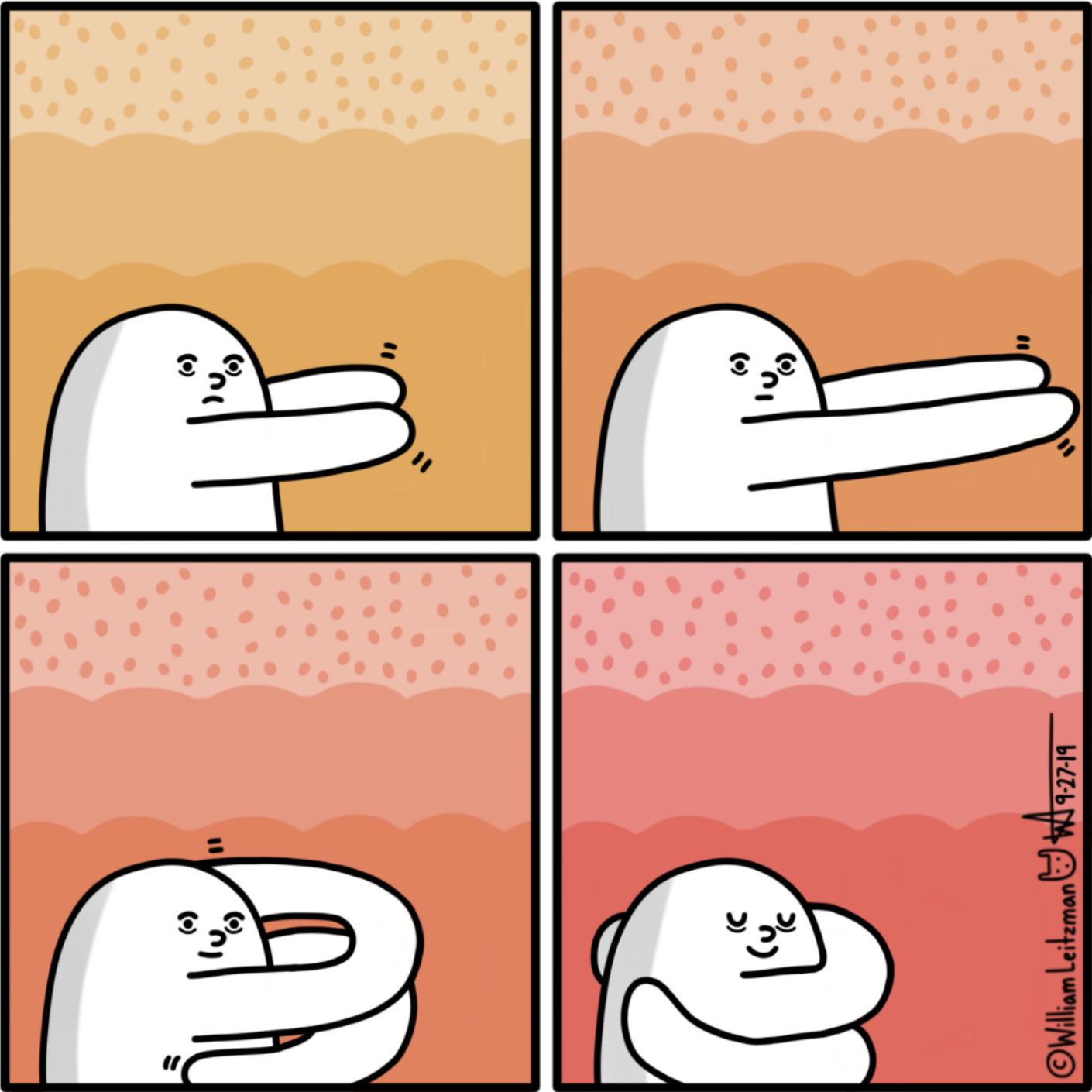


[View this email in your browser](#)



World Health
Organization



Infodemic Management News Flash

Thursday, 15 April 2021 | Issue #14

Feature Artwork

We understand this far into the pandemic, you may be feeling fatigue but there are things we can all do to get us closer to seeing the light at the end of the

tunnel.

We can look after our mental health: pick up the phone, video call a loved one, exercise, eat well.

