

COUNTERING ONLINE MISINFORMATION RESOURCE PACK

UNICEF REGIONAL OFFICE
FOR EUROPE AND CENTRAL ASIA
C4D SECTION



Countering Online Misinformation Resource Pack

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Disclaimer:

This resource pack contains recommendations for addressing misinformation in the digital space, based on available research. These recommendations do not necessarily reflect the official policy or position of UNICEF.

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Introduction

Misinformation and disinformation are spreading fast in times of COVID-19. Although not a new phenomenon, the circulation of misinformation has become more evident and complex. The term infodemic has been used to describe an excessive amount of information about a problem, which makes it difficult to identify a solution. With an infodemic, false claims circulate more easily, hampering public health responses, creating confusion, distrust, and causing harm to people's lives. National governments, international organizations, civil society have tried to counter misinformation in multiple ways. However, the issue persists and is becoming increasingly challenging, especially in areas where trust in public health authorities has also declined.

Studies have shown that countries' resilience to misinformation is not the same.ⁱ This finding suggests that not only the misinformation per se plays a role in the way it affects (compliance with) public health interventions, but the structural context where information is disseminated has a significant role in the way people receive and consume low-quality or false information.ⁱⁱ

Research has also tried to understand the motivations behind the decision to share misinformation. Findings on this topic have indicated that inattention may be one reason people disseminate false information online. According to the research, the social media context can distract people from thinking about accuracy. By default, attention may be focused on other factors, such as concerns about social validation and reinforcement (rather than accuracy).ⁱⁱⁱ

Moreover, people are more inclined to believe and share misinformation when the message is clear, simple, when they trust the source of the message and the channel through which it was conveyed, when the message aligns to their pre-beliefs (confirmation bias), and when the message resonates with them emotionally. People may be motivated to share information because they wish to explain a situation or an event, share useful or entertaining information, define themselves as 'in the know', develop social relationships by using information as currency, or feel connected to issues affecting them.^{iv}

A lack of accurate information can also generate an information vacuum, creating space for misinformation to circulate. Research conducted by the WHO during the H5N1 outbreak in 2004 found that most of the rumours that circulated during the outbreak, occurred during the first few weeks of the event, when little was known about the disease. Information is likely to be trusted if it admits what is and is not known, explains why and is amended when evidence changes.^v

Additionally, when people are frightened and doubtful, they can be more susceptible to misinformation.^{vi} Therefore, understanding the factors that contribute to the spread of misinformation (the different types of content that are being created and shared, the motivations of those who create the content, and the way it is being disseminated) and identifying the solutions to tackle this issue is critical to support effective public health responses and save lives.

About this Resource pack

The pack provides easy access to various types of resources (tools, reports, toolkits, journal articles, etc.) that can support the development of tactics and plans to counter misinformation. The pack also provides a summary of what the research indicates as potential solutions to tackle misinformation.

The Journal articles collected were mainly searched on Pubmed using the following search words and sentences: misinformation, disinformation, how to tackle misinformation, vaccine hesitancy.

In the first chapter, you will find a summary of the main findings from the literature review. Through this summary, you will have an overview of the potential solutions to address misinformation. Please note that the proposed solutions are not exhaustive and should be contextualized and integrated into a comprehensive strategy to fight misinformation at regional and national levels.

In the second chapter, you will find resources on addressing misinformation, disinformation, and infodemics. The resources are divided into:

- Tools
- Publications (handbooks, reports, factsheets)
- Websites and web pages
- Articles from websites
- Journal articles

In the third chapter, you will find more specific resources on vaccine confidence. They include articles from journals and websites.

This resource pack was compiled by UNICEF ECARO to support advocacy, communication, and behavior and social change experts as well as policymakers, health, and communication authorities to counter misinformation.

The document sets out a list of evidence-based recommendations to curb misinformation. However, recognizing the diversity of media and social media landscapes among the countries in the ECA region, we encourage country offices and national authorities to consider national and local perspectives when implementing the solutions.

Social networks, information ecosystems, and other macro-level variables (including the political landscape) that provide crucial social context need to be considered when understanding how people consume information, which sources they trust, and which measures are necessary to address misinformation.

1

Main findings from the literature review: Potential solutions to fight misinformation

- **Encourage people to think about accuracy and the sentiments triggered by what they see/read before sharing anything online.**

A study in the United States has shown that people share false claims online simply because they fail to think sufficiently about whether or not the content is accurate when deciding what to share.^{vii}

Additionally, as messages that bring misinformation often triggers emotions, it is important to teach people to second guess their instinctual reactions, asking them to take another look at messages that make them incredibly angry at a piece of content or feeling smug (because your viewpoint has been reaffirmed).^{viii}

You can also encourage people to read the piece of information entirely before sharing.^{ix}

- **Promote media and information literacy (of users and journalists) to counter disinformation and help users navigate the digital media environment;**

Educating people on critical assessment of everything they see online, ensuring that people know as much as possible about existing misinformation before they hit social media feeds, and designing peer networks that provide people with relevant sources of social reinforcement all are measures to build resiliency online.^x

Media illiteracy is particularly high in certain demographic groups, making them susceptible to misleading and false information online. For example, older generations are more likely be misled by online misinformation - one study found that those over 65 were three to four times more likely to share junk news online than the 18–29 age group. Policymakers should strategically partner with existing advocacy groups and coalitions to roll out media literacy programs for at-risk groups.^{xi}

Another action to help counter misinformation is to train local professional news outlets in best practices for social media content management.^{xii} There are several tools available to verify the source and accuracy of an information, be it in the form of text, video, or image. Some tools and guides for journalists can be found on the [First Draft](https://bit.ly/2ZPFEOU) website: <https://bit.ly/2ZPFEOU>

- **Encourage the report of misinformation and disinformation^{xiii}**

Many social media platforms, including Facebook^{xiv}, have their mechanisms to address misinformation by encouraging users to report inaccurate information.

- **Understand the local communication ecosystem**

Understanding how, through which channels, and which sources of information are most trusted will help you shape your message and reach your audience. Additionally, you can conduct some research to analyze some barriers and drivers for information consumption, and to identify sources of **misinformation**.

