

Information Detectives

Year 5 and 6, Digital Technologies



Accurate information helps combat the spread of misinformation and greenwashing in the renewable energy sector

Misinformation	Greenwashing
Refers to false or misleading information that undermines the understanding, adoption, and implementation of renewable energy technologies.	When companies exaggerate their environmental credentials, posing a serious challenge to the credibility of the renewable energy industry.

**By ensuring access to reliable data and facts, we can
build trust in green energy initiatives and counter
false or misleading claims**

What is prebunking?

Prebunking is an approach to protect people against misinformation before they encounter it.

This involves:

- warning people about potential misinformation tactics they may encounter
- explaining common manipulation techniques used to spread false information
- providing factual information on topics likely to be targeted by misinformation campaigns.



Understanding digital literacy

Promoting digital and media literacy is crucial for building resilience against misinformation.

This includes:

- teaching critical thinking and fact-checking skills
- educating people on how to evaluate sources and identify credible information
- promoting awareness of common misinformation tactics.



Monitoring and early detection

Proactively monitoring for emerging misinformation trends allows for early intervention.

This can involve:

- setting up social media monitoring tools to track potential misinformation narratives
- collaborating with fact-checkers and researchers to identify emerging false claims
- using AI and machine learning to detect patterns of disinformation campaigns.



Addressing information gaps

Identifying and filling information voids can prevent misinformation from taking hold.

This can include:

- proactively creating content on topics prone to misinformation
- ensuring accurate information is easily accessible and displayed in search results
- collaborating with experts to produce timely, factual content on emerging issues.



Building trust in authoritative sources

Strengthening public trust in credible information sources is essential.

This can be achieved by:

- promoting transparency in news reporting and fact-checking processes
- encouraging diverse, high-quality journalism
- supporting independent media outlets and fact-checking organisations.



By implementing these proactive strategies, it's possible to build societal resilience against misinformation and reduce its spread before extensive debunking becomes necessary.