And we encourage each of you to be an infodemic manager in your daily life! Remember to check your sources, ask yourself what is motivating a particular post, and be a champion for amplifying content that is science-based.

Continue to practice physical distancing, wear a mask, get a vaccine when offered to you and don't miss out on a chance to [get trained as a WHO-certified infodemic manager this June](#).

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Feature Content



UNESCO and WHO join forces to overcome challenges for media professionals at the local level

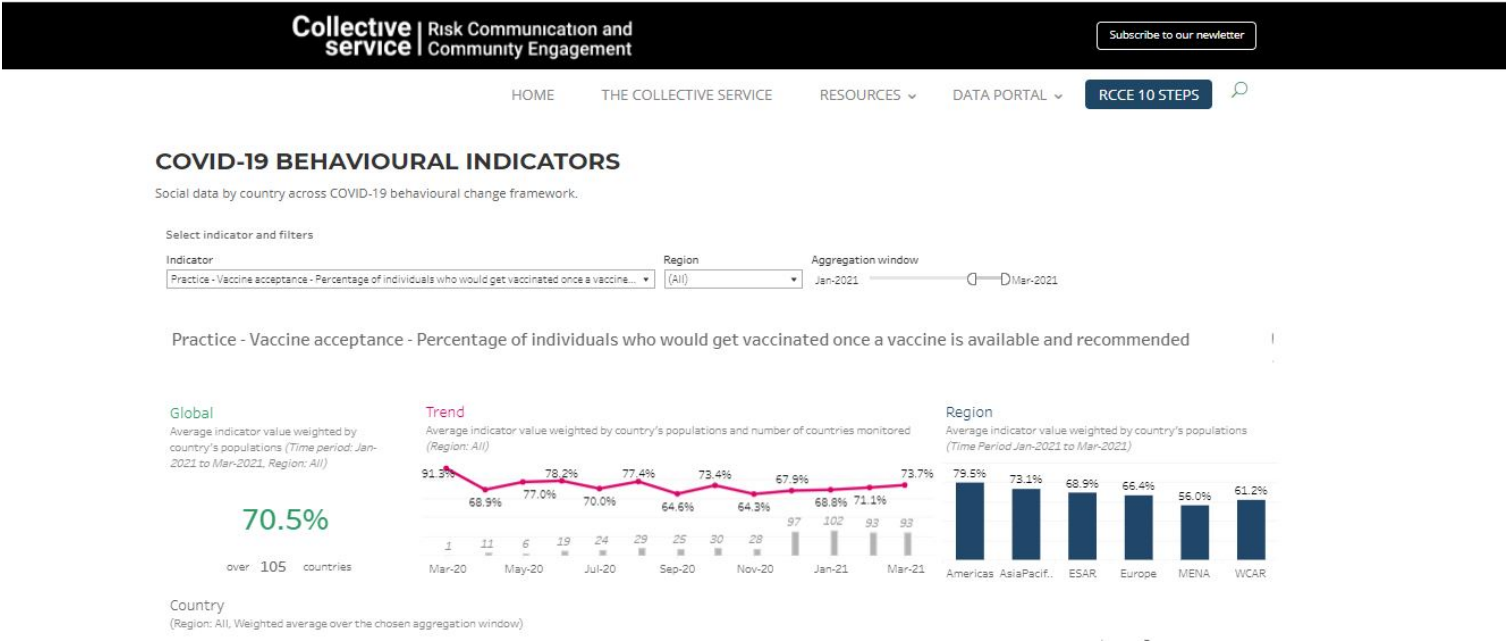
The spread of disinformation and misinformation alongside COVID-19 is a

growing concern worldwide. Supporting media professionals in promoting universal access to credible health information is key especially in contexts where access to accurate information is a bigger challenge.

Recognizing this challenge, UNESCO and WHO have joined forces to create 10 audio messages for radio programmes with helpful health information to tackle myths about COVID-19 and vaccines across eight topics. The messages are already available in five of the six official UN languages, namely, English, French, Arabic, Russian and Spanish as well as Kazakh. The messages will be made available in other indigenous and local languages from Africa, Latin America, and Southeast Asia.

