

The Path Ahead: *Rock On!*



Timothy Caulfield

Conference Keynote Speaker

Infodemic! Is Misinformation Killing Us? Fighting Misinformation in The Age of COVID-19

Thursday, October 7th, 2021

9:45am- 10:45am Atlantic

Cow urine and bleach have been recommended as COVID-19 cures — all nonsense. The pandemic has been cast as a bioweapon attack, a by-product of 5G wireless technology, and a political hoax. And countless wellness gurus have pushed unproven potions, pills, and practices as ways to “boost” the immune system. Misinformation is everywhere.

The coronavirus is not just a pandemic, it is an infodemic. It has caused physical harm and financial loss, added confusion and distraction to an already chaotic environment and made it even more difficult to implement needed health policy initiatives.

How does this misinformation spread? Why do people believe it? What can we do as individuals, benefit providers, employers, and a community to fight back? Who can we trust? In this provocative presentation, Professor Timothy Caulfield will explore these questions and more.