- **Engage with your community to understand their information needs**

By bulding on existing relationships with the public and patient groups, you can run online surveys to help guide your research and identify needs of different audiences/communities. For instance, in the context of COVID-19, a survey in the UK demonstrated that almost half of respondents surveyed (47%) wanted to hear about the latest research on the virus, and 45% wanted a dedicated internet portal where they could access the latest information and trusted guidance.^{xv}

- **Work with news and social media platforms to make mechanisms behind the production and release of information clear and transparent**

- All digital media should provide the necessary information to help the reader to identify who is behind a certain type of information.
- Sponsored content has to be clearly identifiable.
- Information on payments to human influencers and use of robots to promote a certain message should be made available in order for users to understand whether the apparent popularity of a given piece of online information or the apparent popularity of an influencer is the result of artificial amplification or is supported by targeted investments.^{xvi}
- Work with mainstream media to implement “old article” feature to reduce the number of its old stories that get recirculated as new.^{xvii}
- Encourage journalists to build trust by providing readers with background information to their stories. This can include information on why they are writing the story, how the story was reported, and which steps were taken to be fair with the reporting.^{xviii}

- **Explore media and social media regulatory and governance opportunities to prevent the dissemination of unverified information in the digital space**

There is a great deal of work to be done to recast the tools of media regulation that work in a broadcast and mass media environment to effectively operate in a digital media environment, particularly given the speed with which content is uploaded and circulated, and the question of whether technical adherence to laws is best undertaken by the intermediaries themselves rather than by government. While the latter has the advantage of enabling greater effectiveness, it also has the potential to mean that decisions are being made about public speech and freedom of expression with little or no accountability or transparency.^{xix}

- **Build a resilient information system that can mitigate the spread of harmful misinformation without restricting the free exchange of ideas^{xx}**

Solutions requiring government regulators to favour or deprioritize particular news sources are high risk from a freedom of expression point of view and should not be encouraged^{xxi}.

Experts find laws against spreading disinformation could criminalise the legitimate journalism necessary to surface disinformation and promote truth.^{xxii} Codes of Practice which set out both professional standards for journalists and rules establishing complaint mechanisms for inaccurate or intrusive reporting should be broadly implemented. These Codes would help generate trust in the quality of news.^{xxiii}

- **Foster diversity and sustainability of the news media ecosystem**

Independent and pluralistic media are the cornerstone of a democratic society and the sustainability of journalism is key to continue to offer high quality content to consumers. Ways should be found to keep (research) journalism financially viable to produce quality content. A serious, constructive effort to train, educate and prepare data journalists is crucial.^{xxiv}

- **Define mechanisms to track rumors, listen to the community and monitor the media**

Understanding what is being discussed about your health topic will help you define communication and behavior interventions. Rumour tracking, community feedback and media monitoring must be coordinated across your response and involve multiple partners.

A methodology to track rumors in a humanitarian context is described in a series of [publications](#) from the Internews Humanitarian Information Services Learning Collection.

- **Define criteria to choose the rumours that require answer**

The best way to prioritize rumours is to look at the likelihood they will be believed in parallel with the potential negative impact they may have on the community. Keep in mind that one rumour, shared by one person at the right time and with the right people, has far more potential to negatively impact the community or the humanitarian responders than a rumour that 50% of people agree on.^{xxv}

- **Define who will find the correct answer to address the rumors and explain why they are incorrect**

Partner with fact checkers, civil society, and other organizations and institutions to find the answer to the rumor you have collected.

With the fact in your hands, remember that, when crafting a response, it is important to be straightforward, and succinct. Avoid emphasizing misinformation when countering false claims. Furthermore, explaining why misinformation is incorrect is more effective than simply labelling it as false.^{xxvi} A detailed counter-message is crucial to help people develop a new narrative and mobilize them in terms of taking preventive actions.^{xxvii}

At the individual level, although interventions to correct misperceptions are proven effective at times, efforts to retract misinformation need to be carried out with caution in order to prevent backfiring. This requires profound understanding on how epistemic and ideology beliefs act as obstacles to accepting scientific evidence.^{xxviii}

- **Take actions to increase transparency and efficiency of fact-checking practices^{xxix}**

By promoting cooperation among fact-checking initiatives across the country and the region, it is possible to avoid fragmentation and duplication of efforts. This collaboration should avoid a “monopoly of truth” which could be potentially abused in some countries and might not carry public approval in other countries. Such cooperation could be promoted through a joint public and private effort, for instance in the form of a public/private partnership.^{xxx}

- **Work with domain registrars to act against fraudulent websites**

New websites are an important vector for the spread of misinformation, including on COVID-19. Halt all automated registration of domains with words related to the COVID-19 health crisis.^{xxxi}

- **Pair scientific evidence with stories that speak to the audience’s beliefs and values^{xxxii}**

Scientific information is not always sufficient; experimental studies suggest narrative forms may be more convincing (for instance, a strategy that is widely used by anti-vaccine activists). Communicators should bear in mind the narrative structure of their stories, developing specific components such as setting, characters, plot and moral to speak to audience beliefs and values.^{xxxiii}

- **Tailor information/stories to the audiences’ specific needs and preferred channels of media consumption**

Media consumption habits differ significantly across the different audiences. Tailoring information to their needs and preferred channels can increase reach of reliable information that can help counter misinformation. A report from the [Global Web Index](#) explore how people have increased their media consumption as a result of the outbreak, and how it differs across each generation.

Aim to use a variety of media (video, infographics, games, short text summaries, etc.) to get your message out.^{xxxiv}

- **Talk the language of your audience. Be simple and engaging.**

Rumours and messages that gain traction are often very simple. Messages that are catchy and use words or images in a clever way compel people to repeat the message. Simple and humorous memes (e.g., photos with comical text), tweets and multimedia messages including video or audio recording have greater potential to go viral. These formats are easily and quickly digestible, including by non-literate audiences or those not accustomed to concentrating on text-based communications for a prolonged period.^{xxxv}

- **Partner with (trusted) organizations, personalities, experts, and social media influencers for information sharing**

Social media algorithms, which tend to feed users content they like and agree with, can exacerbate these feedback loops and reinforce entrenched ideas. Misinformation workers need to preemptively pierce echo chambers^{xxxvi} by providing new information and new sources that challenge the community consensus.

Research shows that people respond better when they are exposed to multiple sources of information outside of their echo chamber - which increases the likelihood they will accurately assess the credibility of information - rather than being directly told that they are wrong.^{xxxvii} By using multiple sources of information, your message has higher chances to be seen and trusted.

Remember that social media influencers already have an audience. Draft them into the response effort by creating accurate content that can be mixed and remixed, thus allowing for some creativity and personal branding.^{xxxviii}

- **Magnify the voice of experts**

Support real experts to engage regularly with the audience through their most preferred channels. The way that United States academic Trevor Bedford has engaged with Twitter, and retired British nurse teacher John Campbell with YouTube during the current COVID-19 outbreak are excellent examples of this.^{xxxix}

- **Prefer to flag information as inaccurate rather than censoring it. Otherwise, there is a risk that the sharing of misinformation will move to private platforms, such as Whatsapp.^{xl}**

When people cannot freely share information on platforms where it would be available to others, they may turn to platforms where data is encrypted and more challenging to monitor and counter-attack.

