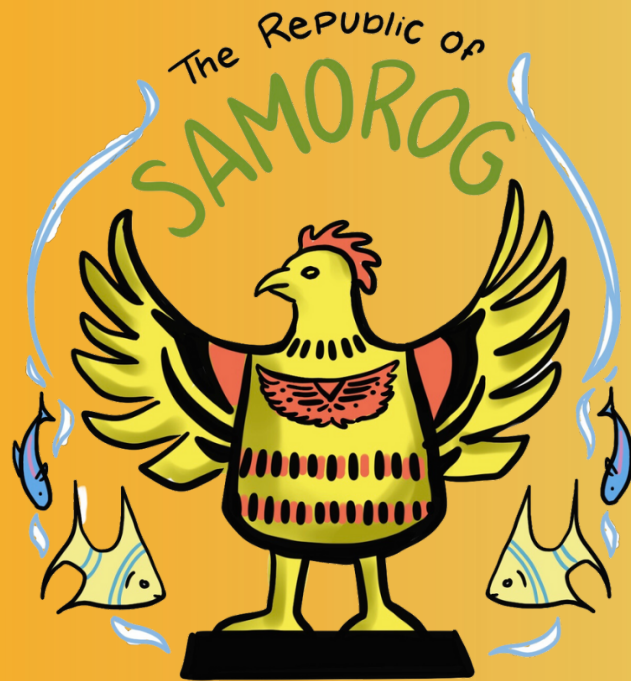# Welcome to Samorog

Fondation Mérieux
1st November 2023

Catherine Bertrand-Ferrandis
Elisabeth Wilhem
Tina Purnat

Samorog at a glance

Samorog at a glance: geography & society

- Samorog is a middle-income country with a bucolic series of 26 islands off the coast of Elnor in the Narwhal Ocean.

- Switching from mainly agrarian culture to heavy investment in education, tourism and services.

- Tension among family farmers and large industrial multi-national farming operations.

Samorog at a glance: tourism & society

- Globally renowned foodie destination: national dish is tamarind-spiced chocolate-smothered grilled chicken.

- Current efforts are to boost tourism to the islands and ramp up food exports as Samorog emerges from the COVID-19 pandemic.

- Tourism Minister is announcing campaign of the first 100% organic travel destination.

- The country has several ethnic groups, including the Cheels, the Ploks, and the minority community, the Plef. The Plef have historically experienced discrimination and have worse health outcomes than other populations. However, a decade ago, efforts to increase economic opportunities for the Plef has encouraged investment and training of Plef-owned small businesses in farming.

Samorog mascot: Biscuit

The tourism "birdbassador" for Samorog is a Giant Samorog Blue chicken, named Biscuit, a beautiful blue and green-tailed rooster.

His 23-year-old owner hand-raised him on Big Island on a small family farm.

He loves biscuits and has had his antics captured on social media platform SmashSmash with 3 million followers.

Samorog at a glance: communications

- The leading social media channel, similar to Facebook and WhatsApp with ability to publicly post content to an online feed and have private group chats, is WassapShare, used most commonly among all countries in the region.

- WassapShare is used by the general public, but the new video-based platform SmashSmash, similar to Tiktok, attracts a younger user base that emphasizes video posts with music clips.

- SmashSmash also has "disappearing" content and strong privacy settings that allow for anonymous sharing of content. The most popular search engine in the region is Smoogle.

Samorog at a glance: health system & epidemiology 1

- Low COVID-19 immunization, coming from island mentality of "it doesn't happen here," and shipping and supply chain disruptions have affected all sectors, including healthcare and agriculture.
- The health sector has experienced high burnout and working to switch from pandemic response to restoring routine healthcare, including routine immunization.
- Routine disease surveillance systems have been weak. Worrying reports of polio being detected in wastewater in the city of Veena from a sample in August have prompted plans for a national catchup campaign for polio and measles and rubella, planned to start Dec 15 targeting all children under 5. The last time Samorog had a polio case was in 1999 and few people remember what a polio case looks like or what the consequences of infection can have on a child.
- There is a large urban-rural divide in attitudes toward public health guidance. In rural areas, COVID-19 restrictions and ill-timed vaccine mandates have led to popular protests against government meddling and widespread circulation of conspiracy theories of promotion of "unnatural cures for unnatural events" by multinational corporations exploiting Samorog. In urban areas, higher fatality from COVID and higher reliance on global trade and travel have led to higher compliance with COVID-19 restrictions and higher vaccine uptake.

- In March 2022, a scandal involving faulty COVID-19 test kits, expired COVID-19 vaccines, and embezzled social protection funds for elderly people and feeding programs in schools within the government has led to the Minister of Health being fired and the Minister of Social Protection being taken to court on charges of fraud. A new Minister of Health has since been appointed, a surgeon with little public health experience.

- Rural communities, especially in small islands, experience access barriers to healthcare, including access to vaccines, which has led to a major decline in vaccination coverage of more than 30% since before COVID-19.

- Reports surface in early January that family farmers are experiencing an epidemic among chickens in several rural districts which is killing off their stock - but it's kept quiet by local authorities to prevent government interference, as the Plef especially has historically had adverse experiences with government.

Instigating Event

- On September 24, Biscuit falls sick after acting very strangely, having difficulty walking and keeping balance. After his owner rushes him to the best veterinary hospital in Samorog's capital of Veena, other reports surface. Adults who are working on chicken farms develop mild flu-like symptoms but younger family members who have been infected have been hospitalized. The Ministry of Health reacts strongly and steps over district leadership to enforce culling of thousands of chickens from farms on Big Island and instigating travel restrictions similar to COVID-19, which has led to furious protests from farming communities. There are worries that travel restrictions will impede commerce between islands.
- Rumors start to swirl that the combined polio-measles campaign is a cover for administering a new experimental flu vaccine against the influenza affecting birds. The Ministry of Health is dealing with twin challenges of addressing bird flu and ensuring a successful immunization program at a time when popular trust in government is sinking.

Your role in Samorog

Current Priority

Ministry of Health colleagues are worried that between COVID-19 pandemic fatigue, the growing threat of avian influenza, and low vaccination coverage especially in rural areas that the upcoming measles-rubella-polio campaign will have difficulty achieving 95% coverage among children under 5.

Your Task

Conduct an integrated analysis to develop infodemic insights for the Ministry of Health on conversations about vaccines and avian flu to help the immunization program and emergency response better prepare for the upcoming combined immunization campaign and avian flu outreach effort.

Applying the 6 steps of infodemic insights report development to help Samorog address their infodemic

- We will walk through the 6 steps of the analysis process
- For most of the questions:
    - Discuss with your group, fill in the table or vote on slido
    - 5 min plenary to discuss the results

Samorog Experience
Join the group invit

Join the chat
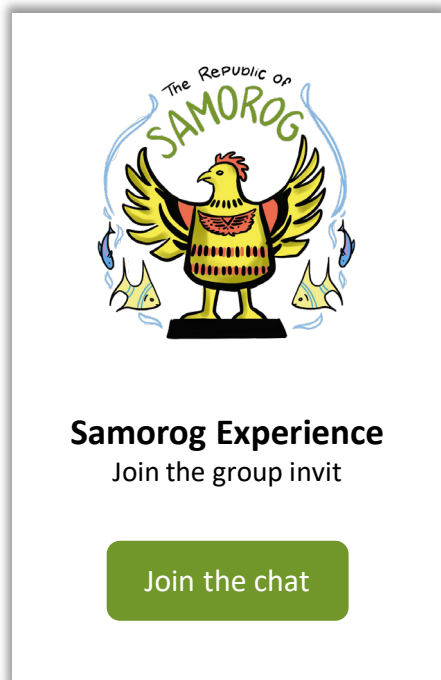
You will receive updates and information from Samorog via this WhatApp group – please join now:

https://bit.ly/Samorog-Annecy2023

Hint: use your phone or go to **web.whatsapp.com**

Samorog example and the "real world"

