

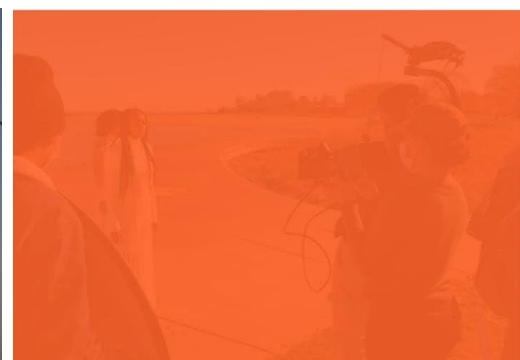
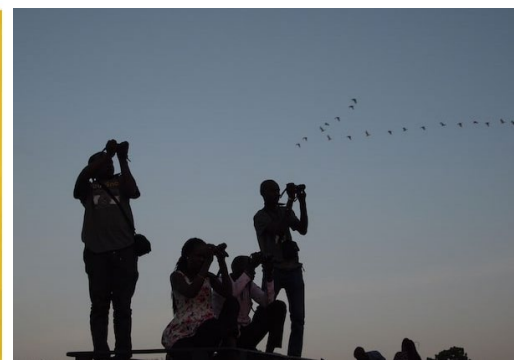
Internews

National Academies Infodemic Workshop

Panel

April 7, 2023

By: Alejandro Posada (Lead Social Scientist)



— About RiT 2.0

• What:

- Global pandemic information response program addressing the unprecedented spread of health related rumors and misinformation



How:

- Community driven rumor tracking and social listening
- Two-way dialogue between humanitarian, media, health, and community actors
- Content/information that is localized, contextualized, factual, and responding to community needs



Where:

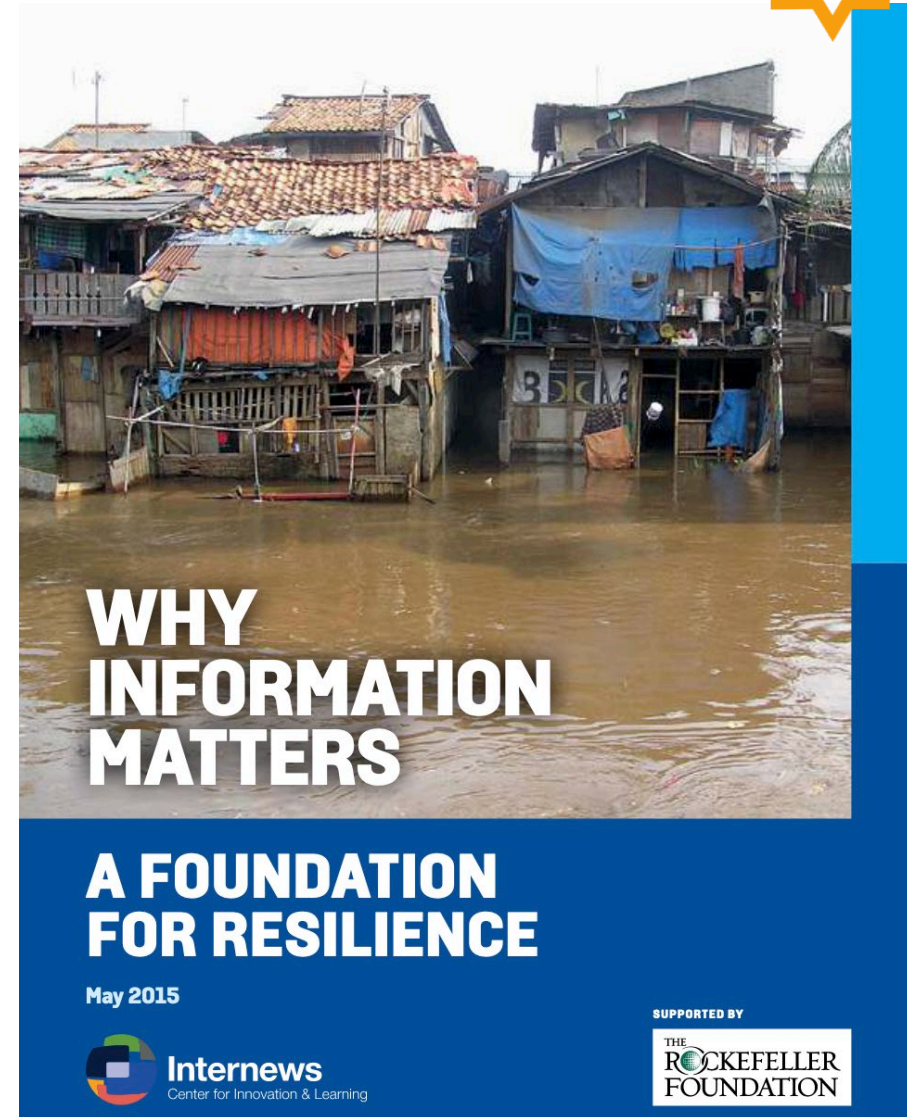
Colombia, Brazil, Haiti, Sudan, South Sudan, Mali, Zimbabwe, DRC, Madagascar, Afghanistan, Iraq, Lebanon, Central African Republic, and Yemen

