iamhere network

making social media a better place

#iamhere International

Webinar: Countering health misinformation in the comment sections, with #iamhere!

24/02/2021

Francesca Ulivi

Journalist
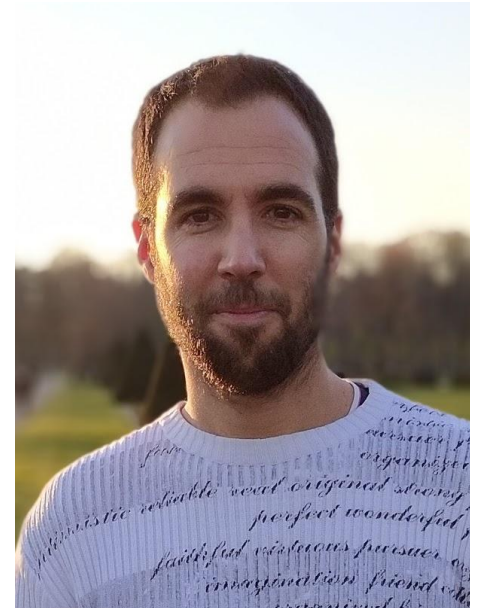
Board member

I Am Here International

Founder
#iosonoqui

Xavier Brandao

Network Development Officer

I Am Here International

Co-founder and admin
#jesuislà

#iamhere International

#jagärhär
Sweden

#ViErHer
Norway

#olentäällä
Finland

#iamhere
UK, Ireland

#teżtujestem
Poland

#iamhere Canada

#jesuislà
France, Belgium, Switzerland

#jsmetu
Czech Republic

#азсъмтук България
Bulgaria

#ichbinhier
Germany

#iosonoqui
Italy, Switzerland

#somtu
Slovakia

#iamhere Australia

#iamhere in numbers

12 languages

13 groups

10,000 actions a year

150,000 members
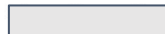
✅ Moderator · 3 September · 😵

‼️ TIME FOR ACTION ‼️

NOTE: Read this entire post for information and instructions. Click "View More" to see the full post.

[blurred] whose video we posted a few days ago is being attacked. We should support him. It might be best just to comment/support our own posts rather then engaging the trolls.

https://www.facebook.com/314113.../posts/668451184023992/ ...

INSTRUCTIONS:

• Enter the comment fields we link to above and post comments there. Feel free to tag **#iamhere**

• Like, respond and respond in support of other good comments to lift them in the fields. All efforts are equally important. The more answers, reactions and likes a comment gets, the higher it is raised. In this way we lift our comments and push down hateful comments.

• Avoid responding (eg with angry emoticon) and writing many responses to hateful comments, as this raises them higher in the fields. Like and respond to already existing good answers

• Write what you think and think yourself. But keep in [hidden] as members of **#iamhere**, w[hidden] gossip or rumors. We als[hidden] spelling or writing. We al[hidden]

Moderator proposing an #iamhere action

This is a little piece I wrote about the 'migrant crisis' (I don't really like to call it that) Dedicated to all the refugees worldwide. This is: 'They came in those boats' Thanks 🌍 ❤️

0:14 / 3:05
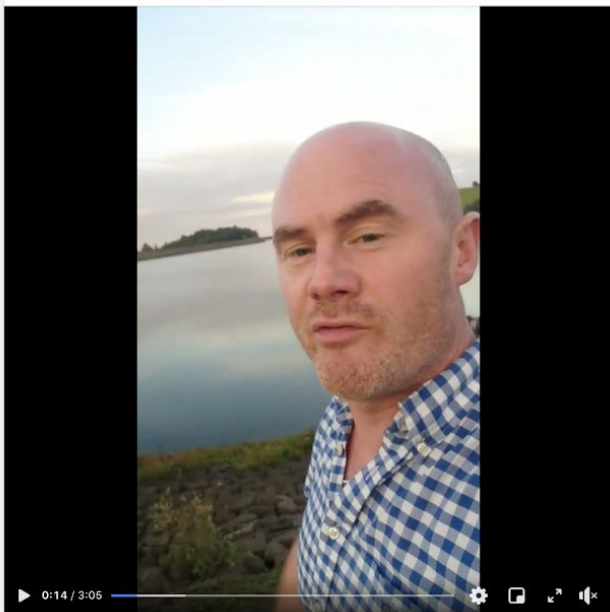
Send Message

and 617 others   807 comments 518 shares

👍 Like   💬 Comment   ➤ Share

Most relevant ▾

Write a comment...

