



Navigating Misinformation for Community Health



Josh Gryniewicz
CEO Odd Duck



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)

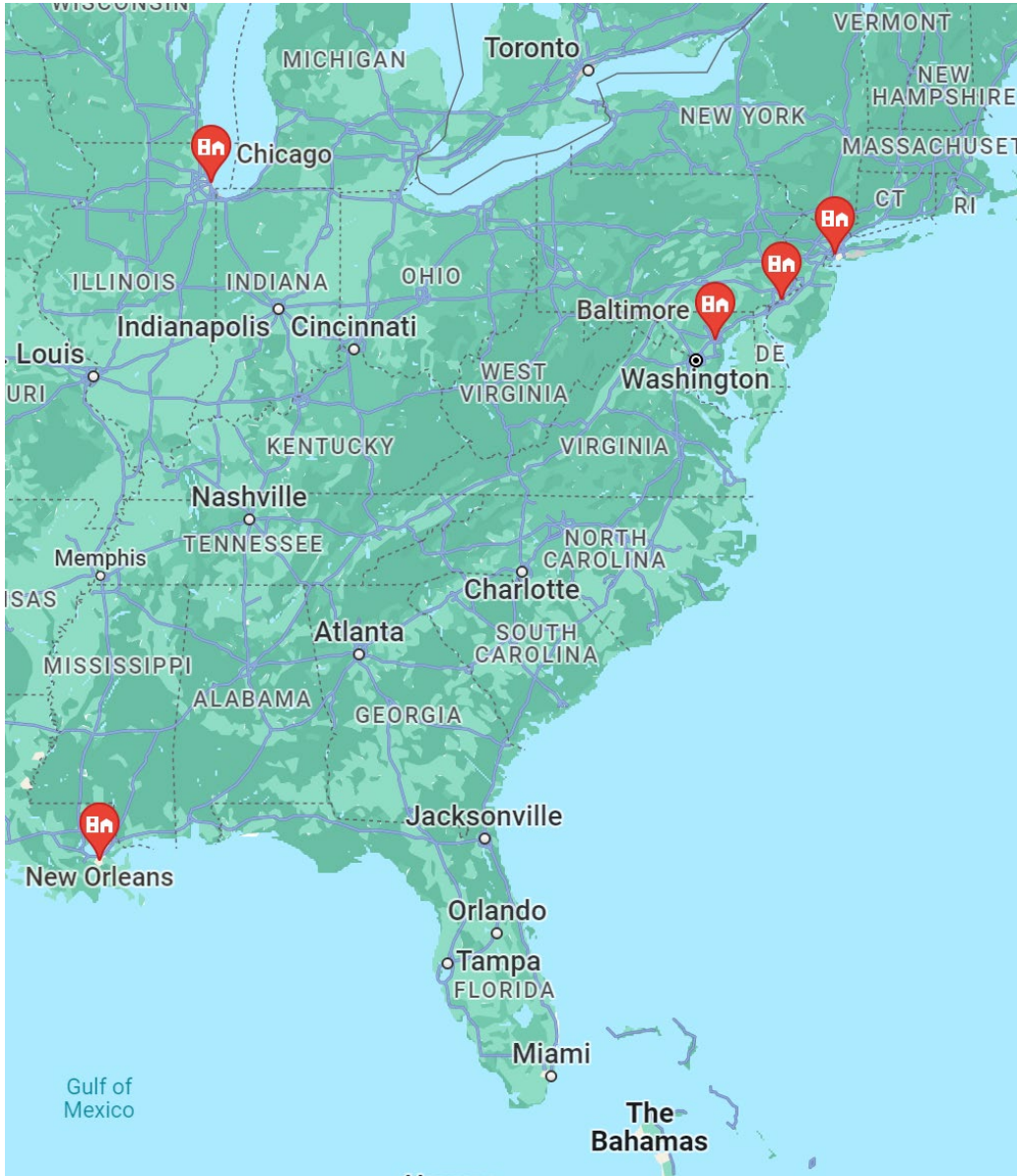
Infodemic 101: Misinformation Continuum



5 Essential Keys to Navigating Misinformation



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

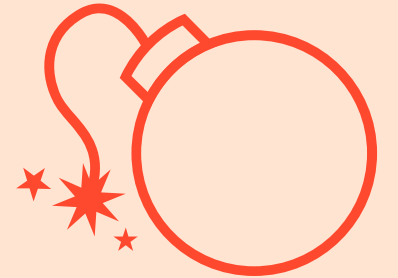
Origin Story: Part 2





Infodemic 101: Misinformation Continuum

Misinformation Continuum



MISINFORMATION

DISINFORMATION