- **Set expectations and keep consistency across actors involved in the response and the channels you use to communicate**

Public health agencies are contributing to the infodemic. To still confidence, set expectation. For example, in the case of COVID-19, reiterate again and again that this is a new virus and that recommendations will change with more data.

Strengthen coordination between agencies within your country. Do not forget to agree on common terminology (e.g. what's a confirmed case?).^{xli}

- **Understand why people are sharing misinformation.**

Is it out of fear? Lack of access to health care? Once you've identified the reason for misinformation spread, you are better able to fix the problem.^{xlii} Researchers have also identified that people share misinformation simply because they did not think about accuracy, and not because they had the intention to do so. Another important reason is confirmation bias, which is the tendency to believe information that confirms your existing beliefs, and to reject information that contradicts them. Disinformation actors can exploit this tendency to amplify existing beliefs.^{xliii}

- **Benefit from the two-way communication potential of social media and other digital platforms**

Allow people to ask questions and build your messages on your audiences' needs. This will help you restore or gain trust. You can also use discussion forums and bring experts to answer questions if needed. Another idea is to create community-led social media groups targeting at-risk groups. For instance, UNHCR in Lebanon created a series of Facebook groups run by refugees for refugees to share information, monitor and combat rumours. The groups have over 100,000 members.

- **Start the dialogue about a future COVID-19 vaccine**

As polls in different countries indicate that a large number of people are not willing to be immunized against COVID-19, public health and immunization experts stress that the pandemic can be an opportunity to highlight the importance of vaccines in controlling deadly diseases.^{xliv}

Community acceptance will be a barrier if we don't build trust and take the time and effort to understand the perceptions and concerns of a community. Messages about immunization need to address why immunization is important for various populations with a diverse set of concerns, provide transparent information and set appropriate expectations. Some populations, particularly younger adults, may not see the need for vaccines and not access the system and those at higher risk may be concerned about getting immunized if there are large groups of people. Perceptions about safety have been voiced as a concern by a number of people.^{xlv}

2

Resources on addressing misinformation, disinformation, and infodemics

Tools	
Coronavirus: Tools and guides for journalists First Draft Last updated: 2020	A selection of resources and tools from First Draft and others to help journalists reporting on misinformation. https://firstdraftnews.org/long-form-article/coronavirus-tools-and-guides-for-journalists/
Information Disorder: The Definitional Toolbox First Draft 2018	These tools will give you the words you need to talk about information disorder. https://firstdraftnews.org/latest/infodisorder-definitional-toolbox/
First Draft – Basic Toolkit (to counter misinformation) First Draft	This is a collection of tools, readings and resources to get you and your newsroom started with online social newsgathering, verification and responsible reporting. https://start.me/p/vjv80b/first-draft-basic-toolkit
How to analyze Facebook data for misinformation trends and narratives First Draft 2019	CrowdTangle is an enormous archive of social media data that allows us to search through public Instagram, Facebook and Reddit posts or organize public accounts and communities into lists. The tool is free for journalists and researchers. https://firstdraftnews.org/latest/how-to-analyze-facebook-data-for-misinformation-trends-and-narratives/
Guide: Verifying Online Information First Draft 2019	This is a condensed guide to the wizardry of verifying online content. It includes essential concepts, checklists and our techniques and tools for digital investigations. Most importantly, it will introduce you to the five pillars of verification, and serve as a quick reference for how to tackle each one. https://firstdraftnews.org/wp-content/uploads/2019/10/Verifying_Online_Information_Digital_AW.pdf?x32994
Responsible Reporting in an Age of Information Disorder First Draft 2019	Agents of disinformation have devised increasingly inventive methods for manipulating journalists, the social platforms and the subsequent media coverage. As a result, news organisations find themselves facing an array of new ethical challenges relating specifically to amplification. This guide will provide you with questions you can ask as you navigate the tricky ethical terrain that comes with reporting in a world of information disorder. https://firstdraftnews.org/wp-content/uploads/2019/10/Responsible_Reporting_Digital_AW-1.pdf?x32994

Tools	
Guide: Newsgathering and Monitoring on the Social Web First Draft 2019	Understanding how to use the social web to discover, monitor and research stories is an essential skill. In this Essential Guide we highlight the best free tools and techniques in newsgathering (active search) and monitoring (passive search). https://firstdraftnews.org/wp-content/uploads/2019/10/Newsgathering_and_Monitoring_Digital_AW3.pdf?x32994
Interactive Challenges First Draft	Test your observation and verification skills with these online interactive challenges Verification challenge: https://ftp.firstdraftnews.org/articulate/temp/ovcR/story_html5.html Observation challenge: https://firstdraftnews.org/en/education/curriculum-resource/2-assessment-observation/
Graphics on Media and Information Literacy UNESCO 2020	UNESCO produced a series of graphic messages on Media and Information Literacy (MIL) and tackling disinformation, available in 6 languages. Don't hesitate to download them and share them around you! https://en.unesco.org/covid19/communicationinformationresponse/visualresources
Video resources to counter disinformation UNESCO 2020	To contribute to countering disinformation on COVID-19 and promoting healthy behaviours, UNESCO has produced a series of video messages that can be freely used by TV stations from around the world. https://en.unesco.org/covid19/communicationinformationresponse/videos
Identifying and tackling manipulated media Reuters 2020	An interactive guide by Reuters that walks you through how images and videos can be manipulated so you are better prepared to spot them. Available in multiple languages. https://www.reuters.com/manipulatedmedia/en/
App: Informable The News Literacy Project	Informable app helps you build news literacy skills. It is designed to improve users' ability to distinguish between several types of news and other information. Developed for both adults and students, Informable helps users practice four distinct news literacy skills using real-world examples in a game-like format. It is available now for download, at no charge, from the App Store (iOS) and Google Play (Android). https://medium.com/@NewsLitProject/informable-app-helps-you-build-news-literacy-skills-4bd1d7b06e81
Game: Bad News	This game was developed as a publicly accessible media literacy tool. We encourage its use in educational settings as well. https://www.getbadnews.com