- Note that due to the short length of time of our session today, we have pre-digested some key data for you in the simulation

- A "**real world**" infodemic manager would be given **far more complex data** to work with and some of the outputs you will see would have been the result of several days and team meetings worth of work

- In the "real world" data can be of poor quality, lead to conflicting observations and conclusions, and an infodemic manager would also look for "**missingness**" to identify what is not there, which can be highly relevant to parsing a complex information environment with imperfect tools and data sources

6 steps to build an infodemic insights report

➢ **Step 1:** <u>Choose the question</u> that infodemic management insights could help answer

➢ **Step 2:** <u>Identify and select data sources</u> and <u>develop analytic plan</u> for each data source

➢ **Step 3:** <u>Conduct integrated analysis</u> across data sources

➢ **Step 4:** <u>Develop strategies</u> and recommendations

➢ **Step 5:** <u>Develop an infodemic insights report</u>

➢ **Step 6:** <u>Disseminate the infodemic insights report</u> and track actions taken

bit.ly/infodemic-insights-manual

Step 1: Choose a question of concern to investigate

You want to answer a **specific question that helps address a particular health challenge** that is affected by the information environment.

Make sure you choose a question that is going to be **relevant for public health action**. You need to **define the population and the information-related perception or behavior** that you want to better understand.

👍 Strong Prompts   👎 Weak Prompts

Step 1: Choose a question of concern to investigate

DO
- **Make sure you define** your population in the question of concern.
- **Choose a topic that has experienced change** to allow for directionality in analysis (e.g. investigating a spike in demand for antibiotics despite recommendations against antibiotic use for a current outbreak pathogen).
- **Identify the gap that you're trying to address** in the question of concern (e.g. questions are being asked that suggest confusion about recommended public health guidance).
- **Ask a question that can be addressed** by public health interventions.

AVOID
- **Choosing very broad questions** that are difficult to answer and too general to inform public health action (e.g. how many pieces of misinformation are there about bananas causing COVID-19?).
- **Trying to investigate issues related to the reputation of your organization**, because this is not the objective of infodemic management (though it is the job of your external communication team).
- **Attempting to investigate individual behaviors**, because infodemic insights look at the population level.

Step 1 - INFO DROP #1

- A colleague in the immunization program office has already begun pulling together background documents to get your team up to speed about the situation in Samorog.

- They kindly compiled key information from the following sources
  - Ministry of Health draft immunization campaign demand strategy
  - Avian flu sitrep from WHO Samorog country office
  - Routine immunization status report from Samorog Ministry of Health Immunization Program

Step 1 - INFO DROP #1

Page 4

Summary of Desk Review

A colleague in the immunization program office already began pulling together background documents to get your team up to speed about the situation in Samorog. They kindly compiled key information from the following sources:

Source	Key information
Ministry of Health draft immunization campaign demand strategy	- Primary audience is caregivers and parents of children under five - Focused heavily on mass media, radio, public service announcements - Plan for engaging with national traditional healer association to promote vaccination - Basic social media component focused on uploading IEC materials onto Ministry of Health website and SmashSmash page - Key messages emphasizing risk of polio infection and paralysis and protection against measles - No distinguishing strategy between urban and rural districts.
Avian flu sitrep from WHO Samorog country office	- Missing any mentions or updates related to pandemic flu preparedness - Epidemiology: Surveillance is weak but active case investigations are underway to follow up 13 unconfirmed reports of mass chicken die-offs on the Big Island (where Veena is located), and Dengg Island and Yipyip Island - Actions taken: A joint delegation from Ministry of Health, Ministry of Agriculture and WHO has visited affected islands; culling has been ordered for 6 farms in Big Island consisting of 700,000 chickens - Recommendations: Samorog Ministry of Health should strengthen quarantine restrictions, add more public health personnel at island transit points to identify people who may be traveling from affected areas - The WHO Regional Office of Narwhal has praised several vaccine manufacturers in developing avian flu vaccines in the neighboring country of The Highlands - The Samorog Food and Medicines Agency expresses concern about increased unregulated marketing of herbal treatments and dewormer given to both humans and chickens
Routine immunization status report from Samorog Ministry of Health	- Low vaccine uptake and high dropout in rural [...] of 65% in 2021) - Higher coverage in [...]

Step 1 - Question 1:

- We have chosen a question for you that will be the prompt for the insights report:

"What are the main questions, concerns, circulating misinformation and behavior that different communities in Samorog have related to the avian influenza outbreak and how it may impact vaccine uptake during the immunization campaign?"

Review all the data currently available to you. Identify what information is relevant to the question above.
Discuss with your group - **5 min**

Step 1:
Templated "starter" questions to tailor to your question

- Despite widespread availability of [service] and strong recommendations for people in [population/community] to receive [service], why is [population/community] still not taking up the service?
- What questions or concerns do [population] have about [disease] infection and prevention measures?
- How did the misinformation narratives about [misinformation] circulate within communities and affect perceptions of [health intervention]?
- How well do [population] understand the changing guidance about [health topic]?
- What concerns do religious leaders and religious communities have about [health topic]?
- How are people hearing, sharing and reacting to [news development about health topic]?
- What alternative cures, treatments, or preventives are being discussed, marketed or sold to a target audience? How is this affecting people's perceptions and health behaviour related to [pathogen/health topic]?
- What are the values or reasons that people in [community] are raising in their discussion of [health topic]?
- What emotions and reactions are associated with the latest major event related to [health topic] online?
- What offline actions in response to [health topic] are being advocated for by [community]?
- Which communities are adjacent to the community where the harmful narrative on [topic] is spreading? How are they responding and reacting to it?
- How is [narrative/meme/piece of misinformation] changing and evolving over time, and how is it appearing in different communities and what responses does it generate?

Step 2: Identify and select data sources and develop analysis plan for each data source

Who is monitoring
or tracking people's questions,
concerns, information voids,
narratives, and circulating
mis- and disinformation?

Who is tracking
health behaviours and
downstream health system effects
related to this topic?

INFODEMIC RESPONSE
science + research journals
health authorities
technology platforms
civil society
media + journalism
UN + multilateral agencies

INFORMATION ECOSYSTEM

HEALTH and WELL BEING

©WHO/Sam Bradd

Potential data sources on people's information behaviors...

Health System Communications	Digital environment & user behaviour	Society & community
Hotline call log	Website analytics	Media monitoring
Email/chat queries	Search trends	Feedback from community events
Press inquiries	Social media monitoring	Opinion polls
Patient feedback surveys	Discussion forums	Mobility data and reports
Other formal feedback mechanisms	Other digital data sources	

... potential data sources from the health system

Health System Data

Medicines & medical device regulatory data
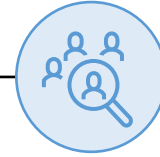
Socio-behavioural studies
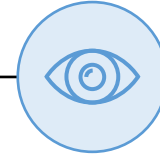
Behavioural risk factor surveillance datasets
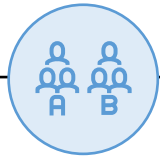
Population based surveys

Peer-reviewed research
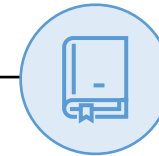
Grey literature

Use a taxonomy for social listening

- for automated data analysis for social media
- in integrating data across data sources

A taxonomy is a **system of classification** or structure.

