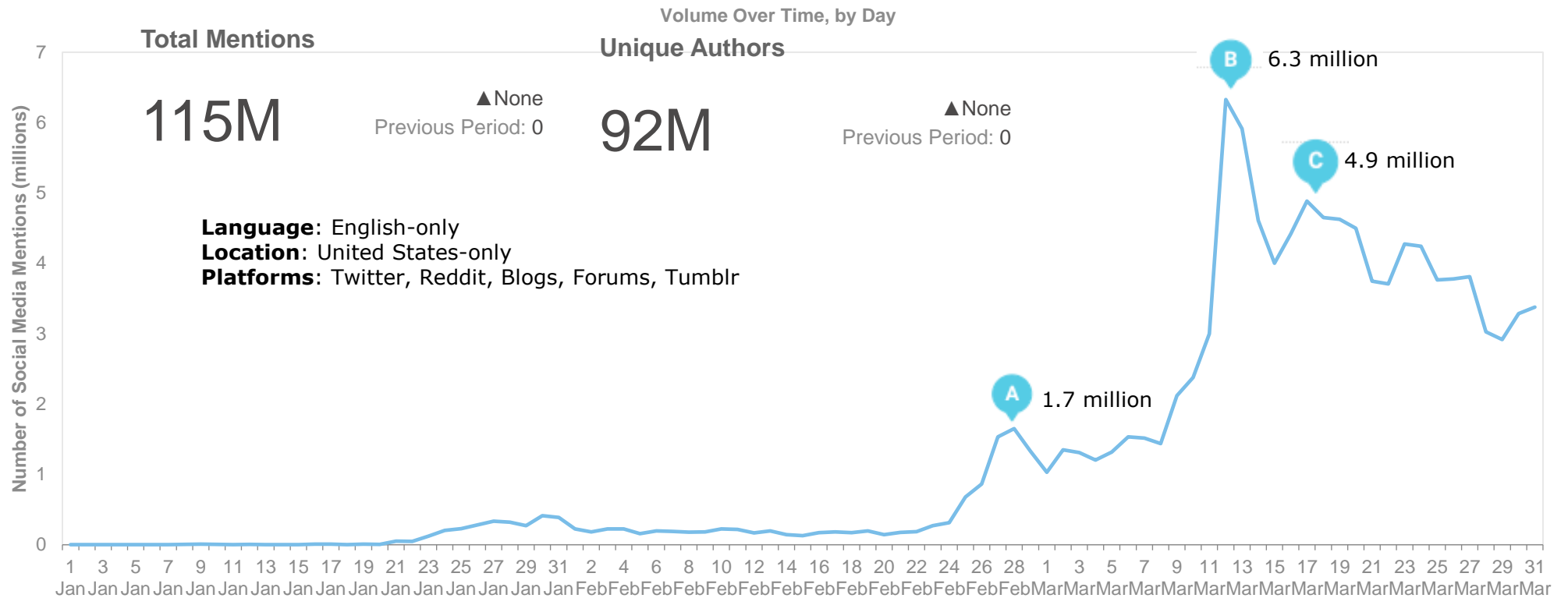


A detailed 3D rendering of a coronavirus particle, showing its characteristic spherical shape with a textured surface and numerous red, crown-like spikes (glycoprotein spikes) protruding from it. The particle is centered in the background against a dark, slightly blurred grey background with some faint orange and yellow specks.

COVID-19 and Misinformation Social Media Analysis

COVID-19 Social Media Post Volume



(A) February 28

- The day after Vice President Pence announced appointments to the coronavirus task force

