

# Disinformation in the context of health information behaviour

ISIC - The Information Behaviour Conference  
September 26th-29th, 2022  
Berlin, Germany



# WELCOME :)



01

**INTRODUCTION &  
STATEMENTS**

02

**DISCUSSION**

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**SUMMARY & CLOSING  
REMARKS**



# WELCOME :)



01

## INTRODUCTION & STATEMENTS

02

## DISCUSSION

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## SUMMARY & CLOSING REMARKS

A

**Defining** disinformation and related terms

B

**Understanding** Health Information Behavior and Disinformation

C

**Outlook** on strategies for the future





01

# INTRODUCTION



# Understanding Disinformation

Dr. Juliane Stiller, Grenzenlos Digital e.V.

Panel “**Disinformation in the Context of Health Information Behaviour**”,

Sept. 27th, 2022 , ISIC Conference Berlin

# Explore mechanisms of dissemination of health information with scientific appeal



Leibniz  
Information  
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Economics •

App Development

Grenzenlos  
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Surveys and journals

School of  
Library and  
Information  
Science, •  
Humboldt-  
Universität zu  
Berlin

Interviews

# Project purpose and objectives



Qualitative study of disinformation behavior based on **grounded theory** and **critical incident technique**



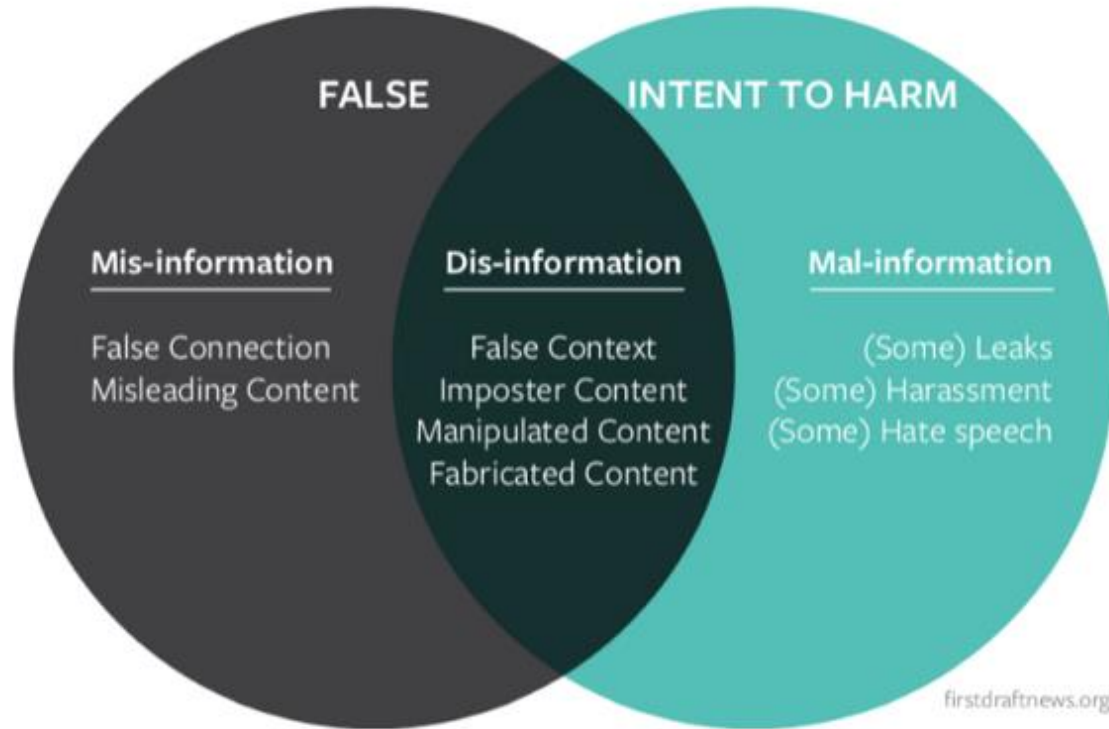
Transfer the findings into a **model of disinformation behavior**.

A photograph of a city street during a protest. In the foreground, a white sign with blue handwritten text is held up. The background shows a busy street with buildings, including one with a 'STIFTSGARAGE' sign, and other protesters. A person in a blue jacket with a white sign is visible on the right.

I CAN'T BELIEVE  
WE'RE MARCHING  
FOR FACTS

**Why is disinformation in  
health contexts dangerous?**

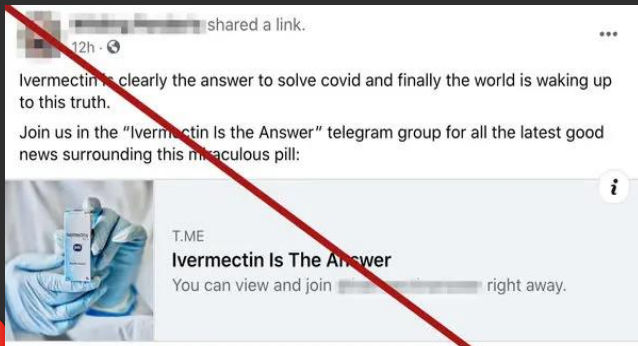




# Health disinformation examples



Bae, S. et al. (2020). Effectiveness of Surgical and Cotton Masks in Blocking SARS-CoV-2: A Controlled Comparison in 4 Patients, *Annals of Internal Medicine*, 173(1). <https://doi.org/10.7326/L20-0745> [Retracted 2020]



Hsu, T. September, 2021. Tracking Viral Misinformation. New York Times. <https://www.nytimes.com/live/2020/2020-election-misinformation-distortions>

Forwarded

Great news! Carona virus vaccine ready. Able to cure patient within 3 hours after injection. Hats off to US Scientists.