PROPAGANDA

FAKE
NEWS

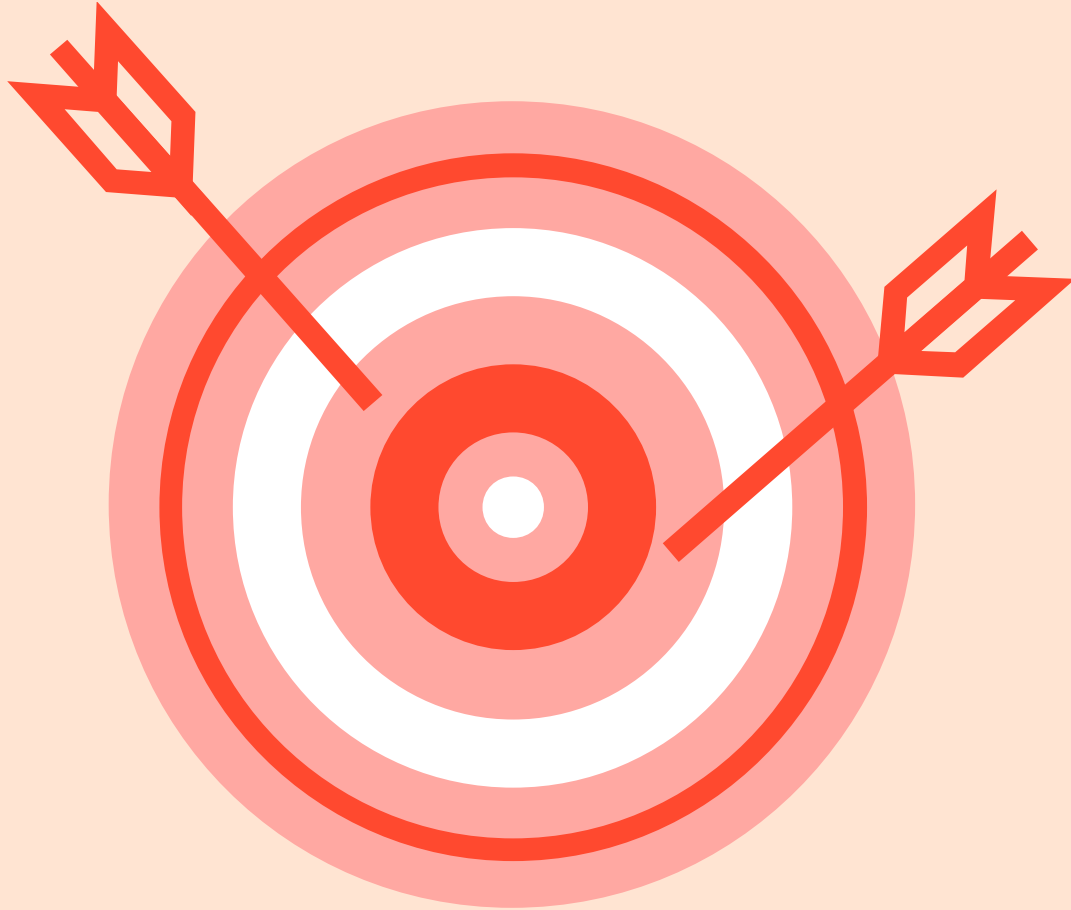
DANGEROUS
SPEECH

CONSPIRACY
THEORY

WEAPONIZED
NARRATIVE



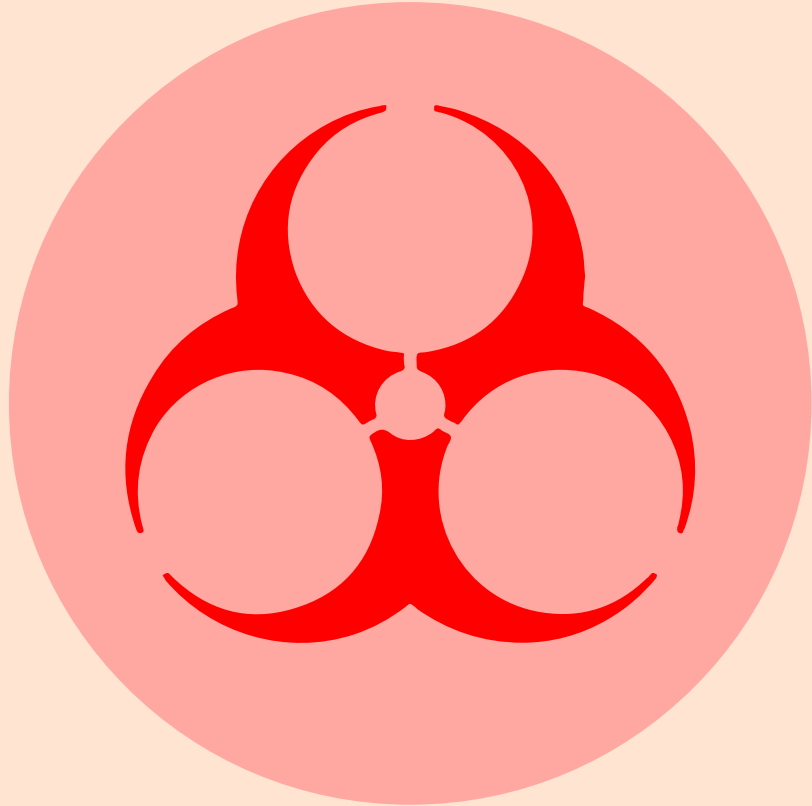
Misinformation



Incorrect or misleading information
(not necessarily intentional)

Can result from an honest mistake
and circulated by rumor, confusion,
conflicting info or data without
context

Disinformation



False information that is intended to mislead

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"

