



Question what you get. Media education to fight Disinformation



Redes sociales como Fuente de información y desinformación

University of the Basque
Country UPV/EHU



Co-funded by
the European Union





INTRODUCCION PARA EL PROFESORADO

En el ejemplo que presentamos a continuación, queremos concienciar al alumnado de la necesidad de analizar críticamente la información que nos aportan las redes sociales. Para ello, se analizará una publicación de la red X aparecida en las últimas semanas siguiendo el método Qyourself de cuatro pasos.

La publicación ha sido cuidadosamente elegida para provenir de una fuente a priori fiable y convincente. Por eso en la primera parte teórica se dará especialmente importancia a los pasos de análisis de las fuentes y emisores, aunque finalmente el paso que nos ayude a dar con la clave para desenmascarar el bulo sea preguntarnos por las 5W+1.



RECORDAMOS EL MÉTODO QYOURSELF



1 módulo

2 módulo

3 módulo

4 módulo

EXERCISES

Identification of Simple or Elemental Qs

The best way to identify the elemental **Qs** is to rely on their syntactic markers. That is, to perform a morphosyntactic analysis of each sentence. However, this can be complicated for certain groups. Therefore, —honoring the name of the project: **Qyourself**— this phase can be substituted by asking about the **elemental Qs** in each sentence.

The Signs of Elemental Questions	
→ What:	Involves the events, actions, and ideas being reported.
→ Who:	Refers to all the characters appearing in the news.
→ Whom:	Indicates who is affected by the content.
→ Where:	Places the action in a specific time.
→ When:	Defines the space where the events take place.
→ How much/many:	Indicates the quantity or quantities of the elements being reported.

Source: Qyourself

This method is by no means the most exhaustive, and it can lead to misunderstandings by overlapping, repeating, or mixing possible answers. However, it is simpler than resorting to a morphosyntactic analysis.

Example: Search for elementary Qs	
"According to the World Health Organization (WHO), smoking is one of the leading causes of preventable death in the world, responsible for more than 8 million deaths each year"	
What:	smoking (is one of the leading causes of preventable death)
Who:	the World Health Organization (WHO)
Whom:	---
Where:	each year
When:	in the world
How much/many:	more than 8 million

More elementary or basic Qs, if necessary
Source: [The Conversation Project](#) & Qyourself

Exercise 2.1: Classifying information sources (1)



Presented a document for the treatment of smokers

Many still refer to smoking as a "habit." This diminishes its true importance: it is a disease, and as such, it should be treated.

To address this, a document was presented this week with the aim of ensuring that anyone who wants to quit smoking receives healthcare support.

The idea is to identify the millions of smokers in Spain and offer them help to combat the leading cause of preventable premature death. Thousands of people die in Spain due to tobacco, and millions more around the world.

Classification table

Source	Type
Presented a document	Unknown Documentary Primary Unauthenticated Irrelevant Non pertinent
Many still refer to smoking as a "habit?"	Unknown Personal Non-organizational (particular) Unauthenticated Irrelevant Non pertinent
A document was presented	Unknown Documentary Primary Unauthenticated Irrelevant Non pertinent
...	More elementary or basic Qs, if necessary Source: Qyourself

PHASE 2. The importance of being able to verify the information conveyed in a message



QUESTION: What makes the citizen John Smith a reliable source of information?

In this case, citizen John Smith becomes a reliable source of information because he has included the primary and authorized source (the Ministry's statement) in his message. The recipient can verify that John Smith is communicating it true by directly (with a click) accessing the source of the information. Citizen John Smith, and of course the Ministry, are the most reliable sources here, ahead of the media outlet *The Truth* and the renowned sociologist from your university, because they still do not include the source of the information in their respective messages.

The goal in this second phase of the exercise is to delve into the concept of **verification**, the fundamental pillar upon which the credibility of any informative message is built. Verification of information is a process used in journalism—and in academia—to check the accuracy, validity, and reliability of the data and information obtained. Verifying is a key act in quality journalistic production, as it helps filter out false or misleading information and ensures the integrity of publications.

Remember: Information that cannot be verified indicates a lack of reliability and credibility.