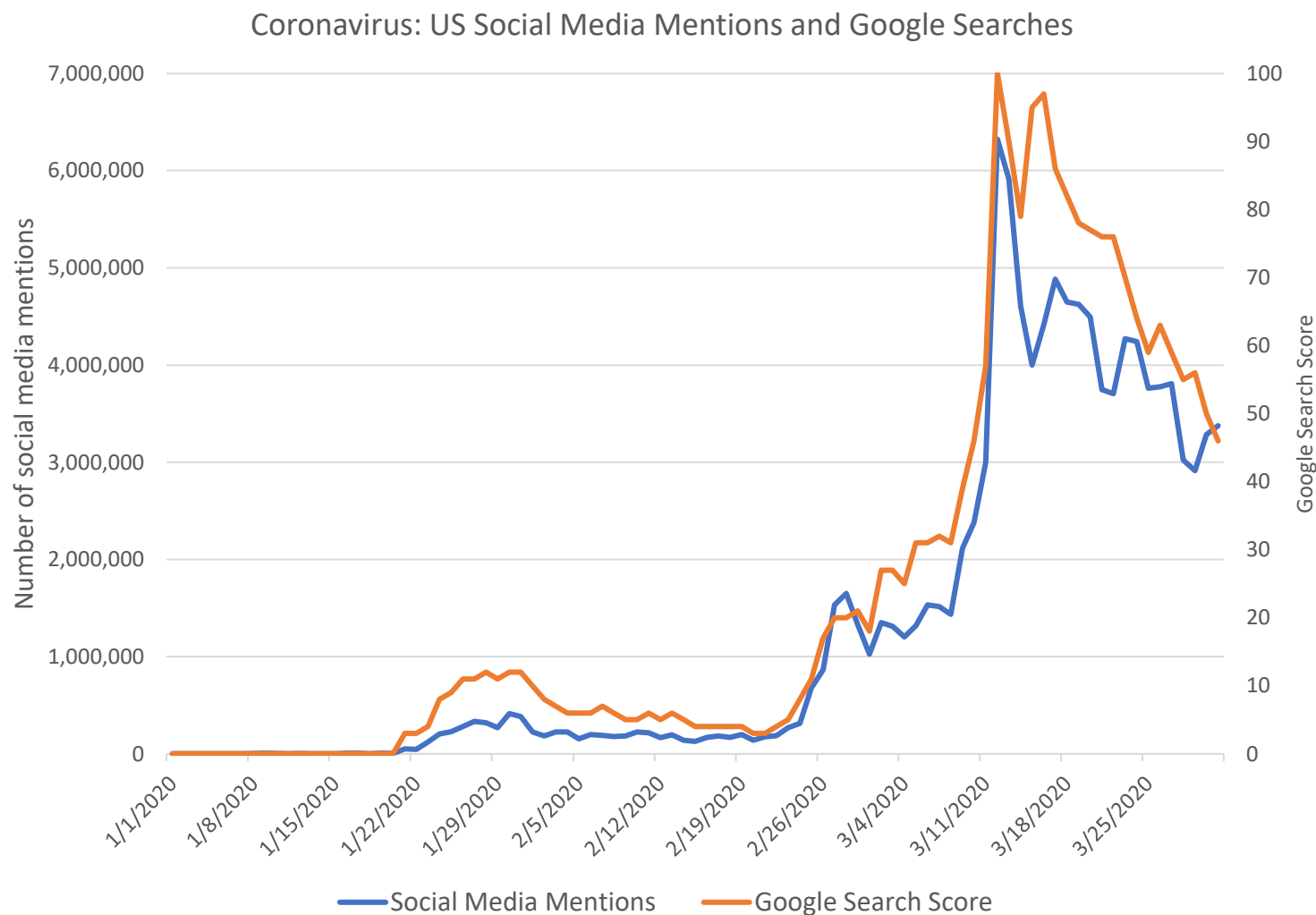
(B) March 12

- The day after World Health Organization announces COVID-19 has reached pandemic status

(C) March 17

- California issues state-wide stay at home order; US Navy ship to deploy to NY; widespread closings and cancellations begin

Social Media Mentions and Online Search Behavior



- Trends in online search behavior generally mirrored mentions of the virus on social media.
- Google searches peaked on March 12. After a brief dip, they rebounded and then gradually declined along with social media discourse