Publications (handbooks, reports, factsheets)	
Disinfodemic UNESCO 2020	<p>This policy brief unpacks nine main themes and four dominant formats of COVID-19 disinformation, and presents a typology that groups the range of responses to the problem into 10 classes. This analysis draws on research being conducted for the ITU-UNESCO Broadband Commission and UNESCO, to be published later in 2020, which addresses a wider range of disinformation subjects, types and responses.</p> <p>https://en.unesco.org/sites/default/files/disinfodemic_deciphering_covid19_disinformation.pdf</p>
Key considerations: online information, mis- and disinformation in the context of COVID-19 Social Science in Humanitarian Action 2020	<p>This brief sets out practical considerations relating to flows of information, misinformation and disinformation through online media, particularly social media networks, in the context of the COVID-19 pandemic. It details various types of online media, key players and influencers on social media, and strategies for ensuring good information and disrupting mis- and disinformation. It is important to analyse different types of information across different channels, how it is spread and to whom, in order to determine how social media can be harnessed in both positive and negative ways.</p> <p>https://www.socialscienceinaction.org/resources/key-considerations-online-information-mis-disinformation-context-covid-19/</p>
Managing Misinformation in a Humanitarian Context. Internews Rumour Tracking Methodology Internews Internews 2020	<p>Internews first developed the rumour tracking methodology in 2014 in Liberia, in order to address the deadly Ebola outbreak. Since then, we've implemented rumour tracking as a way to address misinformation during humanitarian crises in numerous countries and contexts, reaching hundreds of thousands of beneficiaries. This guide was authored by Viviane Lucia Fluck, PhD, and produced with financial support from the United States Agency for International Development. The rumor tracking methodology, which is part of Internews' Learning Collection, includes three parts: Context, Case Studies, and a How To Guide. The How To Guide is usually packaged separately for ease of use.</p> <p>https://internews.org/resource/managing-misinformation-humanitarian-context</p>
Media Sustainability Index Europe and Eurasia IREX 2019	<p>The Media Sustainability Index (MSI) is an assessment tool for the development of media systems focusing on the conditions for independent media.</p> <p>https://www.irex.org/resource/media-sustainability-index-msi</p>
Handbook for journalism education and training UNESCO 2018	<p>Written by experts in the fight against disinformation, this handbook explores the very nature of journalism with modules on why trust matters; thinking critically about how digital technology and social platforms are conduits of the information disorder; fighting back against disinformation and misinformation through media and information literacy; fact-checking; social media verification and combatting online abuse.</p> <p>https://en.unesco.org/fightfakenews</p>

Publications (handbooks, reports, factsheets)

Verification Handbook 2 European Journalism Centre 2020	<p>The latest edition of the Verification Handbook arrives at a critical moment. Today's information environment is more chaotic and easier to manipulate than ever before. This book equips journalists with the knowledge to investigate social media accounts, bots, private messaging apps, information operations, deep fakes, as well as other forms of disinformation and media manipulation.</p> <p>https://datajournalism.com/read/handbook/verification-3/</p>
Understanding Information Disorder First Draft 2019	<p>In this guide First Draft helps map the new digital information landscape by explaining their framework of 7 types of mis- and disinformation.</p> <p>https://firstdraftnews.org/wp-content/uploads/2019/10/Information_Disorder_Digital_AW.pdf?x32994</p>
Closed Groups, Messaging Apps and Online Ads First Draft 2019	<p>This is a guide to understanding ad libraries across the platforms, Facebook groups, and closed messaging apps. It also provides some ethical considerations for participating, monitoring and reporting on these spaces.</p> <p>https://firstdraftnews.org/wp-content/uploads/2019/11/Messaging_Apps_Digital_AW-1.pdf?x32994</p>
Understanding and addressing the disinformation ecosystem First Draft 2017	<p>This is a report from a workshop that brought together academics, journalists, fact-checkers, technologists, and funders to better understand the challenges produced by the current disinformation ecosystem. The facilitated discussions highlighted relevant research, shared best-practices, identified key questions of scholarly and practical concern regarding the nature and implications of the disinformation ecosystem, and outlined a potential research agenda designed to answer these questions.</p> <p>https://firstdraftnews.org/wp-content/uploads/2018/03/The-Disinformation-Ecosystem-20180207-v4.pdf</p>
Factsheet on tackling online disinformation European Commission 2018	<p>This factsheet highlights the EU approaches to tackle disinformation.</p> <p>https://ec.europa.eu/digital-single-market/en/news/factsheet-tackling-online-disinformation</p>
Final report of the High-Level Expert Group on Fake News and Online Disinformation European Commission 2018	<p>The analysis presented in this Report starts from a shared understanding of disinformation as a phenomenon that goes well beyond the term fake news. This term has been appropriated and used misleadingly by powerful actors to dismiss coverage that is simply found disagreeable. Disinformation as defined in this Report includes all forms of false, inaccurate, or misleading information designed, presented and promoted to intentionally cause public harm or for profit. It does not cover issues arising from the creation and dissemination online of illegal content (notably defamation, hate speech, incitement to violence), which are subject to regulatory remedies under EU or national laws. Nor does it cover other forms of deliberate but not misleading distortions of facts such as satire and parody.</p> <p>https://ec.europa.eu/digital-single-market/en/news/final-report-high-level-expert-group-fake-news-and-online-disinformation</p>

Publications (handbooks, reports, factsheets)	
The Oxygen of Amplification Data&Society 2018	<p>Whitney Phillips write up of how to report on extremists, antagonists, and manipulators online should be essential reading for all 21 st century journalists. Phillips' main point is that journalism shines light on hidden communities, conspiracy theories and more but sometimes that is exactly what they want. If we're not careful our coverage repeats and amplifies their stories, narratives, conspiracies and drives more people towards them.</p> <p>https://datasociety.net/wp-content/uploads/2018/05/FULLREPORT_Oxygen_of_Amplification_DS.pdf</p>
Deepfakes and cheap fakes: The Manipulation of Audio and Visual Evidence Data&Society 2019	<p>Britt Paris and Joan Donovan trace decades of audiovisual (AV) manipulation to demonstrate how evolving technologies aid consolidations of power in society. Deepfakes, they find, are no new threat to democracy.</p> <p>https://datasociety.net/library/deepfakes-and-cheap-fakes/</p>
Searching for alternative facts: Analysing scriptural inference in Conservative news practives Data&Society 2018	<p>This report is an ethnographic account drawn directly from Dr. Francesca Tripodi's research within upper-middle class conservative Christian* communities in Virginia in 2017. Dr. Tripodi uses Christian practices of Biblical interpretation as a lens for understanding the relationship between so-called "alternative" or "fake news" sources and contemporary conservative political thought.</p> <p>https://datasociety.net/library/searching-for-alternative-facts/</p>
Source hacking: media manipulation in practice Data&Society 2019	<p>This report by Joan Donovan, Brian Friedberg details the techniques used by media manipulators to target journalists and other influential public figures to pick up falsehoods and unknowingly amplify them to the public.</p> <p>https://datasociety.net/library/source-hacking-media-manipulation-in-practice/</p>
The Conspiracy Theory Handbook George Mason University 2020	<p>Conspiracy theories attempt to explain events as the secretive plots of powerful people. While conspiracy theories are not typically supported by evidence, this doesn't stop them from blossoming. Conspiracy theories damage society in a number of ways. To help minimise these harmful effects, The Conspiracy Theory Handbook, by Stephan Lewandowsky and John Cook, explains why conspiracy theories are so popular, how to identify the traits of conspiratorial thinking, and what are effective response strategies.</p> <p>https://www.climatechangecommunication.org/conspiracy-theory-handbook/</p>

