



How to Be an Ambassador of Trust:

Putting Risk Management To Work Combating the Threat of Misinformation

Sherri Douville, CEO at Medigram Presentation for ISC2 East Bay Chapter October 14, 2021

How it Started



The day I met publisher buying Ed Marx's book
Voices of Innovation

How it's Going



I received our book on October 6, 2021
Mobile Medicine

What Does Information Integrity Mean to You?

You Are Part of the Information “Supply Chain”



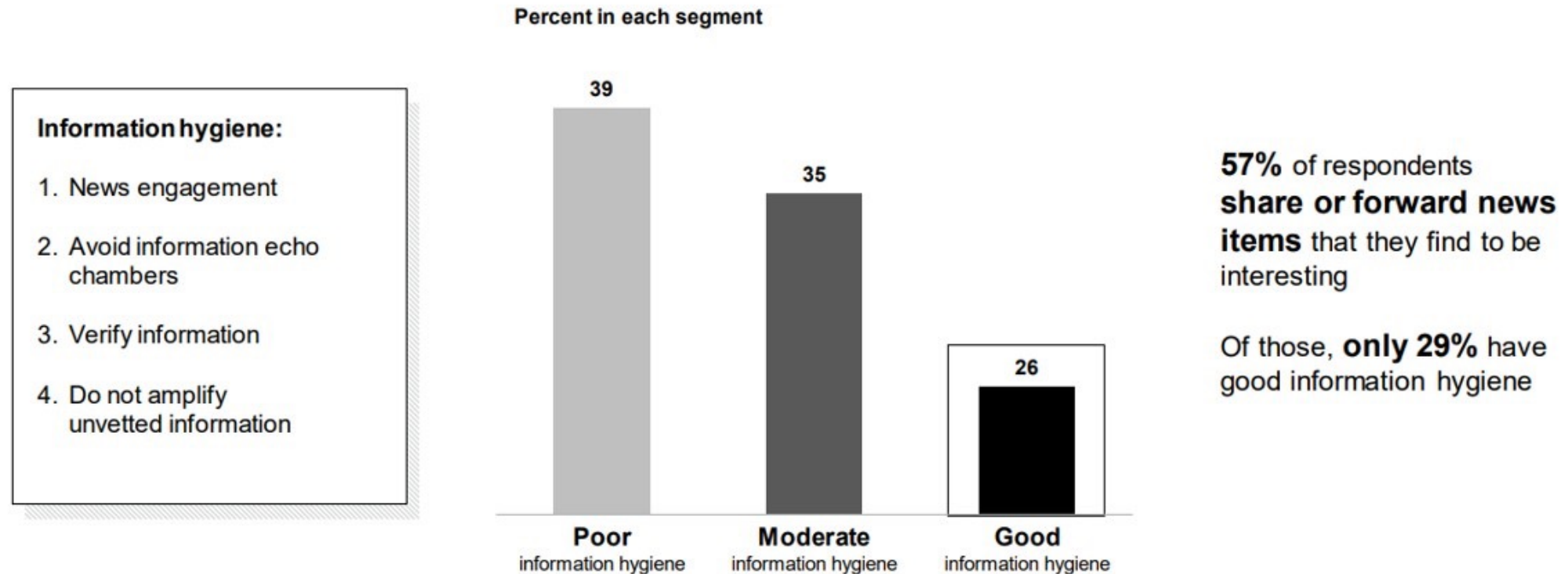
Edelman Trust Barometer 2021 -21st year



The Hard Road Traveled: What is Information Hygiene?

Why trust is important to you, your career, and your teams -even your families.

ONLY 1 IN 4 HAVE GOOD INFORMATION HYGIENE



Source: 2021 Edelman Trust Barometer

Medigram CEO Journey of Information Credibility & Hygiene

Albeit Imperfect, Academic Standards & Peer Review Have Their Place

**Medigram CEO – Editor & Coauthor for
two of the top 4 academic book publishers**

***Completed works**



Top academic publisher



**Medigram CEO Co-Chair of the IEEE Trust & Identity project
11 Seminal Technical Papers Pending
(1 standard, 10 companion papers)**



What the Workforce Wants

Why trust is important to you, your career, and your teams

PRIORITIES SHIFT: MY INFORMATION LITERACY NOW MATTERS MORE

Change in importance since last year
(more important minus less important)

2021 Edelman Trust Barometer. IMP_VALUES. For each of the following, please indicate whether it has become more important to you, less important to you, or has stayed the same in importance, since last year. 5-point scale; top 2 box, more important; bottom 2 box, less important. Question asked of half of the sample. General population, 27-mkt avg. Net change is the difference between more and less important.

