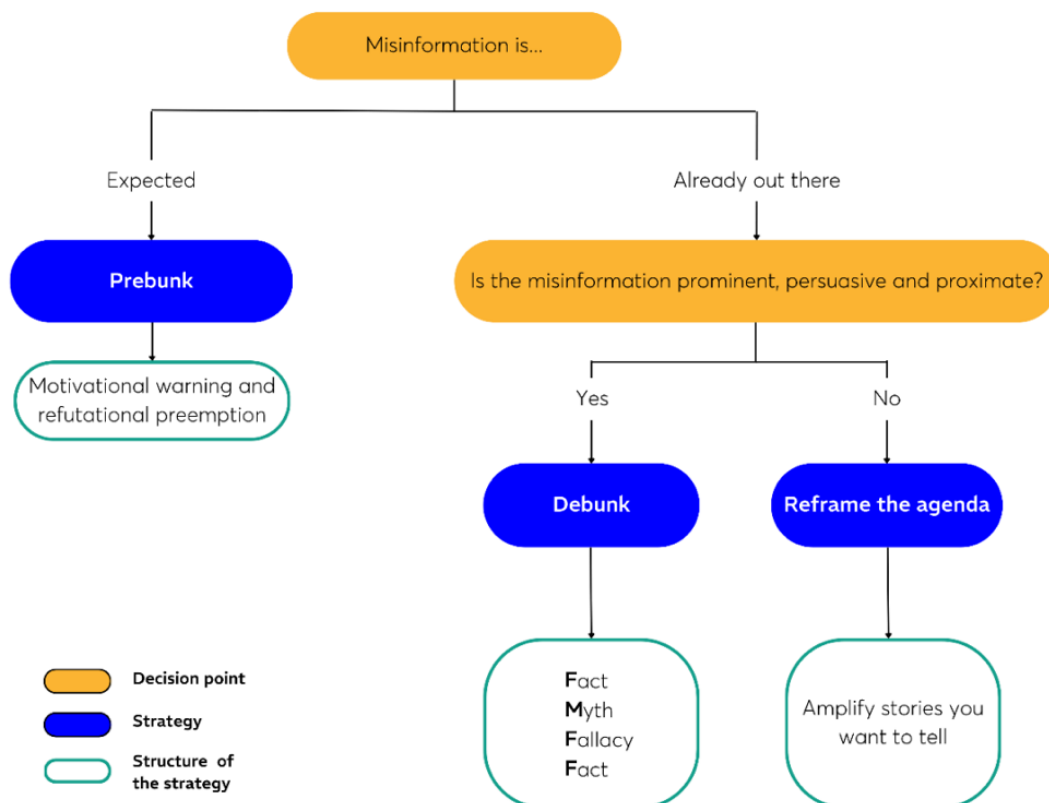


# Framework for countering misinformation

Building on an extensive review of the research, we developed an evidence-based framework to help you counter misinformation about refugees and migrants. The framework provides a step-by-step guide to help you decide what actions to take when you're faced with falsehoods.

Figure 1: Decision tree for countering misinformation



**If a false claim is likely to spread but hasn't yet, prebunk.**

An effective prebunk includes both a **motivational warning** that alerts people to bad-faith actors, encouraging scepticism and critical thinking, and a **pre-emptive refutation** that explains why misinformation is false, helping people to recognise and resist it.

**When a false claim is already circulating, you should ask: Is this false claim Prominent, Persuasive and Proximate?**

**If yes, debunk.**

Use the FMFF method (Fact, Myth, Fallacy, Fact) to make corrections clear, credible and effective by stating the truth, presenting the myth, explaining its flaws, and reinforcing the correct fact.

**If no, reframe the agenda.**

Instead of amplifying falsehoods, shift your resources to sharing stories that reinforce accurate information and resonate with your audience's values.