



Navigating Misinformation for Community Health



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hot topics in practice www.nwcenter.org Northwest Center FOR PUBLIC HEALTH PRACTICE

1


Question for the Viewers

In your experience, how prevalent is misinformation related to community health?


- A. Not at all prevalent
- B. Somewhat prevalent
- C. Very prevalent
- D. Other (type in chat)

2

Infodemic 101: Misinformation Continuum

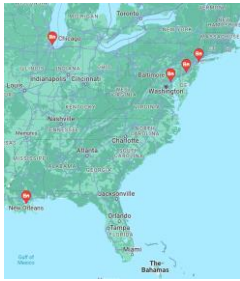


5 Essential Keys to Navigating Misinformation



3

Origin Story: Part 1



Police Face Backlash Over Virus Rules. Enter 'Violence Interrupters.'

Groups trained to prevent gun and gang violence are being tapped to persuade New York City residents to follow social-distancing rules.

— Ashley Southall for *The New York Times*; May 22, 2022

<https://www.nytimes.com/2022/05/22/nyregion/coronavirus-social-distancing-violence-interrupters.html>

4

Origin Story: Part 2

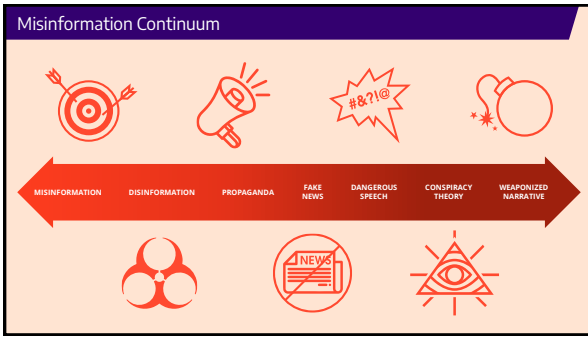


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**Infodemic 101:
Misinformation
Continuum**

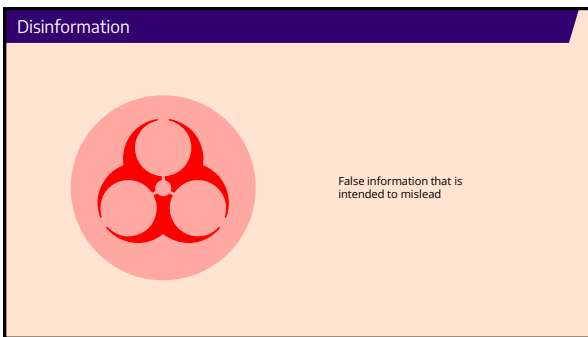
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7



8



9

Propaganda



Information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or the nationalistic position known as the "big lie"

10

Fake News



Fake news is false information presented as news, often with the intent to damage the reputation of a person or entity
Also serves as clickbait to increase ad revenue

11

Dangerous Speech



Dangerous speech is any form of expression (speech, text, or images) that can increase the risk that its audience will participate in violence against another

12

Conspiracy Theory



The belief that some secret but influential organization is responsible for an event or phenomenon

13

Weaponized Narrative



Weaponized narrative seeks to undermine an opponent's civilization, identity, and will by generating complexity, confusion, and political and social schisms

Unlike the "big lie" of propaganda, it aims to destabilize meaning, not promote it

14

Uncertainty and Distrust

When global conditions foster a sense of uncertainty in individuals, misinformation becomes increasingly used as a weaponized tactic instead of a byproduct of unintentional messaging and/or evolving information.



MISINFORMATION DISINFORMATION PROPAGANDA FAKE NEWS DANGEROUS SPEECH CONSPIRACY THEORY WEAPONIZED NARRATIVE

GLOBAL STABILITY

GLOBAL INSTABILITY

15

Distrust and Intention



- Different types of misinformation and disinformation have various levels of intention behind them.
- Misinformation can be chaotic for completely rational reasons. The scientific method can appear confusing to a patient that does not understand that science evolves and build distrust.
- Meanwhile, weaponized narratives are built with an intention specifically to deceive by coming across as much more certain and concrete than misinformation.

16

Misinformation vs. Disinformation



MISINFORMATION

IS NOT organized information, unintentionally comes across as **chaotic**, and does not communicate confidence or ensure trust



DISINFORMATION

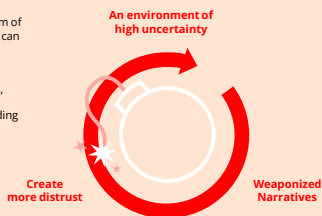
IS organized in order to purposefully **incite chaos**, yet seems confident and assuring

17

Cycle of Distrust


The dynamics between the spectrum of misinformation and disinformation can create a feedback loop.

An environment of uncertainty can create distrust with misinformation, making those populations more susceptible to disinformation including weaponized narratives.



