***MISINFORMATION ABOUT PANDAMIC***

We are living in the age of information and so depend, influence, fight, and live with information. We have high intake and access to tons of information with some cons as misinformation. It has become one of the cumbersome dilemmas of the 21st century; with every news, differentiating between authenticity and inexactitude becomes harder. Fallacies succeed frequently in acquiring attention in most cases provoking fear and anger for a greater reach.

As soon as the COVID-19 circulates across the world, from selling fake coronavirus cures online to cyberattacks on hospitals’ critical information systems, criminals are exploiting the COVID-19 crisis. The COVID-19 spread across the world so rapidly, misinformation regarding it has caused more havoc and dread than the virus itself. That is why the World Health Organization has labeled this pandemic as infodamic.

When coronavirus reached Pakistan, people of every profession, age, and gender started sharing their opinions striking all social media like Facebook, Twitter, and Whatsapp particularly. Stupendousmisinformation starts circulating online as well - from dodgy health tips to speculation regarding government plans. Fake news like garlic is an antidote to coronavirus, dryers are not effective, starts storming the internet at once. But the most intriguing case study we are going to discuss which contemplates the misinformation is “the outbreak of the coronavirus will dwindle with temperature rise as it cannot stand high temperatures”. Consequently, people start using hot peppers in their food, expose themselves to the sun or temperatures higher than 25°C, take a hot bath to prevent catching COVID-19; later WHO verified, none of these can prevent or cure COVID-19.

These all sudden practices started by tremendous crowds are consequences of single fake news. Fallacies about the virus spread like a wildfire and started being shared without ratification. Plus technology has made it 1000 times easier to reach millions of people within seconds.Thence, the fight against the proliferation of false information about the virus should be stepped up. Plus, we need to be responsible digital citizens and play our role in these hard times.