<i>Change in importance since the start of the year...</i>	Net change	More Important	Less Important
Prioritizing my family and their needs	+56	64	8
Increasing my media and information literacy	+46	55	9
Increasing my science literacy	+43	52	9
Being politically aware	+39	51	12
Speaking out when I see the need for changes and reforms	+36	47	11

The Casualties of Misinformation:

The International Healthcare Workforce

--Abused by
“Disinformers” &
Misinformation

Calgary ICU nurse who faced abuse on pandemic front lines dies of apparent drug overdose

CARRIE TAIT >

CALGARY

PUBLISHED SEPTEMBER 30, 2021

UPDATED 2 HOURS AGO



Season Foremsky was an ICU nurse in Calgary. She died at home this week, in an apparent drug overdose.

How to think of the role that bias plays in misinformation

What is Misinformation in a Medical or Scientific Context?

What is teleology?

- Teleological explanations versus mechanical explanations:
 - Q: Why does rain fall?
 - M: Rain falls because evaporized water condenses when temperature decreases and its density increases. Hence, the gravitational force over water drops exceeds ascending force of air.
 - T: Rain falls *in order to* water crops and nourish living things.

Credit: Jaren Littlefield

What is Truth in Science & Medicine? → Scientific Method

Anything Not Adhering to the Scientific Method “Smells” Like Fraud to a Scientist

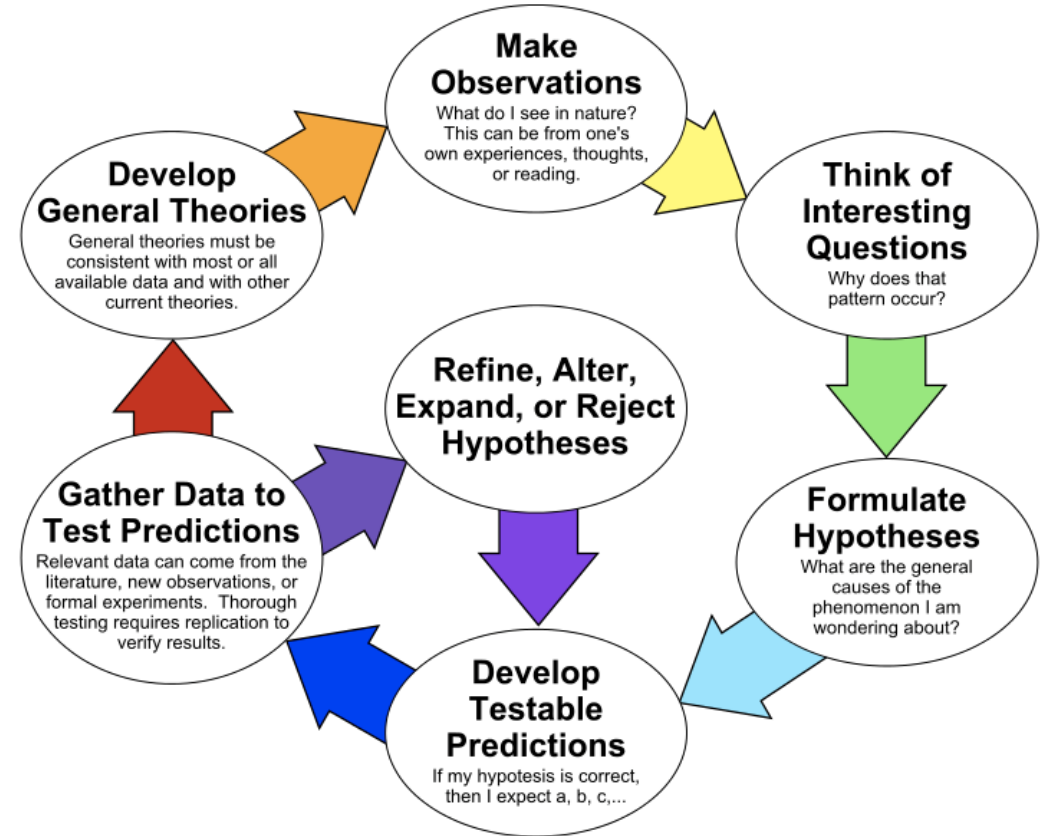


Dr. Jonathan N. Stea ✓ @jonat... · 4h ...

The real purpose of the scientific method is to make sure nature hasn't misled you into thinking you know something you actually don't know.

- Robert M. Pirsig

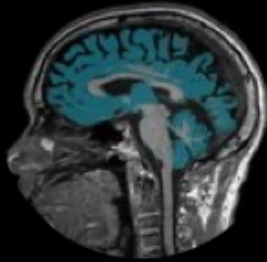
The Scientific Method as an Ongoing Process



Credit: University of Texas

Does Friendly Fire Hurt the Most?

What is Misinformation in a Medical or Scientific Context?



Jonathan Howard @JHoward... · 43m ...

