

Science Communication During Crisis

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First Draft

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Government–University–Industry Research Roundtable
The National Academies of Sciences, Engineering, and Medicine

Reporter resource hub

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for journalists covering coronavirus

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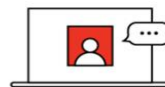
TOO MUCH INFORMATION? OUR GUIDE CAN HELP

Designed for the public, 'Too much information: A guide to navigating the infodemic' will help everyone have better informed conversations with family and friends about the pandemic.



COVERING CORONAVIRUS: AN ONLINE COURSE FOR JOURNALISTS

Discover practical steps to help verify online content, counter rumors and disinformation, and produce credible coverage on Covid-19.



CORONAVIRUS WEBINAR SERIES

First Draft is sharing skills, insights, and tools to support reporters and the wider public in response to the "infodemic" surrounding coronavirus. Check the upcoming schedule.



Experimental
Projects



Groundbreaking
research



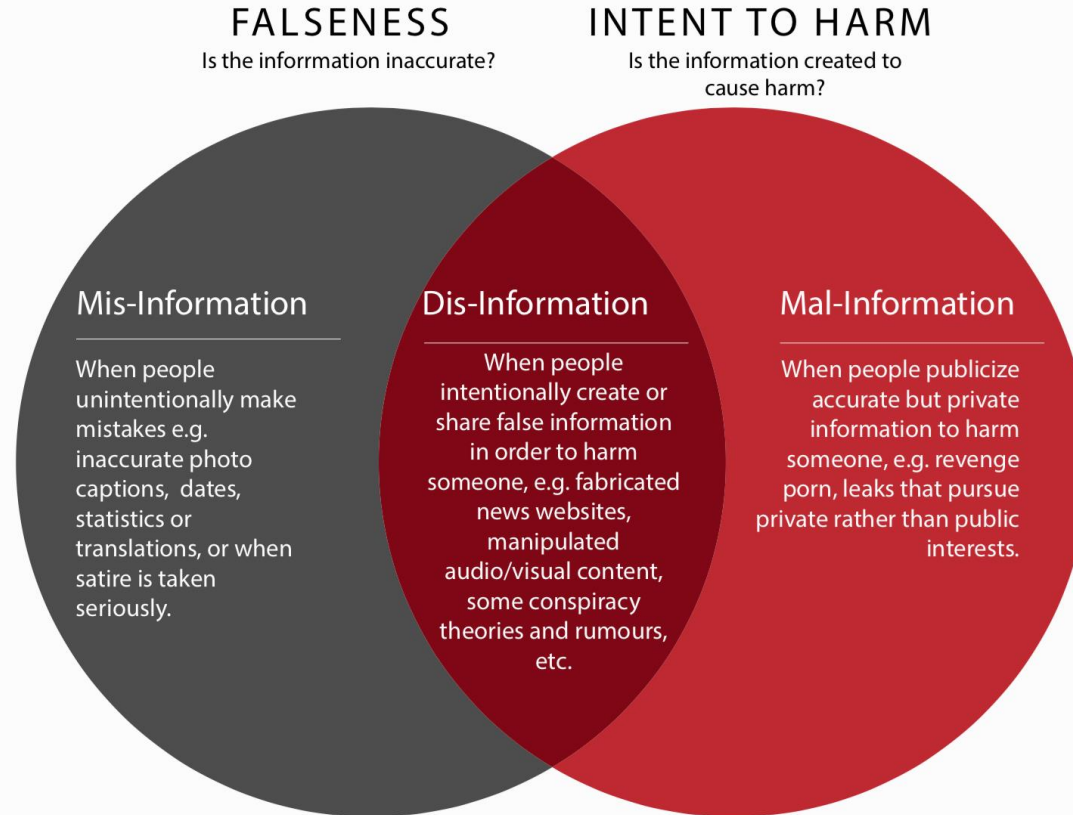
Educational
resources

FIVE STRATEGIES

- 1) We need to understand the full complexity of information disorder
- 1) We need to understand the power of visuals and emotion
- 1) We need more research about which communication strategies effectively slow down misinformation
- 1) We need to train scientists, public health professionals and comms officers in best practices for reporting on misinformation
- 1) We need to be reactive to misinformation crises but we also need to be ready for the next one

ONE: We need to understand
the full complexity of
information
disorder

TYPES OF INFORMATION DISORDER



**SATIRE OR PARODY**

No intention to cause harm but has potential to fool

**MISLEADING CONTENT**

Misleading use of information to frame an issue or individual

**IMPOSTER CONTENT**

When genuine sources are impersonated

**FABRICATED CONTENT**

New content is 100% false, designed to deceive and do harm

**FALSE CONNECTION**

When headlines, visuals or captions don't support the content

**FALSE CONTEXT**

When genuine content is shared with false contextual information

**MANIPULATED CONTENT**

When genuine information or imagery is manipulated to deceive

SATIRE

 | *America's Finest News Source.*

HOME LATEST POLITICS SPORTS LOCAL ENTERTAINMENT THE TOPICAL **OPINION** OGN

AMERICAN VOICES


Scientists Confirm Anti-Vaccine Sites Contain No Facts

MISLEADING CONTENT

 **Pablo Izquierdo**
@pablotes14

"The trial will use a special formulation of ibuprofen rather than the regular tablets that people might usually buy."