18

AI-Enabled Infodemic



Audio? Going imminently. We won't be able to tell if a voice is real or not.

Video? Going soon. We won't be able to tell if a video feed is real or not.

Images? Gone. We can no longer tell if images of most types are real or not.

*It may not matter much if it's an AI agent is trying to sell you something, but...
...what if you can't tell whether the child in distress is yours?
...what if you can't tell if your employees are real?*


19

5 Essential Keys to Navigating Misinformation



20

Key 1: Validating Feelings, Addressing Concerns



- ✓ It is not so much about accepting these beliefs as it is accepting the people who believe them.
- ✓ Mockery shuts down the conversation.
- ✓ Look for common ground & kernels of truth.
- ✓ Questions are better than debunking.
- ✓ It is not about winning an argument.

21

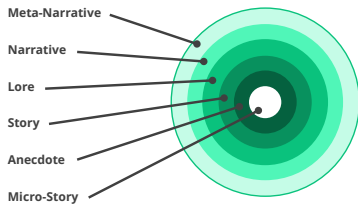
Key 2: Strategic Storytelling



- ✓ Identify your objectives.
- ✓ Find the audience that can help you accomplish those objectives.
- ✓ Look for barriers to accomplishing objectives.
- ✓ Actions to circumvent barriers & accomplish objectives.
- ✓ Stories that are outcome-oriented.

22

Narrative Ecosystem



23

Key 3: Being a Trusted Source



- ✓ Communicate Authentically.
- ✓ Promote integrity & lead with values.
- ✓ Partner with community in a meaningful way.
- ✓ Promote avenues for real decision-making power.
- ✓ Acknowledge & own histories of institutional oppression.

24

Key 4: Right Messenger, Right Message



- ✓ People "just like me."
- ✓ Multiple channels.
- ✓ Authentic voices.
- ✓ Provide Frames, but don't over-script or over-produce.
- ✓ DIY is legit. Give structure & support.

25

Key 5: Data Democratization



- ✓ Transparency & Sovereignty are Essential.
- ✓ Open up your Dashboard.
- ✓ Remember the Data is not Unimpeachable.
- ✓ Trust allows you to say, "we don't know yet."
- ✓ A Trustworthy Brand Supports Trustworthy Data

26

The 5 Essential Keys to Navigating Misinformation



- Key 1: Validating Feelings, Addressing Concerns
- Key 2: Strategic Storytelling
- Key 3: Being A Trusted Source
- Key 4: Right Messenger, Right Message
- Key 5: Data Democratization

27

Question for the Viewers

Which, if any, of the 5 key strategies do you currently employ in your role?

- A. Validating feelings, addressing concerns
- B. Strategic Storytelling
- C. Being a trusted source
- D. Right messenger, right message
- E. Data democratization
- F. None of these

28

Key Takeaways

- ✓ The difference between Misinformation and Disinformation is **intent**.
- ✓ It is **more effective to address the media ecosystem** than to try to combat individual pieces of disinformation.
- ✓ Disinformation increases in **periods of high uncertainty and distrust**.
- ✓ **Increasing trust in institutions** that are the gatekeepers of truth requires meaningful representation, transparency, and data-sharing.
- ✓ **Everyone deserves acceptance**. Accepting people is not necessarily the same as accepting the beliefs they hold.

29

A Chat with Josh Gryniewicz

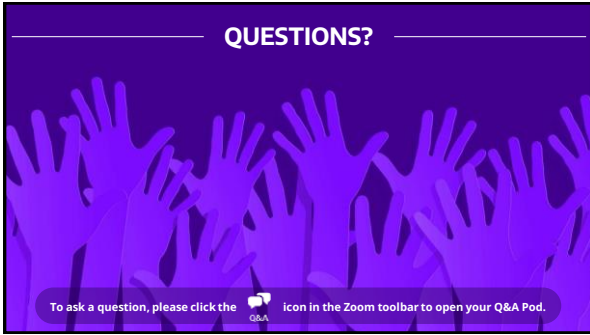


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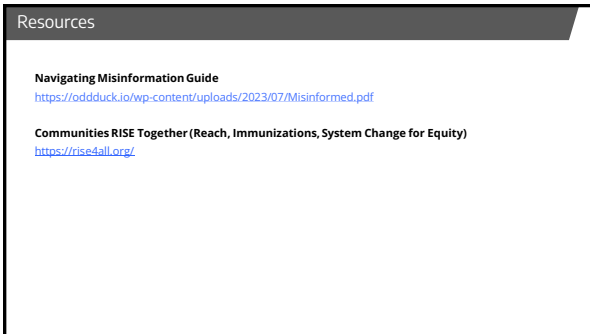


Josh Gryniewicz

30



31



32
