

"Jump on the bandwagon" is an American expression to give their support to someone who seems the be heading for victory.

bandwagon effect

People who feel they have the same opinion as the majority are more likely to share their opinion; bots and trolls can be used to give more likes, comments or shares on social media to give the impression that certain opinions are more popular than they are.

ex.

A bot is used to give a post more likes and shares to appear to be widely distributed. More people share the post when it already appears to be popular.

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1145 kommentarer

The spiral of silence

People who feel they are in the minority are less likely to share their opinion. The impression that you are in the minority means that you do not want or dare to speak out on an issue. This plays on our fear of ending up outside or being singled out as weird.

ex.

Many in my feed share negative posts about nuclear power. We should build more nuclear power plants to save the climate, but I would never dare share anything about it.

filter bubble

Natural groupings on or off the internet, where people primarily communicate with others who share the same views and perceptions. Those who are part of the group are rarely exposed to different opinions. Online, this can be used to disseminate targeted information to specific groups

ex.

In the group **"We who believe that the greenhouse effect is a scam"**, members share posts that show that the greenhouse effect does not exist. Everyone likes and comments positively on the post.

dark ads

Ads that are tailored and visible to a narrow audience but invisible to others e.g. researchers or journalists. Suitable recipients are identified through data from, among other things, social media and used to disseminate angled information. To those who are reached by the message, it appears that the information is visible to everyone.

ex.

Before the election, everyone registered as unemployed in the past year receives a message on social media that immigrants take all jobs from Swedish young people.

"Gish gallop" is named after the biologist and debater Duane Gish, who was considered to use the technology.

gish gallop

The opposition is flooded with arguments, facts, and sources, many of which are false or unrelated to the issue. For those who start to face the flood, the game is lost, as the discussion will be about something other than the issue

ex.

[Animal experiments—no thanks! \(Klar, but try to say no to this item!\)](#)

- Worldwide, 22 animals die every second in laboratories. In the UK, one animal dies every five seconds.
- Less than 2% of human diseases occur in animals.
- At least 50 drugs on the market cause cancer in laboratory animals. This is allowed even though many animal experiments are not relevant.
- Experiments with rats are 37% effective in identifying what causes cancer in humans.
- According to animal experiments, lemon juice is a deadly poison, while arsenic, hemlock, and botulinum toxin are safe.
- 40% of all patients have side effects because of treatment with prescription drugs.

personal attack

To attack, slander, or ridicule the person behind an argument or the person's actions instead of criticizing the argument itself. Personal attacks are often used for silencing, hindering, and discouraging others from participating in the discussion.

ex.

How can anyone take anything you say seriously when you look the way you do and smell like curry?

straw man

The word "straw man" comes from imaginatively building a "simple doll" that may symbolize the opponent's opinions.

to deliberately distort their opponent's arguments and positions and then argue against them instead of the opponent's actual opinions. The opponent is forced to put his/her energy into explaining what is meant while shifting focus from the issue

ex.

I don't celebrate Christmas, and I think it should be okay not to.

- So, you think Christmas should be abolished?!

whataboutism

To take focus from an argument by highlighting a similar phenomenon that has not received as much attention but is not relevant to the issue. Whataboutism often expresses itself in comparing something that is considered wrong with something else even worse and thus taking focus away from the issue.

ex.

I feel such sympathy for the refugees who risk their lives to cross the sea. It does not have to be this way.

- Sweden's long health care waiting lists, then? Nobody talks about how many lives it costs Sweden..

decoy

A person who gives the impression of being independent but who in fact cooperates with or receives payment from someone else. Decoys are sometimes used to write positive product reviews for online stores and to give credibility to a person or a message.

ex.

A political party pays several seemingly independent internet users to like, share and comment on the party's posts positively.

fake news

Misinformation can be spread through fake news sites that mimic genuine ones. On the internet you can create a fake website that is largely identical to a real website, but with different content.

ex.

Realnews is a website that looks like a news site. The site provokes with hard-hitting texts on topics that many have strong feelings about.

bot

A computer program that performs automated tasks and, for example, share certain types of information on social media. In the field of information influence bots can be used to reinforce selected messages, spread misinformation, and map other human users

"Bots" are also used for good things like blocking and removing other bots' mean posts on social media

ex.

In conjunction with an election in France, disinformation is spreading with the help of fake Facebook and Twitter accounts. Automatized posts from several accounts are shared in different locations and are getting lots of traction.

troll factory

A company where employees create and operate false identities on social media. Trolls write posts and leave comments on others' posts to influence peoples' opinions. They often try to provoke emotional response and fights that are destructive for the climate of the discussions.

"Trolling" is a fishing term for slowly letting hooks drag after the boat. People who were "trolling" were dragging a shiny lure through a group of people discussing, hoping that someone would seize upon it.

ex.

To increase the fragmentation in Europe, a group of people writes lots of provoking comments in discussion threads that encourage to get out of EU. In several threads the discussion get hostile and leads to pointless fights.

hacking

Hacking is unauthorized access to a computer or a network, which is a crime itself. In information influence the actual goal is to spread suspicion that a system is exposed or insecure, which is undermining the trust of the system in question or the organization behind it.

ex.

"There is no point voting, it still seems so easy to cheat with the results."

Grassroots level is a term of ordinary citizens, contrary to the governing decision makers.

Astroturfing is a play with the name of the company AstroTurf, which manufactures synthetic carpets that looks like grass.

astroturfing

Real demonstrators are used for expressing support for a certain political issue and is an important part of our democracy. Astroturfing takes advantage of the feeling of authenticity and folksy commitment, that humans easily get caught up with, by rigging a demonstration and giving false impression of support for a certain issue on grass roots level.

ex.

A fake picture of a demonstration against rising prices of gas is spreading on the internet. A facebook event is created under an imaginary organizations name. The event is being spread via fake accounts and give the impression that many people are interested. A PR company has been paid by capital strong groups to rig it all up.

false flags

"False flag" was from the beginning a naval term where a player sailed under another flag than its own. Contemporary the term describes special operations being posted in a way that it appear as if they are performed by another player than the one actually planning and executing them.

ex.

A fanatic sends bombs to high-ranking democrats in USA. When it is discovered the republicans spread a rumour that democrats have made the incident up to get sympathy. The bomber gets caught and is proven guilty, but in the population mistrust and doubt prevail in which party that is right.