



THE IMPACT OF INFODEMIC

Can we still reverse the
catastrophe?

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FALSE NEWS



travel
6x faster

are **70% more likely** to be
retweeted

than regular news.

(MIT, 2018)



IMPACT ON THE PUBLIC

48% in CEE believe that democracy does not exist, because in reality, hidden elites rule the world.



IMPACT ON THE PUBLIC

42% of Austrians believe that Austrian society is undergoing a slow and secret Islamisation.





IMPACT ON THE PUBLIC DURING THE PANDEMIC

38% in CEE believe that the official numbers of COVID-19 cases is lower than public authorities / institutions tell them.



IMPACT ON THE PUBLIC DURING THE PANDEMIC

34% in CEE believe that
COVID-19 is fake to
manipulate populations.

IMPACT ON THE PUBLIC DURING THE PANDEMIC

On average,

38% would be willing to get vaccinated.

From those who trust public authorities,

54% would be willing to get vaccinated.

WHAT SHOULD THE PUBLIC AUTHORITIES DO?

- Build trust through strategic communication
 - Cooperation
 - Clear plan & no exceptions
- Regulate social media
- Support quality journalism
- **Positive examples: Taiwan, New Zealand**



THANK YOU!

For more information, read the **GLOBSEC Trends 2020** report to be published on 10th of December

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