00:00:00.000 --> 00:00:01.310 My name is Mark Mercurio.

00:00:01.310 --> 00:00:02.620 I'm the director of the

00:00:02.681 --> 00:00:04.289 program for Biomedical Ethics.

00:00:04.290 --> 00:00:05.690 And on behalf of myself,

00:00:05.690 --> 00:00:06.761 our associate directors,

00:00:06.761 --> 00:00:08.546 Jack Hughes and Sarah Hall,

00:00:08.550 --> 00:00:09.690 and our manager,

00:00:09.690 --> 00:00:10.874 Karen Cole, welcome.

00:00:10.874 --> 00:00:13.250 This is, as I mentioned a few minutes ago,

00:00:13.250 --> 00:00:15.490 our first hybrid session for the year.

00:00:15.490 --> 00:00:17.016 And I am very grateful to those

00:00:17.016 --> 00:00:18.791 of you who came here in person so

00:00:18.791 --> 00:00:20.482 we can have a live studio audience

00:00:20.482 --> 00:00:22.198 for Drew and also grateful for

NOTE Confidence: 0.841104640714286

00:00:22.198 --> 00:00:23.826 those of you who run the zoom call.

NOTE Confidence: 0.841104640714286

00:00:23.830 --> 00:00:27.375 So thank you very much for those of

NOTE Confidence: 0.841104640714286

00:00:27.375 --> 00:00:29.031 you who are new to our format here and

NOTE Confidence: 0.841104640714286

00:00:29.031 --> 00:00:30.567 new to our seminars we do this about.

NOTE Confidence: 0.841104640714286

00:00:30.570 --> 00:00:32.712 Twice a month and there is a schedule you

NOTE Confidence: 0.841104640714286

00:00:32.712 --> 00:00:35.518 can access at biomedical ethics at Yale,

NOTE Confidence: 0.841104640714286

00:00:35.520 --> 00:00:36.546 on the Internet,

NOTE Confidence: 0.841104640714286

00:00:36.546 --> 00:00:38.598 and we have a mailing list.

NOTE Confidence: 0.841104640714286

00:00:38.600 --> 00:00:40.840 You can certainly reach out to me or

NOTE Confidence: 0.841104640714286

00:00:40.840 --> 00:00:44.036 to Karen to to get on the mailing list.

NOTE Confidence: 0.841104640714286

00:00:44.040 --> 00:00:44.490 We

NOTE Confidence: 0.934548256666667

00:00:44.500 --> 00:00:46.846 are very happy for your participation,

NOTE Confidence: 0.86889358

00:00:47.140 --> 00:00:49.300 and I'm particularly happy about tonight.

NOTE Confidence: 0.86889358

00:00:49.300 --> 00:00:51.700 And I know Jack is too.

NOTE Confidence: 0.86889358

00:00:51.700 --> 00:00:52.860 A few years ago now,

00:00:52.860 --> 00:00:54.336 more than a few years ago,

00:00:54.340 --> 00:00:57.406 Jack and I together led a

00:00:57.406 --> 00:00:59.360 trip called fast Speed Trip.

00:00:59.360 --> 00:01:00.590 This is the fellowships at all.

00:01:00.590 --> 00:01:02.870 This is for the study of professional ethics,

00:01:02.870 --> 00:01:04.566 which is a bit of a longer story,

00:01:04.570 --> 00:01:06.052 but it's a marvelous opportunity for

00:01:06.052 --> 00:01:07.575 a select group of medical students

00:01:07.575 --> 00:01:09.511 from all over the country to spend 2

00:01:09.565 --> 00:01:10.773 weeks overseas studying professional

00:01:10.773 --> 00:01:13.502 ethics as well as the history of the

00:01:13.502 --> 00:01:15.326 physicians complicity and participation

00:01:15.326 --> 00:01:18.109 in the atrocities of the Nazi era.

00:01:18.110 --> 00:01:19.784 And this is a a marvelous program that Jack

00:01:19.784 --> 00:01:21.447 and I have been involved with for years.

00:01:21.450 --> 00:01:23.042 And in fact one of the academic leaders

NOTE Confidence: 0.86889358

00:01:23.042 --> 00:01:24.498 of this is our own Nancy Angoff,

NOTE Confidence: 0.86889358

00:01:24.500 --> 00:01:26.140 who's also here tonight.

NOTE Confidence: 0.86889358

00:01:26.140 --> 00:01:27.875 And some years ago,

NOTE Confidence: 0.86889358

00:01:27.875 --> 00:01:29.732 we were very fortunate to make

NOTE Confidence: 0.86889358

00:01:29.732 --> 00:01:31.436 the trip with a truly outstanding

NOTE Confidence: 0.86889358

00:01:31.436 --> 00:01:32.978 medical student named Drew Kular.

NOTE Confidence: 0.86889358

00:01:32.980 --> 00:01:35.150 And and just watch how things go.

NOTE Confidence: 0.86889358

00:01:35.150 --> 00:01:36.977 When Drew was a medical student here at Yale,

NOTE Confidence: 0.86889358

00:01:36.980 --> 00:01:38.516 he had gone to college here at Yale.

NOTE Confidence: 0.86889358

00:01:38.520 --> 00:01:39.689 So a lot of you are wondering

NOTE Confidence: 0.86889358

00:01:39.689 --> 00:01:40.806 that anybody who went to college

NOTE Confidence: 0.86889358

00:01:40.806 --> 00:01:41.964 at Yale ever amount to anything.

NOTE Confidence: 0.86889358

00:01:41.970 --> 00:01:43.690 And the answer is, yeah, Drew did.

