

Designing For Disinformation

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Québec 

Fonds de recherche – Nature et technologies
Fonds de recherche – Santé
Fonds de recherche – Société et culture

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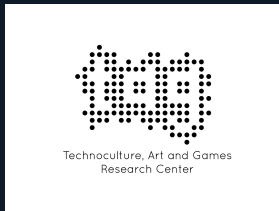
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Who Am I?

- BA/B Ed, Primary Junior Education
- MA, Media Studies
- PhD Candidate, Communications
- Public Scholar, Media Literacy / Play
- Game Designer, Educational Games

Researcher at:



3 Core Learning Points

1. Disinformation is inherently playful
2. Focus Not on False Content but Actions
3. We are not designing conflict or simulation, but grey ecosystems

I study how to make
digital issues tangible

Games as method

Physical Experiences



Title: **Generational Controls: Designing and implementing a serious intergenerational escape game that analogizes data personalization, filter bubbles and echo chambers**

L&L is a 2v2 board game where you **spread** or **stop the spread** of conspiracy theory on social media.

Lizards and Lies



Driven by Three Main Design Focuses



Wargaming / Foresite

How do we simulate theories and concepts? How does this apply to intangible things like disinformation?



Play

How do we make play focused game? How is knowledge formed through play?



Conversation

How do games create a conversation? How do we design games for facilitators?

Point #1

Disinformation is not just a “smoking gun”

It is personal, felt, and experienced.

It is a system



1. Disinformation is Playful

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Interactive

Action and Response

Social

Player Communication

Targeted

RNG + Direct
Placement

Ideological

Varied environment



2. Action > False Content



2. Action > False Content

Proud To Be Canadian
30m · 🌐

Canadians are broke and Canada feels broken. Sad what this federal government has done to our great country.

The world: How's the Justinflation going in Canada?

Canada:



👍❤️🔥 36 7 comments 5 shares

Proud To Be Canadian
3 hours ago · 🌐

so cute 🥰



Yeah, I was drunk that day.

Québec Proud
12 hours ago · 🌐

We've all been there.

👍❤️🔥 290 18 comments 73 shares

Proud To Be Canadian
12 hours ago · 🌐

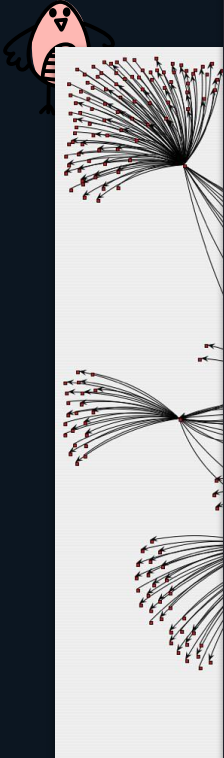
we are truly blessed to live in this country