Right now Trump announced that Roche Medical Company will launch the vaccine next Sunday, and millions of doses are ready from it !!!

2:14 pm



WhatsApp message retrieved from: <https://thelocalindian.com/fact-check/covid-19-testing-kit-vaccine-20296> (4/14/2022).



Advertisements retrieved from: <https://milled.com/exercises-to-completely-cure-snoring-blue-heron-health-news/acid-reflux-the-coughing-connection-hDVT-wRJshDz0ARr> (4/14/2022).

# 76%

of people in Germany have  
low digital health literacy



# Disinformation in health contexts



leads to

- poor health choices
- inhibits efforts to relieve health crisis
- impacts health information literacy

e.g. Baines and Elliot, 2020; De Gani et al, 2022

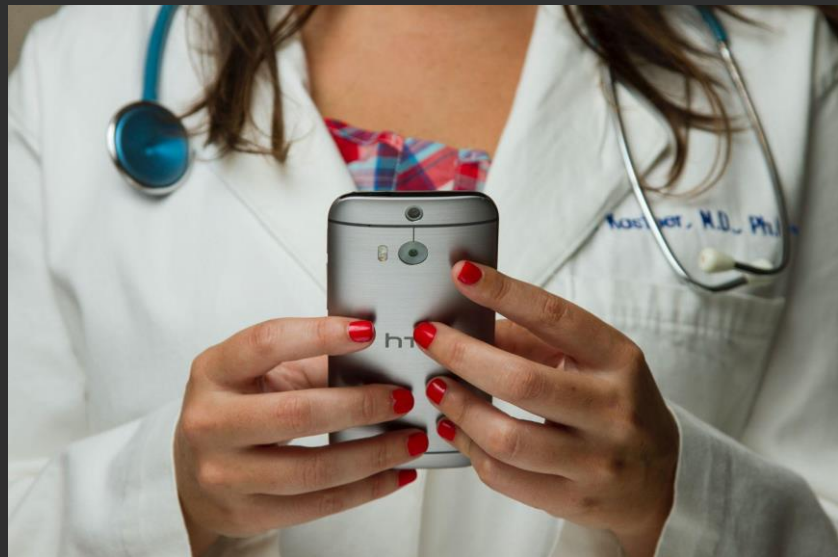


Photo by [National Cancer Institute](#) on [Unsplash](#)

# Consequences of disinformation



## Study in UK and US:

People that got into contact with false information about vaccination demonstrate a decline in intent to get vaccinated.

The decline of intent to get vaccinated is especially strong for false information with scientific appeal (use of links and scientific images).





### Information

type,  
appeal,  
scientificness,  
trust



### People

experiences,  
health literacy,  
digital literacy



### Situation

distribution,  
social  
networks,  
factors for  
(not) sharing  
information



# Literature

- Baines, D. & Elliott, R. (2020). *Defining misinformation, disinformation and malinformation: An urgent need for clarity during the COVID-19 infodemic*. Department of Economics, University of Birmingham. Retrieved from (<https://ideas.repec.org/p/bir/birmec/20-06.html>).
- De Gani, S. M., Berger, F. M. P., Guggiari, E., & Jaks, R. (2022). Relation of corona-specific health literacy to use of and trust in information sources during the COVID-19 pandemic. *BMC Public Health*, 22(1), 42. <https://doi.org/10.1186/s12889-021-12271-w>
- Loomba, S., de Figueiredo, A., Piatek, S. J., de Graaf, K., & Larson, H. J. (2021). Measuring the impact of COVID-19 vaccine misinformation on vaccination intent in the UK and USA. *Nature Human Behaviour*, 5(3), 337–348. <https://doi.org/10.1038/s41562-021-01056-1>
- Schaeffer, D., Berens, E.-M., Gille, S., Griesse, L., Klinger, J., de Sombre, S., Vogt, D., & Hurrelmann, K. (2021). *Gesundheitskompetenz der Bevölkerung in Deutschland vor und während der Corona Pandemie: Ergebnisse des HLS-GER 2* [Report]. <https://pub.uni-bielefeld.de/record/2950305>



02

# DISCUSSION





03

# CONCLUSION

# THANK YOU

## FOR PARTICIPATING IN THIS DISCUSSION

### “Disinformation in the context of health information behavior”

was organised by:



Leibniz-Informationszentrum  
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for Economics



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