

INFO-WARS: On the ethics of crisis communication

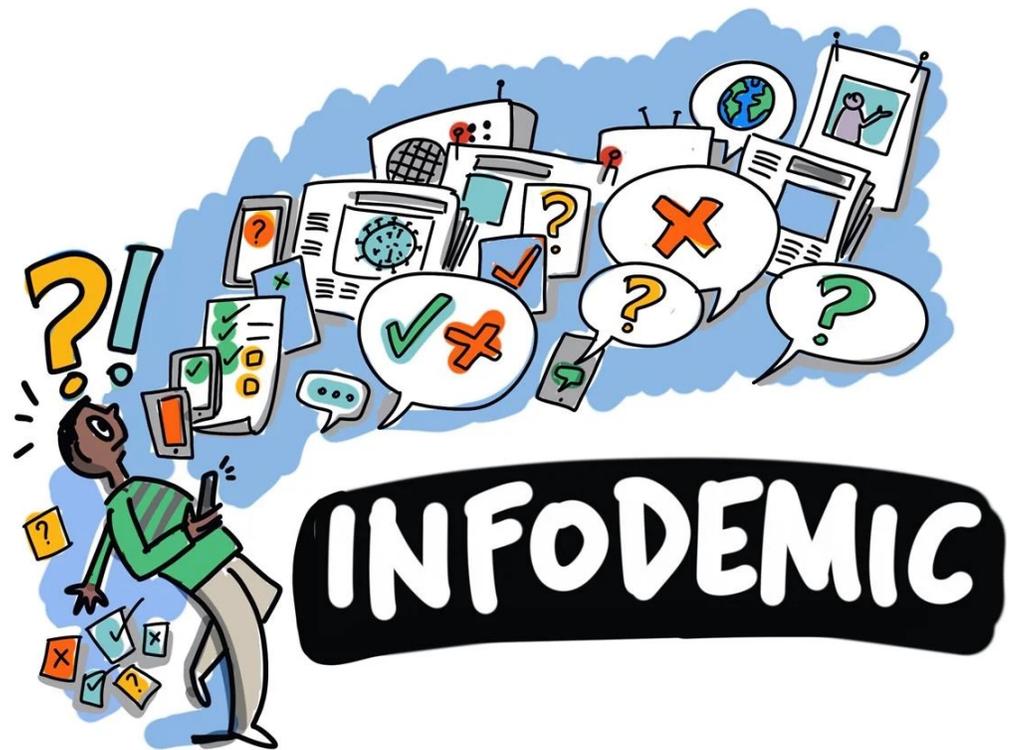
Geneva, 18.05.22

Federico Germani
Giovanni Spitale
Nikola Biller-Andorno

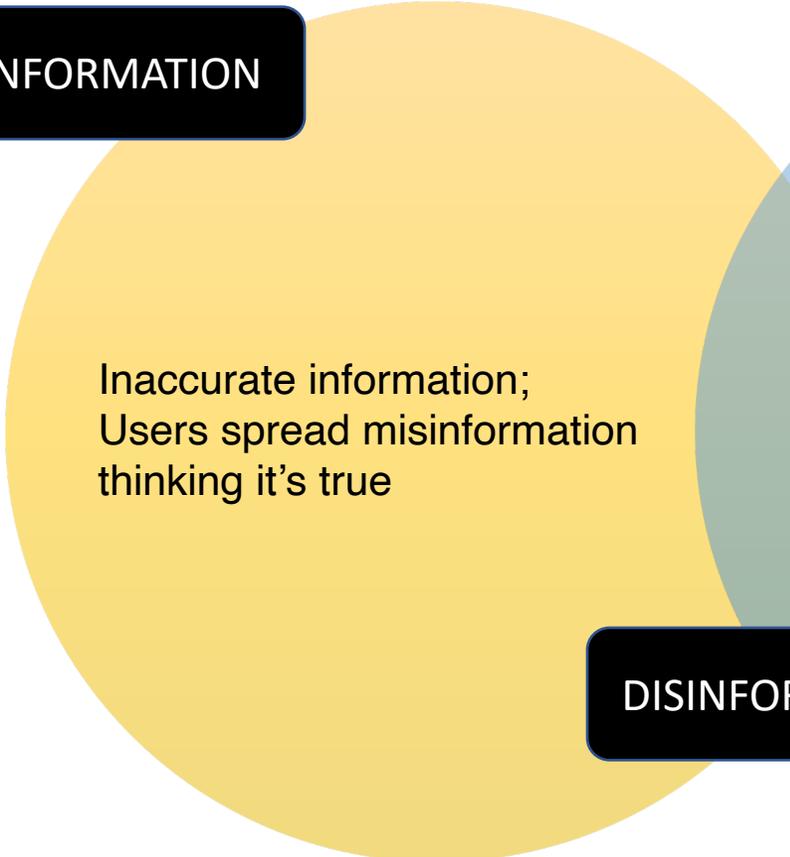


University of
Zurich^{UZH}





MISINFORMATION



MALINFORMATION

Inaccurate information;
Users spread misinformation
thinking it's true

Use of true information with
the intent to harm (e.g.
privacy breach)

DISINFORMATION

FALSENESS

INTENT TO HARM



Donald J. Trump ✓

@realDonaldTrump



Follow

Massive combined inoculations to small children is the cause for big increase in autism....

RETWEETS

605

LIKES

264



3:22 PM - 23 Aug 2012



522



605



264



gesda 



University of
Zurich ^{UZH}

@realDonaldTrump
@realDonaldTrump

Account suspended

Twitter suspends accounts that violate the
Twitter Rules.