NOTE Confidence: 0.794973980666667

00:01:45.870 --> 00:01:47.758 So we had a a marvelous experience with

NOTE Confidence: 0.794973980666667

00:01:47.758 --> 00:01:49.606 Drew and we weren't at all surprised

NOTE Confidence: 0.794973980666667

00:01:49.610 --> 00:01:51.670 that he went on to do great things.

NOTE Confidence: 0.794973980666667

00:01:51.670 --> 00:01:53.539 He did his residency up at the

NOTE Confidence: 0.794973980666667

00:01:53.539 --> 00:01:55.514 Mass general and he's been on the

NOTE Confidence: 0.794973980666667

00:01:55.514 --> 00:01:57.860 faculty at Cornell for some time now.

NOTE Confidence: 0.794973980666667

00:01:57.860 --> 00:01:59.770 And it was not long ago I was just

NOTE Confidence: 0.794973980666667

00:01:59.770 --> 00:02:01.111 telling Drew that I just happened to

NOTE Confidence: 0.794973980666667

00:02:01.111 --> 00:02:02.312 stumble across something he had written

NOTE Confidence: 0.794973980666667

00:02:02.312 --> 00:02:03.806 in the New York Times a few years ago.

NOTE Confidence: 0.794973980666667

00:02:03.810 --> 00:02:04.908 And what a great pleasure that

NOTE Confidence: 0.794973980666667

00:02:04.908 --> 00:02:05.640 was just to happen,

NOTE Confidence: 0.794973980666667

00:02:05.640 --> 00:02:08.288 to see one of your former students names

NOTE Confidence: 0.794973980666667

00:02:08.290 --> 00:02:10.258 on the byline at the New York Times.

NOTE Confidence: 0.794973980666667

00:02:10.260 --> 00:02:11.876 And Drew has done quite a bit of

NOTE Confidence: 0.794973980666667

00:02:11.876 --> 00:02:13.029 writing since and policy work,

NOTE Confidence: 0.794973980666667

00:02:13.030 --> 00:02:14.906 so to for a more formal introduction

NOTE Confidence: 0.794973980666667

00:02:14.906 --> 00:02:16.300 of one of the most.

NOTE Confidence: 0.794973980666667

00:02:16.300 --> 00:02:17.910 Impressive medical students I've had

NOTE Confidence: 0.794973980666667

00:02:17.910 --> 00:02:20.196 the pleasure to teach drive collar is

NOTE Confidence: 0.794973980666667

00:02:20.196 --> 00:02:21.756 a physician and assistant professor

NOTE Confidence: 0.794973980666667

00:02:21.756 --> 00:02:23.420 of health policy and economics

NOTE Confidence: 0.794973980666667

00:02:23.420 --> 00:02:25.110 at Weill Cornell Medical College.

NOTE Confidence: 0.794973980666667

00:02:25.110 --> 00:02:26.686 He's also a writer at The New Yorker,

NOTE Confidence: 0.794973980666667

00:02:26.690 --> 00:02:27.900 where he writes about medicine,

NOTE Confidence: 0.794973980666667

00:02:27.900 --> 00:02:28.947 healthcare, and politics.

NOTE Confidence: 0.794973980666667

00:02:28.947 --> 00:02:31.390 He currently serves as the Director of

NOTE Confidence: 0.794973980666667

00:02:31.450 --> 00:02:33.605 Policy dissemination at the Physician

NOTE Confidence: 0.794973980666667

00:02:33.605 --> 00:02:35.329 Foundation Center for Physicians

NOTE Confidence: 0.794973980666667

00:02:35.329 --> 00:02:37.106 Practice and Leadership and was

NOTE Confidence: 0.794973980666667

00:02:37.106 --> 00:02:39.038 recently a senior Research fellow at

NOTE Confidence: 0.794973980666667

00:02:39.040 --> 00:02:41.084 the New York City Health and Hospitals.

NOTE Confidence: 0.794973980666667

00:02:41.090 --> 00:02:43.568 His research focuses on value based care,

NOTE Confidence: 0.794973980666667

00:02:43.570 --> 00:02:46.320 health disparities, and medical innovation.

NOTE Confidence: 0.794973980666667

00:02:46.320 --> 00:02:48.273 And has been published in JAMA and

NOTE Confidence: 0.794973980666667

00:02:48.273 --> 00:02:50.288 the New England Journal of Medicine.

NOTE Confidence: 0.794973980666667

00:02:50.290 --> 00:02:50.558 Drive,

NOTE Confidence: 0.794973980666667

00:02:50.558 --> 00:02:51.362 as I mentioned,

NOTE Confidence: 0.794973980666667

00:02:51.362 --> 00:02:52.970 went to college and medical school

NOTE Confidence: 0.794973980666667

00:02:53.018 --> 00:02:53.630 here at Yale,

NOTE Confidence: 0.794973980666667

00:02:53.630 --> 00:02:55.760 did medical training at Massachusetts General

NOTE Confidence: 0.794973980666667

00:02:55.760 --> 00:02:58.009 Hospital and at Harvard Medical School.

NOTE Confidence: 0.794973980666667

00:02:58.010 --> 00:03:00.173 He also received a master's in public

NOTE Confidence: 0.794973980666667

00:03:00.173 --> 00:03:02.510 policy from the Harvard Kennedy School,

NOTE Confidence: 0.794973980666667

00:03:02.510 --> 00:03:04.414 where he was a fellow at the

NOTE Confidence: 0.794973980666667

00:03:04.414 --> 00:03:05.950 Center for Public Leadership.