Exercise 4.2: Manipulated text (1)

The original informative text has been manipulated by including judgments or opinions against the approval of the bill (highlighted in red). This serves as an opportunity to explain why an ostensibly informative message that disguises opinion within it should not be trusted (remember: a news piece must be neutral, as objective as possible, and should always avoid adjectives). It is worth noting that high-quality journalistic outlets always clearly differentiate between these genres. Conversely, disinformation often circulates through different channels (mainly social networks and messaging apps), where opinion is disguised as information, hence the message has been adapted to these types of platforms.

The German Bundestag approved on Friday **the controversial law project** proposed by German Health Minister Karl Lauterbach to legalize cannabis consumption, despite strong criticism from experts, the opposition, and even within Chancellor Olaf Scholz's ruling coalition, comprised of the Social Democrats (SPD), the Greens, and the Free Democrats (FDP). With this **regrettable** measure, set to take effect on April 1, the Government coalition advances a **dangerous project that will jeopardize the health of thousands of German citizens.**



Qyourself @QYourself

The German Bundestag approved on Friday controversial law project proposed by German Health Minister Karl Lauterbach to legalize cannabis consumption, despite strong criticism from experts, the opposition, and even with Chancellor Olaf Scholz's ruling coalition, of the Social Democrats (SPD), the Greens, and the Free Democrats (FDP). With this regrettable measure, set to take effect on April 1, the Government coalition advances a dangerous project that will jeopardize the health of thousands of German citizens.



Source: Author's own work

Exercise 4.3: Manipulated text (2)



Los cuatro pasos en pocas palabras

- 1 • La fuente importa: ¿quién lo dice?
- 2 • ¿Qué quieren que me crea? Las cinco W+1 que nos dan las claves
- 3 • ¿Quién lo envía? ¿Quién lo escribe? Emisor vs Fuente
- 4 • Piensa antes de creértelo... opinión y hecho no es lo mismo



La importancia de la fuente de información

- Hoy en día consumimos información a través de las redes sociales
- La mayoría de veces los perfiles en las redes sociales son emisores, no fuentes
- Tenemos que preguntarnos quién está detrás de esos perfiles



La importancia de distinguir entre la fuente y el emisor



Activity 2: Distinguishing between sender and source

The objective of this educational resource is for your students to learn to differentiate between the **sender of a message** and the **source of information** (Phase 1); to understand the **need to verify the information** they receive (Phase 2); and to learn to **assess the relevance and appropriateness of a source** based on the information it provides in the message (Phase 3).

PHASE 1: SENDER vs. SOURCE

Before starting the exercise, it is worth recalling that the sender of a message and the source of information are not the same, although they may sometimes coincide. In this sense, the sender is the person or entity that transmits the message, while the source of information is the origin of the content used by that sender to craft their message. During the exercise, we will delve into some of these basic concepts—key notions to keep in mind before accepting any supposed information as true.

To achieve this, we will use the communication and journalism theories studied so far and progressively apply them to the analysis of a message circulating on a well-known social network—one of the main channels through which misinformation flows today. It is time for you to start thinking like journalists...

It is important for students to ask themselves two key questions during the analysis of the message:

**What information does it contain?
Who is issuing it?**

Remember: The sender of the message is not the same as the source of the information.

We can trust the senders of information who have the competence and legitimacy (authority) to issue this type of information. In those cases they are both the source of the information and the sender of the message.

HOWEVER: There may be several senders of information, but not all of them include the legitimate and authorized source in the supposed information they provide, and thus we cannot verify it directly. In those cases we should question the accuracy of the information.

Remember: Without a LEGITIMATE source in the information, the information may lack value.

Pasos a seguir:

1. Fuente/emisor:
 1. Distinción entre fuente y emisor
 2. Verificamos quién se encuentra detrás de la fuente/emisor
 3. Valoramos la autoridad, la relevancia y la pertinencia de una fuente
2. Información:
 1. Verificamos la información 5W+1
 2. Opinión vs información

¿Qué información contiene este mensaje?
¿Quién es el emisor?



1. ¿Quién es la fuente de información?



John Smith is an ordinary citizen with no experience or knowledge in the subject being discussed.

John Smith @JohnSmith ...