Thank you for being the voice of the majority, not the loud, hate filled ones, I love this poem and the recital, blooming wonderful x

Care · Reply · 11 w   26

↳ 10 replies

More constructivity
in the comment sections

Thank you for being the voice of the majority, not the loud, hate filled ones, I love this poem and the recital, blooming wonderful x

Care · Reply · 11 w   26

↳ 10 replies

- where do you find all these charming people who vomit abusive xenophobic bile all over the place? Well, it shows you're rattling a few cages. Good on you!

Care · Reply · 11 w   9

f I love this video and am sorry to see that there are trolls here in your thread.

We are here with you.... **See more**

Like · Reply · 11 w

↳ 5 replies

comment by a #iamhere member

this poem is so moving. So good to see a compassionate response. Thank you **#iamhereUK**

Care · Reply · 11 w   8

↳ 3 replies

To everyone sticking up for what's right on here and for defending me also... Thank you so much. From the bottom of heart. Big love ❤️ x

Care · Reply · 11 w   65

↳ 8 replies

Page owner

Waouh! Vous êtes le groupe dont je rêvais!
En dix minutes, vous m'avez réchauffé le cœur avec vos commentaires glanés ça et là ... je suis heureuse d'être des vôtres et j'en me sens soudain moins seule!
Merci! 🙏🌸✊

Bonjour
Je peux vous poser une petite question?
Comment faites vous pour ne pas fatiguer avec tous ces commentaires ? Je vous avoue que psychologiquement ça me fatigue énormément de voir toute cette haine et surtout ces mensonges de gens non renseigner. Ce monde est si dur!
Mais merci pour je suis là, ça me permet de voir une lumière malgré tout. Merci pour cette force que je perds. Merci d'exister merci pr tout ❤️💙

SAM. 20:10

Bonsoir et désolée de répondre si tard.
Tout d'abord merci d'avoir pris le temps de me répondre et d en avoir débattu entre vous.
Merci également pour le travail titanesque que vous réalisez au quotidien.
Grâce à ce groupe, vous me permettez de croire encore un peu en l'humanité 🙂
Bonne soirée à vous tous chers modos!

Today's webinar

1. Countering hate & misinformation on health topics

2. The #iamhere methods

Countering hate & misinformation on health topics

A few definitions

- **Misinformation:** false information shared regardless of intent to mislead.

- **Disinformation:** false information shared with the intent to mislead.

- **Malinformation:** genuine information shared to cause harm.

- **Conspiracy theory:** explanation for an event or situation that invokes a conspiracy by sinister and powerful groups
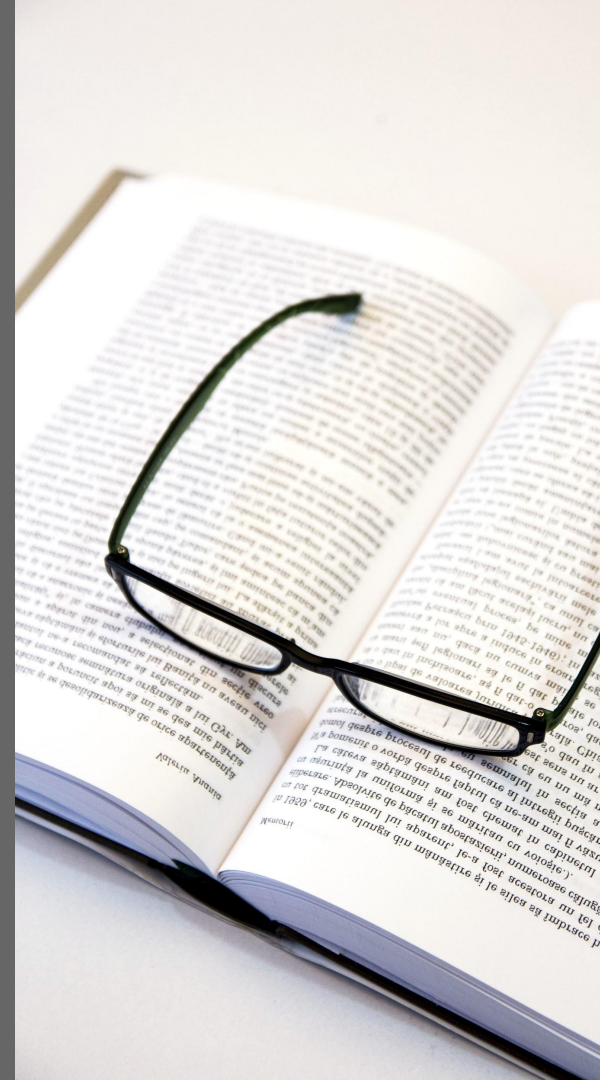
Human weakness & bias

- The human brain is flawed -> cognitive biases

- We are all biased. No one is fully objective.

