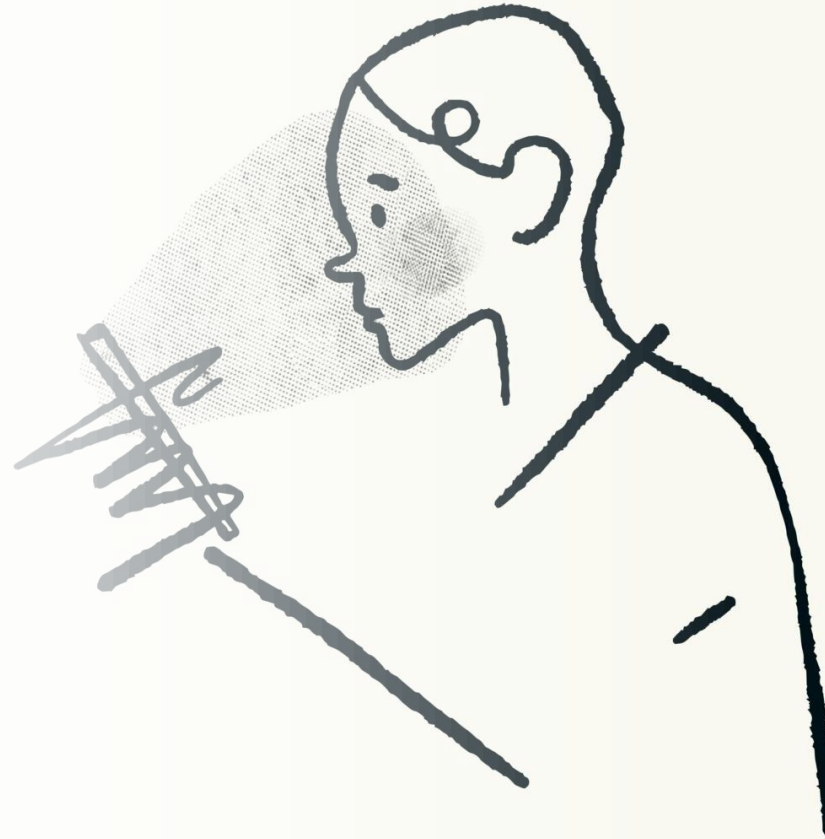




The shadow play of disinformation

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Public discourse as theatre

“Everything that we see is a shadow cast by that which we do not see”

Dr Martin Luther King



Public pulse on social media

Signatures, signals and signs

Ecologies & economies of mis/disinfo

Over 1.6 million words since July 2021


Facebook, Instagram, Twitter, Telegram, YouTube, websites, & linked content on TikTok etc

Inter-textual: audio, video, photos, memes, text



What is disinformation?



A satellite image of a coastal region, likely the Gulf of Mexico, showing a large body of water on the left and a landmass on the right. A thin white line outlines the landmass, and a small green area is visible on the land. The text "Information disorders, & truth decay like accelerated climate change" is overlaid in white, with a horizontal line underneath it.

Information disorders, & truth decay like
accelerated climate change



Information disorders are socio-technological &
socio-political



Shaping our worldviews

long-term change in attitudes, perceptions and beliefs

public attention's capture, retention and corruption

perceptions, attitudes, behaviours, normative responses, reactions, motivations

shaping anger, anxiety, fear, desires



**What's the
result?**



Parliamentary protest

- splintered realities
- powerful offline driver of online engagement, incl. unprecedented rises in subscribers to accounts of leading mis/disinfo providers.
- unprecedented engagement and production signatures.
- entrenched foundations for narrative pivots, now focusing on next general election.

Former PM Ardern & meteoric rise of misogyny

- Dehumanisation
- Diatribes
- Hate
- Haranguing
- Harassment
- Harm



ardern Aunt COVER family girl got including JACINDA let MAN neve Notice provides Saloon Soros trial WEF well years
blackmailed Cindy come cunt going injured lying make Reverberations SUGGEST stand truth
broken enough FUCK Klaus live married parliament today psychopath still walking suffering
BITCH donkey evil Jabcinda rope right understand
DNC finally good humanity many one riddance time yelling
act abt bitch globalist just next pushed speech thing surrender
cliffs brought face get feel job living public seethought
bunker concerned drop heard Jacinda Power puppet Stalinda weestory spin sudden woman
big anti done Good happen know past people SATANS rubrics set sure tormented UN
clone demonic high great human knows must nothing resignation
folks hate JAIL Jackinda life

High trust as hamartia

- geographic exceptionalism
- rule of law, and liberal democratic traditions
- independent media
- strong public institutions
- extremely vulnerable to disinfo because trust conflated with truth
- endemicity's asymmetrical impact on vulnerable, māori, & minorities

Transgressive transitions

- all vaxx (including MMR) & any public health guidance
- elections, from local government onwards
- census
- curricula, pedagogy & education
- policies and legislation on climate change, agriculture, immigration
- nature of democratic institutions
- civic and social norms, discourse, & media



Thank you

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