Some news of the TRACTRUST project

Émilien Schultz

TRACTRUST project

- built in the rush of early COVID-19 until december 2023
- dir. Laëtitia Atlani-Duault
  - WP Guillaume Lachenal and Daniel Benamouzig
  - Jeremy Ward & me

Tracking trust and suspicion: Analysis of social media to assist public health responses to Covid-19 – TRACTRUST (Tracking Trust)
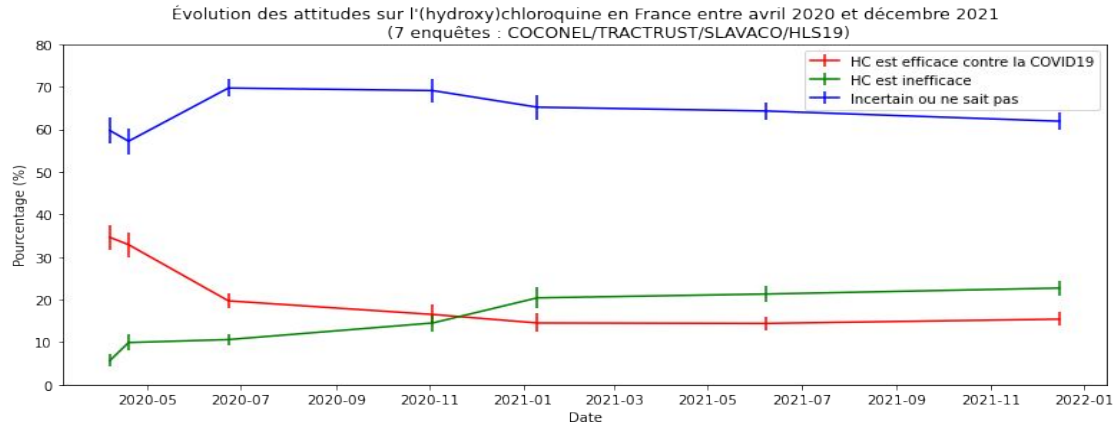
Submission summary ↑

How to promote acceptance, uptake, and adherence to public health measures for COVID-19 prevention and control? What are the most effective ways to address the underlying drivers of fear, anxieties, rumours, stigma regarding, and how to improve public knowledge, awareness, and trust during the response? This project provides an innovative approach to help fill these information gaps and assist both public health measures and refining media and communications efforts.

From vaccines to chloroquine through Tousanticovid

- A diversity of topics
    - HCQ
    - vaccines
    - Scientific advice
- Methodologies :
    - survey with sample of French population
    - social media analysis (quali & quanti)
- A few papers :
    - Schultz, É., & Ward, J. K. (2021). 'Public perceptions of scientific advice: toward a science savvy public culture?', *Public Health*, 194: 86–8. Elsevier Ltd. DOI: 10.1016/j.puhe.2021.02.007
    - Schultz, É., Touzani, R., Mancini, J., & Ward, J. K. (2022). 'From contact tracing to COVID-19 pass holder; the tortured journey of the French TousAntiCovid contact tracing app', *Public Health*. The Royal Society for Public Health. DOI: 10.1016/j.puhe.2022.02.009
    - Schultz, É., & Ward, J. K. (2022). 'Science under Covid-19's magnifying glass: Lessons from the first months of the chloroquine debate in the French press', *Journal of Sociology*, 58/1: 76–94. DOI: 10.1177/1440783321999453
    - Schultz, É., Atlani-Duault, L., Peretti-Watel, P., & Ward, J. K. (2022). 'Does the public know when a scientific controversy is over? Public perceptions of hydroxychloroquine in France between April 2020 and June 2021.', *Therapies*, 110: 131932. DOI: 10.1016/j.therap.2022.01.008
    - Schultz, É., Mancini, J., & Ward, J. K. (2023). 'What does the French public consider to be a conflict of interest for medical researchers?', *Social Science & Medicine*, 327: 115851. DOI: 10.1016/j.socscimed.2023.115851
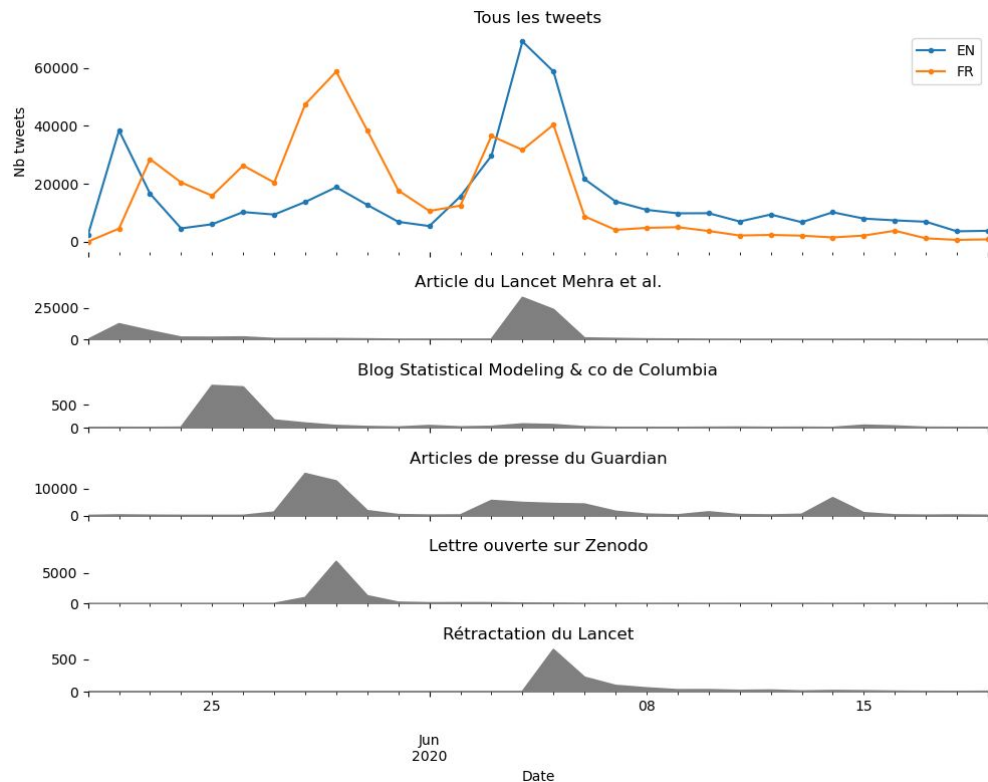
Exceptional situation for the relation between science/medicine & public sphere

