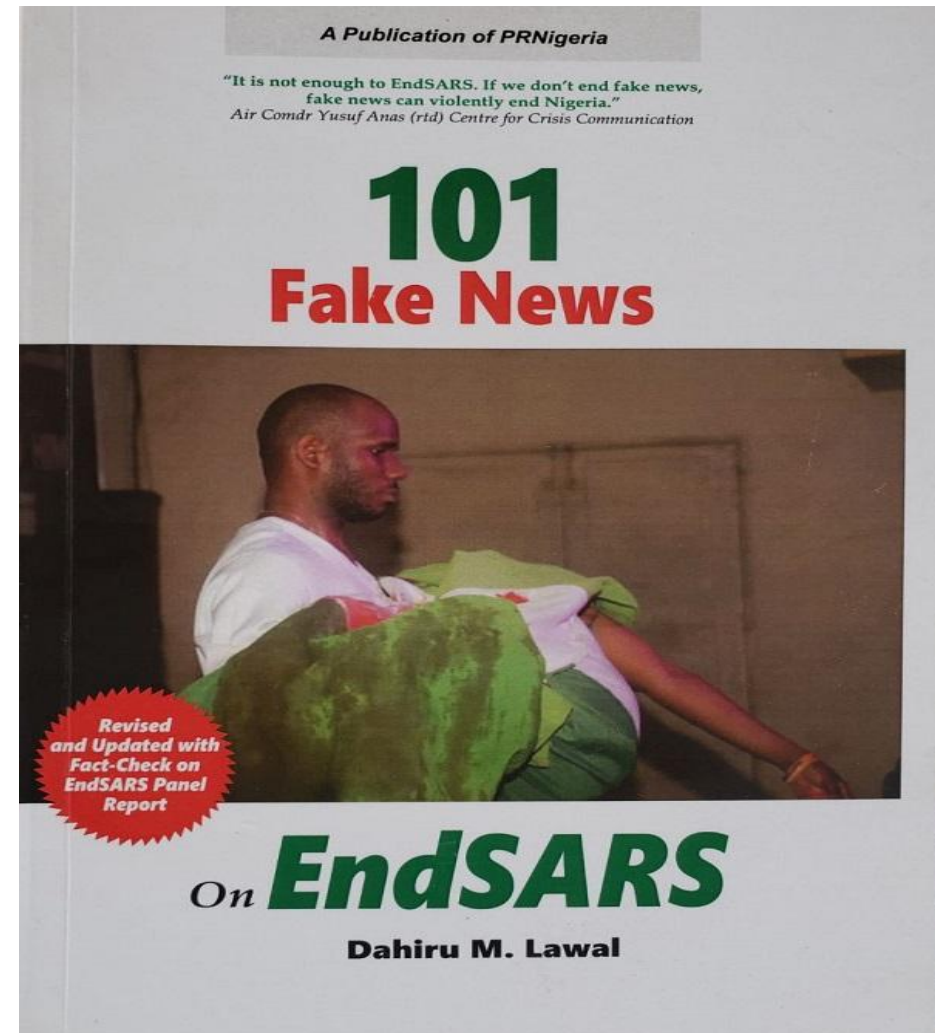
PR AND SOCIAL MEDIA: TACKLING MISINFORMATION, DISINFORMATION AND MALINFORMATION

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Check Survey: yashuaib.com/aicrisis

My Questions

- Are social media platforms and AI too enabling the creation and dissemination of fake content
- Can false information emerge suddenly and escalate rapidly?
- Is a truthful communication message more effective than facts alone?



Public Relations

Public Relations

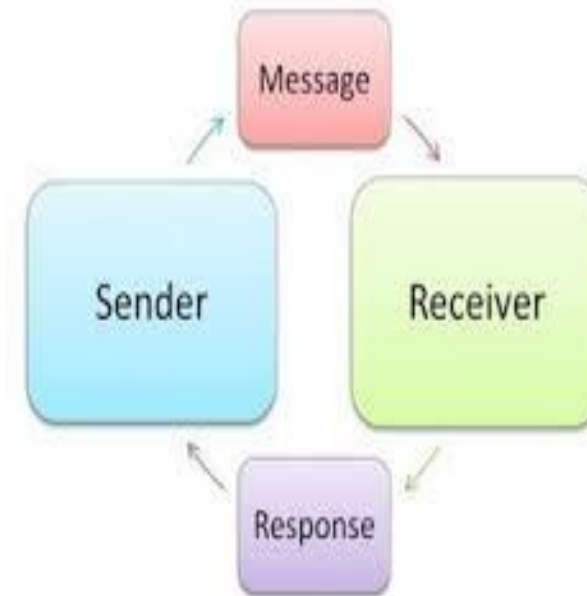
Relationship building for promoting good causes through appropriate media

Offline PR

Traditional PR channels include TV, Print, Radio, Speaking Engagements, and other real-life events.

