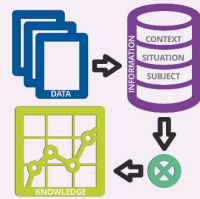


# How disinformation affects the organizations' performance in the digital era

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**Information management** suited to the company's vision means competitive advantage



**The strengthening of the virtual world and social media leads to greater challenges in information management**



**How can we choose up-to-date and reliable information on the internet?**

Look for:

- 🔍 Autorship
- 🔍 Authority
- 🔍 Accuracy
- 🔍 Objectivity
- 🔍 Actuality
- 🔍 Depth



## Media Literacy

**Fighting Disinformation in organizations:**

- 📌 Know-how to use technologies
- 📌 Distinguishing information from disinformation
- 📌 Develop critical thinking
- 📌 Foster lifelong learning
- 📌 Develop verification and confirmation attitude
- 📌 Promote an informed society of citizens less susceptible to disinformation

## The dark side of the digital era:



⊗ **Disinformation / misinformation:**

- ⊗ Decontextualization
- ⊗ Lack of rigor
- ⊗ Non-checked information
- ⊗ Intentional or involuntary error

## Factors that most contribute to disinformation in organizations



⊗ **Professional environment or working from home**

- ⊗ Employees' behaviors often despite the institutionalized practices.
- ⊗ No boundaries between personal environment and the professional sphere

⊗ **Organizations open doors and vulnerability**

- ⊗ Databases, emails, information accessed easily by anyone outside the organization exposing the information to possible manipulation

⊗ **Disinformation leads to mistaken/random decisions**

- ⊗ Quality of work affected;
- ⊗ Wrong or decontextualized information;
- ⊗ Leisure and work mixed by the use of mobile phones/social media



Read the full paper here