

Disinformation demands a collective defense | TechCrunch

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When the term disinformation went mainstream after the 2016 election, it was largely in reference to state actors targeting political campaigns. Despite vigilance and much effort by government, the nature of the threat continues to shift faster than democracies can adapt. State actors, financially motivated disinformation-for-hire outfits and ideologically driven individuals are spreading disinformation that targets businesses, individuals and governments alike.

Now well into a U.S. election year and with tumultuous shifts in the geopolitical landscape underway, we anticipate an increase in disinformation campaigns targeting democratic institutions and private sector entities. With regulation stalled and limited protection from government, companies need to take on today's threat themselves if they are to protect their ability to operate tomorrow.

[...]

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