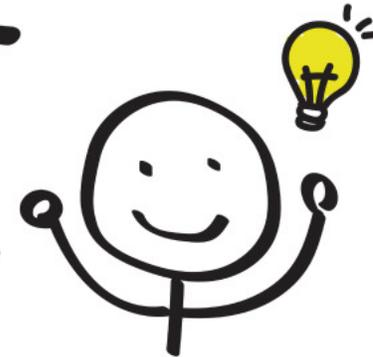
CRITICAL THINKING



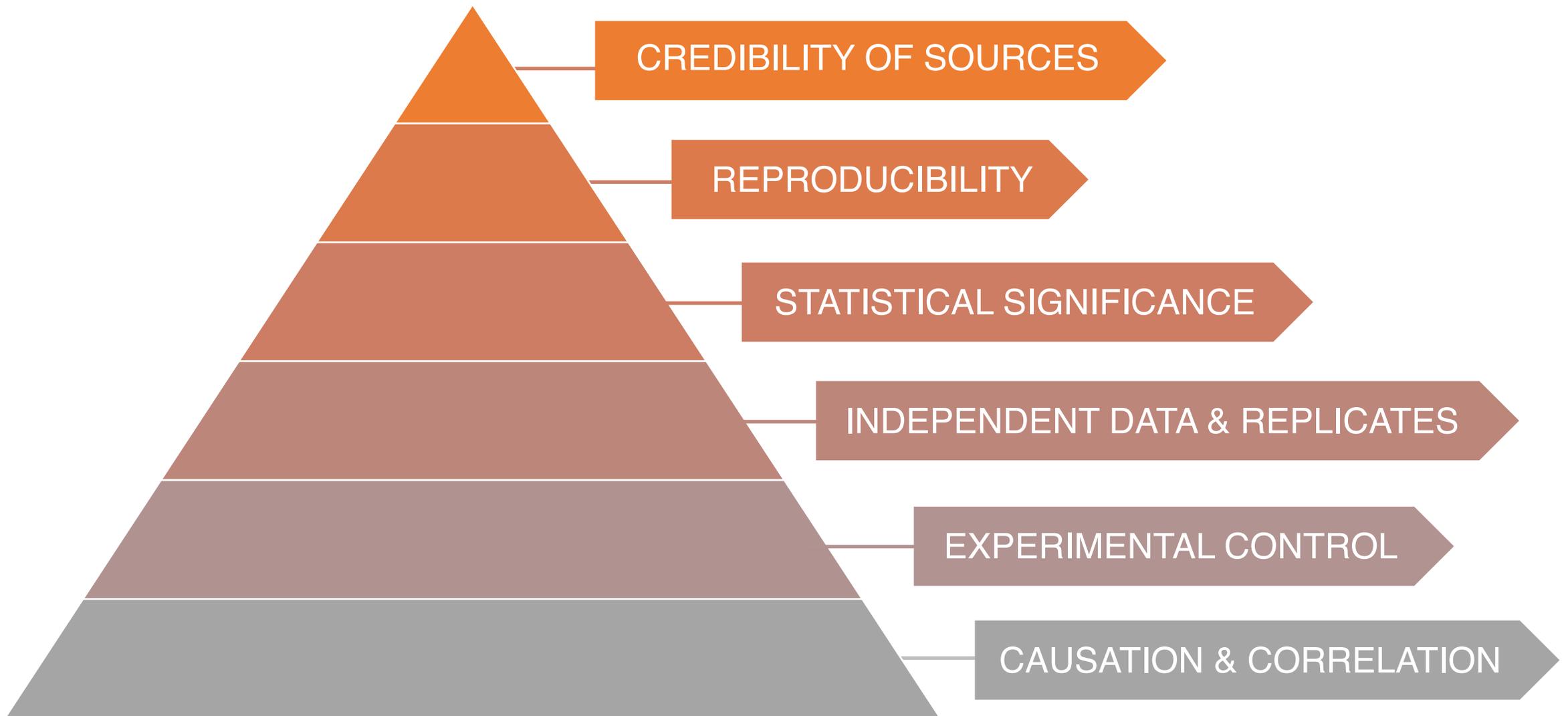
problem

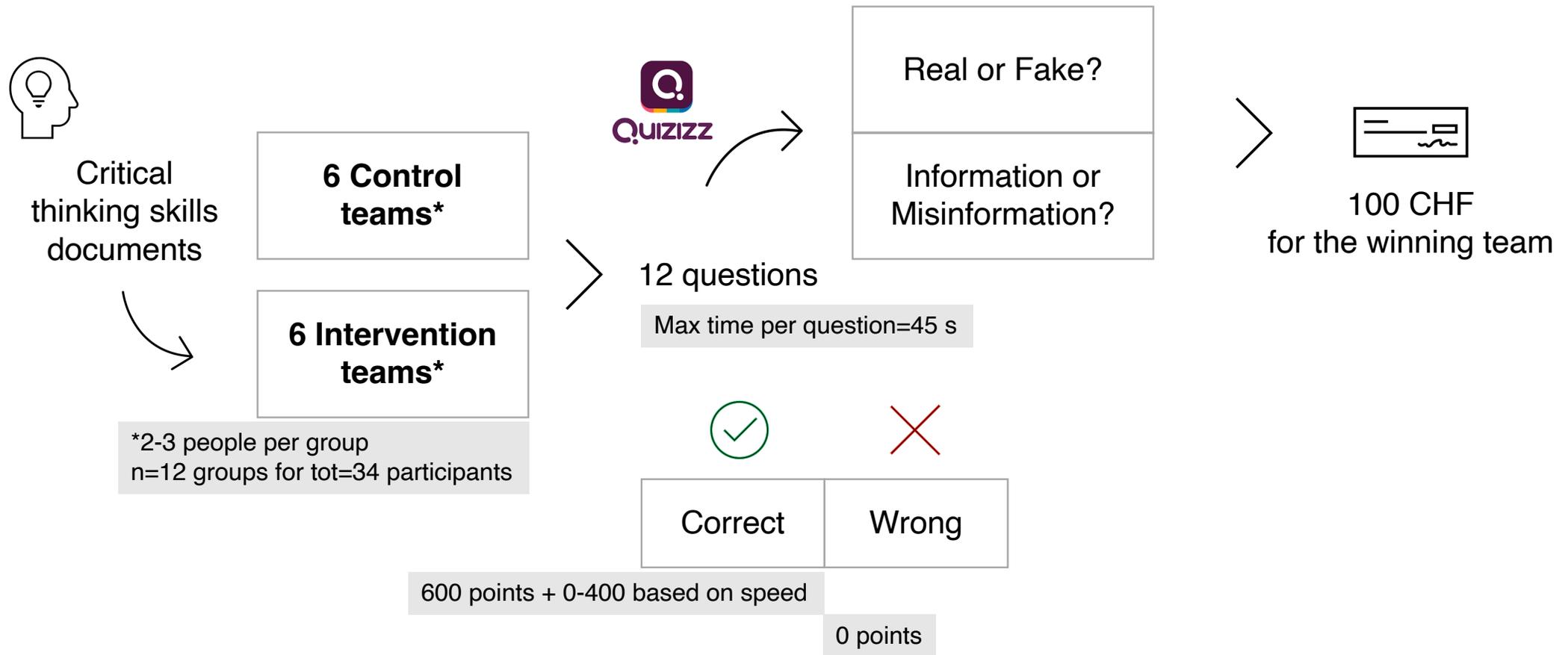


thinking



solution



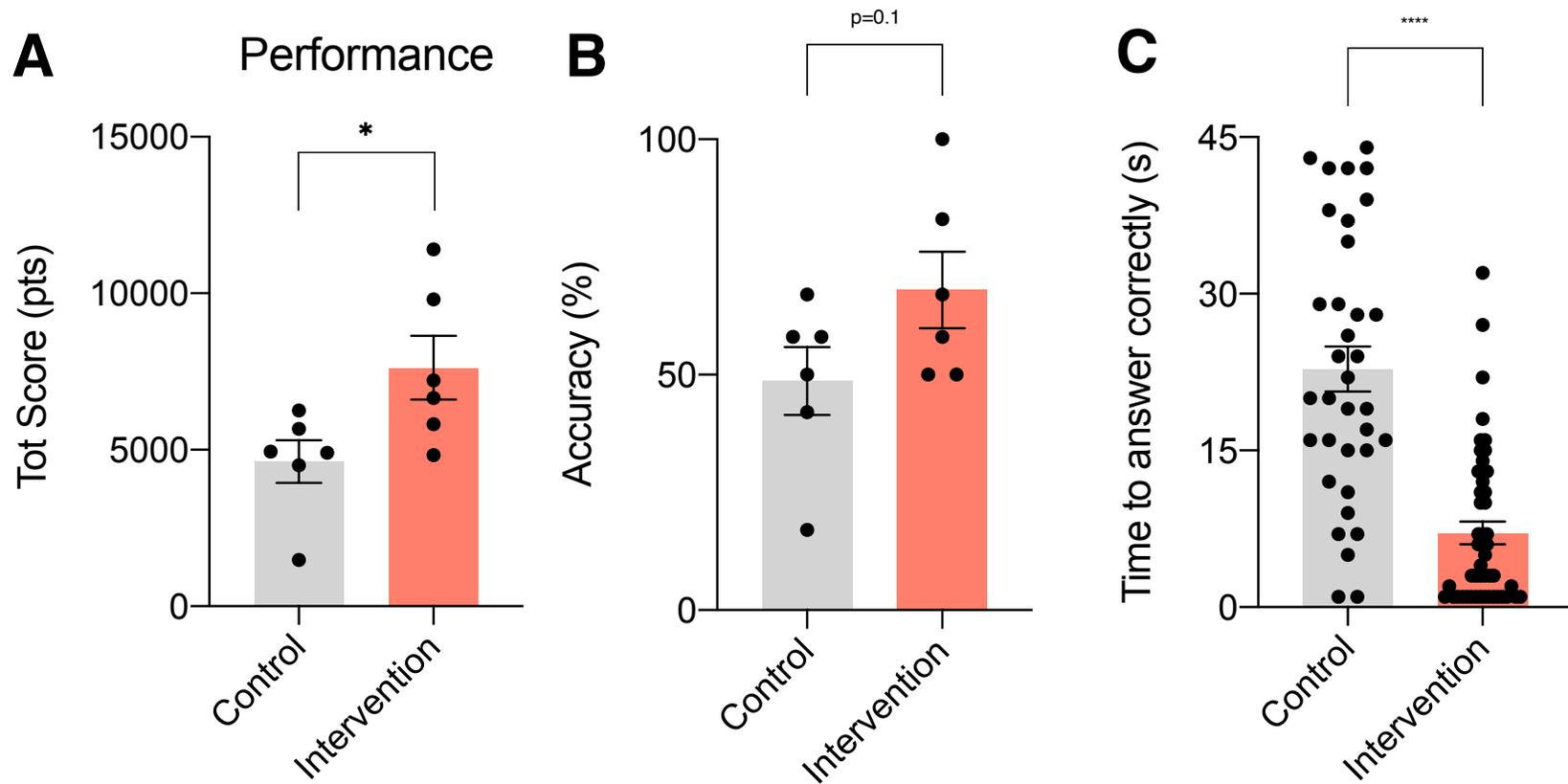


Germani et al., submitted, 2022



University of Zurich^{UZH}



