

# Misinformation challenges on social media

@Dante\_Licona

#UNHCRNGOs



100  
1919-2019

Misinformation is a numbers game. There is only one truth, but the number of lies is infinite. Quantity can easily overwhelm quality.

7:38 PM - 17 Jan 2017

3,218 Retweets 4,563 Likes



Safe spaces for South  
Asia's cultures p. 2086

Synthetic Notch receptors  
enhance T cell therapies p. 1112

Dietary fiber fights  
diabetes p. 1151

# Science

\$15  
9 MARCH 2018  
science.org

AAAS

## HOW LIES SPREAD

On social media,  
false news beats the truth



SHARE



ON JANUARY 25, Brazilian health officials [launched a mass campaign](#) to vaccinate 95 percent of residents in the 69 municipalities directly in the disease's path—a total of 23 million people. A yellow fever vaccine has been mandatory since 2002 for any Brazilian born in regions where the virus is endemic. But in the last two years the disease has pushed beyond its normal range into territories where fewer than a quarter of people are immune, including the urban areas of Rio and Sao Paulo.

By the time of the announcement, the fake news cycle was already underway. [Earlier in the month an audio message from a woman claiming to be a doctor at a well-known research institute began circulating on WhatsApp, warning that the vaccine is dangerous.](#) (The institute denied that the recording came from any of its employees). A few weeks later it was a story linking the death of a university student to the vaccine. (That too proved to be a false report). In

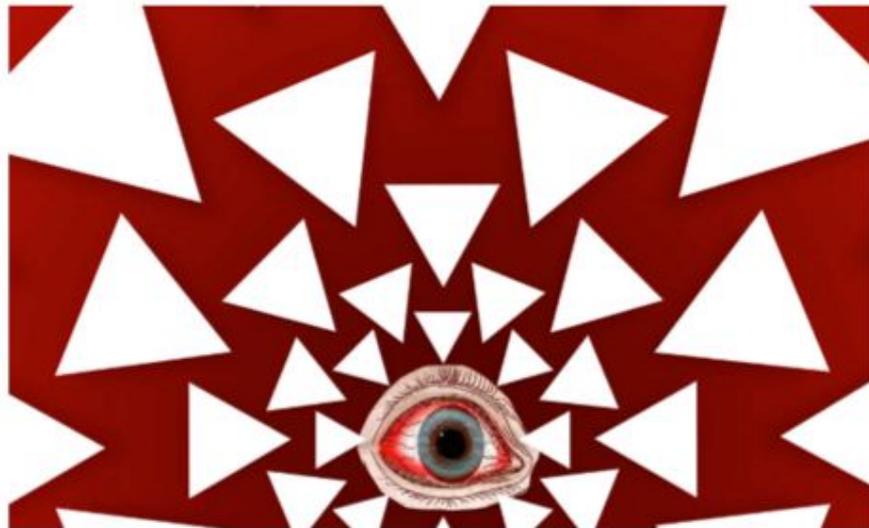
Opinion

# YouTube, the Great Radicalizer



By Zeynep Tufekci

March 10, 2018





### You'll Be Glad You Watched This Before Vaccinating Your Child!

iHealthTube.com • 56K views • 3 years ago

The number of vaccines in kids' recommended vaccine schedules continues to grow. Is this a good thing? Dr. Peter Glidden ...



### I was a scientist and will now never vaccinate my children

VAXXED TV • 89K views • Streamed 9 months ago



### Should You Vaccinate Your Child?

The Rubin Report • 12K views • 3 years ago

With the recent outbreak of measles at Disneyland, and as many as 1000 people across three Arizona counties potentially ...



### A Message for the Anti-Vaccine Movement

Jimmy Kimmel Live • 7.9M views • 3 years ago

Jimmy feels that all of this anti-vaccination silliness is starting to snowball, so he invited some real doctors to address it. These are ...

2018



Adam Schiff   
@RepAdamSchiff

Follow



Last week, I wrote to Facebook and Google to express my concern that their sites are steering users to bad information that discourages vaccinations, undermining public health.

The search results you get for “vaccines” on Facebook are a dramatic illustration.



7:59 PM - 20 Feb 2019

1,627 Retweets 4,296 Likes





### Mayo Clinic Minute: Why and when children should be vaccinated

Mayo Clinic ✓ 5.1K views • 11 months ago

As some children prepare for their first day of school and others get ready to return to class, it's also time to ensure they're up to ...



### What to expect when your child is vaccinated | How Vaccines Work

Centers for Disease Control and Prevention (CDC) ✓ 1M views • 3 months ago

What should parents expect after their child's vaccine visit? Learn more here: ...

CC



### Infectious Diseases A-Z: Importance of childhood vaccines

Mayo Clinic ✓ 7.2K views • 1 year ago

Childhood immunizations are an important part of ensuring infants, children and adults are protected from life-threatening ...



### How do vaccines help babies fight infections? | How Vaccines Work

Centers for Disease Control and Prevention (CDC) ✓ 1.1M views • 4 months ago

How do vaccines work with your child's immune system to fight infections? Learn more here: ...

