

GOING VIRAL

*Ethics in the Use
of Social Media
During the
Pandemic*

Dr. Michael Artime, Political Science
GLST 287

Outline

- Defining Key Terms
- Pandemic Misinformation
- Tools for Responsible Social Media Use
- Questions

Defining the Terms



Truth



Misinformation



Disinformation

[Home](#) / [Newsroom](#) / [Feature stories](#) / [Detail](#) / Immunizing the public against misinformation

Immunizing the public against misinformation

25 August 2020



Soon after the world started getting used to the terms coronavirus and COVID-19, WHO coined another word: "infodemic" — an overabundance of information and the rapid spread of misleading or fabricated news, images, and videos. Like the virus, it is highly contagious and grows exponentially. It also complicates COVID-19 pandemic response efforts.

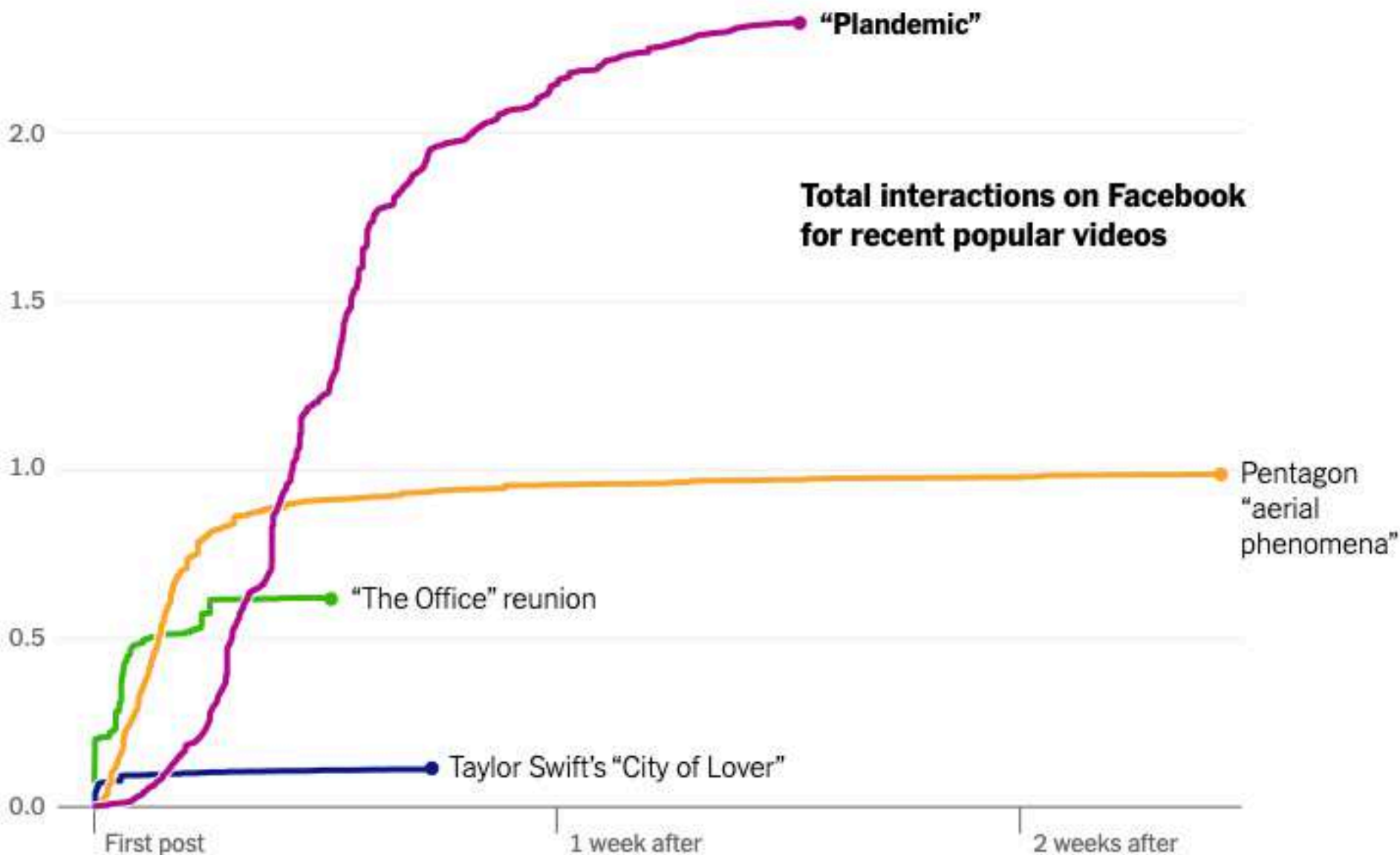
"We're not just battling the virus," said WHO Director-General Tedros Adhanom Ghebreyesus. "We're also battling the trolls and conspiracy theorists that push misinformation and undermine the outbreak response."

