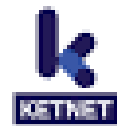


Disinformation in
Flanders and the
role of **public
broadcasting** in
combating it.

Luc van Bakel
luc.vanbakel@vrt.be



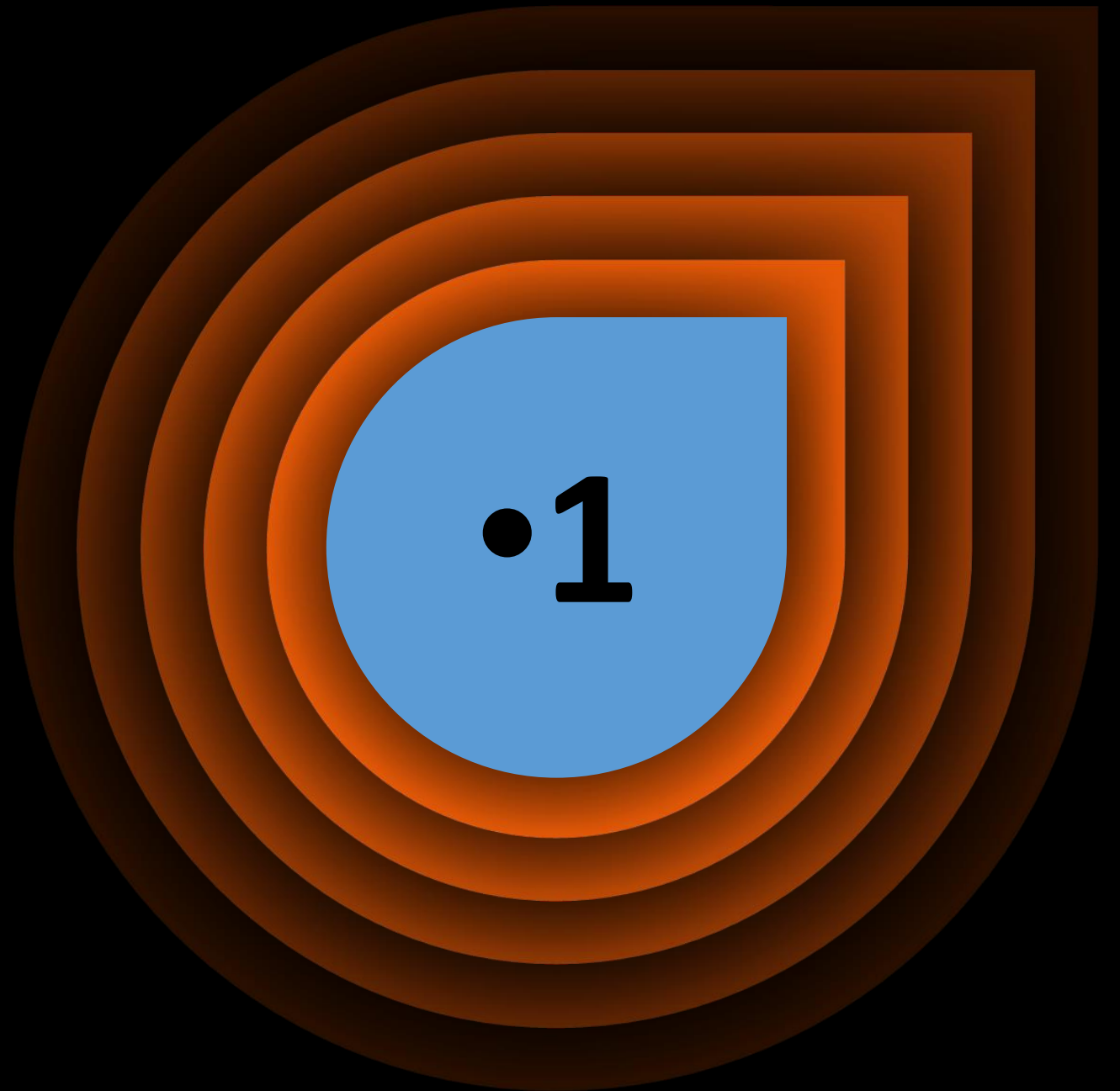




The Survey

- An online survey of a representative sample of the Flemish population, aged 12 and older.
- 2,002 Flemings were surveyed.
- The focus of the research is on awareness of and attitude towards disinformation and on the extent to which media users think they are exposed to disinformation (PME = perceived misinformation exposure)
- The role of VRT in the fight against 'fake news'. What do you expect of VRT?

Is
disinformation
a problem?

