8th Meeting of the Emergency Preparedness and Response Standards Committee (EPRেSC)

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(5.8)

New Coordinated Research Project: Effective Emergency Public Communication in a Misinformation Environment

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Background

- Advances in “machine learning”
- Capability to increase frequency/impact
Background

- “Algojournalism”
  - 2.5 billion people consume news chosen by algorithms on websites and social media

- Algorithms & “bots” increase speed, range of distribution

- Misinformation reaches more consumers than factual content

- Malicious use of AI in social networks disrupted Zika and Ebola response
CRP

• Challenge: communicating effectively during an emergency response in a ‘misinformation environment’

• Determine digital misinformation risks in a nuclear or radiological emergency
  – mislead the public about protective actions
CRP Objectives

• Analysis and risk assessment
• Help inform policy development
• Strengthen EPR capacity to address the malicious use of AI
  – Corrective messaging
  – Best practice
  – Establish dialogue w/researchers
CRP Process

Ongoing

- Desk review
- Develop ethical guidelines
  - Limit analysis to methods that comply with the guidelines

Next steps

- Invite researchers
- Conclude agreements
- Develop work plan
Thank you!
Questions?