

CRITICA: WHO WE ARE

Critica is a non-profit organization, tackling the spread of misinformation with a more holistic approach than simply fact-checking, using a method known as infodemiology... but first:

WHY TACKLE MISINFORMATION?

The spread of misinformation is a problem as it can lead people to make decisions that are not in their best interest or in the best interest of their community. This can apply to health decisions like getting vaccinations or accepting treatments for illnesses.

WHAT'S WRONG WITH JUST FACT-CHECKING?

It is a common assumption that incorrect beliefs are due to a lack of accurate information, but extensive research has highlighted that simply presenting accurate information is not enough to alter people's viewpoints.

So why is this?

People have all sorts of feelings, biases, and social influences that can significantly affect the way they receive information and form their beliefs.

Therefore, we must consider the psychological and social factors at play, and adapt the way that information is communicated accordingly, so that people are more open to receiving it.

THE EFFECTS OF THE INTERNET & SOCIAL MEDIA

Traditionally, public health messages flowed in one direction, from scientists and public health officials to the public.

But, with the rise of the internet and social media, health and science information flows in multiple directions.

This new information ecosystem makes information more available and accessible than ever before, but also means that with just the click of a button, misinformation can spread with unprecedented speed and scale.

OUR APPROACH: INFODEMOLOGY

Critica infodemiology is the process of finding and counteracting misinformation with a more holistic approach than just fact-sharing.

Critica infodemiology considers the powerful psychological and social factors that cause people to believe misinformation in the first place... and also addresses the problems caused by the new information ecosystem.

HOW WE USE INFODEMOLOGY FOR POSITIVE CHANGE

Critica is currently using 3 approaches:

Educating the public – Based on extensive psychological and social research, we educate various communities and cultures on health and science topics in ways that they are more receptive to considering.

Creating advocates of infodemiology – Critica trains organizations in our Infodemiology process, with the aim of having a diverse range of people that are sufficiently equipped to tackle misinformation.

Influencing Policy – We work with policymakers and science educators to help them understand the scientific consensus on issues so that they can make more informed decisions... and to find solutions to the problems caused by the new information ecosystem.

For more information, to work with us, or just to join the conversation, visit us at www.criticascience.org and get in touch at info@criticascience.org

Critica...Because Science Doesn't Speak For Itself