Wide Range of Topics Discussed

2/19/20 – 3/31/20



Fading



Trending

- A 6-week period from mid February through the end of March captured major events in the development and spread of the virus in the U.S.
- Trending topics were wide ranging, and included discussion around:
 - The pandemic status and spread of the disease
 - The impact on specific geographic locations (China, America, Italy)
 - The impact on individual health and the healthcare system
 - Prevention and mitigation strategies
 - Testing and healthcare resources

Dynamic Shift in COVID-19 Topics

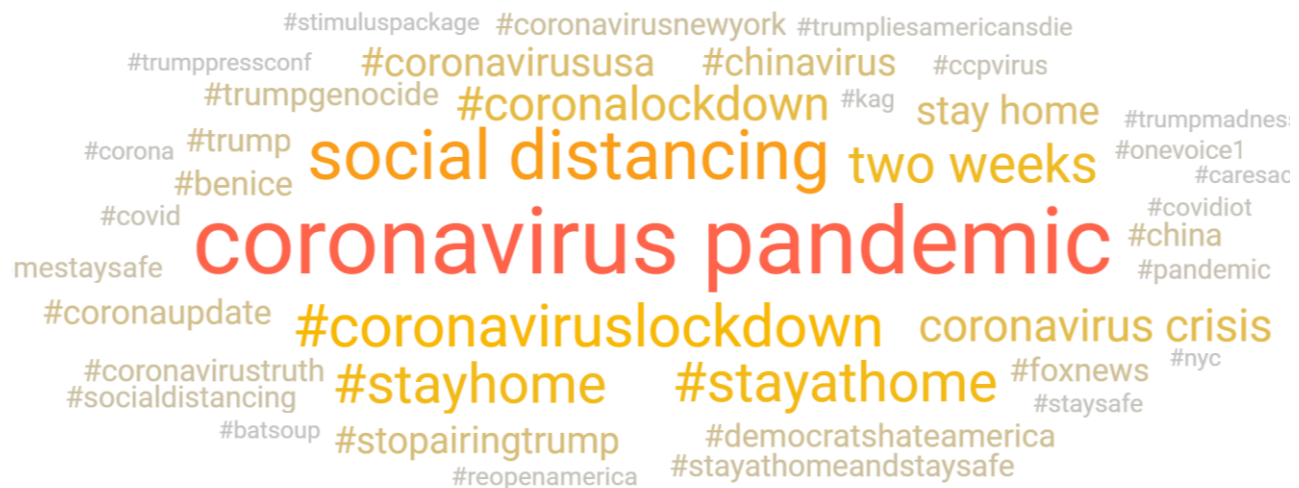


2/19/20 – 3/10/20



Fading  Trending

3/11/20 – 3/31/20



- **Toward** discussions around social, organizational, and governmental control measures
 - *social distancing*
 - Quarantine
 - “Stay at home” measures
- With these measures, people will increasingly rely on social media
 - Get and share information
 - Work
 - Make/maintain social connections
- Role of social and other digital media companies (and others) in managing misinformation is crucial

Misinformation, Disinformation, and Confusion

- The World Health Organization specifically joined TikTok to launch a TikTok information series that provides credible information about the virus.
- As news develops and discussion topics shift, trends indicate that misinformation will follow. For example:
 - Misinformation around *social distancing* and *shelter in place* rules are likely to increase given current trends.
- In addition to *misinformation* (incorrect information), and *disinformation* (intentionally incorrect information), *confusion* is also evident. For example:
 - Social distancing rules, specific policies in new/developing “shelter in place” or “stay at home”
 - Treatment guidelines (e.g., malaria drugs, ibuprofen vs. paracetamol/acetaminophen).

