

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

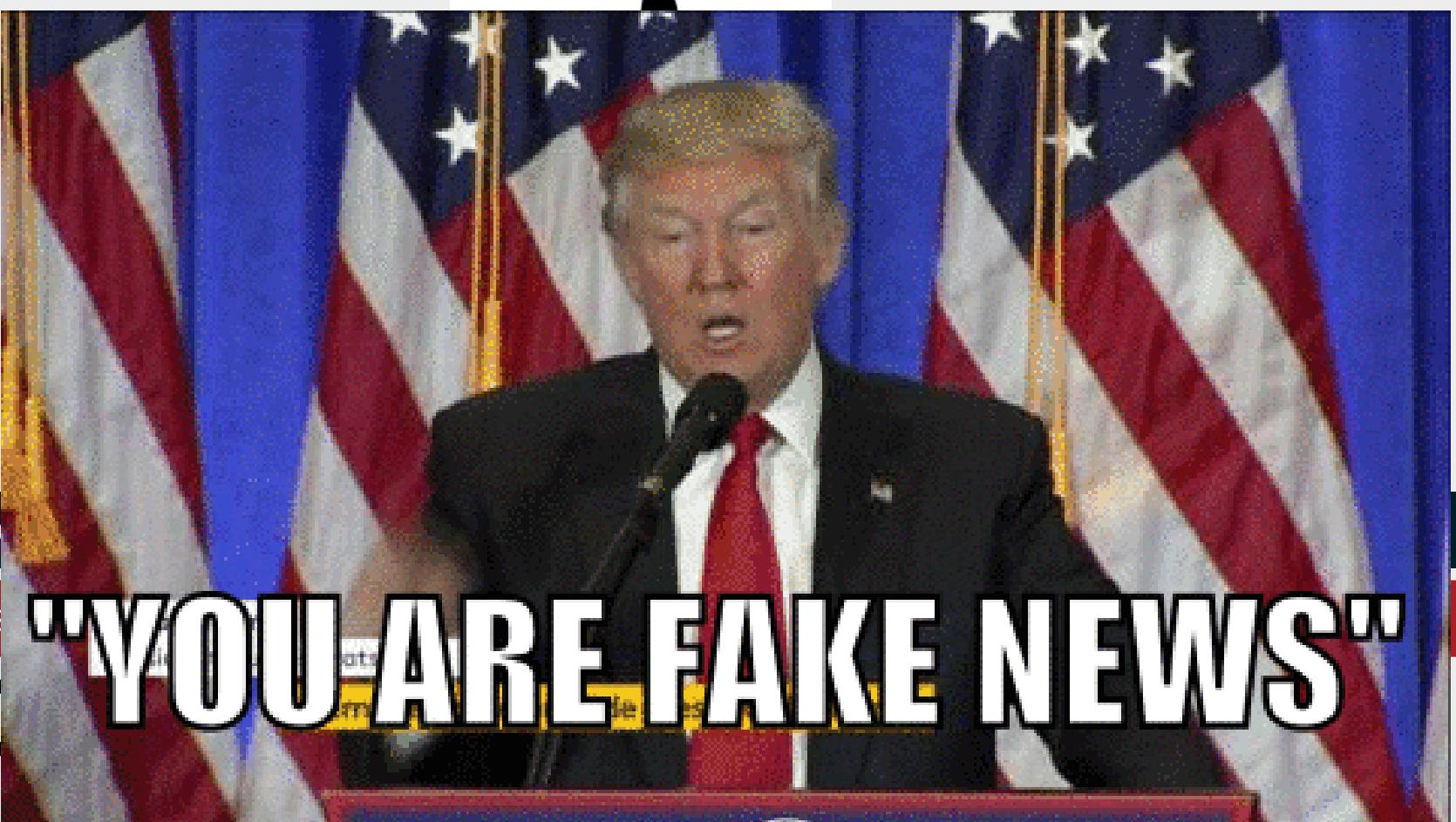
f ALIMERKA
fundación

 **SALUD**
SIN BULOS

MEDIASETespaña.



SER
Consumidor





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FAKE NEWS



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.**

HOAX

“MISINFORMATION”

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





FIRST DRAFT

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



FIRST DRAFT

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 | | | ✓ | ✓ | ✓ | ✓ | ✓ |

Impacto político y social de la desinformación

Decisiones electorales



Presidenciales Francia 2017
(Lazer DMJ et al, 2018)



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Impacto político y social de la desinformación