The audio messages can be freely downloaded and broadcast by over 2500 public, private and community radio stations worldwide.

Please share [these audio messages](#) ready for broadcast.



The Collective Services’ COVID-19 Behavioural Indicators

Social data helps uncover community knowledge gaps and insights into what's driving particular perceptions and behaviours. For a more coordinated response that puts communities at the heart of our work, the Risk Communication and Community Engagement Collective Service - a tripartite collaboration between the WHO, IFRC, UNICEF and GOARN - has just published its COVID-19 Behavioural Indicators’ data portal.

Understanding the drivers of behaviour is critical to understanding why people may or may not be practicing or sustaining public health and social measures. Insights gained from social data filtered by indicators spanning infodemic risk, knowledge around COVID-19 transmission, perceptions about susceptibility to COVID-19 and practices, including vaccine acceptance across a COVID-19 behavioural change framework can be used with other data sources to inform decision making at all levels.

[Visit The RCCE Collective Services' Behavioural Indicators' data portal here.](#)

Opportunities for Action



Submit your paper for a special issue of the IEEE Computer Society’s IT Professional Magazine.

The [IEEE Computer Society](#) is planning a special issue on Information Hygiene and the Fight against the misinformation infodemic.

This special issue of *IT Professional* seeks to present an overview of the problems and showcase recent developments that address them and applications of IT to support humans in the fight against misinformation. The IEEE Computer Society invite articles that present recent advances, perspectives, and use cases in this area. Topics of interest include, but are not limited to, the following:

- Information trustworthiness, trust, and reputation models
- Online misinformation diffusion models and diffusion prediction and prevention

- Information hygiene practices and “social-media information” literacy
- AI and machine-learning approaches to identify and filter misinformation and prevent its propagation
- Detection of deepfakes – fake image, audio, or video
- Crowdsourcing approaches to fighting misinformation
- Impacts of misinformation, fake news, and deception
- Information provenance in social media and the Internet
- Digital nudging for information hygiene
- The role of regulatory policy in lieu of self-policing
- Examination of the economic – for-profit – models that contribute to the info-demic
- “Best practices” for managing mis- and disinformation across the globe
- Role of individuals, industry, regulatory bodies, and government

The IEEE Computer Society is the premier source for information, inspiration and collaboration in computer science and engineering.

Deadline for submission is 24 September 2021.

[Find full submission guidance here.](#)



The banner features a close-up photograph of hands typing on a laptop keyboard. Overlaid on the image is the text "European Media and Information Fund" in a large, white, sans-serif font.

Fund Partners



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Submit your funding proposals for research, media literacy and fact-checking proposals with The European Media and Information Fund.

[The European Media and Information Fund](#) provides grants, on a competitive basis, to researchers, fact-checkers, not-for-profits and other public interest-oriented organisations working on disinformation research and strengthening media literacy and fact-checking.

The Fund will support collaborative efforts to debunk disinformation, amplify independent fact-checking and enable targeted research and innovation tools designed to strengthen resilience, and the ecosystems response to disinformation. Funding will be made available to organisations based in European countries, including namely the EU, EFTA and UK, and whose focus of activities is on the mentioned countries.

Projects supported by the Fund will focus on four areas:

- Media Literacy
- Online Disinformation
- Fact-checking
- Academic research into media, disinformation and information literacy

The European Media and Information Fund is managed by the Calouste Gulbenkian Foundation in partnership with the European University Institute.

[Find more details here.](#)



Enroll into this summer bootcamp from Ryerson Social Media Lab.

Since Ryerson Social Media Lab is a multi- and interdisciplinary research laboratory at Ted Rogers School of Management at [Ryerson University](#). The lab studies how social media is changing the way people and organizations communicate, share information, conduct business and form communities online, and how these changes impact society. The lab's research seeks to advance the public's understanding of the benefits and pitfalls of social media adoption.

The Ryerson Social Media Lab invites faculty, postdoctoral researchers and PhD students to sign up for their Computational Social Science (CSS) summer bootcamp to learn how to use [Communalytic](#), a new research tool designed to study online discourse on social media platforms such as Reddit, Twitter and CrowdTangle (Facebook and Instagram).

