

Communicating science in a pandemic: when social media shapes the public discourse

Atila Iamarino

@oatila

youtube.com/atilaiamarino

My science communication trajectory

2006 – PhD

2007 – Blog

2009 – Science blogs community / PAHO blog
about Flu

2011 – Podcasts

2012 – Postdoc

2013 – YouTube

2016 – Sci comm professionally

2020 – 1 AC (After COVID)

Brazilian media consumption

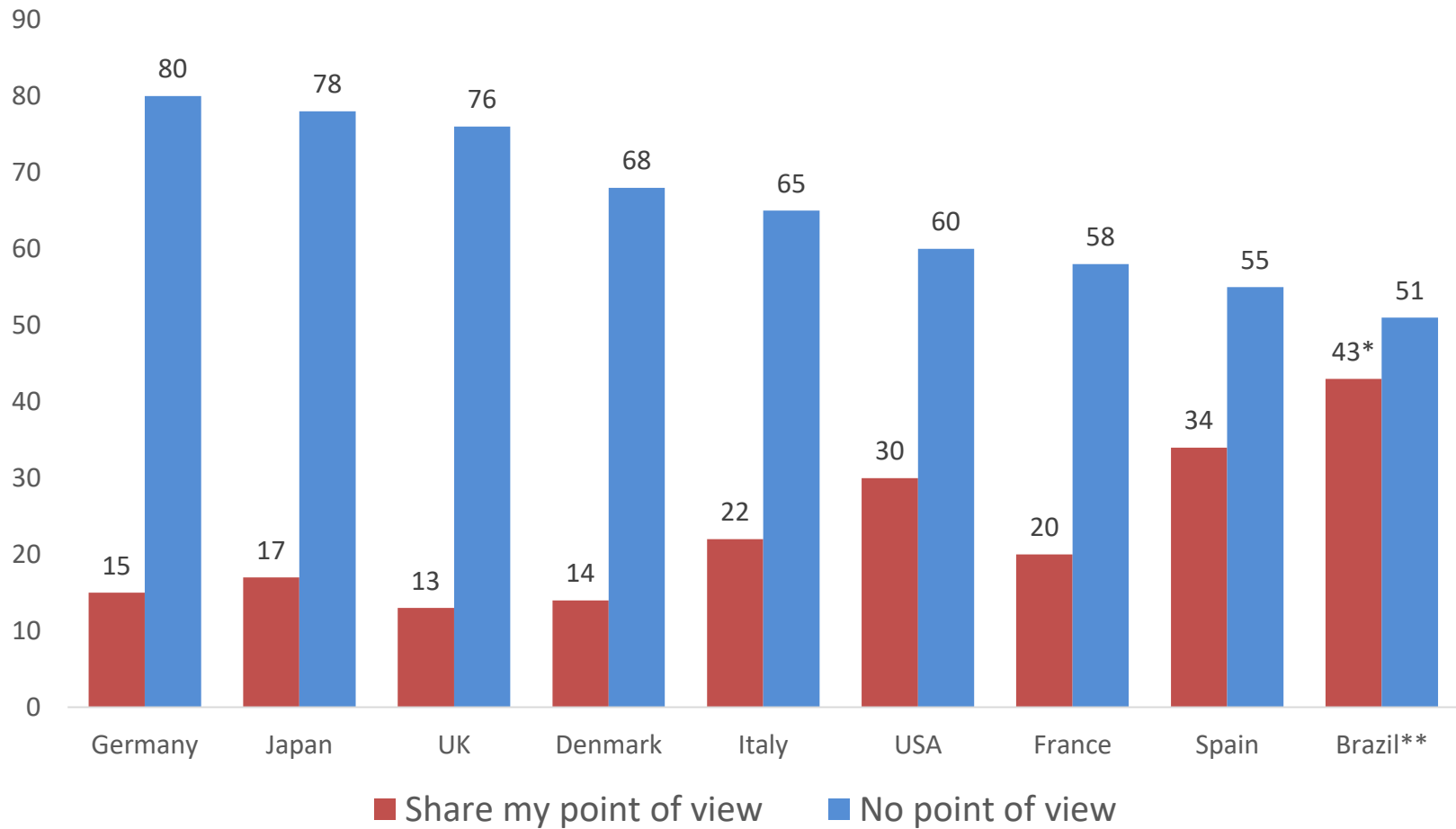
According to Reuters Institute Digital News Report 2020:

- The most interested in local news – 73%
- Among the highest in:
 - Video preference
 - Social media use
 - Sharing via instant messaging
- Mostly online (87%), from social media (67%) – TV fell to 66%
- Mostly on smartphones (76%)
- From Facebook (54%), WhatsApp (48%) and YouTube (45%)

Concern about fake news

- Brazilians are the most concerned about what is real and what is fake on the internet – 84%
- Mostly from politicians – 40%
- Mostly from WhatsApp – 35%
- But...

