



# Work Models of Disinformation Production

SERP-P 6th Biennial Meeting  
28 July 2021

Jason Vincent A. Cabañes, PhD  
[jason.cabanes@dlsu.edu.ph](mailto:jason.cabanes@dlsu.edu.ph)



## disinformation as contextual

taking a global and comparative understanding of disinformation (Chakravartty and Roy 2017)



Cambridge Analytica



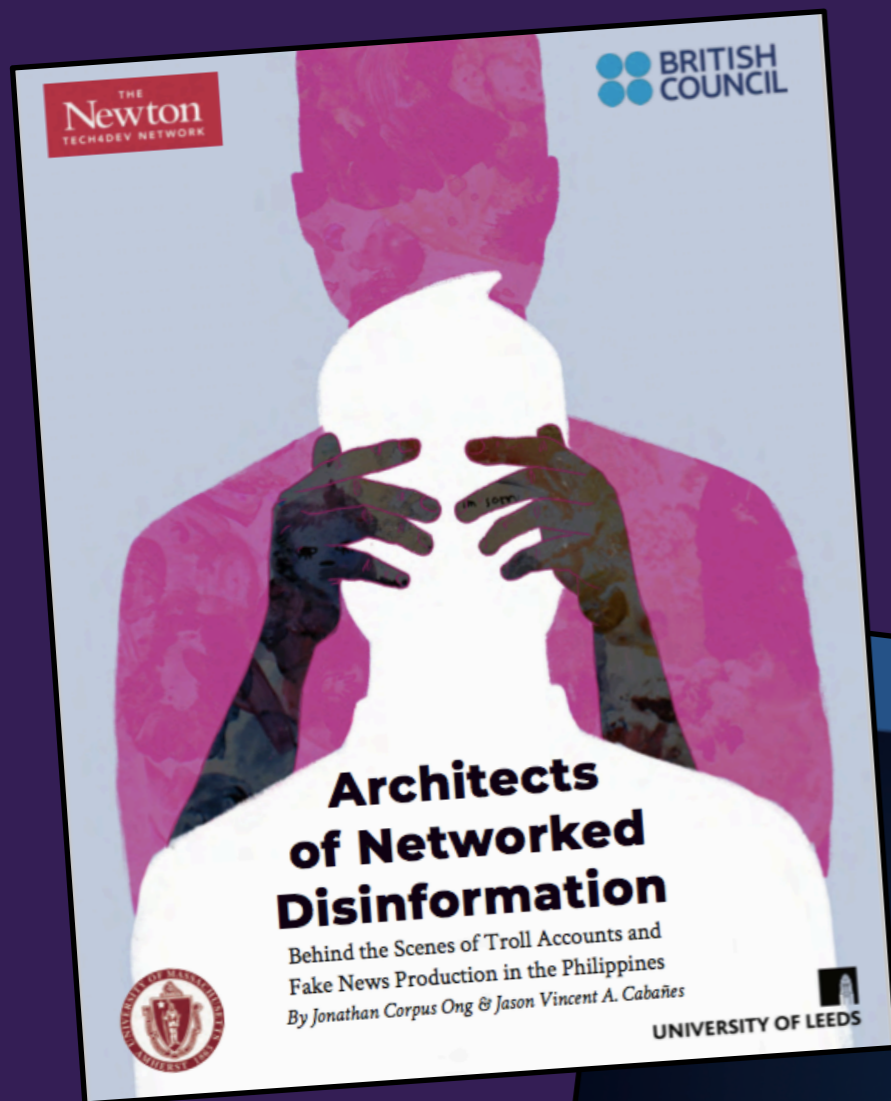
# digital disinformation as cultural production

(Ong and Cabañes  
2018; 2019a; 2019b)

hyperextension of the  
creative and digital industries  
into politics

driven by a mix of profit and  
politics

rapidly diversifying





## **digital disinformation as imaginative**

(Cabañes et al, 2019;  
Cabañes, 2020)

not just about clear-cut “truth”  
and “lies” but also about claims  
embedded within social  
narratives

anchored on people’s “deep  
stories” that shape their view of  
the political world





# The Advertising and Public Relations Model



## Background

Politicians and their private donors outsource trolling jobs to disinformation consultants for hire who are motivated by commercial interests.



## Structure

Hierarchical, but loosely networked, ad hoc digital disinformation teams. The team generally consists of three tiers of disinformation producers.