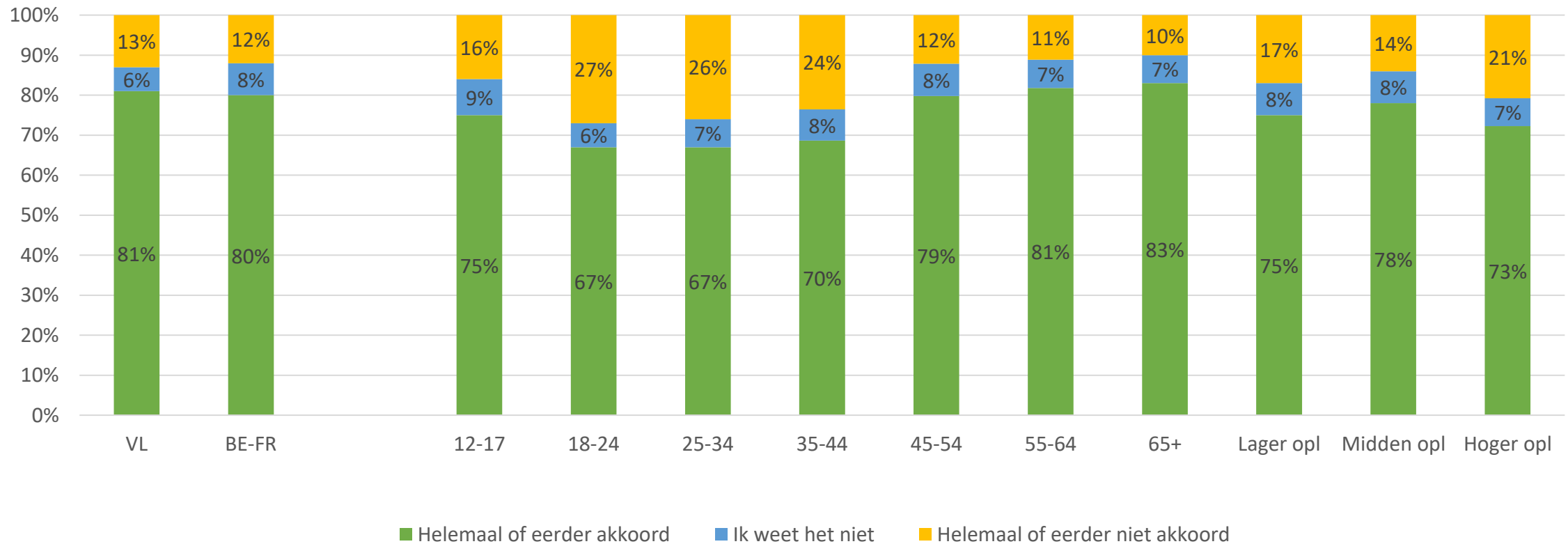


Yes, 80% think disinformation is a problem

But young people are less convinced of this



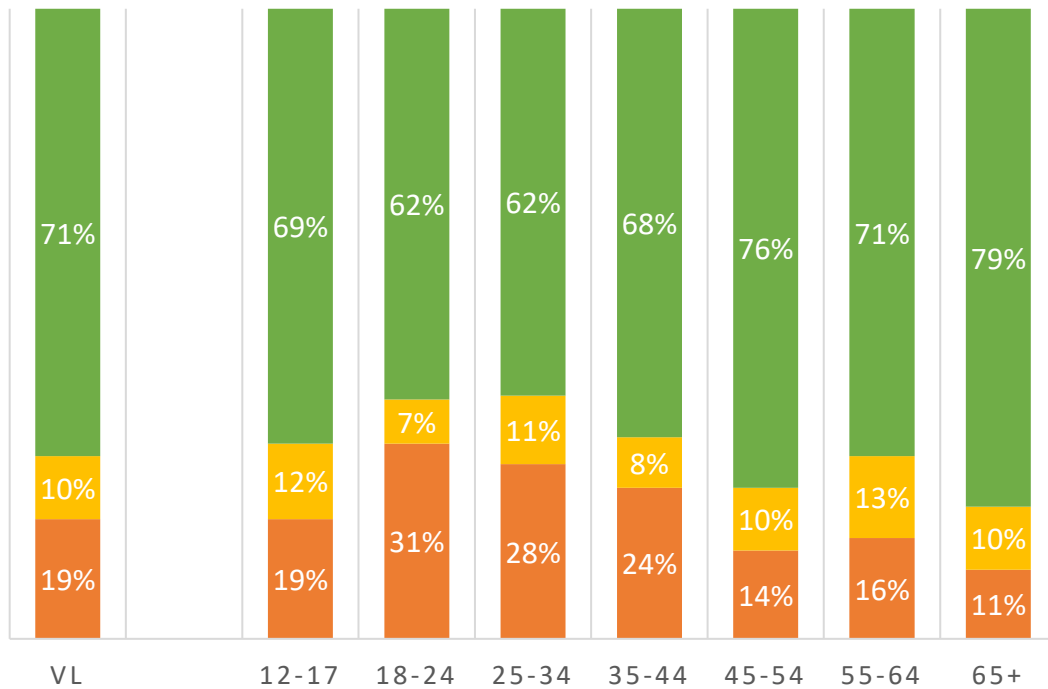
I think the spread of false information is a problem for our society



Young people have (too?) much self-confidence

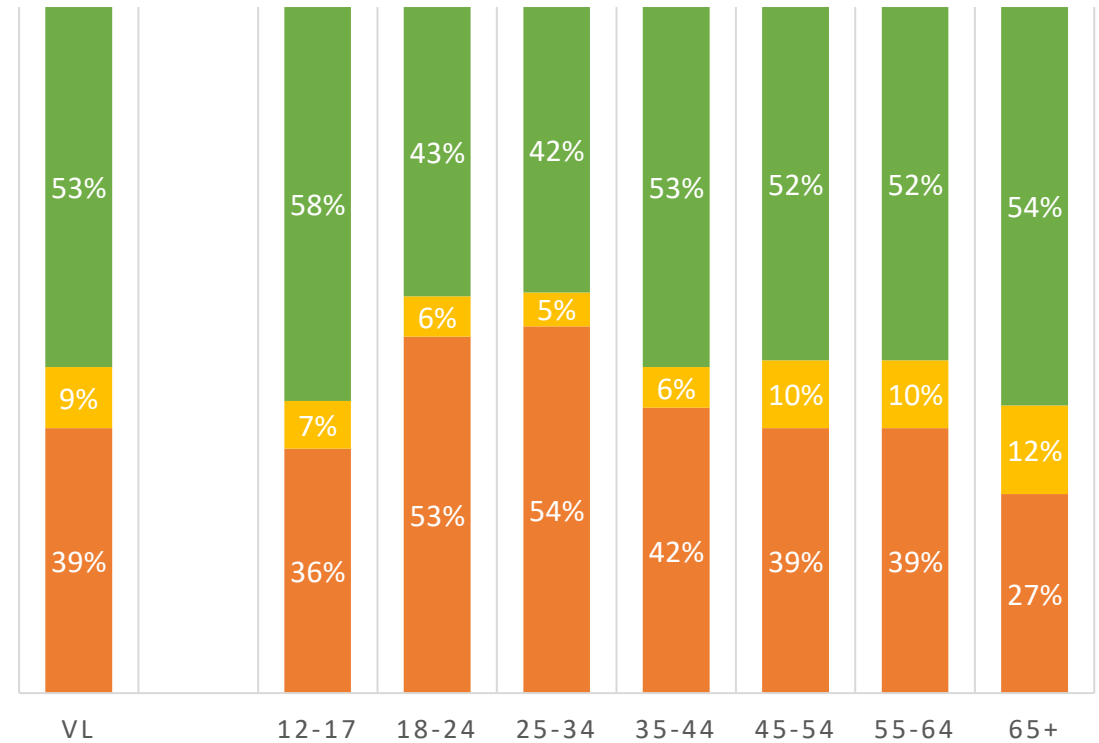
18-34: many think they can recognize fake news and don't see the problem

FALSE INFORMATION IS NOT AT ALL AS MUCH OF A PROBLEM AS IS SOMETIMES CLAIMED



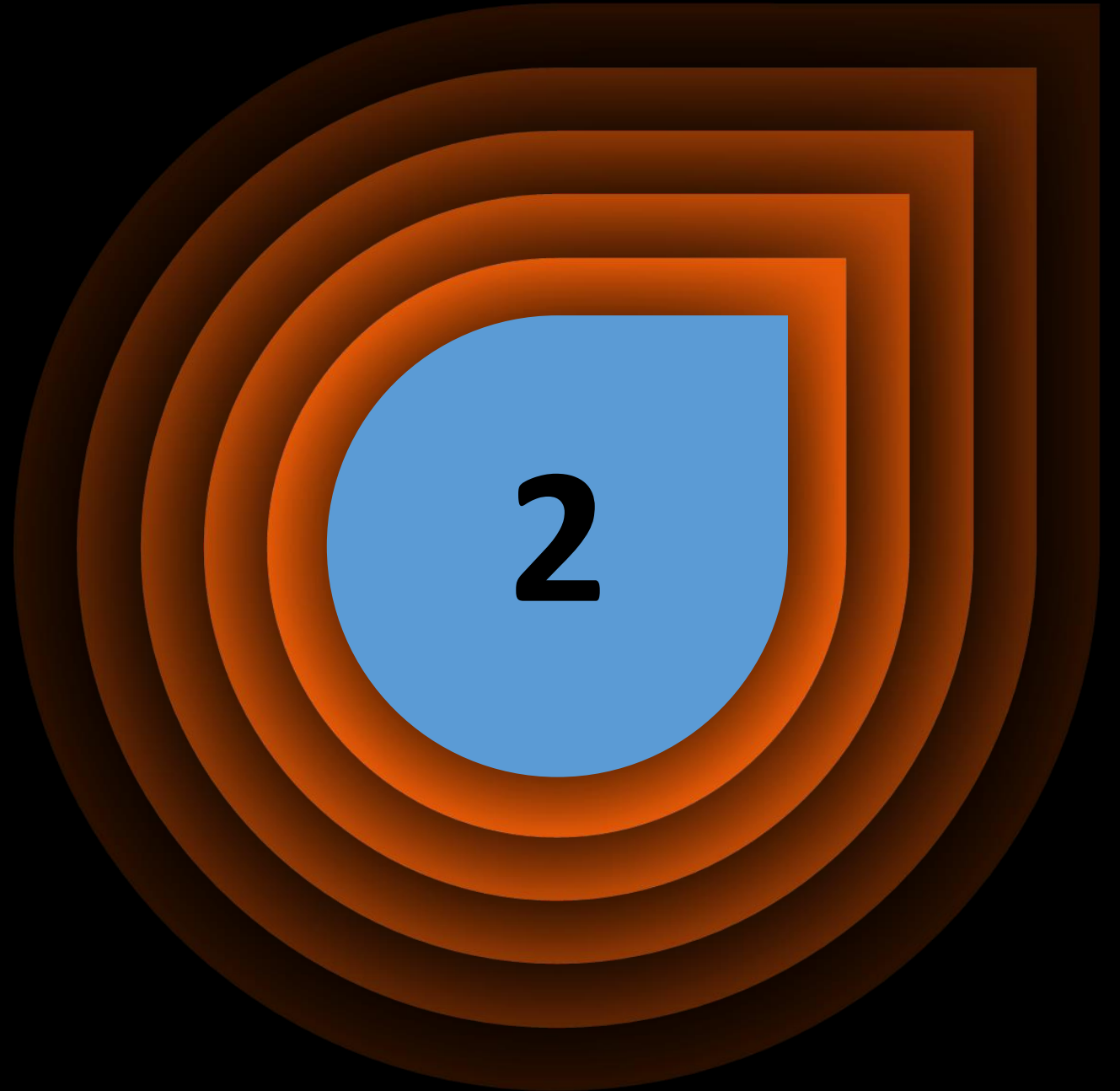
Helemaal of eerder akkoord Ik weet het niet Helemaal of eerder niet akkoord

