

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

KEY THEORIES AND PRINCIPLES:
A RECAP FROM THE WORKSHOP

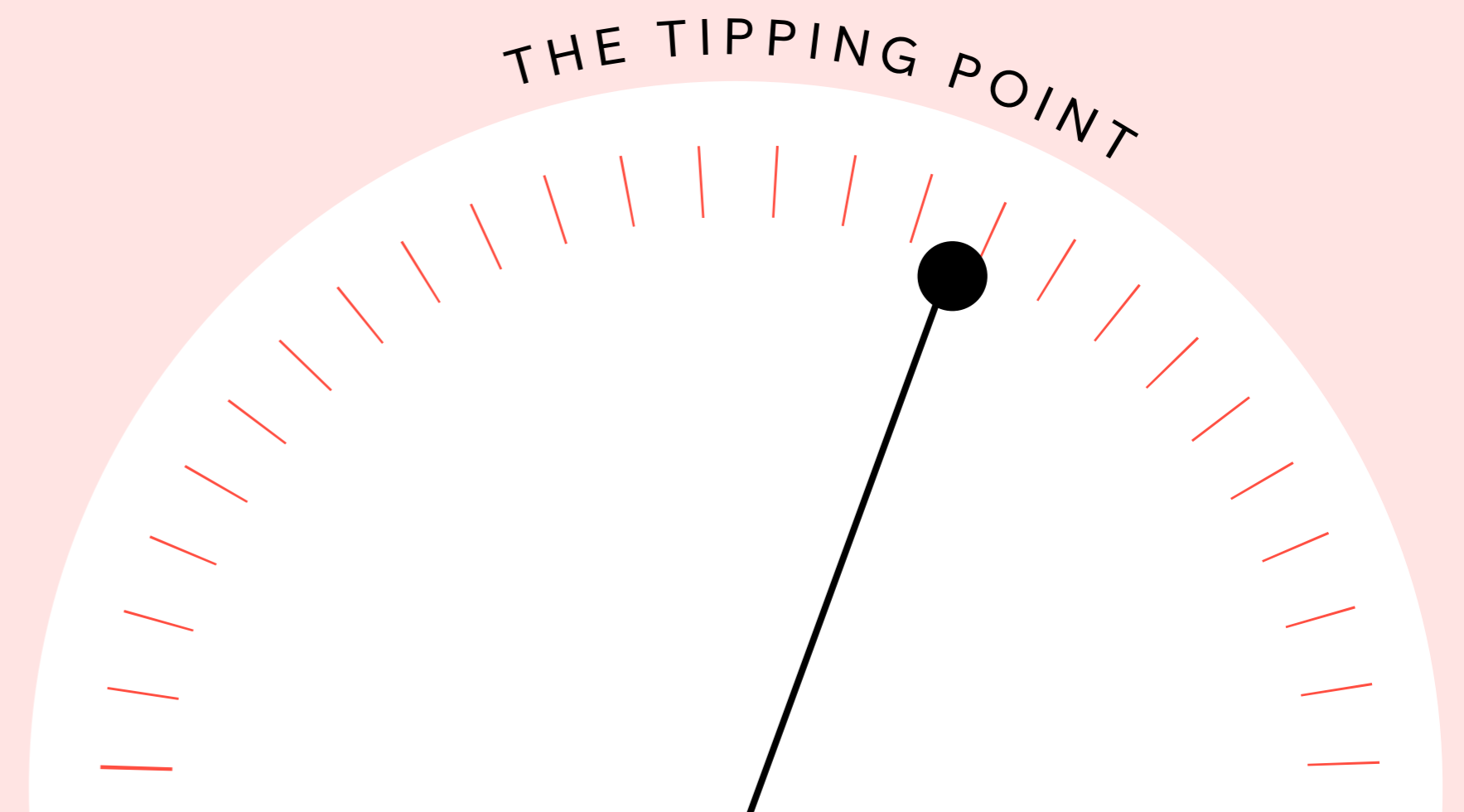


What is a tipping point?

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.

