



# DISINFO CHALLENGE

*Craft a strategy against disinformation  
in defense of truth and expose the bad guys*

## Disinfo challenge: Game instructions

### The aim of the game

Participants team up to develop a strategy to counter disinformation. Who will be most effective at stemming the tide of misleading content? The game is based on DW Akademie's three sphere strategy against disinformation.

### What you need

#### 7 scenario cards

These cards define the disinfo challenge that you will be facing. They describe the situation that your strategy needs to address. Each team works on the same scenario. It is chosen at the beginning of the game.

#### 21 actor cards

There are seven actor cards for each of the three spheres (detect & alert, create & design, educate & advocate) of DW Akademie's strategy against disinformation. Each card contains information on the actor's expertise and skills set, as well as the fees they charge. Every player receives one actor card and slips into the role of the actor on the card. The actor cards also contain "bad actor cards". They turn the whole project that receives it into a disinformation rather than an anti-disinformation project. The members of the team then must use their skills not to counter disinformation, but to promote, produce and spread it.

#### 7 chance cards

These cards contain changes that emerge during the course of the project. You will need to adapt your strategy to facilitate these scenarios. The chance cards are drawn ten minutes after you started devising your strategy.

#### 7 tip cards

The tip cards contain a summary of DW Akademie's

three sphere strategy against disinformation, including the list of approaches that belong to each sphere. They can be used to remind the team of the three spheres that need to be addressed when they develop their strategy.

#### 7 envelopes

The chance cards and/or "bad actor cards" are handed out to the teams in envelopes.

#### Posters

Each team receives two posters to document their strategy. The posters are divided up into four parts: **1. Actions:** This part describes exactly what is going to happen with whom; **2. Resource distribution:** This part details how the resources (budget, time, personnel) will be allocated; **3. Risks:** This part focuses on the risks associated with the strategy; **4. Impact:** This part defines what is going to be different at the end of the project.

The posters are used during the pitch at the end of strategy formation.

#### 21 round stickers

Each player receives one round sticker to stick it on the poster of the team that had the most convincing strategy.

#### 12 medals

4 gold, 4 silver and 4 bronze medals for the first, second and third teams in the challenge.

## Game play

### Step 1

The players shuffle the scenario cards face down, choose one and it is read aloud so that everyone can hear the challenge they will be developing a strategy for.

### Step 2

The players organize themselves into groups of three. If one or two persons are left over, they can join existing teams so that one or two teams have four instead of three members.

### Step 3

The actor cards are shuffled face down, making sure that the three spheres (alert & detect; create & design, educate & advocate) remain separate. The three members of a team choose one card from each sphere. Each member of the team will represent an actor from one of the three spheres and each sphere must be represented in the team. If the team has four members, they can choose an extra card from those that remain. Each team member familiarizes themselves with the actor they represent.

### Step 4

The team members inform each other whom they themselves represent. They then spend ten minutes setting up a project based on the skills and resources at their disposal. The project is documented on the posters, detailing 1. Actions, 2. Resources, 3. Risks, 4. Impact they expect to see.

### Step 5

After ten minutes, each team draws one envelope which either contains a chance card or a “bad actor card”. The chance represent positive or negative changes in the project, such as extra budget or budget cuts. The team has to react and adjust its strategy to facilitate the changes for the remaining twenty minutes of strategy development. One team receives a bad actor card. It has to adjust its strategy to foster rather than counter disinformation in the existing scenario.

### Step 6

Each team chooses a speaker to present the strategy during the pitch. The speaker has three minutes to present the team’s strategy using the poster prepared for that purpose.

### Step 7

After the pitch, each player receives one round sticker that they stick on the poster of the team that they think has developed the most convincing strategy.

### Step 8

The results are tallied, the top three anti-disinformation strategies are announced and the teams receive their medals.

**HAVE FUN!**

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