Case Studies in the “Infodemic”: Plandemic

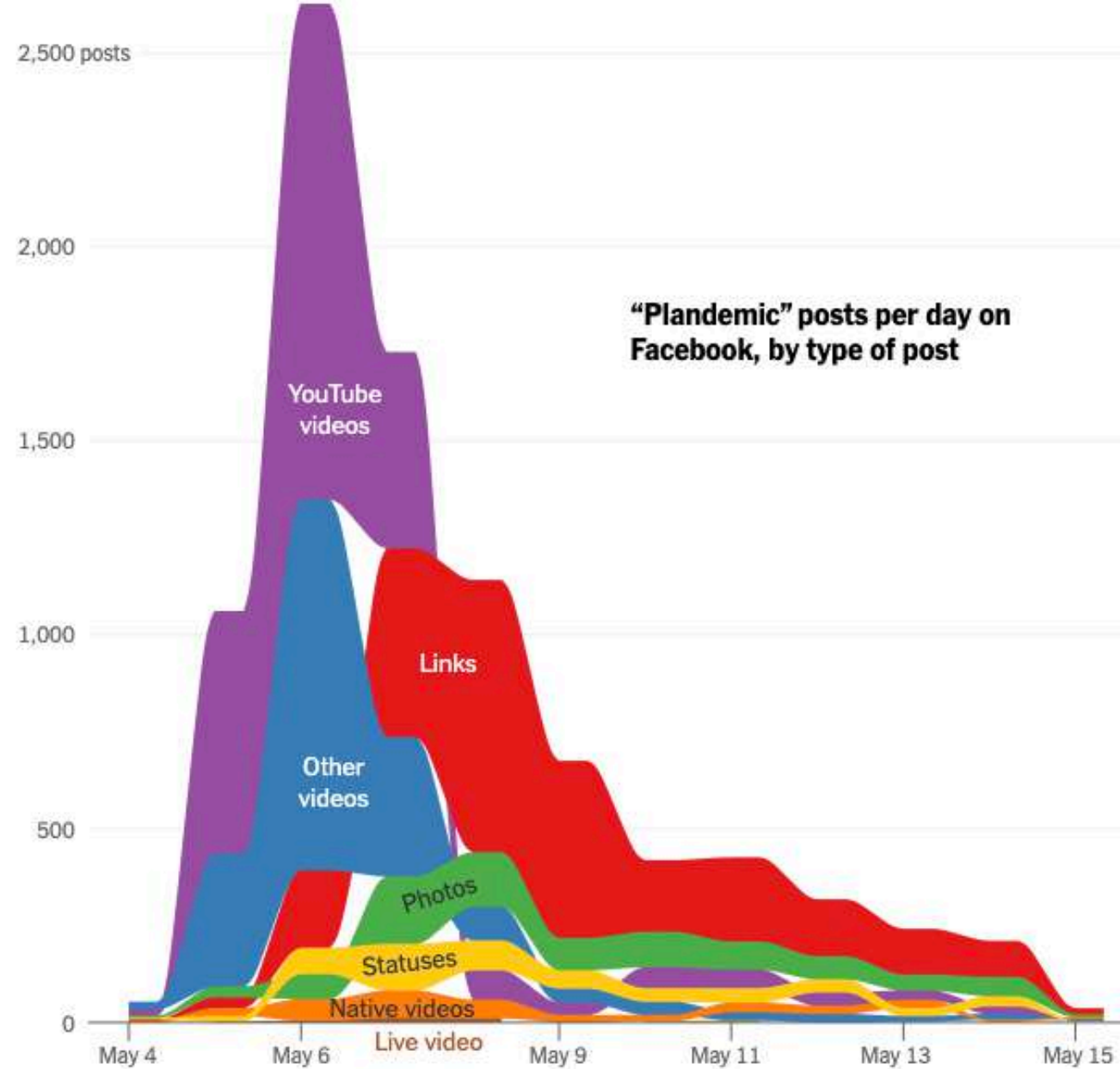
PLANDEMIC



2.5 million interactions



Interactions include reactions, likes, shares and comments. Posts for each video are counted from the first one that contained the video through May 15 on public groups and pages on Facebook. • Source: CrowdTangle • By The New York Times



The live video category includes posts with completed and scheduled live videos. Posts are counted from the first one that contained the video through May 15 on public groups and pages on Facebook. • Source: CrowdTangle • By The New York Times



Dr. Christiane Northrup ✓

May 5 at 7:15 PM · 🌐



Just watched this. It's all here. https://youtu.be/lCtsXNtf_GQ



YOUTUBE.COM

PlanDemic, a film about the global plan to take control of our lives, liberty, health & freedom.



2.5K

2.2K Comments 1K Shares



Like



Comment



Share



Laura GK shared a link.

May 5 at 10:48 PM · 🌐



In 2017, as the world prepared for a new administration to take the stage, Dr. Anthony Fauci spoke to a group of people at Georgetown University. These were his fateful words: "There is no question that there will be a surprise outbreak [pandemic]" during this administration. "The thing we are extraordinarily confident about is that we will see this in the next few years."

For 40+ years, Dr. Fauci has led the country with his medical advice, serving under five presidents and p... [See More](#)



False Information

Checked by independent fact-checkers

[See Why](#)

[See Link](#)



Vimeo.com

PLANDEMIC (pt. 1 Judy Mikovits)

This is "PLANDEMIC (pt. 1 Judy Mikovits)" by ELEVATE on Vimeo...

👍👎👤 447

164 Comments 726 Shares



Like



Share



Nick Catone ✓

May 6 at 1:51 AM · 🌐



Watch this before it's taken down. More and more are waking up seeing the corruption and lies. I've been stuck right in the middle of it for the last 3 years. I'll never stop fighting for my son and exposing pharma and the ██████ that destroyed our family. The truth is out, change is happening. Link in bio. #flyhighnicholas✈️❤️



YOUTUBE.COM

Plandemic Documentary: The Hidden Agenda Behind Covid-19



2.3K

328 Comments 873 Shares



Like



Comment



Share




Melissa Ackison

May 6 at 11:23 AM · 🌐



If you watch ANYTHING on my page, it needs to be this. For those of you paying close attention, President Trump has been re-tweeting her information. They continuously ban her on social media for turning on the government and telling the truth

 <https://youtu.be/MbrLQpn1bj8>



False Information

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See Why

See Link



YOUTUBE.COM

PLANDEMIC Movie | Part 1 | Dr. Judy Mikovits

Video mirrored from this channel: <https://youtu.be/fsi9csLNb-Y> ...

   954

284 Comments 507 Shares

 Like

 Comment

 Share



BuzzFeed Science ✓

May 7 at 5:46 PM · 🌐



The slickly-produced video has been viewed by millions, despite platforms' attempts to limit its spread.



BUZZFEEDNEWS.COM

The "Plandemic" Video Has Exploded Online — And It Is Filled With Falsehoods

👍👎👁️ 129

62 Comments 106 Shares



Like



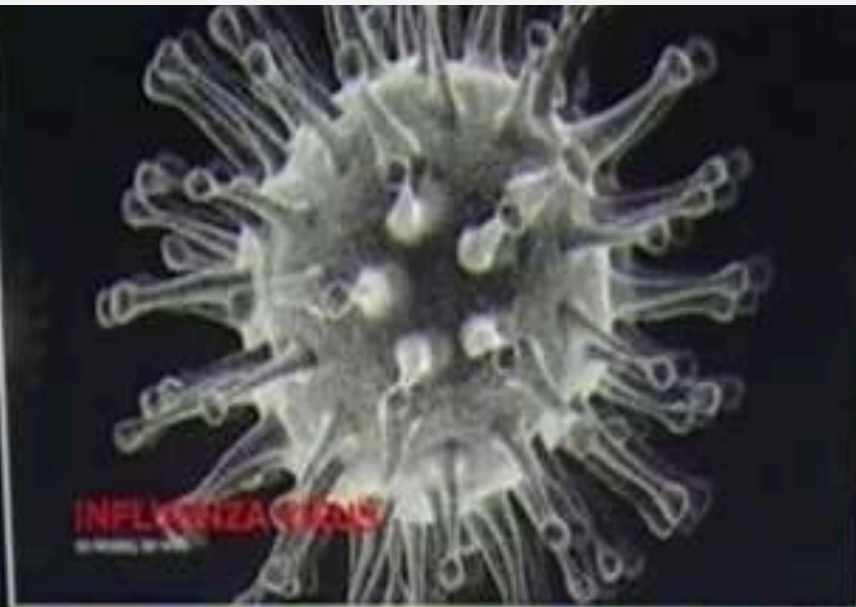
Comment



Share

Case Studies in the “Infodemic”: Bill Gates





Bill Gates, at Odds With Trump on Virus, Becomes a Right-Wing Target

The Microsoft co-founder turned philanthropist has been attacked with falsehoods that he created the coronavirus and wants to profit from it.