Why:

To promote resilient and better prepared information ecosystems for at-risk communities

Why Information Ecosystem Preparedness?

- The COVID-19 pandemic has demonstrated that the state of an information ecosystem greatly influences the effectiveness of response
- From *Why Information Matters – 2015* : “healthy information ecosystems promote resilience, while weak information ecosystems seriously hinder preparedness”



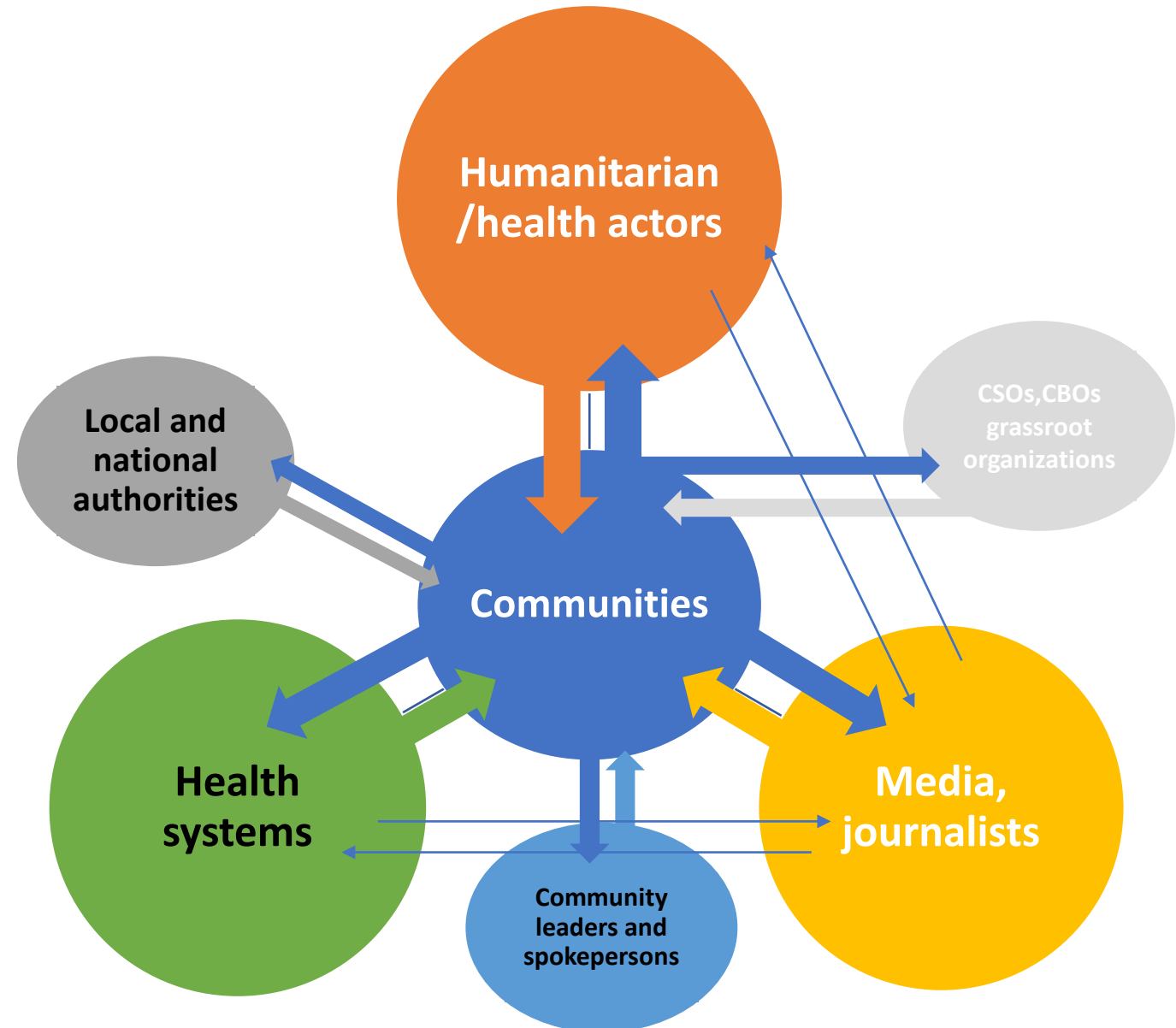
The Knowledge GAP?