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

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

Conspiracy Theory



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

Weaponized Narrative

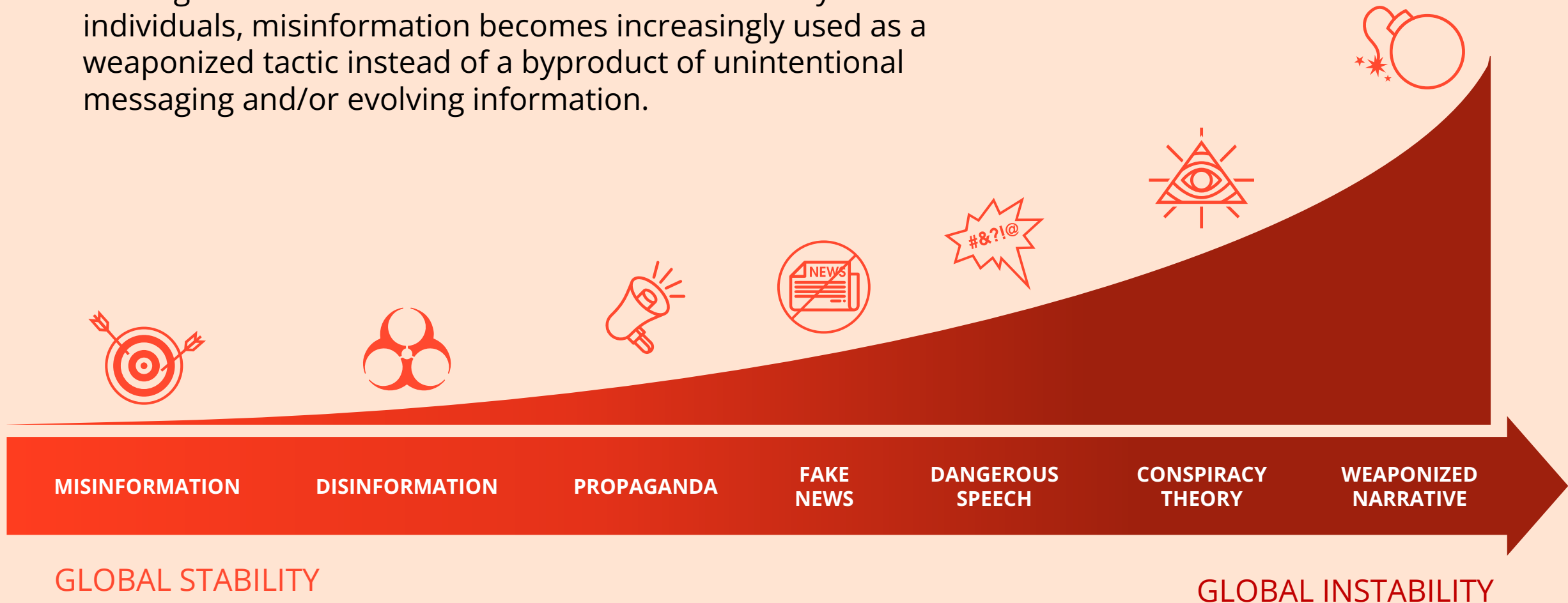


