World Health Organization

WHO ad-hoc technical consultation on managing the COVID-19 infodemic Geneva, Switzerland and online

7–8 April 2020 (14–17h Geneva time both days)

Advance registration for the webinar:
https://who.zoom.us/webinar/register/WN_ldu0GKGhTsq6m83FYZkyKg
After registering, participants receive a confirmation email containing a link to join the webinar on Zoom.

Provisional programme

Day 1 Tuesday, 7 April 2020, 14:00–17:00 Geneva time. Plenary (3 hours)

14:00–14:10	**Introduction** Welcome *by Dr Sylvie Briand*, Director, Infectious Hazard Management, WHO; Lead of infodemic management pillar for COVID-19 response
14:10–15:30	**Session 1: Managing infodemics – what is the new phenomenon?** *Moderator: Tim Nguyen, Rapporteur: TBD* • Multi-faceted discussion of the COVID-19 infodemic • Challenges, impact, and approaches to infodemic management 1. Towards a WHO framework for infodemic management – *Tim Nguyen, WHO* 2. AFP fact-checking service (media perspective) – *Yana Dlugy, AFP Digital Verification, France* 3. Challenges and current experience in informing infodemic management (country/state government pespective) – *Ève Dubé, Institut national de santé publique du Québec, Canada* 4. Private sector perspective – *(TBC)* 5. Title TBC (publisher perspective) - *Gunther Eysenbach, JMIR Publications, Canada* 6. Infodemiology: the socio-behavioral dimension (science perspective) – *Pier Luigi Sacco, IULM University, Italy* 7. European Disinfo Lab resources for tackling misinformation about COVID-19 (civil society perspective) – *Alexandre Alaphilippe, EU disinformation lab, Belgium*
15:30–15:40	**Break**
15:40–16:50	**Session 2: Infodemiology – how can the infodemic be managed, described and measured?** *Moderator: Tina Purnat, Rapporteur: TBD* **Methods, tools and evidence from the past experience and from COVID-19 pandemic** • fact-checking and relevance analysis, misinformation dynamics • characterizing social and societal dynamics of infodemic during outbreak • science of digital and social information flows and analysis in outbreaks • study of interaction and engagement with COVID-19-related media, web and social media items; analysis of advertising online **Risk communication, misinformation and fact-checking** 1. Lessons from 2015 MERS-Cov and COVID-19 for infodemic management – *Kisoo Park, Korea University College of Medicine, South Korea* 2. Misinformation making a disease outbreak worse: outcomes compared for influenza, monkeypox, and norovirus – *Julii Brainard, Norwich Medical School UEA, UK* 3. Correction of Global Health Misinformation on Social Media (Zika experience) – *Leticia*

Bode, Georgetown University, USA
4. Supporting the fight against COVID-19 infodemic in SE Asia – ***Rebecca Petras, H2H Network, USA/France***
5. Canadian misinformation and fact checking portal – ***Philip Mai and Anatoliy Gruzd, Ryerson University, Canada***

16:50–17:00	**Invitation for collective contribution of ideas towards a framework for infodemic management at global, national and local levels** • Objective of exercise; focus on the four areas of infodemic management (Identify evidence; Simplify knowledge; Amplify action; Quantify impact), to brainstorm ideas. • Logistics of submitting ideas • Suggestions will be summarized and recapped for session 4 next day Four areas of brainstorm: • Identify evidence: Scan, review and verify evidence and information • Simplify knowledge: Interpret and explain what is known • Amplify action: Reach out and listen to the concerns of sectors and provide advice for action • Quantify impact: Describe the infodemic, measure change and impact of infodemic management interventions

Day 2 Wednesday, 8 April 2020, 14:00 – 17:00 Geneva time. Plenary (3 hours)

14:00–14:10	Recap from Day 1 *by Tina Purnat*
14:10–15:20	**Session 3: Infodemiology – how can the infodemic be managed, described and measured? – continued from previous day** *Moderator: Tina Purnat, Rapporteur: TBD* Social and behavioral science 1. How behavioural science data helps mitigate the COVID-19 crisis – ***Philipp Schmid, University of Erfurt, Germany*** 2. Using social and behavioural science to support COVID-19 pandemic response – ***Jay J. Van Bavel, New York University, USA*** Web/social analytics and AI to produce actionable insights and analysis 3. Web/Social media listening and analytics for COVID-19 communication – ***Tim Zecchin, Media Measurement, UK*** 4. Infodemiology: tools for detecting and assessing infodemics – ***Manlio De Domenico, Complex Multilayer Networks Lab, FBK – Fondazione Bruno Kessler, Italy*** 5. Title TBC – ***Ian Brooks, University of Illinois, USA*** 6. Assessing the similarity between daily news headlines and WHO recommendations – ***Tavpritesh Sethi, Indraprastha Institute of Information Technology Delhi, India***
15:20–15:30	**Break**
15:30–16:50	**Session 4: A framework for managing infodemics (working across whole of society for evidence-informed policy)** *Moderator: Tim Nguyen, Rapporteur: TBD* • Report back on four areas of brainstorm: Identify evidence; Simplify knowledge; Amplify action; Quantify impact Brainstorm of suggestions for an infodemic response framework at global, regional and country level
16:50–17:00	**Conclusions and next steps – *Dr Sylvie Briand***