- It is important to understand what information ecosystem preparedness means for the different actors, and what are the challenges and strategies for its implementation
- Limited research on this regard



Research: Hypothesis

- **Goal:** Real dialogue and exchange of information amongst IE stakeholders
- **Purpose:** Science-based information (from health agencies) is combined with the latest, contextual knowledge (from CSO/Community engagement) and discussed via 2-way communication through channels and platforms that communities have access to and are likely to use (through local media, CSOs).
- **How:** Building and maintaining those networks/relationships
- **Why:** improve coordination to avoid that ill-timed, ill-informed communication further alienates the affected population.



Research:

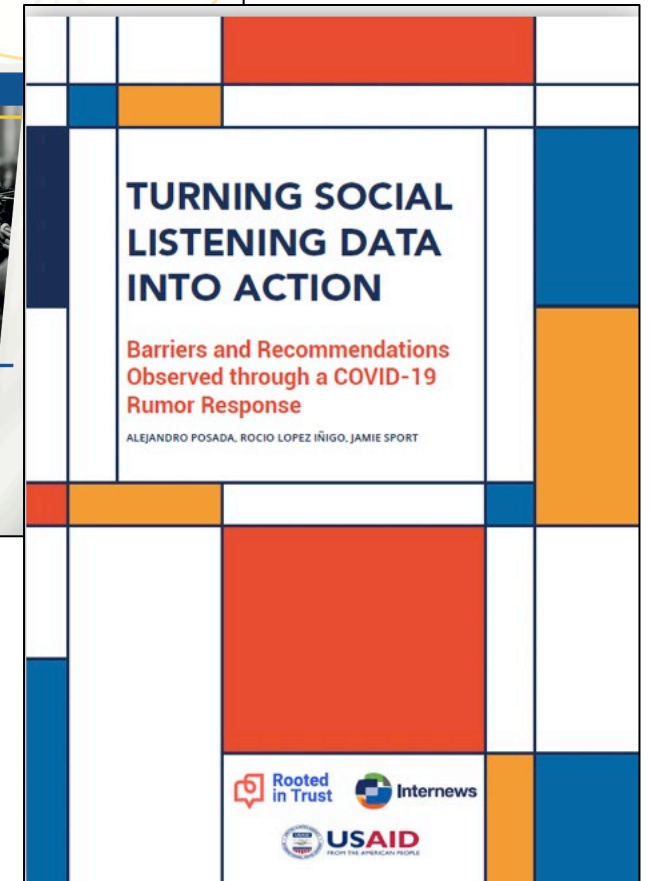
Insights from the various contexts:

Research Topics:

- Barriers to actioning social listening findings
- Impacts of Russian invasion of Ukraine on health misinformation
- Trust framework

Ongoing:

- How does inequality driven mistrust operate?
- What is health emergency information ecosystem preparedness?
- Social listening & information Ecosystems Approaches in the context of climate change impacts



Questions?

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