

**WHO Expert Group on
ETHICAL CONSIDERATIONS OF SOCIAL LISTENING AND INFODEMIC MANAGEMENT
Terms of Reference, 06 Feb 2023**

The WHO expert group on ethical considerations of social listening and infodemic management (EG) will advise WHO in producing guidance and related tools with respect to the ethical principles associated with social listening and other related infodemic management activities during health emergencies.

In particular, the objectives of the EG on ethical considerations of social listening and infodemic management are:

- **Objective 1:** To advise WHO in developing WHO guidance and accompanying policy brief on ethics matters for social listening and infodemic management, in the context of health authority routine health programming and emergency preparedness activities and emergency response.
- **Objective 2:** To advise WHO in developing practical tools to apply the guidance for social listening and infodemic management, for infodemic managers and implementation researchers who conduct infodemic management and social listening to monitor the infodemic and guide infodemic management interventions.
- **Objective 3:** To discuss and advise WHO on ethical considerations in social listening and infodemic management that need further exploration, emerging issues, and applications of guidance in the field, as needed;

The plenary meetings of the EG will normally take place once per month, with additional meetings when needed. The Experts are expected to regularly attend the scheduled meetings, contribute to the discussions or any assigned sub-groups, and review and comment on draft materials. The work of the EG will be informed by a Scoping Review of the literature.

The Expert Group's mandate and constitution will be reviewed at the end of 2023.

The Secretariat will facilitate linkages with other relevant WHO working groups, as well as external partners. Additional expertise may be sought to supplement the group and sub-expert groups established, where considered necessary.