CC



**Del Harvey**

@delbius

VP, Trust and Safety, Twitter

---

Only on Twitter

@Twitter

#OnlyOnTwitter

# Helping you find reliable public health information on Twitter

By [Del Harvey](#)

Friday, 10 May 2019

We're committed to protecting the health of the public conversation on Twitter — ensuring individuals can find information from authoritative sources is a key part of that mission.

We recently launched a new tool so when someone searches for certain keywords associated with vaccines, a prompt will direct individuals to a credible public health resource. In the United States, we partnered with the [U.S. Department of Health & Human Services](#) and point people to [vaccines.gov](#). The new search prompt is available on iOS, Android, and [mobile.twitter.com](#) in the United States (in English and Spanish), Canada (in English and French), UK, Brazil, Korea, Japan, Indonesia, Singapore, and in Spanish-speaking Latin American countries. If you search on [twitter.com](#), there's a pinned Tweet with information from trusted partners.\*

## Know the facts

To make sure you get the best information on vaccinations, resources are available from the US Department of Health & Human Services.

Visit [vaccines.gov](https://www.vaccines.gov)

@HHSGov



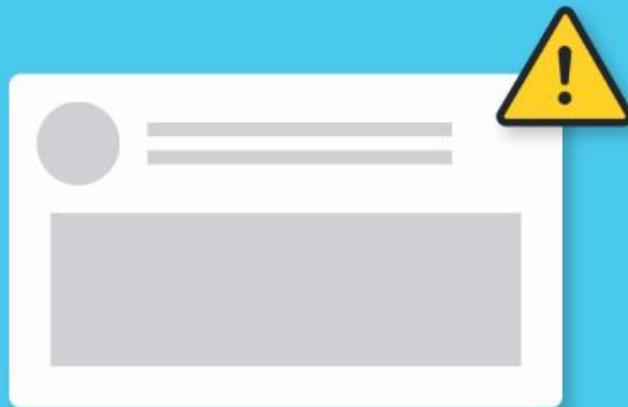
**HHS.gov**  @HHSGov · Apr 30

There's a lot of information about **#vaccines** online, but not all of it is accurate. Find credible, expert-approved information at [vaccines.gov](https://www.vaccines.gov).



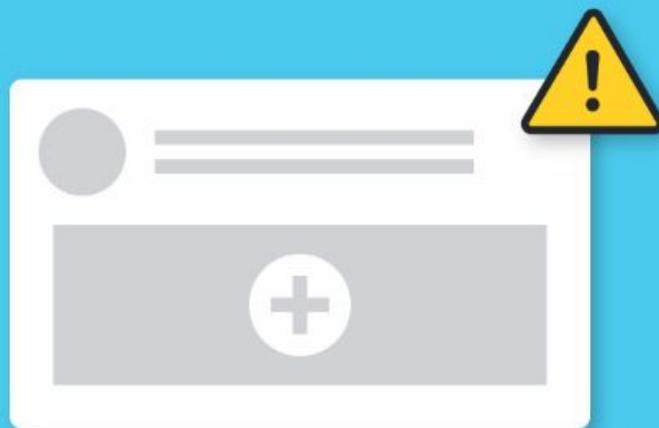
March 7, 2019

## Combating Vaccine Misinformation



July 2, 2019

## Addressing Sensational Health Claims



An aerial photograph showing a border crossing between Colombia and Venezuela. A paved road runs vertically through the center of the image. On either side of the road, there is a large, irregular area of reddish-brown earth, likely a result of erosion or a natural geological feature. The surrounding areas are covered in green grass. The word "COLOMBIA" is written in large, white, sans-serif capital letters across the top of the image, and "VENEZUELA" is written in the same style across the bottom. A small white vertical bar is positioned on the road just below the word "COLOMBIA".

**COLOMBIA**

**VENEZUELA**





IFRC Intl. Federation #RedCros...

@ifrc

We've learned that there are some people not affiliated w/ [@cruzrojacol](#) & [@CruzRojaVe](#) wearing Red Cross emblems at Colombia-[#Venezuela](#) & Brazil-Ven border. We urge them to stop doing this. They might mean well but they risk jeopardizing our neutrality, impartiality & independence

7:25 PM - 23 Feb 2019

3,552 Retweets 3,582 Likes



IFRC Americas

@IFRC\_es

Following

Hemos conocido que hay algunas personas que no están afiliadas con [@cruzrojacol](#) & [@CruzRojaVe](#) [@CruzVermelha](#) que llevan emblemas de la Cruz Roja en la frontera entre Colombia-[#Venezuela](#) y Brasil-Venezuela.

Translate Tweet

7:15 PM - 23 Feb 2019

738 Retweets 477 Likes



40 738 477



Tweet your reply



IFRC Americas @IFRC\_es · Feb 23

Les instamos a que dejen de hacerlo. Pueden tener buenas intenciones, pero corren el riesgo de poner en peligro nuestra neutralidad, imparcialidad e independencia.

Translate Tweet

24 290 300

# The road ahead?

@Dante\_Licona



100  
1919-2019