A taxonomy for social listening is not the same as for epidemiology:
- People don't talk in **medical terms** about their questions, concerns and fears
- The majority of conversation online is done **in memes, emojis and video**

Using a **public health** taxonomy will allow you
- to align your search strategy
- to capture breadth of conversations
- to identify structure and changes in narratives

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Use a public health taxonomy for social listening

Objective:
Monitoring millions of conversations related to a
health topic

Concentrate **search within
thematic categories** relevant
to public health response

The subtopics are to:
- Capture breadth of conversations
- Help identify structure and changes
  in narratives
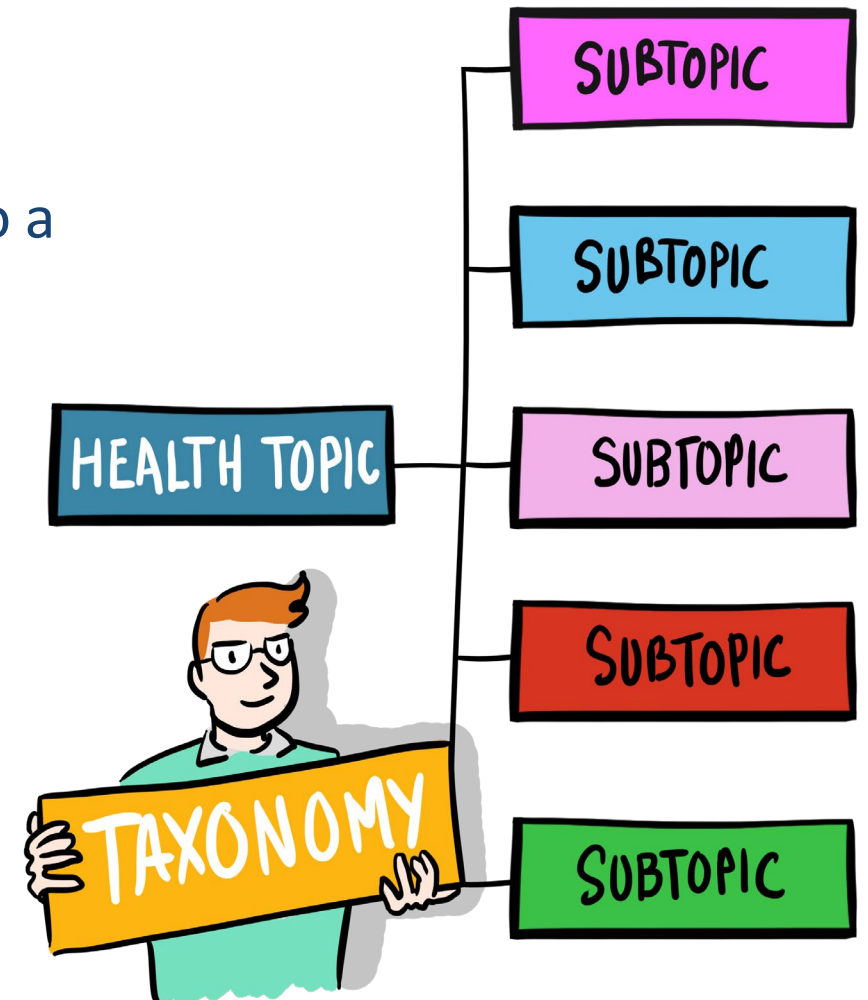
©Olylo/Julia Fraud

Remember...

THERE IS NO PERFECT DATA SOURCE

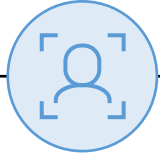It does not need to be representative
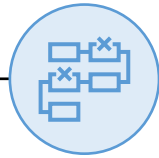of an entire population to be useful

GOOD PRACTICE

Choose at least 3 data sources per population of focus!

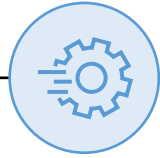# Limitations of a data source

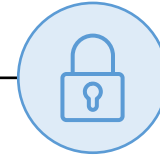Human-related errors

System design flaws
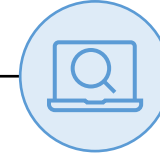
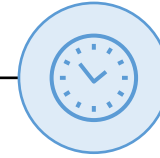Tool & analytical algorithmic limitations
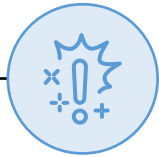
Data sharing policy limitations

Reliance on automated tools
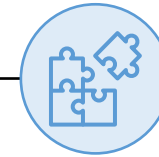
Access & structural challenges

Lack of timeliness

Cognitive heuristics of users

Small sample size

Small absolute changes

Step 2 - INFO DROP #2

Cockadoodledoo Telecom Coverage and Mobility Report

Publi...

Current mobile subscriber base...

World Health Organization
Samorog Country Office

Summary of National KAPB Survey Results on Behavioral and Social Drivers of Vaccination

Nationally representative telephone survey (n=1,452) conducted August 15-17, 2023. Published August 23, 2023.

RCCE WORKING GROUP
Community rumor log tracker for September 2023

Frequency of rumor reported indicated in brackets | ** indicates a new rumor not previously reported*

...p Rumor 3	Dominant Local Language	District Categorization	Notes
...overnment is ...restricting ...movement			Added 6 new

Samorog Trust Index: August 2023 Edition

Report issued by the Samorog Foundation for Health on...
nationally representative poll of Samorog citizens (48% Chee...

Who is trusted most...

Ministry of Health of the republic of samorog
Media Monitoring Report October 12-18, 2023

...verall Media Mentions

47 mentions of "Ministry of Health" in print and digital press

...

unicef for every child

Monthly social listening report on vaccine topics

Compiled by UNICEF Samorog Country Office SBC Team October 15, 2023. Content sourced from English-language social media posts.

...Smash and WassapShare data

Ministry of Health of the republic of samorog
Web Analytics Report Sept 1-28, 2023

www.ministryofhealth.gov.sam

- 787,391 hits
- 58.2% bounce rate
- Average pageviews per session: 3.4
- Most popular pages:
  - Home Page
  - COVID-19 Vaccine Locator
  - Avian Flu FAQ
  - Job Opportunities
  - Measles-Rubella Vaccination Recommendations

- Most common inward-bound Smoogle search terms:
  - ministry of health
  - COVID-19 vaccine
  - avian flu samarog
  - immunization schedule
- Most popular social media platforms for sharing website content:
  - SmashSmash (top pages: Avian Flu FAQ, COVID-19 Vaccine Locator)

Smoogle Search Trends

Report prepared by the Samorog Health Tech and Factchecking Alliance for Time Period of Sept 1-28, 2023

Analysis focused on health topics of concern identified by Ministry of Health, including: measles, avian flu, COVID-19 and routine immunization. Smoogle captures 93% of all search volume in Samorog. However, Plef-language search volume too small include in any analyses.

Search

Breakout English-language searches   **Breakout Cheel-language searches**

Step 2 – Assess relevance and decide to use it or not – 10 min

- Use the table pages 6 to 9 to organize your thoughts and fill out the last two columns about relevance to the question and whether you choose this specific data source
- Decide on 5 data sources from full list
- Note the data source characteristics, which will be important for your data analysis later on

Data source	Agency and officer's role responsible for data source	Data source description	Data source assessment and quality	Relevance to infodemic insights question	Choose this data source for integrated insights analysis? Y/N
Samorog Trust Index	Samorog Foundation for Health	Nationally representative poll conducted on an annual basis on topics of current interest; published on September 1, 2023	Robust methodology and data collection methods; publicly available; independently funded by a non-partisan public interest research organization; only a handful of questions related		

Step 2 – Question : Which three data sources will you exclude?

a. Samorog Trust Index

b. Social media listening report on vaccine topics

c. Media monitoring report

d. Smoogle search trends

e. KAPB survey on COVID-19 vaccination attitudes

f. Rumor tracking log

g. Ministry of Health web analytics and chatbot stats

h. Cockadoodledoo Telecom coverage and mobility report

Limitations of relying only on a rumor log

- the representativeness of the data,
- how fresh it is (when was it collected?)
- the quality of how it is updated and maintained, and possible to reproduce
- was it collected online, offline?
- directionality of narratives or overall conversations that are taking palace in communities?
- might miss positive developments or narratives that could be leveraged

Place rumors into context of the wider conversation about a topic
Encourage triangulation and integrated analysis of multiple data sources

Step 2: Key takeaways

- **Choose your data sources carefully so they match your analytical capacity and skills** (consider analytical burden).