## Consequences

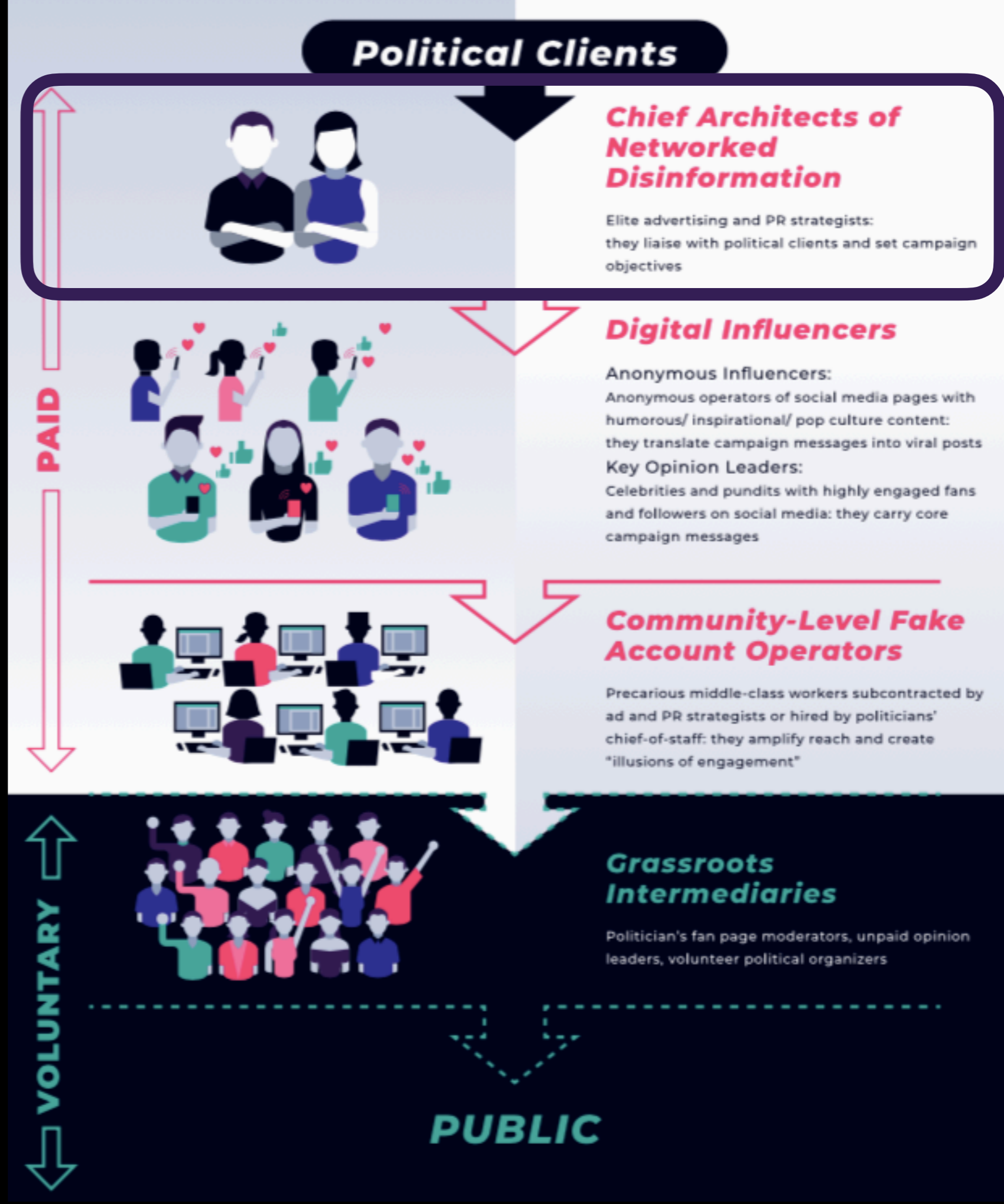
The producers can minimise and displace any moral responsibility for the social media toxicity and democratic decay to which they contribute.

