

Module1
Addressing MDMH
Conceptual Framework

Module 1 Content

- Introduction to MDMH
- Impact of MDMH on operations and force protection
- MDMH techniques
- Principles for addressing MDMH
- Overview to strategic communications and public information
- An integrated approach to addressing MDMH



Lesson 1.1
Introduction to MDMH

Learning outcomes

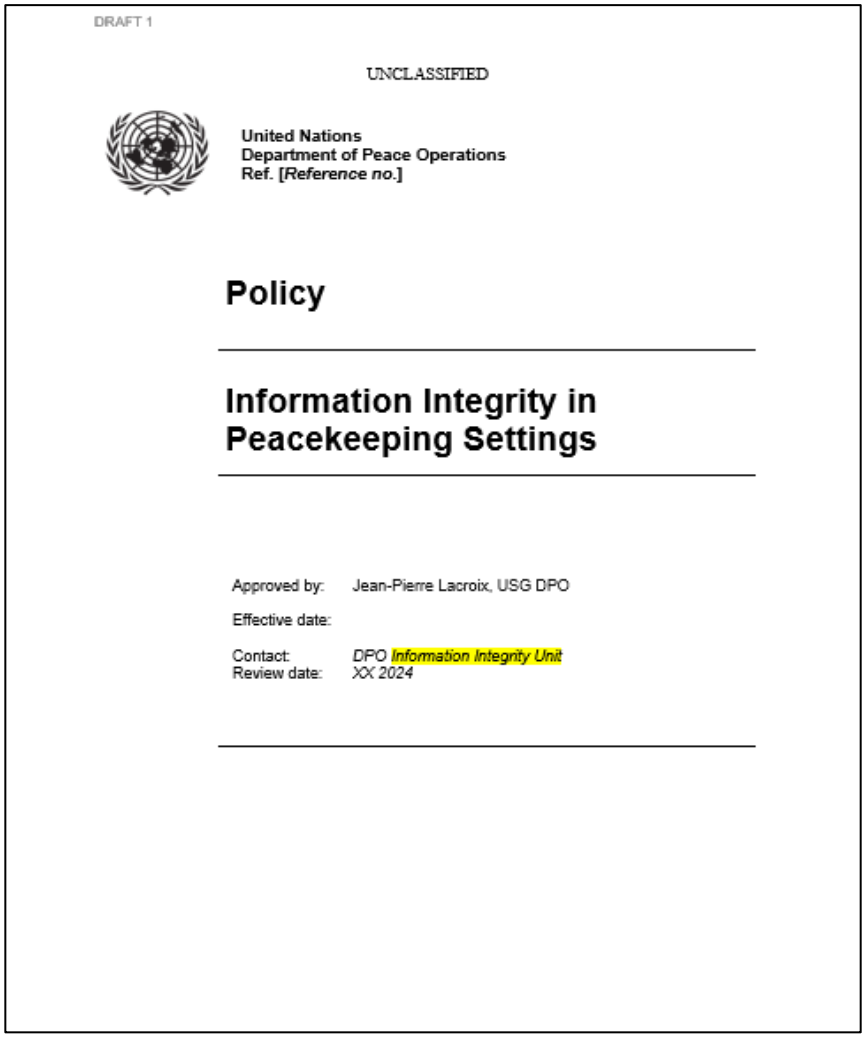
- Understand the concept and characteristics of MDMH
- Understand the drivers of MDMH
- Understand why MDMH is used against peacekeepers.
- Gain awareness of historical instances where MDMH has impacted UN uniformed operations

Lesson contents

- What is MDMH
- Understanding MDMH
- Reasons why MDMH is used against peacekeepers



Policy: Information Integrity in Peacekeeping Settings



DRAFT 1

UNCLASSIFIED

United Nations
Department of Peace Operations
Ref. [*Reference no.*]

Policy

Information Integrity in Peacekeeping Settings

Approved by: Jean-Pierre Lacroix, USG DPO

Effective date:

Contact: *DPO Information Integrity Unit*
Review date: *XX 2024*

What is MDMH?

Misinformation, disinformation, malinformation and hate speech (MDMH) are four distinct but related concepts that involve the dissemination of false, misleading or harmful information.

Misinformation

Inaccurate information that is unintentionally shared in good faith by those unaware that they are passing on falsehoods.

Example

Spreading rumours about a military unit providing food to an armed group, not knowing it to be false.

Disinformation

Information that is inaccurate, intended to deceive and shared in order to do serious harm.

Example

An information campaign falsely accusing UN mission staff of arms trafficking and, for that reason, calling for violence against the mission.

Malinformation

Information that is based on reality, used to inflict harm on a person, social group, organisation or country.

Example

Information highlighting the cost of a UN mission, without any relative comparison to the cost of non-UN military operations, saying it is a waste of money that could be spent on more important things, and that people should force the UN to leave the country.

