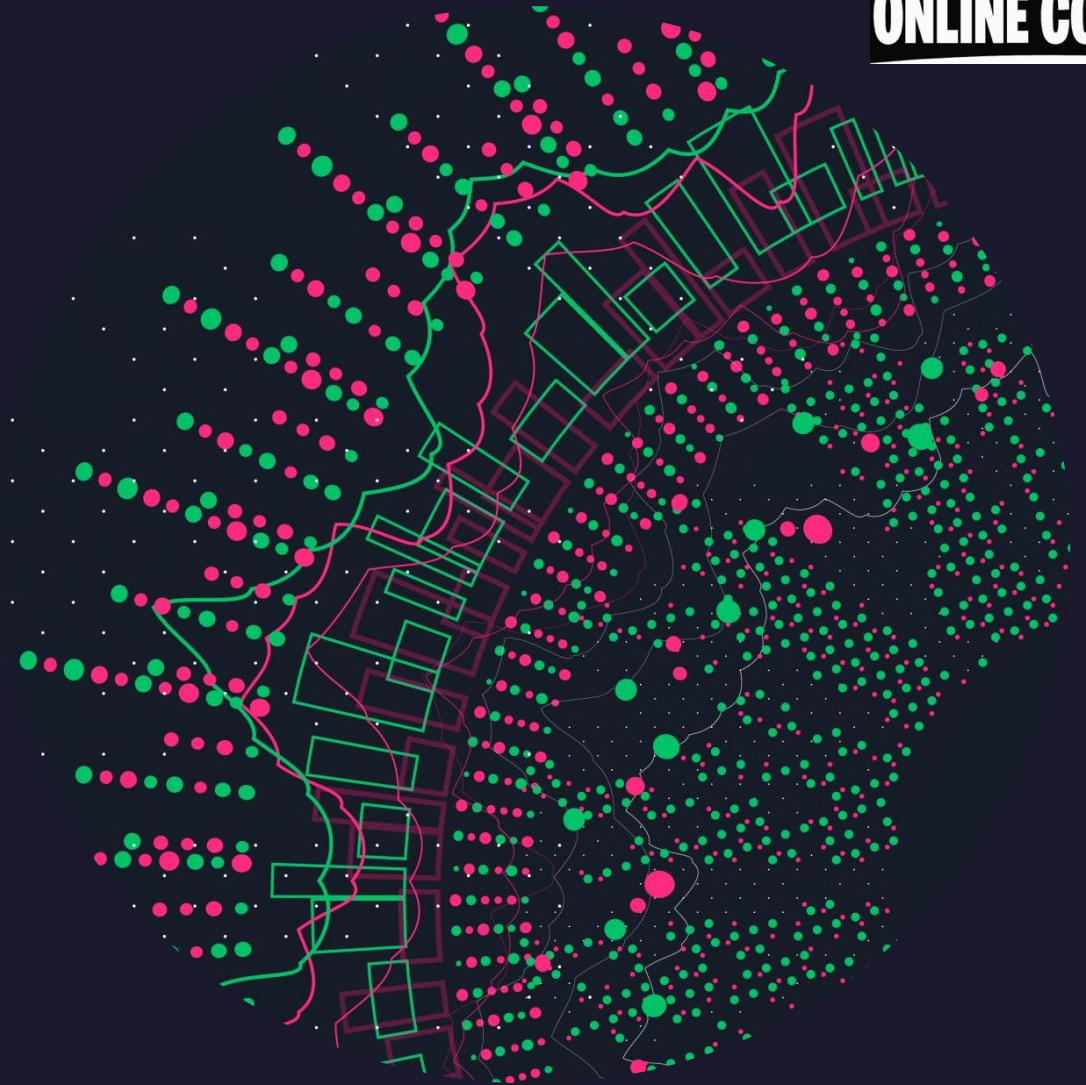


# Digital Media Literacy and Disinformation Resistance

Online course for adult educators



Erasmus+ Project # 2025-1-NL01-KA220-ADU-000358363

# Module 3.2

## Emotional appeals in misinformation





# Course Module:



**Online course for adult  
educators**

**Preventing  
misinformation among  
vulnerable adults**

# Learning Objectives



Understand emotional appeals



Recognize emotional manipulation



Support vulnerable learners in evaluating messages



Separate emotions from factual evidence



# What Are Emotional Appeals?

Persuasive  
technique using  
emotions instead  
of evidence



Often used in  
misinformation



Encourages  
quick reactions  
instead of critical  
thinking

# Why Emotional Appeals Work



1

CAPTURE  
ATTENTION  
QUICKLY

2

ENCOURAGE  
SOCIAL  
MEDIA  
SHARING

3

CREATE  
URGENCY

4

REDUCE  
REFLECTIVE  
REASONING

# Common Emotional Appeals

Fear

Anger

Sympathy

Outrage

Group loyalty

# Appeal to Fear



EXAMPLE: 'IF THIS POLICY  
PASSES, YOUR FAMILY WILL  
NO LONGER BE SAFE.'

EXAGGERATES THREATS  
WITHOUT EVIDENCE



# Appeal to Sympathy



Encourages support  
through compassion

Example: 'If you cared  
about this person, you  
would agree.'



# Appeal to Anger and Group Identity



Creates 'us vs them'  
narratives



Example: 'They  
think they are  
better than us.'



# Teaching Strategies for Educators



01

Encourage  
emotional  
awareness

02

Separate  
emotions  
from  
evidence

03

Use real-life  
examples

04

Promote slow  
thinking

# Key Takeaway



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Emotional appeals are powerful persuasion tools

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Misinformation often exploits emotions

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Critical thinking helps resist manipulation

# Combating Online Misinformation to Prevent Radicalisation of Vulnerable Adults



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