Information or mani-pulation?

Ask yourself these **10 questions!**

FAQ 1

Is the Facebook post, the tweet, the poster, the speech, the snap, the movie, the text or the music aimed at a specific audience?
(e.g. young people, women, nationals of a specific country)

FAQ 2

Can you spot any stereotypes, clichés or prejudices? Are there any positive or negative behaviours or features specifically attributed to a nationality, ethnic group, religion or sex?
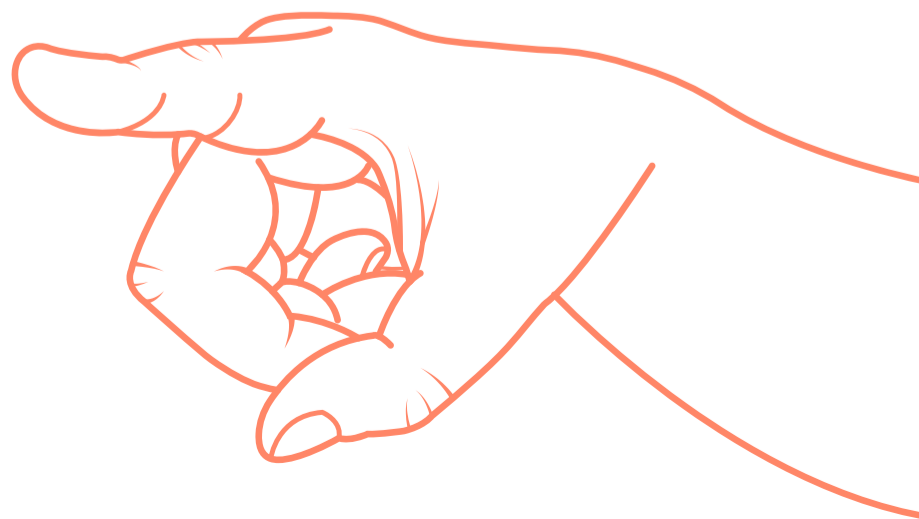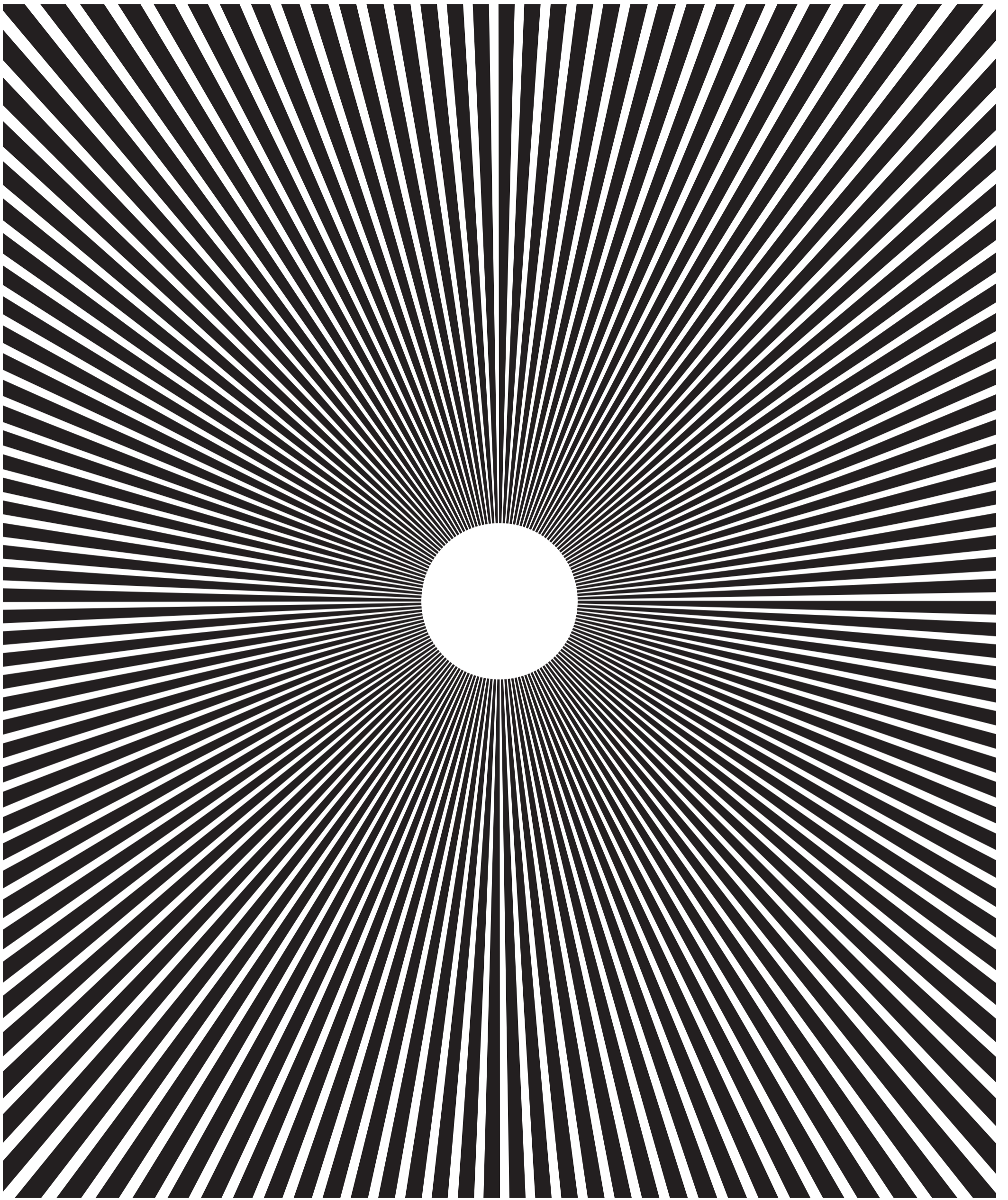*(e.g. « Girls are bad at parking cars », « Muslims don't respect women » or « Foreigners are taking our jobs »)*

FAQ 3

Are complex topics represented in a very simplified and | or black-and-white way? Are there words such as « always », « all » and « never »?
(e.g. « All Jews are rich », « Companies never do anything for their employees », « All journalists are liars »)

FAQ 4

Is the message short, easy to remember and to repeat?
(e.g. « Yes, we can », « Make America great again », « Wir sind das Volk »)

FAQ 5

Are any appealing slogans being used?
(e.g. « Let's make it happen », « We can do it », « Hitler – Unsere letzte Hoffnung »)

FAQ 6

Are there any well-known symbols?
(e.g. the Red Lion, hammer and sickle, Uncle Sam)

FAQ 7

Is a clear enemy being presented?
(e.g. foreigners, non-believers, the police, asylum seekers)

FAQ 8

Is the content of the document based on lies, half-truths or pseudo-scientific facts?
(e.g. « The earth is flat », « Your pensions are secured », « All vaccinations are dangerous »)

FAQ 9

Does the text, the picture or the music trigger or strengthen strong emotions?
(e.g. fear, disgust, rage, hatred, compassion)

FAQ 10

Does the document want to push you to think or act in a certain way?

If you have replied with « yes » to more than half of these questions, it is probably a matter of propaganda or manipulation.

Propaganda