

I Jornadas de Cultura Libre  
30 marzo 2022



# Conocimiento abierto para combatir la desinformación

**CIBERIMAGINARIO**  
GRUPO DE INVESTIGACIÓN



**CRESCent**  
Countering Threats Through Responsible Communication



Cofinanciado por el  
programa Erasmus+  
de la Unión Europea

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# MOOC



Mind the Gap in media coverage and strategic communication in case of security threats

# URJCx CRESCEnt

Plataforma de  
conocimiento abierto de la  
Universidad Rey Juan  
Carlos



# MOOC

ESTRUCTURA  
METODOLOGÍA Y RECURSOS  
RESULTADOS

SHOWCASE EVENT

 **CRESCent**

MADRID [20/5/21]  
BUCHAREST [28/5/21]  
ATHENAS [11/6/21]

**COUNTERING  
THREATS  
THROUGH  
RESPONSIBLE  
COMMUNICATION**

**EVENT SCHEDULE**

**PRESENTATION**  
Guidelines  
Syllabus  
MOOC and OERs

**DEMONSTRATION**  
Application to cases and  
concrete examples of treatment  
of information on radicalization,  
extremism or terrorism

**DEBATE**  
Exchange of ideas and proposals  
for improvements

*Sign up for the event*

[crescentproject.eu/multiplier-event](https://crescentproject.eu/multiplier-event)

**Organized by**

   



## Open Educational Resources

<https://crescentproject.eu/oer/>

Open Educational Resources

→

CHOOSE A TOPOIC AND MOVE ALONG FASTER

- 1. Security, asymmetric threats and communication
- 2. Strategic communication and public opinion
- 3. Addressing the challenge of fake news, disinformation and covert influence in the digital era
- 4. CRESCEnt Advanced Analytic and Critical Thinking Toolkit
- 5. Role-playing Simulations/Gaming

1. Security, asymmetric threats and communication

CHARACTERIZATION OF THE 21ST CENTURY SECURITY THREAT LANDSCAPE

DOI [10.5281/zenodo.3903231](https://doi.org/10.5281/zenodo.3903231)

Definitions: national security threats, state conventional and non state unconventional methods, hybrid threats, disinformation.

[Go to OER 1.1.1](#)

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## Plataformas Europeas de Conocimiento Abierto

**SchoolEducationGateway**  
Europe's online platform for school education





# Elaboración del contenido

- Producción
- Diseño
- Desarrollo



### Strategic Communication

Strategic communication has been defined as “coordinated actions, messages, images, and other forms of signaling or engagement intended to inform, influence, or persuade selected audiences in support of national objectives” (Paul 2011: 3) or the objectives of a particular organization. Similarly, strategic communication is understood as “the use of words, actions, images, or symbols to influence the attitudes and opinions of target audiences to shape their behavior in order to advance interests or policies, or to achieve objectives” (Farwell 2012: xviii–xix).

CIBERIMAGINARIO

1 2 3 4 5 6

## 10 TYPES OF MIS- AND DISINFORMATION

<b>FALSE CONNECTION</b> When headlines, visuals or captions don't support the content	<b>FALSE CONTEXT</b> When genuine content is shared with false contextual information
<b>MANIPULATED CONTENT</b> When genuine information or imagery is manipulated to deceive	<b>SATIRE OR PARODY</b> No intention to cause harm but has potential to fool
<b>MISLEADING CONTENT</b> Misleading use of information to frame an issue or individual	<b>IMPOSTER CONTENT</b> When genuine sources are impersonated
<b>FABRICATED CONTENT</b> Content that is 100% false, designed to deceive and do harm	<b>PROPAGANDA</b> When content is used to manage attitudes, values and knowledge
<b>SPONSORED CONTENT</b> Advertising or PR disguised as editorial content	<b>ERROR</b> When established news organisations make mistakes while reporting

STOP THE SPREAD OF MISINFORMATION. THINK BEFORE YOU SHARE, REACT OR RESPOND.

CRESCENT

MDOC Strategic Communication to Counter Security Threats in the Disinformation Era. CRESCENT Project 2018-10109-PA-202-1059449. Co-funded by the Erasmus+ European Union. crescentproject.eu



# PUBLICACIÓN REAs





¡GRACIAS POR LA ATENCIÓN!



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