HOW CONFIDENT ARE YOU THAT YOU WOULD RECOGNIZE FALSE INFORMATION IF YOU ENCOUNTERED IT?



Heel erg of redelijk zeker Ik weet het niet Helemaal niet of niet erg zeker

How many people
think they are
receiving fake
news?



Almost everyone says they got fake news

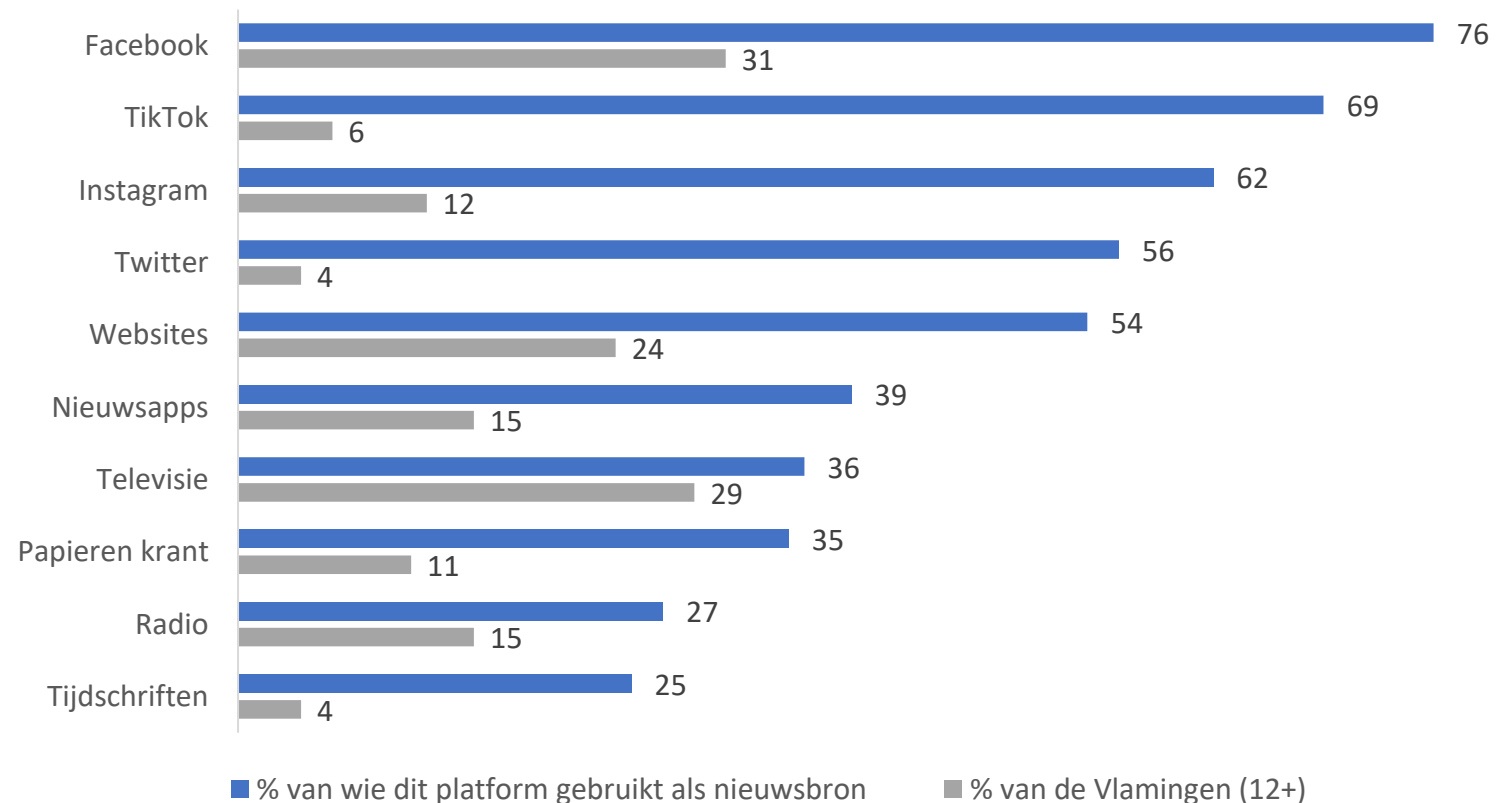


Those who use social media as a news source are especially affected

96%

of the Flemish people mention at least one channel through which they have already received false information

Through which of the following channels have you ever received false information?

