DW Akademie

RoleCard

Fact checker

Mission Identify and correct disinformation

Skills In your role as a fact checker you scan media/social media channels to spot relevant disinformation. Digital analytics help you to identify messages generating high engagement. You decide with your team when it is worthwhile to dig deeper, using advanced search engine techniques like reverse image search as well as traditional journalistic research methods to verify or falsify the news.

Contract/Rate
Works through a media outlet at 200 USD/day
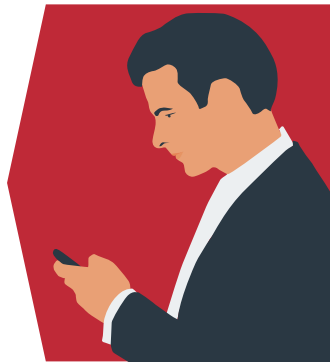
RoleCard

Detect and Alert

DIS**INFO** *CHALLENGE*

RoleCard

OSINT expert

Mission Use openly available data sources to verify information

Skills As an OSINT expert you specialize in using publicly available information to gain insights into a disputed claim. You collect and monitor the media, social media and open databases. You have expert knowledge for using specific tools und sources like satellite images and databases. Usually, you work together with other worldwide OSINT experts in a collaborative way.

Contract/Rate
Works through an agency at 500 USD/day

RoleCard

Detect and Alert

DIS**INFO** *CHALLENGE*

RoleCard

Forensic investigator

Mission Analyze hidden digital evidence to uncover disinformation

Skills As a digital forensic investigator you are always ahead of evolving digital deception techniques. You are able to detect hidden adversarial networks behind disinformation campaigns. You also know how to access the dark net and deleted data on digital devices. Cases of digital manipulation (e.g. altered pictures/videos) do not escape your eye and you can trace them back to their sources.

Contract/Rate
Freelancer, can be hired at 1.000 USD/day

RoleCard

Detect and Alert

DIS**INFO** CHALLENGE

RoleCard

Data journalist

Mission Use databases to identify patterns and networks of disinformation

Skills Your daily business: Digging through databases and turning data into a story by visualizing it. Using open government data (e.g. budget data) is your specialty. You know your Right to Information (RTI) Laws and claim them in court. In the context of disinformation, you are well-versed in using data to reconstruct the networks, locations, and communication flows behind disinformation campaigns.

Contract/Rate Freelancer, can be hired at 750 USD/day

RoleCard

Detect and Alert

DIS**INFO** CHALLENGE

RoleCard

Investigative reporter

Mission Investigate motivations, strategies and networks behind disinformation

Skills You are part of an investigative reporting network that reveals international political scandals (e.g. Panama Papers). You closely observe the flood of disinformation around recent elections. To uncover coordinated networks and campaigns that spread disinformation you are in touch with whistleblowers, insiders and state actors who know more than the public.

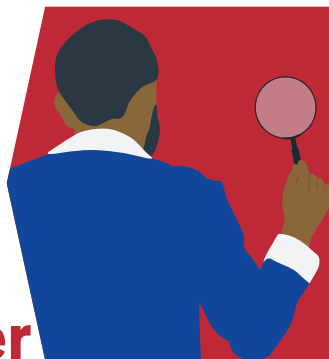*Contract/Rate* Works through a media outlet at 400 USD/day

RoleCard

Detect and Alert

DIS INFO CHALLENGE

RoleCard

Researcher

Mission Conduct empirical research to analyze disinformational content and behavior

Skills Your area of expertise is systematic research into forms of disinformation. You develop tools to track disinformation on social networks and conduct studies about how certain types of disinformation spread. You are well connected with people from content moderation divisions of social networks who provide you with data. You are also lobbying to get better access to data from different platforms.

Contract/Rate Works at a university at 800 USD/day

RoleCard

Detect and Alert

DIS INFO CHALLENGE

RoleCard

Coder and AI expert

Detect and **Alert**

Mission Programme apps and add-ons that help detect disinformation and use machine learning to train algorithms to detect disinformation

Skills As a software coder you know how to create programs, apps and browser add-ons that help detect disinformation. You are familiar with the recent developments in AI and able to use AI-based techniques. In your pursuit to serve the common good, you've recently started to collaborate with newsrooms to help with disinfo detection.

