

# Bulos, desinformación e intereses sobre coronavirus y alimentación



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# Declaración conflictos de interés



Universidad  
Isabel I

**EROSKI  
CONSUMER**

≡ **EL PAÍS**

**EL COMIDISTA**



**Webconsultas**  
Revista de salud y bienestar



**MALDITA.ES**  
PERIODISMO PARA QUE  
NO TE LA CUELEN

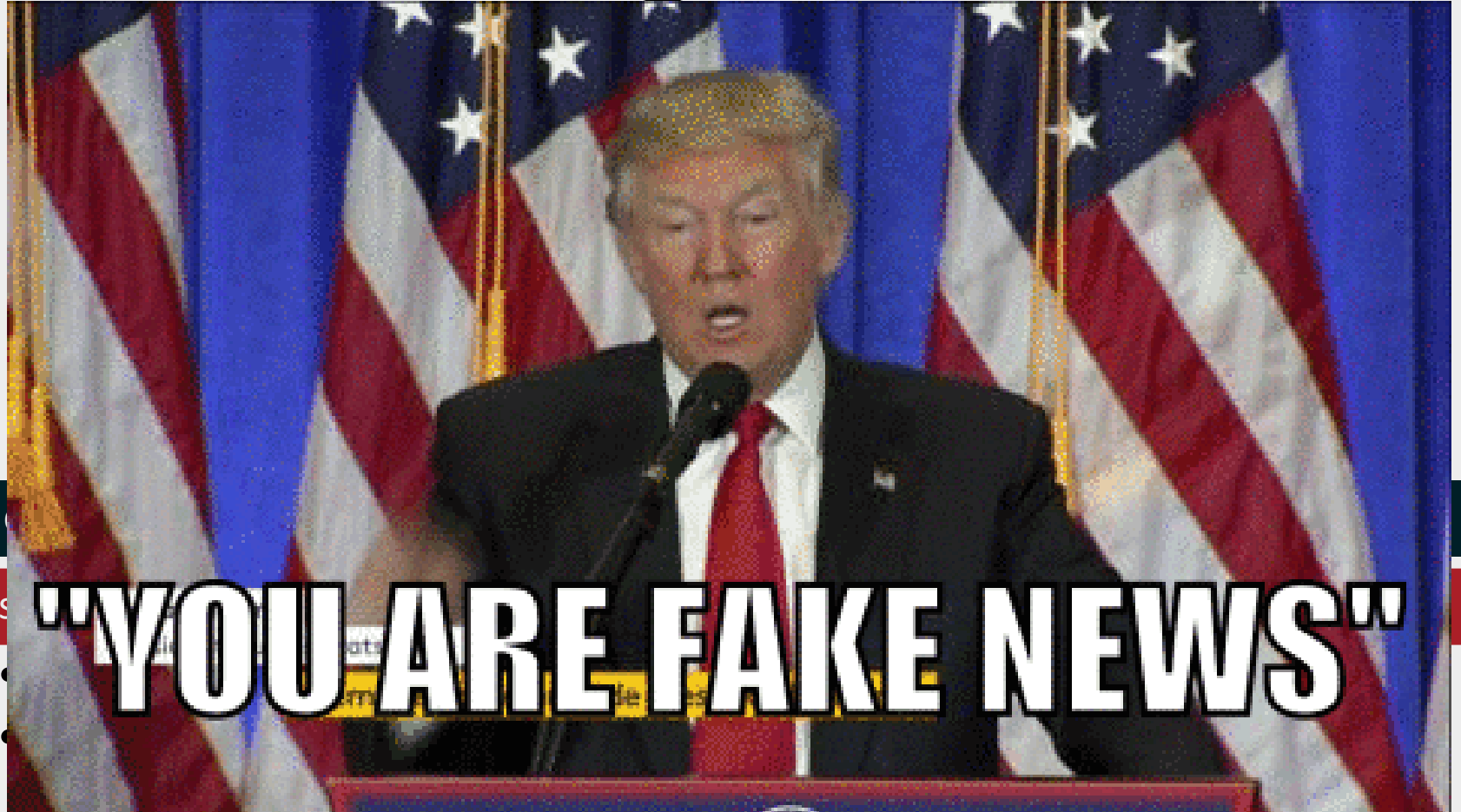
**f ALIMERKA**  
fundación



**MEDIASETespaña.**



**SEI2  
Consumidor**





## Desinformación VS “Misinformation”

(Comisión Europea, 2017)

### DESINFORMACIÓN

información falsa, imprecisa o engañosa, diseñada, presentada y promovida **de forma intencionada** para causar daño público u obtener beneficios.