The bootcamp runs on the 2nd and 4th Thursday of the month at 10.00am – 11.30am (ET) between May and July 2021.

[Register here](#).



GLOBAL HEALTH PROGRAM
Association of Pacific Rim Universities

Register your university team for the annual APRU Global Health Virtual Case Challenge.

As a network of leading universities linking the Americas, Asia and Australasia, the Association of Pacific Rim Universities (APRU) is the Voice of Knowledge and Innovation for the Asia-Pacific region. APRU brings together thought leaders, researchers, and policy-makers to exchange ideas and collaborate on effective solutions to the challenges of the 21st century.

APRU invites teams of up to six university students to exercise their critical thinking skills to propose a realistic, well-designed innovation solution to a “real world” pressing global health problem within a ten-week period.

Three videos will be chosen by an international panel of judges for the final round, which will be held as part of the 2021 APRU GH annual conference – 16 – 18 November 2021. The winning team will be announced at the conference and a prize of US\$1,000 will be awarded.

[Register here.](#)

Job Opportunities

- **WHO:** [Consultant to support work in health security and information risk](#) (Geneva, Switzerland)
- **WHO AFRO:** [COVID-19 Vaccine Rollout Communications Officer](#) (Home based)
- **WHO SEARO:** [Risk Communications Expert](#) (New Delhi, India)
- **UNOPS:** [ICT Senior Analyst - \[Infodemics Researcher\], Multiple positions](#) (Home based)
- **International Rescue Committee:** [Digital Protection Advisor](#) (London, England)
- **International Society for Infectious Diseases and European Society for Clinical Microbiology and Infectious Diseases:** [Fellowship Program for low and lower-middle income countries](#)
- **The Rockefeller Foundation:** [Director, Communications](#) (New York, United States of America)
- **ScienceUpFirst Science:** [Communicator](#) (Home based,

Canada)

- **ScienceUpFirst Science:** [Content Producer \(FR\)](#). (Home based, Canada)

Upcoming Events



16 April 2021

Renowned journalist Matt Frei talks about misinformation and disinformation in the Europe region and how they might impede a country's ability to respond and save lives.

Hear Matt share his experience of responding to callers on his LBC show who ask about unexpected and sometimes conspiracy-leaning questions and what we can do to control this pandemic together as individuals and as the organisations we work for and with.

[Register to attend.](#)

21 April 2021

The 'infodemic' and vaccine hesitancy in the age of Covid-19

Prof. Stephan Lewandowsky (University of Bristol)
Dr. Philipp Schmid (University of Erfurt)

[21 April 2021](#)

As the world battles the ongoing challenges from the COVID-19 infodemic, we now have to contend with a share of the population who are hesitant to take the COVID-19 vaccines, which are our ticket to freedom and out of the pandemic.

So, how do we address vaccine hesitancy and other forms of misinformation?

Prof. Stephan Lewandowsky (University of Bristol) and Dr. Philipp Schmid (University of Erfut) will share a number of possible countermeasures, including the important role of health care professionals in communicating the safety of vaccinations.

[Register to attend.](#)



The
ROCKEFELLER
FOUNDATION

[21 April 2021](#)

The Rockefeller Foundation has built a reputation as a trailblazer convening unlikely partnerships and sparking innovations for transformative change.

The Rockefeller Foundation recognises that for us to end this pandemic, we have to work together. That’s why Governors in both parties are joining the State and Territory Alliance for Testing (STAT) to share information, learn from each other’s experience fighting Covid-19, and deploy rapid tests where they’re needed most. Together, they’re creating an early warning system to stop outbreaks before they spread.

Join the Rockefeller Foundation and former rep. Denver Rigglesman for the first of a series of webinars to learn more about advances in testing, success stories and promising technological breakthroughs.