The Government is considering lowering the voting age from 18 to 16.



Mathew Anderson is a prestigious sociologist from a renowned university in your country.

Mathew Anderson @EconomyExpert ...

The Government is considering lowering the voting age from 18 to 16.



The Truth is a prestigious news outlet / media organization in your country.

The Truth @TheTruth ...

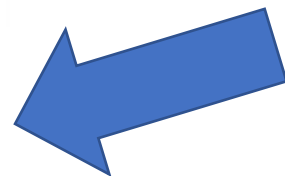
The Government is considering lowering the voting age from 18 to 16.



Ministry is the competent Ministry in your country.

Ministry @MinistryofYourCountry ...

The Government is considering lowering the voting age from 18 to 16.



The Truth @TheTruth ...

The Government is considering lowering the voting age from 18 to 16.



Ministry @MinistryofYourCountry ...

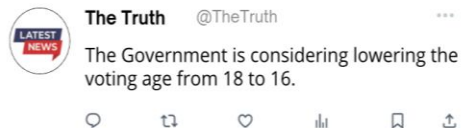
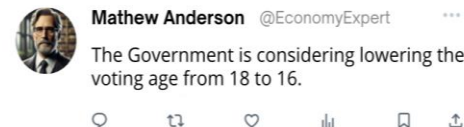
The Government is considering lowering the voting age from 18 to 16.



2. Verificamos quién se encuentra detrás de la fuente y del emisor



- ¿Qué convierte a John Smith en emisor de información fiable?
- ¿Qué convierte a Mathew Anderson en emisor de información fiable?



John Smith is an ordinary citizen with no experience or knowledge in the subject being discussed.



Mathew Anderson is a prestigious sociologist from a renowned university in your country.



The Truth is a prestigious news outlet / media organization in your country.



Ministry is the competent Ministry in your country.

3. Valoramos la autoridad, la relevancia y la pertinencia de una fuente



Activity 4: Recognizing the authority, relevance, and pertinence of an information source in a message

What makes a source of information PERTINENT?

Remember: For an information source to be pertinent, it must be authorized, and its message must be relevant (*Pertinence = Authority + Relevance*).

What makes a person or organisation a reliable source of information is their competence and LEGITIMACY (AUTHORITY) to speak on the topic at hand. (You can consult the OER: *Learn how to identify and check sources of information*)

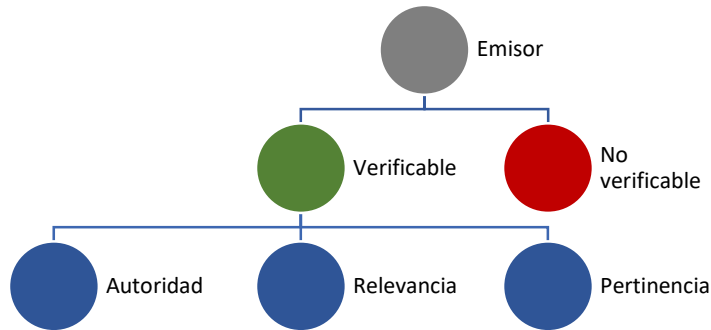
Source: Qyourself

- ✓ Lo que hace que una persona u organización sea una fuente de información pertinente es su competencia y legitimidad (autoridad) para hablar del tema en cuestión

En redes sociales, ¿el perfil es de una asociación que tiene autoridad para hablar del tema en cuestión?



3. Valoramos la autoridad, la relevancia y la pertinencia de una fuente



¿Qué hace que una organización o una persona sea fuente de información fiable?

- ✓ Que incluya la fuente primaria y autorizada
- ✓ Comprobar la exactitud, validez y fiabilidad de la información (verificación)



La información de la publicación



Tan importante es analizar el emisor/fuente como la información que intentan que nos creamos.

Pasos:

1. Verificamos la información 5W+1
2. Opinión vs información



1. Verificamos la información

5W+1



Activity 1: Search for elementary Q's

Each group should read carefully the message they are analysing and identify the elementary Qs in it.

