

ABOUT REALITY TEAM

Reality Team is a project of Hacks/Hackers a 501(c)(3), which was founded to catalyze collaboration between journalists (Hacks) and technologists (Hackers).

FIGHTING DISINFORMATION WHERE IT LIVES: SOCIAL MEDIA FEEDS.

Disinformation is seen by more people more often than credible information. Bad actors use propaganda techniques and digital marketing tools maliciously to push and amplify disinformation, target vulnerable or uninformed people, and exploit their individual concerns. This is how disinformation has become so influential, even among people without strong party or ideological attachments.

The U.S. and the world are facing existential crises of elections, democracy, health, and climate change driven by disinformation-induced confusion, rancor and radicalization. We can and must fight back. We must do it now and with the tools at hand.

REALITY TEAM IS REALITY'S MARKETING TEAM.

Founded in August 2020, Reality Team uses the tools and techniques of digital marketing to make credible information more visible and influential. Our targeted campaigns change the ratio of good to garbage information on people's news feeds - denying disinformation a monopoly on what non-news readers know about complex issues, such as vaccines, elections and climate.

We make reality simple, visible and appealing. We put it where people are, using words they use. While as a society we have a very long, complex road from here to a disinformation-free world, our work shows we can take immediate and effective countermeasures right now, without waiting for new legislation or platform changes.

We have focused campaigns on combating election and vaccine disinformation, and are now embarking on an effort to combat climate disinformation (nicknamed "CODD" -- Climate Online Disinformation Defense.)

To learn more, please visit
RealityTeam.org or contact:

DEBRA LOUISON-LAVOY
EXECUTIVE DIRECTOR,
REALITY TEAM
DEB@REALITYTEAM.ORG
WWW.REALITYTEAM.ORG

NAN NOBLE
ADVISOR, FUNDING AND PARTNERSHIPS
REALITY TEAM
NAN@REALITYTEAM.ORG