

# Health Information, Vulnerability Patterns and Resilience to Information Disorder

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infodemic  
MANAGEMENT



# Types of harm the infodemic can contribute to

Domain of impact - harms	Consequence
Physical	<ul style="list-style-type: none"><li>• Limited accurate knowledge about available treatments</li><li>• Misplaced actions</li></ul>
Social	<ul style="list-style-type: none"><li>• Victimization and stigma</li></ul>
Economic	<ul style="list-style-type: none"><li>• Falling for scams</li><li>• Panic buying</li></ul>
Political	<ul style="list-style-type: none"><li>• Limited trust in officials</li><li>• Rejection of official guidelines</li><li>• Disregard of government-led responses</li></ul>
Psychological	<ul style="list-style-type: none"><li>• Mental health epidemic</li><li>• Extreme anxiety</li><li>• Long-term depression</li></ul>

Table 3. Our risk framework of health misinformation based on the evidence.

# During an emergency, people are more vulnerable to the infodemic

- People's brains operate differently in emergencies.
- In emergencies, we:
  - simplify & limit intake of information
  - cling to current beliefs
  - remember what we see or previously experience
  - Believe the first thing we hear
  - look for additional information or opinions



Therefore, people's and systems' vulnerabilities are more easily exploited during emergencies.

# Advancing infodemic management 2022-23

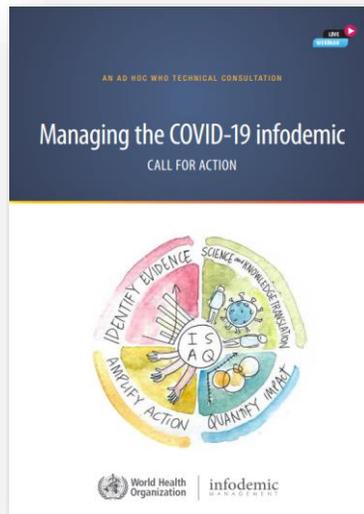
## Mandate

## Programmatic response

**WHA74.7**  
**Strengthening WHO preparedness for and response to health emergencies**

**132 signatories of “cross-regional statement on infodemic in context of COVID-19” to UN Secretary General**

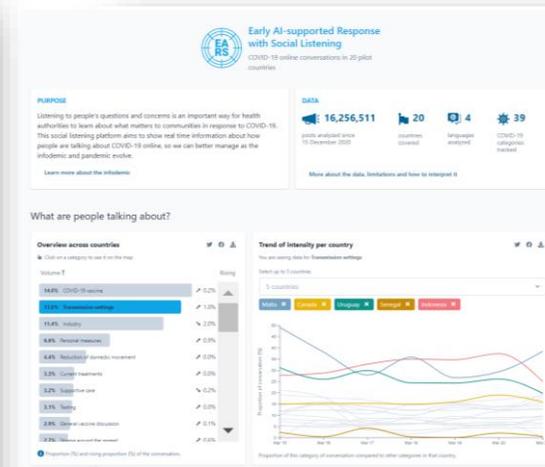
### 1 Framework, strategy and action



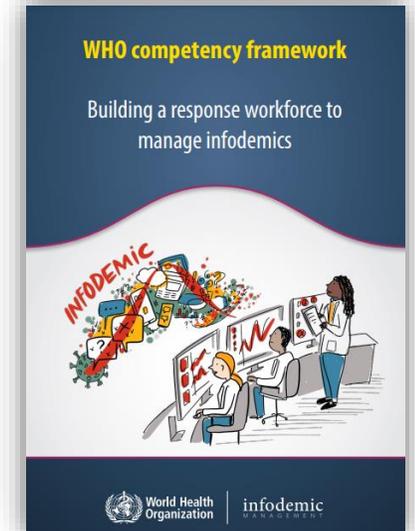
### 2 The science



### 3 Country tools and partnerships



### 4 Professionalization



**YOU THINK THAT LIBRARIES  
ARE JUST BOOKS?**



**YOU MUST BE NEW HERE**

**Trusted  
spaces**



YES, I NEED A LIBRARIAN

ICANHASCHEEZBURGER.COM

Even the Caped Crusader and Boy Wonder knew who to call when they didn't know the answer!

