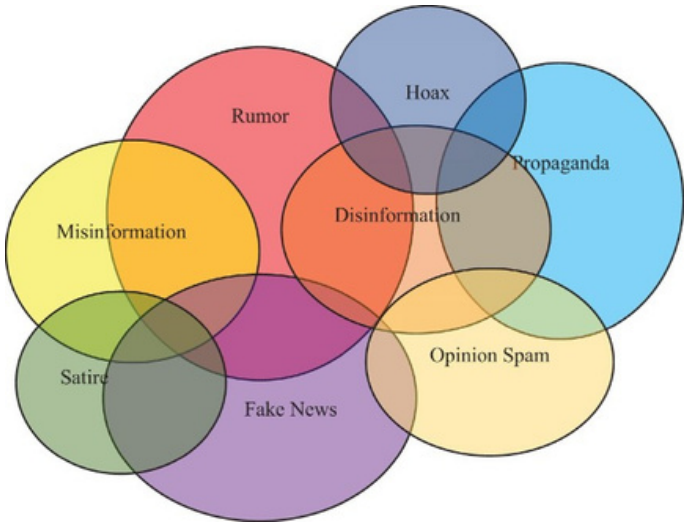


TIPS FOR ADDRESSING MIS- & DISINFORMATION

Understand the information space today

With growing digitization, information can spread more rapidly - causing an **infodemic**. This can help to more quickly fill information voids, but can also amplify harmful messages and make it difficult for people to differentiate between false and true information.

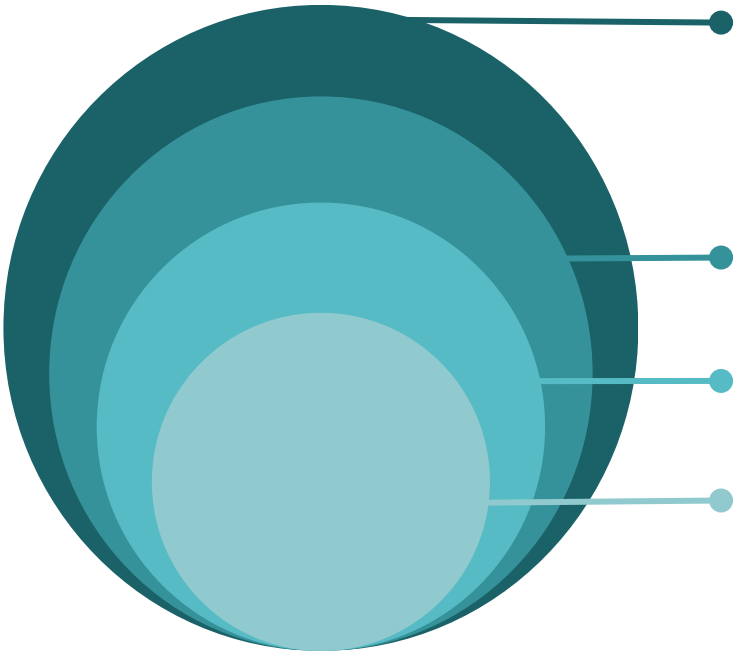
Misinformation is the spread of false information without the intent to mislead. **Disinformation** is designed or spread with full knowledge of it being false, as part of an intention to deceive and cause harm. The motivations may be political, financial, or social. **The key difference is not the content of the falsehood, but the knowledge and intention of the sender.**



Meel P, Vishwakarma DK. Fake news, rumor, information pollution in social media and web: A contemporary survey of state-of-the-arts, challenges and opportunities. Expert systems with applications. 2020 Sep 1;153:112986.

Know the different infodemic management strategies

The 4i Framework for Advancing Communication and Trust (4i FACT) comprises four levels, each containing interventions to manage health mis- and disinformation.



Institutional / Structural

- Resources and standards for journalists and fact-checkers
- Managing academic/scientific literature
- Resources for infodemic researchers/research
- Resources for infodemic managers
- Social media content policies
- Policy/legislation

Interpersonal / Community

- Resources for public health communicators
- Community engagement

Individual

- Enhancing information literacy
- Prebunking/inoculation

Information

- Amplifying factual information
- Filling information voids
- Debunking false information
- Information tracking
- Verification, credibility, and detection

Sundelson AE, Jamison AM, Huhn N, Pasquino SL, Sell TK. Fighting the infodemic: the 4 i Framework for Advancing Communication and Trust. BMC Public Health. 2023;23(1):1662. doi:10.1186/s12889-023-16612-9

Set yourself up for success by preparing for health related rumors

- **Identify 'prework'** such as keeping track of which actions helped address rumors in the past and identify strategic actions for the future.
- **Put together a multidisciplinary team** who can address rumors in a quick and coordinated way that is supported by your institution or organization's leadership.
- **Connect and build community partnerships,** such as working with partners that already have strong communication platforms and have earned community trust.
- **Get to know your audience** and adjust messages to meet their unique needs.
- **Set up ways to identify rumors using social listening tools,** such as monitoring comment sections in relevant media platforms.

Many rumors do not warrant a response

You will need to consider all influencing factors together to decide if you should take action to address rumors. Sometimes, not acting is the best decision. **Consider the following questions when deciding whether to act:**

- What is your goal?
- How serious is the rumor?
- Do you have the capacity to respond?
- Are there negative consequences of responding?
- Which conditions immediately trigger action?

If action is decided, know the various approaches

There are many ways to approach rumors, some require more resources than others:

- Amplify accurate information
- Fill information voids
- Leverage trusted messengers and engage communities
- Refute, fact-check, or debunk
- Prebunk and innoculate
- Improve health literacy

Key takeaways from the experts

- Anticipate loss of trust and spread of rumors - prepare!
- Ground communication in transparency and trust
- Be willing to say "we don't know"

Match messages to the motivations of audiences

You can guide audiences toward receiving messages in intended ways by framing them strategically.

- **Moral:** align messages with your target audiences' motivations and moral values
- **Gain:** focus on desirable outcomes or benefits to the audience
- **Self-oriented:** appeal to self-serving benefits
- **Promotion:** appeal to improving a positive outcome during crisis
- **Prevention:** appeal to preventing a negative outcome during non-crisis times
- **Health consequences:** appeal to health-related consequences of changing behavior

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