NOTE Confidence: 0.794973980666667

00:03:05.950 --> 00:03:08.806 He's been recognized by LinkedIn as among the

NOTE Confidence: 0.794973980666667

00:03:08.806 --> 00:03:11.877 top ten healthcare professionals under 35,

NOTE Confidence: 0.794973980666667

00:03:11.880 --> 00:03:13.854 by the National Minority Quality Forum

NOTE Confidence: 0.794973980666667

00:03:13.854 --> 00:03:16.510 as a 40 under 40 leader in health,

NOTE Confidence: 0.794973980666667

00:03:16.510 --> 00:03:18.472 and by FAST for the organization

NOTE Confidence: 0.794973980666667

00:03:18.472 --> 00:03:20.785 I just mentioned with the 2019.

NOTE Confidence: 0.794973980666667

00:03:20.785 --> 00:03:22.326 Distinguished fellow award

NOTE Confidence: 0.794973980666667

00:03:22.326 --> 00:03:23.450 for ethical leadership.

NOTE Confidence: 0.794973980666667

00:03:23.450 --> 00:03:25.640 It is with great pleasure that

NOTE Confidence: 0.794973980666667

00:03:25.640 --> 00:03:27.498 I introduce you to Drew Kular,

NOTE Confidence: 0.794973980666667

00:03:27.500 --> 00:03:29.764 who's gonna speak to us for a bit

NOTE Confidence: 0.794973980666667

00:03:29.764 --> 00:03:31.862 about the misinformation in the

NOTE Confidence: 0.794973980666667

00:03:31.862 --> 00:03:33.560 medical setting and then we'll have

NOTE Confidence: 0.794973980666667

00:03:33.560 --> 00:03:34.718 a conversation the way this typically

NOTE Confidence: 0.794973980666667

00:03:34.718 --> 00:03:36.128 works and the way it's going to

NOTE Confidence: 0.794973980666667

00:03:36.128 --> 00:03:37.118 work tonight now because again,

NOTE Confidence: 0.794973980666667

00:03:37.120 --> 00:03:39.058 this is our first hybrid session.

NOTE Confidence: 0.794973980666667

00:03:39.060 --> 00:03:41.892 Is Drew will speak for about 45 minutes

NOTE Confidence: 0.794973980666667

00:03:41.892 --> 00:03:44.752 plus or minus and after that we will

NOTE Confidence: 0.794973980666667

00:03:44.752 --> 00:03:47.170 sit here and I'll moderate Q&amp;A session.

NOTE Confidence: 0.794973980666667

00:03:47.170 --> 00:03:49.032 If you have a question or a comment,

NOTE Confidence: 0.794973980666667

00:03:49.032 --> 00:03:50.280 please raise your hand.

NOTE Confidence: 0.794973980666667

00:03:50.280 --> 00:03:51.455 Karen will be walking around

NOTE Confidence: 0.794973980666667

00:03:51.455 --> 00:03:52.160 with a microphone.

NOTE Confidence: 0.794973980666667

00:03:52.160 --> 00:03:53.500 Please wait for the microphone,

NOTE Confidence: 0.794973980666667

00:03:53.500 --> 00:03:54.380 obviously at a courtesy to

NOTE Confidence: 0.794973980666667

00:03:54.380 --> 00:03:55.600 everybody else so they can hear you.

NOTE Confidence: 0.794973980666667

00:03:55.600 --> 00:03:57.058 But also now for the folks

NOTE Confidence: 0.794973980666667

00:03:57.058 --> 00:03:58.380 who are here on zoom,

NOTE Confidence: 0.794973980666667

00:03:58.380 --> 00:04:00.570 so they can hear you and we

NOTE Confidence: 0.794973980666667

00:04:00.570 --> 00:04:01.720 can have a conversation,

NOTE Confidence: 0.794973980666667

00:04:01.720 --> 00:04:04.600 you can ask him anything you want now.

NOTE Confidence: 0.794973980666667

00:04:04.600 --> 00:04:06.427 And I'll also be looking at the

NOTE Confidence: 0.794973980666667

00:04:06.427 --> 00:04:08.139 zoom callers for questions there.

NOTE Confidence: 0.794973980666667

00:04:08.140 --> 00:04:09.295 So for the folks on zoom out.

NOTE Confidence: 0.794973980666667

00:04:09.300 --> 00:04:11.106 Ask you to please send your questions

NOTE Confidence: 0.794973980666667

00:04:11.106 --> 00:04:12.965 through the Q&amp;A portion and I'll be

NOTE Confidence: 0.794973980666667

00:04:12.965 --> 00:04:14.513 going through those while Drew is

NOTE Confidence: 0.817806419333333

00:04:14.565 --> 00:04:16.025 speaking during the second portion

NOTE Confidence: 0.817806419333333

00:04:16.025 --> 00:04:17.988 to pick out questions for him.

NOTE Confidence: 0.817806419333333

00:04:17.988 --> 00:04:20.976 So introduce you now Dr Kullar.

NOTE Confidence: 0.9187816

00:04:47.550 --> 00:04:49.430 Thanks so much Mark.

NOTE Confidence: 0.9187816

00:04:49.430 --> 00:04:51.950 It's it's so good to be back at Yale.

NOTE Confidence: 0.9187816

00:04:51.950 --> 00:04:54.065 I can't tell you how much it means

NOTE Confidence: 0.9187816

00:04:54.065 --> 00:04:56.425 to to see old professors and to just

NOTE Confidence: 0.9187816

00:04:56.425 --> 00:04:58.785 get off the the Metro-North at Union

NOTE Confidence: 0.9187816

00:04:58.785 --> 00:05:01.225 Station and and you know coming back

NOTE Confidence: 0.9187816

00:05:01.225 --> 00:05:03.790 here always makes you feel kind of very

NOTE Confidence: 0.9187816

00:05:03.790 --> 00:05:05.750 viscerally what a special place Yale is.