**Buffer to  
the  
infodemic**

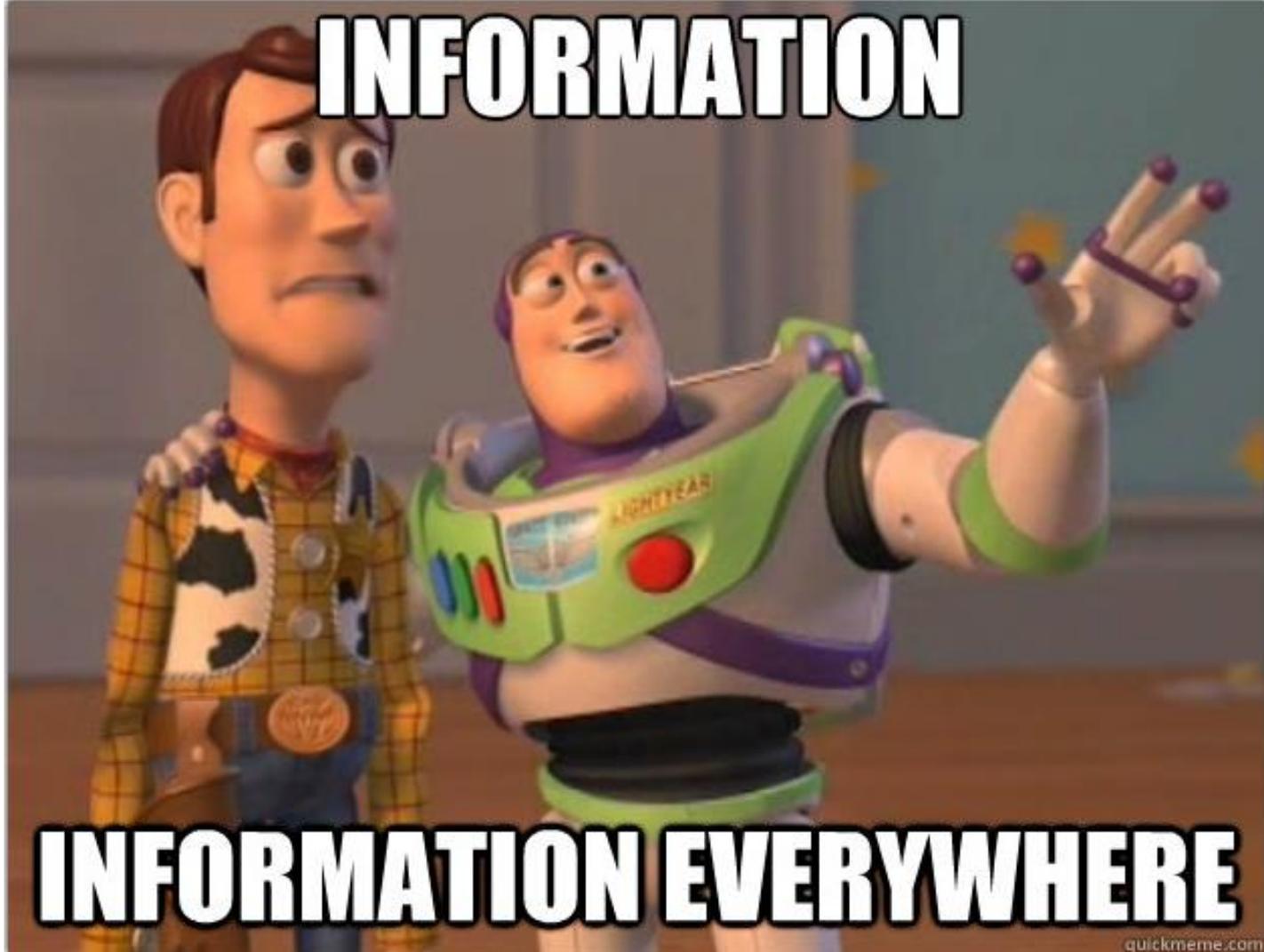


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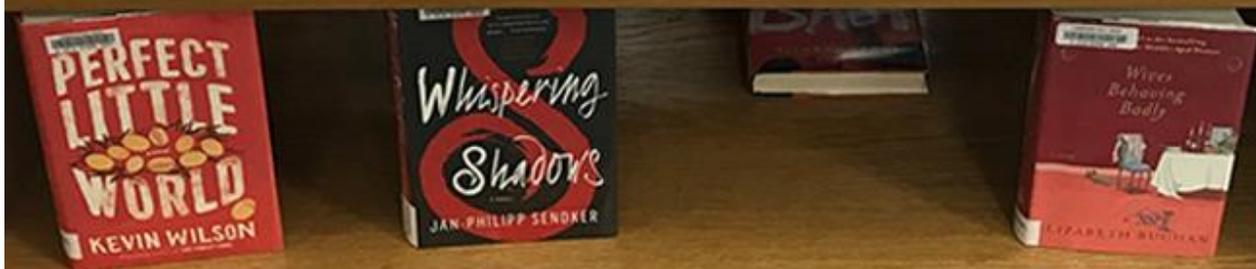
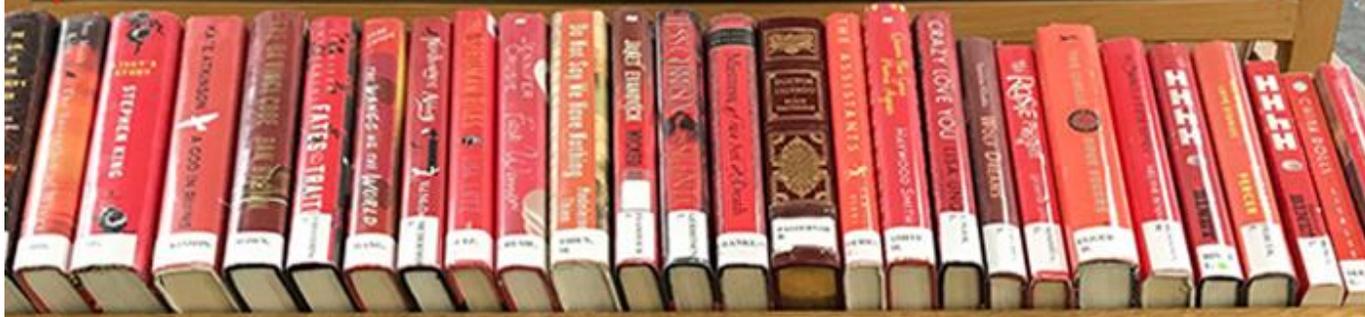
Is this information literacy?