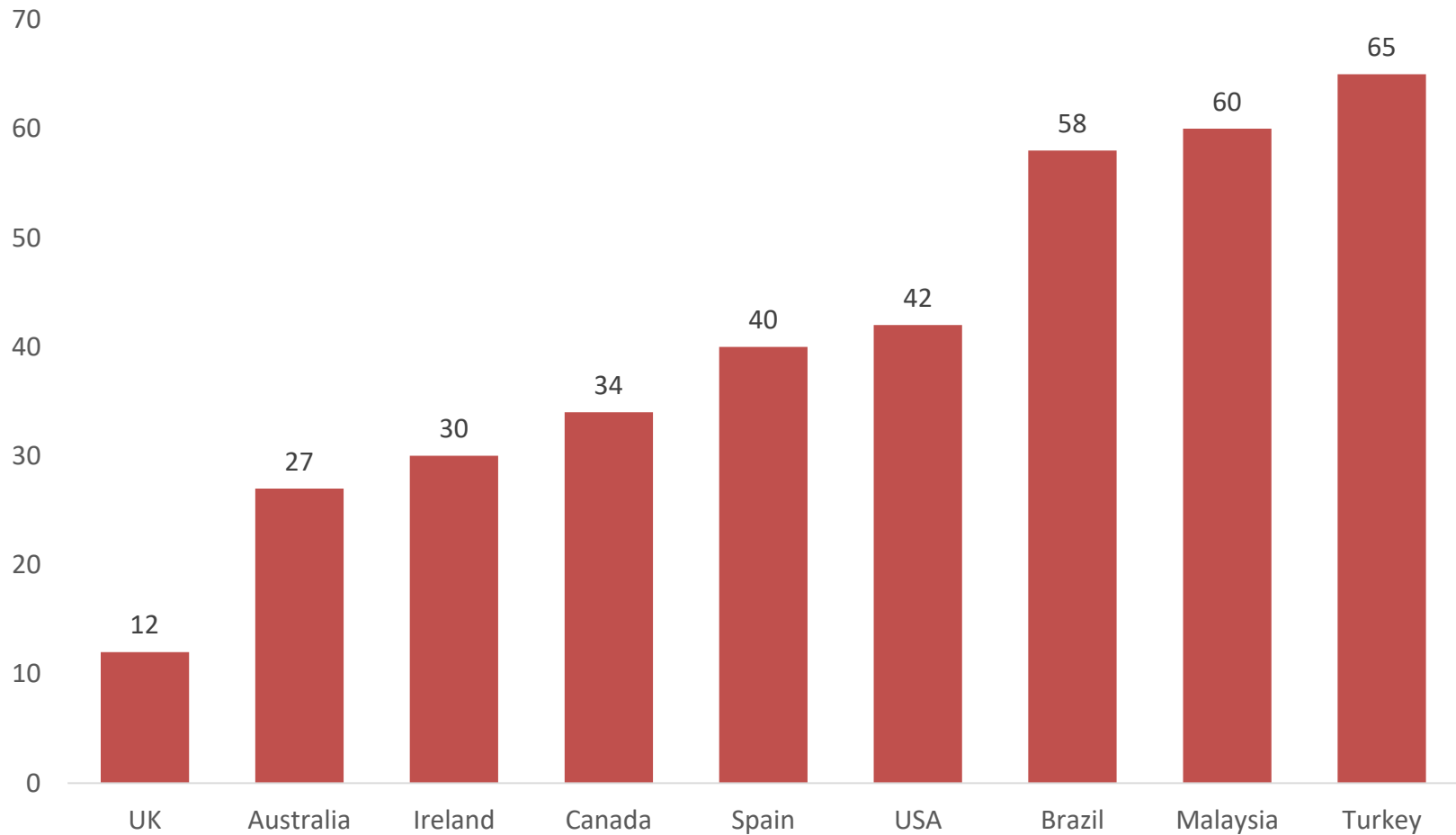
Partisan media



*Among social media users it's 47%

**Since 2013

Proportion that use WhatsApp groups with people they don't know

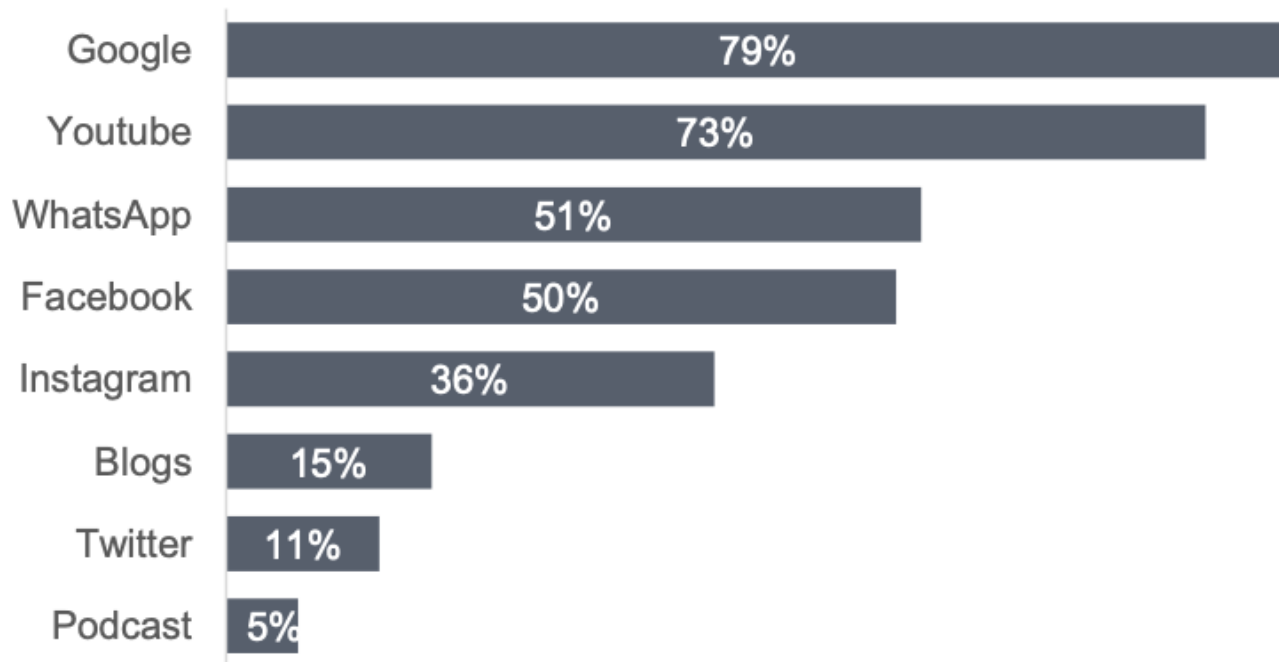


The problem with WhatsApp

- Lower trust in the news
- More likely to use partisan news sites
- Private messages can't be taken down
- Information is mostly in audio and video
- Information can't be accessed outside due to data capping
- Informational islands