NOTE Confidence: 0.9187816

00:05:05.750 --> 00:05:07.479 And and I think while you're here

NOTE Confidence: 0.9187816

00:05:07.479 --> 00:05:09.148 sometimes you can you can lose sight

NOTE Confidence: 0.9187816

00:05:09.148 --> 00:05:10.680 of that and when you leave you

NOTE Confidence: 0.9187816

00:05:10.680 --> 00:05:12.075 can you know you don't appreciate

NOTE Confidence: 0.9187816

00:05:12.075 --> 00:05:14.071 that as much but then coming back

NOTE Confidence: 0.9187816

00:05:14.071 --> 00:05:15.550 really really drives it home.

NOTE Confidence: 0.9187816

00:05:15.550 --> 00:05:17.550 So thank you for the opportunity to

NOTE Confidence: 0.9187816

00:05:17.550 --> 00:05:19.438 come come back and speak with you all.

NOTE Confidence: 0.9187816

00:05:19.440 --> 00:05:22.044 So I wanted to talk about misinformation

NOTE Confidence: 0.9187816

00:05:22.044 --> 00:05:23.789 and particularly misinformation in the

NOTE Confidence: 0.9187816

00:05:23.789 --> 00:05:25.493 medical setting and in public health.

NOTE Confidence: 0.9187816

00:05:25.500 --> 00:05:26.945 And it's something that obviously

NOTE Confidence: 0.9187816

00:05:26.945 --> 00:05:29.338 is on the minds of a lot of people,

NOTE Confidence: 0.9187816

00:05:29.340 --> 00:05:30.884 particularly during the COVID-19

NOTE Confidence: 0.9187816

00:05:30.884 --> 00:05:33.620 pandemic with the rise of social media.

NOTE Confidence: 0.9187816

00:05:33.620 --> 00:05:35.538 But the more I thought about it,

NOTE Confidence: 0.9187816

00:05:35.540 --> 00:05:37.956 the more it seemed that you can't really

NOTE Confidence: 0.9187816

00:05:37.956 --> 00:05:39.788 understand the story of misinformation

NOTE Confidence: 0.9187816

00:05:39.788 --> 00:05:41.738 without understanding the story of

NOTE Confidence: 0.9187816

00:05:41.738 --> 00:05:43.785 mistrust and distrust in society and

NOTE Confidence: 0.9187816

00:05:43.785 --> 00:05:46.744 what has happened over the past few decades,

NOTE Confidence: 0.9187816

00:05:46.744 --> 00:05:49.604 because it's clear that misinformation.

NOTE Confidence: 0.9187816

00:05:49.610 --> 00:05:52.585 And disinformation really thrive and

NOTE Confidence: 0.9187816

00:05:52.585 --> 00:05:56.599 flourish in settings where trust is lacking,

NOTE Confidence: 0.9187816

00:05:56.600 --> 00:05:58.680 where people don't trust institutions, where

NOTE Confidence: 0.9187816

00:05:58.680 --> 00:06:01.060 they don't trust the people around them.

NOTE Confidence: 0.9187816

00:06:01.060 --> 00:06:04.068 There becomes kind of a vacuum that is

NOTE Confidence: 0.9187816

00:06:04.068 --> 00:06:06.100 filled with poor quality information.

NOTE Confidence: 0.9187816

00:06:06.100 --> 00:06:07.532 So I want to start the talk by

NOTE Confidence: 0.9187816

00:06:07.532 --> 00:06:08.300 talking about mistrust,

NOTE Confidence: 0.9187816

00:06:08.300 --> 00:06:10.972 and then we'll kind of transition over to

NOTE Confidence: 0.9187816

00:06:10.972 --> 00:06:14.139 to to some issues around misinformation.

NOTE Confidence: 0.9187816

00:06:14.140 --> 00:06:15.340 This is an ethics seminar,

NOTE Confidence: 0.9187816

00:06:15.340 --> 00:06:18.000 so I'm going to disclose my conflicts

NOTE Confidence: 0.9187816

00:06:18.000 --> 00:06:19.660 of interest up front.

NOTE Confidence: 0.9187816

00:06:19.660 --> 00:06:20.890 So I I have grants,

NOTE Confidence: 0.9187816

00:06:20.890 --> 00:06:23.536 none of which are are related

NOTE Confidence: 0.9187816

00:06:23.536 --> 00:06:25.408 to misinformation or mistrust,

NOTE Confidence: 0.9187816

00:06:25.410 --> 00:06:29.360 and unfortunately, no commercial conflicts.

NOTE Confidence: 0.9187816

00:06:29.360 --> 00:06:31.030 OK, So what are we going to talk about today?

NOTE Confidence: 0.9187816

00:06:31.030 --> 00:06:33.070 I want to talk about three main things.

NOTE Confidence: 0.9187816

00:06:33.070 --> 00:06:35.898 The first is to describe trust and

NOTE Confidence: 0.9187816

00:06:35.898 --> 00:06:38.251 mistrust in institutions in the United

NOTE Confidence: 0.9187816

00:06:38.251 --> 00:06:40.393 States over the past few decades.

NOTE Confidence: 0.9187816

00:06:40.400 --> 00:06:43.856 The second is related, but is this idea of?