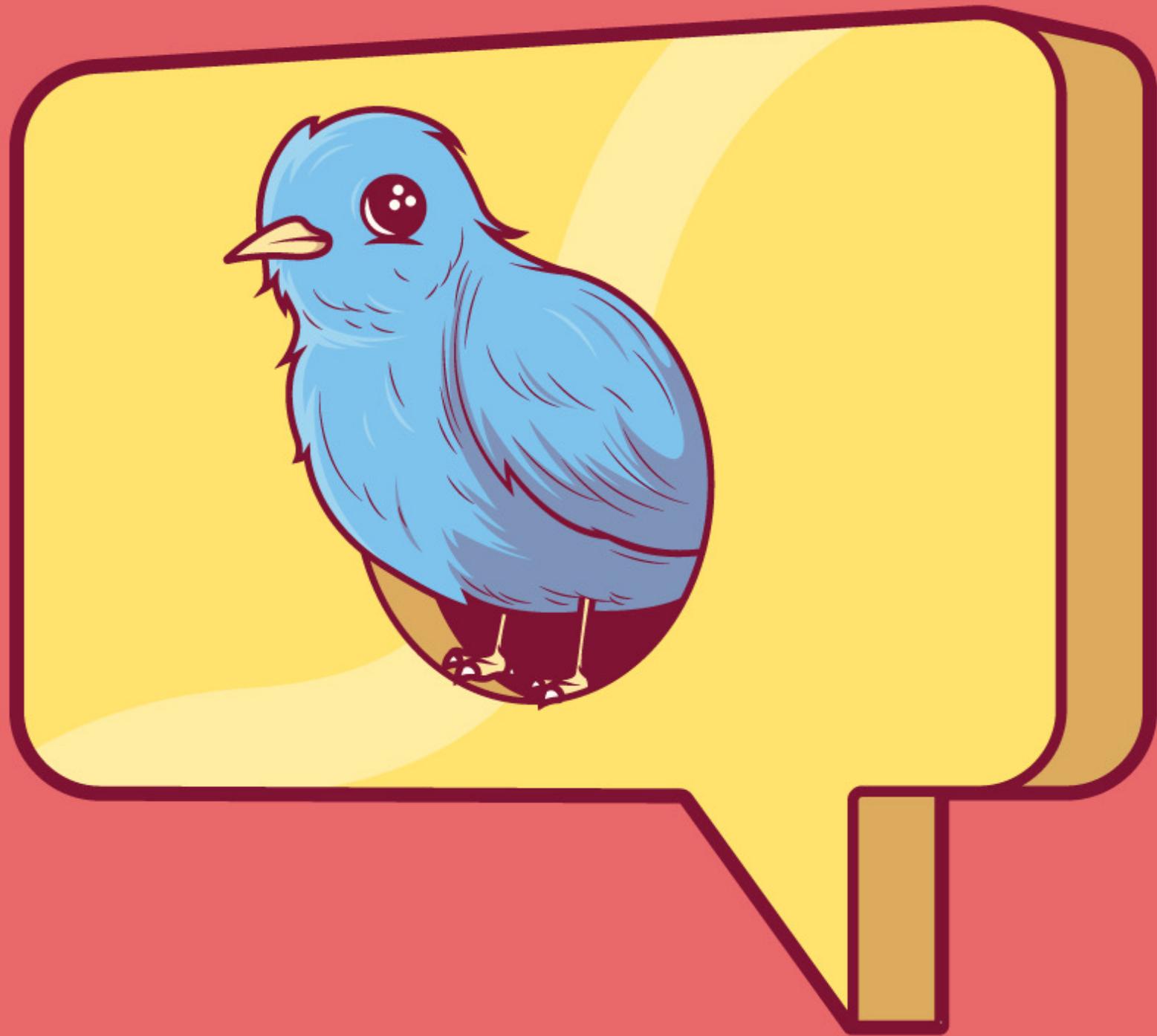


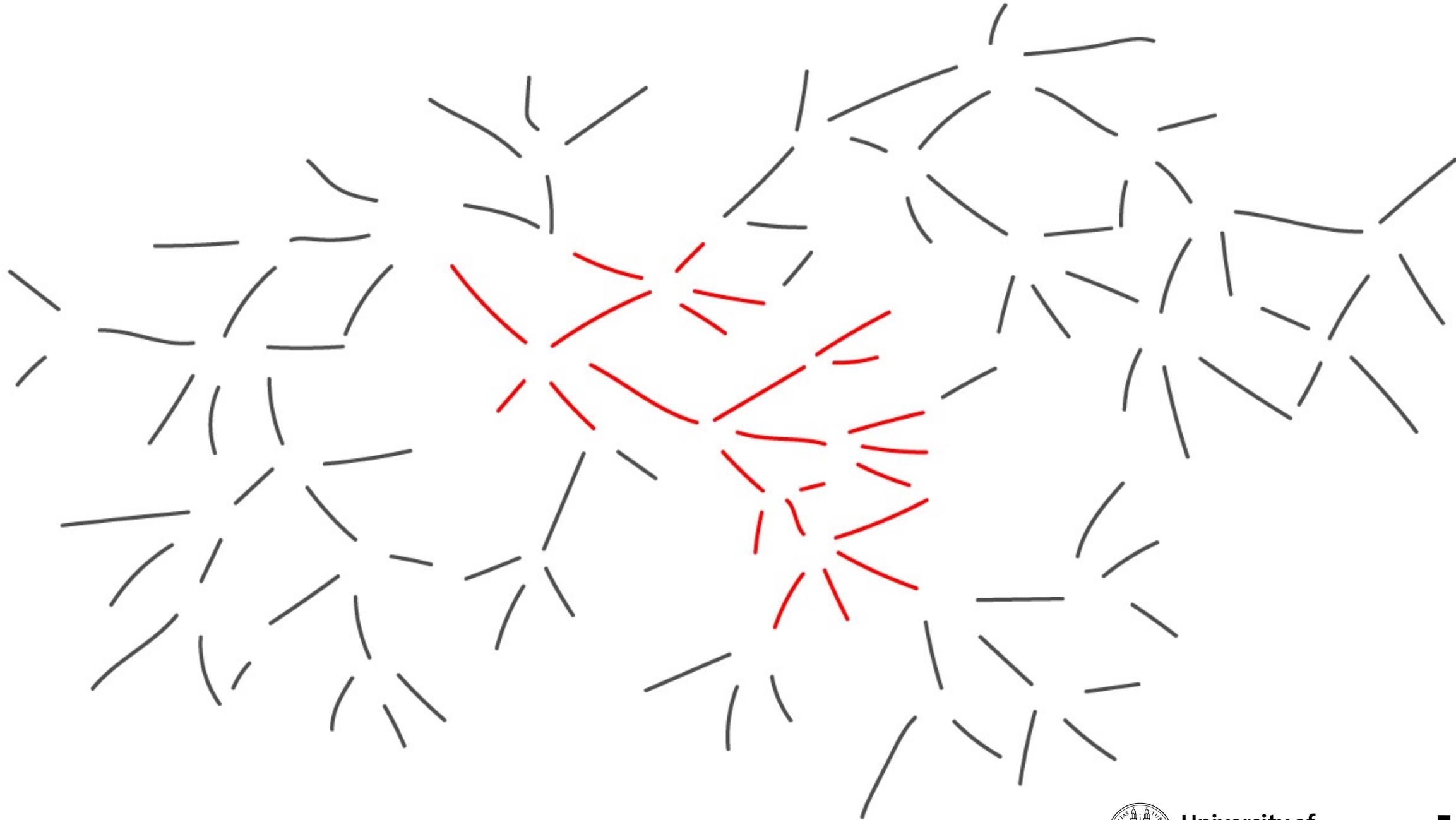
Germani et al., submitted, 2022



University of Zurich^{UZH}

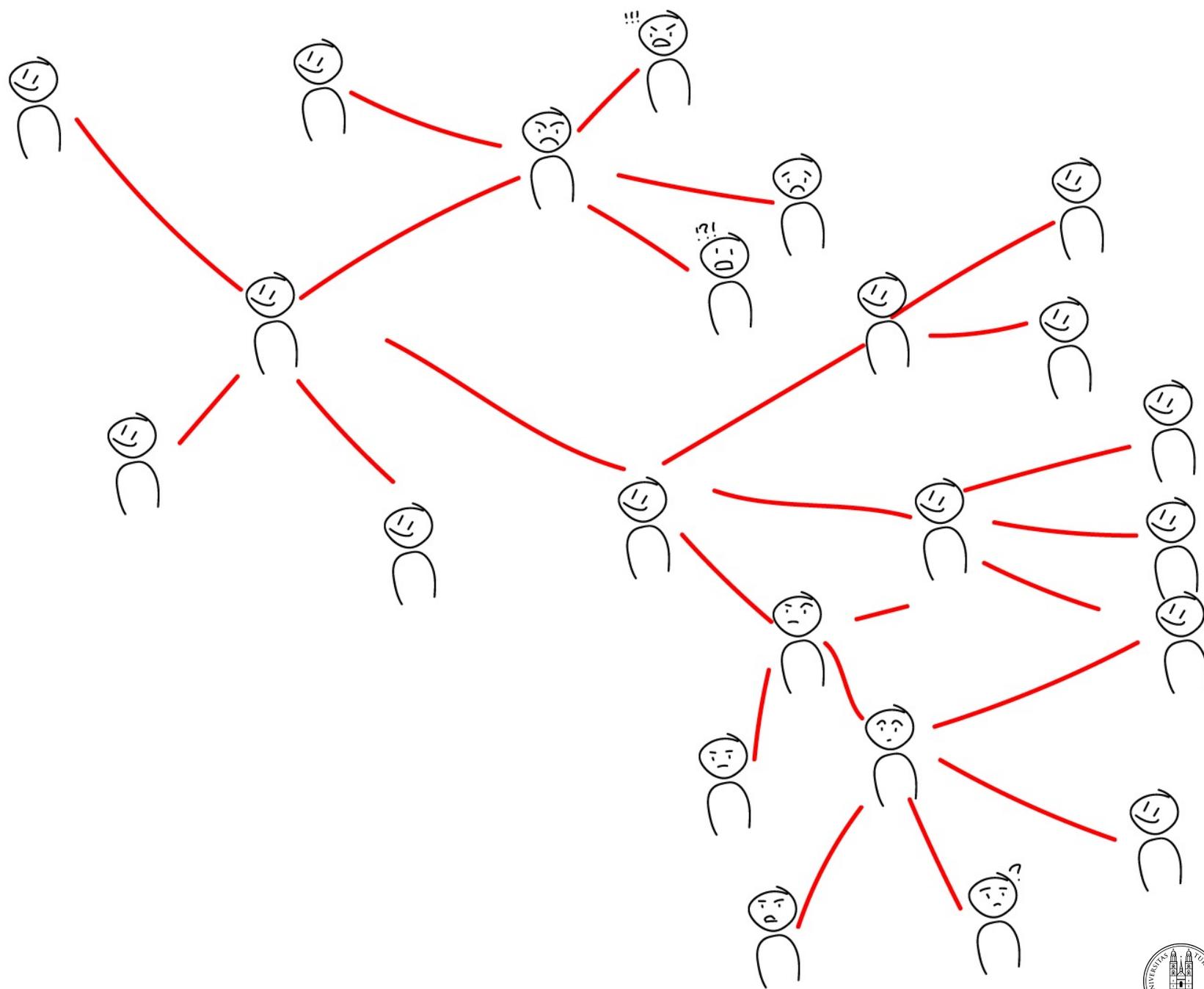






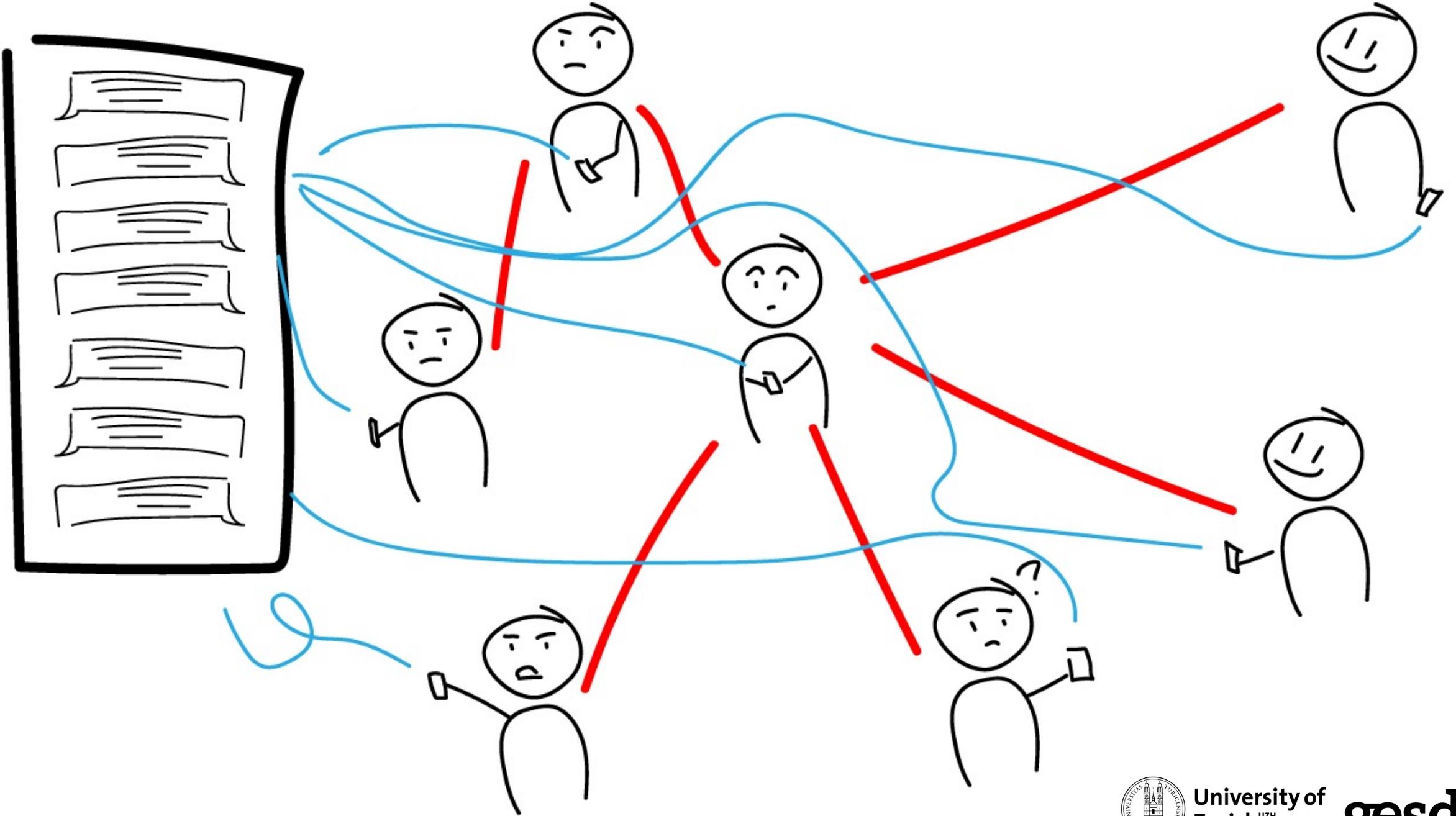
University of
Zurich^{UZH}

gesda 