Connor Willumsen

By **Daisuke Wakabayashi**, **Davey Alba** and **Marc Tracy**

April 17, 2020



“Misinformation about Mr. Gates is now the most widespread of all coronavirus falsehoods tracked by Signal Labs, a media analysis company. The misinformation includes more than 16,000 posts on Facebook this year about Mr. Gates and the virus that were liked and commented on nearly 900,000 times, according to a New York Times analysis. On YouTube, the 10 most popular videos spreading lies about Mr. Gates posted in March and April were viewed almost five million times.”

Case Studies in the “Infodemic”: Cell Towers



A toxic cocktail of misinformation

Marc Tuters and Peter Knight

The dismissal of the pandemic as a hoax and the questioning of scientific experts is straight out of the playbook of climate change denial. The 5G theory about radiowaves transmitting or activating the virus, for example, is a reworking of long running conspiracy fears about mind control experiments, subliminal messaging and supposed secret US military weapons projects (all ripe topics for Hollywood's movie industry).



Case Studies in the “Infodemic”: Miracle Cures

Methanol, ethanol, and bleach are poisons. Drinking them can lead to disability and death. Methanol, ethanol and bleach are sometimes used in cleaning products to kill the virus on surfaces – however you should never drink them. They will not kill the virus in your body and they will harm your internal organs.

To protect yourself against COVID-19, disinfect objects and surfaces, especially the ones you touch regularly. You can use diluted bleach or alcohol for that. Make sure you clean your hands frequently and thoroughly and avoid touching your eyes, mouth and nose.



World Health
Organization

#COVID19

#coronavirus

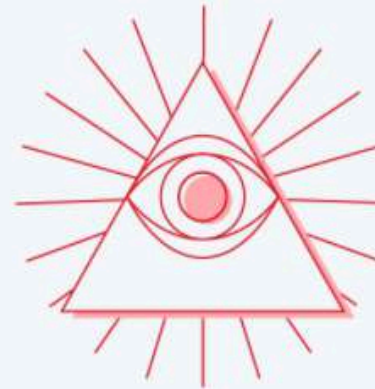
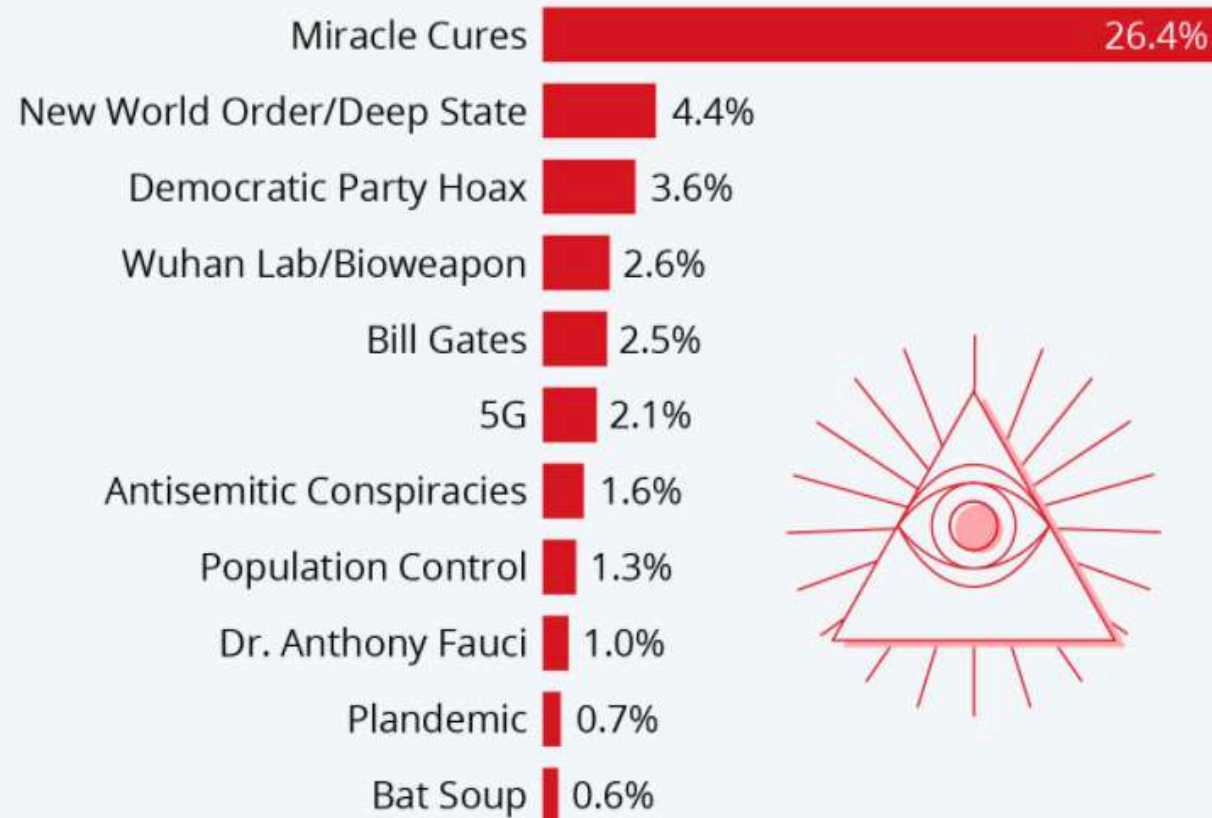


FACT:
**Drinking methanol,
ethanol or bleach
DOES NOT prevent
or cure COVID-19
and can be
extremely
dangerous**

5 April 2020

The Most Common Coronavirus Conspiracies

Share of Covid-19 misinformation in the media identified as the following conspiracy theories*