- Cognitive dissonance is one of the biggest barriers to change

- Even intelligent people are biased and fall for misinformation

Social media isn't helping

- Social media amplifies (often negative) emotions

- Anger and fear get clicks, likes, shares

- We all live in filter bubbles, accentuated by social media

What we face every day

- Comments denying Covid-19 exists or is serious

- Anti-vaccination rhetoric

- Conspiracy theories about the authorities, institutions, big companies, public figures…

- Hateful comments against:

  - minorities
  - old people, young people, people at risk…
  - health workers
  - mask-wearers

Haters & trolls

- They are difficult to differentiate

- One may be sincere, the other may not

- Trolls shouldn't be fed

- Most people are sincere in their beliefs

The silent majority

- It is a loud minority which comments

- the 1% theory or rule of thumb
  (https://en.wikipedia.org/wiki/1%25_rule_(Internet_culture)

  - 1% of the internet users create content

  - 9% interact with it

  - 90% will just view it

- Most people only read comments, they don't participate

Why do people share misinformation?

- People sharing misinformation most of the time do it in good faith

- They want to be heard and understood

- Humans look for answers in life. They look for meaning.

- Conspiracy theories on health issues are easy answers

- Even more so in time of crisis and uncertainty

- Believers of misinformation and conspiracy theories are fearful

- Life is complex. Scientific progress is slow, it takes time.

There is always a way to reach out

- We know now that it is rare that fact-checking false beliefs leads to them being reinforced

- There are always good reasons to engage

- It is a process, it takes time

- Debunking can help plant a seed of doubt

- Pre-bunking is even more effective

The #iamhere methods

Respect and empathy are at the core of #iamhere methods

- People shut themselves off if they are treated with contempt

- Never insult, never belittle, never mock:
  it is counter-productive

- It is even more important than providing facts

We primarily write for the silent majority

- For our comments to be read, by many people

- Haters are difficult to reach, the silent majority less so

- We still reach a kaleidoscope of actors

- We want to prevent "vulnerable observers" from further radicalizing

Supporting Covid-19 patients
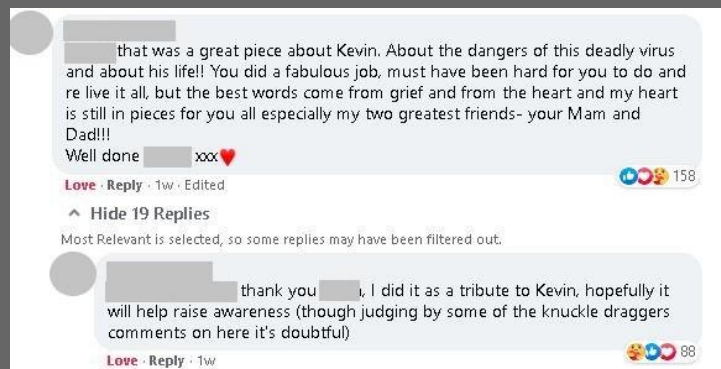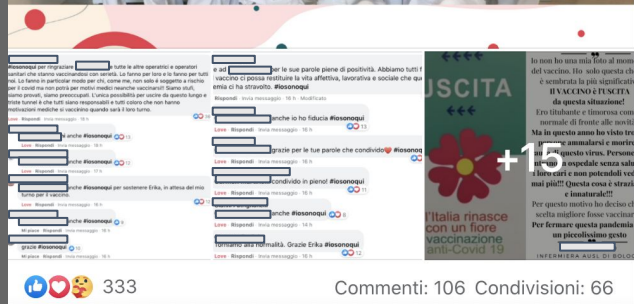
Supporting doctors and nurses who are attacked and threatened

_____ ha condiviso un link.

⬥ Amministratore · 24 febbraio 2020 · 😣

🔔🔔🔔+++AZIONE RICHIESTA+++🔔🔔🔔

🌈Lunedì 24 febbraio 2020

✅Se questo è il momento delle responsabilità, il gru
#iosonoqui chiede di supportare chi, con tanta dete
prova a farlo appellandosi in prima battuta ai media.

👏👏👏👏L'appello della virologa _____ a tutti
sull'allarme Coronavirus in Italia: "L'informazione sia
parole misurate al fine di non diffondere il panico tra
ma informare nel modo più corretto".

