

[View this email in your browser](#)



World Health
Organization



Infodemic Management News Flash

Wednesday, 28 October 2020 | Issue #3

Feature Artwork

This goes out to our Francophiles in the room.

An age-old dilemma... "Who wants change?" Everyone raises their hand. "Who wants to change?" Everyone puts their hand down and

thinks, "Ooo... maybe not." In these past 11 months, everyone around the world has been ripped from their comfort zones and forced to adapt to new realities. Change is inevitable. Progress requires willingness. In our quick-change world that's clouded by an infodemic, we have to choose to raise our hand and take mindful ownership of change, so that we can make the progress we all hope to see.

Credit to [Success Pictures](#).

Upcoming Events



29 October 2020:

Our partners at the Sabin Vaccine Institute and UNICEF are teaming up for the first of a three-part webinar series: "Misinformation: a strategic approach" to discuss strategies for immunization professionals to manage vaccination misinformation. This interactive webinar will delve into an evidence-based review of the impact of misinformation on vaccination. [Register and attend!](#)

 **PMAC** | PRINCE MAHIDOL AWARD CONFERENCE **2021**

SPEAKERS



COVID-19
Advancing Towards
an Equitable and Healthy World 

Chair	Moderator	Speakers			
					
Sylvie Briand Director, Global Infectious Hazard Preparedness World Health Organization	Sarah Hess Technical Officer World Health Organization	Jason Gale Senior Editor Bloomberg News	Muge Cevik Clinical Lecturer University of Saint Andrews	Micheel Ryan Executive Director, WHO Health Emergencies Programme, World Health Organization	Viroj Tangcharoensathien Senior Advisor International Health Policy Program
Switzerland	Switzerland	Australia	United Kingdom	Switzerland	Thailand



29 October 2020:

WHO will play a major role at the 2021 PMAC conference. This session will focus on lessons learned about the tools and transdisciplinary approaches that are effective at managing infodemics, and will highlight sustainable and effective societal responses that facilitate translation of science into policy. [Register and attend!](#)



Asia and the Pacific
Risk Communication and Community Engagement Working Group

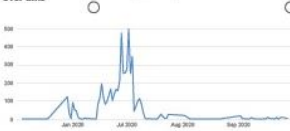
Community Insights for COVID-19

This dashboard aims to track the results of the Community Insights for COVID-19 survey which aims to understand what people already know and still want to know about COVID-19.

Refreshed on 19/07/2020 3:14:37 ...

Total participants
for this survey: **5216**

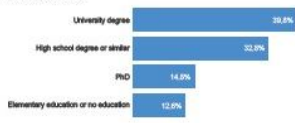
Submissions
over time



What sex do
you identify
with?



Educational level



29 October 2020:

WHO and partners will hold a webinar on best practices and lessons learned from an inter-agency perception survey in Asia Pacific.

This will be a reflection on the challenges and successes of an inter-agency approach to collecting COVID-19 perception data in Myanmar, Malaysia, Indonesia and Pakistan. [Register and attend!](#)

Opportunities for Action

**Sharing your country's experience in
infodemic management can help
improve other countries' strategies.**

Submit a poster to WHO's whole-of-society infodemic management conference. Deadline is 20 November 2020.

WHO wants to know what tools country health authorities are using to manage rumors and misinformation, and to mitigate the harmful impacts of the COVID-19 infodemic. If you're a professional who works in infodemic response for your government, we invite you to submit a poster about the approaches you're taking.

Posters will be presented at the WHO infodemic management conference this December. See our [poster submission guidelines](#) for more details.



UNITED NATIONS
GLOBAL MARKETPLACE

Submit a proposal to the WHO. Deadline is 30 November 2020.

The WHO Academy has just issued a mega-request for proposals (RFP) to establish a multi-year, long-term agreement with vendors in the following domains:

1. Course design and production
2. Course delivery
3. Research and evaluation
4. Learning technology and innovation
5. Digital marketing of courses and services
6. Multi-lingual translation capabilities
7. Strategic advisory services
8. Business services
9. Audio visual services

[See the RFP here.](#)

albanian arabic armenian azerbaijani bangla bosnian catalan chinese chinese (traditional)
 croatian czech danish dutch english french georgian german greek hebrew hindi
 indonesian italian japanese kannada korean latvian lithuanian malay malayalam nepali
 norwegian persian polish portuguese romanian russian serbian slovak spanish swedish
 telugu thai turkish ukrainian

Academic
Institution
(4)



Volunteer
group/individual
(5)



For-profit
(23)



Other (35)



Media
Organization
(64)



Non-profit
(87)



Group by

Structure

Colour by

Language

Data source: [COVID-19 Fact-checkers Dataset](#) • Note: For some attributes, fact-checkers may appear in multiple groups.



A Flourish data visualization

Contribute to our COVID-19 fact-checking database.

WHO has teamed up with Ryerson University’s [Social Media Lab](#) and the International Federation of Medical Students Associations ([IFMSA](#)) to develop open-source [COVID-19 misinformation fact-checking tools](#). These tools are critically important to help policymakers understand the misinformation that disrupts social cohesion and poses a threat to health system sustainability at a local level.

If you want to help update the database or offer insight on COVID-19 fact-checking activities you've seen happening in different countries, we would love to hear from you. Contact us at infodemicmanagement@who.int. And for more the collaboration with Ryerson University, [watch this video](#).



Apply for a job at one of these orgs.

Time to dust off your resume! Wikimedia Foundation, Twitter, Fors Marsh Group and Sabin Vaccine Institute have positions available that focus on research, design and implementation of anti-disinformation programs.