University of Zurich ^{UZH}





Category	Group description	n of users	n of messages
no green pass	university, north	1770	7356
	university, center	5168	10464
	university, south	479	1879
	generic	12295	33707
	Total	19712	53406
control	parrots	296	48494
	videogames	750	43322
	generic	294	10588
	generic	210	1453
	generic	218	21611
	Total	1768	125468

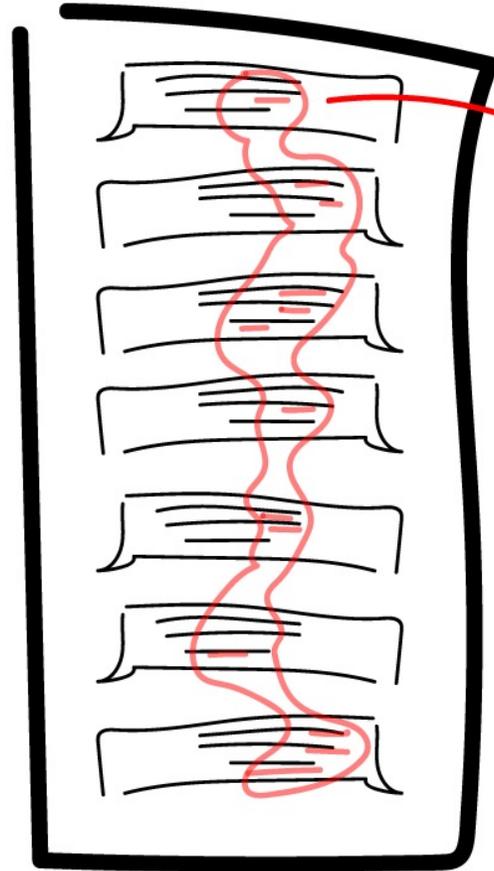
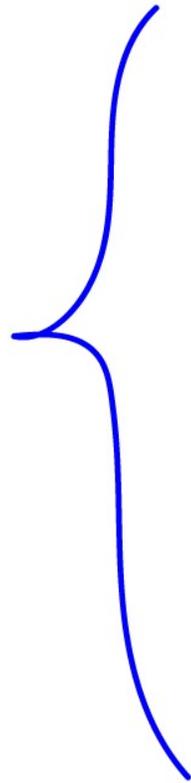
Spitale G, et al., *J Med Internet Res* 2022;24(2):e34385 doi: 10.2196/3438



University of Zurich^{UZH}



QUANTI ?