08.34 24 Febbraio 2020

A OMNIBUS L'APPELLO DI _____

LA7.IT
A Omnibus l'appello di _____ ai media: "Misurate le parole, non deve esplodere il panico"

#iosonoqui e ringrazio la Dottoressa per le sue parole,ringrazio anche tutte le persone che stanno lavorando per contenere i danni di questa situazione...siamo tutti spaventati,soprattutto chi come me ha patologie pregresse,ciò non significa però far... Altro...

Mi piace · Rispondi · 51 sett.   👍 10

Sono felice di sentire parole p
settimane i media ci bombard
cittadinanza di una paura esag
ricordare a tutti che per super
serve rispetto e raziocinio . E

Mi piace · Rispondi · 51 sett.

↳ 3 risposte

Tono tranquillo e conoscenza della materia. Manca a molti personaggi che dovrebbero informare. Pochi allarmismi e cervello in modalità "on". #iosonoqui

Mi piace · Rispondi · 51 sett.   👍 29

↳ 4 risposte

grazie mille d.ssa _____
chiediamo a tutti di misurare l
per cercare insieme a tutte le
per tornare ad una condizione
si troverà il paziente zero (0) .

Mi piace · Rispondi · 51 sett.

Informazione corretta equilibrata, in un ambito in cui non tutto può avere risposte immediate e certe: grazie Prof.ssa _____ #iosonoqui per ringraziarla

Mi piace · Rispondi · 51 sett.   👍 4

#iosonoqui a sostenere l'appello della scienziata _____ _____, che richiama alle responsabilità collettive iniziando dai media. Chi fa informazione dovrebbe diffondere dati ufficiali e verificati, soprattutto in questo momento. Siamo subissati da inf... Altro...

Mi piace · Rispondi · 51 sett. · Modificato   👍 9

Supporting health institution's campaigns

Asking for clarification,
asking for definitions

Asking for sources

Good isn't it. The world forgets a great deal. We haven't even started to think about vaccinating the rest of the world.

Like · Reply · 2w   5

⌃ Hide 18 Replies

Most Relevant is selected, so some replies may have been filtered out.

BULL

Like · Reply · 2w   1

cite a reputable source them, otherwise it's your opinion and not a proven fact.

Like · Reply · 2w

look it up, it's out there.

Like · Reply · 2w

You need to cite the sources as you posted it. Not a random picture., that has the data about USA covid mortalities . It needs to be medical scientific articles to be credible referring to your claim Sweden has 100 deaths from the vaccine.

Like · Reply · 2w   2

ok ... je vois ... Les traitements qui marchent, prouvés par des études et dont on ne parle jamais sur les chaînes que vous devez visiblement regarder en boucle. Un collectif de 300 médecins et soignants s'est monté pour défendre ces traitements d'ailleurs ...

J'aime · Répondre · 3 sem   2

sources?   8

J'aime · Répondre · 3 sem

Sharing sources and data

Reminding about health advice for Covid-19

Sharing one's own experience on a given health topic

Je pense que les changements hormonaux qui peuvent survenir au cour de la vie imposent des ajustements de régime alimentaire et une adaptation des pratiques sportives. Tout ceci est lié, et un métabolisme vieillissant a des besoins différent d'un corps jeune. Surtout que nous avons statistiquement tous tendance à aller vers la sédentarisation en prenant de l'âge. Il existe effectivement des cas d'obésité clinique qui sont lié a des maladies hormonales mais pour la plupart, ces maladies apparaissent à cause d'une alimentation souvent trop sucrée, une forme de cercle vicieux. Je vous invite vous et votre sœur à vous renseigner sur le régime cétogène qui est très efficace. ❤️
Quand au body positivisme je pense que c'est une façon de se déresponsabilisé d'un manque de discipline et de fainéantise du contrôle de son propre corps.

J'aime · Répondre · 1 sem · Modifié

je suis juste sportive de haut niveau ainsi que ma soeur et surveillée par un médecin nutritionniste. Le cétogène n'est pas compatible avec avec mon hyperostregenisation. Ça n'a pas d'effet. Les choses sont beaucoup plus complexes qu'on ne le croirait, n'est-ce pas ?