Websites and web pages	
Information sharing & countering disinformation UNESCO	This webpage highlights several initiatives carried out by UNESCO to tackle disinformation. https://en.unesco.org/covid19/communicationinformationresponse
EPI-WIN WHO	EPI-WIN stands for WHO Information Network for epidemics. The website highlights WHO's work on RCCE and infodemiology. Additionally, it displays WHO's COVID-19 resources according to their targeted audiences. https://www.who.int/teams/risk-communication
Pre-conference: 1st WHO Infodemiology Conference WHO	This web page brings the 7 inspiring talks on how the infodemic affects the world currently and reflections on how it can be managed. https://www.who.int/teams/risk-communication/infodemic-management/pre-conference-1st-who-infodemiology-conference
Highlights from the 1st WHO Infodemiology conference WHO	This web page brings the video presentations from the conference. https://www.who.int/teams/risk-communication/infodemic-management/1st-who-infodemiology-conference
Tackling online disinformation European Commission	This website brings EU's initiatives to tackle online disinformation, including: the code of practice on disinformation, the European Media Observatory, The Action Plan on Disinformation, The Communication "Tackling online disinformation: a European approach", and some useful links. https://ec.europa.eu/digital-single-market/en/tackling-online-disinformation
First Draft	This website brings tools, webinars, and research on misinformation. https://firstdraftnews.org
Covid19misinfo.org	The COVID19MisInfo.org portal is a rapid response project of the Ryerson Social Media Lab at Ted Rogers School of Management. The project is funded by the Government of Canada via the Canadian Institutes of Health Research (CIHR). The aim of this project is two-fold: (1) put a spotlight on COVID-19 related misinformation and (2) to provide Canadians with timely and actionable information that we all can use to protect ourselves, our communities and to #flattenthecurve. https://covid19misinfo.org
EU DisinfoLab	The EU DisinfoLab makes available useful resources on the impact of Coronavirus crisis on disinformation. These resources are a non-exhaustive: e.g. common narratives and strategies of disinformation observed, measures taken to counter this disinformation and other initiatives. https://www.disinfo.eu/coronavirus

Websites and web pages	
Fighting Disinformation European Council	On this webpage you will find the EU actions to tackle COVID-19 disinformation, official sources of information about COVID-19, COVID-19 and cybercrime. https://www.consilium.europa.eu/en/policies/coronavirus/fighting-disinformation/
Verified UN	Verified is an initiative of the United Nations, in collaboration with Purpose, to provide content that cuts through the noise to deliver life-saving information, fact-based advice and stories from the best of humanity. https://shareverified.com/en/about
Keepin' It Real: Tips & Strategies for Evaluating Fake News Loyola Marymount University	This page brings different resources, including texts, video, and tools to help tackling misinformation. https://libguides.lmu.edu/c.php?g=595781&p=4121899
Other websites that collect the latest newsroom tech, interviews and case studies	https://www.poynter.org https://www.bellingcat.com/ https://ejc.net https://ijnnet.org/en/toolkits https://journalistsresource.org https://www.niemanlab.org https://helpdesk.gijn.org/support/home

Presentation	
Detecting and Studying Misinformation Campaigns on Social Media Covid19misinfo.org 2020	A presentation from Misinfo.org with social media analysis and lessons learned. https://www.who.int/docs/default-source/epi-win/presentations-of-all-speeches/webinar-13-pm-ag-7-april-2020.pdf?sfvrsn=1d3e026d_2
Speaking of Psychology: Fake News and Why It Matters American Psychological Association 2019	In a special bonus episode filmed at APA 2019, the annual meeting of the association, APA director of research and special projects Vaile Wright, PhD, talks with Chrysalis Wright, PhD, associate lecturer at the University of Central Florida, about fake news, how it spreads and why we should care about it. https://www.apa.org/research/action/speaking-of-psychology/fake-news

Articles (web)	
The psychology of misinformation: Why we're vulnerable First Draft 2020	This is the first in a three-part series of articles. It focuses on our psychology - what affects whether corrections work, what we should teach in media literacy courses, and why we're vulnerable to misinformation in the first place. https://firstdraftnews.org/latest/the-psychology-of-misinformation-why-were-vulnerable/
The psychology of misinformation: Why it's so hard to correct First Draft 2020	In the second part of this series on the psychology of misinformation, this article covers the psychological concepts that are relevant to corrections, such as fact checks and debunks. One key theme that will resurface is the central problem of correction: Once we're exposed to misinformation, it's very hard to get it out of our heads. https://firstdraftnews.org/latest/the-psychology-of-misinformation-why-its-so-hard-to-correct/
5 quick ways we can all double-check coronavirus information online First Draft 2020	This article brings five quick things we can do to verify content online before we share. https://firstdraftnews.org/latest/5-tips-ways-we-can-all-covid19-check-coronavirus-information-online-fake-disinformation-misinformation/
Tips for reporting on Covid-19 and slowing the spread of misinformation First Draft 2020	This article brings tips for reporting responsibly on COVID-19. https://firstdraftnews.org/latest/tips-for-reporting-on-covid-19-coronavirus-and-slowing-the-spread-of-misinformation/
How to address coronavirus misinformation spreading through messaging apps and email The Conversation 2020	This article provides tips on how to communicate effectively during health crisis. https://theconversation.com/how-to-address-coronavirus-misinformation-spreading-through-messaging-apps-and-email-134310
Fighting an epidemic of misinformation Imperial College 2020	This article highlights the importance of science and learning in dealing with coronavirus. https://www.imperial.ac.uk/stories/coronavirus-misinformation/
How hate groups' secret sound system works The Atlantic 2019	In this piece for The Atlantic, Joan Donovan lays out how White supremacists exploit the weaknesses in the social-media ecosystem as Facebook and Google struggle to keep up. https://www.theatlantic.com/ideas/archive/2019/03/extreme-misinformation-understand-what-tech-platforms-have-built/585136/
Building trust : what works for news organizations Center for Media Engagement, The University of Texas and Austin 2019	Amid the frequent cries of "fake news" and lagging trust in journalism, how can news organizations boost trust with their audiences? This project sought to answer that question. The Center for Media Engagement teamed up with Joy Mayer of Trusting News and two newsroom partners, USA TODAY and the Tennessean, to test two approaches to building trust. https://mediaengagement.org/wp-content/uploads/2019/02/CME-Report-Building-Trust.pdf