[Register to attend.](#)



[2 May 2021](#)

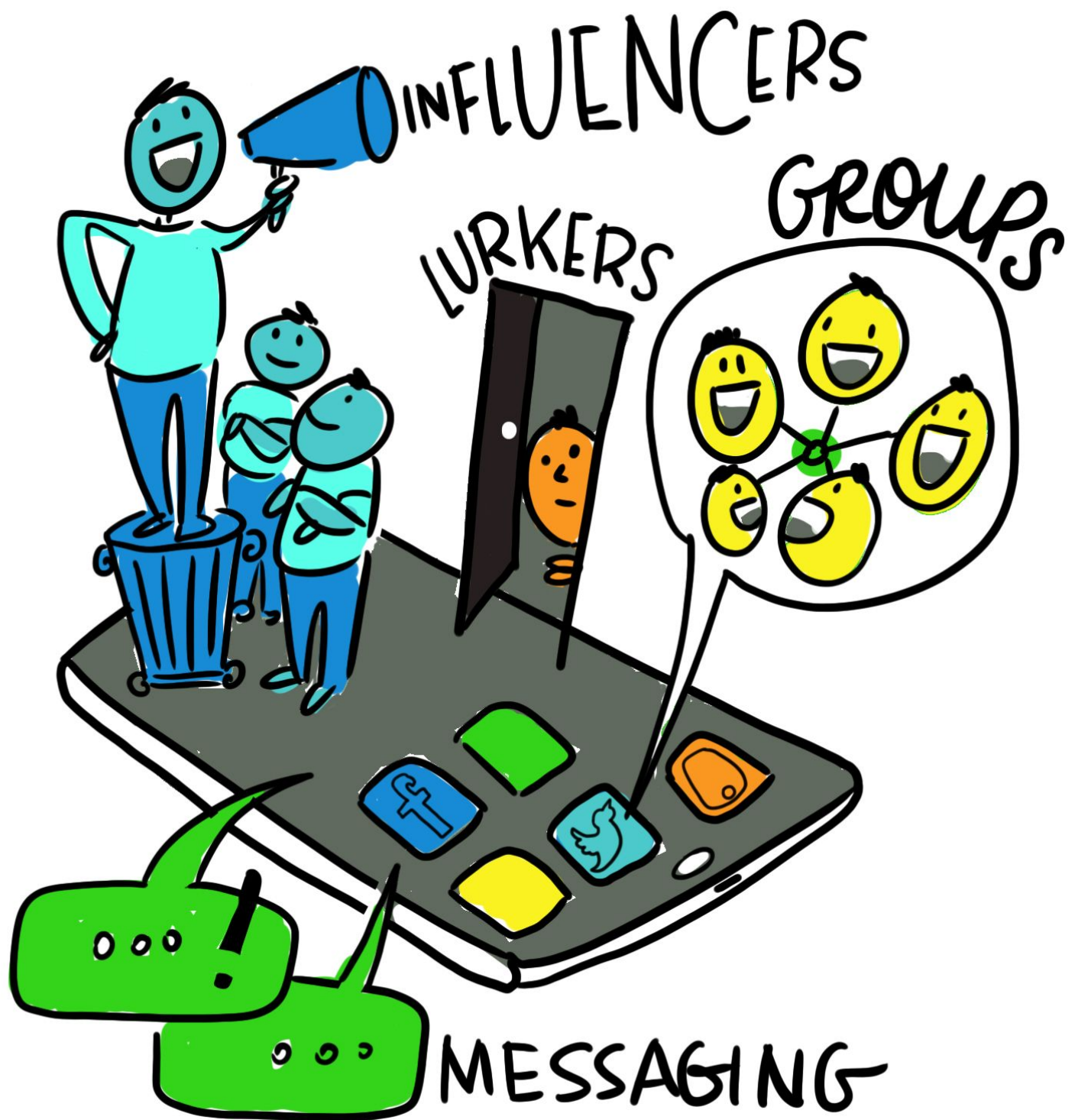
[15 May 2021](#)

The Science Gallery Bengaluru is part of the Global Science Galley Network pioneered by Trinity College Dublin.

CONTAGION'S public lecture series, public workshops and masterclasses are part of the Science Gallery's public programming where they are delivering an exhibition season CONTAGION, which will explore the phenomenon of the transmission of emotions, behaviour and diseases.

