# Agenda

## 4TH WHO INFODEMIC MANAGEMENT CONFERENCE

**Advances in Social Listening for Public Health**

*Online via Zoom*

**DAY ONE: 4 MAY 2021 | 12.30 – 16.00 CET (3.5 HOURS)**

<table>
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<tr>
<th>Time</th>
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| 12.30 – 13.00 | **WELCOME AND OPENING REMARKS**  
**The session WHO and co-chairs will present the aim for DAY 1:**  
Spotlighting case studies from regions and partners to facilitate knowledge exchange and collaboration.  
- WHO (10 min) – Dr Sylvie Briand, Opening remarks  
- Ms. Elisabeth Wilhelm (US CDC) (5 min)  
- Ms. Tina Purnat (ECDC) (5 min)  
- Dr Christine Czerniak (WHO) Housekeeping (10 min) |
| 13.00 – 15.30 | **FOCUS 1: CASE STUDIES APPLYING SOCIAL LISTENING FOR PUBLIC HEALTH**  
**Moderator: Ms. Tina Purnat**  
| 13.00 – 13.50 | Mr. Jun Ryan Orbina (WHO Philippine Country Office) / Ms. Shereen Ayub (WPRO)  
Social listening country case study  
Dr Supriya Bezbaruah (WHO SEARO)  
Social listening regional case study  
Mrs. Elodie Ngoc-thy Ho and Mr. Ibrahima Sory Kaba (WHO AFRO)  
Social listening in the Ebola response: A case study from Guinea  
Dr Dalia Samhouri (WHO EMRO)  
Social listening regional case study  
Simon Van Woerden (WHO EURO)  
Social listening regional case study  
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13.50 – 14.00  
Q & A session  
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| 14.00 – 14.40 | Dr Isabelle Sahinovic (WHO HQ)  
Leveraging technologies to inform vaccine safety - online information and communication interventions  
- Ms. Claudia Day (Pulsar) Vaccines- Brazil Dashboard  
- Prof Karl Aberer (LinkAlong) Understanding media conversation with AI  
Mr. Joseph Aylett-Bullock (UN Global Pulse)  
Social listening using radio  
Dr Joe Smyser (UNICEF and PGP Project VCTR)  
Social listening strategies within UNICEF and PGP’s Vaccination Demand Observatory  
Dr Dominick Shattuck (John Hopkins University KAP COVID-19 study)  
Scraping, Surveys and Simple Conversations: Three social listening approaches within global COVID-19 Programming |
| 14.40 – 14.50 | Q & A session |
| 14.50 - 15.20 | Dr Meeyoung Cha (Institute of Basic Science)  
Facts Before Rumors: Reducing the Impact of Misinformation  
Mr. Andrew Pattison (WHO HQ)  
Contributor: Dr Javier Elkin (WHO HQ)  
Messenger Infodemic management loop  
Prof Neil Johnson (George Washington University)  
Revealing the detailed machinery of COVID-19 and vaccine online misinformation |
| 15.20 – 15.30 | Q & A session |
| 15.30 - 15.55 | KEYNOTE AND Q & A  
Ms. Jess Kolis (US CDC)  
State of vaccine confidence social listening  
Q & A (5 min) |
| 15.55 - 16.00 | CONCLUDING REMARKS |
| 16.00 | END OF DAY 1 |
### DAY TWO: 11 MAY 2021 | 12.30 – 15.00 CET (2.5 HOURS)

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<thead>
<tr>
<th>12.30 – 12.40</th>
<th>OPENING REMARKS</th>
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<td>The session WHO will present the aim for DAY 2: Identifying best practices and tools for social listening and network analysis to generate actionable insights that can help public health decision-makers better tailor efforts for maximum impact and return on investment.</td>
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<td>• WHO HQ - Dr Christine Czerniak introduction and housekeeping</td>
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<td><strong>Moderators:</strong> Ms. Muriel Nuadum Konne and Mr. Atsuyoshi Ishizumi (US CDC)</td>
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<tr>
<th>12.40 – 14.35</th>
<th>FOCUS 2: TOOLS AND TECHNIQUES FOR LISTENING TO COMMUNITIES TO STRENGTHEN PUBLIC HEALTH</th>
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<td>Spotlight on useful tools and practices for public health social listening initiatives</td>
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#### 12.40 – 13.10

**Ms. Tina Purnat**  
**Ms. Amy Wright** (Media Measurement)  
**Dr Ève Dubé** (Québec National Institute of Public Health)  
Localized application of the global MM / EPI-WIN digital research taxonomy in Québec  
**Dr Christine Czerniak** (WHO) and **Mr. Harry Wilson** (Citibeats)  
**EARS platform**: AI for social understanding, moving beyond brand monitoring  

#### 13.10 – 13.20  
**Q&A session**  
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#### 13.20 – 13.40

**Dr Thijs Cornelissen** (WHO EIOS)  
**Social listening using the EIOS system**  
**Dr Heidi Larson**  
**Anthropological approaches for social listening offline** (TBC)  

#### 13.40 – 13.50  
**Q&A session**  
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| 13.50 – 14.20| Mr. Matt King *(Murmurate)*  
Social network analysis identifying bots |
|              | Dr Wasim Ahmed *(Newcastle University)*  
*Using Social Network Analysis for Social Listening* |
|              | Mr. Rory Smith *(First Draft News)*  
Social listening tools and tips |
<p>| 14.10 – 14.20| Q &amp; A session                                             |
| 14.20 – 14.55| <strong>MODERATED PLENARY DISCUSSION AMONG PRESENTERS</strong>          |
| 14.55 – 15.00| <strong>CONCLUDING REMARKS</strong>                                    |
| 15.00        | <strong>END OF DAY 2</strong>                                          |</p>
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| 13.30 – 13.40 | **WELCOME**  
WHO - Housekeeping                                                          |
| 13.40 – 14.00 | **INTRODUCTION: KEY CHALLENGES AND OPPORTUNITIES FOR ADVANCING SOCIAL LISTENING FOR PUBLIC HEALTH**  
Presenter  
Dr Peter Benjamin (HealthEnabled)  
Dr Patricia (Patty) Mechael (HealthEnabled)  
*Public health tool in 21st Century*  
*Q&A 5 min* |
| 14.05 – 14.20 | **SOCIAL LISTENING ETHICS**  
Prof Nikola Biller-Andorno  
Mr. Giovanni Spitale  
*Ethical social listening - key considerations* |
| 14.20 – 15.20 | **MODERATED DISCUSSION**  
Moderators: Ms. Tina Purnat, and Dr Christine Czerniak (WHO)  
*Panellists listed in alphabetical order*  
Prof Nikola Biller-Andorno (University of Zurich)  
Mr. Giovanni Spitale (University of Zurich)  
Dr Peter Benjamin (HealthEnabled)  
Dr Patricia (Patty) Mechael (HealthEnabled)  
Dr Joan Donovan (Harvard University)  
Dr Miguel Luengo-Oroz (UN Global Pulse)  
Dr Eva Niederberger (RCCE Collective Service)  
Dr Dimitri Prybylski (US CDC)  
Dr Andreas Alois Reis (WHO) |
| 15.20 – 15.30 | **CLOSING REMARKS** |
| 15.30    | **END OF DAY 3 AND CLOSE OF CONFERENCE** |