The Online Moose
14 hours ago · 🌐

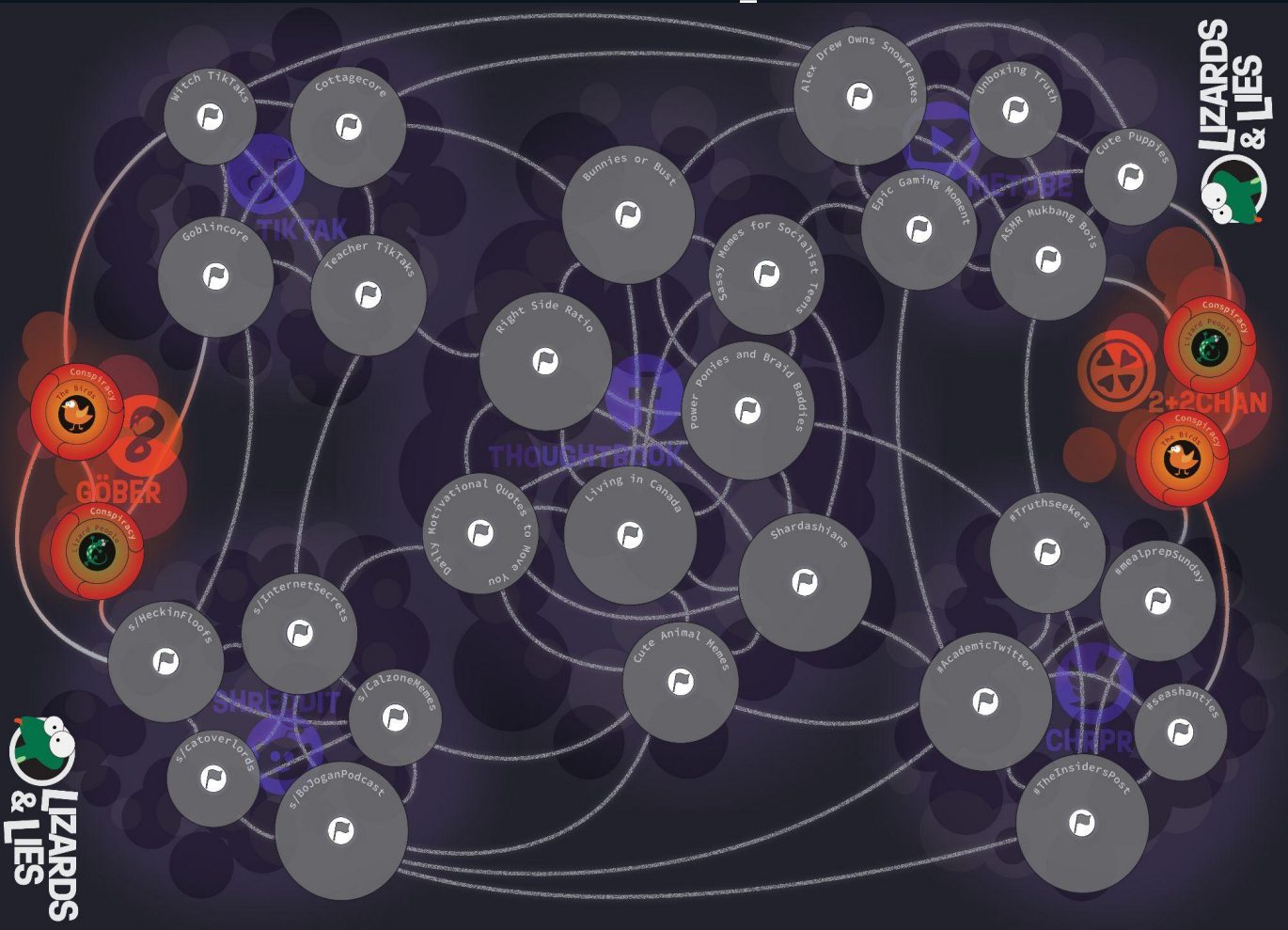
Did you know that the Moose is one of the few animals that exist in every province and territory in Canada? 🤔

👍❤️🔥 242 31 comments 26 shares



"My Twitter Social network visual representation"

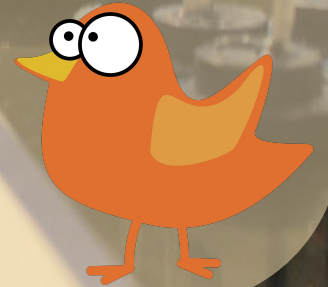
<https://www.flickr.com/photos/11452351@N00/2048034334>