Hate Speech

Any kind of communication in speech, writing or behaviour, that attacks or uses pejorative or discriminatory language with reference to a person or a group on the basis of who they are, in other words, based on their religion, ethnicity, nationality, race, colour, descent, gender or identity factor

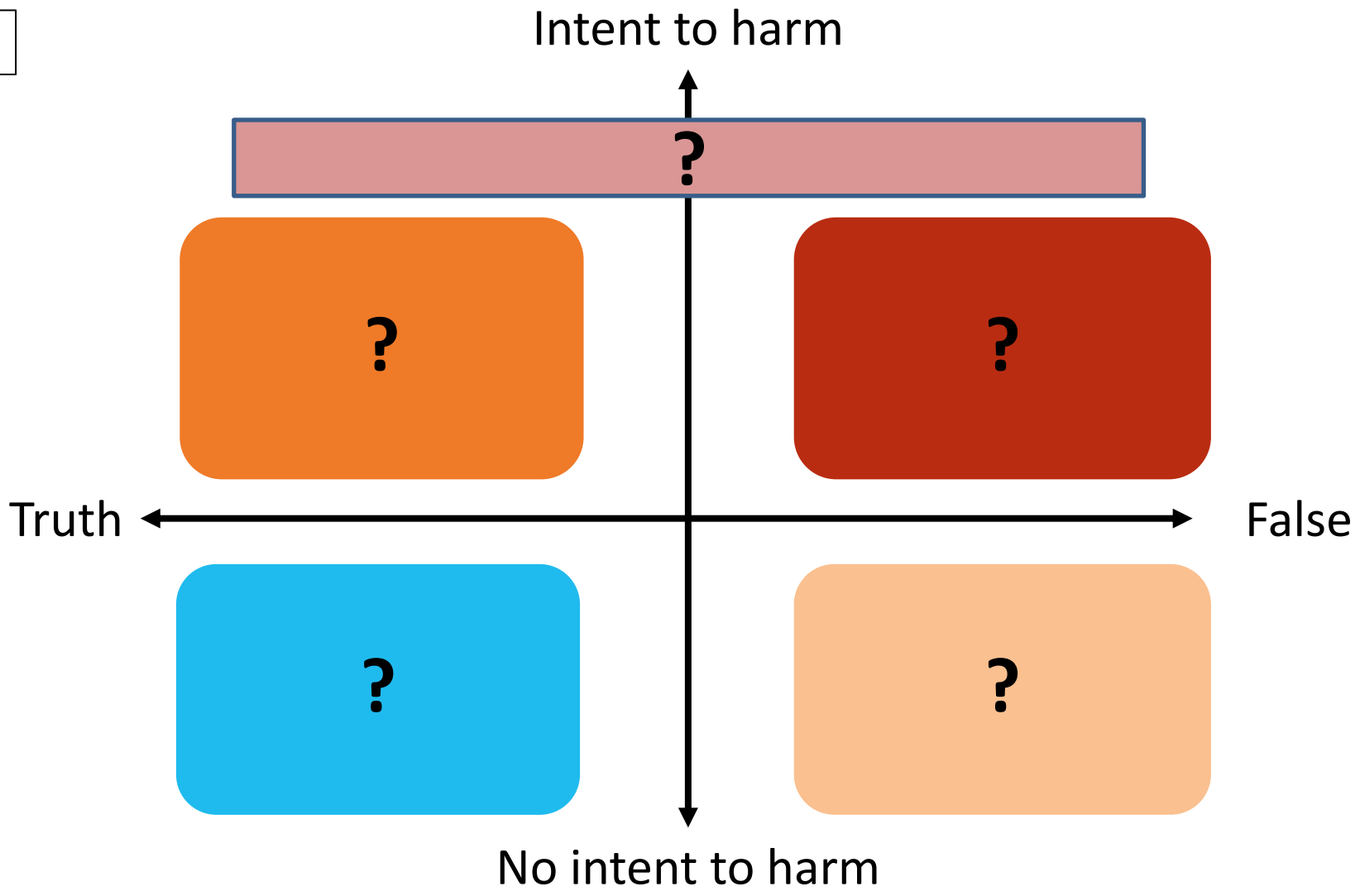
Example

Hate speech targeted against a uniformed contingent related to the ethnicity of that contingent's peacekeepers.