- Debates around HCQ efficiency gave a spectacular visibility of the way medical proof is established
- Bet it will be in the handbooks of STS for a long time
- Attempt to capture those debates at different scales

Évolution des attitudes sur l'(hydroxy)chloroquine en France entre avril 2020 et décembre 2021
(7 enquêtes : COCONEL/TRACTRUST/SLAVACO/HLS19)

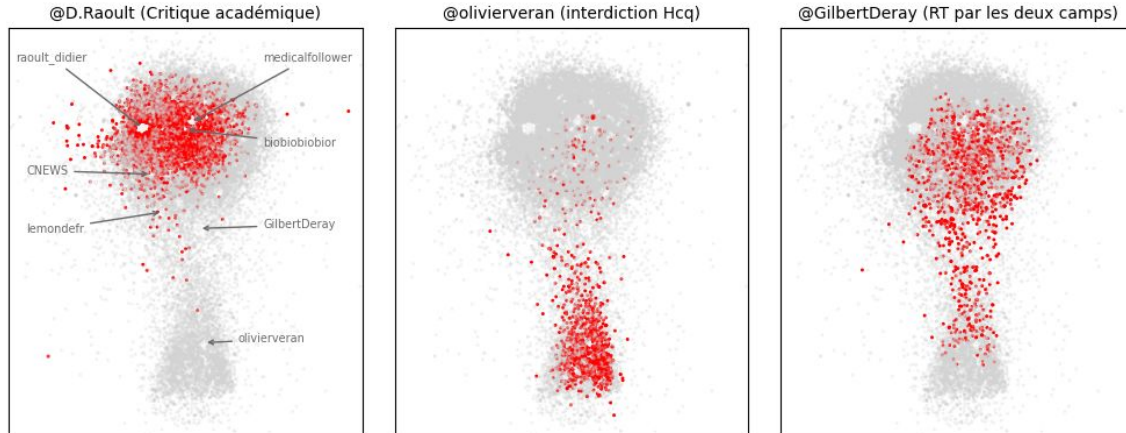# Yet, little was done with the (huge) tweets database

- Internship of Simon
- Focus on a specific event : the #Lancetgate
- Implications for HCQ evolution but also science in public space
- Important visibility in France both in newspaper and Twitter

What's going on ?

Built on a specific case to better understand how scientific issues unfold on Twitter

- What do we know of the relation between Twitter & Science ?
- How big was this specific retractation ?
- How to build a clear analysis of 1M tweets without loosing the narrative ?

3 main results

(I don't develop them now)

- Public space debates interfered with scientific controversy accelerating the retractation of the article
- The French virality on Twitter largely depended on the political dimension of the HCQ and governemental decision
- Debate between researchers and public discussion regarding research regulation existed but where less visible

And still open questions …

- Effective topic analysis :
    - Struggling with Bertopic
    - Scaling on the international database ?
- Better spotting politicization
    - Latent space to be done … (not enough time)
- Identifying academics / physicians
    - Do they had a specific engagement ?

Workshop May 25 afternoon : please join us !

Experts & social media (Guillaume, Simon and me)

In a word:

- not only dis/misinformation
- what are the expertises engaged during COVID-18 on social media
    - By scientists/experts
    - By social sciences
- opportunity to discuss transversely about those topics

14h : Ouverture de l'après-midi par *Guillaume Lachenal*

14h15 : « L'infodémie vue d'en bas : de l'écoute sociale des discours pandémiques à la co-construction d'espaces de dialogue » – *Léonard Heyerdahl et Benedetta Lana*, Institut Pasteur

15h00 : « Les critiques des critiques : des rationalistes au secours des vaccins sur internet » – *Paul Guille-Escuret* (CMH)

Pause café

16h15 : « Le Lancetgate sur Twitter : suspicion et polarisation sur le fonctionnement de la recherche » – *Simon Guillouet, Guillaume Lachenal et Emilien Schultz* (Médialab)

17h00 : « Politiques de modération des contenus trompeurs ou nuisibles: enjeux, perspectives et cas d'étude », *Shaden Shabayek* (Paris-Saclay et Médialab)

17h45 : Table ronde sur les méthodes d'étude des médias sociaux pour la santé, ouverture par *Gaston Bizel-Bizellot* sur le recours au Natural Language Processing (NLP), et échanges avec *Léonard Heyerdahl, Emilien Schultz, Shaden Shabayek*

18h30 : Conclusion par *Laëtitia Atlani-Duault* et cocktail de fin de journée