

How to avoid amplifying misinformation

Understanding the risks of amplifying problematic content around vaccines, including knowing when to report on it, and when not to.



Trumpet of amplification



FIRST DRAFT VACCINE INSIGHTS STUDY COMPANION

KEY THEORIES AND PRINCIPLES: A RECAP FROM THE WORKSHOP

What is a tipping point?

The tipping point is when content moves out of a community, crosses platforms and starts moving at speed. This point will vary according to factors such as the size of the relevant publications and platforms, and their audiences.

If misinformation hasn't reached the tipping point, reporting on it might give it extra oxygen and inadvertently help it spread.

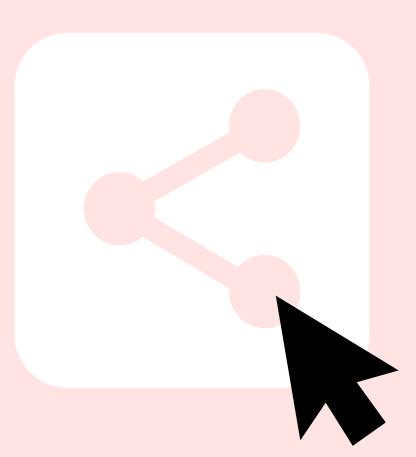
After the tipping point, it is important to push out debunks as widely as possible.



KEY THEORIES AND PRINCIPLES: A RECAP FROM THE WORKSHOP How to decide if a tipping point has been reached

- Ρ Platforms - Is it moving from one platform to another?
- Outlets Are other journalists and publishers writing about it? \mathbf{O}
- Influencers Did an influencer share it?
- Numbers How much engagement is it getting? Ν
- Travel Is it moving from one community to another? Т

KEY THEORIES AND PRINCIPLES: A RECAP FROM THE WORKSHOP







The oxygen of amplification: Better practices for reporting on extremists, antagonists, and manipulators online →

(Whitney Phillips, Data & Society) Read this report on how news media was hijacked from 2016 to 2018 to amplify the messages of hate groups.

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Appendix B. Worldows Sackfree effect Instature			
	One of the most concerning notions for science communicators, fact-checkers, and	Article Metrics	
these full stations are	individual increasing their behaf in the very misconception the correction is aiming		
	to rectify. There is currently a debate in the literature as to whether backfire effects	Challest Indexes	
Pigares (1)	exist at all, as recent studies have failed to find the phenomenon, even under theoretically favorable conditions. In this review, we summarize the current state of	Captures	
	barriers to measuring the backfire phenomenon, discuss approaches to improving		
	measurement and design, and conclude with recommendations for fact-checkers.	Medices	
	We suggest that backfire effects are not a robust empirical phenomenon, and more		

Searching for the Backfire Effect: Measurement and design considerations →

(Journal of Applied Research in Memory & Cognition) Learn about the barriers to measuring the Backfire Effect and find recommendations for fact checkers.



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FURTHER READINGS AND RESOURCES

ABOUT	PROJECTS	RESEARCH	TRAINING	LATEST	٩	
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Coronavirus: Responsible reporting and ethics →

Find tips for reporting on coronavirus and slowing the spread of misinformation.



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HOW TO IDENTIFY THE KEY VACCINE NARRATIVES	7.	HOW TO TRACE SOURCES
HOW TO SEARCH ONLINE	8.	HOW TO AVOID AMPLIFYING MISINFORMATION
HOW TO MONITOR CONVERSATIONS ON SOCIAL MEDIA	9.	HOW TO PUBLISH RESPONSIBLY
HOW TO MONITOR CONVERSATIONS N CLOSED SPACES	10.	HOW TO ANSWER QUESTIONS (BEFORE THEY'VE BEEN ASKED)



Up next: How to publish responsibly

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