

Correction of Global Health Misinformation on Social Media (Zika experience)

Leticia Bode

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Focus: Social Media

- Social media can disseminate misinformation
 - Few established gatekeepers
 - Ability to self-select into communities
 - Rapid information transmission
- But can also serve as a source of correction
 - Observational correction
 - Heterogeneous networks from weak ties



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Melissa Williams @mwilliamsz

Hey Orange line riders – the WMATA website says they're single tracking from Rosslyn to Ballston so get ready to wait.



Tyler Johnson @TylerJ41

Wow, check out this story - Zika is caused by GMO mosquitoes! [USATODAY.com...](#) [#zika](#)



Zika outbreak 'caused by release of genetically modified mosquitoes in the U.S.
 The genetically engineered insects were designed to stop the spread of dengue fever but critics now fear the program may have had a deadly consequence
[USATODAY.COM](#)

View summary



CDC @CDCgov

@TylerJ41 This information has been discredited by world leaders in disease control and world health. [cdc.gov/zika/](#) [#zika](#)

View conversation

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Conclusions

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- Expert organizations are the most effective correctors
 - No reputational cost
- Platforms can also correct
 - Currently using journalist fact checkers
- Users can correct one another
 - Need multiple users to achieve the same effects
 - Must include a link to an expert organization

Takeaways

- Social media can be an effective conduit of misinformation correction
- Roles for expert health organizations
 - Correct directly
 - Provide public with clear, easily digestible, easily shareable information
 - Partner with platforms