

New York, NY — [The Institute for Public Relations \(IPR\)](#) partnered with the [IPR Behavioral Insights Research Center](#) to release a new study, “[How Communicators can Help Manage Election Disinformation in the Workplace](#),” featuring research from leading scholars in multiple fields to breakdown the science behind disinformation.

This study explores how disinformation spreads through biases and cognitive science. This report also analyzes employers can inoculate their employees and stakeholders against election disinformation, best practices for screening content for disinformation, and 10 research-based tips for how organizations should manage disinformation.

“As the election comes closer, disinformation is bound to be rampant,” said president and CEO of IPR and co-author of this report, Tina McCorkindale, Ph.D., APR, “With a comprehensive guide to managing disinformation, organizations are better prepared to combat disinformation in the workplace.”

Some key findings include:

- **Inoculate employees against disinformation:** Communicators should understand election-related topics that are used to discredit and cast doubt on the election process. One way to inoculate people against disinformation is “prebunking,” a proactive strategy that exposes people to logical fallacies or false information before they encounter it (Cook et al., 2017; Institute for Public Relations, 2020). This brief provides a research-driven checklist on how to prebunk.
- **Serve as a trusted resource about elections and election processes:** According to the 2024 Edelman Trust Barometer, 79% of respondents trusted their employer as a source of information overall. Companies can provide their employees with nonpartisan voting information (e.g., polling locations, how elections work) or resources where they can go for more information to help them build confidence and participate in the election process. Nonpartisan, nonprofit sources for election information can be found within the brief.
- **Equip employees with tools for identifying disinformation:** There are several organizations and online tools to help identify or detect disinformation. Here are just a few examples from the IPR Disinformation Resource Library, which contains over 30 different resources:
 - [News Literacy Project](#)
 - [Bad News](#)
 - [Association for Psychological Science](#)
- **Avoid partisan politics:** Endorsing a partisan viewpoint can lead to “reduced levels of psychological safety among workers who identify with a different political party, which in turn can adversely affect engagement, innovation, productivity, and retention” (American Psychological Association, 2022, ¶ 21). Keeping company communication about upcoming elections neutral will help employees with differing political viewpoints feel psychologically safe.

To view the full report, click [here](#)