**Contrarian
doctors
omnipresent
in the media.**

**Doctors who
treat COVID
on a daily
basis.**

AP

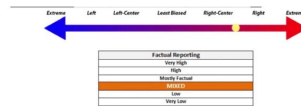


REUTERS®



How to Screen Biased Media

Why did this questionable source pop up in my LI feed?



QUESTIONABLE SOURCE

A questionable source exhibits one or more of the following: extreme bias, consistent promotion of propaganda/propaganda, poor or no sourcing to credible information, a complete lack of transparency, and/or is fake news. Fake news is the deliberate attempt to publish lies and/or disinformation for profit or influence (Learn More). Sources listed in the Questionable Category may be very trustworthy and should be fact-checked on a per-article basis. Please note sources on this list are not considered fake news unless specifically written in the reasoning section for that source. See all Questionable sources.

Although the Washington Times has an extreme right editorial bias, they report straight news with a much lower bias. Therefore, we rate them right-center biased overall. We also note them Questionable and factually mixed due to poor sourcing, holding editorial positions contrary to scientific consensus, and numerous failed fact checks.

Methods of Fact Checking: Find the lowest bias, highest facts ratings

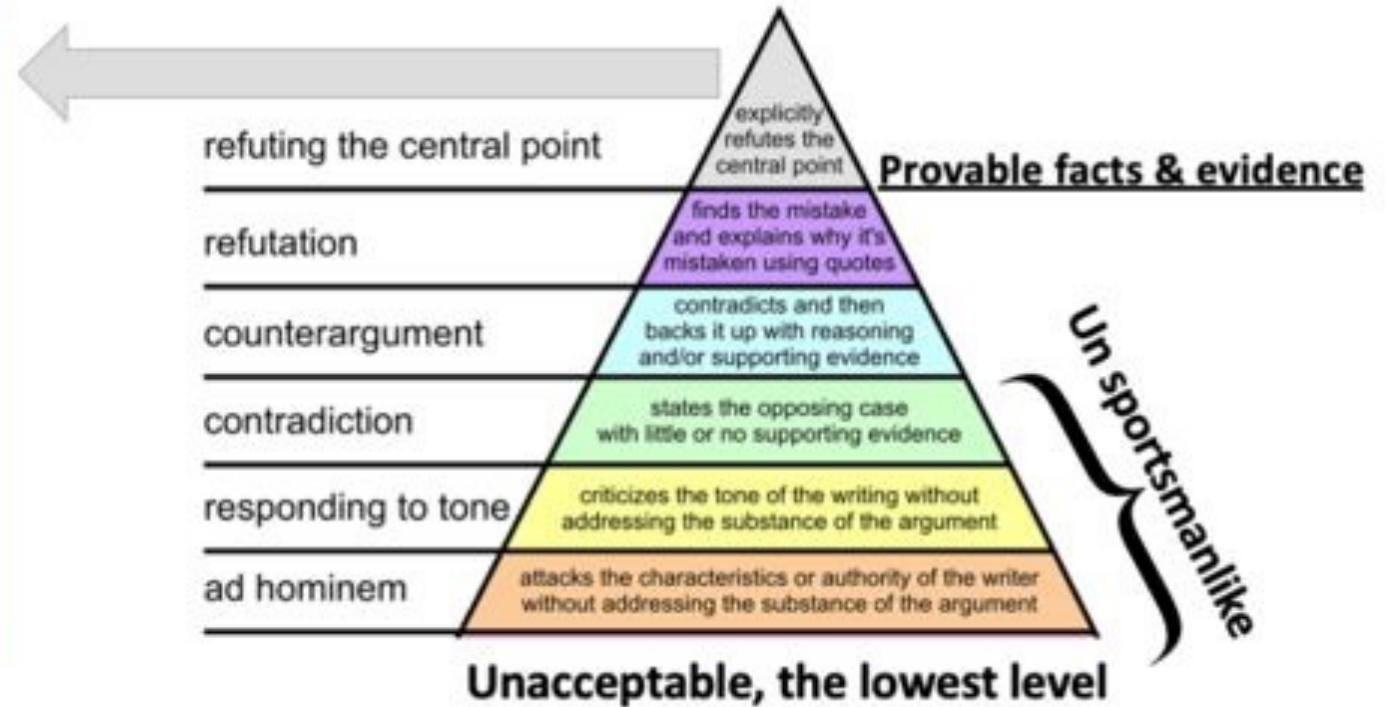
- AP
- Reuters
- Mediabiasfactcheck.com
- Snopes

Normalize Rejecting Poor Sportsmanship

What is Poor Sportsmanship in Debate Between Professionals?



Image credit: Elsa Support



Hierarchy adapted from Adam Grant

Extremism: Can We Balance Standards With Compassion?

