



Module 4-Media Scanning

Module 4: Media Scanning

This module covers the introduction, steps, flow and requirements to establish media scanning

Participation in this module will enable you to play a full and active role in the successful and effective establishment of media scanning centre in your working place

This module consists of four sessions



Learning Objectives



By the end of this module you will
be able to

- **Define media scanning**
- **Identify Sources of media scanning**
- **Understand Steps for conducting Media scanning in EBS • Understand flow of information for Media scanning**
- **Identify requirements to establish media scanning**

Definition of Terms

Media scanning - Also known as "media monitoring): The active monitoring of the content of media sources on a continuing basis to get information about specific topics

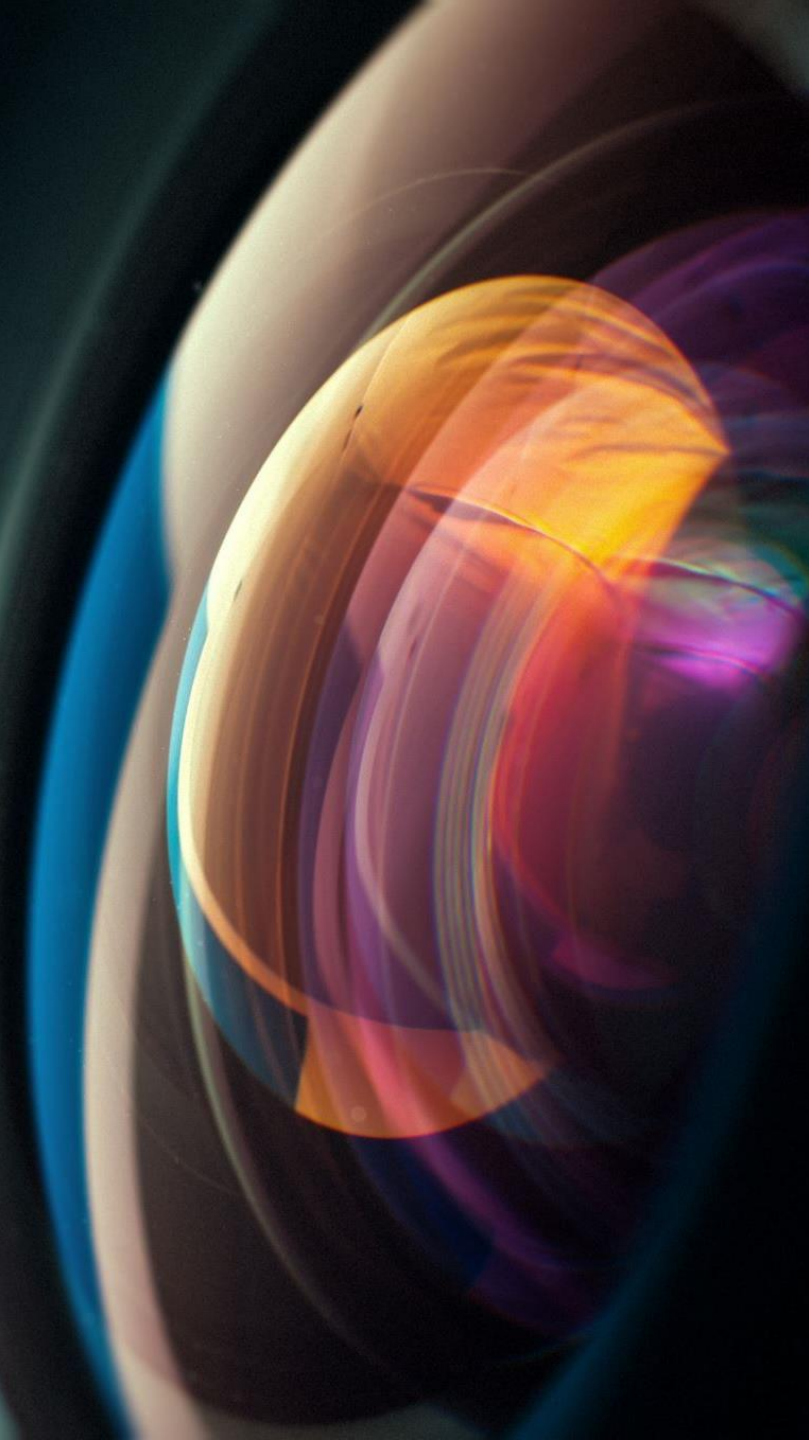
Social media messaging - Online platforms that enable the general public to report and share information and engages them in social networks, for example Facebook, Twitter, WhatsApp etc