The headline should have made this clear - this is NOT over the counter - do NOT dose yourselves up folks!



BBC NEWS

Ibuprofen tested as a coronavirus treatment
Hospital patients sick with the virus will be given the drug to see if it can help with their breathing.
[bbc.co.uk](https://www.bbc.co.uk)

4:31 AM · Jun 3, 2020 · Twitter Web App



MANIPULATED CONTENT



FABRICATED CONTENT





TWO: We need to understand the power of visuals and memes

**DOLL REPRESENTS HOW MANY VACCINES
A CHILD RECEIVES..... BY AGE 2**



ANY QUESTIONS?

SOMEONE SAY CORONA VIRUS?

READY FOR VACCINES ANYONE?



Australian Government
Department of Health

Questions about vaccination



National
Immunisation
Program

A joint Australian, State and Territory Government Initiative

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Mythbusters

Can gargling mouthwash protect you from infection with the new coronavirus (2019-nCoV)?

No. There is no evidence that using mouthwash will protect you from infection with the new coronavirus. Some brands of mouthwash can eliminate certain microbes for a few minutes in the saliva in your mouth. However, this does not mean they protect you from 2019-nCoV infection.




Q: Can gargling mouthwash protect you from infection with the...

Are there any specific medicines to prevent or treat the new coronavirus?

To date, there is no specific medicine recommended to prevent or treat the new coronavirus (2019-nCoV). However, those infected with the virus should receive appropriate care to relieve and treat symptoms, and those with severe illness should receive optimized supportive care. Some specific treatments are under investigation, and will be tested through clinical trials. WHO is helping to accelerate research and development efforts with a range of partners.




Q: Are there any specific medicines to prevent or treat the new...

Can pets at home spread the new coronavirus (2019-nCoV)?



At present, there is no evidence that companion animals / pets such as dogs or cats can be infected with the new coronavirus. However, it is always a good idea to wash your hands with soap and water after contact with pets. This protects you against various common bacteria such as E. coli and Salmonella that can pass between pets and humans.




Q: Can pets 🐕🐈 at home spread the new #coronavirus? A: At...

Does the new coronavirus affect older people, or are younger people also susceptible?



People of all ages can be infected by the new coronavirus (nCoV-2019). Older people, and people with pre-existing medical conditions (such as asthma, diabetes, heart disease) appear to be more vulnerable to becoming severely ill with the virus. WHO advise people of all age to take steps to protect themselves from the virus, for example by following good hand hygiene and good respiratory hygiene.

Q: Does the #2019nCoV affect older people, or are younger people also...

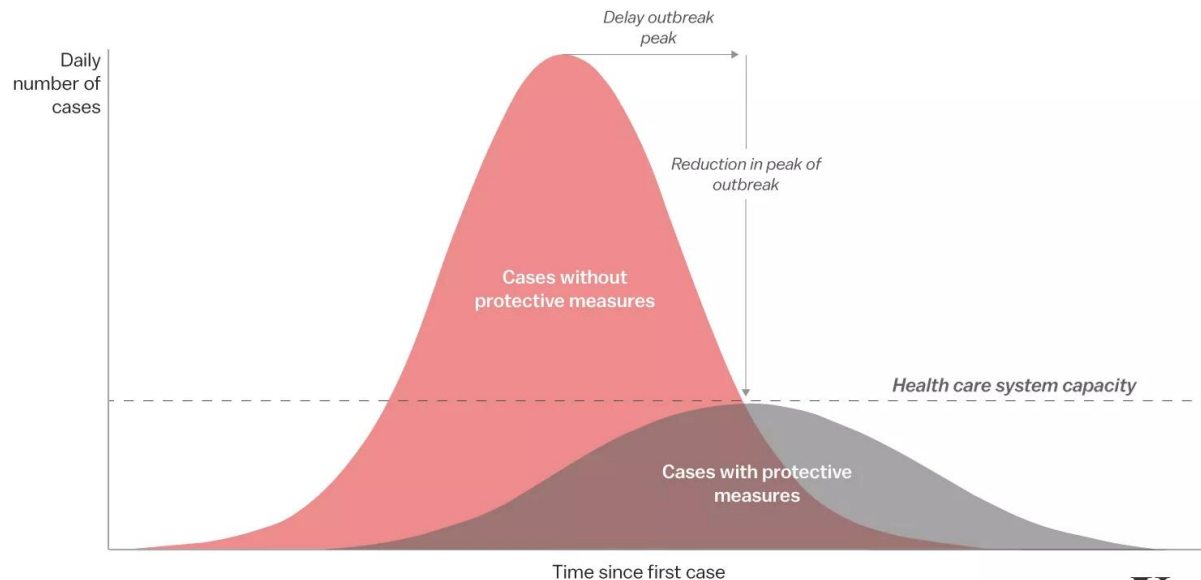
Are antibiotics effective in preventing and treating the new coronavirus?