### “MISINFORMATION”

información engañosa o imprecisa compartida por un público que **no la reconoce como tal**.



**HOAX**

## FIRSTDRAFT

## 7 TYPES OF MIS- AND DISINFORMATION



### SATIRE OR PARODY

No intention to cause harm but has potential to fool



### MISLEADING CONTENT

Misleading use of information to frame an issue or individual



### IMPOSTER CONTENT

When genuine sources are impersonated



### FABRICATED CONTENT

New content is 100% false, designed to deceive and do harm



### FALSE CONNECTION

When headlines, visuals or captions don't support the content



### FALSE CONTEXT

When genuine content is shared with false contextual information



### MANIPULATED CONTENT

When genuine information or imagery is manipulated to deceive

# FIRSTDRAFT

## MISINFORMATION MATRIX

	 SATIRE OR PARODY	 FALSE CONNECTION	 MISLEADING CONTENT	 FALSE CONTEXT	 IMPOSTER CONTENT	 MANIPULATED CONTENT	 FABRICATED CONTENT
POOR JOURNALISM		✓	✓	✓			
TO PARODY	✓				✓		✓
TO PROVOKE OR TO 'PUNK'					✓	✓	✓
PASSION				✓			
PARTISANSHIP			✓	✓			
PROFIT		✓			✓		✓
POLITICAL INFLUENCE			✓	✓		✓	✓
PROPAGANDA			✓	✓	✓	✓	✓



## Decisiones electorales



**Presidenciales Francia 2017**  
(Lazer DMJ et al, 2018)

## Decisiones electorales



### Presidenciales Brasil 2018

(Tardáguila C et al, 2018; Long  
C, 2018; Lüdtke S, 2018)



## Decisiones electorales



Permanencia RU en la UE

**NO**

**51,9 %**

**SÍ**

**49,1 %**

**Referéndum Brexit 2016**

(House of Commons, 2018; Policy Institute at King's College London and IPSOS MOR, 2018; Hänska M et al, 2017)

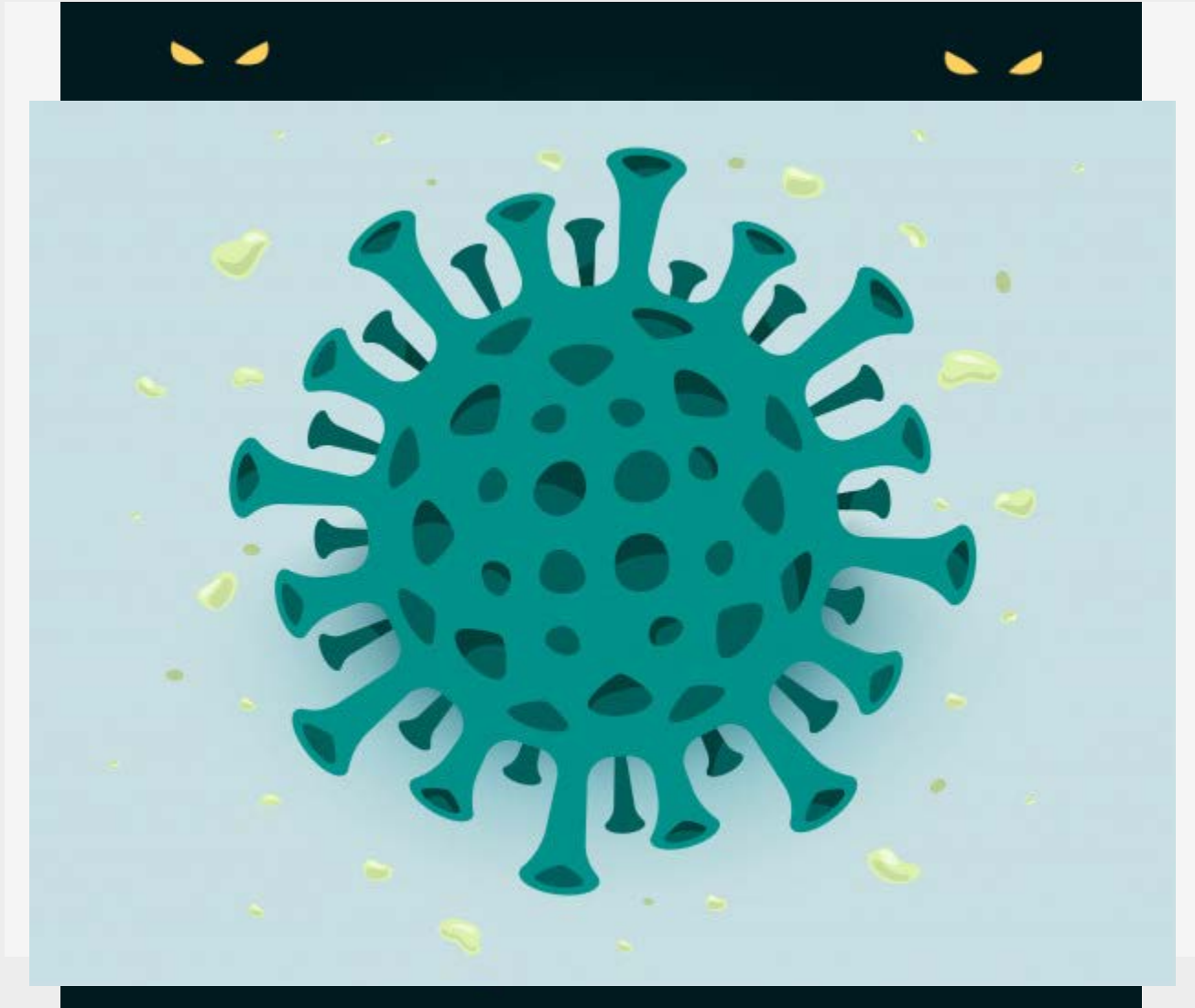
## Desinformación en ciencia Impacto sobre la salud pública