NOTE Confidence: 0.9187816

00:06:43.860 --> 00:06:45.660 Trying to understand the environment

NOTE Confidence: 0.9187816

13

00:06:45.660 --> 00:06:47.460 in which medical misinformation can

NOTE Confidence: 0.9187816

00:06:47.510 --> 00:06:49.110 flourish and why it's spreading,

NOTE Confidence: 0.9187816

00:06:49.110 --> 00:06:50.466 in part because, as we'll see,

NOTE Confidence: 0.9187816

00:06:50.470 --> 00:06:53.074 the massive decrement in trust in nearly

NOTE Confidence: 0.9187816

00:06:53.074 --> 00:06:55.276 every institution in the United States

NOTE Confidence: 0.9187816

00:06:55.276 --> 00:06:57.663 and 3rd is to discuss possible avenues

NOTE Confidence: 0.9187816

00:06:57.731 --> 00:07:00.107 to minimize the harm of misinformation.

NOTE Confidence: 0.9187816

00:07:00.110 --> 00:07:02.102 And I view this section as as very

NOTE Confidence: 0.9187816

00:07:02.102 --> 00:07:03.946 much a work in progress because

NOTE Confidence: 0.9187816

00:07:03.946 --> 00:07:05.498 I don't know how to do it,

NOTE Confidence: 0.9187816

00:07:05.498 --> 00:07:07.660 and I don't think anyone knows how to

NOTE Confidence: 0.9187816

00:07:07.660 --> 00:07:10.150 do it in a really effective way yet.

NOTE Confidence: 0.9187816

00:07:10.150 --> 00:07:12.254 But I think there are some ideas that

NOTE Confidence: 0.9187816

00:07:12.254 --> 00:07:13.649 are intriguing and over hopefully

NOTE Confidence: 0.9187816

00:07:13.649 --> 00:07:15.009 over the next few years.

NOTE Confidence: 0.9187816

00:07:15.010 --> 00:07:17.548 We'll we'll come up with evidence

NOTE Confidence: 0.9187816

00:07:17.548 --> 00:07:19.240 based strategies that actually

NOTE Confidence: 0.9187816

00:07:19.314 --> 00:07:21.576 minimise the harm that's caused by

NOTE Confidence: 0.9187816

00:07:21.576 --> 00:07:23.950 by poor quality health information.

NOTE Confidence: 0.9187816

00:07:23.950 --> 00:07:25.348 So we're at a medical school.

NOTE Confidence: 0.9187816

00:07:25.350 --> 00:07:27.646 I want to start with a medical mystery.

NOTE Confidence: 0.9187816

00:07:27.650 --> 00:07:30.446 This one starts in the early

NOTE Confidence: 0.9187816

00:07:30.450 --> 00:07:33.850 1980s in in in Chicago.

NOTE Confidence: 0.9187816

00:07:33.850 --> 00:07:35.810 And so on September 29th,

NOTE Confidence: 0.9187816

00:07:35.810 --> 00:07:36.097 1982,

NOTE Confidence: 0.9187816

00:07:36.097 --> 00:07:38.393 a 12 year old girl named Mary Kellerman,

NOTE Confidence: 0.93991615

00:07:38.400 --> 00:07:40.488 she woke up with a cold in

NOTE Confidence: 0.93991615

00:07:40.490 --> 00:07:42.622 the Chicago suburb area.

NOTE Confidence: 0.93991615

00:07:42.622 --> 00:07:45.225 Her parents gave her some Tylenol out

NOTE Confidence: 0.93991615

00:07:45.225 --> 00:07:48.567 of a out of two two capsules of Tylenol

NOTE Confidence: 0.93991615

00:07:48.570 --> 00:07:52.728 and the next morning she had died.

NOTE Confidence: 0.93991615

15

00:07:52.730 --> 00:07:55.350 That same day, a 27 year old man he was

NOTE Confidence: 0.93991615

00:07:55.425 --> 00:07:57.849 supposed to worker named Adam Janis,

NOTE Confidence: 0.93991615

00:07:57.850 --> 00:08:00.628 he developed discomfort in his chest.

NOTE Confidence: 0.93991615

00:08:00.630 --> 00:08:01.731 He passed away.

NOTE Confidence: 0.93991615

00:08:01.731 --> 00:08:04.736 People thought that it had been some kind

NOTE Confidence: 0.93991615

00:08:04.736 --> 00:08:07.270 of freak early heart attack and his,

NOTE Confidence: 0.93991615

00:08:07.270 --> 00:08:09.388 his family comes to his home.

NOTE Confidence: 0.93991615

00:08:09.390 --> 00:08:10.830 They're mourning, they develop,

NOTE Confidence: 0.93991615

00:08:10.830 --> 00:08:12.780 you know, headaches, they're crying.

NOTE Confidence: 0.93991615

00:08:12.780 --> 00:08:15.794 Both his brother and his sister-in-law take

NOTE Confidence: 0.93991615

00:08:15.794 --> 00:08:19.650 Tylenol from the same bottle that Adam used.

NOTE Confidence: 0.93991615

00:08:19.650 --> 00:08:21.802 And by the end of the week both

NOTE Confidence: 0.93991615

00:08:21.802 --> 00:08:25.170 of them had also. Passed away.

NOTE Confidence: 0.93991615

00:08:25.170 --> 00:08:26.829 So over the next couple of days,

NOTE Confidence: 0.93991615

00:08:26.830 --> 00:08:29.026 there are three more mysterious deaths

NOTE Confidence: 0.93991615

00:08:29.026 --> 00:08:31.668 of this nature in the Chicago area,

NOTE Confidence: 0.93991615

00:08:31.670 --> 00:08:34.981 each of them linked to someone taking

NOTE Confidence: 0.93991615

00:08:34.981 --> 00:08:37.814 a Tylenol from from a recently

NOTE Confidence: 0.93991615

00:08:37.814 --> 00:08:39.698 purchased bottle of Tylenol.

