

WHO THIRD GLOBAL INFODEMIC MANAGEMENT CONFERENCE

Whole-of-society challenges and solutions to respond to infodemics

Online, October–December 2020



World Health
Organization

infodemic
MANAGEMENT

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WHO third global infodemic management conference: whole-of-society challenges and approaches to respond to infodemics

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Executive summary

The pandemic has been complicated and worsened by an *infodemic*: an overabundance of information that spreads alongside an epidemic, making it hard for people to take the right decisions to protect their health. The sheer volume of information is daunting, and the fact that much of it is either mis- or disinformation makes the problem worse.

If people act on false health information it can impact their health. If enough people do not follow the correct health guidance, it will prolong this pandemic. Until a vaccine or vaccines are widely available *and* – crucially – widely accepted by the public, everyone remains at risk. It is critically important that stakeholders across the world, across different sectors, professions and parts of society, act with urgency and in solidarity to mitigate this infodemic.



From 20 October to 11 December 2020, WHO's 3rd Infodemic Management Conference set out to identify the top infodemic challenges and approaches for each of six stakeholder groups with particular, immediate potential to address infodemics. These were:

1. The science and research community
2. Country health authorities
3. Technology companies and social media platforms
4. Non-governmental organizations (NGOs) and civil society groups
5. Media and journalism
6. UN agencies and multilateral organizations.

In each of these tracks, a series of discussions held over several weeks crystallized the key infodemic-related challenges in each of these sectors. Each track generated a number of key approaches and action points to address their challenges of the infodemic. These are presented in this report.

The common conclusions, those that ran across all the tracks, were those that emphasized the

If enough people do not follow the health guidance, it will prolong this pandemic.

whole-of-society theme. Every profession is coping with a novel situation, a challenge of rare and intimidating scale, and a need for increased and better partnerships. The world needs wider and enhanced collaboration, and better tools and systems for verifying, clarifying and sharing information, everywhere. The most vulnerable and excluded populations around the world are those most at risk from COVID-19, and those most in need of collaboration between the generators and refiners of knowledge in scientific and academic institutions and ministries around the world; the curators of information and facilitators of its spread across digital platforms and media channels; and the NGOs, UN bodies and civil society organizations that advocate for their needs and work to meet them.

Throughout this meeting, people came together from across society – including youth activists, community leaders, scientists, journalists, public health experts and professionals, data scientists and technicians, policy-makers, tech companies, NGOs, health authorities, UN staff and others – and declared a shared commitment to managing and mitigating infodemics in support of equitable health and well-being. This resulted in an important call to action, designed to add momentum to a global movement to manage infodemics, promote access to good quality health information and mitigate harm from health misinformation, online and offline.

This call to action is an invitation to every organization and every person to add their name in a show of solidarity and commitment to the cause.

Please add your name to the call at:

<https://www.who.int/news/item/11-12-2020-call-for-action-managing-the-infodemic>

Context

Coronavirus disease 2019 (COVID-19) is a contagious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The first known case was identified in Wuhan, China, in December 2019. The disease has since become a pandemic that has damaged societies and economies around the world.

The human right to health requires equitable access to good quality health information. Achieving this for everyone would accelerate the process of ending and recovering from this pandemic.

The sheer volume of information is daunting, and the fact that much of it is either mis- or disinformation makes the problem worse.

But instead, the pandemic has been complicated and worsened by an *infodemic*: an overabundance of information that makes it hard for people to take the right decisions to protect their health. The sheer volume of information is daunting, and the fact that much of it is either mis- or disinformation makes the problem worse.

Rapid amplification and dissemination of information and misinformation online, at a time when people are more physically and socially distanced than ever before and many rely on their computers and phones to connect to the wider world, adds a concerning level of complexity to the infodemic.

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_23488