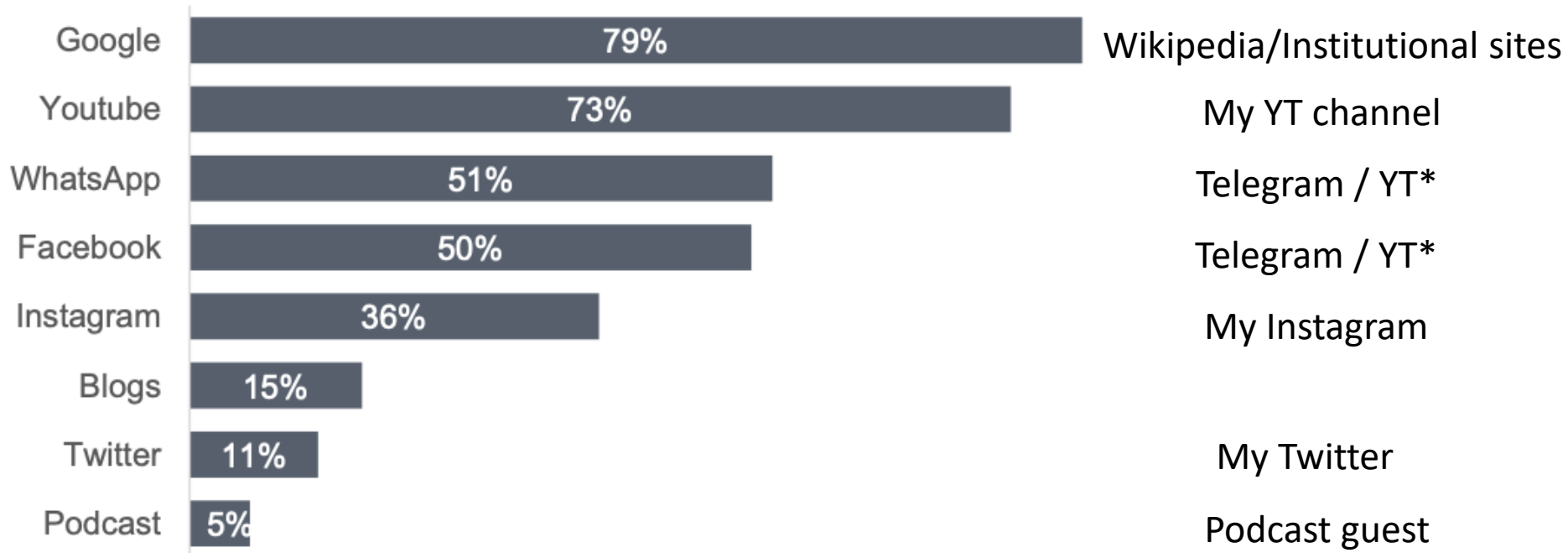
Where should I be?

How youth (15 to 24) consume science



Where should I be?

How youth (15 to 24) consume science



Fisher, M. and Taub, A. (2019, August 15) How YouTube Misinformation Resolved a WhatsApp Mystery in Brazil. *The New York Times*, <https://www.nytimes.com/2019/08/15/the-weekly/how-youtube-misinformation-resolved-a-whatsapp-mystery-in-brazil.html>

Twitter

Atila Iamarino ✓ @oatila · Apr 14, 2020 · Twitter Web App

Saiu o primeiro estudo que vi projetando como/quando podemos sair do problema da COVID-19. Lerei com mais calma e comentarei, mas as conclusões já são tensas (segue fio): projetam distanciamento e quarentena prolongada ou alternada até 2022.

10.8K Retweets 10.8K Quote Tweets 57.6K Likes

Atila Iamarino ✓ @oatila · Apr 14, 2020
Replying to @oatila
Modelaram como desenvolvemos imunidade contra o Sars-CoV-2 e outros coronavírus. E na falta de outras intervenções, ele pode continuar sendo um problema até 2024(!). O que aceleraria o processo de forma não catastrófica seriam novos tratamentos e aumentar a capacidade de leitos.

109 807 10K

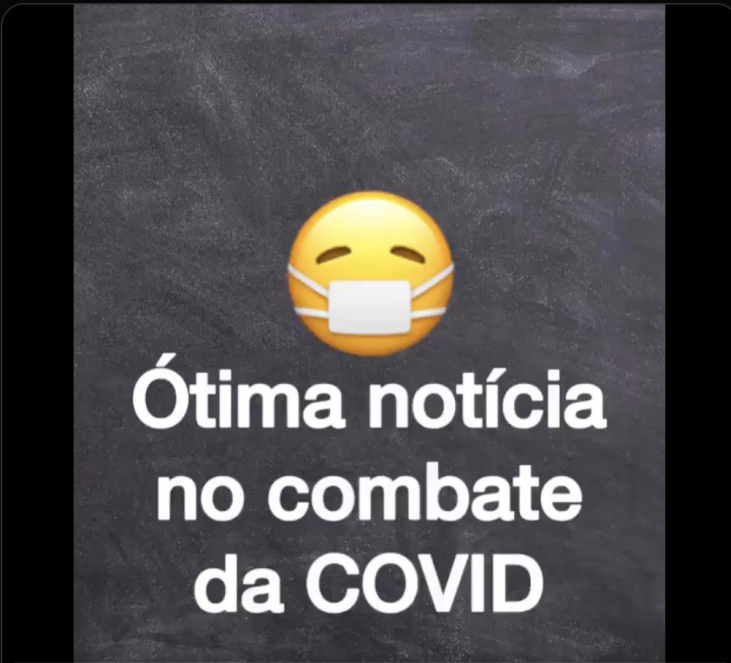
Atila Iamarino ✓ @oatila · Apr 14, 2020
Segue o estudo:



Projecting the transmission dynamics of SARS-CoV-2 through the p...

Atila Iamarino ✓ @oatila · Jul 20, 2020

Máscaras e distanciamento podem proteger você de se infectar pelo coronavírus e também diminuir as chances de ter as complicações da COVID-19. O resultado é tão importante que merece um vídeo.
doi.org/10.1093/cid/ci...



Ótima notícia no combate da COVID

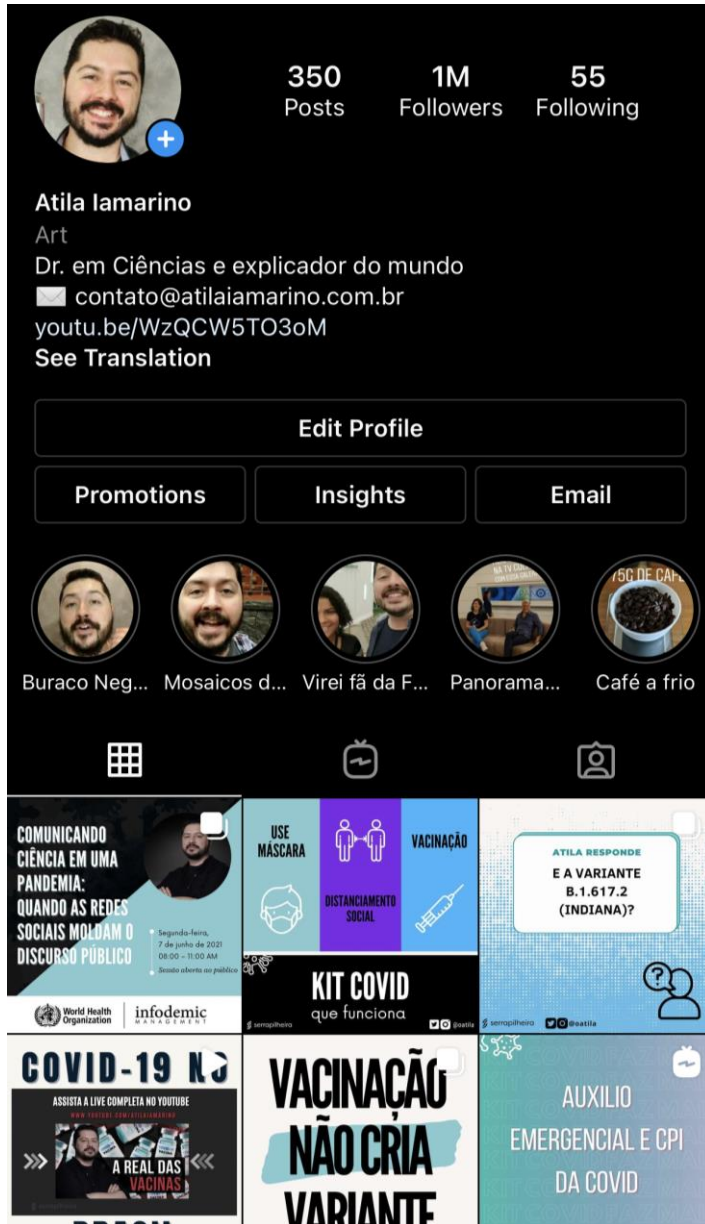
610.6K views 0:00 / 3:07

560 6.5K 24.7K

Twitter – Promoting others

User	Profile	Followers
Atila Iamarino (@oatila)	Science communicator	1,085,123
Luiza Caires (@luizacaires3)	Science journalist	33,078
Otávio Ranzani (@otavio_ranzani)	Physician Epidemiologist	16,091
Mellanie Fontes- Dutra (@mellziland)	Neuroscientist	9,003
Marcio Bittencourt (@MBittencourtMD)	Physician Cardiologist	6,014