Journal Articles	
<p>Using social and behavioural science to support COVID-19 pandemic response</p> <p>Bavel, J.J.V., Baicker, K., Boggio, P.S. et al. 2020</p>	<p>The authors discuss evidence from a selection of research topics relevant to pandemics, including work on navigating threats, social and cultural influences on behaviour, science communication, moral decision-making, leadership, and stress and coping. In each section, we note the nature and quality of prior research, including uncertainty and unsettled issues. We identify several insights for effective response to the COVID-19 pandemic and highlight important gaps researchers should move quickly to fill in the coming weeks and months.</p> <p>https://www.nature.com/articles/s41562-020-0884-z#citeas</p>
<p>A New Application of Social Impact in Social Media for Overcoming Fake News in Health</p> <p>Cristina M. Pulido, Laura Ruiz-Eugenio Gisela Redondo-Sama, and Beatriz Villarejo-Carballido 2020</p>	<p>This article contributes to a new application of social impact in social media (SISM) methodology. This study focuses on the social impact of the research to identify what type of health information is false and what type of information is evidence of the social impact shared in social media. The analysis of social media includes Reddit, Facebook, and Twitter. This analysis contributes to identifying how interactions in these forms of social media depend on the type of information shared. The results indicate that messages focused on fake health information are mostly aggressive, those based on evidence of social impact are respectful and transformative, and finally, deliberation contexts promoted in social media overcome false information about health.</p> <p>https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7177765/</p>
<p>Seeking Formula for Misinformation Treatment in Public Health Crises: The Effects of Corrective Information Type and Source</p> <p>Toni G. L. A. van der Meer & Yan Jin 2019</p>	<p>An increasing lack of information truthfulness has become a fundamental challenge to communications. Insights into how to debunk this type of misinformation can especially be crucial for public health crises. To identify corrective information strategies that increase awareness and trigger actions during infectious disease outbreaks, an online experiment (N = 700) was conducted, using a U.S. sample. The findings contribute to misinformation research by providing a formula for correcting the increasing spread of misinformation in times of crisis.</p> <p>https://www.tandfonline.com/doi/full/10.1080/10410236.2019.1573295</p>
<p>Internet regulation as media policy: Rethinking the question of digital communication platform governance</p> <p>Flew, Terry, Martin, Fiona, Suzor, Nicolas 2019</p>	<p>This article identifies the current global 'techlash' towards the major digital and social media platforms as providing the context for a renewed debate about whether these digital platform companies are effectively media companies (publishers and broadcasters of media content), and implications this has for twenty-first-century media policy. It identifies content moderation as a critical site around which such debates are being played out, and considers the challenges arising as national and regionally based regulatory options are considered for digital platforms that are 'born global'. It considers the shifting balance between the 'social contract' of public interest obligations and democratic rights of free speech and freedom of expression.</p> <p>https://www.ingentaconnect.com/content/intellect/jdmp/2019/00000010/00000001/art00005#Refs</p>

Journal Articles	
<p>Fake news, fast and slow: Deliberation reduces belief in false (but not true) news headlines</p> <p>Bago B, Rand DG, Pennycook G. 2019</p>	<p>What role does deliberation play in susceptibility to political misinformation and “fake news”? The “Motivated System 2 Reasoning” account posits that deliberation causes people to fall for fake news because reasoning facilitates identity-protective cognition and is therefore used to rationalize content that is consistent with one’s political ideology. The classical account of reasoning instead posits that people ineffectively discern between true and false news headlines when they fail to deliberate (and instead rely on intuition). To distinguish between these competing accounts, we investigated the causal effect of reasoning on media truth discernment using a two-response paradigm.</p> <p>https://psyarxiv.com/29b4j</p>
<p>Systematic Literature Review on the Spread of Health-related Misinformation on Social Media</p> <p>Wang Y, McKee M, Torbica A, Stuckler D. 2019</p>	<p>In order to uncover the current evidence and better understand the mechanism of misinformation spread, we report a systematic review of the nature and potential drivers of health-related misinformation. We searched PubMed, Cochrane, Web of Science, Scopus and Google databases to identify relevant methodological and empirical articles published between 2012 and 2018. A total of 57 articles were included for full-text analysis. Overall, we observe an increasing trend in published articles on health-related misinformation and the role of social media in its propagation.</p> <p>https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7117034/#bib48</p>
<p>Resilience to Online Disinformation: A Framework for Cross-National Comparative Research</p> <p>Humprecht Edda, Esser Frank, Van Aelst Peter, 2020</p>	<p>This study argues that certain countries are better equipped to face the problems of the digital era, demonstrating a resilience to manipulations attempts such as online disinformation. Based on a thorough literature review, the study identifies macro-level characteristics that help explain cross-national differences regarding the exposure to and the diffusion of online disinformation. The study suggests empirical dimensions and indicators for the study of online disinformation, measure country differences and identify clusters of countries with different levels of resilience to online disinformation.</p> <p>https://www.zora.uzh.ch/id/eprint/182652/1/Humprecht_et_al_2020.pdf</p>
<p>Experimental Evidence for a Scalable Accuracy-Nudge Intervention</p> <p>Pennycook G, McPhetres J, Zhang Y, Lu JG, Rand DG 2020</p>	<p>Across two studies with more than 1,700 U.S. adults recruited online, this study presents evidence that people share false claims about COVID-19 partly because they simply fail to think sufficiently about whether or not the content is accurate when deciding what to share. The results, which mirror those found previously for political fake news, suggest that nudging people to think about accuracy is a simple way to improve choices about what to share on social media.</p> <p>https://journals.sagepub.com/doi/full/10.1177/0956797620939054?url_ver=Z39.88-2003&rfr_id=ori:rid:crossref.org&rfr_dat=cr_pub%20%20pubmed</p>

Journal Articles

Prior exposure increases perceived accuracy of fake news

Pennycook G, Cannon TD, Rand DG.
2020

This study demonstrates one mechanism that contributes to the believability of fake news: fluency via prior exposure. Using actual fake news headlines presented as they were seen on Facebook, the study shows that even a single exposure increases subsequent perceptions of accuracy, both within the same session and after a week. These observations indicate that although extreme implausibility is a boundary condition of the illusory truth effect, only a small degree of potential plausibility is sufficient for repetition to increase perceived accuracy.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6279465/>

Free Online Courses

Protection from deception: How to be prepared for misinformation

Languages : English
First Draft

This two-week text message course will give you the knowledge and understanding you need to protect yourself and your community from online misinformation. You'll learn why people create and share false and misleading content, commonly used tactics for spreading it, what you can do to outsmart it, and how to talk to family and friends about it. Sign up for free and you'll get a text message every day for two weeks, full of valuable lessons to help you prepare for the threat of misinformation.

