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**Our Polluted Media Landscape:  
Sensemaking for Misinformation  
Management in Community  
Health**

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We tend to see patterns where none exist when faced with contradicting opinions, uncertainty, or other people's ambiguity to embrace certainty when none is justified.

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The bigger the event, the more we tend to embrace a conspiracy theory about it.

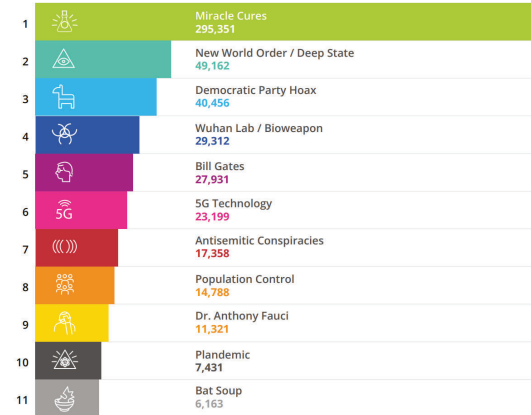
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## Conspiracy theories and misinformation about COVID — themes

The study identified 11 different **conspiracy theory themes or misinformation sub-topics** in the COVID-19 “infodemic” and quantified the frequency of their appearance between January 1 and May 26, 2020.

### Most prevalent misinformation topics in the COVID ‘infodemic’



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The New York Times

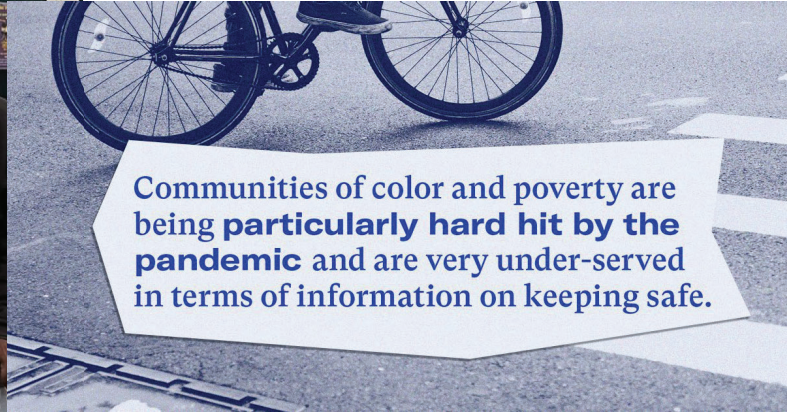
## Police Face Backlash Over Virus Rules. Enter ‘Violence Interrupters.’

Groups trained to prevent gun and gang violence are being tapped to persuade New York City residents to follow social-distancing rules.



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## WHAT THIS IS

- Difference in mis/disinfo
- Keys to navigate a polluted media landscape
- Importance of taking narrative/ brand control
- Where we go from here

## WHAT THIS ISN'T

- Media Literacy
- No political agenda
- Academic Research
- National Focus

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# INFORMATION

## MISINFORMATION

- False or Inaccurate Info
- No agenda
- Missing facts
- Heightened by ambiguity

## DISINFORMATION

- Misleading Info
- Motivated by politics or profit
- Dark propaganda
- Confused with Misinfo

## PROPOGANDA

- Promotes ideological/ political rhetoric
- Info with an agenda
- Biased to promote a cause
- Nationalistic

## FAKE NEWS

- Demonstrably false news stories
- Sensationalist
- Highly sharable/ promotable
- Aimed at discrediting

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# INFORMATION

## DANGEROUS SPEECH

- Increases risk its audience will participate in violence against members of another group

## WEAPONIZED NARRATIVE

- Weaponized narrative is an attack that seeks to undermine an opponent's civilization, identity, and will (i.e., Ukraine, Russia, BREXIT, the Baltics)

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*Slow and unclear communication from health authorities revealed gaps in how authoritative information reaches people in crisis situations, both over social as well as broadcast media; when people are searching for answers and there is no reputable content to return, bad information may fill the void.*

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## Key 1: Validating Feelings, Addressing Concerns

- ✓ It is not so much about accepting these beliefs as it is accepting the people who believe them.
- ✓ Mockery shuts down the conversation.
- ✓ Look for common ground & kernels of truth.
- ✓ Questions are better than debunking.
- ✓ It is not about winning an argument.

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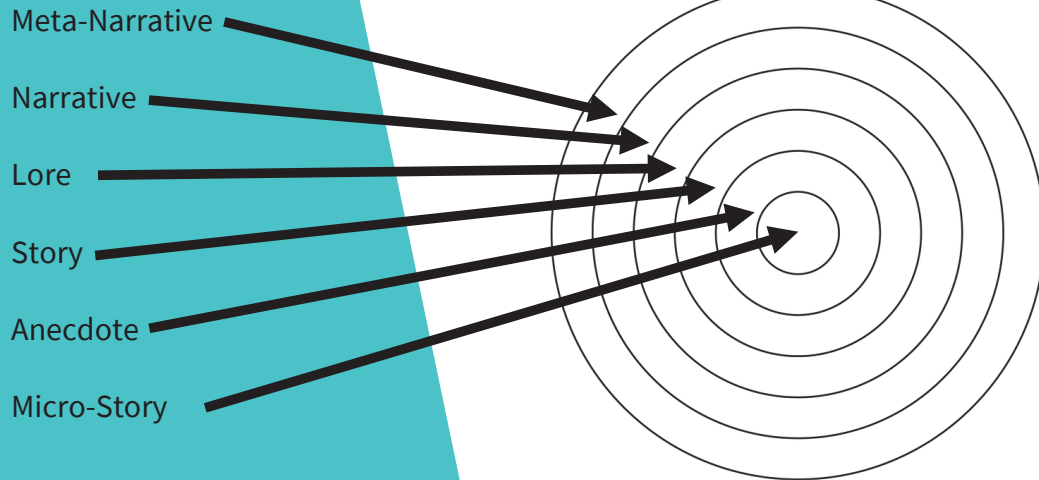


## Key 2: Strategic Storytelling

- ✓ Identify your objectives.
- ✓ Find the audience that can help you accomplish those objectives.
- ✓ Look for barriers to accomplishing objectives.
- ✓ Actions to circumvent barriers & accomplish objectives.
- ✓ Stories that are outcome oriented.

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## UNITS OF NARRATIVITY



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### Key 3: Being A Trusted Source

- ✓ Communicate Authentically.
- ✓ Promote integrity & lead with values.
- ✓ Partner with community in a meaningful way.
- ✓ Promote avenues for real decision-making power.
- ✓ Acknowledge & own histories of institutional oppression.

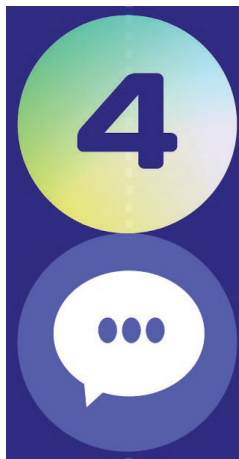


## What builds loyalty to a brand, organization or business?



Source: Gallup

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### Key 4: Right Messenger, Right Message

- ✓ People “just like me.”
- ✓ Multiple channels.
- ✓ Authentic voices.
- ✓ Provide Frames, but don't over script or over produce.
- ✓ DIY is legit. Give structure & support.

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## Key 5: Data Democratization

- ✓ Transparency & Sovereignty are Essential.
- ✓ Open up your Dashboard.
- ✓ Remember the Data is not Unimpeachable.
- ✓ Trust allows you to say “we don’t know yet.”
- ✓ A Trustworthy Brand Supports Trustworthy Data

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THANK YOU

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