Instagram + Telegram



Instagram profile of Atila Iamarino. The profile shows 350 Posts, 1M Followers, and 55 Following. The bio identifies him as a doctor and science communicator, providing contact information and a YouTube link. Below the bio are buttons for 'Edit Profile', 'Promotions', 'Insights', and 'Email'. A row of story highlights includes 'Buraco Neg...', 'Mosaicos d...', 'Virei fã da F...', 'Panorama...', and 'Café a frio'. The bottom of the profile features a grid of educational graphics related to COVID-19, such as 'COMUNICANDO CIÊNCIA EM UMA PANDEMIA', 'KIT COVID que funciona', and 'VACINAÇÃO NÃO CRIA VARIANTE'.

Atila Iamarino
Art
Dr. em Ciências e explicador do mundo
✉ contato@atilaamarino.com.br
youtu.be/WzQCW5TO3oM
See Translation

Edit Profile

Promotions Insights Email

Buraco Neg... Mosaicos d... Virei fã da F... Panorama... Café a frio

COMUNICANDO CIÊNCIA EM UMA PANDEMIA: QUANDO AS REDES SOCIAIS MOLHAM O DISCURSO PÚBLICO

USE MÁSCARA DISTÂNCIAMENTO SOCIAL VACINAÇÃO

KIT COVID que funciona

VACINAÇÃO NÃO CRIA VARIANTE

AUXÍLIO EMERGENCIAL E CPI DA COVID



Telegram channel post titled 'Explicações sobre coronavírus - Atila' with 13,123 members. The post features a video of Atila Iamarino, a virology specialist, discussing the challenges of controlling the virus in Europe and the USA. The video has 8,285 views and was posted at 19:02. Below the video is a text-based version of the explanation, with 8,081 views and posted at 19:10.

Telegram (12)

Explicações sobre coronavírus - Atila
13.123 members

Dr. Atila Iamarino
Especialista em virologia

Enquanto isso mais países europeus têm surtos locais. Estão com bastante dificuldade pra conter o vírus. EUA mal começou a testar seus casos e deve ter problemas sérios. 8285 19:02

Explicações sobre coronavírus - Atila
Itália inteira entra em quarentena. Estão vendo que as medidas chinesas que pareciam exageradas devem ser a única saída. Demorar para adotar isso quando o surto começa pode simplesmente aumentar a duração da quarentena depois. 8081 19:10

YouTube



Atila Iamarino ✓

1.48M subscribers

JOIN

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Uploads ▾

PLAY ALL

≡ SORT BY



Live 20/03 - O que o Brasil precisa fazer nos próximos...

5.7M views • Streamed 1 year ago

CC



Como são os sintomas da COVID-19? #FiqueEmCasa

2.8M views • 1 year ago



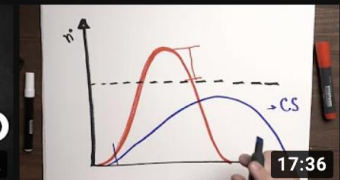
Live 03/05 - O Lockdown vem aí #FiqueEmCasa

2.1M views • Streamed 1 year ago



A situação do Brasil pode ser melhor #FiqueEmCasa

1.7M views • 1 year ago



Why CORONAVIRUS can stop your life?

1.6M views • 1 year ago

CC



Live 22/03 - Por que é importante ficar em casa?...

1.5M views • Streamed 1 year ago



Live 18/03 - Como a pandemia pode acontecer n...

1.4M views • Streamed 1 year ago



Live 17/04 - Distanciamento social: até quando? Com a...

1.2M views • Streamed 1 year ago



Live 05/04 - A situação do mundo e do Brasil...