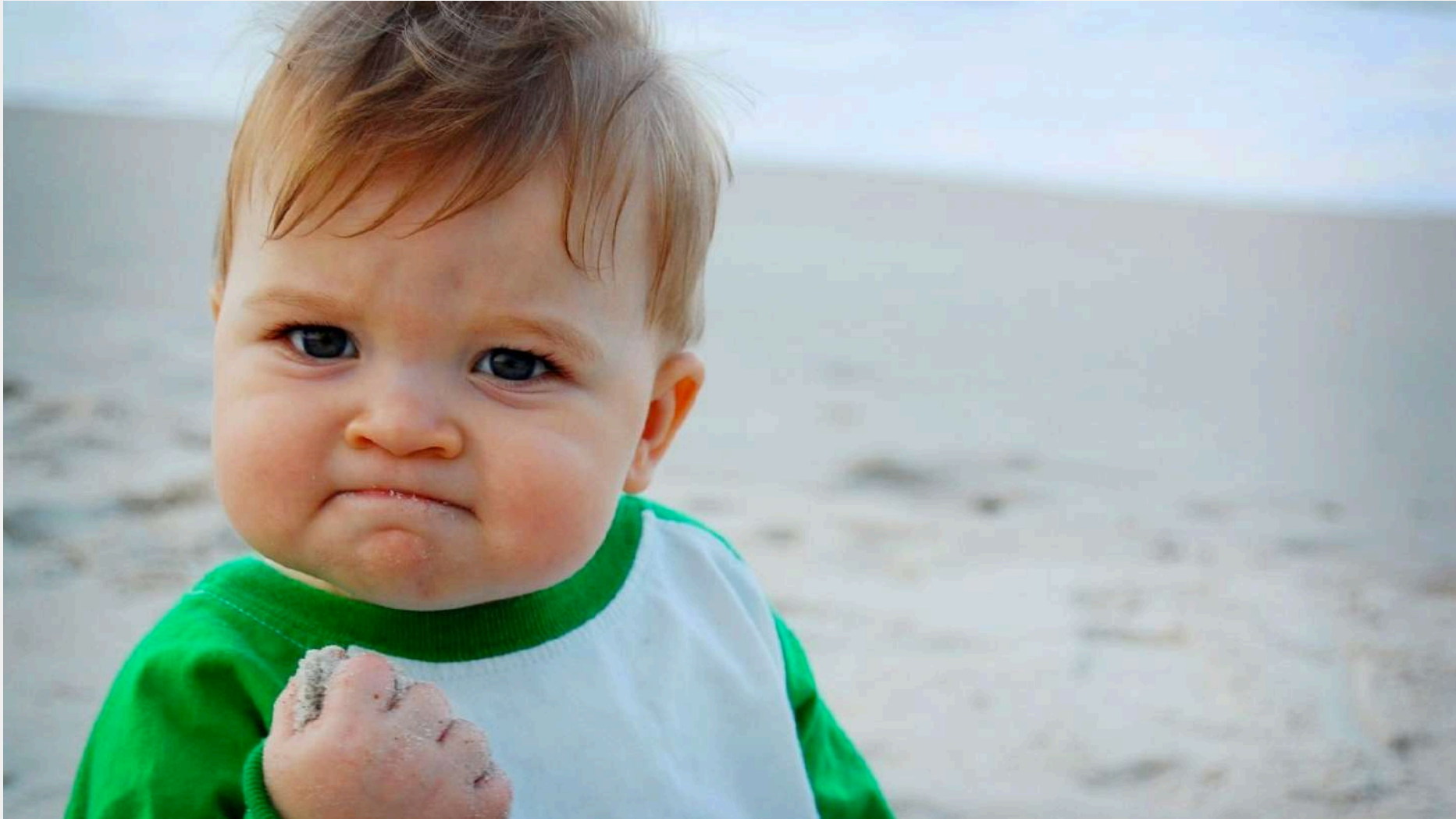
* 1.1 million misinformation articles were detected between Jan 01 and May 26, of which 46% (522,472) were conspiracy theories.

Source: Cornell University via The New York Times

Common Themes

- Populist
- Distrust of science
- Spread by elites (celebrities, politicians)
- Lead to offline acts of aggression/violence
- Spread quickly without immediate fact-checking

Fighting Back Against Disinformation



Disinformation as a Public Policy Problem

3 Challenges (Ben Epstein)

- Defining the Problem
- Who Should be in Control of the Regulation?



Donald J. Trump  @realDonaldTrump · 4h

...

Some or all of the content shared in this Tweet is disputed and might be misleading about an election or other civic process.

[Learn more](#)

View



Donald J. Trump  @realDonaldTrump · 4h

...

Some or all of the content shared in this Tweet is disputed and might be misleading about an election or other civic process.

[Learn more](#)

View



Facebook extends political ad ban as Georgia Senate runoffs heat up

Extending the ban through mid-December will limit the Georgia campaigns' ability to raise money and mobilize support for the Jan. 5 elections.



Facebook CEO Mark Zuckerberg speaks on a panel. | Drew Angerer/Getty Images

By ELENA SCHNEIDER
11/11/2020 11:15 AM EST



Disinformation as a Public Policy Problem

3 Challenges (Ben Epstein)

- Defining the Problem
- Who Should be in Control of the Regulation?
- What Should Effective Regulation Look Like?

