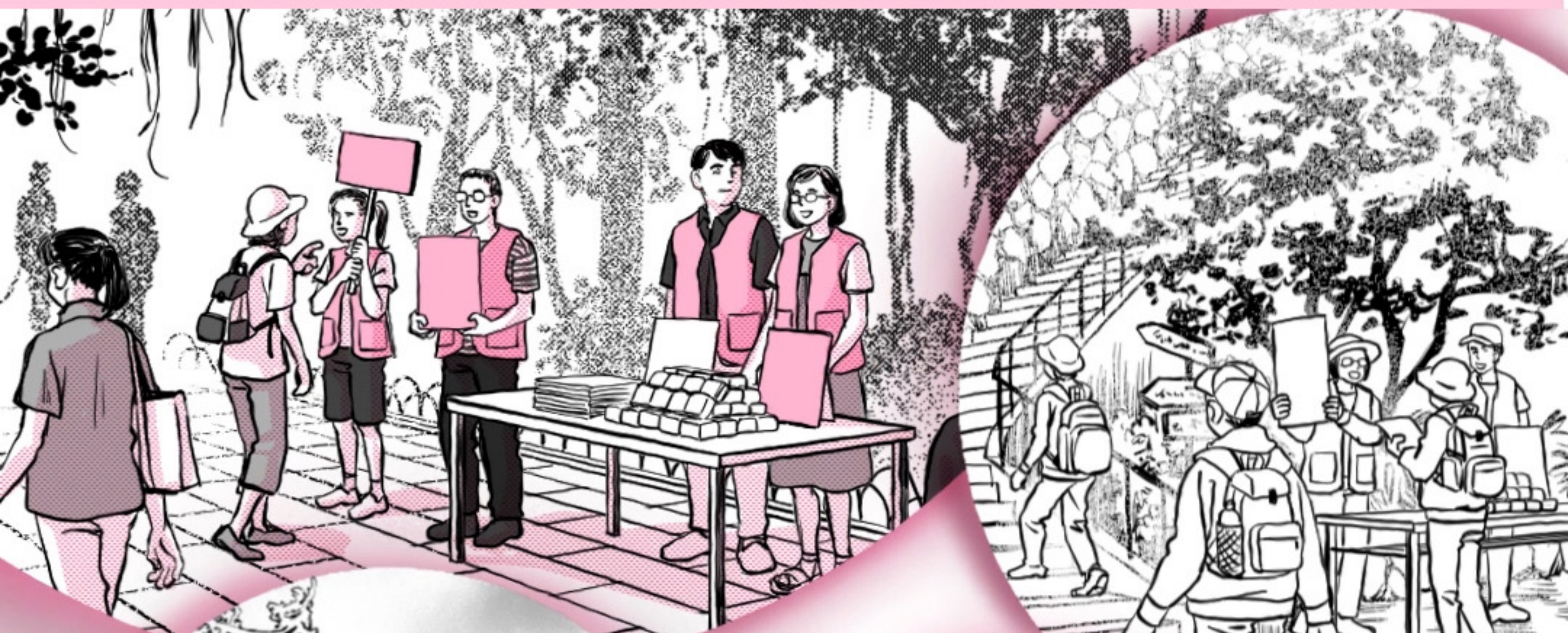


On the trail of rumours -Face to face-



You might have heard of them before - the distinctive 'Pink Vests' in Taiwan, who appear early in the morning in parks, mountain trails and markets.

