9th Meeting of the Emergency Preparedness and Response Standards Committee (EPReSC)

3 to 5 December 2019
(Agenda Item 5.7)

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

P. Kaiser
IEC/NS, IAEA
CRP Objectives

• Analysis and risk assessment to inform policy development

• Strengthen EPR capacity to address the malicious use of AI-supported digital disinformation that poses a public health risk in emergencies
  – Effective practices
    • Platform custodianship
    • Corrective messaging
  – Ethical intervention
  – Establish dialogue w/researchers
Safety Standards and “disinformation”

GSG-14: Safety Guide on Arrangements for Public Communication in Preparedness and Response for a Nuclear or Radiological Emergency

- “ensure that arrangements are in place (...) for providing useful, timely, true, clear and appropriate information to the public in a nuclear or radiological emergency.

- (...) identify and address, (...) incorrect and misleading information) (...) circulating widely in a nuclear or radiological emergency, in particular those that might result in actions being taken beyond those emergency response actions that are warranted (...)”

GSR, Part 7, Requirement 16,

- governments are obligated to mitigate “the non-radiological consequences of an emergency” by “providing the people affected with (...) (i)nformation on any associated health hazards and clear instructions on any actions to be taken”.
Disinformation developments

"In Event of Moon Disaster" project

FEMA “rumor control” web page

- Counterfeit content, increasingly believable
- Means to mitigate disruption in development
CRP developments

September: WHO Director-General Ghebreyesus announcement

- actively prevent the online distribution of anti-vax info that is a “threat to public health” – initiative with platforms

Goal

- “supports healthy behaviours to save lives and protect the vulnerable.”

Algorithmic response

- Groups and pages that spread misinformation excluded from search results
- Ads with misinformation about vaccinations are removed
- Misinformation on Instagram Explore or hashtag pages will not be shown.
- Actively promote authoritative information as top search result, etc.
- Deny access to fundraising tools for Pages that spread misinformation

Ethical framework

- Internal drafting completed; prerequisite for research agreements
CRP: Next steps

1. Invite researchers
   a) 5 research agreements required to launch
   b) Will seek fort expressions of interest

2. Conclude agreements

3. 1st coordinated research meeting mid-2020
   a) Develop work plan, including research publication and potential research avenues
Thank you!