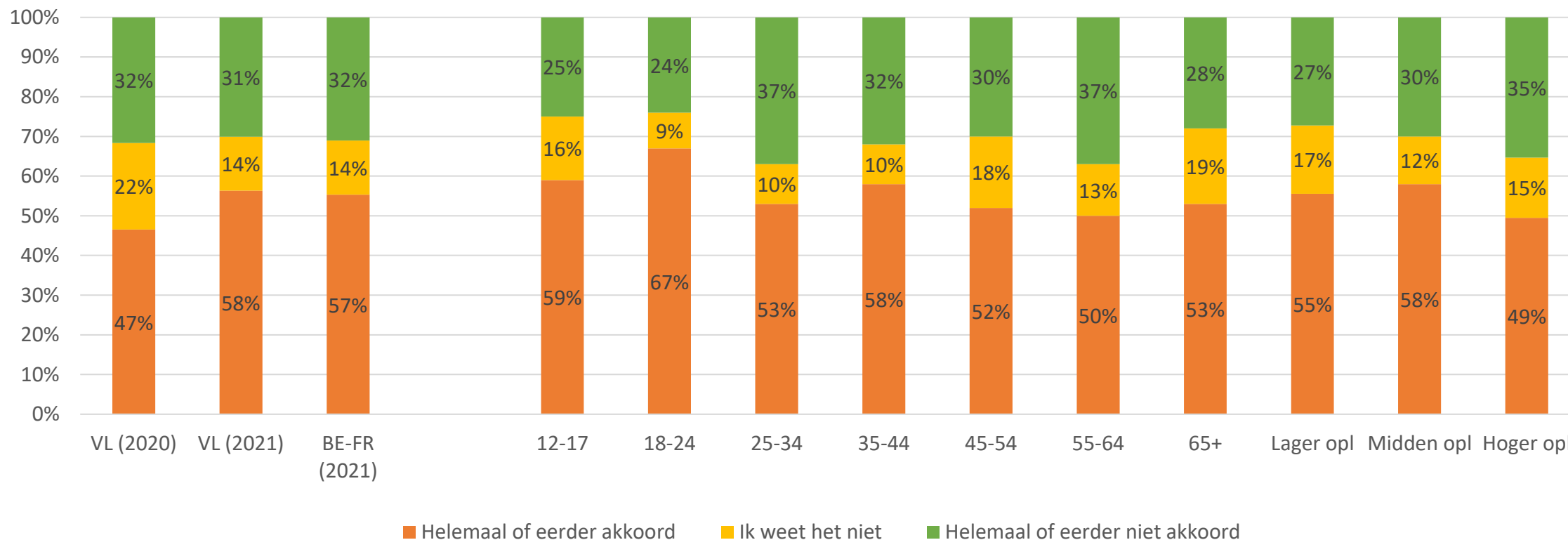


60% have been misled before

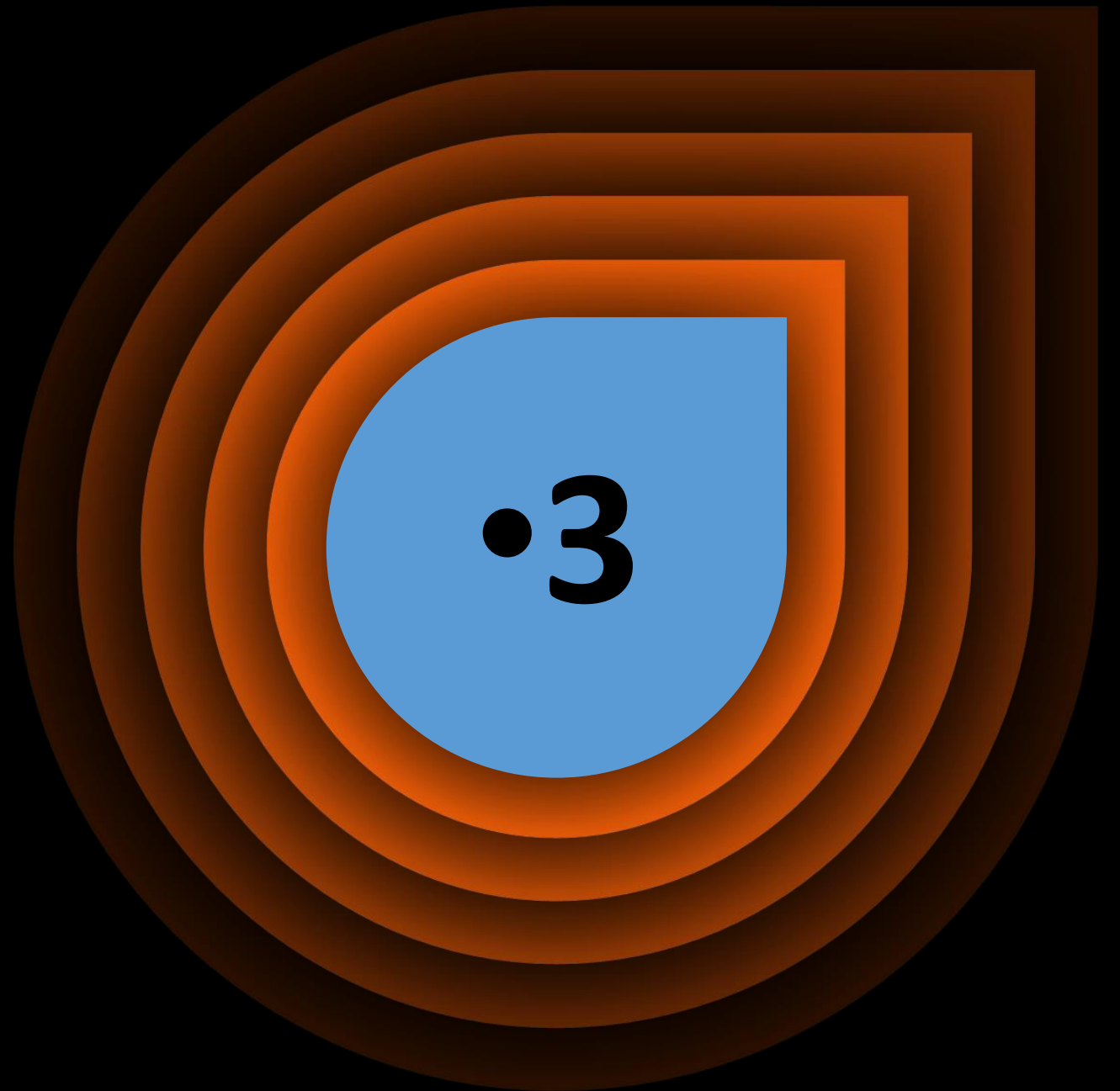


Young people have more self-confidence, but fell into the trap anyway

Young people have more self-confidence, but still fall into the trap



How does
disinformation
affect trust in
news?