What:

Who:

Whom:

When:

Where:

**How
much/many:**

Once you have identified the elementary Qs, answer the following questions:

- Ask yourself about the absence of elementary Qs: should they be present or not?
- Question the relevance and accuracy of the elementary Qs.
- Mark the sources in the elementary Qs and pay special attention to their relevance.

Source: *Qyourself*





2. Distinguir información de opinión

Activity 5: Distinguishing information from opinion

Explain whether this message qualifies as news (justify your answer).

REMEMBER:

- Opinion disguised as information biases the news and steers us toward a particular viewpoint. Distinguishing information from opinion is crucial, as those who spread misinformation often mask opinions as verified information, presenting something as news when it is not.
- A news piece must be neutral, as objective as possible, and should always avoid adjectives. An ostensibly informative message that disguises opinion within it should not be trusted. It is worth noting that high-quality journalistic outlets always clearly differentiate between these genres. Conversely, disinformation often circulates through different channels (mainly social networks and messaging apps), where opinion is disguised as information.
- Opinion itself is not negative but must be clearly identified as such so the audience can easily recognize it. High-quality journalistic outlets always label opinions as such, ensuring readers, listeners, or viewers understand that these are opinions and not information.

En las redes sociales:

- ✓ Las redes sociales per se son una herramienta para que las personas usuarias muestren su opinión
- ✓ Hay perfiles más destinados a informar: perfiles institucionales, medios de comunicación...
- ✓ Los divulgadores o influencers tienen características muy variadas, desde creadores de opinión a creadores de contenido veraz. Será necesario analizarlos críticamente.

¿Pueden ser todas las publicaciones consideradas noticias?



2. Distinguir información de opinión

Activity 5: Distinguishing information from opinion

Explain whether this message qualifies as news (justify your answer).

REMEMBER:

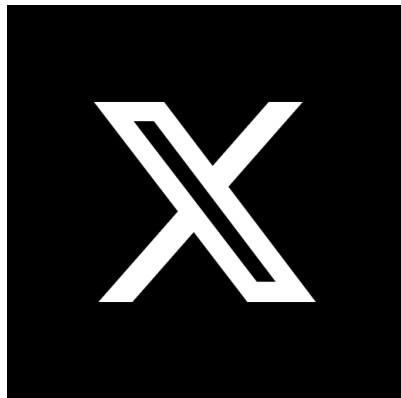
- Opinion disguised as information biases the news and steers us toward a particular viewpoint. Distinguishing information from opinion is crucial, as those who spread misinformation often mask opinions as verified information, presenting something as news when it is not.
- A news piece must be neutral, as objective as possible, and should always avoid adjectives. An ostensibly informative message that disguises opinion within it should not be trusted. It is worth noting that high-quality journalistic outlets always clearly differentiate between these genres. Conversely, disinformation often circulates through different channels (mainly social networks and messaging apps), where opinion is disguised as information.
- Opinion itself is not negative but must be clearly identified as such so the audience can easily recognize it. High-quality journalistic outlets always label opinions as such, ensuring readers, listeners, or viewers understand that these are opinions and not information.

Qué es una opinión y qué es una noticia:

- ✓ Las noticias deben ser neutrales y lo más objetivas posible
- ✓ Deberían evitar adjetivos
- ✓ Los medios periodísticos de calidad siempre identifican explícitamente las opiniones como tales

¿Pueden los mensajes cortos de la red X ser considerados noticias?





EJERCICIO PRÁCTICO



 **TYLENOL®** @tylenol · 7 mar. 2017

We actually don't recommend using any of our products while pregnant. Thank you for taking the time to voice your concerns today.

4:56 p. m. · 24 sept. 2025 · **7,5 M** Visualizaciones

 2 mil

 16 mil

 120 mil

 5 mil



¿Nos creemos lo que nos cuentan?



Pasos a seguir:

1. Fuente/emisor:
 1. Distinción entre fuente y emisor
 2. Verificamos quién se encuentra detrás de la fuente/emisor
 3. Valoramos la autoridad, la relevancia y la pertinencia de una fuente
2. Información:
 1. Verificamos la información 5W+1
 2. Opinión vs información



T TYLENOL® @tylenol · 7 mar. 2017
We actually don't recommend using any of our products while pregnant. Thank you for taking the time to voice your concerns today.

