

## PROJECT PROPOSAL – INEDCO KNOWLEDGE AS THE OPPOSITE OF DISINFORMATION

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**Abstract.** This article presents a project proposal that was created in response to a competitive call from the Czech research support agency in the area of Increasing the Resilience of Society to Disinformation. We consider the most effective strategy for achieving this goal to be accessible interdisciplinary education – knowledge shared by the so-called Opposite Side Method. The idea uses the acronym INEDCO (INterdisciplinary EDucation COnccept). It is an innovative form of education for the general public through the offer of knowledge. This set of knowledge will provide the society with a level of knowledge that eliminates/minimizes the tendency to believe delusions. The basic idea is elaborated in the form of a design structure, the second step is the methodology, and the third stage is the implementation of the project in the field of aviation. This proposal has a high potential to create a top team of researchers and produce applicable results in the long run. The essence of the project is interdisciplinarity and the collaboration of several universities at national as well as international level is essential to achieve the objectives. The concept of a shared and freely accessible INEDCO education to be the targeted opposite to the disinformation scene originated at the Department of Air Transport. Aviation is one of the fields that is a medium of hoaxes. As an institution with technical, technological, and methodological education in a very complex and difficult sector, we see the need to contribute to improving the level of knowledge and pacifying society through education.

**Keywords:** research; disinformation; resilience; interdisciplinarity; project; concept; INEDCO

### 1. INTRODUCTION

The current times are marked by several significant events (notably the COVID19 Pandemic and the Russo-Ukrainian War) and the difficult state of the economy, which resonate strongly in society. A strong disinformation scene is in full bloom in the era of almost unlimited access to information, especially anecdotal, distorted, modified or out of context. It is gradually using ignorance and fear to manipulate of public opinion to its profit. The misinterpretation resulting from ignorance, but also from unknowledge, coupled with easy and quick access to unverified information, has resulted in the emergence and growth of groups of citizens persistently convinced of the coexistence of a certain unofficial power controlling the world for their own benefit. This groups have a strong urge to convince those who do not yet know this pseudo-truth, to share and spread delusions, and are also extremely susceptible to accepting more "otherwise secret" truth. The situation described causes tensions at the societal level, affecting international relations, governmental activities, employment, and family relationships. In particular, post-soviet countries are struggling with low social resilience, and thus with the real threat of negation of progress, with the risk of a negative evolution of societies from modernization and knowledge to backwardness and stagnation. This is systematically tracked by the Disinformation Resilience Index [1].

The project proposal was preceded by the study of the disinformation scene and existing programs and initiatives in the Czech Republic and at the EU level. One group consists of independent initiatives that map the sources of disinformation, their network connectivity, and try to expose and refute them. The second group consists of official programs at the national and EU level, whose main focus is the

creation of guidelines and manuals to help identify disinformation [2]. However, the target groups of disinformers do not seek out and read these analyses or manuals. Their "truth" is simply shared on social networks and also offers simple explanations that "make sense".

Refuting fallacies one by one is very difficult, because such a mass of wide-ranging ignorance and more or less twisted facts cannot be sufficiently deactivated by a single article or interview. Some form of knowledge is required for this. This project proposal presents a new approach through the supply of education that will appropriately share the knowledge in society. For tactical reasons, the project will not present itself as anti-disinfo as it could be seen as "yet another effort by the government to manipulate and cover up an otherwise secret truth". INEDCO will use the method of its opposite side.

The disinformation scene is built on a network of disinformation websites that publish distorted, manipulated, and fabricated information. These are shared within the webs, targeting emotions – exploiting the uncertainty and instability in society. From the websites, they are further distributed by so-called viral communication, spread by people and social networks, becoming popular due to eye-catching content and effect of overwhelming [3, 4]. The INEDCO methodology is based on the implementation of a opposite to the disinformation scene.