Online PR:

Online PR Channels include like Blogs, Forums, Discussion Boards, Micro-Blogs and Social Networking Sites to consume information.



Roles of Social Media Influencers

- To promote public awareness
- To shape public opinion
- To influence decision makers
- To mobilize support & resources

What Do They Want?

- **Information:** New, verifiable facts
- **Interviewees:** Credible authorities
- **Exclusives:** The Media angle that sell
- **Sensational:** The strange, Disaster, newsworthiness



Understanding the Terminology

- **Misinformation:** False or inaccurate information shared without harmful intent by a poorly informed or misinformed party
- **Disinformation:** Deliberately deceptive information is spread to manipulate or mislead by actors with specific agendas.
- **Mal-information:** Accurate information used maliciously to harm, such as leaking private data or taking facts out of context, by Mischief Makers.



Between Traditional and Online Media

Traditional Media

Bureaucracy
Stringent Regulation
Costly
Time consuming
Static
Belated
Strict timing
Professional
Identified sources
Limited audiences

Online Media

Direct
Freedom
Affordable
Fast Speed
Changing
Instant / Simultaneous
Everything 24/7
Amateur
Unidentified columnists
Large Crowd

NOTE: Old ways Have Given the Way to New Ways of Doing Things

Influence of Social Media

SOCIAL MEDIA: Digital platforms enable users to engage in online communities by sharing information, ideas, personal messages, and diverse forms of content.

- **Users:** Large population of users
- **Information:** Reliable channel of instant information
- **Enquiries:** Timely response to enquiries
- **Sharing:** Data and Media Sharing Platforms
- **Coordination:** Effective in Team Work



Major Media Platforms

- **Mass Media:** The main means of mass communication (broadcasting, publishing, and the internet) regarded collectively.
- **Website:** A website is a set of related web pages containing content such as text, images, video, audio.
- **Blog:** a site published on the Web consisting of entries, posting in chronological order (diary). It has titles, dates and options for comments.
- **Internet forum:** Online discussion site where individuals exchanges ideas and view on various topics of interest: Yahooogroups, LinkedIn
- **Social Networking:** is web site that enables users to create public profiles and form relationships with others, allowing spontaneous response.
- **Instant Messaging:** Mobile messaging beyond simple short messages (SMS), incorporating voice, Video, Photo-sharing and other rich content.
- **Sharing Platforms:** Youtube, Flickr, Podomatic
- **Search Engine:** Designed to search for information on the web. Monitoring and research

The Power of Social Media in Population



Years to Reach 50 millions Users:

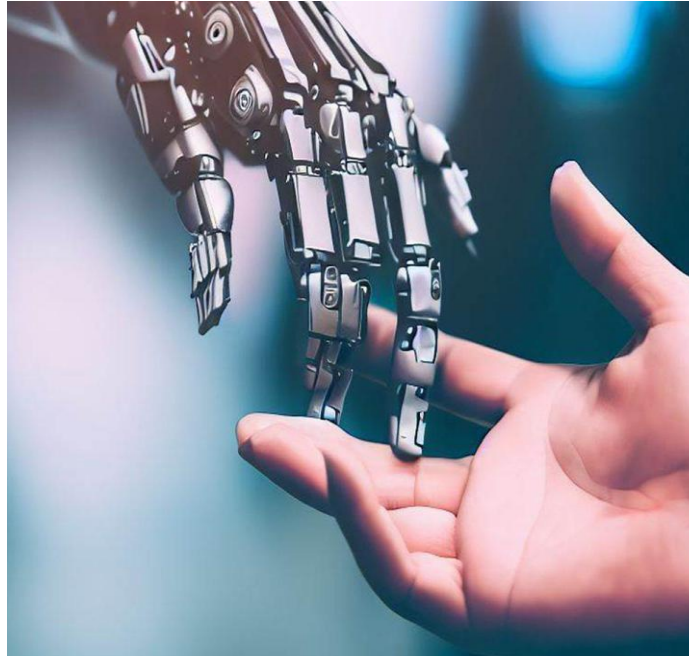
- Radio: 38 Years TV: 13 Years Internet 4 Years iPod 3 Years
- **BREAKING:** Facebook added 100mn users in less than 9 months

