به نام خدا

اینفودمی سلامت در آینه رسانه

دکتر محمد کیاسالار

MEDIA

فهرست

مدیاکراسی: رسانه‌سالاری

▪ نامگذاری این قرن به عصر مدیاکراسی ناظر بر نقش فزاینده رسانه در جنبه‌های مختلف زندگی انسان معاصر است.

شکرخواه، یونس؛ بروجردی، مهدخت. سبک‌های خبرنویسی.
نشر پژوهشکده مطالعات فرهنگی و اجتماعی، چاپ اول، ۱۳۸۵، صفحه ۷

▪ تسلط رسانه‌ها بر جوامع به واسطه نفوذ فراگیر

https://en.oxforddictionaries.com › definition › mediacracy

▪ Dr. Tedros, Director-General of the WHO: ''Misinformation about the pandemic has spread as rapidly as the virus itself.''
https://www.who.int/news-room/feature-stories/detail/fighting-misinformation-in-the-time-of-covid-19-one-click-at-a-time

MEDIACRACY
PROGRAM OR BE PROGRAMMED

GAYLORD COLLEGE - UNIVERSITY OF OKLAHOMA

از مدیالیتی تا اینفودمی

■ مدیالیتی: واقعیت رسانه‌ای‌شده

academia.edu/25620652/What_is_Mediality_and_How_does_it_Matter_Theoretical_Terms_and-_Methodology

■ مدیاهایپ: غوغای رسانه‌ای

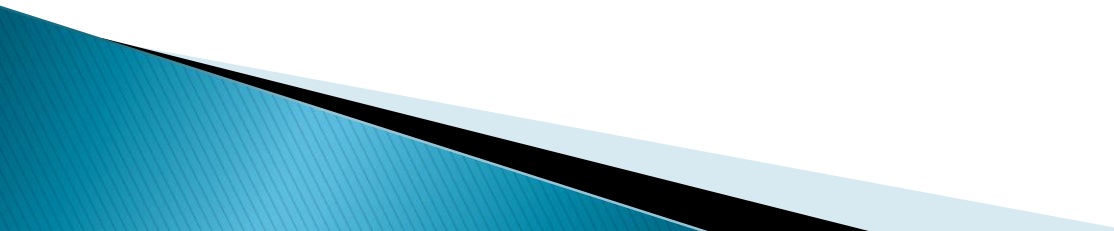https://dictionary.cambridge.org/dictionary/english/hype

■ اینفودمی

The WHO defines an '**infodemic**' as an excessive amount of information which consist of some inaccuracies that cause difficulties for the public to obtain reliable information and dependable advice when they require it (WHO 2020b).

Complications

- Infodemic results in making efforts to contain the pandemic **more complicated** due to the effects of publicizing needless alarm and uncertainty, and dividing society.

- When a pandemic emerges, it is important that the authorities take necessary measures to **calm** the public to avoid overwhelming responses that can create unnecessary disturbances to the situation.

CNN against Lombardy

- CNN published the news about the possible lock-down of Lombardy before the official communication from the Italian Prime Minister.

- As a result, people overcrowded trains and airports to escape from Lombardy toward the southern regions before the lock-down was put in place, disrupting the government initiative aimed to contain the epidemics and potentially increasing contagion.

Cinelli, M., Quattrociocchi, W., Galeazzi, A. et al. The COVID-19 social media infodemic. Sci Rep 10, 16598 (2020). https://doi.org/10.1038/s41598-020-73510-5

John, T. & Ben Wedeman, C. Italy prohibits travel and cancels all public events in its northern region to contain Coronavirus. https://edition.cnn.com/2020/03/08/europe/italy-coronavirus-lockdown-europe-intl/index.html (2020 (accessed April 9, 2020)).
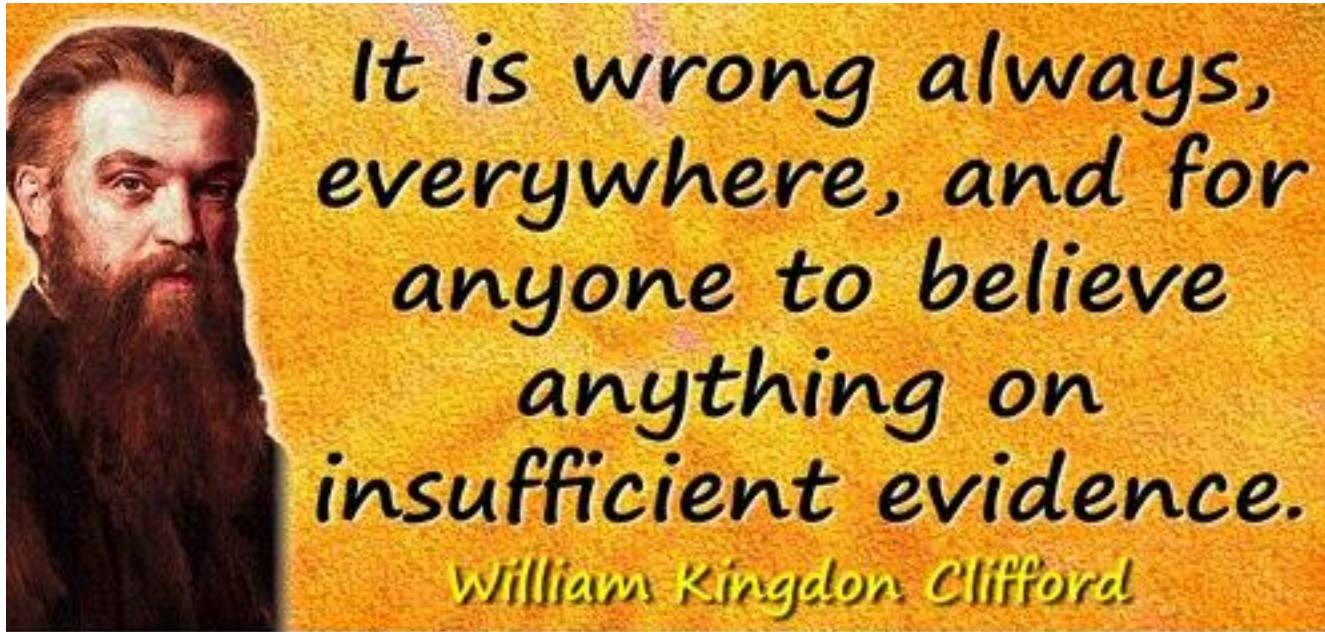
Irresponsible Citizens