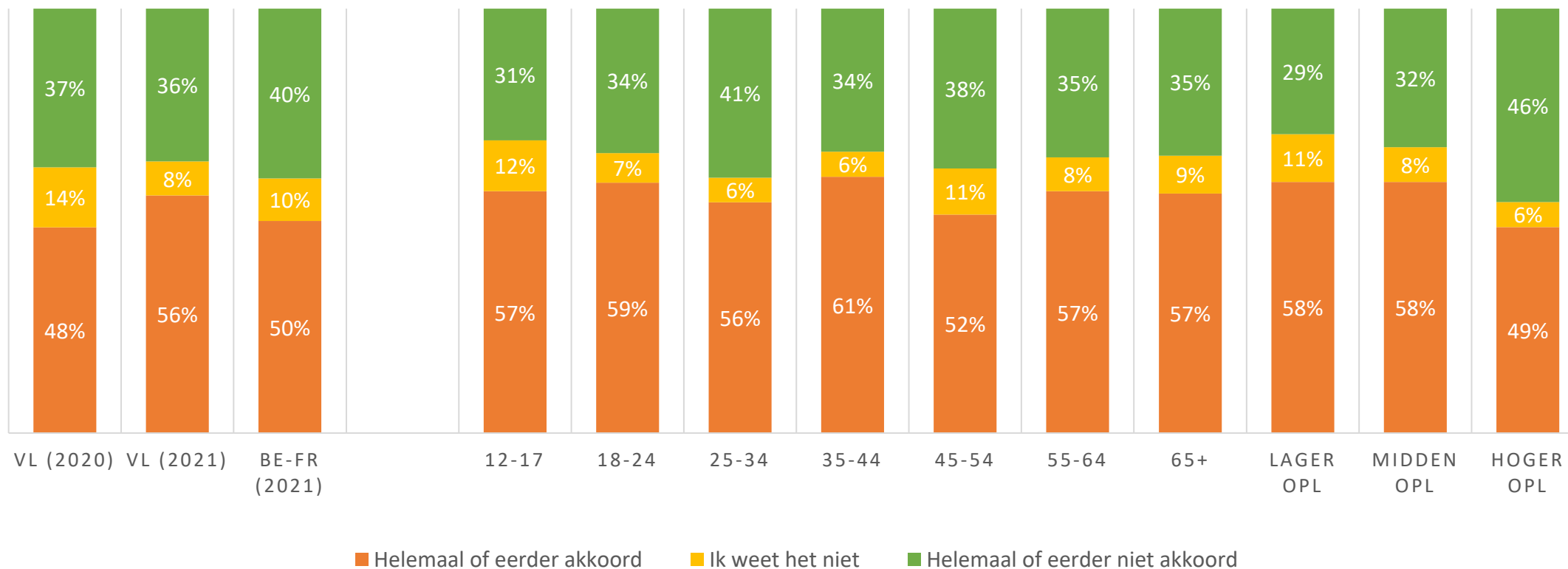


Doubt increases: majority struggles

No target audience is immune to doubt about news stories



I OFTEN DOUBT WHETHER THE INFORMATION I'M GETTING IS REAL

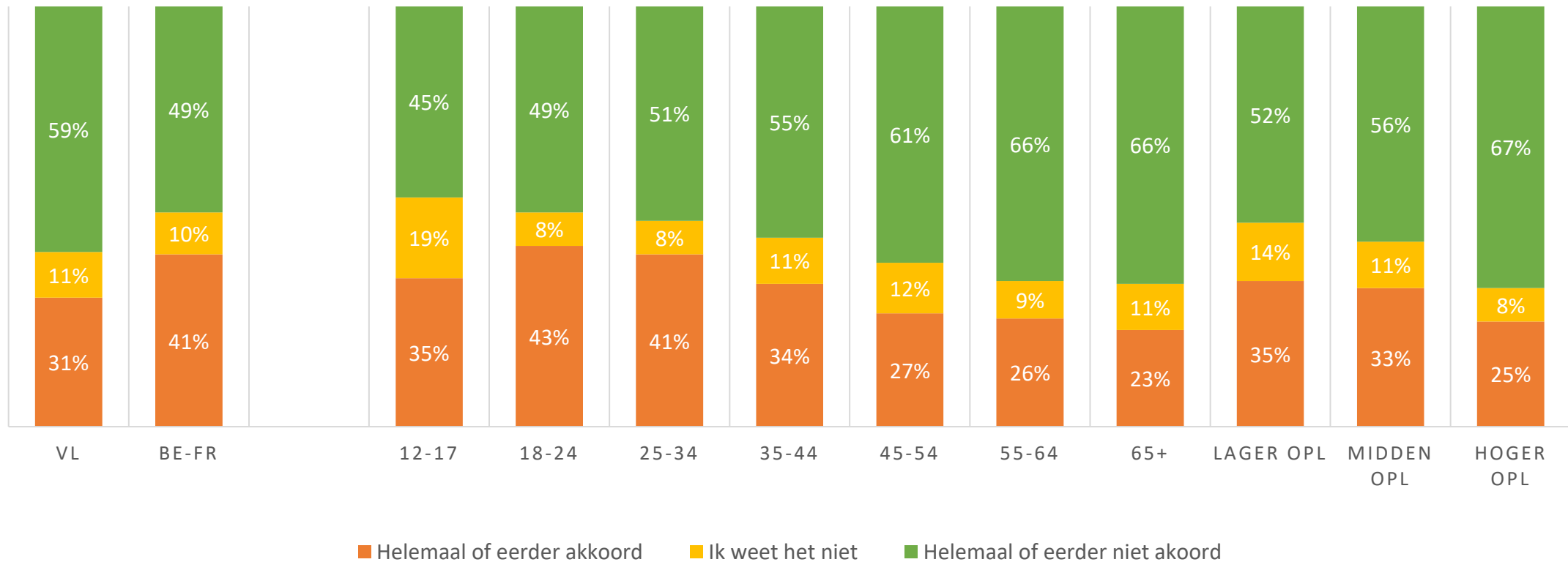


1 in 3 risks dropping out of news

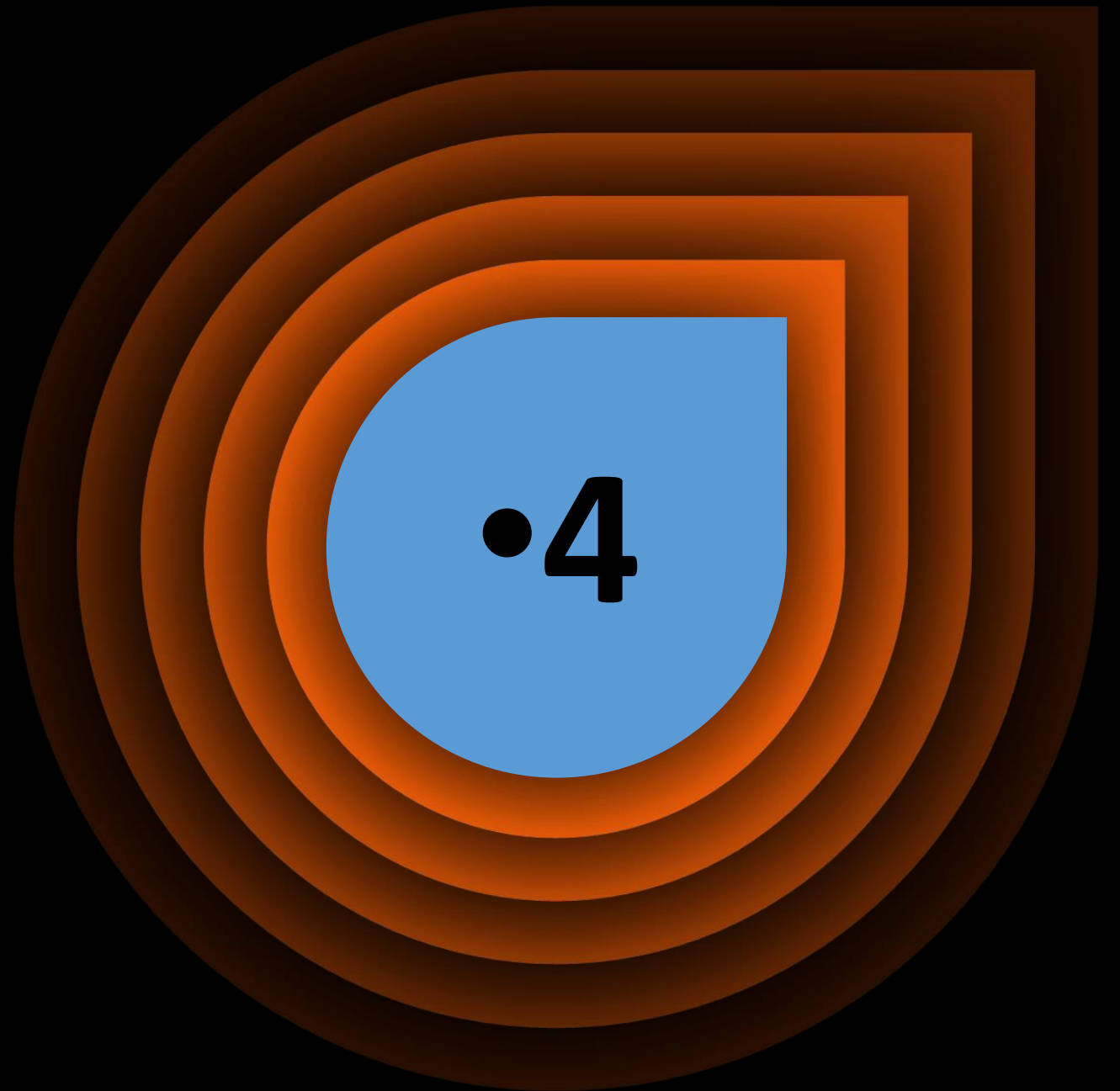
May further increase existing information gaps



THERE IS SO MUCH FALSE INFORMATION THAT I PREFER NOT TO FOLLOW THE NEWS ANYMORE. YOU DON'T KNOW WHAT IS TRUE AND WHAT IS NOT ANYWAY.



What do
you expect
from VRT?