Weaponized narrative seeks to undermine an opponent's civilization, identity, and will by generating complexity, confusion, and political and social schisms

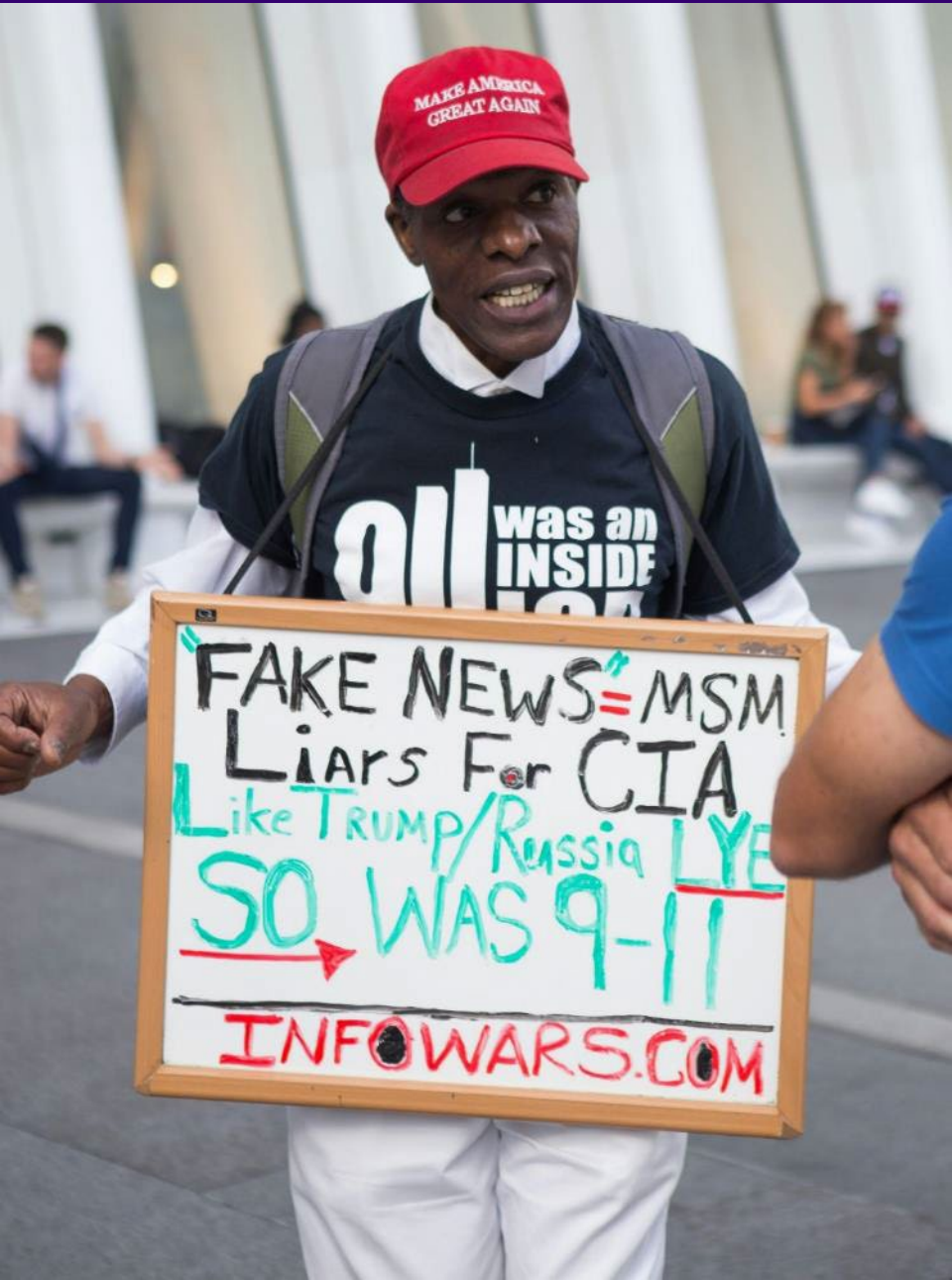
Unlike the "big lie" of propaganda, it aims to destabilize meaning, not promote it

