WHO ad-hoc technical consultation on
managing the COVID-19 infodemic
Geneva, Switzerland and online
7–8 April 2020
(14–17h Geneva time
both days)

Advance registration for the webinar:
https://who.zoom.us/webinar/register/WN_ldu0GKhTsq6m83FYZkyKg
After registering, participants receive a confirmation email containing a link to join the webinar on Zoom.

Provisional programme

Day 1 Tuesday, 7 April 2020, 14:00–17:00 Geneva time. Plenary (3 hours)

14:00– Introduction
14:10 Welcome by Dr Sylvie Briand, Director, Infectious Hazard Management, WHO; Lead of infodemic management pillar for COVID-19 response

14:10– Session 1: Managing infodemics – what is the new phenomenon?
15:30 Moderator: Tim Nguyen, Rapporteur: TBD

- Multi-faceted discussion of the COVID-19 infodemic
- Challenges, impact, and approaches to infodemic management

1. Towards a WHO framework for infodemic management – Tim Nguyen, WHO
2. AFP fact-checking service (media perspective) – Yana Dlugy, AFP Digital Verification, France
3. Challenges and current experience in informing infodemic management (country/state government perspective) – Ève Dubé, Institut national de santé publique du Québec, Canada
4. Private sector perspective – (TBC)
5. Title TBC (publisher perspective) - Gunther Eysenbach, JMIR Publications, Canada
6. Infodemiology: the socio-behavioral dimension (science perspective) – Pier Luigi Sacco, IULM University, Italy
7. European Disinfo Lab resources for tackling misinformation about COVID-19 (civil society perspective) – Alexandre Alaphilippe, EU disinformation lab, Belgium

15:30– Break
15:40

15:40– Session 2: Infodemiology – how can the infodemic be managed, described and measured?
16:50 Moderator: Tina Purnat, Rapporteur: TBD

Methods, tools and evidence from the past experience and from COVID-19 pandemic
- fact-checking and relevance analysis, misinformation dynamics
- characterizing social and societal dynamics of infodemic during outbreak
- science of digital and social information flows and analysis in outbreaks
- study of interaction and engagement with COVID-19-related media, web and social media items; analysis of advertising online

Risk communication, misinformation and fact-checking
1. Lessons from 2015 MERS-Cov and COVID-19 for infodemic management – Kisoo Park, Korea University College of Medicine, South Korea
2. Misinformation making a disease outbreak worse: outcomes compared for influenza, monkeypox, and norovirus – Julii Brainard, Norwich Medical School UEA, UK
3. Correction of Global Health Misinformation on Social Media (Zika experience) – Leticia
Day 2 Wednesday, 8 April 2020, 14:00 – 17:00 Geneva time. Plenary (3 hours)

14:00–14:10 Recap from Day 1 by Tina Purnat

14:10–15:20 Session 3: Infodemiology – how can the infodemic be managed, described and measured? – continued from previous day
Moderator: Tina Purnat, Rapporteur: TBD

Social and behavioral science
1. How behavioural science data helps mitigate the COVID-19 crisis – Philipp Schmid, University of Erfurt, Germany
2. Using social and behavioural science to support COVID-19 pandemic response – Jay J. Van Bavel, New York University, USA

Web/social analytics and AI to produce actionable insights and analysis
3. Web/Social media listening and analytics for COVID-19 communication – Tim Zecchin, Media Measurement, UK
4. Infodemiology: tools for detecting and assessing infodemics – Manlio De Domenico, Complex Multilayer Networks Lab, FBK – Fondazione Bruno Kessler, Italy
5. Title TBC – Ian Brooks, University of Illinois, USA
6. Assessing the similarity between daily news headlines and WHO recommendations – Tavpritesh Sethi, Indraprastha Institute of Information Technology Delhi, India

15:20–15:30 Break

15:30–16:50 Session 4: A framework for managing infodemics (working across whole of society for evidence-informed policy)
Moderator: Tim Nguyen, Rapporteur: TBD
1. Report back on four areas of brainstorm: Identify evidence; Simplify knowledge; Amplify action; Quantify impact
2. Brainstorm of suggestions for an infodemic response framework at global, regional and country level

16:50–17:00 Conclusions and next steps – Dr Sylvie Briand