- **Carefully consider the ethical aspects of choosing and analyzing a data source.**

- **Try to use as many routinely collected data sources as possible.**

- **The strength and breadth of your relationships dictates the type of data-sources available to you.** Make new friends, build new partnerships, even during emergencies.

- **Infodemic insights complement other types of health and data analysis.** Infodemic insights should not be a quick fix for a lack of field or desk research, but instead complement longer-term and routine data collection, analysis and use. Data sources that you develop through insight development can become part of routine health information systems.
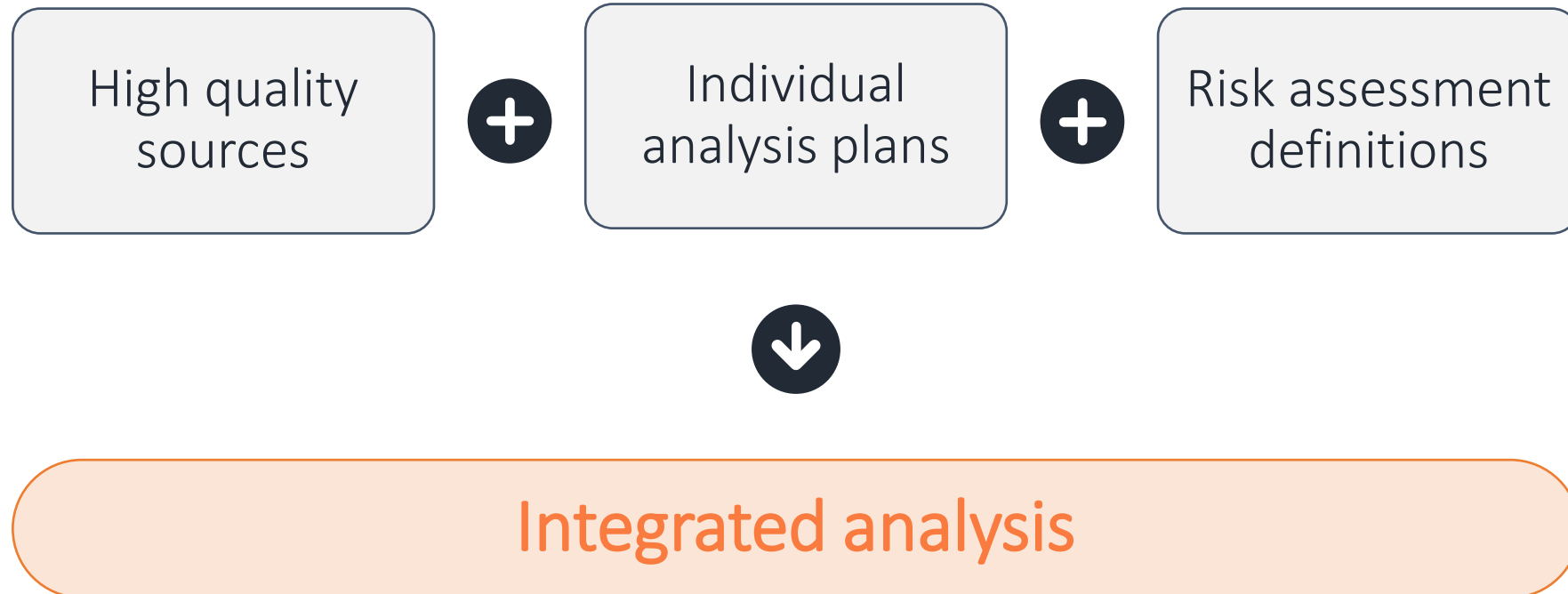
Time to run after your data source providers!

Look for the colleagues that can provide you with the five data sources you have selected.

They are in the room!
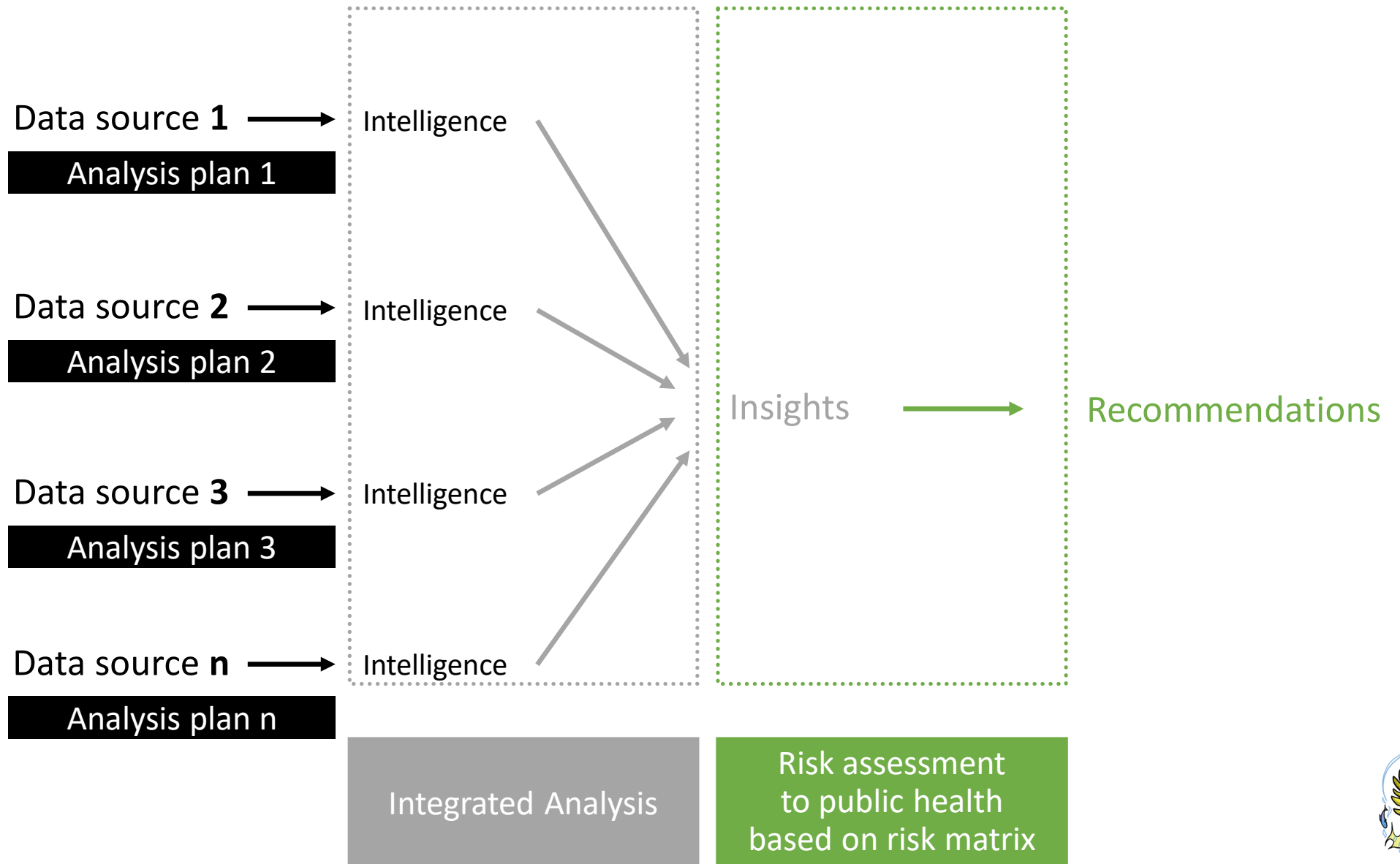
Step 3: Conduct integrated analysis across data sources