Global Social Media Users- 2024

1. **Facebook** (2004): 3.6bn **Youtube**(2005): 2.5bn **WhatsApp**(2009/**2014**): 2bn **Instagram** (2010): 2bn
2. **Tiktok** (2016); 1.58Bn **Wechat** (2011): 1.34bn
3. **Telegram** (2013): 950m **LinkedIn** (2002): 900m **Snapchat** (2011): 800mn
4. **Twitter** (2006): 611 mn **Pinterest** (2010): 522 **Reddit** (2005): 500mn users
5. **Flickr** (2004): 112mn???

PR professional in the Age of AI

PRP battles challenges that threaten public trust, distort facts, and undermine institutions.



PR is no longer just about managing reputation—it's about defending truth.



Between Misinformation and Disinformation

Traditional: Investigative Journalism

Technology: Fact-checking Tools

Advocacy: Information, Investigation/Verification, Authentication, Authorization, Publication

Collaborators

Culprits

- Media
- Politicians
- Terrorists
- Fraudsters

Victims

- Lazy minds
- Gullible publics
- Uneducated
- Fanatics



Menace of Fake Reports

Objectives

- Deliberately created and spread
- To confuse
- To misinform
- To fool
- To mislead
- To betray
- To Disinform

EndSARS Protests



FAKE NEWS

KILLS FASTER THAN BULLETS

VERIFY ALL NEWS BEFORE SHARING

Effects

- blind the mind
- reinforce sentiments
- divide/ plunge society into conflict
- influence bad judgement
- aggravate angers
- induce mob attacks
- trigger extremism.

The Danger of Misinformation and Disinformation

- - **Erosion of Trust:**

Damage reputations and public confidence.

- - **Public Safety:**

- Endanger lives.

- - **Economic Impact:**

- Affect sales, customer loyalty, and overall market position.



Strategic Counter-Narrative

Strategic planning, reliable tools, and understanding of the issue and audience require for Factcheck to counter narrative.

Understand the Narrative: The Issue, The Source, The Audience

Acquire Fact-Checking Tools: Verification and Automated Tools AI, Reverse Image

Check FactCheck Platforms: Dubawa, PRNigeria



Counter Narratives:

Verified Information, reliable sources, experts' opinions to debunk false narratives

Use Credible Tools: videos, infographics, articles, and social media posts.

Consider Crisis

Communication Strategies: Message, Messenger, Masses, Media, Monitor

Spotting the Fake News

Fake news refers to deliberate untruths, or stories that contain some truth but which aren't completely accurate, by accident or design.

- **Develop a critical mindset....** *American soldiers in Abuja*
- **Check the source....** *How credible, url, email address*
- **Who else is reporting the story.** *In credible media*
- **Examine the evidence.** *Statistics, history and facts*
- **Don't take images at face value.** *True image; fake narratives. An old image marine in Nigeria*
- **Check that it "sounds right."** *Too good to be true Atiku's \$20 to Supporters*

Verification Tools

CHALLENGES: Large information; Awkward monitoring; Distractive tendencies

TOOLS: *Validating newsworthy content for trustworthiness*

- **Source:** Account Profile, History, frequency, Followers, digital footprint (Pipl.com/Spokeo.com/)
- **Date:** Timestamp of the image, video, story for exact period
- **Location:** GeoTagging geographical ID Google Maps and satellite imagery
- **Contents:** Fact-checkers like poynter.org/ Google News/who.is
- **Image/Video:** Reverse Image, TinEye, Google images, EXIFviewer (metadata)

NOTE

- *Ensure information is subjected to further Investigation, Authentication, Authorisation before Publication.*
- *We should care about Trustworthiness from Newsworthiness of stories*

Future of Social media

- Mobile Office
- Wearable Gadgets
- Inhouse News Production
- Stiff Media Competition
- Streaming live video in real time
- Trained Social Media Warriors



YAShuaib Social Media Profile

- YAShuaib
 - www.yashuaib.com
 - www.flickr.com/yashuaib
 - www.twitter.com/yashuaib
 - www.youtube.com/yashuaib
 - www.facebook.com/yashuaib
 - www.instagram.com/yashuaib
 - www.linkedin.com/in/yashuaib

