

# Report



- Date and time: 8 December 2020, 10:45 - 12:15
- Title of the session: **Countering misinformation narratives**
- Format (select one): Ideas labs
- Facilitators: **Ljiljana Simic** (Trainer, anthropologist and action researcher), **Tina Purnat** (Technical Officer for Digital Health Technologies, World Health Organization /WHO/), **Elisabeth Wilhelm** (Vaccine Confidence Strategist, US Centers for Disease Control)

## Main topics discussed

Misinformation has real consequences for health issues, as a lack of trust or misinformation can cause a pandemic to increase exponentially.

Need to support journalism, ensure more clarity and accountability on platforms and check facts.

The challenge is to communicate differently to different audiences and to put science and media literacy on the agenda, to promote “fact-fulness”.

Base communication on empathy and trust.

The audience is becoming increasingly aware of the sources and topics that interest them. Digital consciousness is growing.

Alpha-generation is interested in two-way communication, while some media and journalists are used to one-way communication only, which does not lead to engagement.

Misinformation usually targets people with a “lower” standard of education, who do not trust government and who are often more right- than left-wing. The media need to build trust, which will help create “lie-detector” information to fact-check claims.

Education is still important, and universities and seminars should teach good reflexes such as fact-checking, avoiding sharing if uncertain about the content and thinking critically.