How-to template: Prebunking anticipated misinformation

Anticipated misinformation:

[Notes you make here are not for sharing but just for your own reference. Outline the false narrative here that you expect, who might start it and why. Reflect on its potential power and decide whether it is important to intervene to build resilience against this misinformation before it takes hold.]

How to prebunk this anticipated myth

Below is where you plan what you will publish, using the most effective structure to 'prebunk' anticipated misinformation.

Warning

Motivational warning

First, alert your audience to the agendas or motivations of bad-faith actors who may misinform them. For example, 'Fossil fuel funded think tanks are spreading uncertainty about climate change to delay action - which benefits their funders.' Draft yours here:

Technique-based refutation

Pre-emptive refutation

Highlight the persuasive tactics that the misinformation spreaders are using, such as emotional manipulation or selective framing.

Issue-based refutation

Offer a deeper understanding of a specific issue, making your audience more resistant to false claims. Consider the values held by your target audience when choosing the facts you use to make a persuasive case.