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.

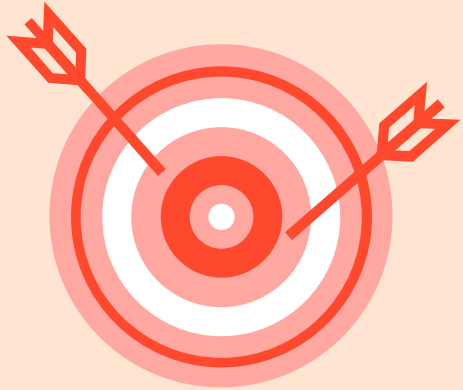


Distrust and Intention



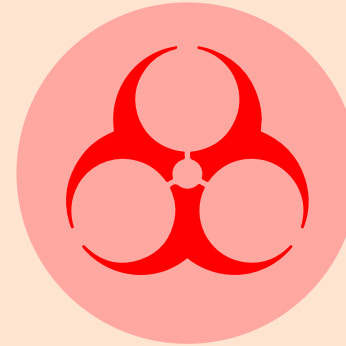
- Different types of misinformation and disinformation have various levels of intention behind them.
- Misinformation can be chaotic for completely rational reasons. The scientific method can appear confusing to a patient that does not understand that science evolves and build distrust.
- Meanwhile,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

