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Can Small Islands Resist the Big Lies?

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**SHAPING A
BETTER
WORLD
SINCE 1845**

BE THE
CHANGE YOU
WISH TO
SEE IN THE
WORLD.

What Gandhi actually said:

We but mirror the world. All the tendencies present in the outer world are to be found in the world of our body. **If we could change ourselves, the tendencies in the world would also change. As a man changes his own nature, so does the attitude of the world change towards him.** This is the divine mystery supreme. A wonderful thing it is and the source of our happiness. We need not wait to see what others do.



Reference: The Collected Works of Mahatma Gandhi, Volume XII, April 1913 to December 1914, Chapter: General Knowledge About Health XXXII: Accidents Snake-Bite, (From Gujarati, Indian Opinion, 9-8-1913), Start Page 156, Quote Page 158, The Publications Division, Ministry of Information and Broadcasting, Government of India. (Collected Works of Mahatma Gandhi at gandhiheritageportal.org)

Don't you know me?



René Descartes (1596 – 1650)

cogito, ergo sum

“I think, therefore, I am.”

Dubito, ergo cogito, ergo sum

“I doubt, therefore I think, therefore
I am.”

7 TYPES OF MIS- & DISINFORMATION



Satire or parody

No intention to cause harm but has potential to fool.



Misleading content

Misleading use of information to frame an issue or individual.



Imposter content

When genuine sources are impersonated.



Fabricated content

New content that is 100% false, made to deceive and do harm.



False connection

When headlines, visuals or captions don't support the content.



False context

When genuine content is shared with false contextual information.



Manipulated content

When genuine information or imagery is manipulated to deceive.

LOW ← —————→ HIGH

Whose information is misinformation?

My Research on Misinformation

- Sits at the intersection of media, culture, and society.
- Study misinformation as a cultural and social phenomenon.
- Co-creating solutions with communities; developing locally grounded, culturally responsive strategies for resilience.
- It's not just about fighting misinformation, but about democratising truth.



Research Design and Approaches

- Media ethnography and participatory action research.
- Using interviews, participant observation, digital trace analysis, and discourse analysis to understand how language, power, and ideology shape what counts as truth.
- My methodology is not extractive but collaborative.
- In short, my methods aim not only to study misinformation but to transform the conditions that allow it to thrive.



Why does researching misinformation on IoM matter?

- Island offers a living laboratory for understanding how truth and trust operate in small, close-knit societies.
- It reveals the social anatomy of misinformation.
- The insights from this research will help safeguard the island's information ecosystem and inform broader policy and academic debates.
- It can show the world how community-driven, culturally grounded responses might succeed where purely technological solutions fail.
- In short, **the Isle of Man doesn't just need this research; it can lead it!**



Isle of Man government's
Cabinet Office wants to set
up a fact checking team

ISLE OF MAN
TODAY



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How does Misinformation behave differently in close-knit societies

- Because information moves through dense social fabrics rather than abstract digital networks.
- In large societies, misinformation often spreads through algorithmic amplification.
- On islands, its behaviour is more organic, almost anthropological.
- What emerges is not a copy of global misinformation, but an islandised version.
- Misinformation in islands is both faster and more personal, but also more correctable when trust is harnessed.



So, what do I have to propose? – Research Agenda

- It seeks to move beyond diagnosing misinformation as a tech. problem and instead understand it as a social and cultural process.
- I like to trace how rumours and falsehoods are shared, and the aim is to capture not only what is shared but why it resonates within particular social worlds.
- I like to host dialogue circles to explore how islanders interpret, resist, or repurpose contested information and how people negotiate credibility and trust in their lived realities.
- I will work collaboratively with local stakeholders (schools, journalists, community leaders, and civil society organisations) to co-create resilience strategies.
- Ultimately, the agenda aims not only to study misinformation but also to help rebuild the communicative tissues that sustain trust, solidarity, and democratic belonging in island societies.

***Defending truth in small places can teach
the world how to rebuild trust in large ones!***

A Community-First Research Agenda

Three interconnected foundations.