# chief architects

ad and PR executives who recruit and lead disinformation teams

experienced/bored by corporate marketing, they see digital political operations as a challenge

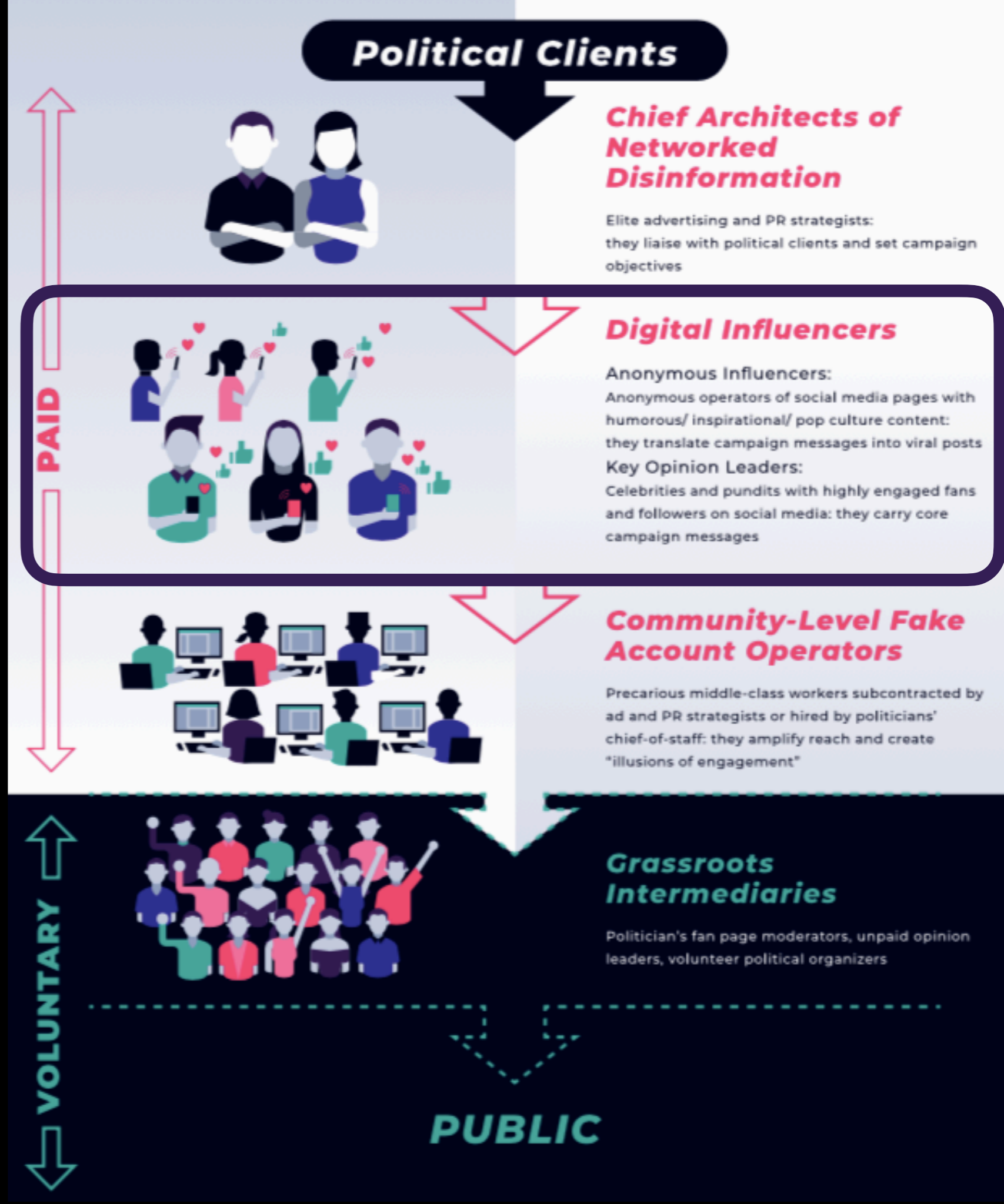
moral justifications: fictionalisation and experimentation



# digital influencers

anonymous digital influencers with social media accounts that have 50K to 2M followers