NOTE Confidence: 0.93991615

00:08:39.700 --> 00:08:42.260 So a few facts come to the forefront.

NOTE Confidence: 0.93991615

00:08:42.260 --> 00:08:44.882 The first is that Tylenol was

NOTE Confidence: 0.93991615

00:08:44.882 --> 00:08:46.193 laced with cyanide.

NOTE Confidence: 0.93991615

00:08:46.200 --> 00:08:48.256 As you can imagine,

NOTE Confidence: 0.93991615

00:08:48.256 --> 00:08:50.874 this causes widespread disarray and

NOTE Confidence: 0.93991615

00:08:50.874 --> 00:08:53.559 alarm across the United States.

NOTE Confidence: 0.93991615

00:08:53.560 --> 00:08:57.123 There are more than 100,000 stories in

NOTE Confidence: 0.93991615

00:08:57.123 --> 00:09:00.040 newspapers about the Tylenol crisis.

NOTE Confidence: 0.93991615

00:09:00.040 --> 00:09:01.264 In the coming weeks,

NOTE Confidence: 0.93991615

00:09:01.264 --> 00:09:02.794 there's hundreds of hours of

NOTE Confidence: 0.93991615

00:09:02.794 --> 00:09:04.379 television dedicated to this story.

NOTE Confidence: 0.93991615

00:09:04.380 --> 00:09:07.208 More than 90% of Americans hear about

NOTE Confidence: 0.93991615

00:09:07.208 --> 00:09:09.998 cyanide laced Tylenol that's killing people.

NOTE Confidence: 0.93991615

00:09:10.000 --> 00:09:10.816 In Chicago,

NOTE Confidence: 0.93991615

00:09:10.816 --> 00:09:12.448 and by some estimates,

NOTE Confidence: 0.93991615

00:09:12.450 --> 00:09:14.940 this story gets more coverage than

NOTE Confidence: 0.93991615

00:09:14.940 --> 00:09:17.820 any story in the United States

NOTE Confidence: 0.93991615

00:09:17.820 --> 00:09:20.096 since the JFK assassination.

NOTE Confidence: 0.93991615

00:09:20.100 --> 00:09:20.327 OK,

NOTE Confidence: 0.93991615

00:09:20.327 --> 00:09:21.689 so Johnson and Johnson has a

NOTE Confidence: 0.93991615

00:09:21.689 --> 00:09:22.720 crisis on its hands.

NOTE Confidence: 0.93991615

00:09:22.720 --> 00:09:23.107 Obviously,

NOTE Confidence: 0.93991615

00:09:23.107 --> 00:09:25.429 it's a it's a tremendous tragedy

NOTE Confidence: 0.93991615

00:09:25.429 --> 00:09:26.960 that they're dealing with,

NOTE Confidence: 0.93991615

00:09:26.960 --> 00:09:28.772 but they also have a financial

NOTE Confidence: 0.93991615

00:09:28.772 --> 00:09:29.678 calculus at play.

NOTE Confidence: 0.93991615

00:09:29.680 --> 00:09:32.025 The first thing to note is that

NOTE Confidence: 0.93991615

00:09:32.025 --> 00:09:34.364 Tylenol accounts for nearly 20% of all

NOTE Confidence: 0.93991615

00:09:34.364 --> 00:09:36.740 of Johnson and Johnson's profits in 1982.

NOTE Confidence: 0.93991615

00:09:36.740 --> 00:09:39.240 Tylenol accounts for nearly 40%

NOTE Confidence: 0.93991615

00:09:39.240 --> 00:09:40.715 of the analgesics market share

NOTE Confidence: 0.93991615

00:09:40.715 --> 00:09:41.895 in the United States.

NOTE Confidence: 0.93991615

00:09:41.900 --> 00:09:44.574 So if Tylenol were its own company,

NOTE Confidence: 0.93991615

00:09:44.580 --> 00:09:46.547 its profits would place it in the

NOTE Confidence: 0.93991615

00:09:46.547 --> 00:09:48.839 top half of Fortune 500 companies.

NOTE Confidence: 0.93991615

00:09:48.840 --> 00:09:50.555 So there's a massive amount of money.

NOTE Confidence: 0.93991615

00:09:50.560 --> 00:09:52.680 At stake in this crisis?

NOTE Confidence: 0.88609998

00:09:54.860 --> 00:09:56.522 So a few facts emerge over

NOTE Confidence: 0.88609998

00:09:56.522 --> 00:09:58.000 the next couple of days.

NOTE Confidence: 0.88609998

00:09:58.000 --> 00:09:59.356 The first is that the tampering

NOTE Confidence: 0.88609998

00:09:59.356 --> 00:10:00.598 is not occurring at the

NOTE Confidence: 0.88609998

00:10:00.598 --> 00:10:01.766 Johnson and Johnson facility.

NOTE Confidence: 0.88609998

00:10:01.770 --> 00:10:03.185 There's nothing wrong with what

NOTE Confidence: 0.88609998

00:10:03.185 --> 00:10:04.600 they're doing at the facilities.