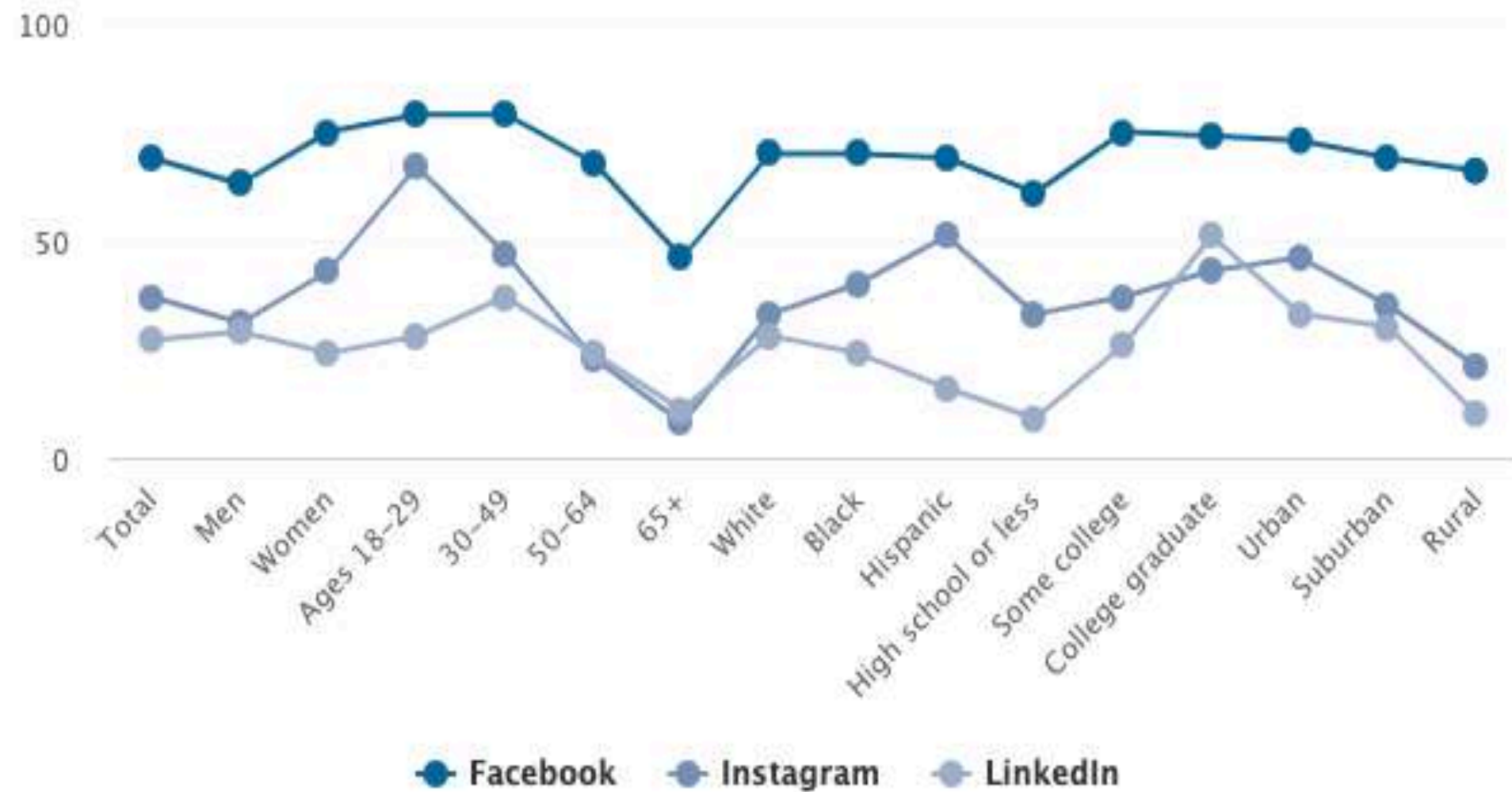
% of U.S. adults who use at least one social media site



Source: Surveys conducted 2005-2019.

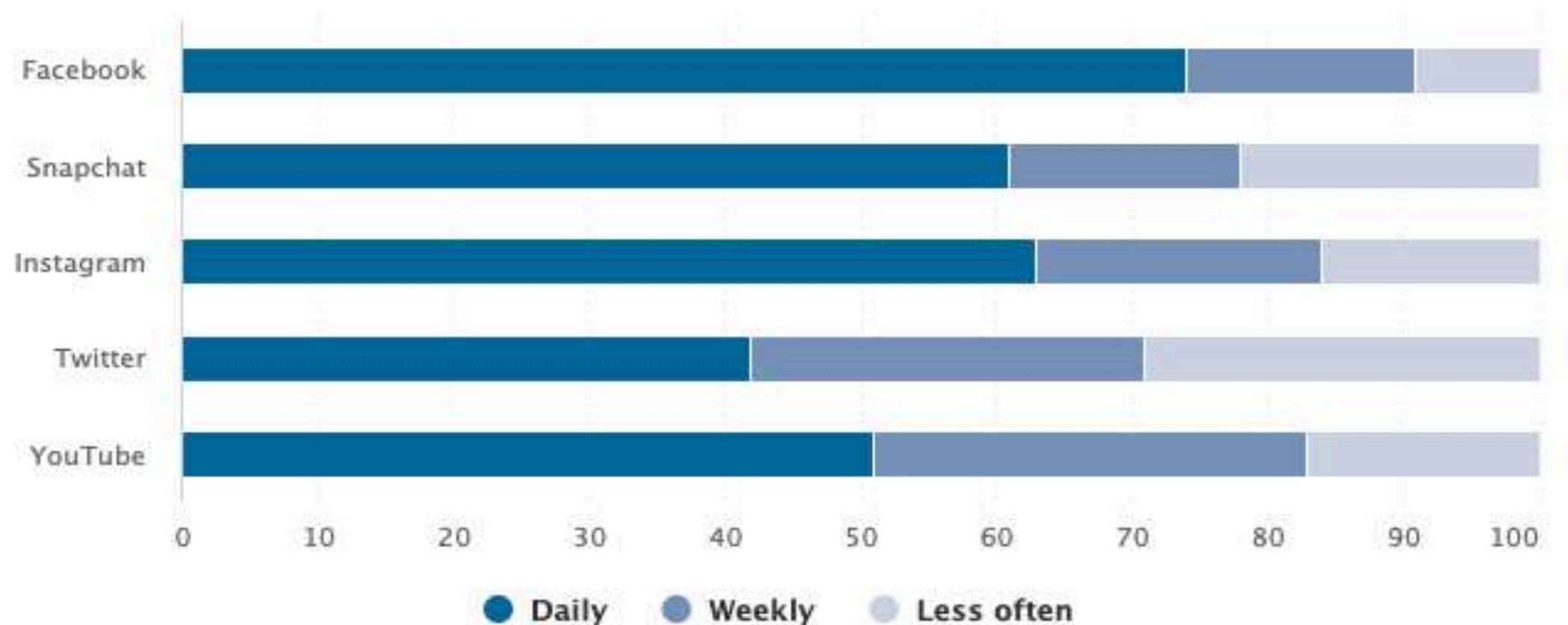
PEW RESEARCH CENTER

% of U.S. adults who use ...



Source: Survey conducted Jan. 8 to Feb. 7, 2019.

Among the users of each social media site, the % who use that site with the following frequencies