Negación VIH causa SIDA  
alteró la política sanitaria  
Sudáfrica entre 2000-  
2005→330.000 muertes  
(Cook J et al, 2017)

Mal uso recursos en crisis  
humanitarias (conflictos  
armados, desastres  
naturales, terrorismo...)  
(Vosoughi S et al, 2018)

Relación autismo con  
vacunación  
(Wakefield, 1998)







On 19 March, the website Biohackinfo.com falsely claimed that Gates planned to use a coronavirus vaccine as a ploy to monitor people through an injected microchip or quantum-dot spy software. Two days later, traffic started flowing to a YouTube video on the idea. It's been viewed nearly two million times. The idea reached Roger Stone – a former adviser to US President Donald Trump – who in April discussed the theory on a radio show, adding that he'd never trust a coronavirus vaccine that Gates had funded. The interview was covered by the newspaper the *New York Post*, which didn't debunk the notion. Then that article was liked, shared or commented on by nearly one million people on Facebook. "That's better performance than most mainstream media news stories," says Joan Donovan, a sociologist at Harvard University in Cambridge, Massachusetts.

**"We're not just fighting an epidemic; we're fighting an infodemic'..."**

**(WHO Director- General Tedros Adhanom Ghebreyes, Munich Security Conference, Febrero 2020)**

**(Ball P, Maxmen A, *Nature*, 2020)**



**Miguel Bosé** @BoseOfficial  
SUIZA, COMO LOS PAÍSES NO  
DESDE EL PRINCIPIO DE LA C  
GOBIERNOS, EL DE ESPAÑA

[youtu.be/EulHI1\\_SNrM](https://youtu.be/EulHI1_SNrM)

**YouTube** @YouTube



Novak Djokovic celebra su triunfo | Reuters

**Novak Djokovic** se pronunció sobre la posibilidad de que se descubra una vacuna para luchar contra el **coronavirus** en los próximos meses... y sus palabras han traído polémica.

Y no es para menos. El tenista asegura que "no está a favor de las vacunas". **"No me gustaría que nadie me obligue a vacunarme para tener que viajar"**, explicó en un directo de Facebook.



## Coronavirus: la arriesgada apuesta de Bolsonaro al seguir negando la gravedad de la pandemia

Katy Watson  
Corresponsal en América del Sur, BBC

🕒 30 marzo 2020

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Bolsonaro había acusado a los medios de generar zozobra con el tema del coronavirus.

FACT:  
Reducing  
another  
to your  
protect  
COVID-19  
dangerous

27 April 2020

NAS ▼ -279.49  
CNN  
LEAD  
🔍 ⚙️ 📺 📱



Ideas and Opinions | 30 Mar 2020

## A Rush to Judgment? Rapid Reporting and Dissemination of Results and Its Consequences Regarding the Use of Hydroxychloroquine for COVID-19