1. Ethnography for mapping the social geographies of misinformation, not just its digital footprints.
2. Community engagement, through storytelling workshops, local dialogues, and participatory media projects.
3. Partnerships with schools, journalists, libraries, and civic groups ensure that findings translate into practice.

The aim is not to import pre-packaged 'solutions,' but to **cultivate resilience as a cultural resource.**



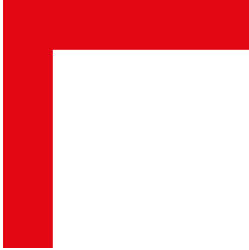
Conclusion

- To build misinformation resilience on the IoM, we need more than ideas.
- This research is about building a new paradigm for small societies to cultivate immunity to deception.
- On the IoM, we have the chance to build an impactful island-based model of misinformation resilience.
- That is the change this research seeks to make: to turn one island's insight into a shared global resource.
- The future of truth will not be built by algorithms or institutions alone; it will be built by people and by those who choose to invest in them.





**THANK
YOU 😊**

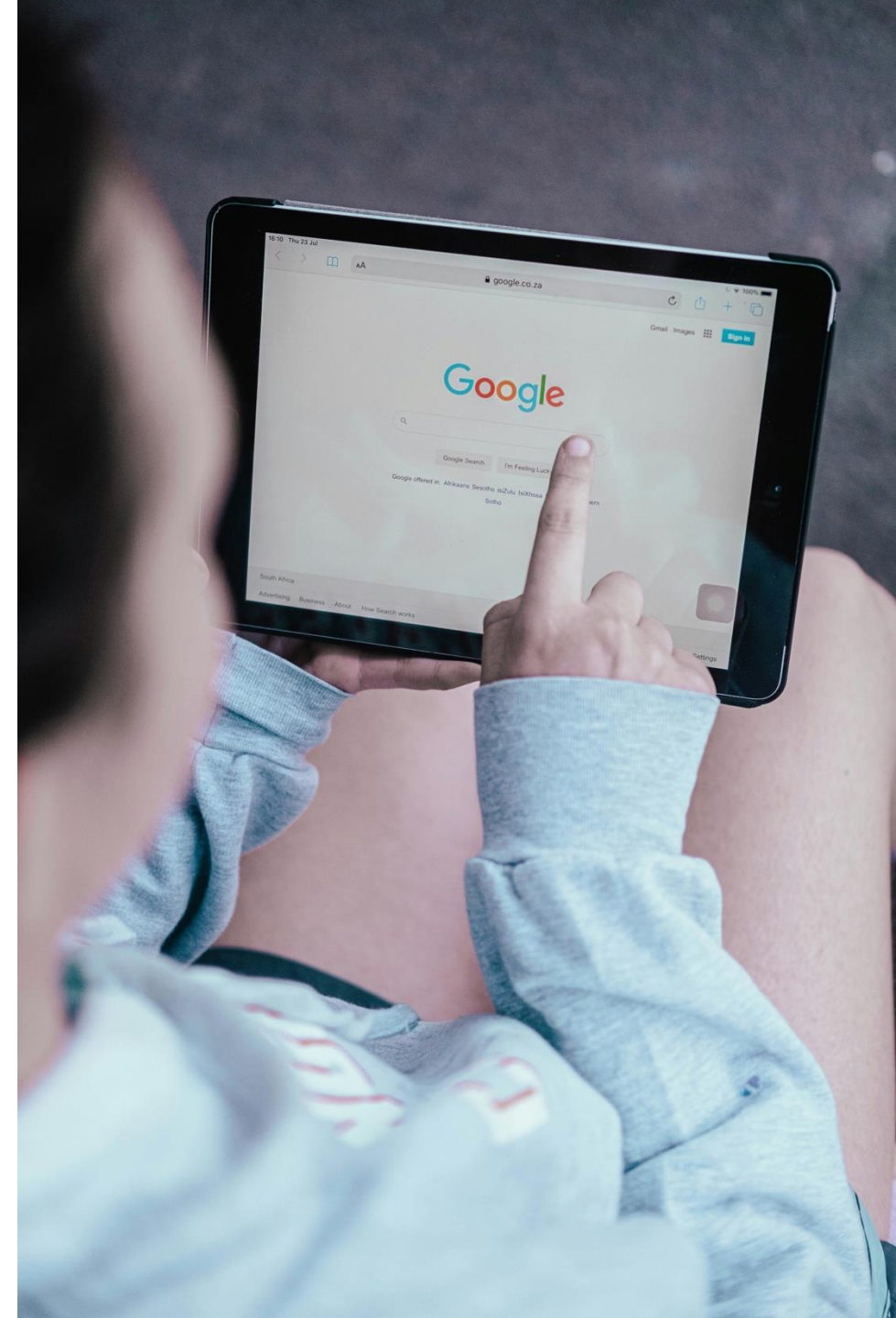


**ANY
QUESTIONS?**



Activity:

**Google image search on
'unprofessional
hairstyle'**



🕒 This article is more than 7 years old

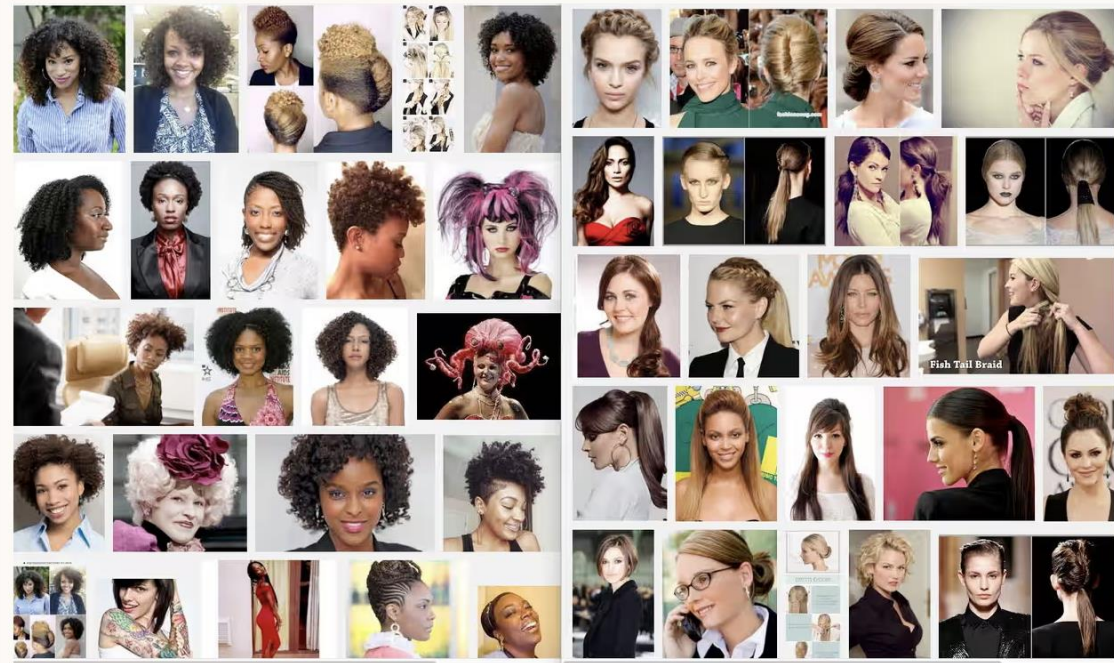
Do Google's 'unprofessional hair' results show it is racist?

Leigh Alexander

Fri 8 Apr 2016 08.50 BST



Search term brings back mainly results of black women, which some say is evidence of bias. But algorithms may just be reflecting the wider social landscape



📷 There results of image searches for 'unprofessional hair for work' (left) and 'professional hair for work' (right) on Google. Photograph: Google

D recently, an MBA student named Rosalia **discovered something alarming**: Googling “unprofessional hairstyles for work” yielded

Most viewed



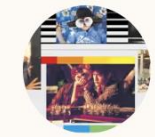
I am so lonely and so isolated, I feel I'm living like a zombie



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