<https://firstdraft.arist.co/courses/5ef5e5a67d406325a11c97dd>

Too much information?

Languages: English
First Draft

This course will help you separate the helpful from the harmful during the coronavirus crisis. Our guide to navigating the infodemic will explain how misinformation spreads and give you practical tips for verifying content online.

<https://firstdraftnews.org/project/too-much-information-a-public-guide/>

Covering coronavirus: An online course for journalists Languages : English Spanish, Italian, Portuguese, French, Hindi, German

First Draft

This online course gives journalists the practical tools, techniques and advice they need to tackle the infodemic and produce credible coverage on coronavirus.

https://covid.firstdraftnews.org/users/sign_in?next=%2Fdashboard

Podcasts	
The Bellingcat Podcast	<p>Elliot Higgins and the folks at Bellingcat are some of the best at using OSINT (Open Source Intelligence Technology) to verify and investigate stories. This podcast walks you through their investigation of the downing of Malaysian Airlines Flight 17 (MH17) on 17 July 2014 while flying over eastern Ukraine and more. Each episode also has extra reading, and section called “Check for yourself” that prompts you to use OSINT tools to retrace their steps.</p> <p>https://podcasts.apple.com/us/podcast/the-bellingcat-podcast/id1472354896</p>
Storyful podcast	<p>They are one of the first social media news services and part of First Draft’s partner network. These guys know their stuff - listen to their team take you through their latest finds on social media and how they verified stories before sharing.</p> <p>https://storyful.com/resources/podcasts/</p>
That Fact Check Show - Boom!	<p>This fact checking and disinformation fighting collective from India has started a podcast to walk through how disinformation manifests in their part of the world, expert opinions and ways to protect yourself against it.</p> <p>https://podcasts.apple.com/us/podcast/that-fact-check-show/id1474609176?ign-mpt=uo%3%20D4</p>
BBC Trending	<p>The BBC’s World Service desk covers stories that spread or trend on social, speaks to the reporters covering them around the world, and the people behind the hashtags. A truly international take at how stories get shared online.</p> <p>https://www.bbc.co.uk/programmes/p01kdgrn/episodes/downloads</p>
The Rabbit Hole	<p>Interesting look by the team at the New York Times into how algorithms and chat rooms are shaping online conversations.</p> <p>https://www.nytimes.com/column/rabbit-hole</p>
Data & Society Podcast	<p>In depth conversations about the purpose and power of technology that bridge our interdisciplinary research with broader public conversations about the societal implications of data and automation.</p> <p>https://podcasts.apple.com/us/podcast/data-society/id1192380916</p>
Facts Aren’t Enough: The Psychology Of False Beliefs - NPR	<p>NPR’s Shankar Vedantam examines what motivates people to believe things and how we can go about changing minds and hearts. This one off episode is part of their “Hidden Brain” podcast series, that’s worth listening as a whole.</p> <p>https://www.npr.org/2019/07/18/743195213/facts-arent-enough-the-psychology-of-false-beliefs?t=1595511943015</p>

Podcasts

Wharton: Why Fake News Campaigns Are So Effective	<p>Eric K. Clemons, a Wharton professor of operations, information and decisions, looks under the hood of fake news campaigns to explain how we have become so vulnerable to them. The first part of this two-part series (read part two here.) looks at how the process of creating fake news works. Part two will look at the distribution of fake news.</p> <p>https://knowledge.wharton.upenn.edu/article/build-fake-news-campaign/</p>
CYBER: How Online Disinformation Affects the Real World	<p>Motherboard's CYBER podcast looks at all things digital, and this particular episode they look at what we learned from Russian interference during the 2016 presidential elections in the UK.</p> <p>https://podcasts.apple.com/us/podcast/how-online-disinformation-affects-the-real-world/i%20d1441708044?i=1000432466880</p>
Disinformation: A User's Guide - File on 4	<p>BBC journalist Phil Tinline mines the archives to trace the story of 'disinformation' - navigating the slippery history of such incidents as the Zinoviev Letter, the Reichstag Fire, the Moscow Trials, the allegations that the US used germ warfare in the Korean War, British operations in Northern Ireland and the CIA's attempt at a pornographic movie.</p> <p>https://www.bbc.co.uk/programmes/b09vx0db</p>

Twitter Accounts

@CraigSilverman	Media editor at BuzzFeed and covers platforms, misinformation and other news.
@JaneLytv	Jane Lytvynenko reports on disinformation, fakes, scams and frauds for BuzzFeed.
@TaylorLorenz	Staff writer at the Atlantic with her pulse on the disinformation beat.
@Mantzarlis	Alexios is the News and Information Credibility Lead at Google
@MalachyBrowne	Senior Producer at the New York Times' Visual investigations unit and one of First Draft's first partners.
@OSINTessentials	Curated collection of tools and updates from the OSINT (Open Source Intelligence) community.
@ElliotHiggins	The man behind @Bellingcat
OSINT journalism	Resources and experts in verification and open source intelligence, mostly from a journalistic angle - by Ståle Grut @stalebg https://twitter.com/i/lists/1115180455932960769
Disinfo Essentials by NBC reporter @MatteoMoschella	https://twitter.com/i/lists/1189548283057917958

3

Resources: vaccine confidence in the digital space

Publications

The Public's Role in COVID-19 Vaccination: Planning Recommendations Informed by Design Thinking and the Social, Behavioral, and Communication Sciences

Schoch-Spana M, Brunson E, Long R, Ravi S, Ruth A, Trotochaud M on behalf of the Working Group on Readying Populations for COVID-19 Vaccine 2020

This report considers human factors in relation to future vaccines against the novel coronavirus (SARS-CoV-2), drawing on insights from design thinking and the social, behavioral, and communication sciences. It provides recommendations—directed to both US policymakers and practitioners, as well as nontraditional partners new to public health's mission of vaccination—on how to advance public understanding of, access to, and acceptance of vaccines that protect against COVID-19.

https://www.centerforhealthsecurity.org/our-work/pubs_archive/pubs-pdfs/2020/200709-The-Publics-Role-in-COVID-19-Vaccination.pdf

Strategies for Addressing vaccine hesitancy

WHO
2014

https://www.who.int/immunization/sage/meetings/2014/october/3_SAGE_WG_Strategies_addressing_vaccine_hesitancy_2014.pdf?ua=1

Vaccination and Trust

WHO Regional Office for Europe
2017

This document presents the scientific evidence behind WHO's recommendations on building and restoring confidence in vaccines and vaccination, both in ongoing work and during crises. The evidence draws on a vast reserve of laboratory research and fieldwork within psychology and communication. It examines how people make decisions about vaccination; why some people are hesitant about vaccination; and the factors that drive a crisis, covering how building trust, listening to and understanding people, building relations, communicating risk and shaping messages to the audiences may mitigate crises.