NOTE Confidence: 0.88609998

00:10:04.600 --> 00:10:06.200 It seems like someone is

NOTE Confidence: 0.88609998

00:10:06.200 --> 00:10:07.800 sneaking in to these pharmacies,

NOTE Confidence: 0.88609998

00:10:07.800 --> 00:10:09.660 opening up the capsules,

NOTE Confidence: 0.88609998

00:10:09.660 --> 00:10:11.969 putting cyanide inside and and and

NOTE Confidence: 0.88609998

00:10:11.969 --> 00:10:14.090 that's the way that this poison is

NOTE Confidence: 0.88609998

00:10:14.156 --> 00:10:15.736 spreading throughout the Chicago

NOTE Confidence: 0.88609998

00:10:15.736 --> 00:10:18.106 area and there are no cases

NOTE Confidence: 0.88609998

00:10:18.174 --> 00:10:20.478 anywhere else in the United States.

NOTE Confidence: 0.88609998

00:10:20.480 --> 00:10:21.422 So Jim Burke,

NOTE Confidence: 0.88609998

00:10:21.422 --> 00:10:23.620 who's the chairman of Johnson and Johnson,

NOTE Confidence: 0.88609998

00:10:23.620 --> 00:10:25.335 he has a few decisions to make,

NOTE Confidence: 0.88609998

00:10:25.340 --> 00:10:27.923 and his behavior in the next few

NOTE Confidence: 0.88609998

00:10:27.923 --> 00:10:30.527 days and weeks and months is often

NOTE Confidence: 0.88609998

00:10:30.527 --> 00:10:33.499 thought of as a model for how to

NOTE Confidence: 0.88609998

00:10:33.499 --> 00:10:35.797 regain trust that has been lost.

NOTE Confidence: 0.88609998

00:10:35.800 --> 00:10:37.578 And so he actively engages the media.

NOTE Confidence: 0.88609998

00:10:37.580 --> 00:10:39.188 He's out there talking to people

NOTE Confidence: 0.88609998

00:10:39.188 --> 00:10:40.560 as much as he can.

NOTE Confidence: 0.88609998

00:10:40.560 --> 00:10:41.880 Johnson and Johnson establishes

NOTE Confidence: 0.88609998

00:10:41.880 --> 00:10:43.530 a hotline for customers and

NOTE Confidence: 0.88609998

00:10:43.530 --> 00:10:45.338 news organizations to call in

NOTE Confidence: 0.88609998

00:10:45.338 --> 00:10:46.758 to get up-to-date information.

NOTE Confidence: 0.88609998

00:10:46.760 --> 00:10:48.250 They recall every bottle of

NOTE Confidence: 0.88609998

00:10:48.250 --> 00:10:49.740 Tylenol in the entire country,

NOTE Confidence: 0.88609998

00:10:49.740 --> 00:10:51.738 not just in the Chicago area.

NOTE Confidence: 0.88609998

00:10:51.740 --> 00:10:54.356 And they introduce new tamper resistant

NOTE Confidence: 0.88609998

00:10:54.356 --> 00:10:56.800 packaging for all their products,

NOTE Confidence: 0.88609998

00:10:56.800 --> 00:10:58.000 not just for Tylenol.

NOTE Confidence: 0.9262218925

00:11:01.080 --> 00:11:02.144 I don't know if this is gonna

NOTE Confidence: 0.9262218925

00:11:02.144 --> 00:11:03.020 work, but I'm gonna try it.

NOTE Confidence: 0.893613568571428

00:11:06.500 --> 00:11:07.655 Can you guys see this on zoom?

NOTE Confidence: 0.833858773333333

00:11:10.450 --> 00:11:11.518 I guess they can't answer it.

NOTE Confidence: 0.8526549225

00:11:14.990 --> 00:11:15.978 We can see it.

NOTE Confidence: 0.5325003425

00:11:21.150 --> 00:11:22.270 That's always good advice.

NOTE Confidence: 0.840820171428571

00:11:22.280 --> 00:11:25.367 There we go. OK, there we go.

NOTE Confidence: 0.840820171428571

00:11:25.370 --> 00:11:26.900 Yeah. OK, great.

NOTE Confidence: 0.899500016666667

00:12:49.050 --> 00:12:50.676 Alright, so we'll we'll stop there.

NOTE Confidence: 0.87481438

00:12:53.480 --> 00:12:56.056 OK. So, so Jim Burke is out front,

NOTE Confidence: 0.87481438

00:12:56.060 --> 00:12:57.280 he's he's doing these things.

NOTE Confidence: 0.87481438

00:12:57.280 --> 00:12:59.360 And as I mentioned it,

NOTE Confidence: 0.87481438

00:12:59.360 --> 00:13:00.479 it's very successful.

NOTE Confidence: 0.87481438

00:13:00.479 --> 00:13:03.920 So it becomes a model for crisis management.

NOTE Confidence: 0.87481438

00:13:03.920 --> 00:13:05.864 Tylenol sales as you might imagine

NOTE Confidence: 0.87481438

00:13:05.864 --> 00:13:07.785 plunged the 7% of the analgesic

NOTE Confidence: 0.87481438

00:13:07.785 --> 00:13:09.675 market after the crisis and then

NOTE Confidence: 0.87481438

00:13:09.675 --> 00:13:11.680 within a year it's back to baseline.

NOTE Confidence: 0.87481438

00:13:11.680 --> 00:13:13.610 So basically they are exceeding

NOTE Confidence: 0.87481438

00:13:13.610 --> 00:13:15.540 Tylenol sales within a year.

NOTE Confidence: 0.87481438

00:13:15.540 --> 00:13:17.330 The following year Congress passes

NOTE Confidence: 0.87481438

00:13:17.330 --> 00:13:19.820 in part because of the work that

NOTE Confidence: 0.87481438

00:13:19.820 --> 00:13:21.704 that he and and Johnson Johnson

NOTE Confidence: 0.87481438

00:13:21.704 --> 00:13:23.456 had done passes the Tylenol bill.