Decisiones electorales



Presidenciales Brasil
2018

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



Impacto político y social de la desinformación

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

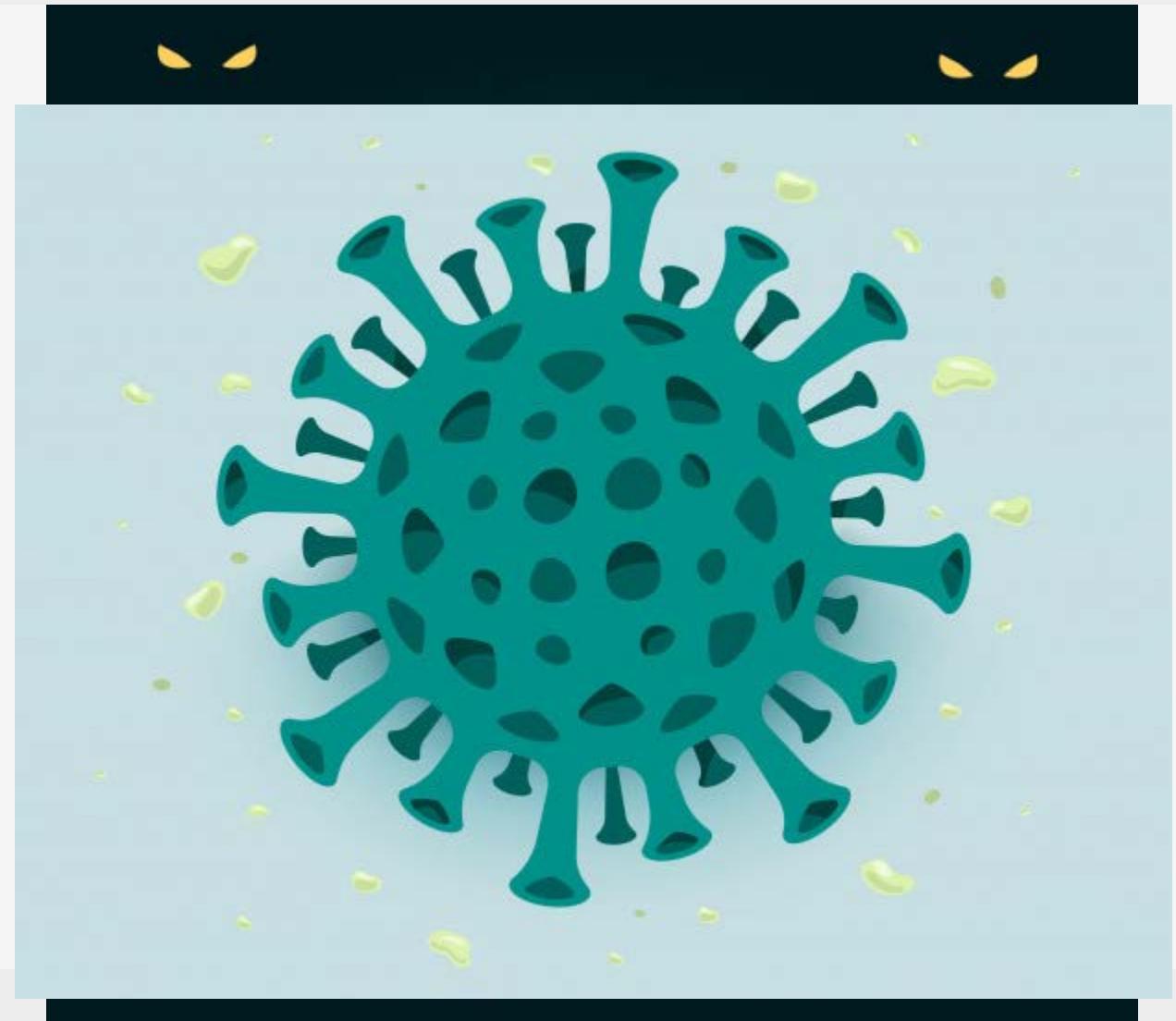
Negación VIH causa SIDA
alteró la política sanitaria
Sudáfrica entre 2000-
2005 → 330.000 muertes
(Cook J et al, 2017)

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

Relación autismo con
vacunación
(Wakefield, 1998)



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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, February 2020)

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



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Miguel Bosé @BoseOficial
SUIZA, COMO LOS PAÍSES NORTEAMERICANOS Y LA UNIÓN EUROPEA, DESDE EL PRINCIPIO DE LA CRISIS, LOS GOBIERNOS, EL DE ESPAÑA

youtu.be/EuIHI1_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

Correspondiente en América del Sur, BBC

⌚ 30 marzo 2020

f 📲 🌐 📧 Compartir



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

FACT:
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27 April 2020

NAS ▼ -279.49 CNN
LEAD



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Annals of Internal Medicine®

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LATEST ISSUES IN THE CLINIC JOURNAL CLUB MULTIMEDIA CME / MOC AUTHORS / SUBMIT

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

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), 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), 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.

**COVID-19 Global
Rheumatology Alliance**



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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.

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id





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nature

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EDITORIAL · 27 MAY 2020

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.



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EDITORIAL · 27 MAY 2020

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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](#).



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Dar información veraz

COMPROBAMOS

**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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