<https://www.euro.who.int/en/health-topics/disease-prevention/vaccines-and-immunization/publications/2017/vaccination-and-trust-2017>

Articles (web)	
An Army of Volunteers Is Taking On Vaccine Disinformation Online Wired 2020	<p>Conspiracy theories have thrived during the pandemic, but those focusing on vaccines have become especially prominent. As WIRED details in this article, the newly formed organization Public Good Projects is responding to the spread of misinformation by recruiting thousands of volunteers to fight the anti-vaccine movement in the space where it is strongest: online. Aiming to use the tactics of the anti-vaxxers themselves, the NGO hopes to mobilize enough users to counter the torrent of misinformation in real time. The plan is not uncontroversial. Critics argue that changes in policy are preferable to escalating a Twitter war. But given the dangers posed by anti-vaccination misinformation, it's perhaps no surprise other methods of combating it are being tried.</p> <p>https://www.wired.com/story/can-a-keyboard-crusade-stem-the-vaccine-infodemic/</p>
First Draft case study: Understanding the impact of polio vaccine disinformation in Pakistan First Draft	<p>This case study focuses on the immediate impact and ongoing fallout from a set of fake videos claiming that children had fallen sick after being administered the polio vaccine. This case study contextualizes the reasons for vaccine hesitancy in Pakistan, details how the videos spread, and examines the impact they appeared to have on the population of Khyber Pakhtunkhwa and other Pakistani provinces with ongoing polio cases. It uses a detailed mining of social media sites such as Facebook, Twitter, and Instagram to demonstrate how vaccine misinformation spread.</p> <p>https://firstdraftnews.org/long-form-article/first-draft-case-study-understanding-the-impact-of-polio-vaccine-disinformation-in-pakistan/</p>
Danish health literacy campaign restores confidence in HPV vaccination WHO Regional Office for Europe 2019	<p>This article describes a Danish campaign to enhance media literacy and restore confidence in HPV vaccination.</p> <p>https://www.euro.who.int/en/health-topics/disease-prevention/vaccines-and-immunization/news/news/2019/01/danish-health-literacy-campaign-restores-confidence-in-hpv-vaccination</p>

Journal Articles	
Vaccine confidence: the keys to restoring trust Badur, Selim, Martin Ota, Serdar Öztürk, Richard Adegbola, and Anil Dutta 2020	With a focus on childhood vaccination, the present article aims to contribute to the discussion on causes and implications of the low vaccine confidence in developed and developing countries and to propose viable evidence-based solutions to improve vaccine confidence. https://www.tandfonline.com/doi/full/10.1080/21645515.2020.1740559
How organisations promoting vaccination respond to misinformation on social media: a qualitative investigation. Steffens MS, Dunn AG, Wiley KE, Leask J. 2019	The aim of this paper is to explore the strategies, perspectives and experiences of communicators working within such organizations as they promote vaccination and respond to misinformation on social media. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6806569/
Vaccine communication in the age of COVID-19: Getting ready for an information war Schiavo, Renata	The author stress the need for coordinated efforts to increase confidence in governments and local hospitals, and ‘the development of social and institutional trust. She emphasizes that Communication can greatly contribute to addressing misinformation. For this we need a paradigm shift that engages those who have been most affected by the pandemic – such as low-income communities, communities of color, the elderly, and other marginalized and underserved groups – in the design of our communication efforts. https://www.tandfonline.com/doi/full/10.1080/17538068.2020.1778959
Even covid-19 can’t kill the anti-vaccination movement Megget, Katrina 2020	This article describes how the anti-vaccination movement remains strong and vocal during times of COVID-19 and highlights the importance of communication and dialogue to improve COVID-19 vaccine confidence. https://www.bmj.com/content/369/bmj.m2184.long

Endnotes

- i Low levels of populist communication, low levels of societal polarization, high levels of trust in news media, strong public service broadcasting (PSB), high levels of shared media use, small-size media markets, and lower levels of social media use provide better conditions for resilience and—at the same time—less favorable conditions for the dissemination of and exposure to online disinformation
- ii https://www.zora.uzh.ch/id/eprint/182652/1/Humprecht_et_al_2020.pdf
- iii NiemanLab. Why do people share misinformation about COVID-19? Partly because they are distracted. Available at: <https://www.niemanlab.org/2020/07/why-do-people-share-misinformation-about-covid-19-partly-because-theyre-distracted/>
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- v Ibid
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<https://pubmed.ncbi.nlm.nih.gov/32603243/>
- viii First Draft. Fake News. It's complicated. Available at: <https://firstdraftnews.org/latest/fake-news-complicated/>
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- xiii Loyola Marymount University. Keepin' It Real: Tips & Strategies for Evaluating Fake News. Available at: <https://libguides.lmu.edu/c.php?g=595781&p=4121899>
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- xxv Internews. Managing misinformation in a humanitarian context. Internews Rumour tracking methodology. Available at: <https://internews.org/resource/managing-misinformation-humanitarian-context>
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- xxvii Toni G. L. A. van der Meer & Yan Jin (2020) Seeking Formula for Misinformation Treatment in Public Health Crises: The Effects of Corrective Information Type and Source, Health Communication, 35:5,560-575. Available at: <https://www.tandfonline.com/doi/full/10.1080/10410236.2019.1573295>
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- xxxv Social Science in Humanitarian Action. Key considerations: online information, mis- and disinformation in the context of COVID-19 (March 2020). Available at : <https://www.socialscienceinaction.org/wp-content/uploads/2020/03/SSHAP-Brief.Online-Information.COVID-19.pdf>
- xxxvi An echo chamber is an isolated space on the web, where the ideas being exchanged essentially just confirm one another. It can be a space of likeminded people sharing similar political views, or a page about a specific conspiracy theory. Once inside one of these spaces, users are sharing information that is all very similar, basically "echoing" each other.
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