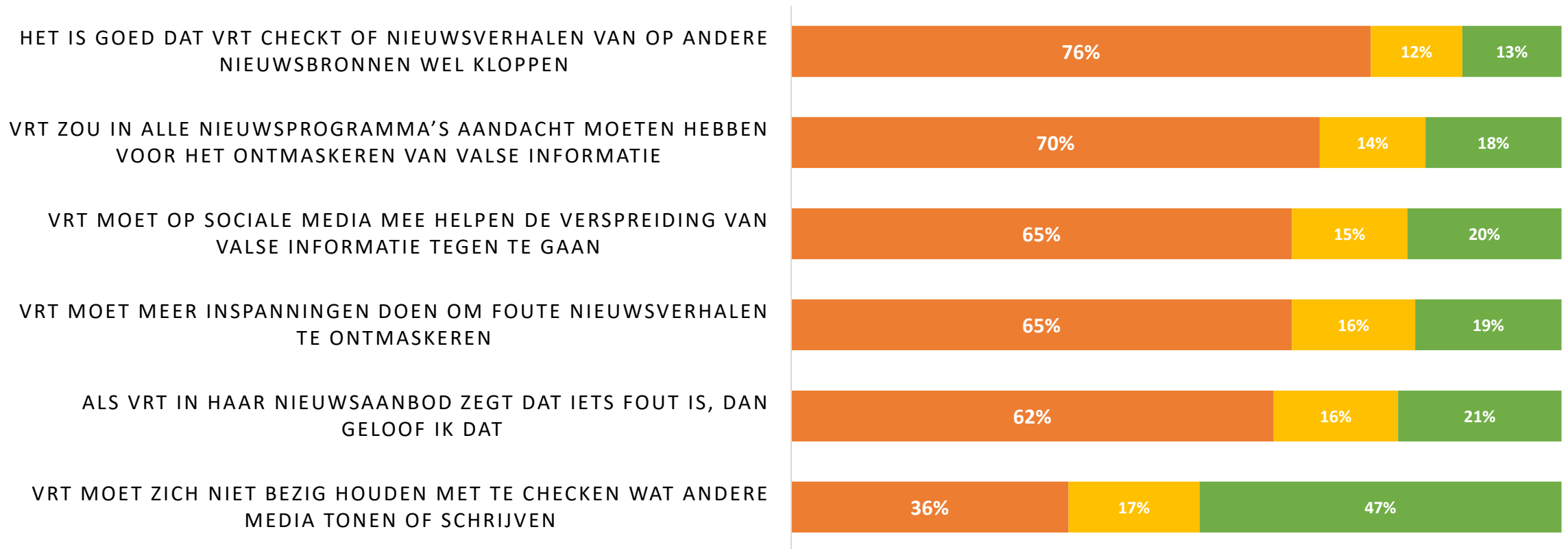


VRT gets a clear mandate in this fight

And two in three think VRT should do even more



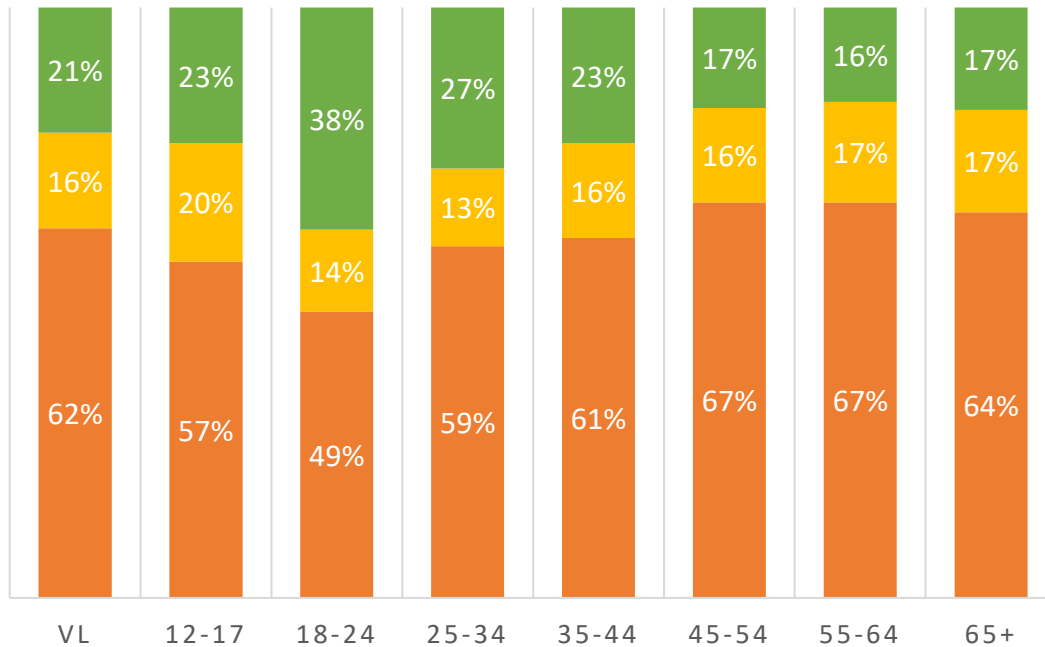
■ Helemaal of eerder akkoord ■ Ik weet het niet ■ Helemaal of eerder niet akkoord