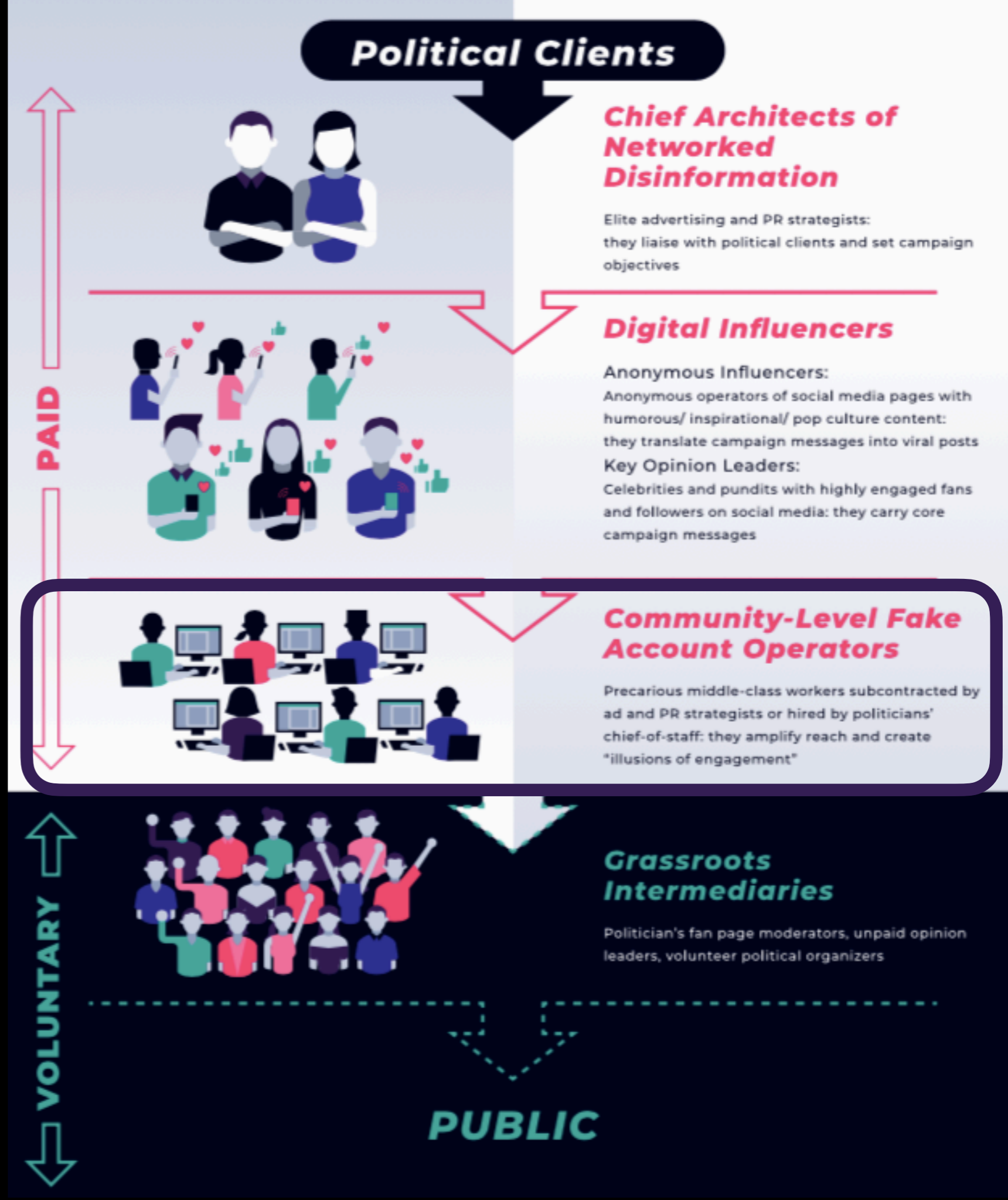
moral justifications: normalisation and financial security