FREE

### COVID-19 Global Rheumatology Alliance

A major consequence has been an inadequate supply of HCQ for patients in whom efficacy is established. Hydroxychloroquine is an essential treatment of rheumatoid arthritis and of systemic lupus erythematosus, reducing flares and preventing organ damage in the latter disease (10). Pharmacies have reported shortages of antimalarials ([www.washingtonpost.com/business/2020/03/20/hospitals-doctors-are-wiping-out-supplies-an-unproven-coronavirus-treatment](http://www.washingtonpost.com/business/2020/03/20/hospitals-doctors-are-wiping-out-supplies-an-unproven-coronavirus-treatment)), and patients with rheumatic diseases have had difficulty obtaining prescription refills. Several major medical organizations released a joint statement regarding the HCQ shortage ([www.lupus.org/s3fs-public/pdf/Joint-Statement-on-HCQ-LFA-ACR-AADA-AF.pdf](http://www.lupus.org/s3fs-public/pdf/Joint-Statement-on-HCQ-LFA-ACR-AADA-AF.pdf)), warning of possible dire consequences for patients with rheumatic diseases. Hydroxychloroquine shortages could place these patients at risk for severe and even life-threatening flares; some may require hospitalization when hospitals are already at capacity. Until reliable evidence is generated and adequate supply chains have been put in place, rational use of HCQ in patients with COVID-19 must be emphasized, such as use in investigational studies.



## Advertencia a los consumidores: posible comercialización de complementos alimenticios que declaran prevenir, tratar o curar la infección por coronavirus.

Publica: Agencia Española Seguridad alimentaria y Nutrición  
Fecha: 26 marzo 2020  
Sección: Seguridad Alimentaria

La Agencia Española de Seguridad Alimentaria y Nutrición (AESAN) ha tenido conocimiento, a través de varios Estados miembros de la UE, de la comercialización de complementos alimenticios que supuestamente previenen, tratan o curan el COVID-19.

La información a la que ha tenido acceso la AESAN advierte de que, debido a la creciente preocupación de los ciudadanos en relación con la pandemia del COVID-19, se ha detectado la existencia de vendedores de complementos alimenticios que tratan de aprovecharse de la pandemia del COVID-19 y la preocupación de los consumidores al respecto, atribuyendo a sus productos propiedades para prevenir, tratar o curar el COVID-19. Estos vendedores intentan aumentar sus beneficios a través de declaraciones nutricionales y de propiedades saludables, no autorizadas y prohibidas al promocionar y vender los complementos alimenticios.

La AESAN recuerda a los consumidores que los complementos alimenticios son alimentos cuyo fin es complementar la dieta normal. Estos productos no pueden atribuir propiedades de prevenir, tratar o curar una enfermedad humana, ni referirse en absoluto a dichas propiedades.

**En consecuencia, no existen complementos alimenticios que prevengan, traten o curen la infección por Coronavirus y, por lo tanto, no puede haber ningún producto en el mercado con tales declaraciones.**

dir  
id



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## Coronavirus misinformation needs researchers to respond

Researchers must be transparent and acknowledge what is known and what isn't.

One thing that researchers can do is to work with organizations that are responding to disinformation. They can support or join in the work of professional fact-checkers, journalists and academics, doggedly following bots and disinformation-news sites, flagging their content to the media organizations and social-media firms that host these sites. Groups all over the world are involved in this response – including professional bodies, learned societies and media-facing organizations. The work they do is labour-intensive and can seem never-ending, but it is needed now more than ever.

**nature**

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EDITORIAL · 27 MAY 2020

## Coronavirus misinformation needs researchers to respond

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Many people are asking important questions on subjects such as the safety of proposed vaccines, the security of contact-tracing apps and how intellectual property rights and profits from new drugs and vaccines will be shared. These are questions that researchers from fields such as public health, data security and health-care finance are also asking. If they are not already doing so, now is the time for these and other researchers to expand their public engagement.

It might be that a definite answer isn't known, or that there are a range of possible answers. That is often the case in science. The study and practice of public engagement in science has shown that involving communities in the kinds of conversations that researchers have – conversations about how scientists search for evidence, and being transparent about what is known and not known – all helps to [create and maintain trust](#).

Dar información veraz

# COMPROMISO

**DOESN'T CARE  
WHAT  
YOU BELIEVE**



Para concluir...

No crean nada  
de lo que les he  
dicho

Duden.  
Siempre

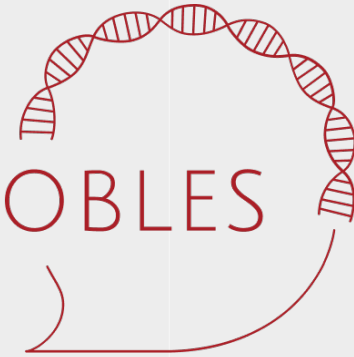
Busquen su propio  
**CRITERIO**



# Muchas gracias



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