Triage - The process of screening out the data and information that is relevant for early detection purposes



Module Duration

- **This module will take 20 minutes to complete**



Session 1. Media Scanning and Sources

Introduction

- **In this session you will learn on media scanning definition, sources and channels of general communication amongst a population and the way they act as gathering tools used to store and disseminate information or data**





Session Content

Definition

MEDIA SCANNING REFERS TO THE REGULAR PERUSAL AND/OR READING, LISTENING THROUGH DIFFERENT SOURCES OF MEDIA AND EXTRACTING RELEVANT INFORMATION PERTAINING TO PUBLIC HEALTH EVENTS, WHICH FALLS WITHIN GUIDELINES OF AN IDENTIFIED SIGNAL

IT IS AN ACTIVE PROCESS OF REGULARLY READING AND/OR LISTENING THEN EXTRACTING PUBLIC HEALTH EVENTS FROM MEDIA SOURCES

IT EMERGED IN THE MID-1990S, RELYING PRIMARILY ON TEXT MEDIA FOR ITS INFORMATION, THEN INCLUDED SOCIAL MEDIA, PARTICIPATORY SOURCES, AND NON-TEXT-BASED SOURCES USING SIGNALS

Sources of Signals

01

A SOURCE LIST SHOULD BE MAINTAINED AS A RESOURCE FOR EBS ANALYSTS TO KEEP TRACK OF THE LOCATION OF MEDIA SOURCES, AS WELL AS OF LOGIN IDS AND PASSWORDS, WHEN CONDUCTING SURVEILLANCE FOR ALL PUBLIC HEALTH EVENTS

02

EBS REQUIRES A MULTISECTOR, ONE HEALTH APPROACH AND SHOULD RELY ON SOURCES OF INFORMATION BEYOND TRADITIONAL HEALTH SYSTEM SOURCES

03

WHILE THESE MAY BE DIRECTLY LINKED TO HUMAN HEALTH, DATA CAN ALSO BE PROVIDED BY THE NON-HUMAN HEALTH SECTOR, LOCAL COMMUNITIES, MEDIA AND INTERNATIONAL SOURCES

Official Sources

- **Websites of governmental sectors including, but not limited to, Ministries of Health, Livestock, Agriculture, Environment, and Foreign Affairs**
- **Websites for official organizations such as universities and internationally recognized Centers of research**
- **Official pages/accounts on social media for governmental and official organizations: most organizations have official accounts on social media which can be considered a reliable source of information**
- **WHO official websites for Early Warning e.g., WHO's International Health Regulations Event Information Site for National Focal Points, which is a secured platform accessible only to national focal points**
- **WHO Disease Outbreak News**
- **Websites for WHO regional offices, e.g., AFRO, EMRO, EURO**



Official Sources

- **Official public health agencies, e.g., US CDC, ECDC, ACDC websites**
- **Disease-specific sources**
- **World Organisation for Animal Health ; World Animal Health Information System**
- **Food and Agriculture Organization of the United Nations**
- **International Food Safety Authorities Network**
- **The International Atomic Energy Agency for environmental events**




Un-official Sources

Signals detected through unofficial sources are not reliable and need to be verified, though they may be a good source for acute public health events



The following are examples of unofficial sources: Social media platforms such as Facebook, WhatsApp and Twitter are internet based applications that allow individuals to communicate in a network that boosts information sharing




Information from social media, which at first must be verified, may offer a direct channel to confirmed events