the



Specifics matter
less than the
system





3. Not Simulation, but **Grey Ecosystem**

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Media Assemblage

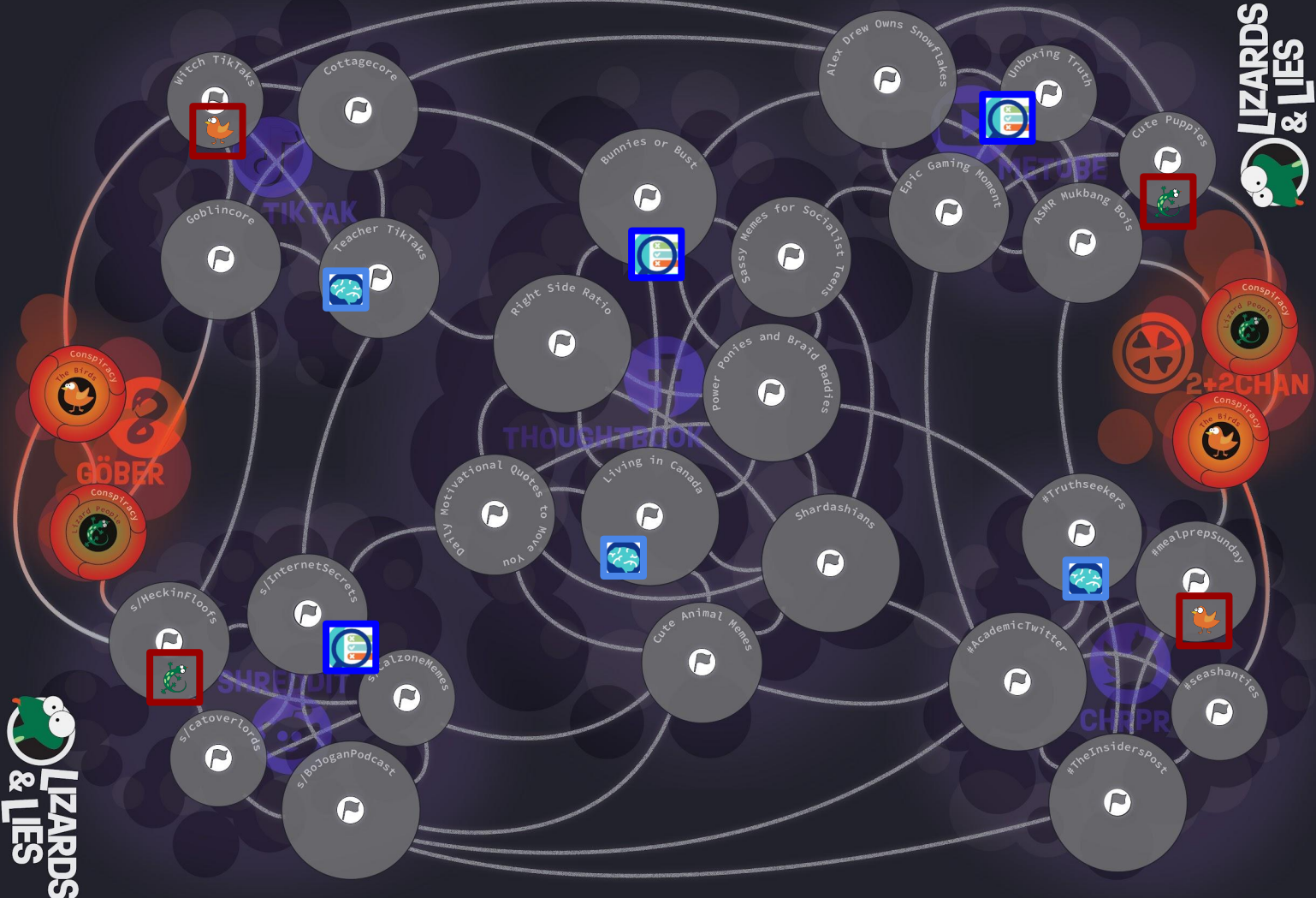
Actors and Environments are interconnected. Content is object and "glue".

Individual Goals

Actors, users, and stakeholders all have their own intentions.

Diverse Channels

Content does not follow "pipelines" all the time.