Misinformation vs. Disinformation



MISINFORMATION

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



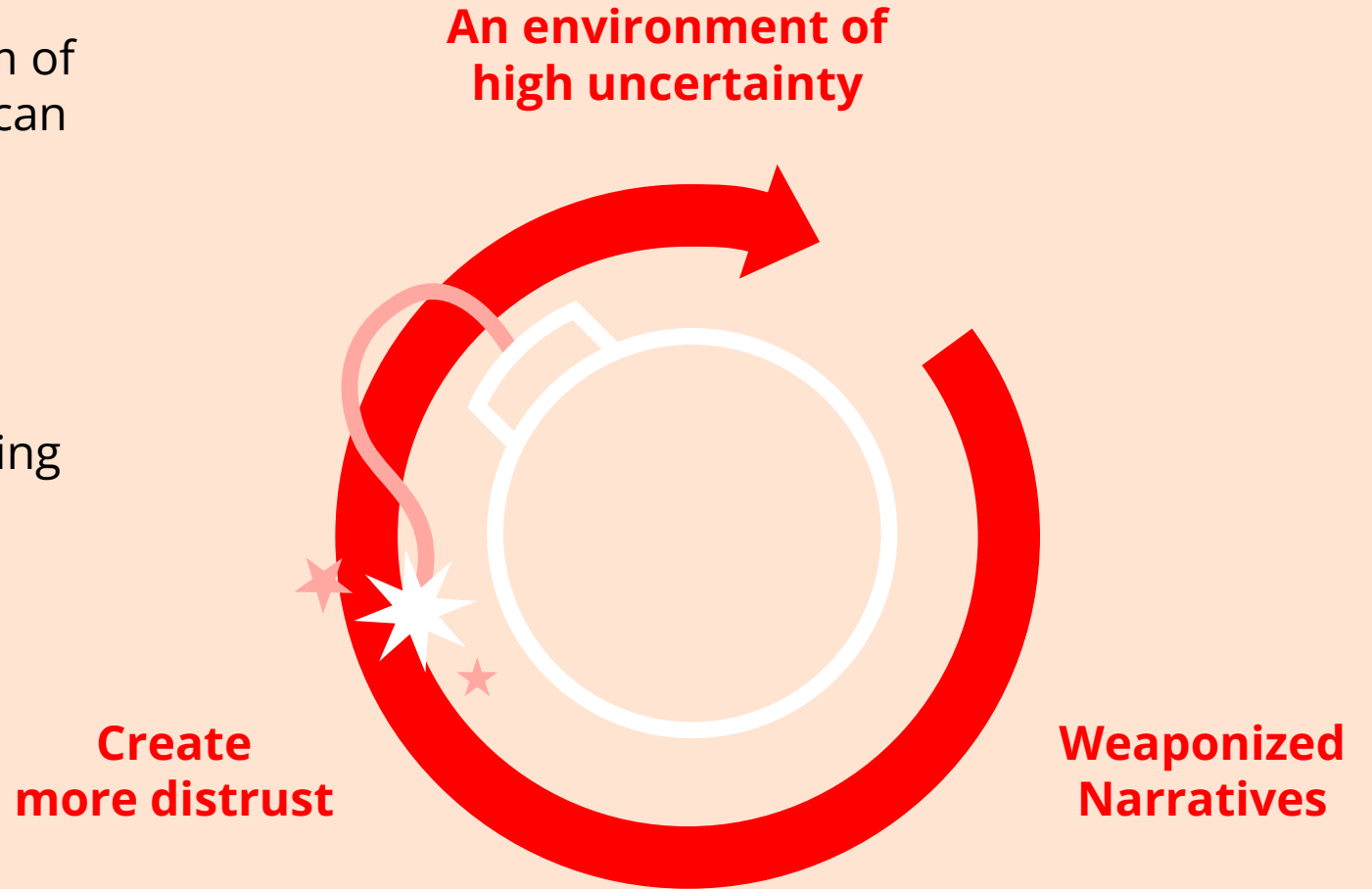
DISINFORMATION

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

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.



