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

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

RAGING INFODEMIC FEEDS MISTRUST
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

Percent in each segment

Information hygiene:
1. News engagement
2. Avoid information echo chambers
3. Verify information
4. Do not amplify unvetted information

57% of respondents share or forward news items that they find to be interesting
Of those, only 29% 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

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

Top academic publisher

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What the Workforce Wants
Why trust is important to you, your career, and your teams

Change in importance since the start of the year...

<table>
<thead>
<tr>
<th>Change in importance since the start of the year</th>
<th>Net change</th>
<th>More Important</th>
<th>Less Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prioritizing my family and their needs</td>
<td>+56</td>
<td>64</td>
<td>8</td>
</tr>
<tr>
<td>Increasing my media and information literacy</td>
<td>+46</td>
<td>55</td>
<td>9</td>
</tr>
<tr>
<td>Increasing my science literacy</td>
<td>+43</td>
<td>52</td>
<td>9</td>
</tr>
<tr>
<td>Being politically aware</td>
<td>+39</td>
<td>51</td>
<td>12</td>
</tr>
<tr>
<td>Speaking out when I see the need for changes and reforms</td>
<td>+36</td>
<td>47</td>
<td>11</td>
</tr>
</tbody>
</table>
The Casualties of Misinformation: The International Healthcare Workforce

--Abused by “Disinformer” & Misinformation
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

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

Credit: University of Texas
Does Friendly Fire Hurt the Most?
What is Misinformation in a Medical or Scientific Context?
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?
Extremism: Can We Balance Standards With Compassion?
What Makes Even Highly Intelligent & Educated Susceptible to Misinformation?

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

Psychological Features of Extreme Political Ideologies

Jan-Willem van Prooijen1,2 and André P. M. Krouwel3,4
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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

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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.
Mobile Medicine Can Help You to Combat Tech Misinformation
27 Diverse, Extraordinary Co-Creators = Exponential “Peer Review” Effect

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