Contract/Rate
Freelancer, can be hired at 1250 USD/day

DISINFO *CHALLENGE*

RoleCard

Bad Actor

Detect and **Alert**

Welcome to the dark side. You and the other members of your group are a bad actor.
What disinformation strategy are you going to design?

DISINFO *CHALLENGE*

RoleCard

Member of Trust Initiative

Mission Make trusted sources visible on the Internet

Skills As a member of the Journalism Trust Initiative you help in identifying trusted information sources in your country and making that information accessible in machine-readable code. This allows social networks, search engines and artificial intelligence algorithms to flag out good sources of information and thus nudge users towards using good quality information sources.

Contract/Rate
Works through a media outlet at 600 USD/day

RoleCard

Educate and Advocate

DIS**INFO** *CHALLENGE*

RoleCard

MIL curricum development

Mission Develop school/university curricula for boosting MIL skills

Skills You are an MIL expert who developed several curricula for primary and secondary schools over the past years. The curricula focused on the access and create dimensions of MIL, because the government did not want activities potentially fostering critical attitudes. But with the recent surge in disinformation, you are thinking a lot more about the analysis, reflection and action dimensions of MIL.

Contract/Rate
Works through an NGO at 300 USD/day

RoleCard

Educate and Advocate

DIS**INFO** *CHALLENGE*

RoleCard

Policy expert

Mission Advise on Internet and media laws/regulation

Skills Working for the Ministry for Digital Future you are responsible for drafting legislation that regulates the internet and mass media. You are well connected and trying to balance interests. You cooperate with intern. agencies (i.e. UNESCO) aiming at preserving freedom of expression while trying to curb disinformation, hate speech and cybercrime. Different Ministries' staff come to you for guidance.

Contract/Rate
Freelancer, can be hired at 750 USD/day

RoleCard

Educate and Advocate

DIS**INFO** *CHALLENGE*

RoleCard

Constructive journalism **expert**

Mission Develops and conducts constructive journalism training

Skills As a member of the Solutions Journalism Network, you regularly set up and conduct training on constructive journalism, with a focus on identifying community challenges, collecting evidence on causes and effects, and identifying possible solutions. You see this approach as a way for journalism to regain relevance, having lost the attention and trust of the community in recent years.

Contract/Rate
Freelancer, can be hired at 500 USD/day

RoleCard

Educate and Advocate

DIS**INFO** *CHALLENGE*

DW Akademie

RoleCard

Campaign manager

Mission Conduct campaigns for trusted journalism and against disinformation

Skills You are a manager at a large public relations firm, conducting mixed media campaigns for enterprises and state bodies. You know the digital and media landscapes, how to reach certain segments of the population and are well connected to service providers who can produce and disseminate campaign messages in an effective way. You would be open to a campaign pro journalism or anti disinformation.

Contract/Rate
Works through a PR agency at 1.000 USD/day

RoleCard

Educate and Advocate

DISINFO *CHALLENGE*

RoleCard

Regulation expert

RoleCard

Educate and Advocate

Mission Litigate against spreaders of disinformation

Skills You previously worked as a lawyer for a firm that specializes in strategic lawsuits against public participation (SLAPP), aimed at silencing critical voices in your country. But in recent years you started doubting whether that is the right way to go. You left the firm and are now busy establishing your own firm that targets precisely those people who used to commission your SLAPP services.

Contract/Rate Works at a law firm at 800 USD/day

DISINFO *CHALLENGE*

DW Akademie

RoleCard

Social network officer

Mission Keep social networks clean of harmful content

Skills Being responsible for content moderation at your social network, you know that there is a lot of harmful content out there and that you can only scratch the surface with your endeavors. But unlike some of your colleagues, you really want to create a better environment for your clients rather than just pretend everything is fine. You will do what you can towards that end.

