

# **Taking It Offline: What Disinformation Is Resonating in Real Life**

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**Abstract.** Between July 2022 and May 2023, New Georgia Project Action Fund (NGPAF)'s Research Department monitored the social media salience of the Black Identity group known as Foundational Black Americans (FBA) and found a clear amplification of disinformation veiled as cynicism and disillusionment with the current political system that is in line with conservative, and particularly alt-right, talking points. The actions of FBA may have the effect of either breaking off Black American support of progressive politics or promoting Black voter apathy, which has been a negative consequence of disinformation narratives in the past eight years. This leads to the research question: What online disinformation is resonating in real life? To answer this question and build on previous findings, we are tracking the salience of FBA talking points offline and building an infrastructure aimed at combatting the disinformation that this group (and other Black identity groups such as ADOS and B1) may have spread. Leveraging our statewide field operation, we will develop an on-the-ground inoculation guide and training for our canvassers to teach them how to identify and respond to disinformation that they hear on the ground. We plan to develop a feedback loop between the Research Department and canvassers all over the state to capture a more thorough and representative outlook on what mis/dis/malinformation is resonating with Black voters and to try to pinpoint which demographics are most susceptible. This poster will display the data we gather about the prevalence of FBA-style disinformation and subsequent effectiveness of anti-disinformation tactics and will introduce strategic takeaways that will inform NGPAF's strategy of counteracting the largely overlooked practice of disinformation promoting Black voter apathy.

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