Conspiracy Theorists



Educators



Edgelord / Trolls



Moderators



LIZARDS & LIES

LIZARDS & LIES



Conspiracy Theorists



Educators

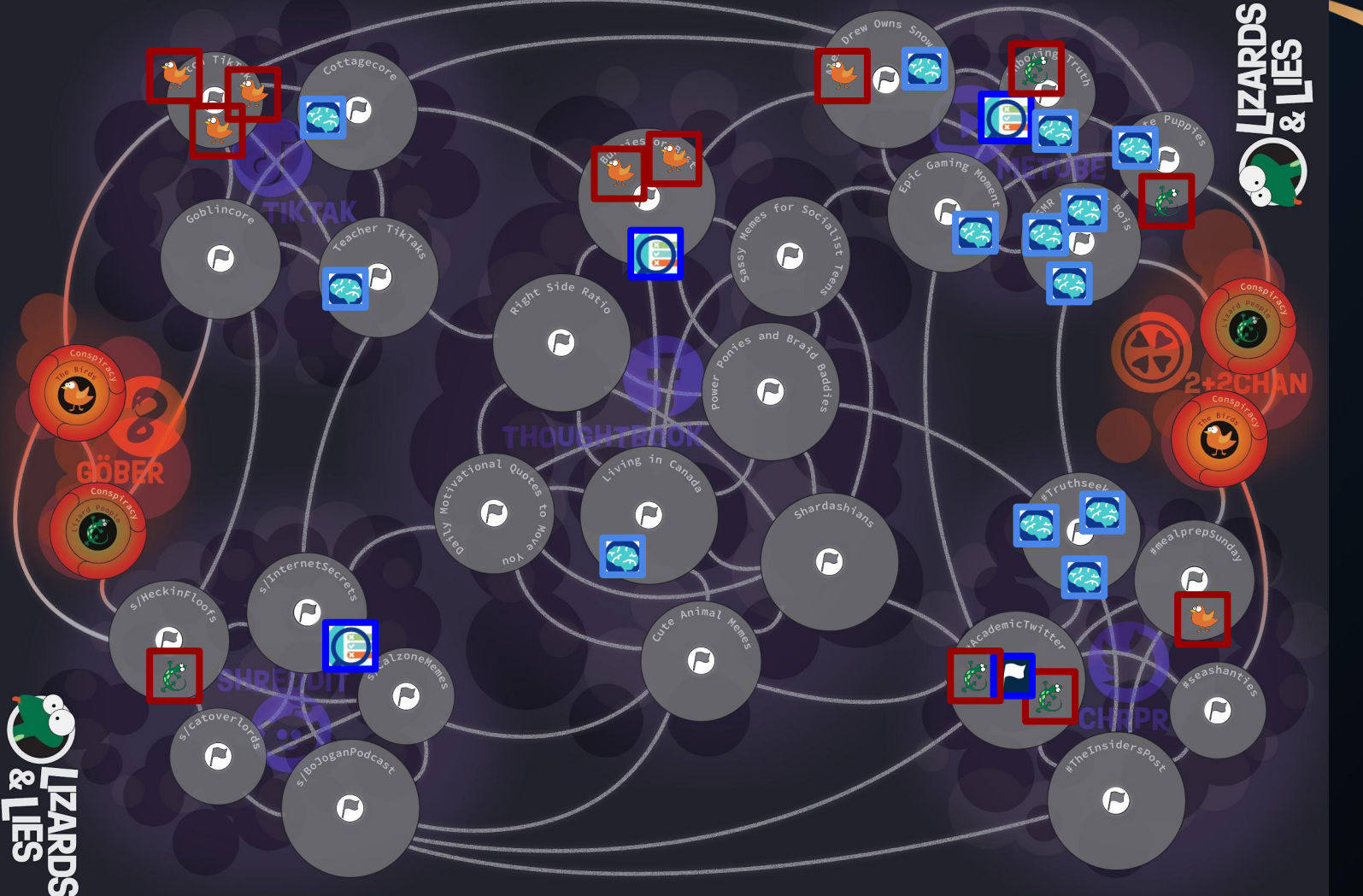


Edgelord / Trolls



Moderators





Conspiracy Theorists



Educators

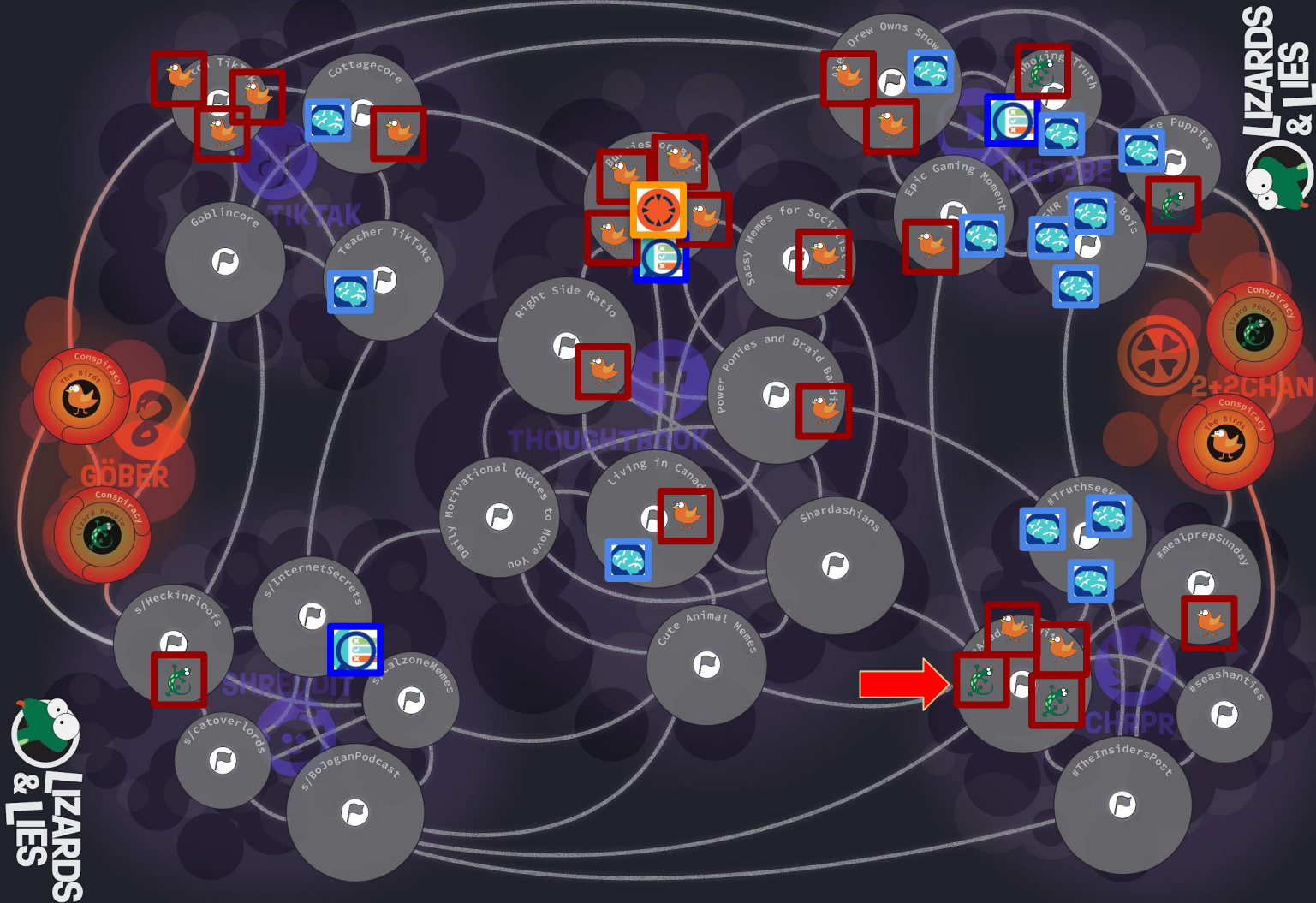


Edgelord / Trolls



Moderators





Conspiracy Theorists



Educators



Edgelord / Trolls



Moderators





Concluding Points

Citizens are on the “frontlines” of disinformation attacks.

Step one is understanding the environment.

Thank you!

Do you have any questions?

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