**Building  
literacies**



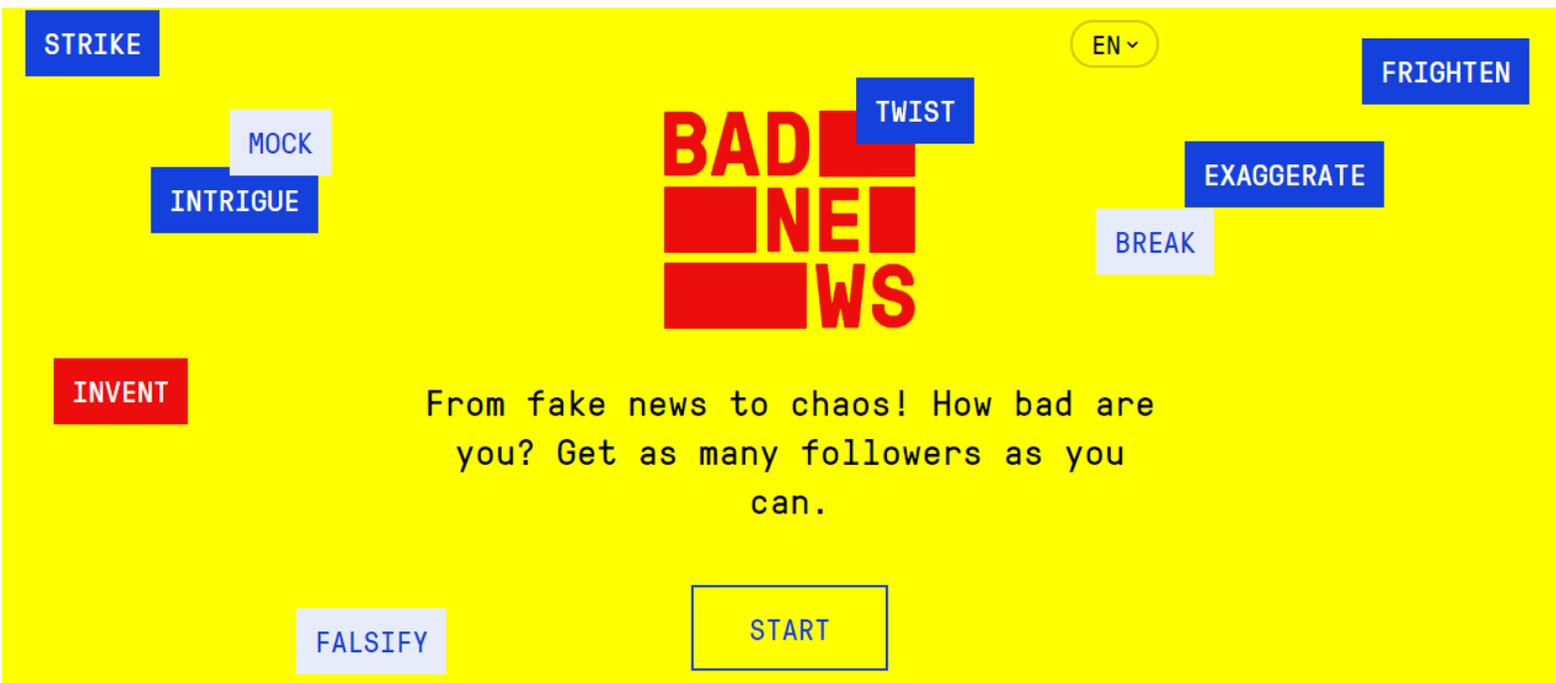
**Improving  
health  
information  
equity**

**I Don't Remember the  
title, but the cover was Red**



Fun takeaway: Educational tool to teach digital literacy and inoculate against misinformation

[www.getbadnews.com](http://www.getbadnews.com)



Basol, M., Roozenbeek, J., & Van der Linden, S. (2020). Good news about bad news: Gamified inoculation boosts confidence and cognitive immunity against fake news. *Journal of cognition*, 3(1).

# Thank you!



EPI • WiN

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<https://www.who.int/health-topics/infodemic>

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