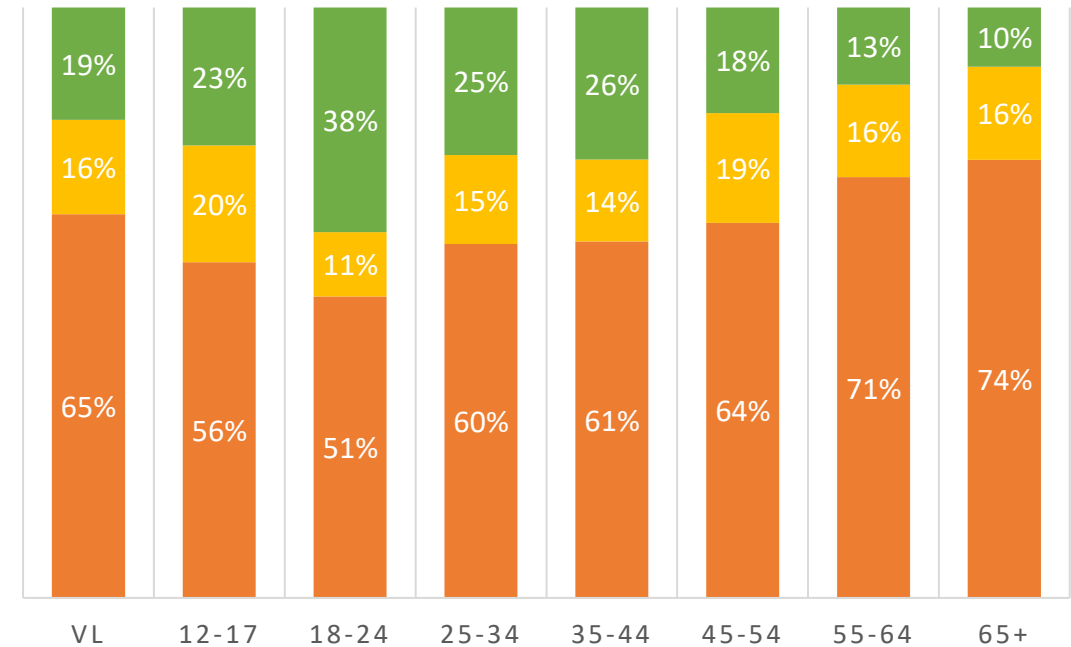
But there is backlash to be expected

Especially among young people, there is skepticism about VRT

IF VRT SAYS SOMETHING IS WRONG, THEN I BELIEVE IT



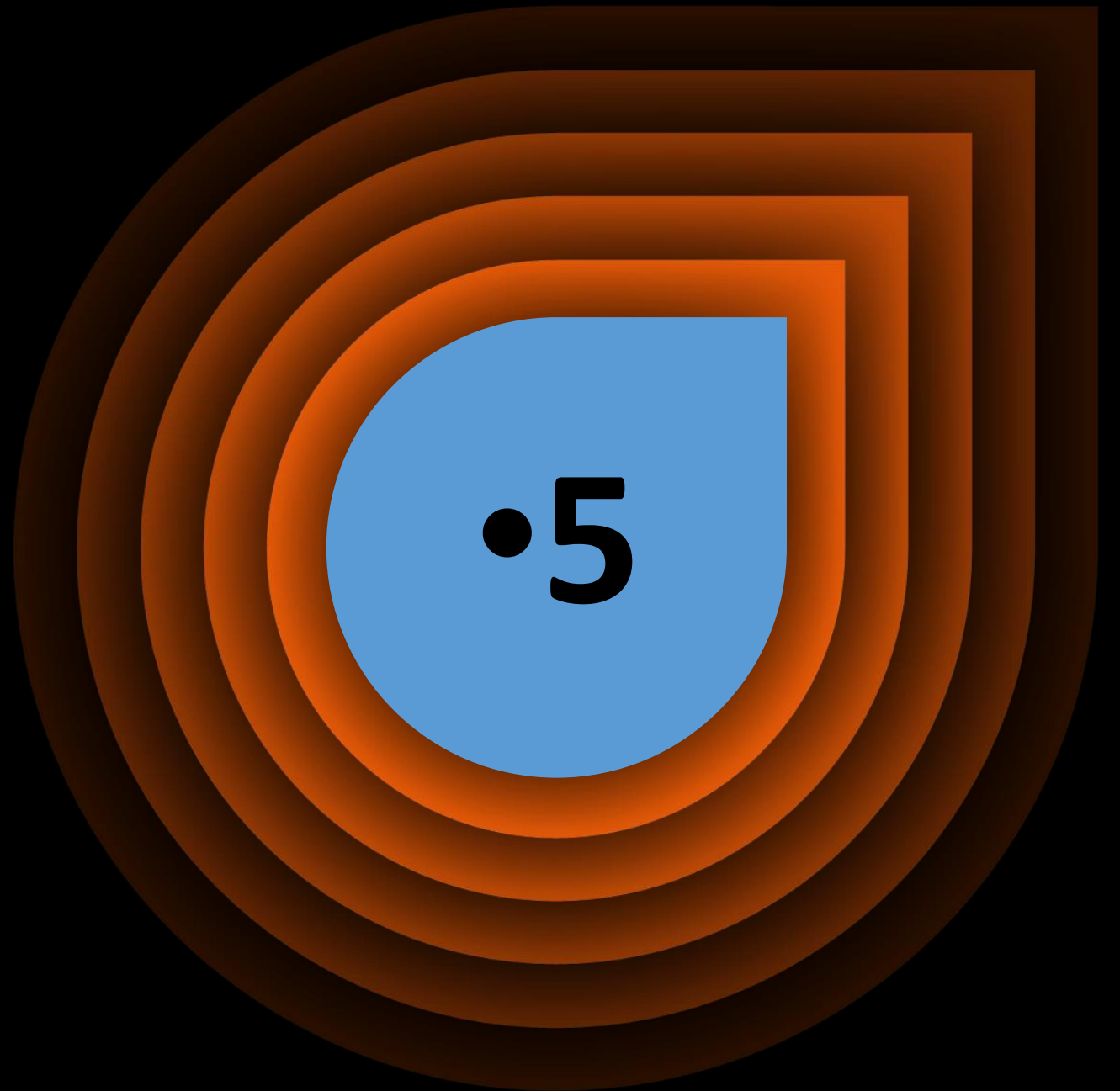
VRT NEEDS TO STEP UP EFFORTS TO EXPOSE ERRONEOUS NEWS STORIES



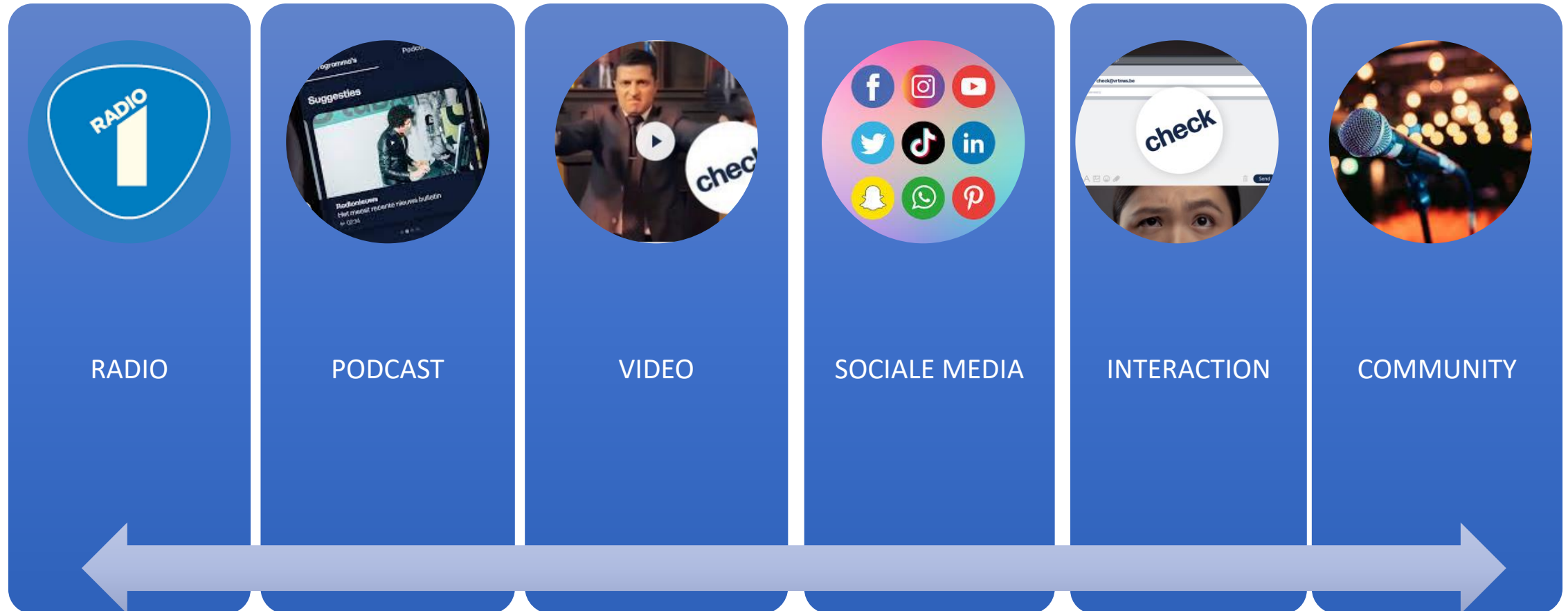
Helemaal of eerder akkoord Ik weet het niet Helemaal of eerder niet akkoord

Helemaal of eerder akkoord Ik weet het niet Helemaal of eerder niet akkoord

What did
we do?



360° media approach – PODCAST - VIDEO - ONLINE - EVENT



10 dagen te laat
veel heviger bloedingen
fellere krampen

veel verhalen over
veranderende menstruatie
na coronaprik

kan het vaccin
je regels voorgoed
veranderen?
NEEN
verandering in cyclus
is tijdelijk

♥ 24 104
🗨️ 207
📖 685

Je menstruatiecyclus
raakt makkelijk in de war

Is verandering in
je menstruatie gevaarlijk?