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?*

5 Essential Keys to Navigating Misinformation



I CAN'T BELIEVE
WE'RE MARCHING
FOR FACTS

gesunde
UMWELT
gutes
Klima
gibt's

Key 1: Validating Feelings, Addressing Concerns



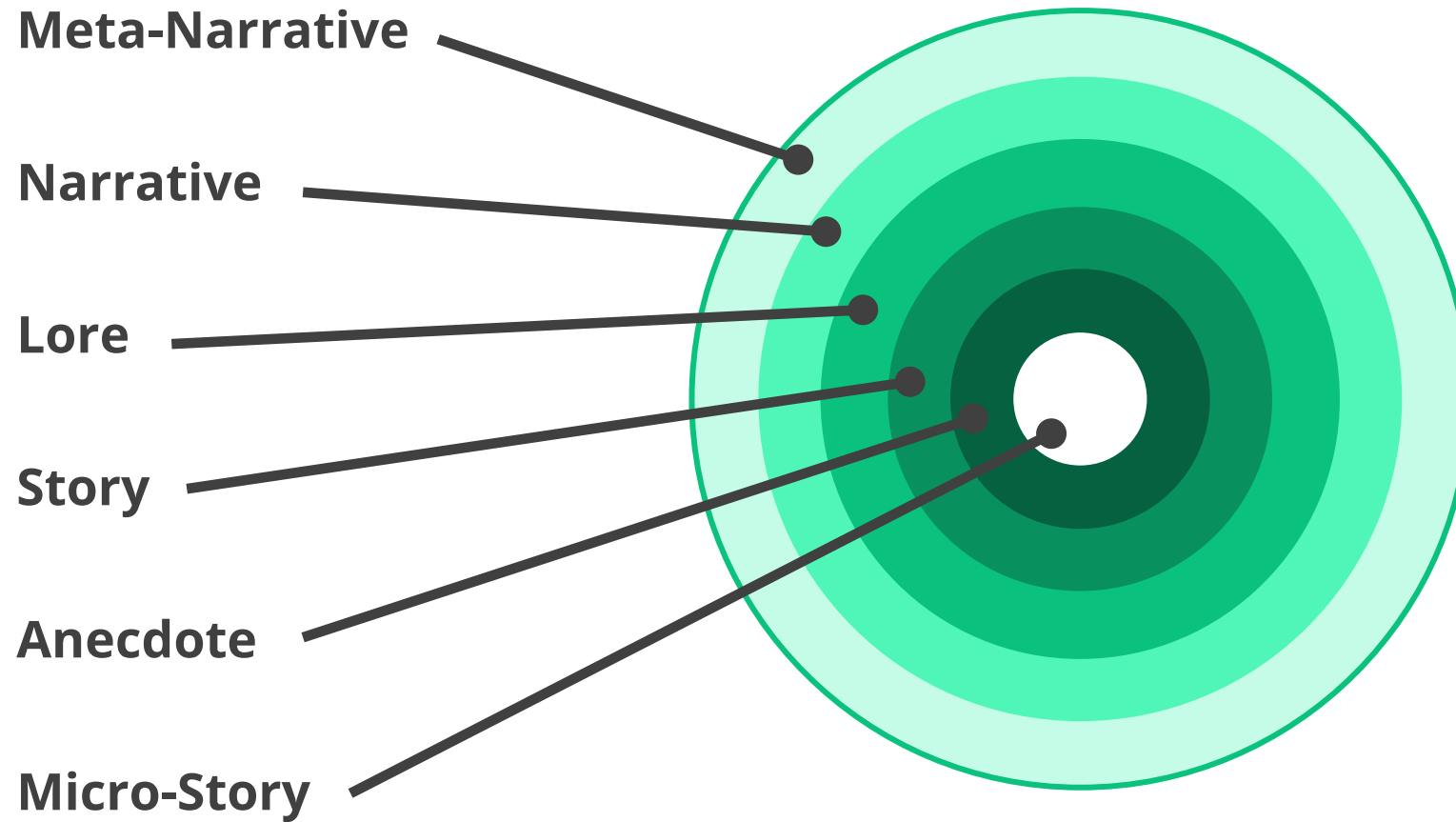
- ✓ It is not so much about accepting these beliefs as it is accepting the people who believe them.
- ✓ Mockery shuts down the conversation.
- ✓ Look for common ground & kernels of truth.
- ✓ Questions are better than debunking.
- ✓ It is not about winning an argument.

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.

Narrative Ecosystem

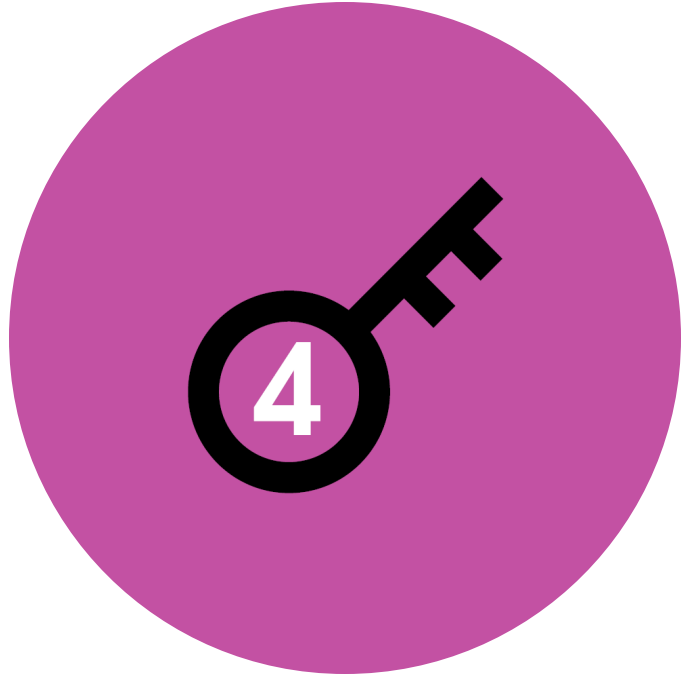


Key 3: Being a Trusted Source



- ✓ 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.

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.

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

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

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

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.

A Chat with Josh Gryniewicz



Sue Grinnell



Josh Gryniewicz

QUESTIONS?

To ask a question, please click the



icon in the Zoom toolbar to open your Q&A Pod.

Navigating Misinformation Guide

<https://oddduck.io/wp-content/uploads/2023/07/Misinformed.pdf>

Communities RISE Together (Reach, Immunizations, System Change for Equity)

<https://rise4all.org/>