# community-level fake account operators

do script-based work to  
create illusions of  
engagement

moral justifications: career  
and financial insecurity

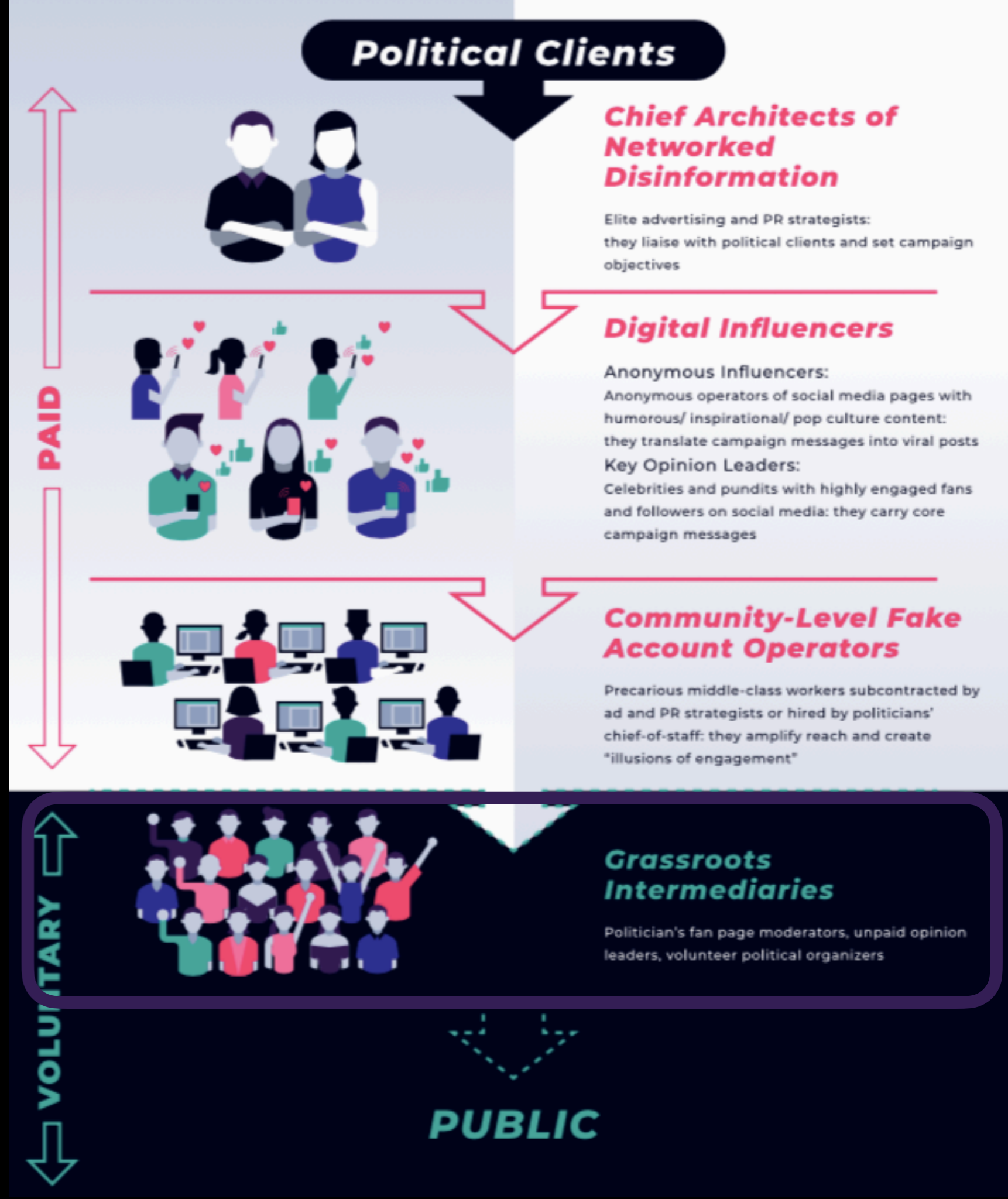




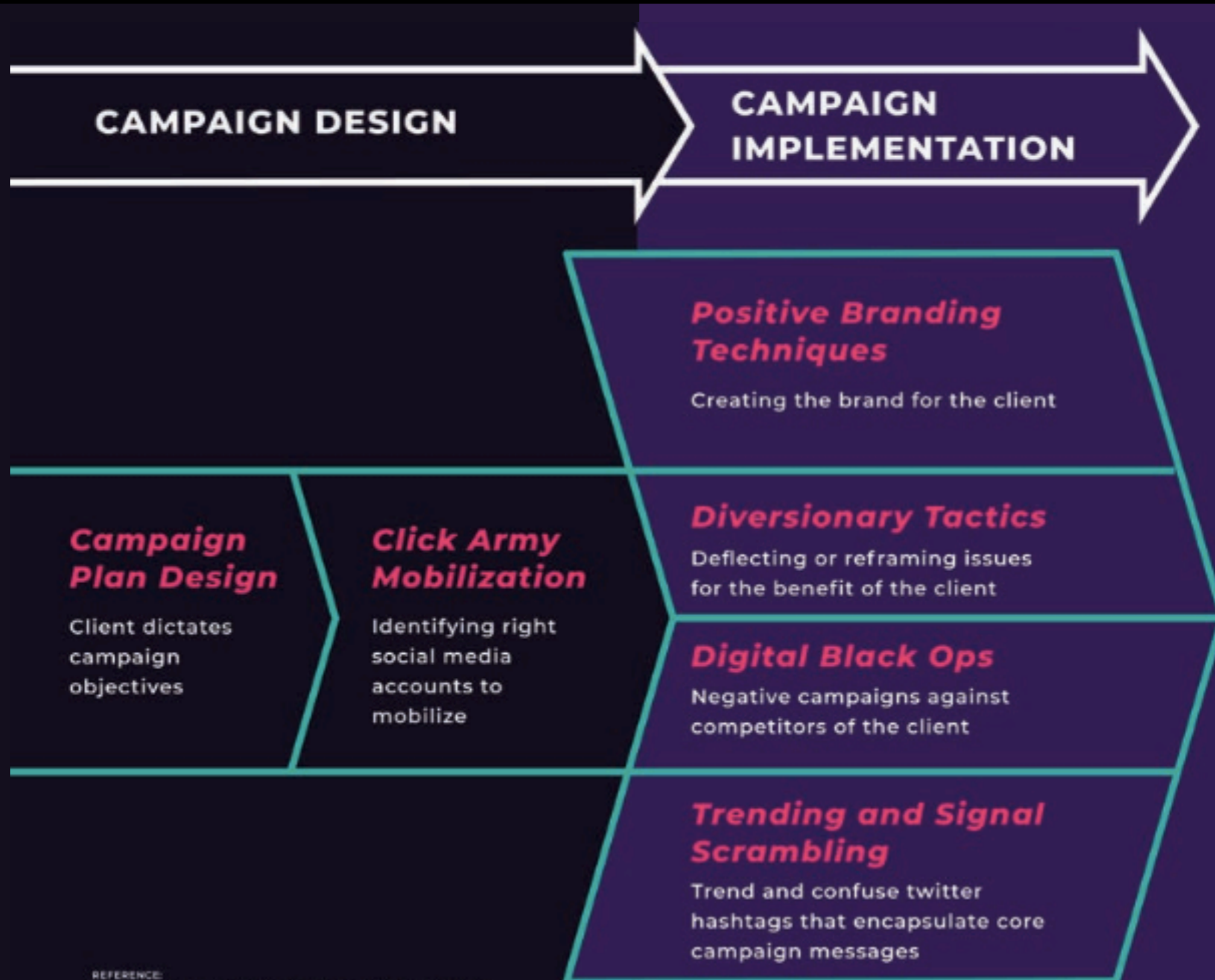
# when disinformation reaches the public

-porous boundaries between disinformation workers and real supporters

-tap into fans' enthusiastic zeal



# the translation process in disinformation campaigns





## The Clickbait Model



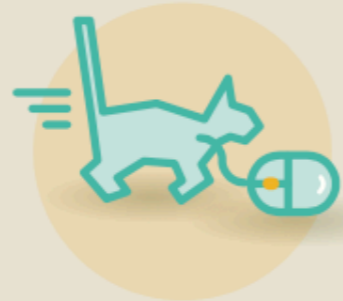
### Background

The most politically agnostic and commercially driven model of digital disinformation is financially motivated by the 'cost per click' economy.