- Fors Marsh Group: [Social Listening Analyst](#)
- Sabin Vaccine Institute: [Senior Manager, Social Media Research](#)
- Twitter: [Policy Domain Specialist, Misinformation \(Singapore\)](#)
- Twitter: [Machine Learning Engineer - Health ML](#)
- Wikimedia Foundation: [Director of Product, Anti-Disinformation](#)
- Wikimedia Foundation: [Research Scientist \(Disinformation\)](#)



Get involved with the MisinfoCon community.

MisinfoCon is a global movement focused on building solutions to online trust, verification, fact checking, and reader experience in the interest of addressing misinformation in all of its forms. MisinfoCon started as a large gathering at MIT in February 2017. Ever since then, MisinfoCon has focused on bringing people together in similar meetups, while facilitating online community and resource sharing. [Just look at all the opportunities](#) available to share your ideas and be part of this community.



From fake news to chaos! How
bad are you? Get as many
followers as you can.

PLAY THE GAME

Info & other languages

For educators

Challenge your friends

Play the bad news game.

Well this was a [fun little distraction](#)! And it contributes to scientific research about media literacy and education. So take a 10-minute break from work and indulge.

Recent Events

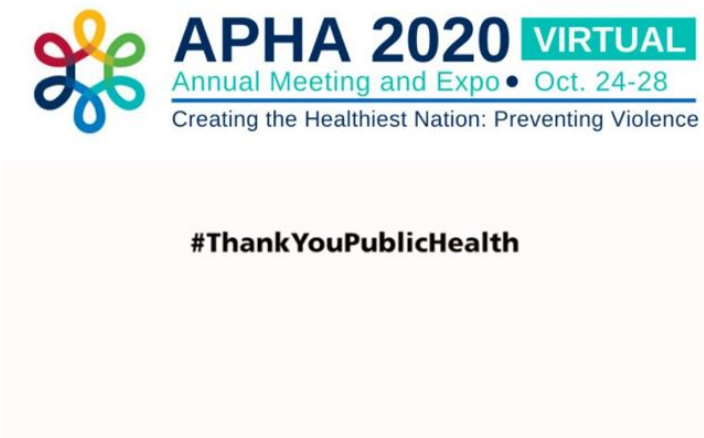
[28 October 2020:](#)



WHO participated on a panel focused on investigating the potential impact of mis- and disinformation on COVID-19 vaccine uptake. This session explored how infodemics interact with the pandemic in shaping attitudes towards acceptance and uptake of hoped-for, potential game-changing, vaccines.



27 October 2020: WHO participated in the 2020 Humanitarian Congress Berlin highlighting emerging issues including how an outbreak of misinformation is endangering people's lives. [See the full panel discussion.](#)



24-28 October 2020:

WHO participated in a panel to explore the challenges of the COVID-19 infodemic in a post-digital era. The session covered the dangerous aspects of the COVID-19 infodemic, and how to address it by promoting digital advocacy, science and evidence-based information.



19-22 October 2020:

WHO participated in PRovoke's ninth Global Public Relations Summit, which examined the communications turbulence that has swept the world this year, including disease infodemics during emergencies. [See the full panel discussion.](#)

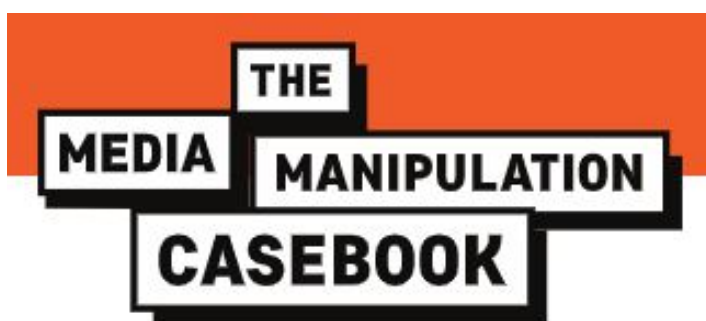
What We're Reading

If you're feeling overwhelmed by the abundance of new research being published on infodemic management, it just means you're human. We've selected a few interesting articles that may give you deeper insight into the science and the tools behind infodemic management.

ROYAL SOCIETY OPEN SCIENCE

[Susceptibility to misinformation about COVID-19 around the world](#)

Results from this study demonstrate a clear link between susceptibility to misinformation and both vaccine hesitancy and a reduced likelihood to comply with health guidance measures, and suggest that interventions which aim to improve critical thinking and trust in science may be a promising avenue for future research. These links will be critical to know when designing COVID-19 vaccine campaigns.



[How civil society can combat misinformation and hate speech without making it worse](#)

Dr. Joan Donovan, Adjunct Lecturer in Public Policy and Research Director of the Shorenstein Center on Media, Politics and Public Policy uses this document to explore a set of potential strategies used by civil society organizations to mitigate the harm of misinformation. A must-read for infodemic managers.

[Searching for the Backfire Effect: Measurement and Design](#)

Considerations

One of the most concerning notions for science communicators, fact-checkers, and advocates of truth, is the backfire effect; this is when a correction leads to an individual *increasing* their belief in the very misconception the correction is aiming to rectify. Researchers behind this article suggest that backfire effects are not an empirical phenomenon, and more reliable measures, powerful designs, and stronger links between experimental design and theory could help move the field ahead. Understanding the backfire effect is certain to play a role in designing more effective infodemic management approaches.



'Bristol Envelope' by Ed Fairburn (Jobson)

From Cartography to Digital Mapping:

Do you Know the Truth? This online exhibition reflects on how the history of persuasive cartography can teach us to spot biases in visual data. It's an interesting read because it helps infodemic managers know how to recognize bias in data visualization approaches.

Fun With Numbers

Turns out "fake news" is a phrase [first coined](#) in a Harper's Magazine article in 1925 entitled, "Fake News and the Public" which was a lament about how newswires were allowing misinformation to disseminate rapidly. How vintage!

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

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