High quality sources	**+**	Individual analysis plans	**+**	Risk assessment definitions

↓

Integrated analysis

Step 3: Conduct integrated analysis across data sources – 20 min

Compiling data source intelligence								
Data source	What questions do people have?	What concerns do people have?	What information voids are there? (people can't find information they are looking for)	What are the narratives circulating on this topic? (explanations for motivations and reasons for current state)	What mis- and disinformation are circulation on this topic?	What other beliefs or behaviors do people have on this topic?	Other relevant observations	Summarize the theme/gist in one sentence

Step 3: Conduct integrated analysis across data sources

Data source **1** → Intelligence

Analysis plan 1

Data source **2** → Intelligence

Analysis plan 2

Data source **3** → Intelligence

Analysis plan 3

Data source **n** → Intelligence

Analysis plan n

Insights → Recommendations

Integrated Analysis

Risk assessment to public health based on risk matrix

Step 3: Conduct integrated analysis across data sources

Below are the broad categories of risk that make up a risk assessment matrix. Each matrix should be customized according to country and program context.

Low risk

Narrative does not:
- apply to population
- have widespread circulation
- provoke strong or emotional reactions
- have evidence of negatively impacting health behavior

Medium risk

Narrative has some:
- application to population
- modest amplification/ message adaption
- evidence of provoking strong or emotional reactions
- anecdotal evidence of negatively impacting health behavior

High risk

Narrative has widespread:
- relevance to population
- amplification/ message adaption
- strong or emotional reactions
- evidence of negatively impacting health behavior

Positive sentiment

Rare, but:
- pro-healthy behaviors are encouraged
- trust in health systems or government is reinforced
- adherence to health guidance is encouraged

Step 3: Conduct integrated analysis across data sources

10 min

Identifying major themes across data sources and intelligence and prioritizing by risk		
Major Themes	Theme emerged in what data sources?	Overall, what level of risk should this theme be assigned?

Step 3: Key takeaways

- **Developing themes in integrated analysis is a team sport.** You will need multiple types of professional fields involved to successfully analyze diverse data sources.

- **You want to create a reproducible analysis process**. This means developing robust SOPs and training new analysts and team members for consistency and quality assurance.

- **Identify narratives and themes that you can support with evidence.**

6 steps to build an infodemic insights report

- ➤ **Step 1:** Choose the question that infodemic management insights could help answer

- ➤ **Step 2:** Identify and select data sources and develop analytic plan for each data source

- ➤ **Step 3:** Conduct integrated analysis across data sources

- ➤ **Step 4:** Develop strategies and recommendations

- ➤ **Step 5:** Develop an infodemic insights report

- ➤ **Step 6:** Disseminate the infodemic insights report and track actions taken

bit.ly/infodemic-insights-manual

Step 4: Develop strategies and recommendations

Address health service supply issues

Conduct more research in area

Reduce harmful actions

Improve community engagement

Improve communication

Emergency response - or - Health program

Address health service access issues

Address health service delivery issues

Improve coordination and governance

Clarify health guidance or policies

The Republic of SAMOROG
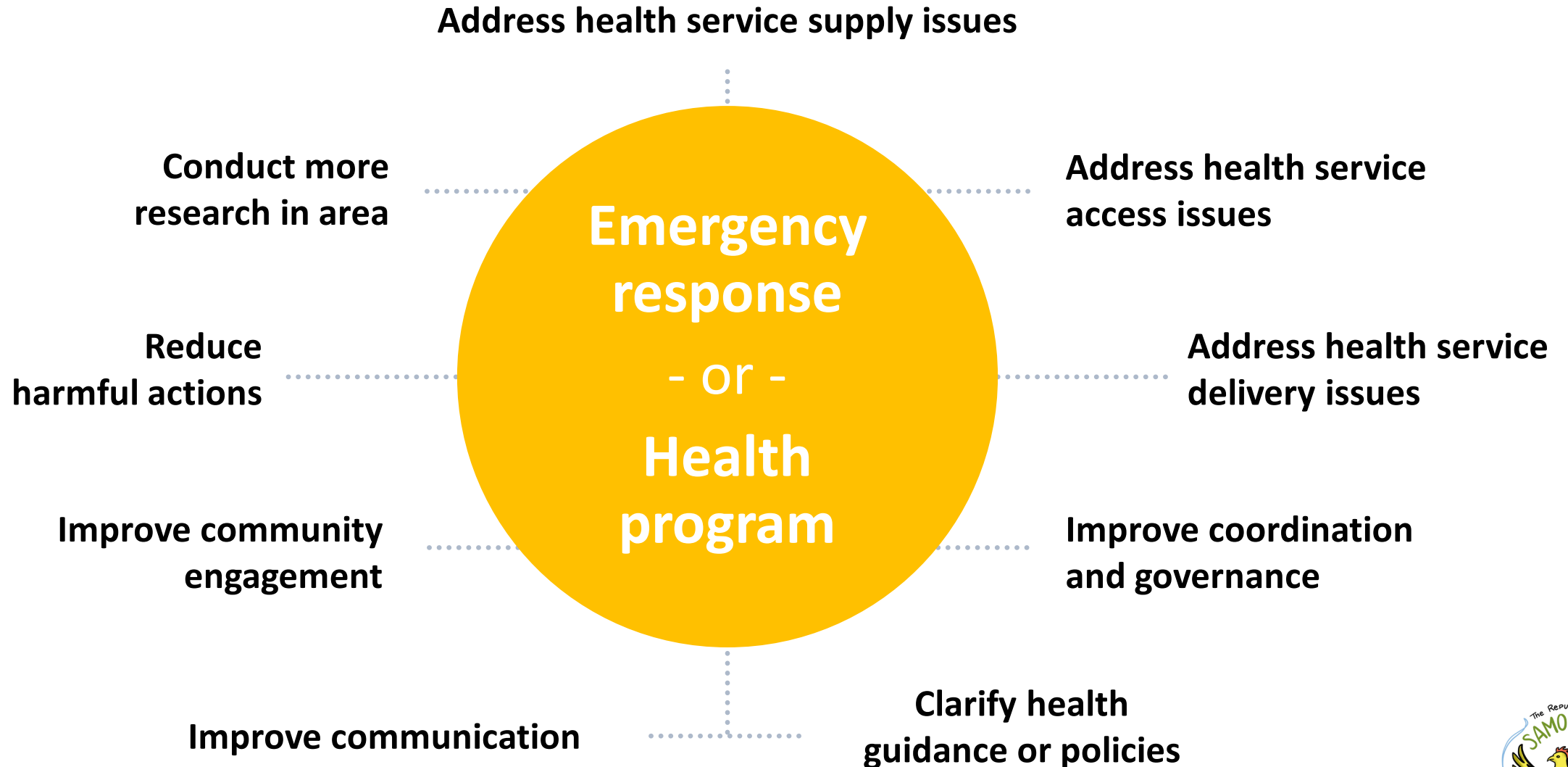
Step 4: Ensure strategies are effective