On [2 May 2021](#), join Dr. Sylvie Briand, Director of the Global Infectious Hazard Preparedness at the World Health Organization Headquarters at the "Contemporary Face of Epidemics & Pandemics: Dealing with the Infodemic" lecture where she will answer questions about what causes an infodemic, the challenges posed by the COVID-19 infodemic and how we can leverage new technologies to manage the infodemic now and into the future. [Register to attend.](#)

On [15 May 2021](#), join other experts and early-career researchers from various disciplines including epidemiology, infectious disease research and design, in this hands-on workshop to build your resilience to persuasive design and design tricks. [Register to attend.](#)



4 - 12 May 2021

4th Virtual WHO Infodemic Management Conference: Advances in Social Listening for Public Health

Social listening methods were developed to benefit corporate communication, marketing, and brand management. But they have evolved and can be adapted to allow us to better hear from communities to improve health emergency preparedness and response.

In public health, social listening is becoming increasingly important to understand narratives and sentiments shared online. Social media data can

help gauge public opinion for developing targeted communication and engagement strategies to address public concerns before they are amplified. This can help reach citizens who are undecided or skeptical about adopting COVID-19 public health measures, including vaccination.

These new public health applications for social listening can assist health authorities in responding to public concerns in a relatively short turnaround time, enabling revised and improved messaging, and more targeted interventions.

WHO is convening experts and participants virtually to share advances in social listening for public health.

[Click here for more details on the planned agenda and to secure your spot for the sessions.](#)

What We're Reading



[Artificial Intelligence–Enabled Analysis of Public Attitudes on Facebook and Twitter Toward COVID-19 Vaccines in the United Kingdom and the United States: Observational Study](#)
5 April 2021



[Health promotion preparedness for health crises – a ‘must’ or ‘nice to have’? Case studies and global lessons learned from the COVID-19 Pandemic](#)
27 March 2021



Taylor & Francis
Taylor & Francis Group

 **Trends in Cognitive Sciences**



Taylor & Francis
Taylor & Francis Group



Studies in Communication and Media



SpringerLink

[Contested effects and chaotic policies: the 2020 story of \(hydroxy\) chloroquine for treating COVID-19](#)

25 March 2021

[Digital tools, multidisciplinary and innovation for communicating vaccine safety in the COVID-19 era](#)

25 March 2021

[The Psychology of Fake News](#)

15 March 2021

[The COVID Decade: understanding the long-term societal impacts of COVID-19](#)

9 March 2021

[Evaluating Crisis Communication. A 30-item Checklist for Assessing Performance during COVID-19 and Other Pandemics](#)

17 January 2021

[Stop studying “fake news” \(we can still fight against disinformation in the media\)](#)

18 October 2020

[Three contextual dimensions of information on social media: lessons learned from the](#)

Fun With Numbers

59%

GenZ and Millennials could teach us a thing or two about social media, and it looks like there's also room for more learning all around...

A [ground-breaking international study](#) covering **23,500** Gen Z and Millennials aged between **18 to 40** years across **24** countries in pandemic hotspots reveals that national mainstream media and social media platforms continue to be trusted channels. While **59%** are very aware of false news surrounding COVID-19, only about a third will ignore it when they encounter it and **7%** admit to still knowingly sharing unverified information. So the challenge is empowering them to actively counter it and share helpful information rather than letting it slide.

The [joint study](#) was conducted by [Wunderman Thompson](#), [The University of Melbourne](#) and [Pollfish](#), in collaboration with [World Health Organization \(WHO\)](#) between late October 2020 and early January 2021.

[Read more about the key survey findings here.](#)

About the News Flash

An infodemic is an overabundance of information—some accurate, some not—that

spreads alongside a disease outbreak. Infodemics are nothing new, but in the digital age, they spread in real time and create a breeding ground for uncertainty.

Uncertainty fuels skepticism and distrust, which is perfect environment for fear, anxiety, finger-pointing, stigma, violent aggression and dismissal of proven public health measures. To manage an infodemic, we need to understand what contributes to it. So that's why we're sending you these updates. In each issue of the WHO's Infodemic Management News Flash we'll share the latest work happening at the global level, as well as highlight some of the challenges and solutions with infodemics in local contexts. We'll also provide you with a few takeaways to help you be an effective infodemic manager in your daily life.

If you have a tip on infodemic management or an idea for a future News Flash, email us at infodemicmanagement@who.int. Thanks for joining us on this journey.



Our mailing address is: infodemicmanagement@who.int

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