COVID-19 Misinformation Examples & Response

MYTH

RESPONSE



TheRealIII Gates
@TheRealIII Gate1

They are prepping for Martial Law in Michigan.
[#CoronaVirusUpdate](#) [#COVID19](#)



3:35 PM · Mar 19, 2020 · [Twitter for Android](#)



Detroit Free Press ✓
@freep



Michigan State Police: 'This isn't martial law'




Michigan State Police: 'This isn't martial law'
Road and freeways will be open. There will be no checkpoints, and Michigan State Police troopers won't be asking for your papers.
[freep.com](#)

COVID-19 Misinformation Examples & Response



UNPROVEN

 **ASHLEY WAGNER**
@ashleyswagnerxo

Hi friends. Don't take any Advil or ibuprofen in the meantime. Tylenol only 🙌🙌🙌 supposedly any ibuprofen will kick start symptoms or make them worse if you have any already. Stay safe inside your home ❤️

♡ 2,434 2:22 PM - Mar 20, 2020 ⓘ

💬 1,180 people are talking about this >

RESPONSE

 **World Health Organization (WHO)** ✓
@WHO

Q: Could #ibuprofen worsen disease for people with #COVID19?

A: Based on currently available information, WHO does not recommend against the use of of ibuprofen.

At present, based on currently available information, WHO does not recommend against the use of of ibuprofen. We are also consulting with physicians treating COVID-19 patients and are not aware of reports of any negative effects of ibuprofen, beyond the usual known side effects that limit its use in certain populations. WHO is not aware of published clinical or population-based data on this topic.

Could ibuprofen worsen disease for people with COVID-19?

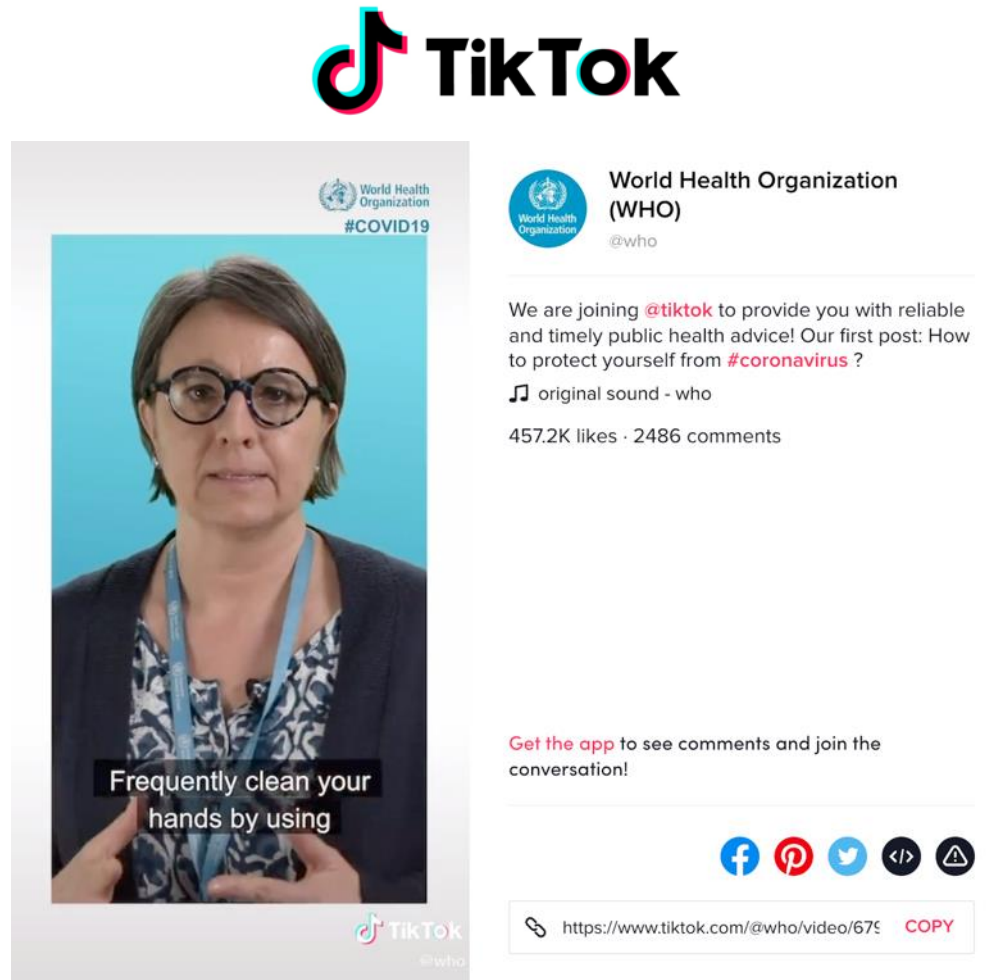
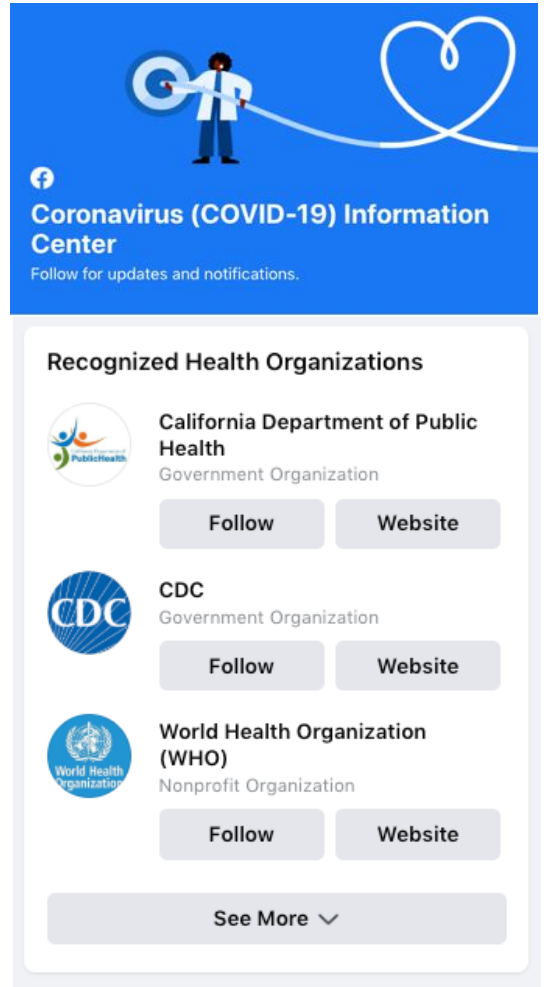