## 2. INEDCO METHODOLOGY

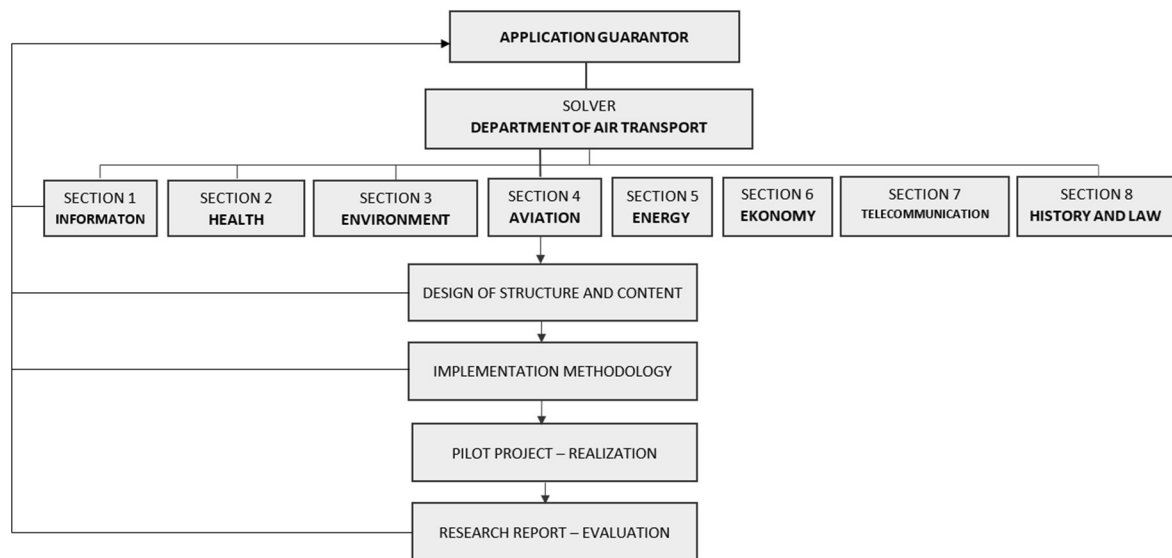
Since the disinformation scene includes a wide spectrum of disinformation that affects several fields, it is necessary that the opposite side INEDCO also works as a multidisciplinary special commission. INEDCO's proposal has a high potential to gradually create an elite centre for the analysis of disinformation, the creation of official terminology and the application of a professionally prepared counterpoise to disinformation. This requires the involvement of several universities and their staff, from professors to students who are motivated and willing to participate in a new interdisciplinary project. A creative team that is as diverse as possible should bring the best results (diversity of age, gender, focus and interests).

### 2.1. Design of structure and content

The first step of the solution is the design of the structure and content of INEDCO (Fig. 1). This will be based on a complete analysis of the disinformation scene - its production. This will include the activity of actively seeking out the sources of disinformation news, which most often disseminate their content through social networks, without citing official sources and without a system of verification. Disseminators use terms and expressions that are easy for readers or listeners to understand and grasp. Part of their strategy involves open topics that are part of the times and remain unaddressed or unresolved in society. The aim is to distract the audience from the point and offer various speculative conclusions designed to create fear about the unavailability of basic human needs and health. INEDCO's structure and content will seek to eliminate this as much as possible and pacify society.

The project team will be composed of representatives from several colleges and universities and will develop a comprehensive algorithm for the structure and thematic content of the project. The content will „outshine“ the counterpoise, offering an information whirlwind that will shatter disinformation via knowledge. The concept of the structure is based on 8 sections/pillars/groupings of knowledge to begin with: Information, Health, Environment, Aviation, Energy, Economics, Telecommunications, History and Law. Each section covers a particular field or several fields. The composition of the sections will be designed to cover the full spectrum of disinformation. For example, disinformation about the war in Ukraine will cover related knowledge from the History and Law, Economics, and Information sections. Disinformation regarding aviation (chemtrails [5], covid dusting, traffic effects on weather [6]) will be covered by the Aviation, Health and Information sections. The Health section: viability of viruses in the environment, the Aviation section: ambient atmosphere at the flight altitude of a big transport aircraft, the Information section: types of information, their sources and verification procedure.

In this way, the project team will create a mix of appropriate topics and design the complete INEDCO knowledge content.



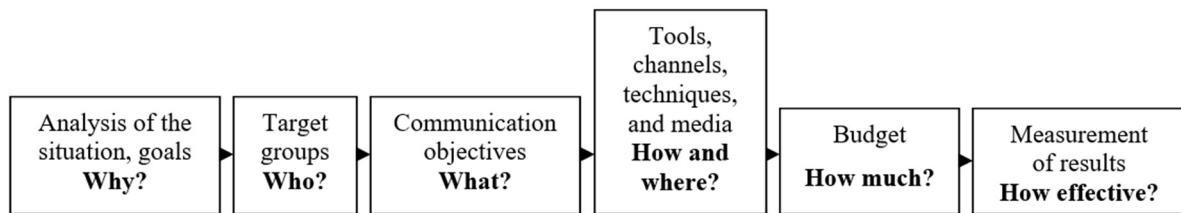
**Figure 1** Project proposal

## 2.2. Implementation methodology

In the second phase, a formal Research Methodology will be developed with a comprehensive implementation plan. INEDCO content will be offered on the project website. From these primary sources, it will be shared in a targeted and intensive way through social media. The Research Methodology will include website composition design, website development, website structure, sharing system, application of web analytics, and impact evaluation metrics. This method will be the first in the field of countering disinformation to be built on the concept of knowledge sharing. It will not be based on existing approaches and methods to combat disinformation but will bring its own approach. The implementation of the project in a web-based platform will be handled by a project partner, an institution, or a company with experience in the online marketing market, including the creation of graphics and the evaluation of results with a continuous reactive and proactive approach. The work with the website and content will be based on marketing methods: identification of target groups, their segmentation, definition of information channels, introduction of positioning elements, image creation, etc.

