How to answer questions (before they’ve been asked)

Advice on filling data deficits online, including considering what new information people are likely searching for, and publishing prebunks and explainers to fill the void.
People have a number of legitimate questions but the information provided is often misleading, confusing, false or even harmful. A deficit emerges. Malicious actors exploit the deficit by spreading false or misleading claims. These messages are then laundered through the information ecosystem thanks to a variety of manipulation and dissemination tactics.
Data deficits: Why we need to monitor the demand and supply of information in real time

Discover a case study looking at a data deficit that emerged early in the Coronavirus pandemic.

The Covid-19 and other vaccines: Where we’re failing to provide the right information

Read an article that takes you through data deficits and oversupply.

The Debunking Handbook 2020

Find a great summary of the current state of the science of misinformation and its debunking.

How to talk to family and friends about that misleading WhatsApp message

Learn why showing empathy and not expecting immediate changes in behaviour are recommended approaches when talking to someone who has shared misinformation.

And here’s some great examples of engaging visual explainers on social media:

- How the Pfizer and Moderna vaccines work
- Why some people got Covid-19 after their first vaccine shot
- Washing your hands for proper disinfection
Want to explore more?

For more information, visit our free library of training content, including online courses, toolkits and resources to help both journalists and the public understand and manage disinformation.