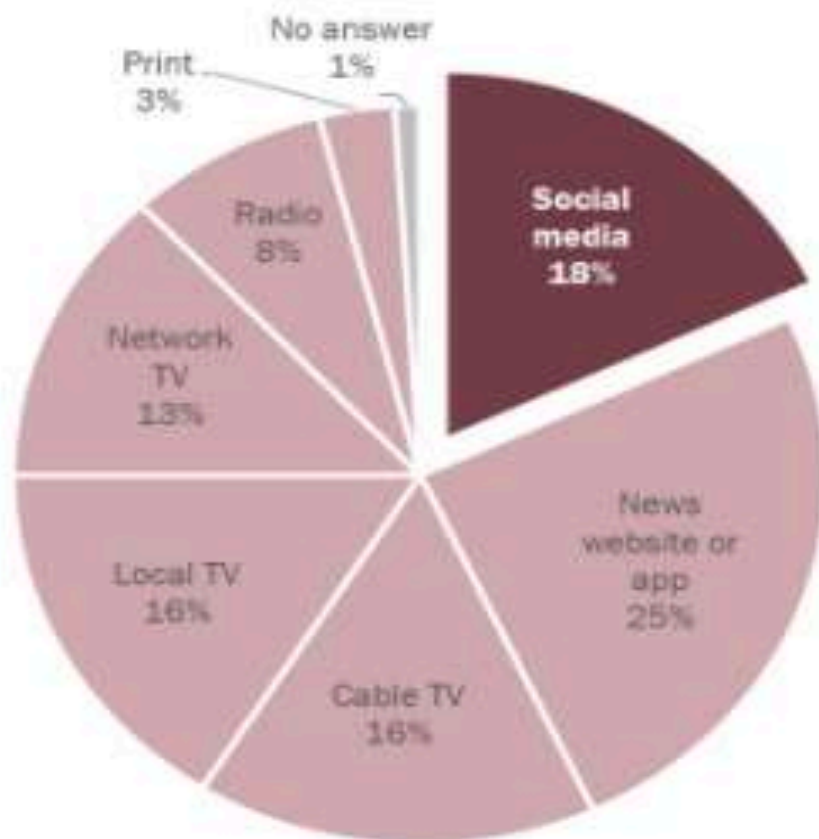


Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted Jan. 8 to Feb. 7, 2019.

About one-in-five U.S. adults say they get their political news primarily through social media

% of U.S. adults who say the most common way they get political and election news is ...

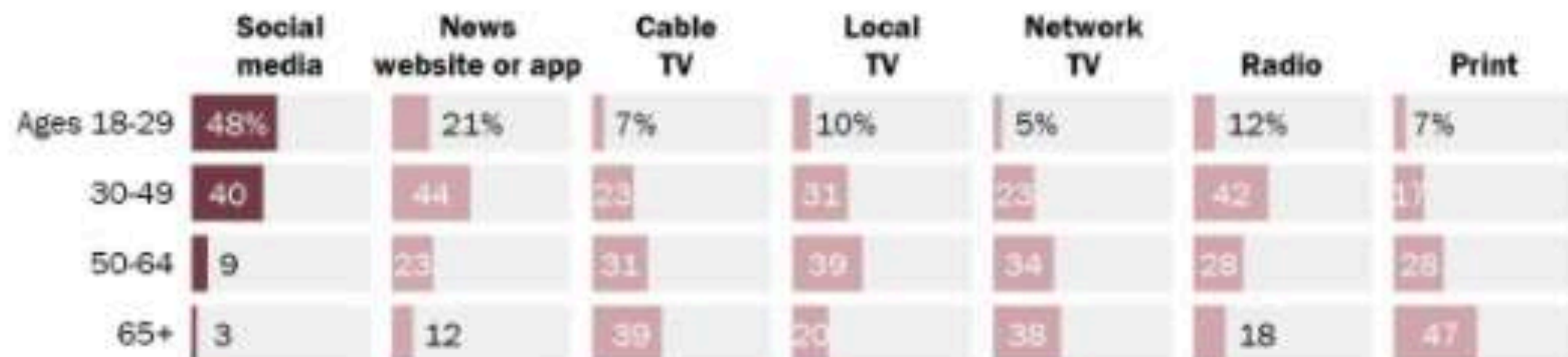


Source: Survey of U.S. adults conducted Oct. 29-Nov. 11, 2019.
"Americans Who Mainly Get Their News on Social Media Are Less Engaged, Less Knowledgeable"

PEW RESEARCH CENTER

Those who get most political news from social media most likely to be under 30

Among U.S. adults who say each pathway is the most common way they get political and election news, % who are ...



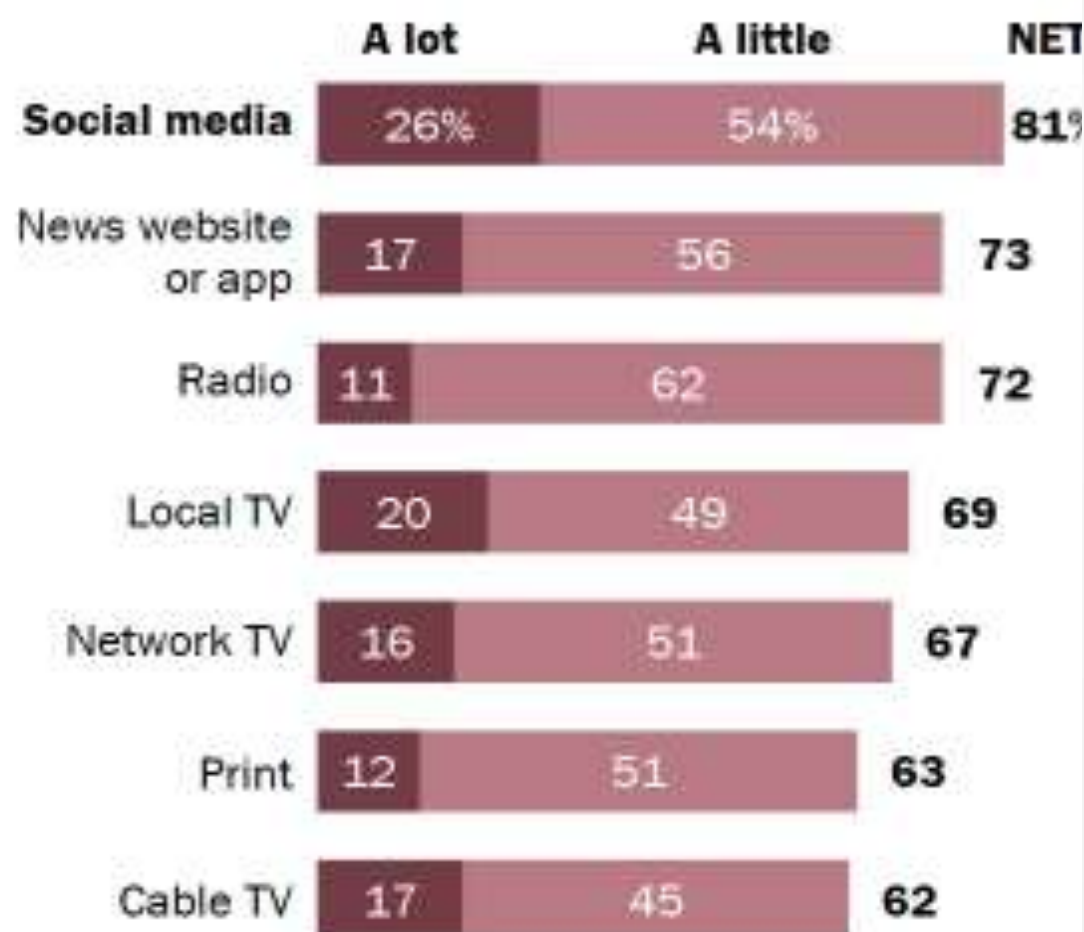
Source: Survey of U.S. adults conducted Oct. 29-Nov. 11, 2019.