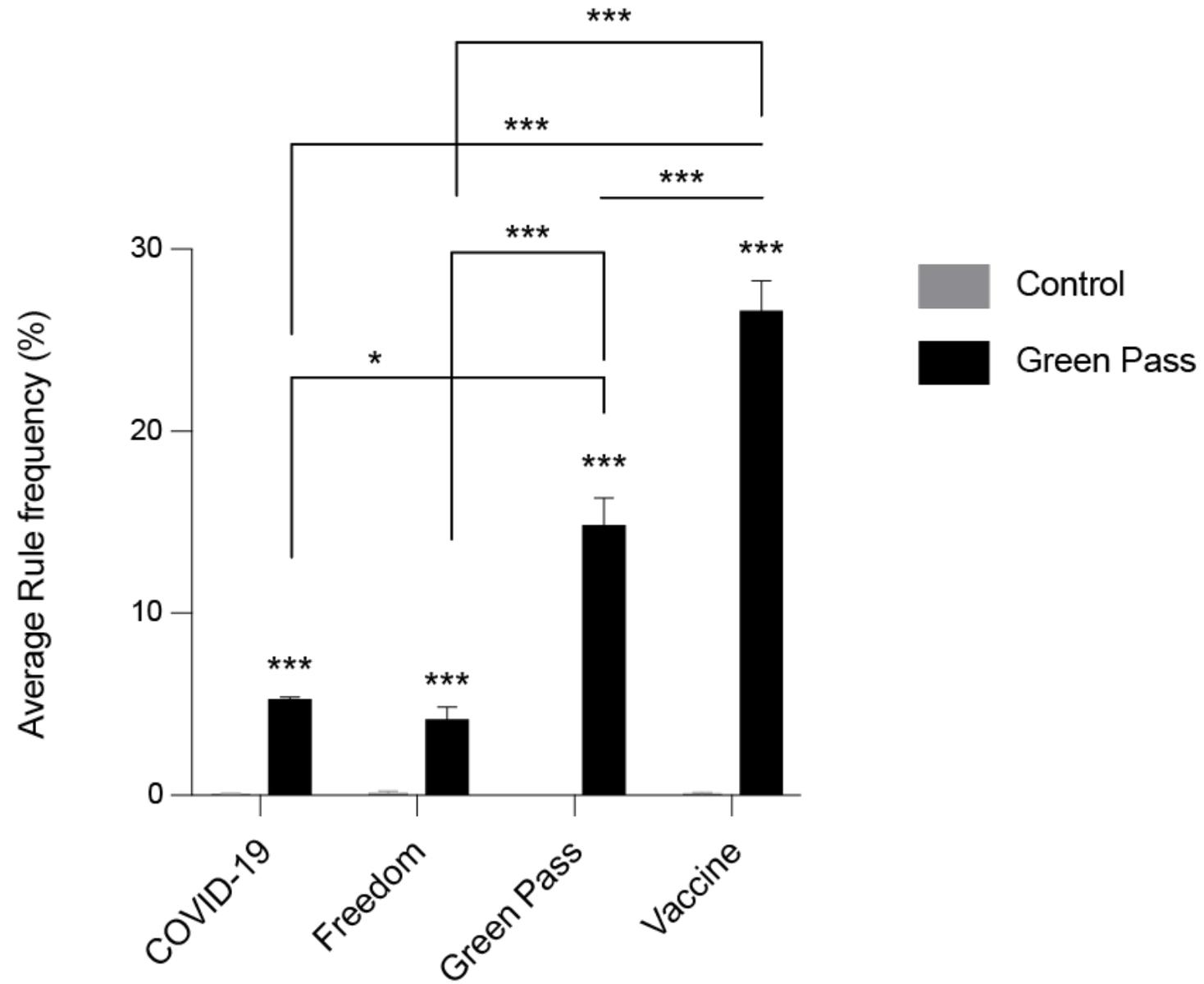
?
QUALI

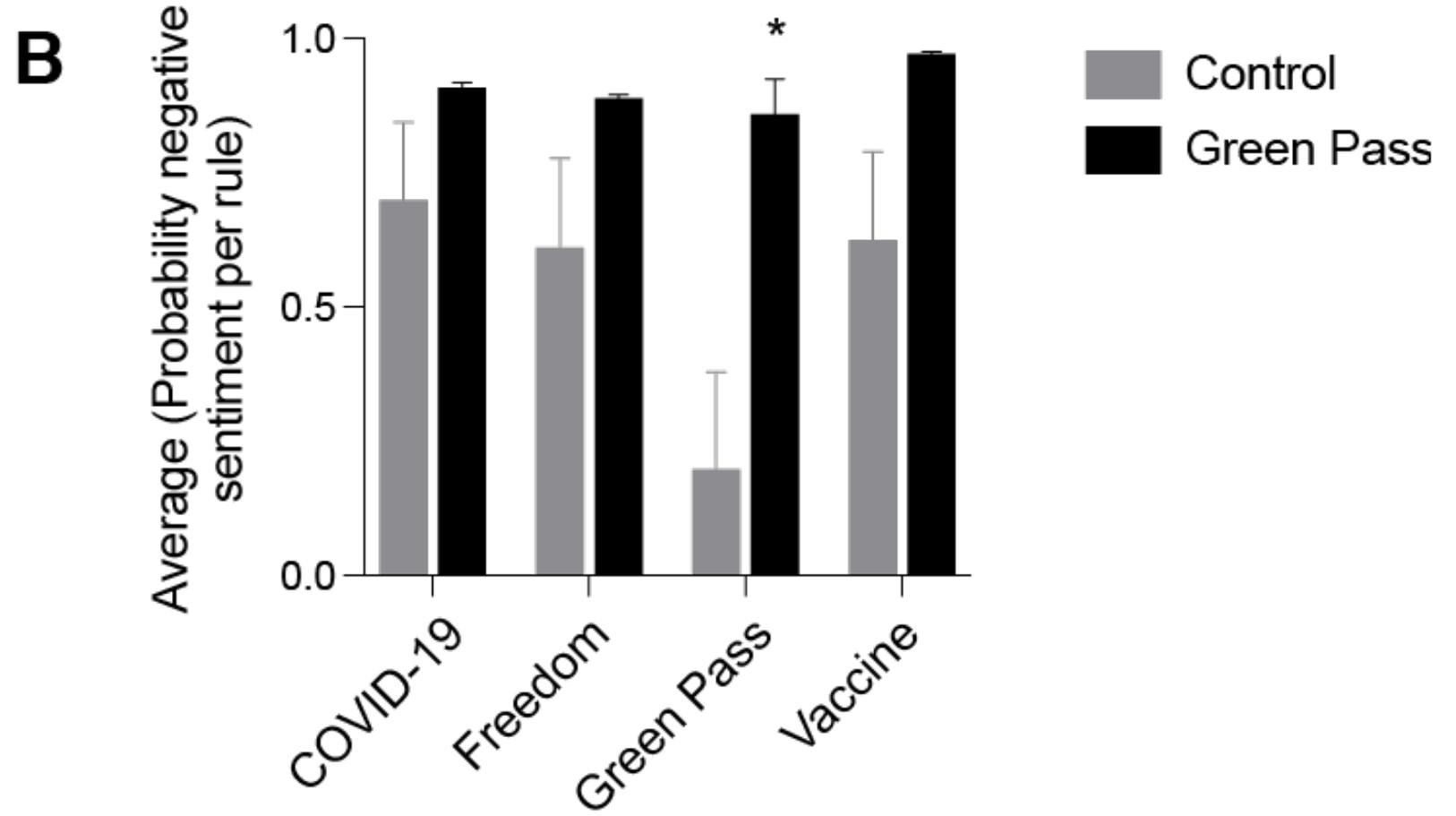
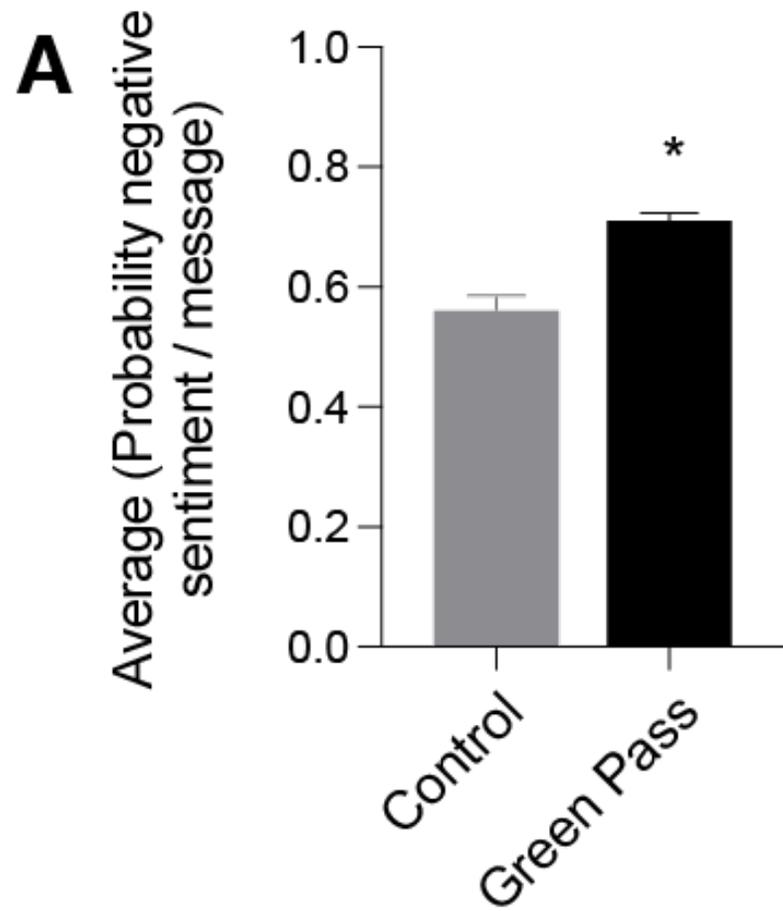
MIXED
METHODS



University of
Zurich ^{UZH}

gesda





Green pass and vaccines 1

On the other hand, it is a big mistake to take a stance on vaccines. Those who want to do so should do so. The point is only to be against this limitation of freedom and many vaccinated people are against the green pass. Do not introduce divisive or extremist elements that vote the initiative down (university, south, Pos. 742)



*how can one ignore the vaccine issue if it is literally the main option for getting a pass??
(university, north, Pos. 6693)*



University of
Zurich^{UZH}

gesda 

Green pass and vaccines 2

We must rebel, this vaccine is a gene therapy with no guarantee that it will work. Vaccinated people are just as infectious as unvaccinated people, it is clear that this vaccine does not protect against COVID. (university, north, Pos. 2612)

Their aim is to manipulate human beings by injecting them with a serum containing graphene, which can react with certain frequencies and modify the behaviour of cells. By changing the behaviour of cells, you can change the behaviour of human beings. (generic, Pos. 72471)



University of
Zurich^{UZH}

gesda 

It's a trap!

