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Recentering disinformation studies

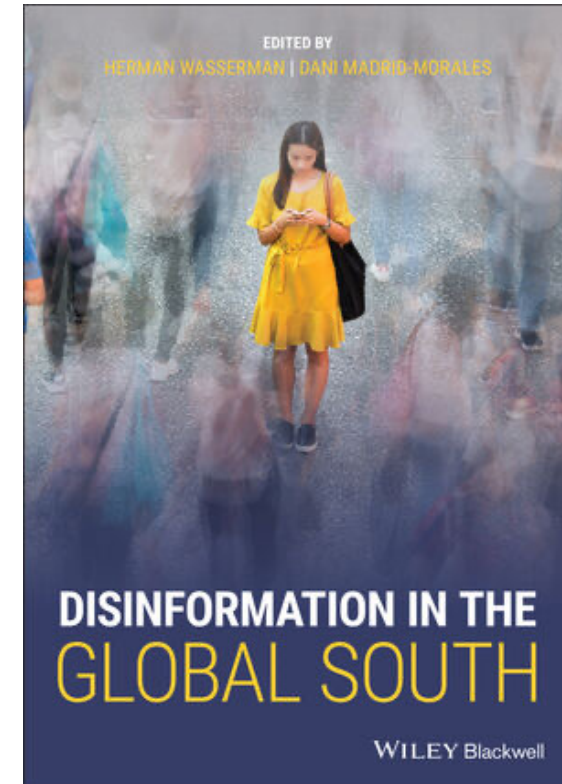
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Disinformation in the Global South

- Co-edited with Herman Wasserman at the University of Cape Town
- Chapters cover a dozen countries/world regions
- Comes out on April 22nd



