# Types of mis- and disinformation

Critical

Impact

Major

Mino



# Deepfake

Video or audio of a real person speaking that has been digitally fabricated



# Manipulation

Images or videos purposefully edited to mislead



#### **False Connection**

A disconnect between visuals/headline and content



## **Imposter**

Genuine people or organizations are impersonated



#### **Fabrication**

Completely false content fabricated from scratch



### Misleading content

Reframing a subject using misleading information or data



## Satire/Parody

Mimicry of real organizations or people for humor

Remote



#### **Error**

Genuine mistakes in information published as fact



#### Rumor

Unverified information shared as fact

Possible

Likely