Contract/Rate
Works at a social network, but is prepared to work as a freelancer on the side at 600 USD/day

RoleCard

Educate and Advocate

DIS**INFO** *CHALLENGE*

RoleCard

Bad Actor

Welcome to the dark side. You and the other members of your group are a bad actor.

What disinformation strategy are you going to design?

RoleCard

Educate and Advocate

DIS**INFO** *CHALLENGE*

DW Akademie

RoleCard

Community journalist

Mission Follow your community to social media to provide reliable information

Skills As a community journalist, your aim is to build a trust relationship with your community and to provide local residents with reliable news. You see that they spend a lot of time consuming shiny but fake and misleading information. Your outlet struggles to gain attention on social media, which is why you have visited on-the-job training courses for effective social media distribution strategies.

Contract/Rate
Works through a media outlet at 200 USD/day

RoleCard

Create and Design

DIS INFO CHALLENGE

RoleCard

Podcaster

Mission Produce engaging, reliable on-demand audio content

Skills You have visited DW Akademie's Podcast training course and decided to specialize in podcasting. Since then, you have produced several series on topics relevant to society and are an established voice in your country. You have the equipment and the skills for effective podcasting, whether it be to get reliable information to the audience or to do an own series on disinformation.

Contract/Rate
Freelancer, can be hired at 700 USD/day

RoleCard

Create and Design

DIS INFO CHALLENGE

*Role*Card

AI expert

*Role*Card

Create and Design

Mission Use machine learning and Large Language Models to build your own AI applications

Skills Your expertise is to programme customized generative AI tools that help editors produce good journalism by using interfaces like ChatGPT or open source models. You also know how to train Large Language Models to offer solutions like tip lines in local languages for newsrooms. You are offering other AI solutions like automated language translation or moderation tools for social media.

Contract/Rate
Freelancer, can be hired at 1.200 USD/day

DISINFO
CHALLENGE

*Role*Card

Video storyteller

*Role*Card

Create and Design

Mission Produce engaging videos for social media

Skills As a video storyteller you specialize in packaging information in a way that is visually appealing and narratively engaging. From storyboarding, to filming, to cutting and post-producing, you have all the skills it takes to create successful short formats on Tik Tok or longer videos on YouTube. You are an expert in producing the right format for each platform.

Contract/Rate
Freelancer, can be hired at 500 USD/day

DISINFO
CHALLENGE

*Role*Card

Troll farm member

*Role*Card

Create and Design

Mission Whistleblow how troll farms work and who is behind them

Skills You worked for an Internet advertising agency that developed a side arm in targeting actors to ruin their reputation. This unit is not known in public and you worked as the head of this subdivision, acquiring tasks, sometimes from other countries, seeking to discredit people they regard as their enemies. But the company has sacked you recently and you want to whistleblow to get revenge.

Contract/Rate
Freelancer, can be hired at 1.250 USD/day

DISINFO *CHALLENGE*

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*Role*Card

News game expert

*Role*Card

Create and Design

Mission Design a computer game to inoculate citizens against disinformation

Skills As a programmer you can design fun news games that help players understand why and how disinformation is created and what damage it can do in society. Your colleagues have the skills in terms of game logic, visual design and marketing to make sure the game is appealing and reaches the target audience.

Contract/Rate
Freelancer, can be hired at 700 USD/day

DISINFO *CHALLENGE*

DW Akademie

Role Card

Influencer

Mission Cover disinformation as part of her regular content

Skills You are a successful influencer on popular social media channels like Instagram, Tik Tok and Snapchat. Your content revolves around life hacks, showing people how to come to terms with everyday challenges. The reach of your channels amounts to several hundred thousand followers. You are open to suggestions for content.

Contract/Rate
Freelancer, can be hired at 2.000 USD/day

Role Card

Create and Design

DIS **INFO**
CHALLENGE

Role Card

Bad Actor

Welcome to the dark side. You and the other members of your group are a bad actor.

What disinformation strategy are you going to design?

Role Card

Create and Design

DIS **INFO**
CHALLENGE