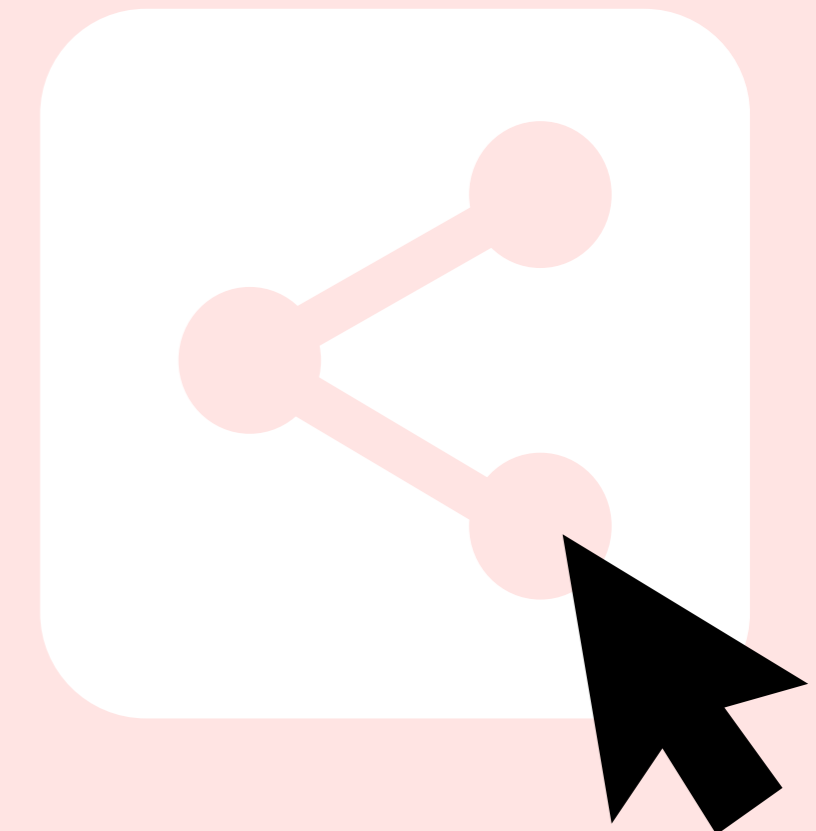
If misinformation hasn't reached the tipping point, reporting on it might give it extra oxygen and inadvertently help it spread.

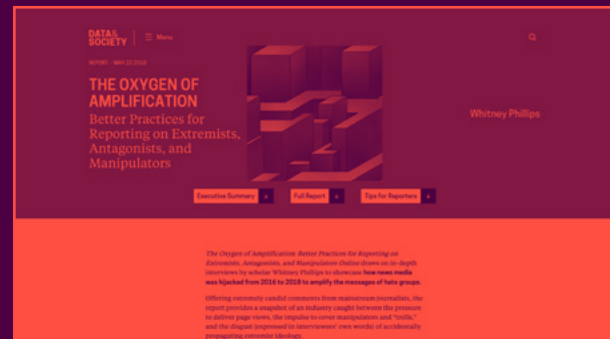
After the tipping point, it is important to push out debunks as widely as possible.



How to decide if a tipping point has been reached

- P** Platforms - Is it moving from one platform to another?
- O** Outlets - Are other journalists and publishers writing about it?
- I** Influencers - Did an influencer share it?
- N** Numbers - How much engagement is it getting?
- T** Travel - Is it moving from one community to another?





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.



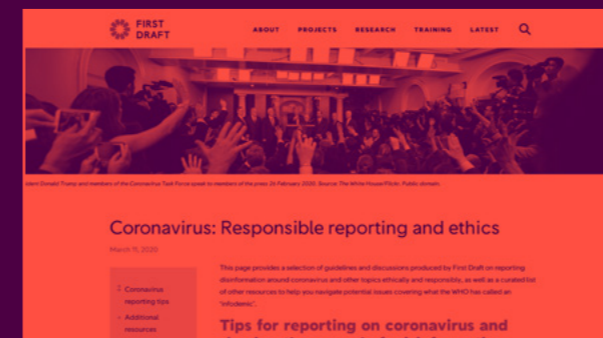
Responsible reporting in an age of information disorder →

Discover our Essential Guide.



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.



Coronavirus: Responsible reporting and ethics →

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

With the ability to build your own syllabus, live interpretation in your language and on-demand lesson recaps, this highly customizable course is designed for busy schedules and varied levels of knowledge and experience.

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|----|-----------------------------------------------|-----|-----------------------------------------------------|
| 1. | HOW TO UNDERSTAND VACCINE MISINFORMATION | 6. | HOW TO VERIFY VISUAL CONTENT ONLINE |
| 2. | HOW TO IDENTIFY THE KEY VACCINE NARRATIVES | 7. | HOW TO TRACE SOURCES |
| 3. | HOW TO SEARCH ONLINE | 8. | HOW TO AVOID AMPLIFYING MISINFORMATION |
| 4. | HOW TO MONITOR CONVERSATIONS ON SOCIAL MEDIA | 9. | HOW TO PUBLISH RESPONSIBLY |
| 5. | HOW TO MONITOR CONVERSATIONS IN CLOSED SPACES | 10. | HOW TO ANSWER QUESTIONS (BEFORE THEY'VE BEEN ASKED) |

Up next:

How to publish responsibly