- **Short and medium-term actions**

- **Feasible**

- **Evidence-informed**

Impact-effort matrix

IMPACT

Big bets

Quick wins

Money pit

Fill-ins

EFFORT
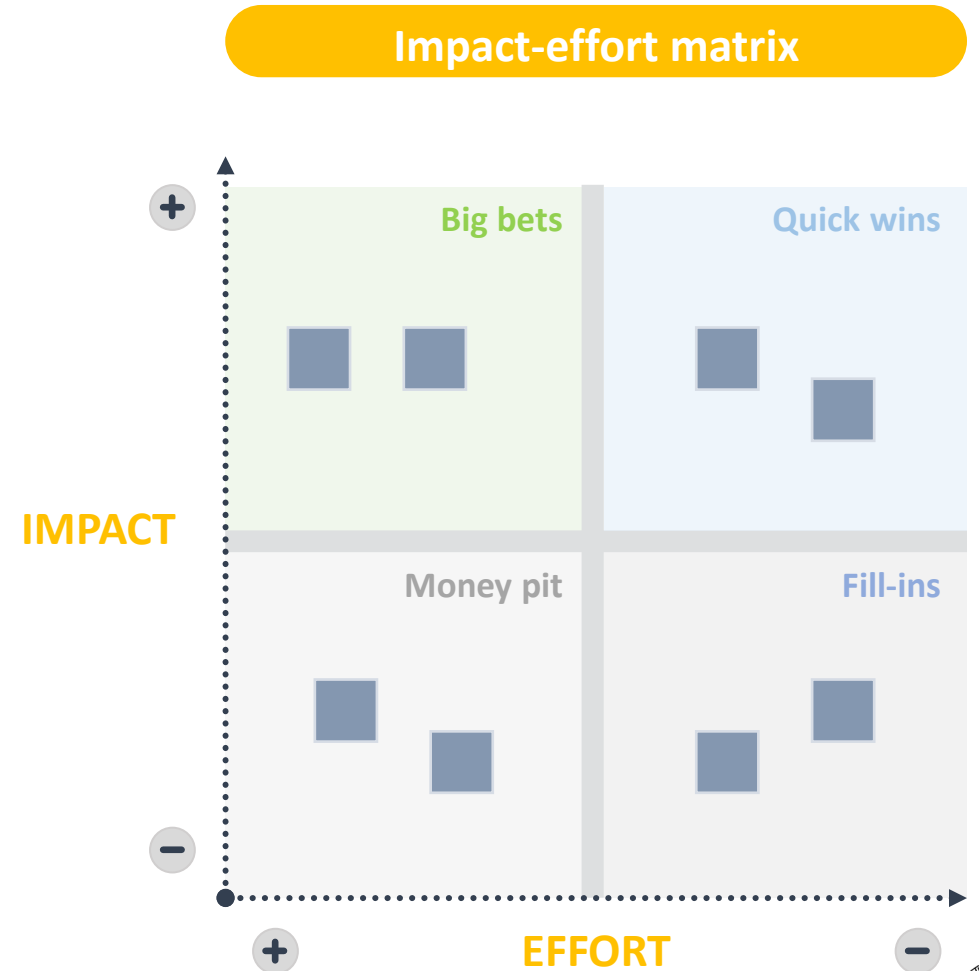
Step 4: Common pitfalls to avoid

Defaulting to communications-related recommendations

Not engaging communities

Not providing evidence and recommendations that would improve health service delivery, including through policy & guidance

Step 4 – Develop your recommendations!

Samorog Simulation

Theme title	Risk assessment level *(low, medium, high, positive)*	Recommendations for action

Fill in this table with your group

You will find it on the WhatsApp group

20 min

Step 4: Key takeaways

- When developing risk assessments, just like when developing epidemiological risk assessments, **consider vulnerable groups first.**

- **The epidemiological risk assessment considers time, place and person.** An infodemic manager considers the following:
  - **Time:** How fast is the narrative spreading
  - **Place:** How many different platforms or channels are involved?
  - **Person:** How many different communities, especially vulnerable communities, are involved?

- When developing recommendations, **involve subject matter experts to ensure appropriateness and feasibility of strategies.**

Outline of the infodemic insights report

- Executive summary (bottom line up front)

- Explanation of purpose of insights report

- Major themes with recommendations for action

- Persistent themes

- Provide updated recommendations

- Methods

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Other components that may appear in an insights report may be

supporting materials   points of contact   links for addressing specific infodemic issues

Steps 5 & 6: Major themes and recommendations for action

Gist of important themes or intelligence

Directionality & risk assessment for theme

Community or stakeholder involved

Platform / data source

Questions, concerns, information voids, narratives and circulating mis- and disinformation

Confusion/gaps between official guidance & reactions

Illustrative, anonymized example

RECOMMENDATIONS FOR ACTION

Steps 5 & 6: Methods section of the report

Analytic method used

Narrative or table of data sources, and relevant links and information
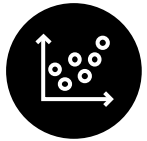
Explanation of risk matrix

Statement of limitations

Date and post permalink

Improve distribution of the insights report by:

- Offering insights in a variety of formats
- Promoting subscriptions to updates
- Presenting insights at regularly occurring meetings where operational and programmatic decisions are made
- Embed insights into existing communications products and channels
- If appropriate, publish insights reports online for the public and other stakeholders to access

Track action taken by identifying and following up with report focal points and identify and record any related recommendations, actions taken, and any measures or associated outcomes.

Step 5 & 6: Key takeaways

- **Be scientific and evidence-based in writing infodemic insights reports.** Be conservative in your language and don't talk past the evidence.

- **Write for your audience.** Focus on what insights are most relevant for them and would help them do their job more effectively. You may need to train staff who are new to this space on how to understand and utilize infodemic insights.

- **Focus on informing short and medium-term actions.** In emergencies, speed matters in infodemic response, and so your reports should be as rapidly developed as possible with practical actions to be useful.

- **Build on what you learned.** Every time a report is published, understanding how people use it and getting their feedback on how to improve it, can help make the next report more useful.

Last question: Could you see an infodemic insights report like this adding value to your work? If so, how might you leverage such reports in the future?

