



RISK COMMUNICATION

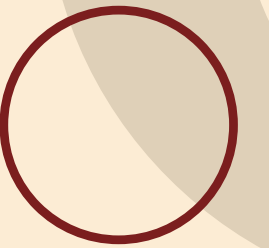
Infodemic

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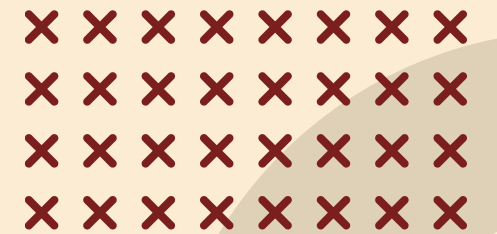


CHALLENGES AND LIMITATION

Challenges and limitation of risk communication during an infodemic include the rapid spread of misinformation, which can lead to public non-compliance with safety recommendations; the difficulty in monitoring and responding to false information due to a lack of resources; and the need to adapt communication strategies as risks evolve over time. The sheer volume of information, both official and unofficial, shared through social media further complicates the situation.



CHALLENGES AND LIMITATION



Misinformation and Disinformation

- False information spreads faster than accurate information, especially on social media. People struggle to distinguish between trustworthy and unreliable sources. Some actors intentionally spread false narratives to cause confusion or distrust.

Resource limitation

- Resource limitations Emergency management officials may lack the necessary resources to monitor and combat misinformation after a disaster has occurred.



CHALLENGES AND LIMITATION



Information Overload

- The sheer quantity of information makes it hard for the public to process or identify key risk messages. Important health messages may get lost amid the noise.

Public Distrust and Low Credibility

- Public Distrust and Low Credibility Historical mistrust in governments or health authorities can make people skeptical of official communication. Contradictory statements or changing guidelines (e.g., evolving COVID-19 measures) can erode trust further.

Emotional and Psychological Factors

- Fear, anxiety, and panic influence how people perceive and respond to risk messages.

Emotional misinformation (e.g., shocking or fear-based content) often spreads more virally than factual communication.



BEST PRACTICES OF RCIN INFODEMIC



PRINCIPLES OF EFFECTIVE INFODEMIC RISK COMMUNICATION

Be Transparent and Honest

- Acknowledge uncertainties as they exist and explain what is known, what is unknown, and the process for finding more information. Lying or concealing negative information erodes trust and allows rumors to take hold.
- Communicate Quickly and Frequently: Disseminate information as soon as it is available and provide regular updates. Delays create information vacuums that are quickly filled by misinformation and speculation.

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PRINCIPLES OF EFFECTIVE INFODEMIC RISK COMMUNICATION

Show Empathy and Understanding

- Acknowledge and validate the public's emotions, concerns, and fears.
Empathetic communication helps people process information calmly and builds a sense of solidarity ("we are all in this together").

Use Consistent Messaging

- Ensure all partners and stakeholders (government agencies, health organizations, media outlets) provide a unified and coordinated message.
Conflicting information from different sources causes confusion and public mistrust.

Ty hehehe :)