- There are **two problematic categories** of information sharing on social media that worsen the situation:
    - Firstly, sharing of **personal information** of patients, and
    - Secondly, sharing of fake news or **false information**.

- The problem with spreading unverified information occurs when **irresponsible citizens** share fake news or false information around.
    - This is morally **unacceptable**, esp. when the spread of such information is shared **intentionally** to deceive others.

Yusof ANM, Muuti MZ, Ariffin LA, Tan MKM. Sharing Information on COVID-19: the ethical challenges in the Malaysian setting. Asian Bioeth Rev. 2020;12(3):349-361. Published 2020 Jun 25. doi:10.1007/s41649-020-00132-4

اخلاق باور

- ویلیام کلیفورد: ۱۸۷۷
- زودباوری به مثابه رذیلت اخلاقی

It is wrong always, everywhere, and for anyone to believe anything on insufficient evidence.

William Kingdon Clifford

More science quotes at Today in Science History   todayinsci.com

Influencers

▶ This paper uses the vocabulary of 'medical populism' to identify and analyze the political constructions of (and responses to) the COVID-19 pandemic

- in Brazil, the Philippines, and the United States
- from January to mid-July 2020
- particularly by the countries' heads of state

  - Jair Bolsonaro,
  - Rodrigo Duterte, and
  - Donald Trump

Medical Populism

Regardless of the absolute magnitude of the pandemic in each of the three countries, we can find similar features (see Table 1 for a summary).

Table 1. Summary of three cases.

	Simplification of the pandemic	Spectacularization of the crisis	Forging of divisions
Brazil – Jair Bolsonaro	'It's just a little flu or a little cold' Brazilians can withstand the virus Hydroxychloroquine as treatment	Dramatic market visits, #BrazilCannotStop campaign, language of conspiracy	The country vs. political opponents, state governors, health experts, and China
The Philippines – Rodrigo Duterte	'Filipinos are not easily hit by the illness' Antibodies and drugs like Avigan as potential treatment	'Optics of power' in lockdown, language of war, punitive threats	The country vs. government critics, dangerous poor, *pasaway* (disobedient ones), leftist groups
United States – Donald Trump	'It will be gone with warmer weather'; 'It's under control' Hydroxychloroquine, disinfectants, UV light, as treatment	Language of war, hyperbolic language to describe government responses	The country vs. China, WHO, and the media

Conclusion

▶ If an American president declares that injecting disinfectants can treat COVID-19, who can adjudicate such a claim? As it turned out in this particular instance, **scientific consensus** continued to carry some weight:

- when experts forcefully refuted such a claim, Donald Trump walked back from it, claiming that he was just being **sarcastic** (Higgins, 2020).
- Both Trump and Bolsonaro also eventually wore face **masks** after months not doing so – albeit in the latter case, as ordered by a judge (Gullino, 2020b; Wise, 2020).

Conclusion

▸ They also animate the question of whether **social media platforms** can – or should – delete, or flag false or misleading knowledge claims, as Twitter has done for Bolsonaro and Trump.

▸ **Public health experts** are called to participate in public discourse, even as doing so exposes them to the risk of being cast as the 'dangerous others'.

Conclusion

▸ In this paper, it has been illustrated that responding in an ethical manner when disseminating information regarding and related to COVID-19 is a positive **moral duty** that belongs to **everyone**.

▸ For those working in the mass media, there is a need for **ethical journalism**; and for private individuals who use social media, it is equally important to determine beforehand whether the dissemination of a piece of information is interesting to the public or such disclosure of information is in the **public's interest**.

Yusof ANM, Muuti MZ, Ariffin LA, Tan MKM. Sharing Information on COVID-19: the ethical challenges in the Malaysian setting. Asian Bioeth Rev. 2020;12(3):349-361. Published 2020 Jun 25. doi:10.1007/s41649-020-00132-4

INFODEMIC