No, antibiotics do not work against viruses, only bacteria. The new coronavirus (2019-nCoV) is a virus and, therefore, antibiotics should not be used as a means of prevention or treatment. However, if you are hospitalized for the 2019-nCoV, you may receive antibiotics since bacterial co-infection is possible.

Q: Are antibiotics effective in preventing and treating the new...

Flattening the curve



Source: CDC

Vox

Coronavirus Truth

▶ PLAY ALL



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Doctor Mike ✓
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Doctor Fact-Checks Politicians On Coronavirus

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Doctor Mike Interviews Dr. Fauci On COVID19

Doctor Mike ✓
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Doctor VS Coronavirus Conspiracy Theories

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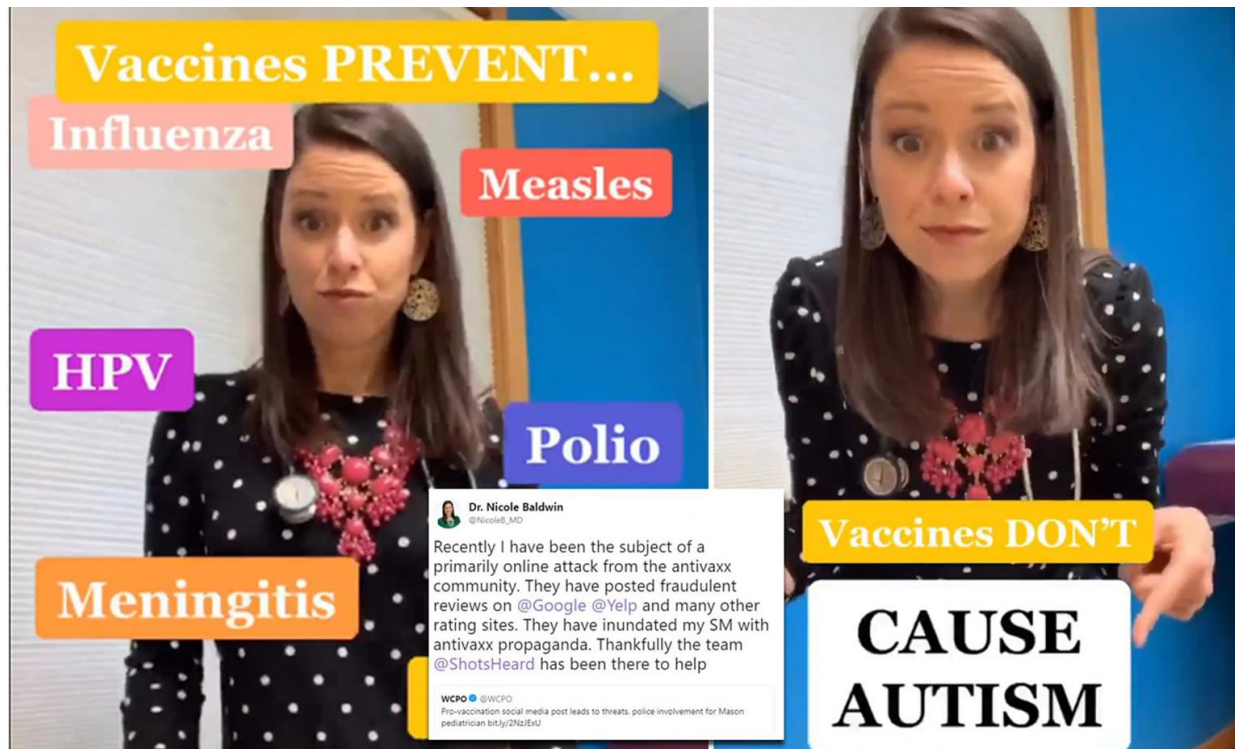
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Doctor Fact-Checks PLANDEMIC Conspiracy

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THREE: We need more research
into effective
communication
strategies to slow down
misinformation

**Most effective
messenger?**

**Most effective
messages?**

**Most effective
formats?**

**Most effective
distribution
mechanisms?**

It matters how platforms label manipulated media. Here are 12 principles designers should follow.