1.2M views • Streamed 1 year ago



Live 02/03/21 - À beira do colapso

1.1M views • Streamed 3 months ago

YouTube – Promoting knowledge

The image is a collage of four screenshots from YouTube live streams, all featuring the hashtag #FiqueEmCasa. Each screenshot shows a different expert speaking, with their name and title displayed below the video frame. The first screenshot (top left) shows Atila Iamarino, a microbiologist, and Marcia Castro, a demographer and public health expert. The second screenshot (top right) shows Sidney Chalhou, a history professor at Harvard University. The third screenshot (bottom left) shows Atila Iamarino again, discussing the reasons why Brazil hasn't learned from the past. The fourth screenshot (bottom right) shows Profª Deisy Ventura, a public health professor at USP. Each screenshot also displays the video title, view count, and engagement metrics (likes, dislikes, shares, and saves).

serrapilheira **#FiqueEmCasa**

ATILA IAMARINO
Doutor em Microbiologia
@oatila

MARCIA CASTRO
Profª de Demografia e Chefe do Departamento de Saúde Global e População da Escola de Saúde Pública de Harvard

Live 11/05 - Brasil e Desafios. Com a demógrafa Márcia Castro #FiqueEmCasa
790,474 views • Streamed live on May 11, 2020 88K 2.7K SHARE SAVE ...

Live chat replay was turned off for this video.

ATILA IAMARINO
Doutor em Microbiologia
@oatila

SIDNEY CHALHOUB
Professor de História na Harvard University

Live 28/04 - Por que o Brasil não aprende com o passado? Com Sidney Chalhou
#FiqueEmCasa
512,687 views • Streamed live on Apr 28, 2020 65K 1.1K SHARE SAVE ...

Live chat replay was turned off for this video.

ATILA IAMARINO
Doutor em Microbiologia
@oatila

PROFª DEISY VENTURA
Profª Titular da Fac de Saúde Pública da USP
@Deisy_Ventura

Live 24/03/2021 - Quem é o responsável pela pandemia? - Com Deisy Ventura
515,854 views • Streamed live on Mar 24, 2021 59K 1.4K SHARE SAVE ...

Live chat replay was turned off for this video.

YouTube -Repercussion

The image shows a YouTube channel page for 'Roda Viva' and a video player. The channel page on the left features a banner with a woman's face and the text 'RODA VIVA', 'AO VIVO', and 'SEGUNDA | 22H'. Below the banner is the channel logo and name 'Roda Viva' with 1.35M subscribers. The navigation bar includes 'HOME', 'VIDEOS', 'PLAYLISTS', 'COMMUNITY', 'CHANNELS', and 'ABOUT'. The 'VIDEOS' tab is selected, showing a list of uploads. The video player on the right shows a man speaking with the subtitle 'Bom dia, boa tarde, boa noite para você que está me assistindo.' The video title is '#tse #eleições2020 Fake News' and it has 32,614 views. The channel 'justicaeleitoral' is credited with 210K subscribers. The video description mentions a campaign against fake news on social media.

Roda Viva 1.35M subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Uploads PLAY ALL SORT BY

Video Title	Duration	Views	Time Ago
Roda Viva Jair Bolsonaro 30/07/2018	1:21:51	10M views	2 years ago
Roda Viva Enéas Carneiro 1994	58:50	6M views	3 years ago
Roda Viva Mano Brown 2007	1:24:31	4.1M views	3 years ago
Roda Viva Atila Iamarino 30/03/2020	1:31:11	3.7M views	Streamed 1 year ago

Video Player:

www.justicaeleitoral.jus.br
@TSE_AJ @TSEAJ @TSEAJ @TSEAJ @TSEAJ @TSEAJ @TSEAJ @TSEAJ @TSEAJ @TSEAJ

Bom dia, boa tarde, boa noite para você que está me assistindo.

0:02 / 1:00

#tse #eleições2020
Fake News
32,614 views · Sep 2, 2020

justicaeleitoral 210K subscribers

A campanha "Se for fake news, não transmita" será veiculada no rádio, na televisão, na internet e em todas as redes sociais do TSE. As peças podem ser acessadas no link <http://www.tse.jus.br/imprensa/campan...>

SHOW MORE

Lessons

- It takes time to build communities
- Consistency is important
- Each media demands a specific format
- Cross-media collaboration
- Others will be inspired
- There will be backlash
 - And scientists are **not** prepared to deal with it
- Public authorities are necessary

Our limits

- We are at the highest mobility since March/2020
- 23% of Brazilians tried some kind of “COVID treatment”¹
 - Mostly for prevention
 - With regional and religious concentrations
- Brazilians still trust vaccines, but fear hospitalizations

Thank you