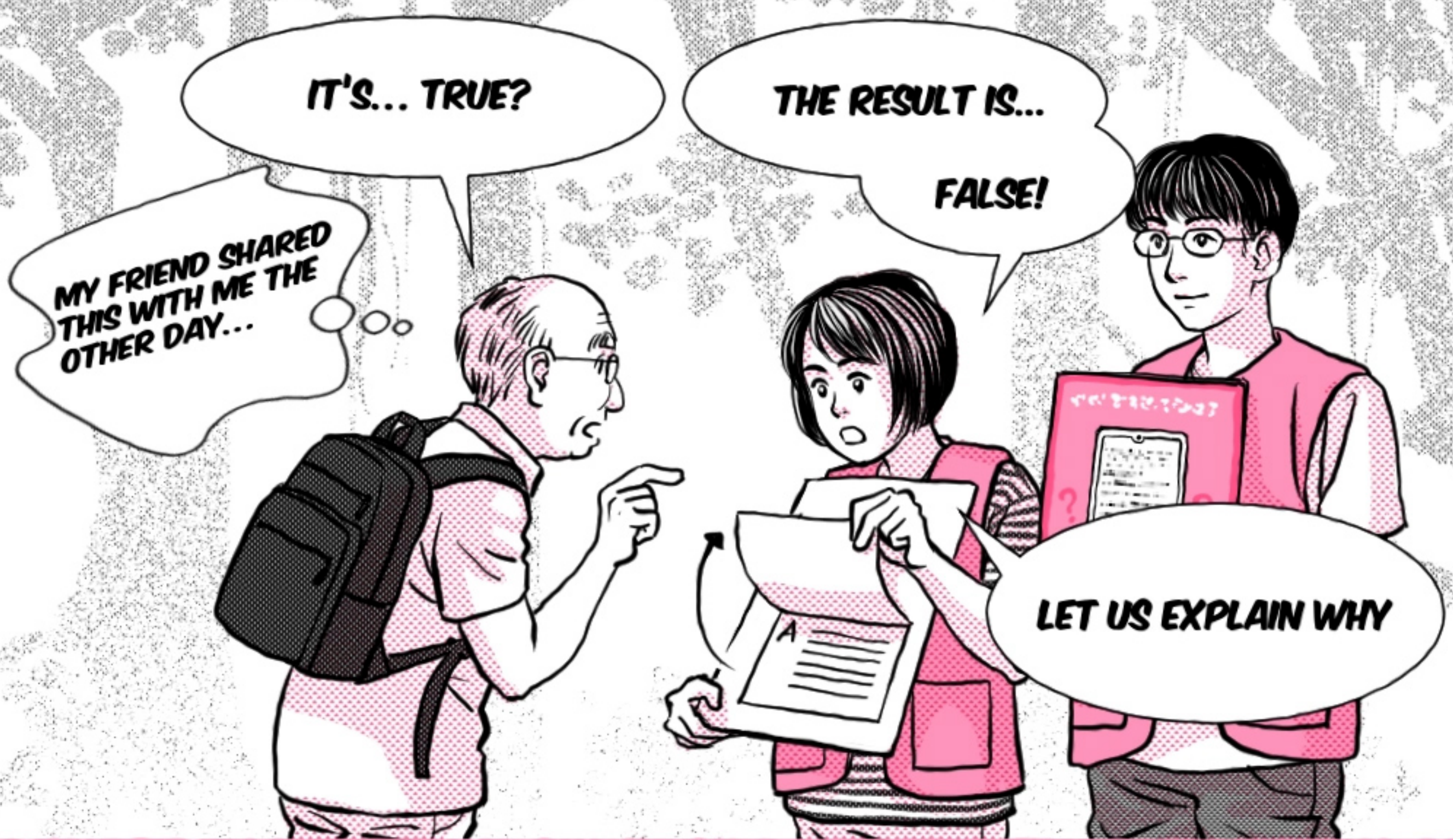


EXCUSE ME, SIR,

**WILL YOU TRY AND
ANSWER OUR QUIZ?**

**DO YOU THINK THIS
LINE MESSAGE IS
TRUE OR FALSE?**





Fake News Cleaner (FNC) is a grassroots movement in Taiwan. 160 volunteers reach out to citizens - most of them seniors - to discuss misleading information and rumours that are relevant to them.

As many countries around the world transition into ageing societies, addressing how senior citizens deal with misinformation and scams is crucial.



Scammers heavily target them - assuming they lack information literacy and hence are easier targets.

APPROACHING PEOPLE AND GETTING THEIR ATTENTION IS NOT EASY!

SO WE MAKE QUIZZES ABOUT CATCHY RUMOURS TO SPARK A CONVERSATION.

HERE ARE A FEW OF OUR TECHNIQUES:



Present cases that resonate with the persons' core concerns, like financial loss or physical harm.

Approach people with empathy and concern over their experiences.



My neighbor was scammed online.