What Makes Even Highly Intelligent & Educated Susceptible to Misinformation?



Current Directions in Psychological Science
2019, Vol. 28(2) 159–163
© The Author(s) 2019



Article reuse guidelines:
sagepub.com/journals-permissions
DOI: 10.1177/0963721418817755
www.psychologicalscience.org/CDPS



Psychological Features of Extreme Political Ideologies

Jan-Willem van Prooijen^{1,2} and André P. M. Krouwel^{3,4}

¹Department of Experimental and Applied Psychology, Vrije Universiteit Amsterdam; ²The Netherlands Institute for the Study of Crime and Law Enforcement, Amsterdam, The Netherlands;

³Department of Communication Science, Vrije Universiteit Amsterdam; and ⁴Department of Political Science, Vrije Universiteit Amsterdam

Abstract

In this article, we examine psychological features of extreme political ideologies. In what ways are political left- and right-wing extremists similar to one another and different from moderates? We propose and review four interrelated propositions that explain adherence to extreme political ideologies from a psychological perspective. We argue that (a) psychological distress stimulates adopting an extreme ideological outlook; (b) extreme ideologies are characterized by a relatively simplistic, black-and-white perception of the social world; (c) because of such mental simplicity, political extremists are overconfident in their judgments; and (d) political extremists are less tolerant of different groups and opinions than political moderates. In closing, we discuss how these psychological features of political extremists increase the likelihood of conflict among groups in society.

Keywords

political extremism, ideology, rigidity of the right, overconfidence, intolerance

FEATURES:

1. Psychological distress
2. Cognitive simplicity
3. Overconfidence/Agnorance
4. Intolerance

Counter Sophisticated, Coordinated Disinformation Campaigns

Evidence Based Strategies From British Medical Association Journal, BMJ

EBM Strategies:

- “Public inoculation”—warning people about the risk of being misled and drawing attention to who is pushing the contentious information and their financial competing interests;
- Highlighting scientific consensus; and
- Mapping the institutional networks who are pushing controversial information, evaluate what political and legal strategies can counter them.



Covid-19 and the new merchants of doubt

September 13, 2021

How best can scientists push back against science denialist campaigns? David Gorski and Gavin Yamey suggest some evidence based strategies

Mobile Medicine Can Help You to Combat Tech Misinformation

27 Diverse, Extraordinary Co-Creators = Exponential “Peer Review” Effect

Amazon Hot New Releases

Mobile Medicine: Overcoming People, Culture, and Governance 1st Edition

by Sherri Douville ~ (Editor)

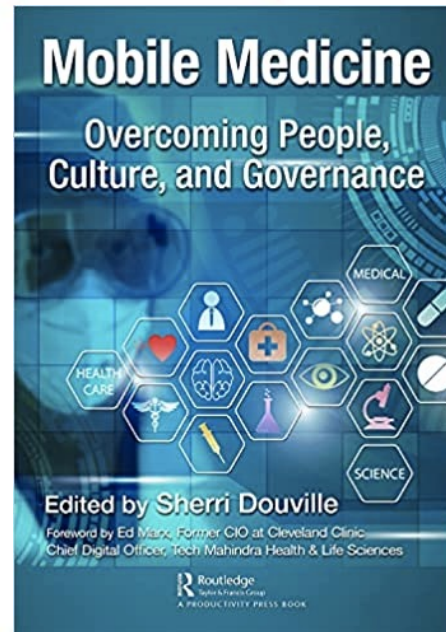
#1 New Release in Medical Technology



ISBN-13: 978-0367651503

ISBN-10: 0367651505

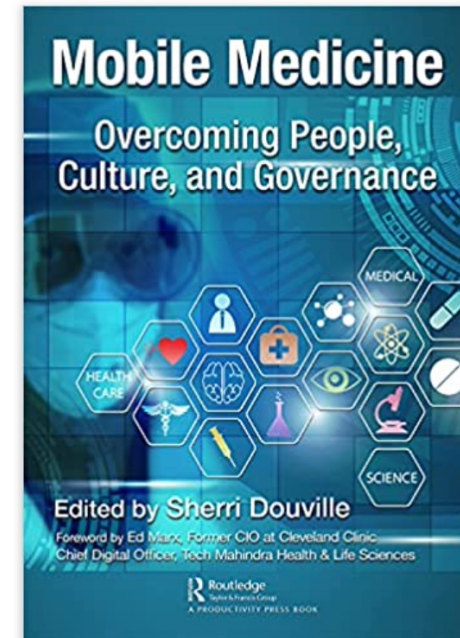
#1 New Release in Medical Informatics



ISBN-13: 978-0367651503

ISBN-10: 0367651505

#1 New Release in Quality Control



ISBN-13: 978-0367651503

ISBN-10: 0367651505