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

POLITICIANS
PROFESSIONAL MEDIA
INFLUENCERS

SOCIAL MEDIA
CONSPIRACY
COMMUNITIES
CLOSED NETWORKS
ANONYMOUS WEB
Effective techniques for discussing misinformation

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.

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.

Responsible reporting in an age of information disorder

Discover our Essential Guide.

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.

Learn more at firstdraftnews.org/vaccineinsights/#training

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