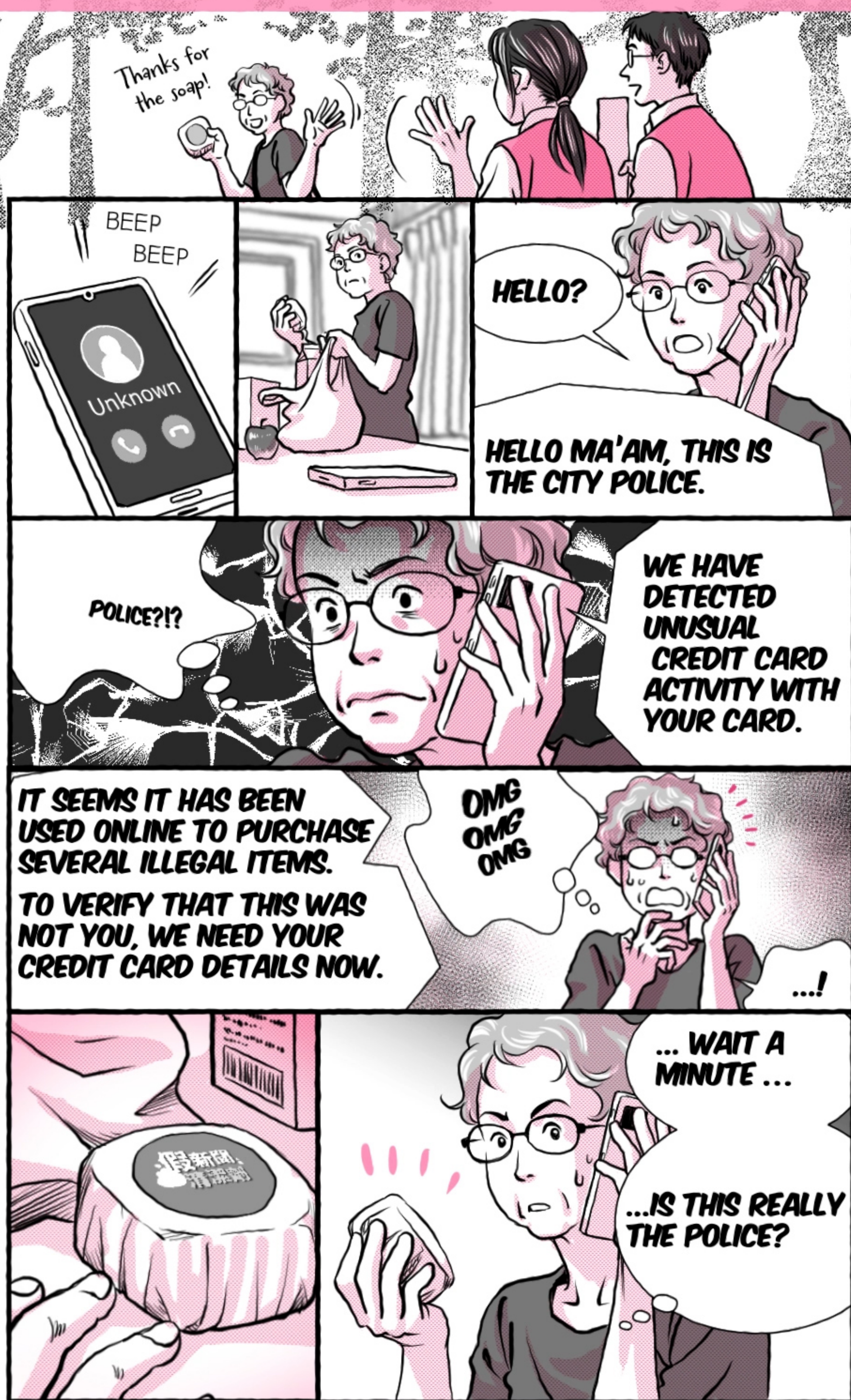


Guide them through new technologies that can help them verify information.

Give out useful gifts that can encourage engagement, such as soap.



These interactions are too brief to train people on how to verify information.



FNC's approach may make senior citizens more cautious and aware of scams and suspicious information.

The method doesn't just label something as true or false. It tries to walk people through nuances within a piece of information, which is very challenging.



In many cases, people prefer fast answers rather than verifying facts by themselves. Patience is key...



All over the country there's a need for volunteers.

Misinformation affects us in different ways.
Therefore, tackling it requires adapting to
individual needs.

Every street action is a step towards a more
informed society.



**MAKE SURE YOUR METHOD
SERVES THE PEOPLE
YOU APPROACH.**



**GOETHE
INSTITUT**