IT IS CLEAR THAT THE GREEN PASS IS AN INSTRUMENT OF POLITICAL DISCRIMINATION THAT HAS NO RELATION TO THE ACTUAL HEALTH STATUS... (university, center, Pos. 3572 – 3579)

Do you still have to realize that even if the Regime decides to withdraw the COVID PASS, to let you go back to work, you have already become citizens of a totalitarian Regime? Citizens of a lousy Regime based on lies, on the progressive elimination of freedoms, on the violent suppression of dissent? (generic, Pos. 2127)



University of
Zurich^{UZH}

gesda 

Vaccines are what this battle is for

The main argument must continue to be that one must be able to refuse an injection, whatever it may be. The body is mine and I decide. And if you were to be convinced that the serum prevents x% of the infection (as some try to suggest), would our whole battle fall apart? I certainly hope it's not the case. (university, north, Pos. 24367)



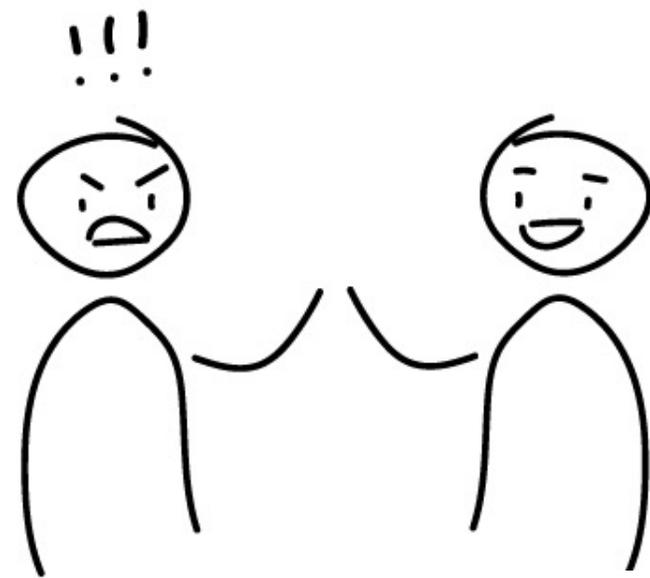
University of
Zurich^{UZH}

gesda 

PASSIVE



ACTIVE



University of Zurich ^{UZH}

gesda



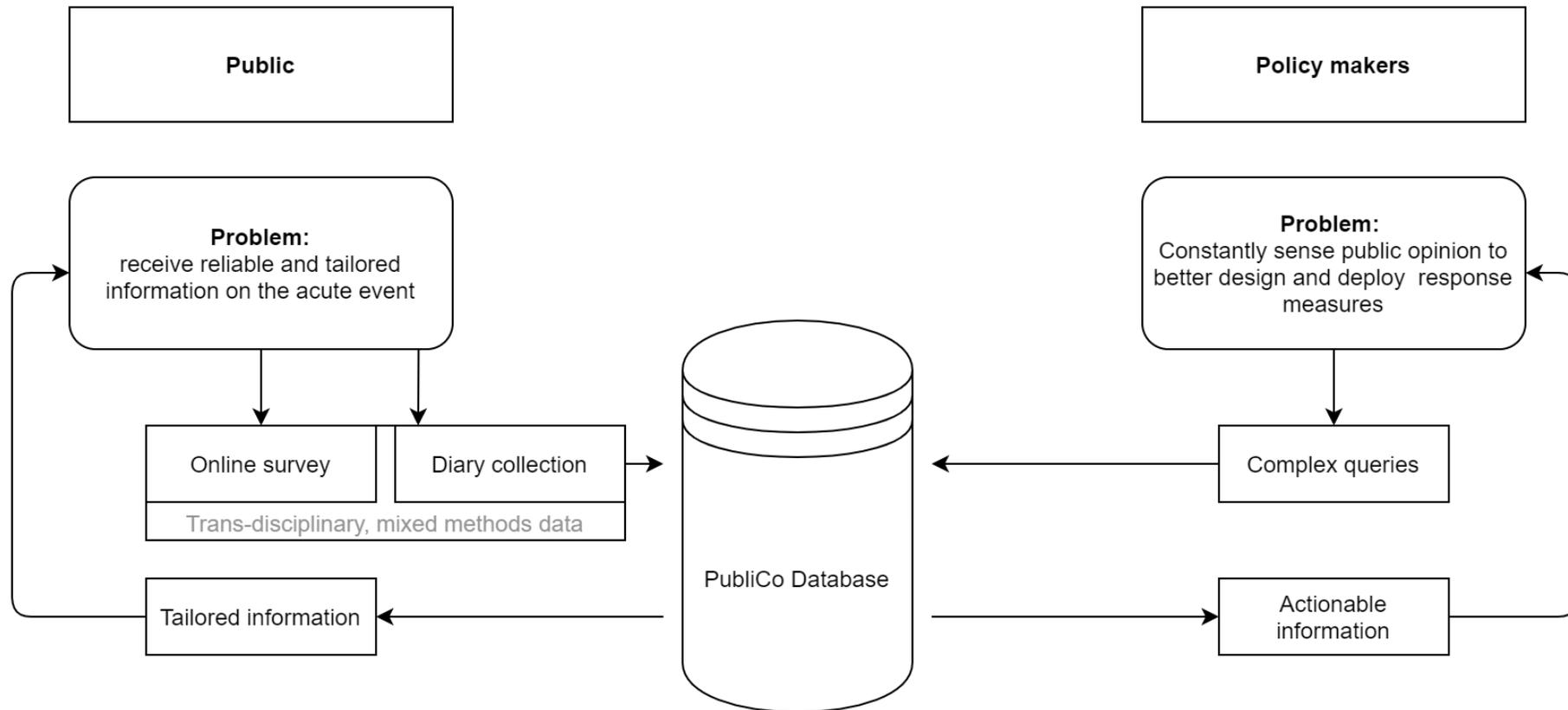
Collegium
Helveticum



Spitale G, et al.. JMIR Res Protoc 2021;10(11):e33653 doi: 10.2196/33653



Data flow in PubliCo





<https://www.ibme.uzh.ch/en/Biomedical-Ethics/Research/Ongoing-Research/Public-Health-Ethics/PubliCo.html>



University of
Zurich^{UZH}



Demographics

Cognitive understanding

Behavioral dispositions

Emotional state

Moral orientation

Do people with children know what to do when symptomatic?

Are people who had indirect experience with COVID-19 more likely to get vaccinated? How would they want the vaccine to be distributed?

Is cognitive understanding correlated with willingness to comply with protective measures?

...