- Give you individual answer on Slido

Sli.do

#samorog

Infodemic insights report examples
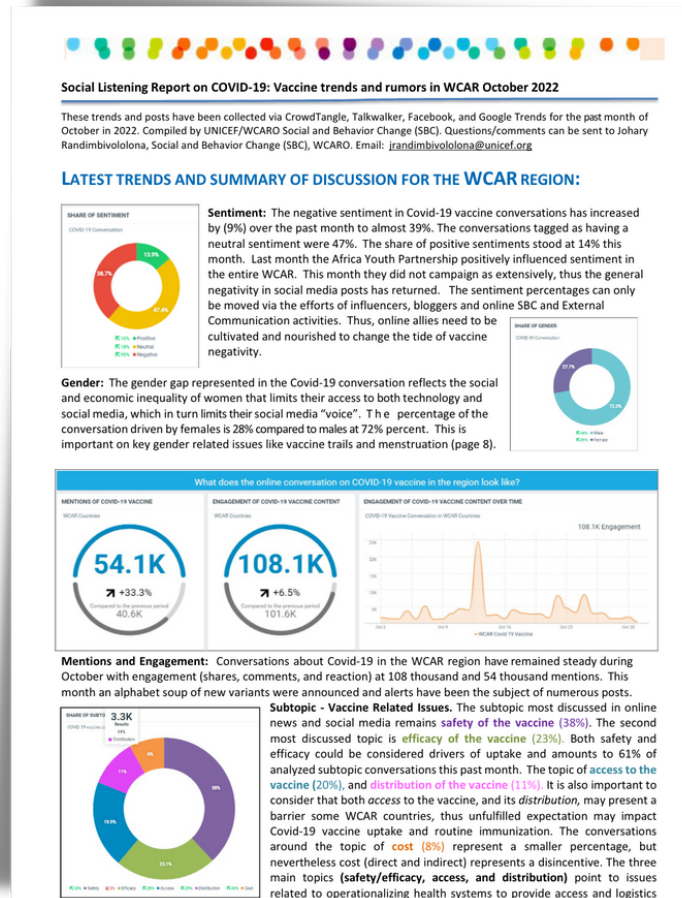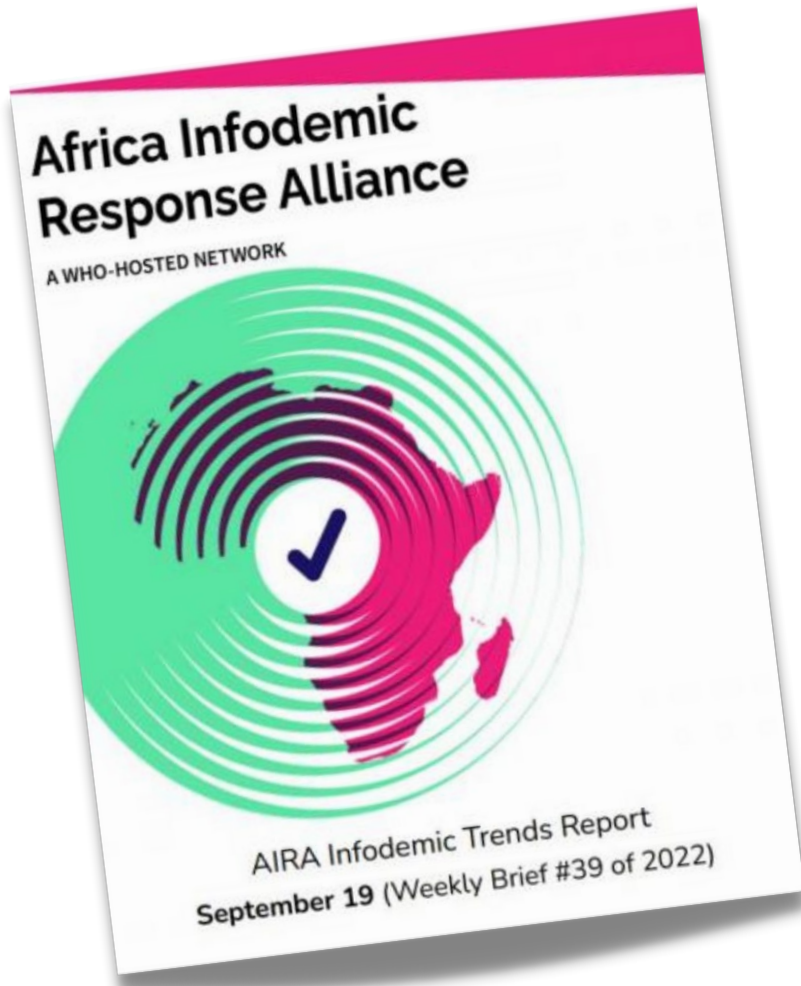
Many Ministries of Health, WHO and UNICEF regional and country offices and CSOs publish regular infodemic insights reports

6 steps to build an infodemic insights report

➢ **Step 1:** <u>Choose the question</u> that infodemic management insights could help answer

➢ **Step 2:** <u>Identify and select data sources</u> and <u>develop analytic plan</u> for each data source

➢ **Step 3:** <u>Conduct integrated analysis</u> across data sources

➢ **Step 4:** <u>Develop strategies</u> and recommendations

➢ **Step 5:** <u>Develop an infodemic insights report</u>

➢ **Step 6:** <u>Disseminate the infodemic insights report</u> and track actions taken