World Health Organization #coronavirus 18 March 2020

♡ 8,338 6:46 PM - Mar 18, 2020 ⓘ

💬 7,842 people are talking about this >

COVID-19 Misinformation: Social Media Platform Response



COVID-19 Digital Media Response

Wikipedia Statement on COVID-19

A message to our readers about COVID-19

With the uncertainty surrounding the outbreak of the **Coronavirus disease (COVID-19) pandemic**, we want to reassure our readers across the globe that our volunteers are working to bring you a trusted source of unbiased information. Throughout these challenging times, knowledge must and will remain open for all.

[Read more →](#)

World Health Organization Myth/Fact Infographics



FACT:
The new coronavirus can be transmitted in areas with hot and humid climates

From the evidence so far, the new coronavirus can be transmitted in ALL AREAS, including areas with hot and humid weather. Regardless of climate, adopt protective measures if you live in, or travel to an area reporting COVID-19. The best way to protect yourself against COVID-19 is by frequently cleaning your hands. Eliminate viruses that may be on your hands and avoid infection that could occur by then touching your eyes, mouth, and nose.

World Health Organization #Coronavirus #COVID19
9 March 2020

COVID-19 Pop-Up on Google Search

About 5,920,000,000 results (0.60 seconds)

COVID-19 Alert Coronavirus disease

Overview

- Symptoms
- Prevention
- Treatments
- Statistics

Share

Top stories

- Home: Illinois.gov, 1 week ago
- COVID-19 symptoms can be all or nothing: 'This virus just has the whole kit and caboodle': USA Today, 6 hours ago
- Amazon fulfillment center employee tests positive for COVID-19: KFOR.com, 13 mins ago