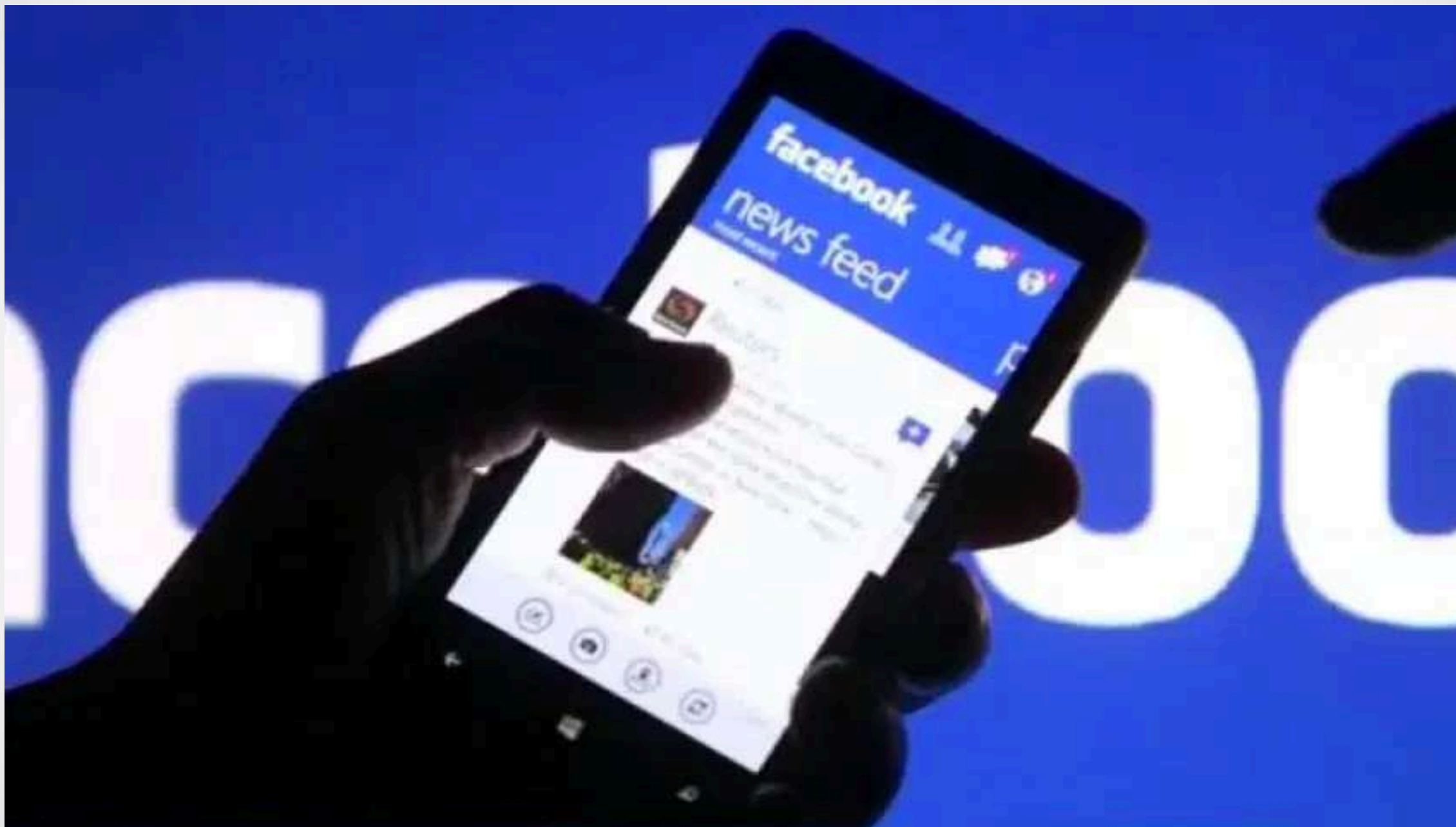
"Americans Who Mainly Get Their News on Social Media Are Less Engaged, Less Knowledgeable"

PEW RESEARCH CENTER

% of U.S. adults who have heard ____ about the conspiracy theory that powerful people intentionally planned the coronavirus outbreak

Among those who say ____ is the most common way they get political and election news





How do I set up and manage Favorites on my Facebook News Feed?





[Computer Help](#) [Mobile Help](#) ▾

[Share Article](#)

Select up to 30 Facebook friends and Pages to add to Favorites. Posts from Favorites will be shown higher in your News Feed.