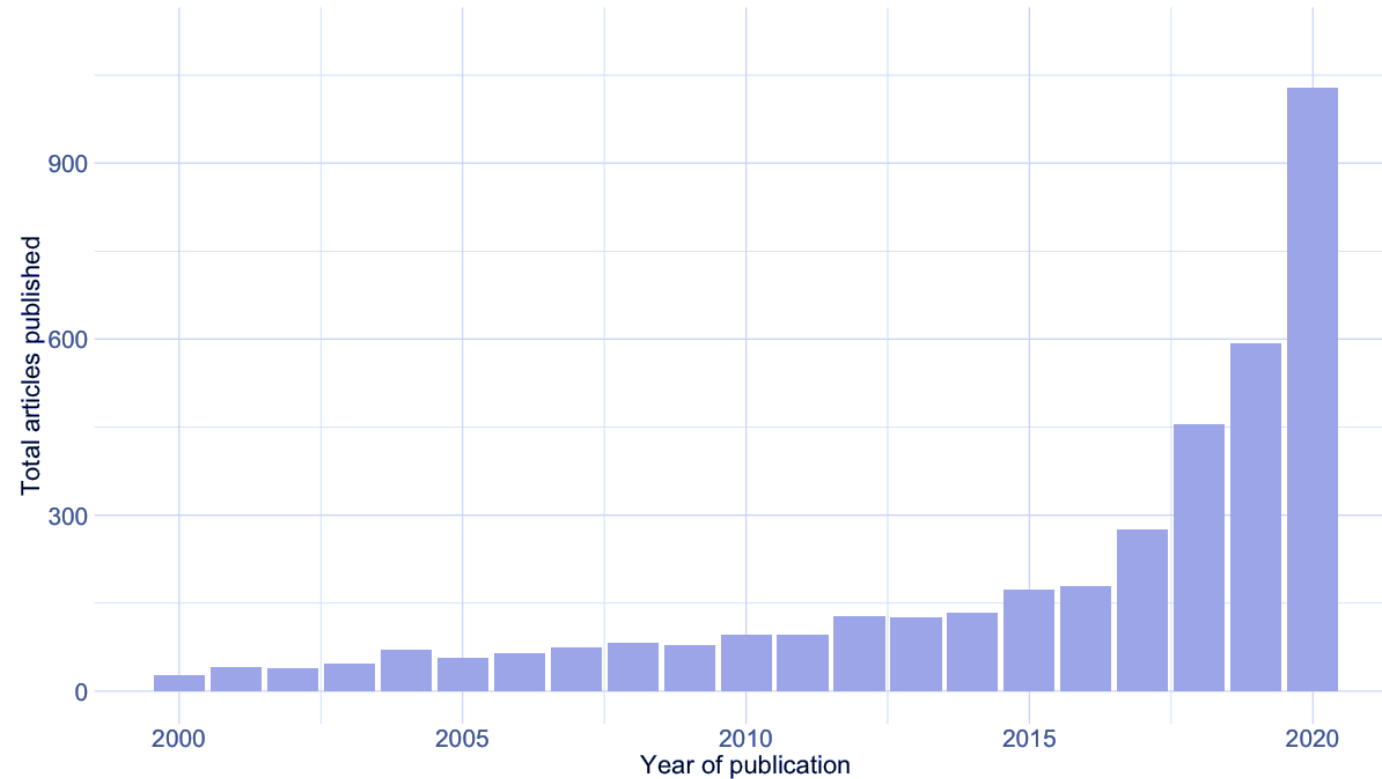


Disinformation studies—an emerging field

- Growing global information disorder; global “concern”
- Burgeoning research area with a growing body of literature (propaganda, rhetoric, political communication, journalism studies, audience studies...)



Global research on disinformation



Madrid-Morales & Wasserman (2022)

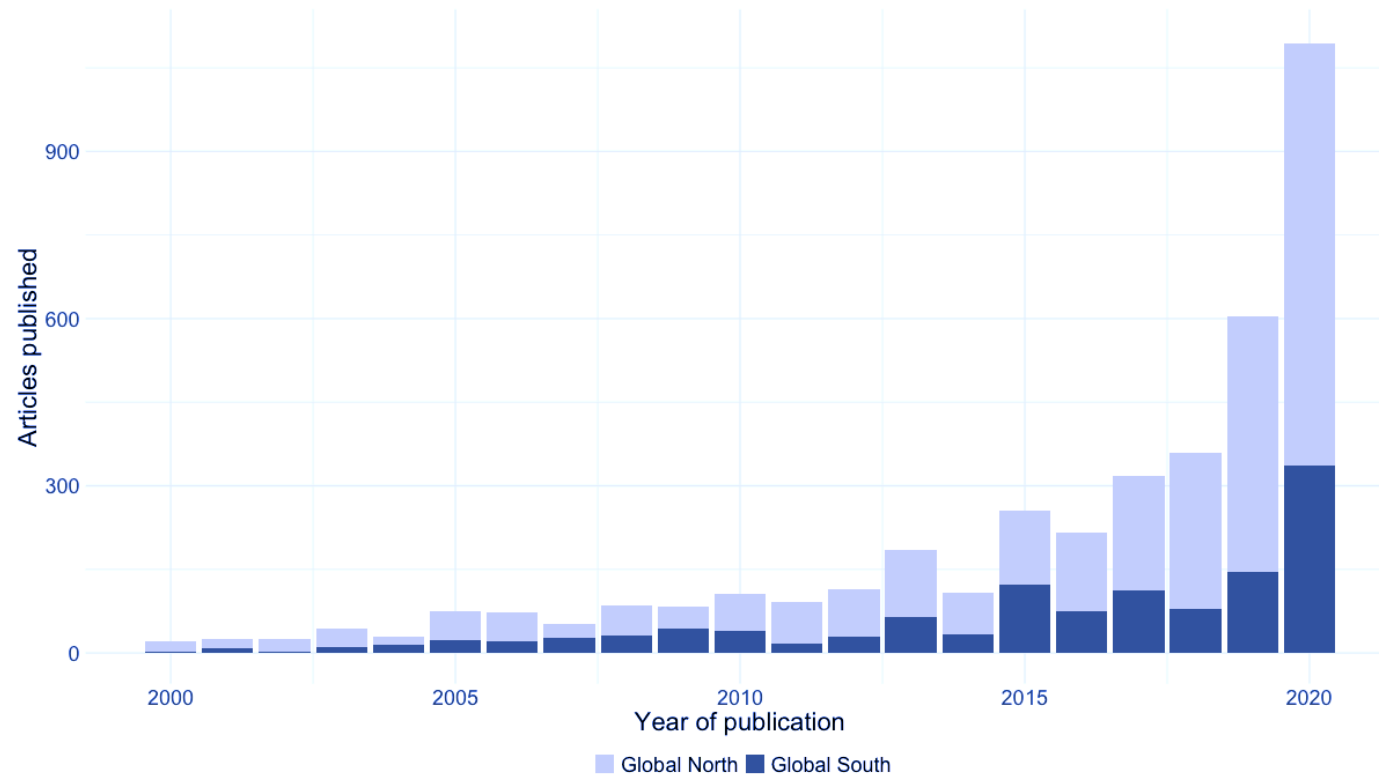


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- Domination of research from/on the Global North



North-South divide



Madrid-Morales & Wasserman (2022)



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- Burgeoning research area with a growing body of literature (propaganda, rhetoric, political communication, journalism studies, audience studies...)
- Domination of research from/on the Global North
 - Lack of geographic, cultural, linguistic and geopolitical diversity
 - And yet... the Global South has been dealing with information disorder for much longer