University of Zurich^{UZH}





University of
Zurich ^{UZH}

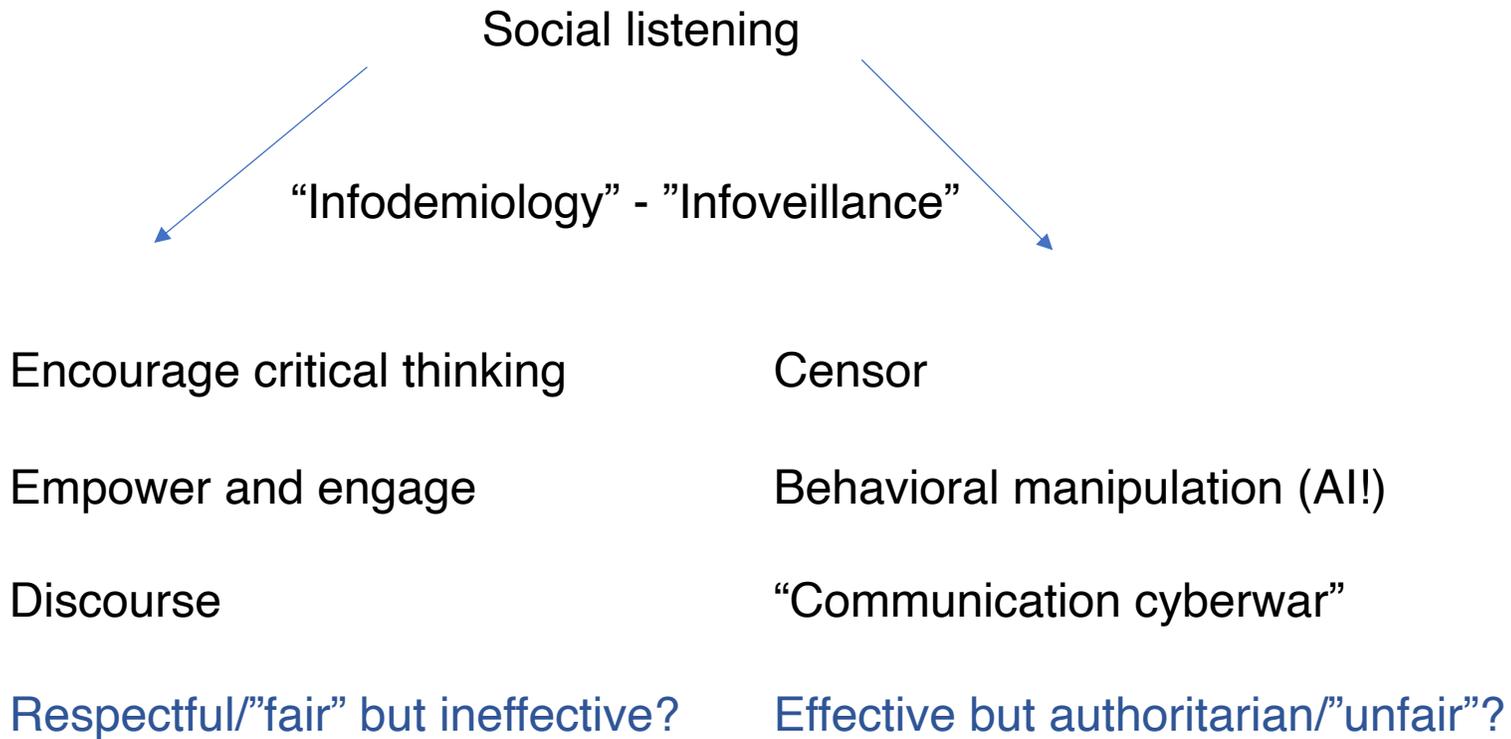
gesda 



University of
Zurich ^{UZH}

gesda 

Strategies for Risk and Crisis Communication



Passive



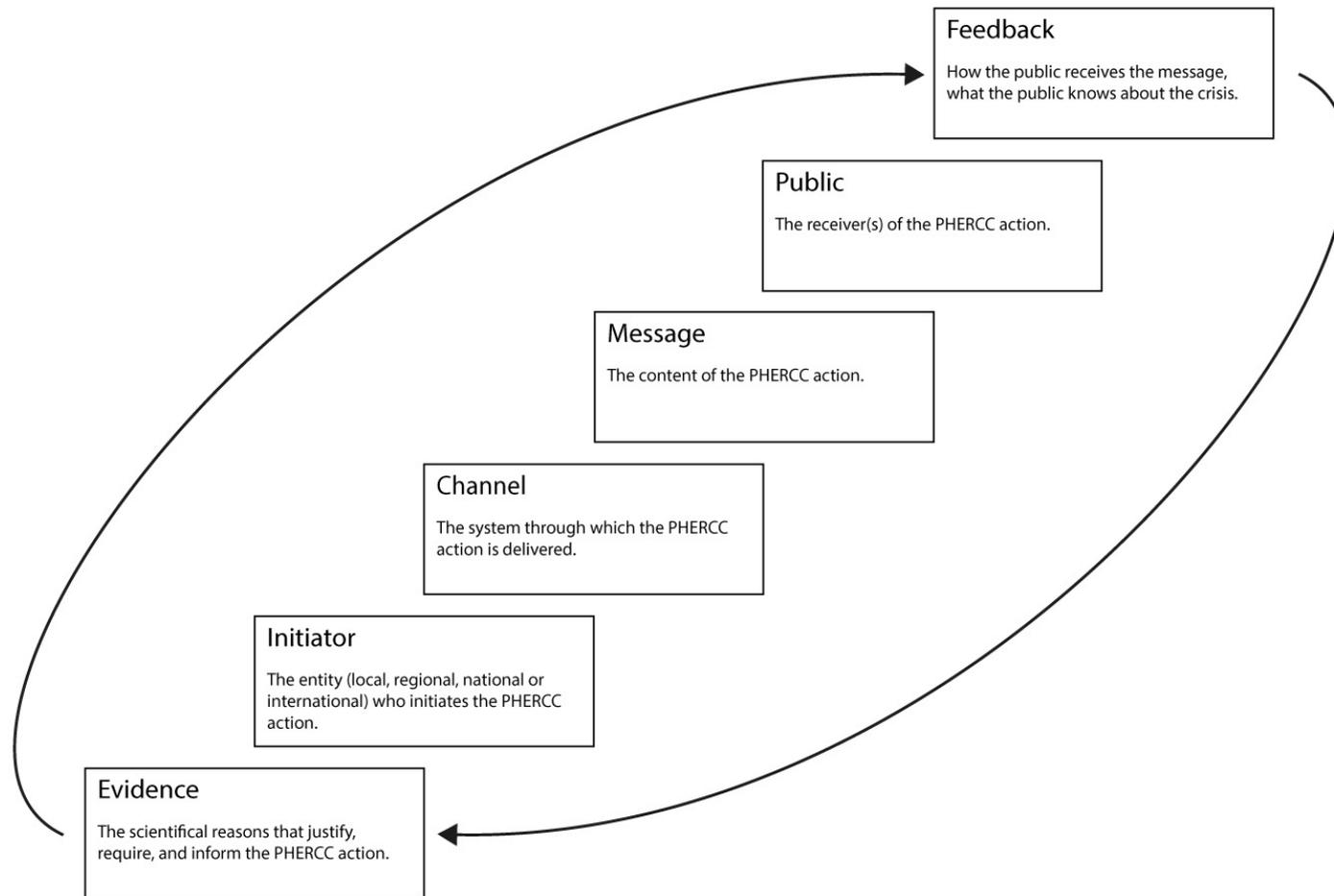
Active

➤ **Effectiveness AND fairness -> trust and resilience**



University of
Zurich^{UZH}

gesda 



Principles	
Openness	
Transparency	
Inclusivity	
Understandability	
Privacy	



University of Zurich ^{UZH}



Key messages

1. Risk and crisis communication in public health emergencies involves complex ethical issues.
 2. In democratic societies, citizens expect to be duly informed and involved in decisions that most significantly affect their individual lives as well as their communities.
 3. Contributing to public discourse requires infrastructure („digital technologies for democracy“), education (e.g. health literacy) and skills (such as critical thinking skills).
- *An ethics framework for risk and crisis communication, suitable digital platforms, evidence-based strategies for empowering citizens (e.g. through quizzes, games) to take part in a meaningful public discourse are indispensable components of a (long-term) strategy for pandemic preparedness and societal resilience.*





<https://bit.ly/3LqHI5L>



University of
Zurich^{UZH}