T TYLENOL® @tylenol · 7 mar. 2017
We actually don't recommend using any of our products while pregnant. Thank you for taking the time to voice your concerns today.

4:56 p. m. · 24 sept. 2025 · 7,5 M Visualizaciones

2 mil 16 mil 120 mil 5 mil

La fuente y el emisor



La Casa Blanca

Es el **emisor**

- Credibilidad

su país

Tylenol

Es la **fuentes**

- Fuente primaria
- Fuente autorizada
- Fuente relevante
- Fuente pertinente

Fuente: <https://x.com/WhiteHouse/status/1970865002027614636>





Vamos a investigar la fuente... ¿existe?




 **TYLENOL®** @tylenol · 7 mar. 2017

We actually don't recommend using any of our products while pregnant. Thank you for taking the time to voice your concerns today.


← **TYLENOL®** 2,288 posts



...  **Seguir**

TYLENOL®
@tylenol

We know that pain affects everyone. It has no limits. That's why we need Care Without Limits™. Because the greater the care, the greater the comfort.

[TYLENOL.com](https://www.tylenol.com)  Se unió el mayo de 2016

124 Siguiendo 17,7 mil Seguidores

Ninguna de las cuentas que sigues sigue a este usuario

Posts Respuestas Multimedia

T **TYLENOL®** @tylenol · 14 jun. 2021 ...

Nearly 60% of caregivers report facing financial strain. We partnered with @GoFundMe to alleviate some of that burden. Learn more about Charlene, a caregiver that put everything aside to care her father, showing the world her #carewithoutlimits. Learn more: bit.ly/3zquqBp



*Fecha: 25 de
septiembre del
2025*

Fuente: <https://x.com/tylenol>



La web está en funcionamiento y enlaza correctamente a las redes sociales

The screenshot shows the website tylenol.com. The navigation bar is red with white text for categories: TYLENOL, ADULTS, CHILDREN + INFANTS, ADULT ARTICLES, CHILDREN + INFANTS ARTICLES, DOSING + USE, and ABOUT TYLENOL. A 'WHERE TO BUY' button is on the right. The main content area features a CareNow advertisement with the text 'Unsure what's right for you? Discuss your Cold & Flu questions with a doctor now.' and a button 'VISIT STARTSELF CARENOW.COM'. The advertisement image shows a person holding a tablet displaying a doctor. The footer is red with the TYLENOL logo and social media icons for Facebook, Instagram, YouTube, TikTok, Pinterest, and X.

Fecha: 25 de septiembre del 2025

Fuente: <https://www.tylenol.com/>

We do not make recommendations on taking any medications in pregnancy because that is the job of a healthcare provider.




Seguimos verificando la fuente desde su web y terminamos en otra red social

Fecha: 25 de septiembre del 2025

Fuente:


https://www.instagram.com/reel/DO_vuuCEvBt/?utm_source=ig_web_copy_link&igsh=MW4wZndoN2tlaWN4ag



tylenol  ·

[Follow](#)



tylenol  For those with questions, our position has not changed — acetaminophen is the safest option for pain and fever throughout an entire pregnancy. We do not make recommendations on taking any medications in pregnancy because that is the job of a healthcare provider. See our label.

17h [See translation](#)



**Aquí hay algo raro...
un mensaje
contradictorio
respecto al mensaje de
twitter.**

**Vamos a analizar la
información**



 **TYLENOL®** @tylenol · 7 mar. 2017

We actually don't recommend using any of our products while pregnant. Thank you for taking the time to voice your concerns today.

4:56 p. m. · 24 sept. 2025 · **7,5 M** Visualizaciones

 2 mil

 16 mil

 120 mil

 5 mil



Analizamos el contenido informativo



Pasos a seguir:

1. Verificamos la información 5W+1
2. Opinión vs información



 **TYLENOL®** @tylenol · 7 mar. 2017

We actually don't recommend using any of our products while pregnant. Thank you for taking the time to voice your concerns today.