J'aime · Répondre · 1 sem   👍 2

When an anti-masker finally concedes something

Reporting to Facebook to save lives

- Report to FB and Youtube as misinformation any content on health that is actually harmful, explicitly false or manipulated, mostly videos

- Report to FB any pages or groups which share false and/or harmful information that could be damaging to public health

- Report collectively like we counter-speak collectively
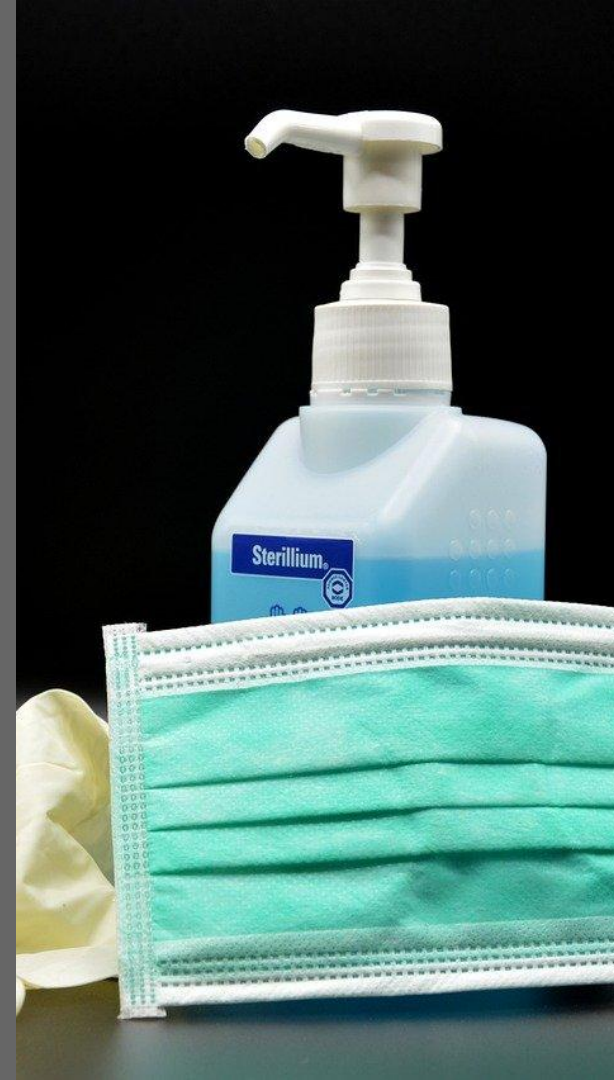
A few tips

- Always, always be respectful

- Humanize conversations.

- Ask questions, be curious, ask for sources

- Share sources

- Anyone can counter-speak…

- …but do always refer to trusted and verified sources

A few tips (2)

- Avoid "us" VS "them"

- Try to find common ground

- Take some distance emotionally

- It's OK to disagree

- Take care of yourself! Set limits. Don't stay alone.

- If you help good information reach its audience, you'll have done a lot of good

The impact of counterspeech

#iamhere's impact
- Dangerous Speech Project (December 2021), The Anti-Hate Brigade, How a Group of Thousands Responds Collectively to Online Vitriol, https://dangerousspeech.org/anti-hate-brigade/
- Ziegele M., Jost P., Frieß D., Naab T., (April 2019), "Aufräumen im Trollhaus Zum Einfluss von Community-Managern und Aktionsgruppen in Kommentarspalten", Düsseldorf Institute for Internet and Democracy, https://diid.hhu.de/wp-content/uploads/2019/04/DIID-Precis_Ziegele_V3.pdf

Why online comments have an influence
- University of Georgia (February 2021), "Social media comments can impact perceptions", https://news.uga.edu/social-media-comments-impact-perceptions
- Clementson D. (August 2019), "How Web Comments Affect Perceptions of Political Interviews and Journalistic Control", *Political Psychology*, https://www.researchgate.net/publication/330679721_How_Web_Comments_Affect_Perceptions_of_Political_Interviews_and_Journalistic_Control
- Socialmediapsychology.eu (October 2016), "How reading online comments affects us", http://socialmediapsychology.eu/2016/10/05/onlineandsocialmediacomments

Why counter-speaking and fact-checking work
- Garland J., Ghazi-Zahedi K., Young J-G, Hébert-Dufresne L., Galesic M. (June 2021), "Countering hate on social media: Large scale classification of hate and counter speech", https://arxiv.org/abs/2006.01974
- Wright L., Ruths D., Dillon K., Saleem H.M., Benesch S., Vectors for counterspeech on Twitter, https://www.aclweb.org/anthology/W17-3009.pdf
- Summary here: Full Fact (March 2019), The backfire effect: does it exist? And does it matter for fact checkers?, https://fullfact.org/media/uploads/backfire_report_fullfact.pdf
- Schmid P., Betsch C., (June 2019), Effective strategies for rebutting science denialism in public discussions, https://www.nature.com/articles/s41562-019-0632-4

Want to know more about us?

If you or your organization:

- are being targeted and **need our support**
- want to **start a group** in your country

Please **reach out** to us!

Follow us on Facebook →

https://www.facebook.com/iamhere.intl

For request about **lectures and workshops**

e-mail us: → info@iamhereinternational.com

Thank you!

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