### Structure

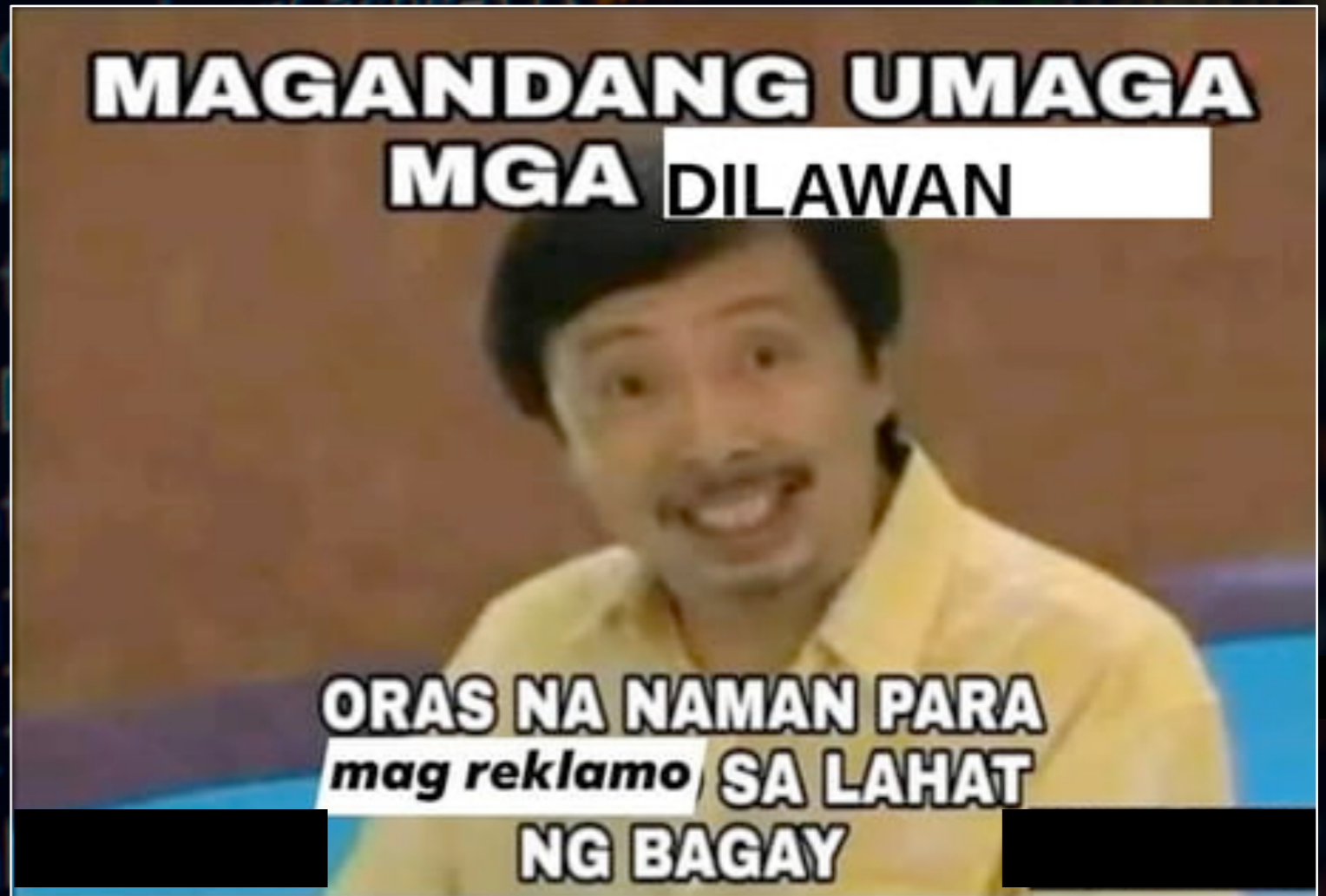
Creative staff divided into three teams—research, writing, and social media community management. The teams form strategic collaborative alliances with political clients to generate revenues from political clickbait.



### Consequences

The 'cat-and-mouse game' of manipulating platform algorithms to optimise the reach and engagement of salacious news headlines led to the proliferation of defamatory content appealing to the worst interests and instincts of online users. The financial incentives have established a perverse commercial infrastructure for fake news.

pernicious content driven by profit



# from historical distortion to anti-minority and anti-migrant racism

Golden Achievements of Ferdinand Marcos

**Ferdinand Marcos' 20 year reign is the Golden Age of the Philippines. Our country is the second richest country and most literate in Asia.**

Exit full screen

2:09 / 2:21



**PULITIKaNGINaMO**

Apr 27 at 00:35 • 🌐

Putang inang mga Intsik Ching Chong Bababoy ng mga puking ina talaga! Ilang buwan sinara yan para ayusin at linisin bababuyin niyo lang! I-ban dapat kayong mga putang ina niyo dyan! Di lang kayo ang turista sa Mundo! Bwakinang ina niyong mga Dog Eaters! Pakyu! Pakyu! Ching Chong Layas!



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**Chinese tourists Boracay's top ordinance violators: local government data**

## **trend watch on disinformation in the Philippines**

the democratisation of disinformation

the proliferation of digital underground work

the increasing centrality of micro-media manipulation

the emergence of new social narratives anchored on people's "deep stories"