(Pre)history of Disinformation in the South

- State capture of media & lack (or limited) public service media made States prime producers of disinformation
 - Eritrea, Kyrgyzstan [& USA]
- (Mobile) technology enabled disinformation & inter-group tensions in post-electoral contexts
 - Kenya, Timor Leste [& USA]
- Conspiracy theories on social media and group violence in periods of military conflict
 - Myanmar, India [& USA]

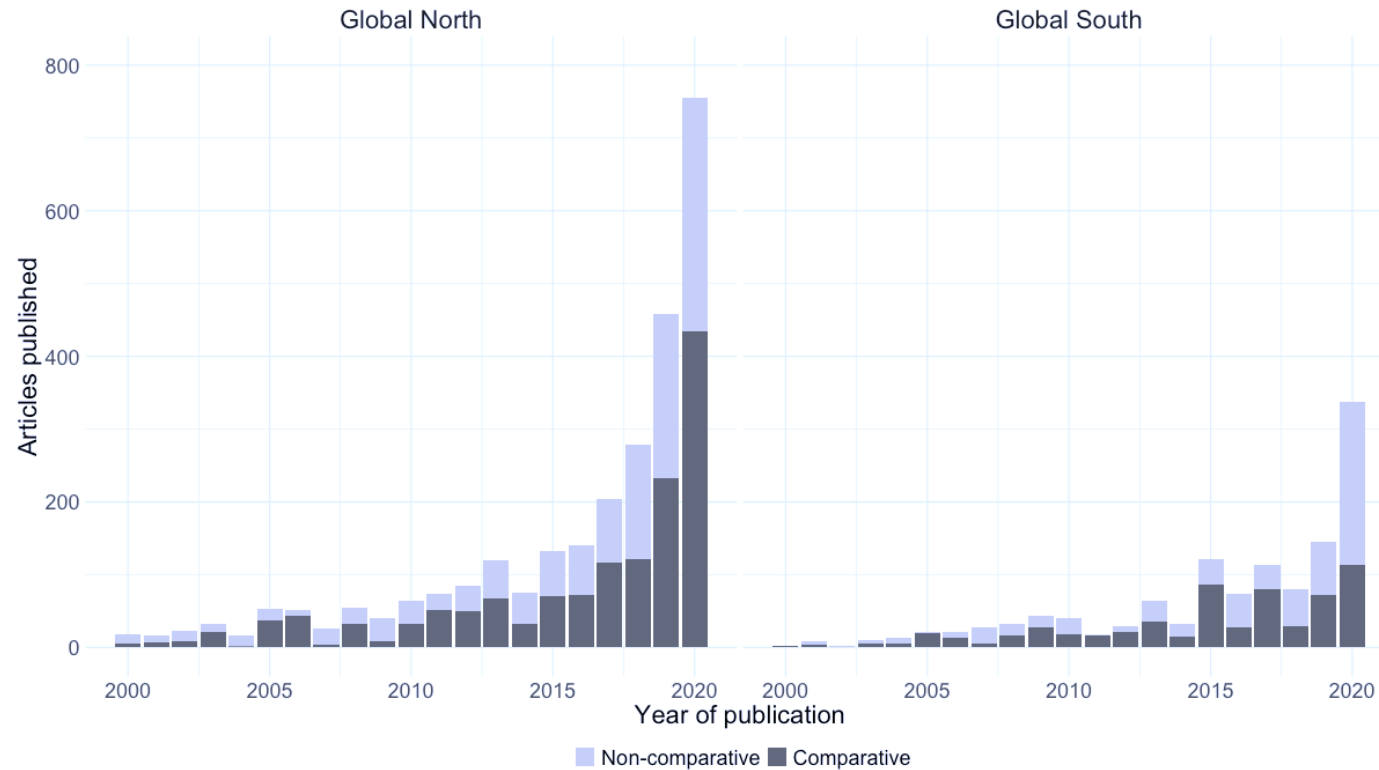


Why is recentering needed?

- To overcome performative 'de-Westernization' with no Southern epistemologies, ontologies or methodologies



Performing 'de-Westernization'



Madrid-Morales & Wasserman (2022)



Why is recentering needed?

- To overcome performative 'de-Westernization' with no Southern epistemologies, ontologies or methodologies
- To prevent decontextualized responses to information disorders that are based on the experiences in the North
- To embed research and critical praxis on broader debates around history, power and geopolitics
- To revendicate the importance of communication outside platforms and other non-mediated communication practices



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To
Discover
And
Understand.