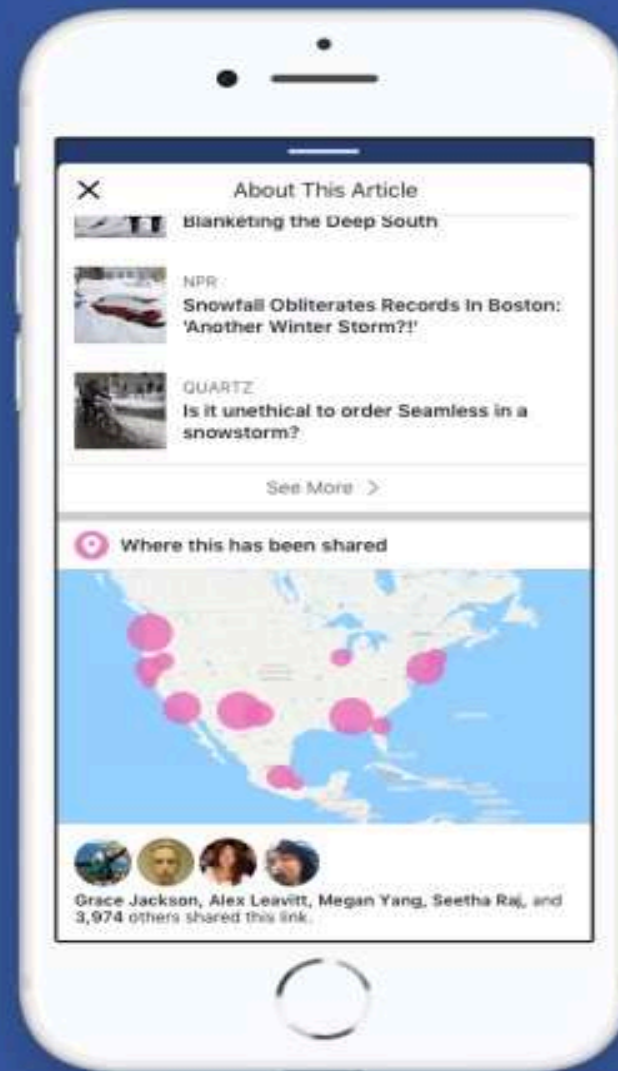
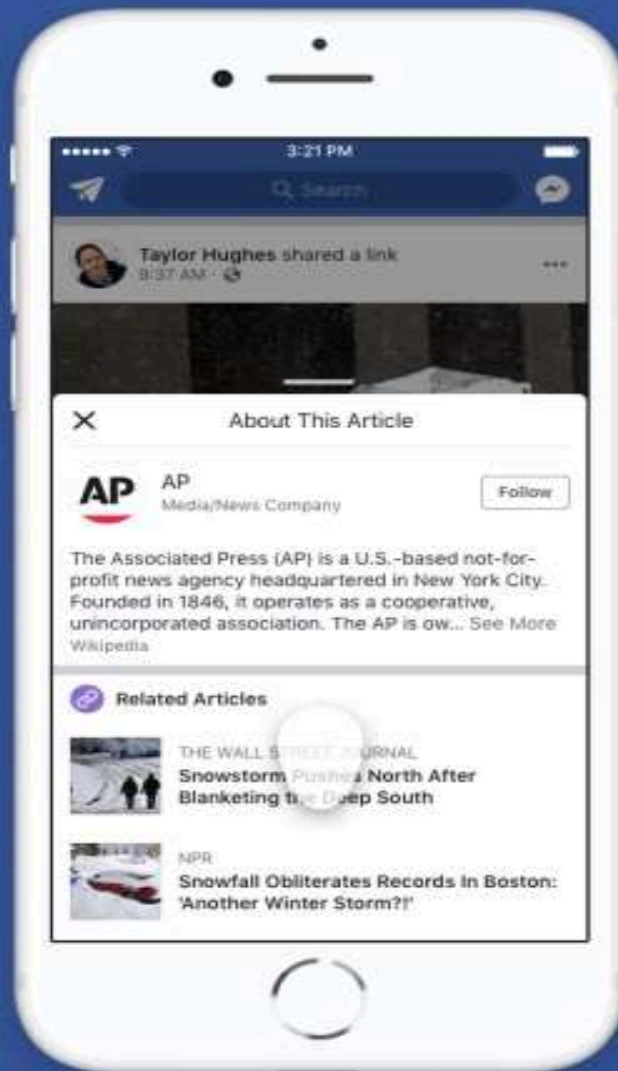
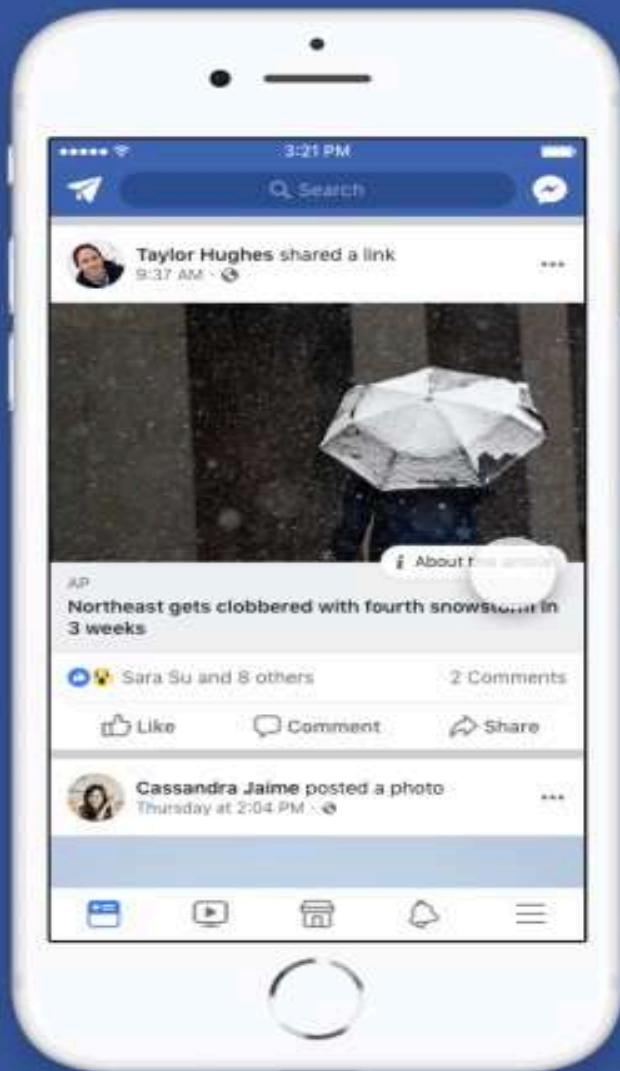
Update Favorites at any time to add or remove current Facebook friends and Pages you follow. Friends and Pages won't be notified when they're added to or removed from Favorites.

To manage Favorites:

- 1 Click  at the top right of Facebook, then click **Settings and Privacy**.
- 2 Click **News Feed Preferences**.
- 3 Click **Manage Favorites**.
- 4 Select Favorites by clicking  next to a person or Page. To find specific Friends or Pages you follow, use the search bar. To remove a Favorite, click  next to the person or Page you want to remove.
- 5 When you are finished, click .

Note that you aren't able to add Groups to Favorites. You can still see posts from others in your News Feed by returning to **Home**. Manage Favorites through your News Feed preferences.

If you previously selected friends, public figures or Pages to See First, these will automatically move to Favorites.




About This Content



 biosludge.news registered: **Less than 5 years ago** From [WHOIS](#)

 Facebook Page: **Not found for biosludge.news**

WHEN INFO IS MISSING

 When available, we show information about a website so people can learn more about it. If you recognize biosludge.news, you can help identify their official Facebook Page. [Learn More](#)

[Review Page Suggestions](#)

What is Group Quality?

Group Quality is an overview of content removed in your group for violating certain [Community Standards](#) including a section for false news found in your group.

If a group is in violation of Community Standards, Facebook may do any of the following:

- Disable the group if there are sufficient admin and moderator violations, which includes:
 - If an admin or moderator creates content (example: posts, comments, rooms) that violates our Community Standards.
 - If an admin or moderator approves violating content from a group member.
- Take down the violating content.
- Turn on temporary post approval for members who repeatedly post violating content in the group.
- Show a group's content lower in News Feed if a group repeatedly shares false news. Facebook may also stop suggesting that people join the group.

With the Group Quality tool you can now see exactly when Facebook removed piece of content from your group along with which Community Standard it was violating. And, for most violation types, what the actual content was. This is to provide more context on the decision that was made.