Help and information

- COVID-19 Updates (California): California Department of Public Health, cdph.ca.gov
- Information about COVID-19 in the United States: Centers for Disease Control and Prevention, cdc.gov/coronavirus/2019-ncov

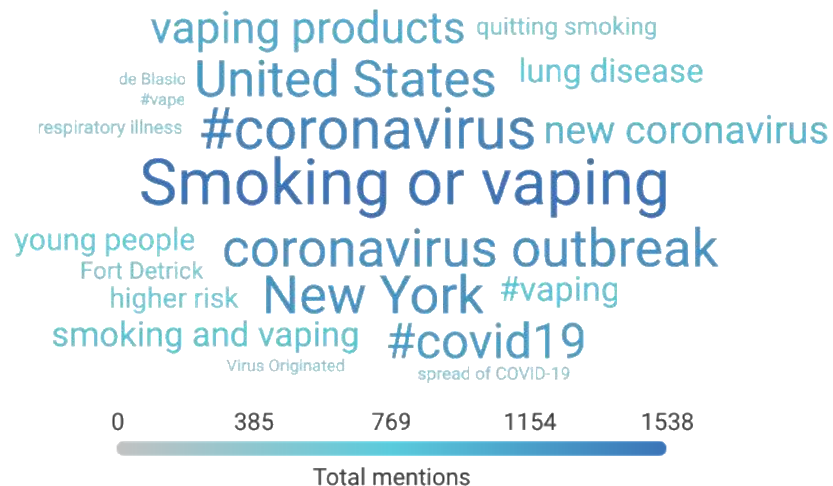
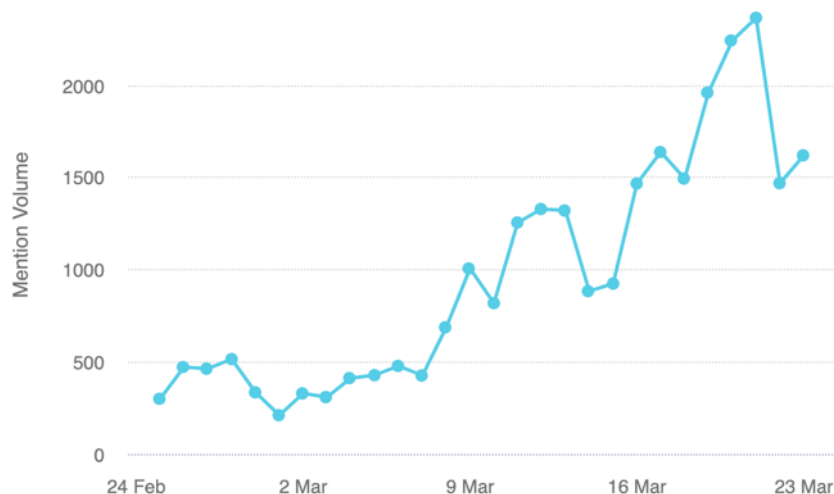
COVID-19 alert

Common questions

- Can antibiotics treat the coronavirus disease? ▾
- Is the coronavirus disease the same as SARS? ▾
- Is there a vaccine for the coronavirus disease? ▾
- What can I do to prevent the coronavirus disease at home? ▾

For informational purposes only. Consult your local medical authority for advice. Sources: Centers for Disease Control and Prevention, World Health Organization

COVID-19 & Vaping: 2/25-3/23



myesha thee stallion
@myeshachou

"corona virus barely affects young people" bruh it's a respiratory disease and half of y'all's lungs are ruined from vaping but go off

♡ 421K 6:23 PM - Mar 11, 2020 ⓘ

💬 73.5K people are talking about this >

Lee Willett
@alarmingdonkey

@JeromeAdamsMD you are #Delusional if you believe that vaping contributes to covid19. You should stick to your wheelhouse and stop trying to scare everyone back to smoking. I notice you seem to have no problem with combustible cigs and only attack vaping. Why? #VapingSavesLives

♡ 5:21 PM - Mar 24, 2020 ⓘ

👤 See Lee Willett's other Tweets >