bit.ly/infodemic-insights-manual

OpenWHO course

on the infodemic management channel about

how to develop an infodemic insights report
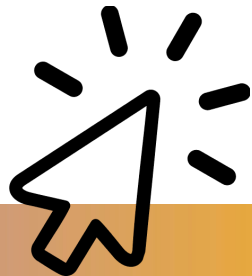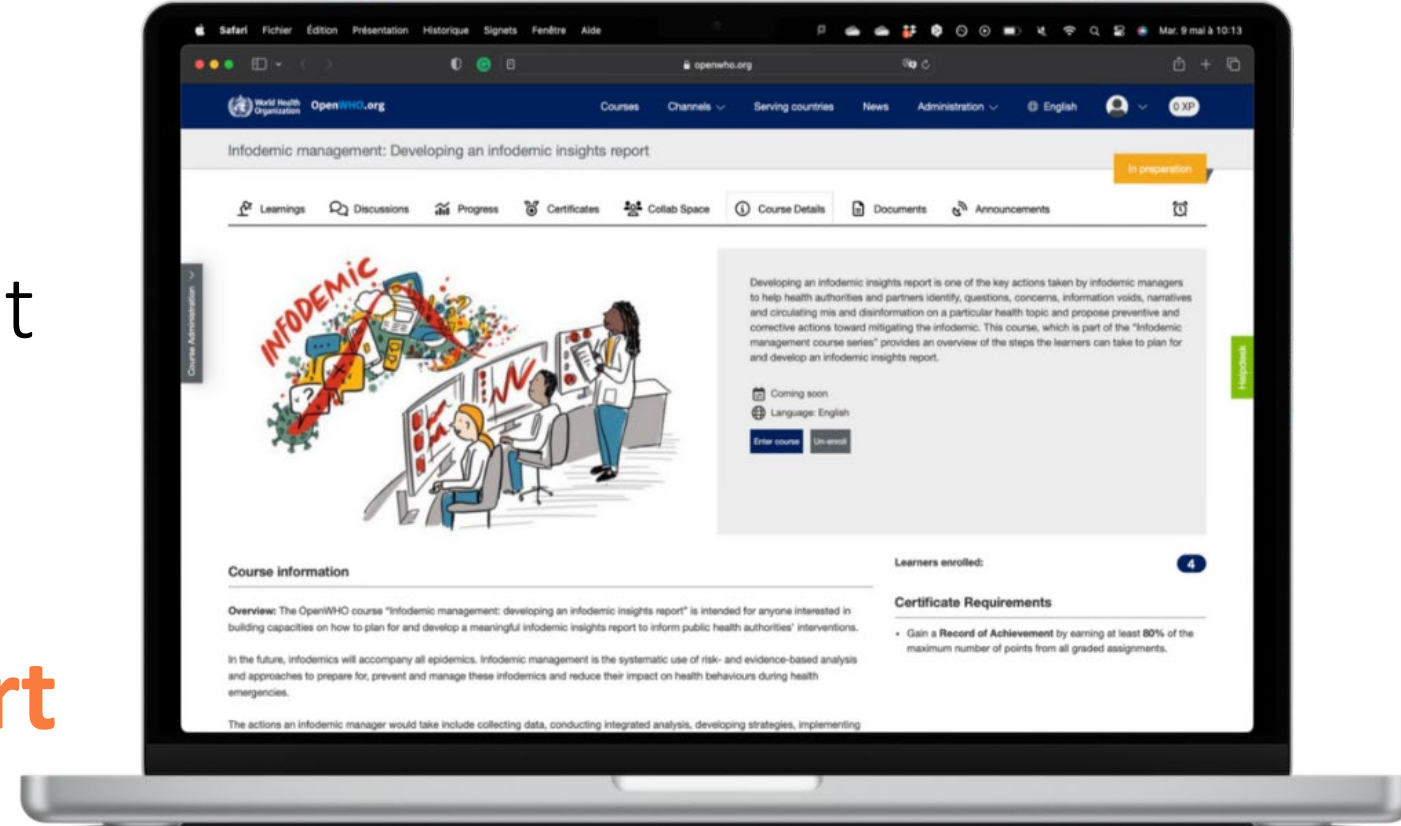
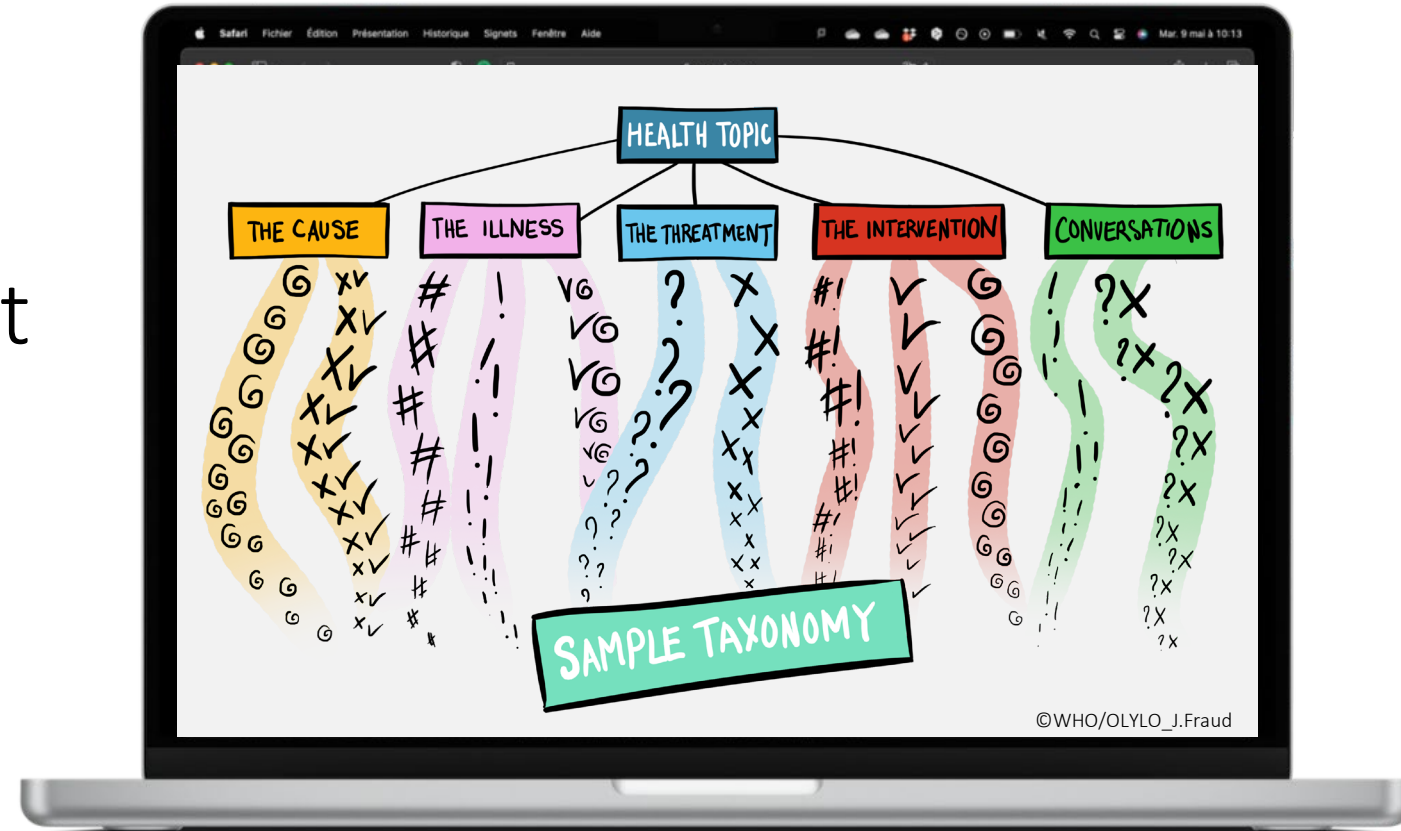

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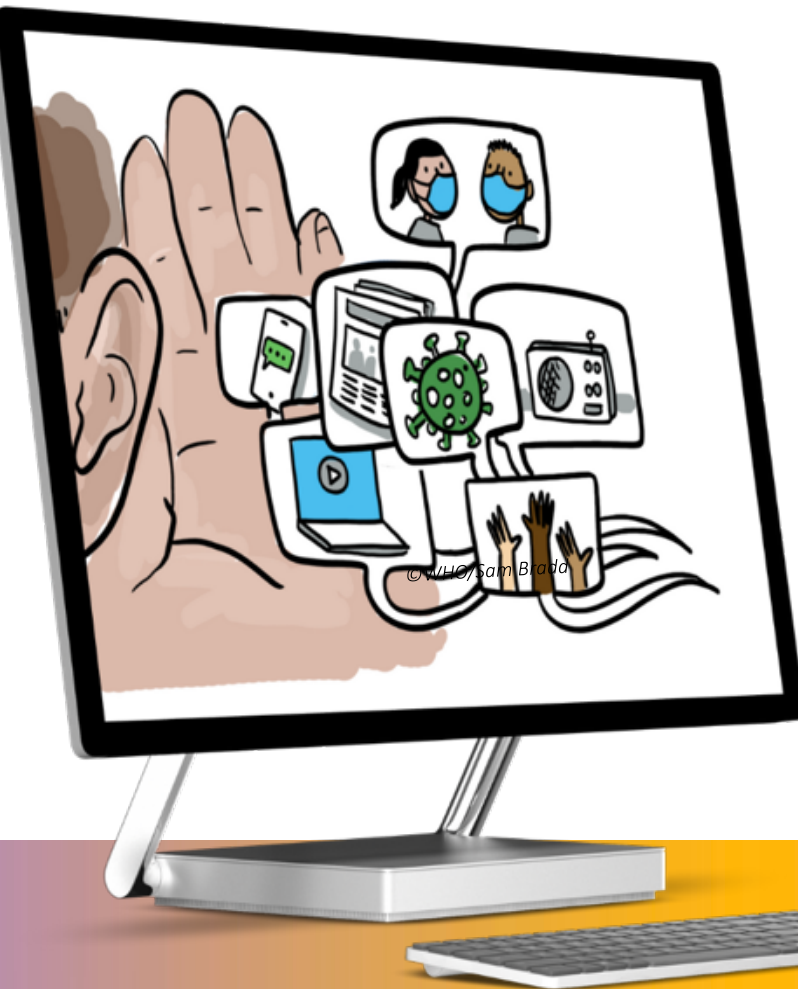
**how to develop
a taxonomy for
social listening**

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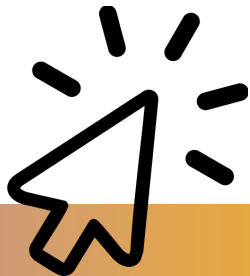
OpenWHO course series on the infodemic management channel

World Health Organization | EPIDEMIC & PANDEMIC **PREPAREDNESS & PREVENTION** | infodemic MANAGEMENT

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- **Infodemic management 101**
- Infodemic management: **developing an infodemic insights report**
- Infodemic management: **addressing health misinformation**
- Infodemic management: **using human-centered design good practices**
- Infodemic management: **designing strategies and using the toolbox**
- Infodemic management: **social marketing and message testing methods**
- Infodemic management: **defining a taxonomy for social listening**
- Infodemic management: **working effectively in the field**

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