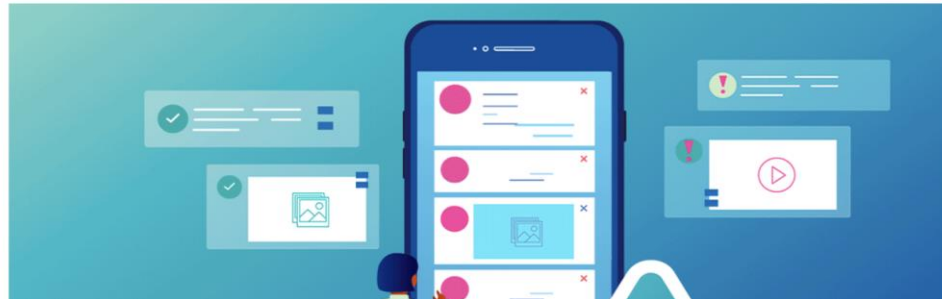
Partnership on AI

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Jun 9 · 16 min read



By Emily Saltz, Tommy Shane, Victoria Kwan, Claire Leibowicz, Claire Wardle



The Conspiracy Theory Handbook

Stephan Lewandowsky
John Cook

FOUR: We need to train scientists, public health professionals and comms officers in best practices for reporting on misinformation



1. Spraying chlorine or alcohol on skin kills viruses in the body

Applying alcohol or chlorine to the body can cause harm, especially if it enters the eyes or mouth. Although people can use these chemicals to disinfect surfaces, they should not use them on skin.

These products cannot kill viruses within the body.

2. Only older adults and young people are at risk

SARS-CoV-2, like other coronaviruses, can infect people of any age. However, older adults or individuals with preexisting health conditions, such as diabetes or asthma, are more likely to become severely ill.

3. Children cannot catch COVID-19

All age groups can become infected. Most cases, so far, have been in adults, but [children](#) are not immune. In fact, preliminary evidence shows that children are [just as likely](#) to become infected, but their symptoms tend to be less severe.

 **Dr Siouxsie Wiles** 

41.7K Tweets





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Dr Siouxsie Wiles 

@SiouxsieW

Microbiologist & Associate Professor at the University of Auckland. Loves Lego. She/her. TEDx talk: bit.ly/1AOBrpO Kids show: youtu.be/MpfycVd0huM

 Aotearoa New Zealand  unidirectory.auckland.ac.nz/profile/s-wiles

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 **Craig Spencer MD MPH** 

1,496 Tweets





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FIVE: We need to be reactive to misinformation crises but we also need to be rebuilding trust and understanding so we're ready for the next one



Credit - Joe Smyser,
Public Good Project

**World Health Organization (WHO)** ✓

@WHO



Preliminary investigations conducted by the Chinese authorities have found no clear evidence of human-to-human transmission of the novel [#coronavirus](#) (2019-nCoV) identified in [#Wuhan](#), [#China](#) 🇨🇳.

CORONAVIRUS
(2019-nCoV)



♥ 22.4K 11:18 AM - Jan 14, 2020



💬 35K people are talking about this





Asymptomatic spread of coronavirus is 'very rare,' WHO says

Government responses should focus on detecting and isolating infected people with symptoms, said the WHO's Dr. Maria Van Kerkhove.

▶ 6 Related Articles

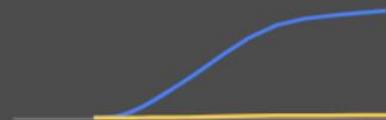
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Monday, June 08, 2020 by: [Mike Adams](#)
Tags: asymptomatic carriers, contact tracing, coronavirus, covid-19, goodhealth, goodmedicine, goodscience, infections outbreak, pandemic, vaccines, WHO

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SCIENTISTS AND RESEARCHERS



THE WATCHDOGS

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By IVAN ORANSKY and ADAM MARCUS / FEBRUARY 3, 2020

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HYACINTH EMPINADO/STAT

SPOKESPEOPLE

HEALTH

'We don't actually have that answer yet': WHO clarifies comments on asymptomatic spread of Covid-19

By ANDREW JOSEPH @DrewQJoseph / JUNE 9, 2020

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Maria Van Kerkhove, the WHO's technical lead on the Covid-19 pandemic.

FABRICE COFFRINI/AFP VIA GETTY IMAGES



February 19, 2020

First Draft Case Study: Exploring The Controversy Around Dengvaxia And Vaccine Misinformation In The Philippines

Thank you

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