Educational tools will be used in the form of attractive pictures, videos and articles aimed at educating and discovering facts and realities. The reader or listener will be offered solutions and conclusions supported by specific authorised sources (not anonymous conclusions from unknown authors). It is necessary to avoid confronting disinformation "truths" that only further support various opinions and conclusions offered without theoretical basis and practice.

An important aspect is the use of communication channels and the choice of how to present the topic. The creation of a communication campaign consists of several steps that should be followed. There are many different approaches and models for creating a communication campaign in the literature. One possible approach to creating a communication campaign is the Pelsmacker approach (Fig. 2). According to Pelsmacker, a communication plan is part of a strategic marketing plan. Therefore, he considers the first step to be an analysis of the communication environment (disinformation space) followed by a decision on where it would be most appropriate to place communication activities. This analysis is essential for understanding the target group, while also providing guidance on how to set the goals and objectives of the marketing communication. Pelsmacker points out that the effectiveness of marketing communication depends on the depth to which we can know how communication can influence behaviour [7].



**Figure 2** The process of creating a communication campaign by Pelsmacker  
Authors based on [7]

The third phase will be the Aviation Pilot Project, which means the practical application of the developed structure and concept from the Proposal using the Methodology (website, website content, social sharing, analysis, evaluation of effectiveness).

### 2.3. Pilot project – realization

The Pilot Project will include a given composition of information, but also a form of submission/transmission using the Opposite Side Method (a catchy name to get people to share further): "Evidence. The maintenance aircraft technician filmed aircraft systems being filled with a new type of virus. Unbelievable!" The content of such a report will be filled with information that will give the best knowledge of why it's definitely not like that. The method of distribution in society will be done in an online environment-creating content, sharing content on social media. This will be done continuously with new content being added over time.

From the analysis of aviation disinformation, an expert knowledge structure will be created. The starter idea will begin with a given piece of disinformation, but the set of shared messages will cover the entire issue (a comprehensive set of knowledge that eliminates the tendency to believe hoaxes). The information/knowledge set will be transformed into engaging short messages, then shared, continuously evaluated, and supplemented or modified based on effectiveness. At the same time, aviation will present itself as an industry of innovation and the seat of many technological and technical improvements that have already been created. Again, this will be presented in a simple and engaging way.

The Pilot Aviation Project will be implemented in an online space to allow for data collection and evaluation. Evaluation using all available web analytics metrics using quick survey questionnaires will provide a comprehensive research report on target groups and their behaviour in the environment.

### 2.4. Research report – evaluation

In the final part of the project, a Research Report will be prepared, which will evaluate the course of the Pilot Project, the public response, and the analysis of the effects according to relevant metrics of web analysis (click-through rate, sharing, comments, SEO and content personalisation applications, evaluation of short questionnaires, public feedback via contact email, etc.). The research report will provide a complete view of the behaviour of the part of the society in the online environment that is not resistant to disinformation and the effectiveness of the proposed Methodology.

The non-financial and financial expression of the benefits of this concept will bring significant benefits. Among the non-financial benefits, it will be possible to include e.g., gradually decreasing popularity of the disinformation scene, higher integrity of society, higher level of education, higher competitiveness of the countries, etc. The financial benefits could be manifested as secondary effects, e.g., higher popularity of air transport and the associated higher demand for air transport services (despite the available knowledge about sustainable concepts [8]). If relevant companies are also involved in the project, it could strengthen their positioning and image, which feeds through into economic effects.

### 3. CONCLUSION

Most disinformation is built on ignorance of otherwise complex areas such as the 5G network, vaccine production, aircraft contrails ("chemtrails"), commodity price trends, electromobility, statistics and data processing-interpretation, and many others. INEDCO's education in the targeted areas aimed at eliminating trust in disinformation represents an innovative approach or direction aimed at all demographics of the public. This knowledge will be accessible and shared through a Opposite Side Method, engaging title, interesting content, but backed by the best information created by experts in the field. The form of interpretation will be tailored to a broad audience. The goal is to teach, to move the knowledge forward in a form that is understandable to the widest possible audience.

This idea may develop into other spin-off projects. For example, further collaborations between universities and colleges that have a different focus. Multidisciplinary can bring new ideas for joint research, perhaps even new directions. Unity at the level of educational institutions and the unity that INEDCO can bring in society is very much in demand today. It is the antithesis of disinformation, which, on the contrary, strongly polarises society.

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