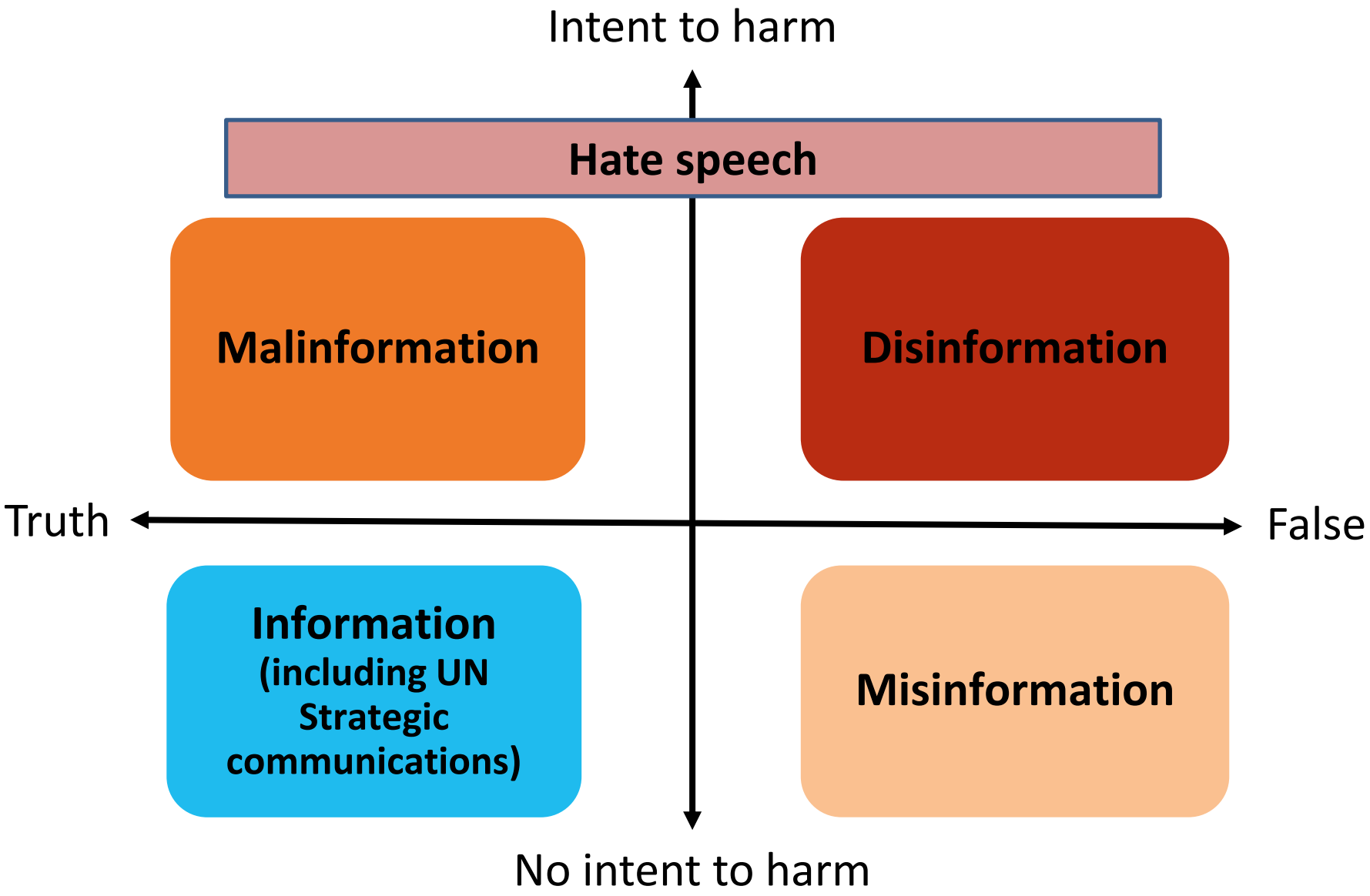
Understanding MDMH

M D M H

I



Understanding MDMH



Discussion

Is public criticism of UN military and police peacekeepers a form of MDMH?

Be prepared to discuss your thoughts with the group

Practical Session

- Time – 10 minutes.
- In groups, identify reasons why disinformation, malinformation and hate speech might be used against peacekeeping missions.
- Be prepared to discuss your thoughts.

Why MDMH might be used against Peacekeepers (1)

- Undermining the UN peacekeeping mission
  - Tarnish UN peacekeepers' reputation in the eyes of the local population
  - Claim bias or ineffectiveness
- Destabilising the peace process
  - Disrupt peace negotiations
  - Undermine diplomatic efforts
- Generating fear and insecurity
  - Create an environment of fear and insecurity
  - Deter local populations from cooperating with peacekeepers

Why MDMH might be used against Peacekeepers (2)

- Dividing local populations
  - Sow divisions and mistrust among communities
- Recruitment and mobilisation
  - Recruit advocates local population
  - Galvanise support for a group's cause
- Resource control
  - Control resource areas for financial gain

Take Away

- MDMH are four distinct but related concepts that involve the dissemination of false, misleading or harmful information.
- MDMH tactics threaten UN personnel and disrupt peacekeeping operations.
- Understanding the definitions and why MDMH is used helps to explore ways to address such threats.