



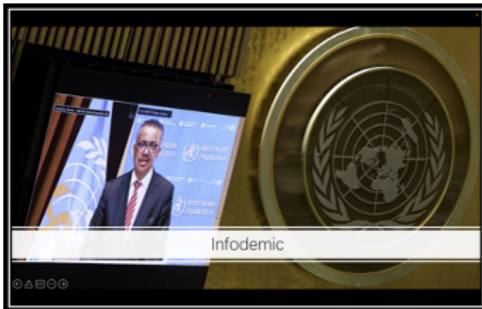
ACADEMIC RESEARCH POSTER

Topic

Preamble

Some people say that injections of disinfectants can combat a pandemic, so many people have tried and lost their lives. This is not alarmist talk, it is a real thing that happened.

Since COVID-19, the world has been fighting against health misinformation, as WHO Director-General Tedros Adhanom said that "we are not simply battling with a pandemic, we are fighting an 'infodemic'."



Introduction

People are overwhelmed with both true and false information and the information that is neither true nor false spreads through social media much faster than a virus. It is difficult to find credible sources and reliable guidance when people need it, showing how important it is to tackle rumours and misinformation about health and provide the general public with trustworthy information.

Research aim and objectives

1. **Investigate** the transmission mechanisms of health misinformation on social media.
2. **Construct** and **examine** a transmission model of social media.
3. **Propose** strategies and governance recommendations for the management of health misinformation on social media.

Literature review

The literature on health-related misinformation and social media covers different disciplines, including communication, epidemiology, medical internet, psychology and computational science.

1. Classification of fake health information: The main categories are infectious diseases, chronic diseases, medicine, healthcare, food safety, diet and weight loss.
2. Dissemination of fake health information in social media: Research and policy formulation on information disorder can be based on three aspects - the information itself, the information distributor and the information receiver.
3. Current status of research on the governance of fake health information: The first approach (beforehand) is to allow the public to receive true information before being exposed to the false information, or to be warned about the potentially misleading nature of the false information when they are about to be exposed to it. The second approach (halfway) is to apply technologies such as artificial intelligence to identify and stop the spread of disinformation wherever possible. The third way (afterwards) is to explain and correct it.

Methodology

Semi-structure interview for pilot study

Questionnaire

Structural equation modelling

Simulation model

1. Preliminary data collection was done using both quantitative and qualitative approaches, allowing the researcher to avoid the limitations of each method while exploiting the benefits of both at the same time. This study will be driven by the pragmatism paradigm and will apply mixed methods.
2. The pilot study was designed to establish the existence of the phenomenon and to test and complement subsequent research ideas and studies.