Neen,
meestal duurt
het ook niet lang
(1 of 2 maanden)
daarna is
je cyclus
weer
normaal

bereik: 168 310
(13% volgde nws.n
weergaven: 203 7

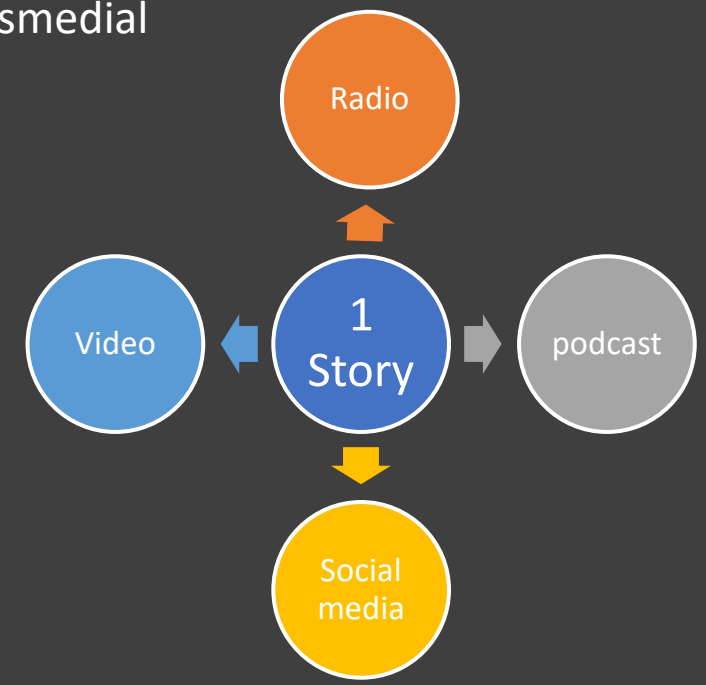
BEKIJK - Hoe beelden op sociale media leiden tot een dodelijk bombardement op een Oekraïense tankfabriek

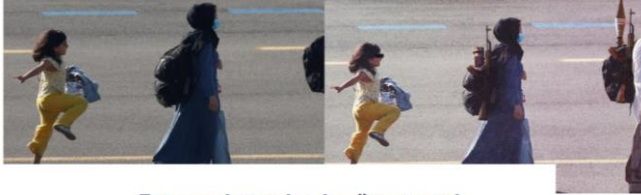
ibayar,
ers, Luc
ikel
10:34



Desinformation Team

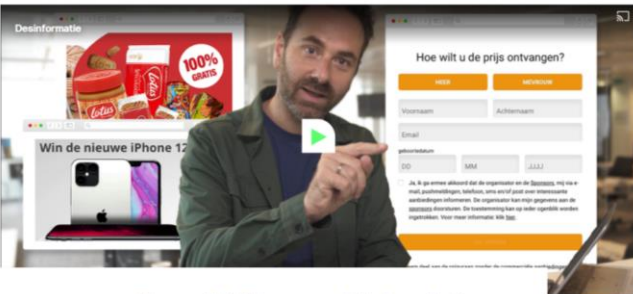
- 7 people
- Fact-checking
- Datajournalism
- Interpretation of disinformation
- Image verification/OSINT (extern/intern)
- Online media specialists
- Crossmedial





Amra Dorjbayar, Rien Estorrey, Dorien Vismeldert
20.09.2022 10:53

Foto van huppelend geëvacueerd meisje op Belgische luchthaven gaat wereld rond (en wordt meteen gemanipuleerd)



Anton Obrecht, Brecht Apers, Ron Estorrey, Tim Verheyden, Jef Cauwenberghs
20.09.2022 10:58

Nepwedstrijden van winkels op het internet: hoe oplichters jagen op uw gegevens

Valse wedstrijden in naam van Colruyt, Ikea of andere bekende winkels: het is al jaren een plaag op het internet. Het enige doel van die nepwedstrijden? Onze gegevens verzamelen om ze door te verkopen. Zowel aan fraudeurs maar - zo ontdekte VRT NWS - ook aan callcenters en



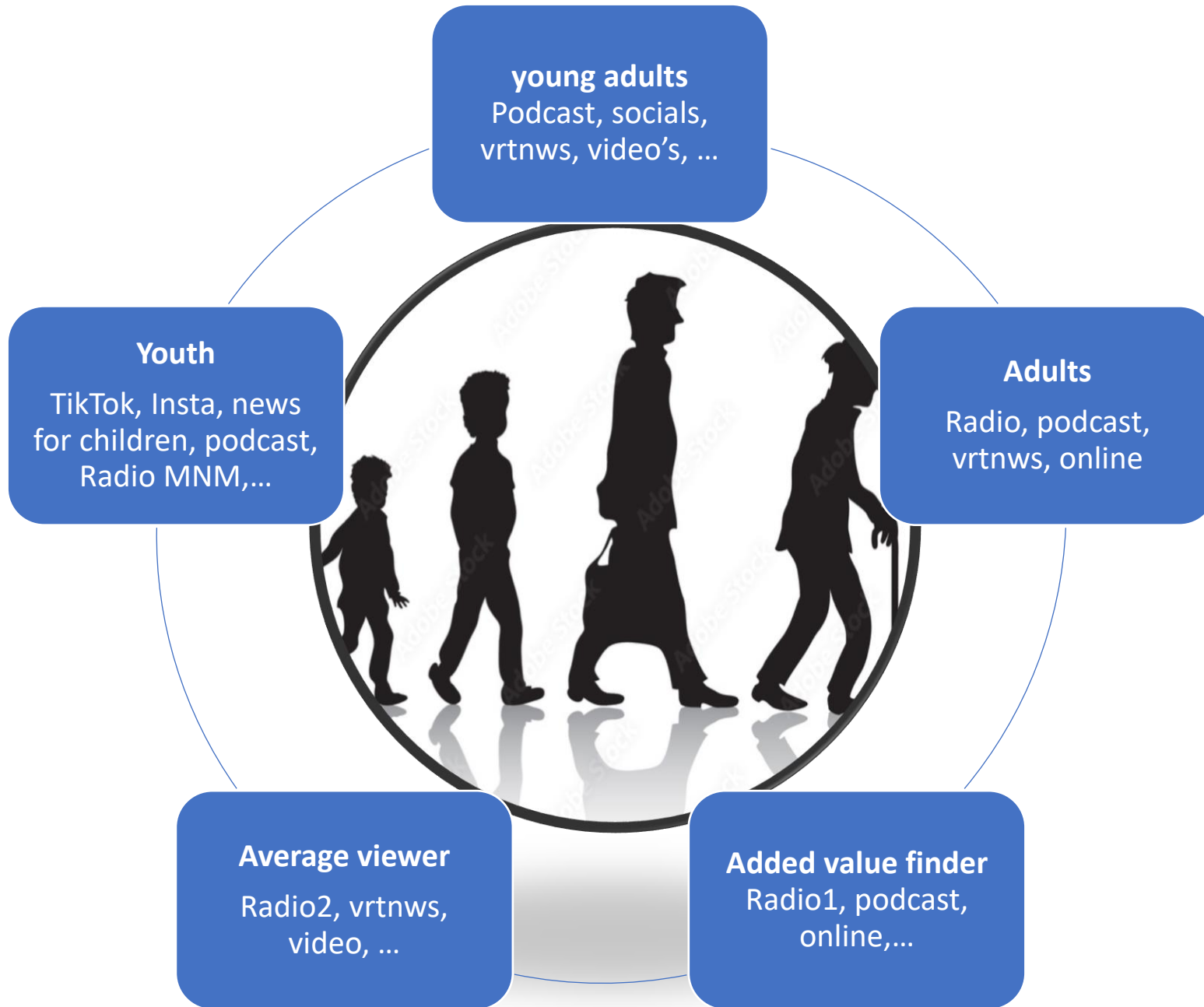
Amra Dorjbayar, Luc Van Baken, Tim Verheyden, Jef Cauwenberghs
Update 24.09.2022 10:58

Geen tweedehandstank te koop op eBay en beelden vanop filmset: deze nepverhalen over oorlog in Oekraïne gaan rond



Jef Cauwenberghs
24.09.2022 14:25

CHECK - Ja, momenteel ligt er evenveel ijs op de Noordpool als in 1989, trend is wel al decennialang dalend



Conclusion



- We have a mandate from the public
- We are working on a 360 degree approach to reach as many audiences as possible.
- Yet 20-30% are skeptical
- So we try to vary the form, approach and tone in our storytelling



Thank you!

Questions?