4:56 p. m. · 24 sept. 2025 · **7,5 M** Visualizaciones

 2 mil

 16 mil

 120 mil

 5 mil



Información vs opinión



The White house:

- ✓ Utiliza una imagen para ser más efectivo en redes sociales
- ✓ El mensaje de la gorra es el mensaje informativo
- ✓ Parece opinión: por la actitud de besar el mensaje, ¿podemos entender que se vanagloria de tener la razón?

Tylenol:

- ✓ Lenguaje formal.
- ✓ No hay adjetivos
- ✓ Parece un consejo médico



Las 5Ws+1:

Vamos a analizar el texto de la fuente, el mensaje de Tylenol al entender que la Casa Blanca es el emisor.

- ✓ **Qué:** se defiende que no es seguro (concuerta con la tesis de trump)
- ✓ **Quién:** TYLENOL (la empresa que comercializa el paracetamol)
- ✓ **Dónde:** Es un aviso publicado en sus redes sociales para que llegue a las personas usuarias, especialmente las embarazadas.



 **TYLENOL®** @tylenol · 7 mar. 2017

We actually don't recommend using any of our products while pregnant. Thank you for taking the time to voice your concerns today.

4:56 p. m. · 24 sept. 2025 · 7,5 M Visualizaciones

 2 mil

 16 mil

 120 mil

 5 mil





 **TYLENOL®** @tylenol · 7 mar. 2017

We actually don't recommend using any of our products while pregnant. Thank you for taking the time to voice your concerns today.

4:56 p. m. · 24 sept. 2025 · **7,5 M** Visualizaciones

 2 mil

 16 mil

 120 mil

 5 mil



Las 5Ws+1:



Vamos a analizar el texto de la fuente, el mensaje de Tylenol al entender que la Casa Blanca es el emisor.

- ✓ **Qué:** se defiende que no es seguro (concuerta con la tesis de trump)
- ✓ **Quién:** TYLENOL (la empresa que comercializa el paracetamol)
- ✓ **Dónde:** Es un aviso publicado en sus redes sociales para que llegue a las personas usuarias, especialmente las embarazadas.
- ✓ **Cuándo:** 7 marzo del 2017

El cuándo nos ha dado la clave... ¡cómo no nos hemos dado cuenta antes!




La Casa Blanca está citando con fecha de **24 de septiembre de 2025** una publicación del **7 de marzo del 2017** sacada de contexto.

← Post Responder

TYLENOL@ @tylenol · 15 feb. 2017
Sometimes the best headache relief is getting outside. After all, brisk air is still fresh air.

Fresh air may work wonders when it comes to headaches.



GIF TYLENOL

112 840 3 mil

El autor de este post lo eliminó. [Más información](#)

TYLENOL@ @tylenol
[Traducir post](#)
We actually don't recommend using any of our products while pregnant. Thank you for taking the time to voice your concerns today.

8:31 p. m. · 7 mar. 2017

5 mil 62 mil 116 mil 45 mil

Fuente: <https://x.com/tylenol/status/839196906702127106>



tylenol

Follow



tylenol For those with questions, our position has not changed — acetaminophen is the safest option for pain and fever throughout an entire pregnancy. We do not make recommendations on taking any medications in pregnancy because that is the job of a healthcare provider. See our label.

17h See translation

¡¡Y ahora se entiende esto!!

Tras la publicación de la Casa Blanca, Tylenol recuerda que ellos, por ley, no pueden **RECOMENDAR** tomar medicamentos



TYLENOL® @tylenol · 7 mar. 2017

We actually don't recommend using any of our products while pregnant. Thank you for taking the time to voice your concerns today.



¿Podemos entender que la Casa Blanca ha sacado fuera de contexto una publicación de una fuente autorizada/pertinente/fiable para dar fiabilidad (de manera falsa) a su discurso?





Conclusiones

- Entender cómo se utiliza una red social es clave para entender cómo se crean los mensajes que quieren que recibamos
- Es muy importante diferenciar fuente y emisor, pero también hemos de analizar el contenido
- Un rápido “scroll” puede llevar a que nos creamos discursos que no son veraces.





? yourself

Question what you get. Media education to fight Disinformation



Erasmus+: Key Action 2, Cooperation partnerships in adult education

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project Number: 2023-1-ES01-KA220-ADU-000153626



**Co-funded by
the European Union**