

A Typology Of Disinformation Intentionality And Impact

Abstract

Disinformation, false information deliberately crafted to deceive recipients, has escalated to the extent that it is now acknowledged as a significant cybersecurity concern. This research utilizes a proactive approach to minimize disinformation risk and its negative outcomes by deriving typology of disinformation intentionality and impact (DII) to address disinformation threats. The typology draws upon information manipulation theory and risk management principles to evaluate the potential impact of disinformation campaigns with respect to their virality and polarizing impact. The intentionality of disinformation spread is related to its believability among susceptible consumers, who are likely to propagate the disinformation to others if they assess it to be believable. Based on the dimensions of intentionality and impact, the DII typology can be used to categorize disinformation threats and identify strategies to mitigate its risk. We propose risk mitigation strategies as well as recommendations for addressing disinformation campaigns spread through social media platforms.