Session summary

- **Media Scanning is the active monitoring of the content of media sources on a continuing basis to get information about specific topics**
- **Sources of Media Scanning include official and unofficial**



Session 2: Steps for conducting Media Scanning

Session Introduction

This session covers steps of conducting media scanning

Signals are captured through manual listening and/or reading local media or automatically mining data on digital media and triaged, verified and risk assessed before a response is initiated



Session Content



STEP 1: Signal Detection

- **Each signal captured should include data about the signal's detection, triage, and verification, risk assessment until the response**
- **Signal registration should include the minimum data set for tracking the signals**
- **Signal detection involves information scanning that can be done manually and automatically**

A. Manual Scanning



THIS REFERS TO THE PHYSICALLY
MONITORING OF MEDIA SOURCES
FOR PUBLIC HEALTH EVENTS



THIS PROCESS REQUIRES TAKING
THE FOLLOWING STEPS

B. Automated Scanning

Rich site summary is a standardised software tool that monitors predefined websites and informs the user of updates

Contributor-based sources are based on sharing information among health professionals, in which individuals collect information that can be accessed through shared feeds, for example, ProMed, BioCast

Automated information feeds or services developed by governments or international organisations that collect health information from several sources and then can decrease time spent scanning for individual sources



STEP 2: Triage

- Once the signal information matches any of the pre-determined list of signals, the Media Analyst takes further steps to triage the signals
- Key steps for triaging involve

A 3D illustration of a person standing in a maze, symbolizing a complex process or a path to a solution. The person is a small, stylized figure with a blue body and a white head, standing on a light gray path that leads through a dark gray maze. The maze is composed of many interconnected rectangular blocks, creating a complex network of paths and dead ends. The lighting is dramatic, with strong shadows and highlights, emphasizing the three-dimensional nature of the scene.

STEP 3: Verification

- Verification is an essential step in confirming the authenticity and characteristics of the signal
- Verification should be done at the local level nearest to the location of the signal
- The following are the steps for verification

STEP 4: Risk Assessment


The Disease Surveillance
Focal Person at the
District level convenes a
multidisciplinary team to
determine the extent and
magnitude of the event

Refer to 3.2.4 for RRA
steps



Session summary

- Approaches of signal detection which include manual and automated
- Steps of Media Scanning which include detection, triaging, verification and risk assessment



Session 3: Flow of Information for media scanning

Session introduction

- **This session will cover how EBS signals are initially captured by media analysts from pre-determined media sources, registered at the national/regional level and flows down to lower levels with a feedback loop in the reverse directions**



Session Content



Session summary

An abstract digital cityscape composed of glowing blue cubes and rectangular blocks. The surfaces of these structures are covered in a dense pattern of binary code (0s and 1s). Several bright blue, green, and red light beams emanate from the corners and faces of the cubes, creating a sense of depth and digital activity. The overall color palette is dominated by deep blues and teals, with the light beams providing contrasting highlights.

Session introduction

- **This session will cover a description of minimum requirements to establish a Media Scanning centre including infrastructure and setup options**



Session Content



Requirements

- **There is a myriad of options for media scanning centre technology**
- **Whether a MS wants to build or reassess its media scanning centre requirements, technology considerations should include the core platform and workforce optimization software**
- **Here we outline the minimum requirements for establishing a functional centre**



Infrastructure

- **Office space**
- **Radio, TV**
- **Recording devices**
- **Computers connected to the internet**
- **Social media monitoring tools: these let you keep track of the public conversation, postings, account, keyword, and hashtag that is relevant to your business**

Setup Options

From this, select sources that feel most important and relevant to EBS in your country

Selected resources should be reviewed to ensure they are not currently feeding into main news aggregation sites, including Google news, health maps etc

Train data collection team to screen local media for stories that may be related to a relevant health event and/or signal as described

An abstract digital cityscape with glowing blue and red cubes and binary code, set against a dark blue background.

Session Summary

- **Minimum requirements for establishment of Media Scanning centre include infrastructure**
- **Setup options for a Media Scanning centre which includes a complete inventory and training of data collection teams**