NOTE Confidence: 0.87481438

00:13:23.456 --> 00:13:25.130 Making it a federal offense to

NOTE Confidence: 0.87481438

00:13:25.186 --> 00:13:26.710 tamper with consumer products.

NOTE Confidence: 0.87481438

00:13:26.710 --> 00:13:28.458 A few years later,

NOTE Confidence: 0.87481438

00:13:28.458 --> 00:13:30.643 FDA establishes federal guidelines for

NOTE Confidence: 0.87481438

00:13:30.643 --> 00:13:32.504 manufacturers of all products that are

NOTE Confidence: 0.87481438

00:13:32.504 --> 00:13:34.908 sold in this way to be tamper proof.

NOTE Confidence: 0.87481438

00:13:34.910 --> 00:13:36.944 So it's it's it's really a

NOTE Confidence: 0.87481438

00:13:36.944 --> 00:13:38.660 success story in this way.

NOTE Confidence: 0.87481438

00:13:38.660 --> 00:13:41.054 But what I wanna focus on and what I'm,

NOTE Confidence: 0.87481438

23

00:13:41.060 --> 00:13:41.788 you know, curious about,

NOTE Confidence: 0.87481438

00:13:41.788 --> 00:13:43.597 is there a way to get rid of this here?

NOTE Confidence: 0.878141874285714

00:13:49.000 --> 00:13:51.385 You know, I think what I want to focus

NOTE Confidence: 0.878141874285714

00:13:51.385 --> 00:13:53.862 on is trying to understand, you know,

NOTE Confidence: 0.878141874285714

00:13:53.862 --> 00:13:55.317 could this have happened today,

NOTE Confidence: 0.878141874285714

00:13:55.320 --> 00:13:57.552 or at least how different would it be

NOTE Confidence: 0.878141874285714

00:13:57.552 --> 00:13:59.773 for for an organization or corporation

NOTE Confidence: 0.878141874285714

00:13:59.773 --> 00:14:02.161 to go through something like this

NOTE Confidence: 0.878141874285714

00:14:02.223 --> 00:14:04.400 and regain the trust of the public?

NOTE Confidence: 0.878141874285714

00:14:04.400 --> 00:14:06.136 And there's a few reasons that I think

NOTE Confidence: 0.878141874285714

00:14:06.136 --> 00:14:08.058 it would be far more difficult than it

NOTE Confidence: 0.878141874285714

00:14:08.058 --> 00:14:09.623 is far more difficult. The first is,

NOTE Confidence: 0.878141874285714

00:14:09.623 --> 00:14:11.030 as we'll talk about in a minute,

NOTE Confidence: 0.878141874285714

00:14:11.030 --> 00:14:13.478 the crisis of trust in institutions.

NOTE Confidence: 0.878141874285714

00:14:13.480 --> 00:14:15.272 And I should say, not just a crisis

NOTE Confidence: 0.878141874285714

00:14:15.272 --> 00:14:16.897 of trust on part of the public,

NOTE Confidence: 0.878141874285714

00:14:16.900 --> 00:14:18.615 but I think a crisis of trustworthiness.

NOTE Confidence: 0.878141874285714

00:14:18.620 --> 00:14:20.165 On the part of corporations

NOTE Confidence: 0.878141874285714

00:14:20.165 --> 00:14:21.710 and some institutions as well,

NOTE Confidence: 0.878141874285714

00:14:21.710 --> 00:14:23.738 Johnson Johnson itself recently

NOTE Confidence: 0.878141874285714

00:14:23.738 --> 00:14:26.160 reached a $5 billion settlement

NOTE Confidence: 0.878141874285714

00:14:26.160 --> 00:14:28.890 for its role in the opioid crisis.

NOTE Confidence: 0.878141874285714

00:14:28.890 --> 00:14:31.290 So this isn't just a unidirectional

NOTE Confidence: 0.878141874285714

00:14:31.290 --> 00:14:32.090 why don't,

NOTE Confidence: 0.878141874285714

00:14:32.090 --> 00:14:34.610 why doesn't the public trust these

NOTE Confidence: 0.878141874285714

00:14:34.610 --> 00:14:36.290 institutions or these corporations?

NOTE Confidence: 0.878141874285714

00:14:36.290 --> 00:14:38.135 There's something going on in

NOTE Confidence: 0.878141874285714

00:14:38.135 --> 00:14:39.980 terms of trustworthiness as well.

NOTE Confidence: 0.878141874285714

00:14:39.980 --> 00:14:41.815 The second point is around

NOTE Confidence: 0.878141874285714

00:14:41.815 --> 00:14:42.916 deepening political polarization.

NOTE Confidence: 0.878141874285714

00:14:42.920 --> 00:14:44.724 And not just polarization,

NOTE Confidence: 0.878141874285714

00:14:44.724 --> 00:14:46.077 but negative tribalism.

NOTE Confidence: 0.878141874285714

00:14:46.080 --> 00:14:46.688 Negative polarization,

NOTE Confidence: 0.878141874285714

00:14:46.688 --> 00:14:48.512 meaning you don't just like your

NOTE Confidence: 0.878141874285714

00:14:48.512 --> 00:14:50.459 team and want to root for your team.

NOTE Confidence: 0.878141874285714

00:14:50.460 --> 00:14:51.700 You hate the other team,

NOTE Confidence: 0.878141874285714

00:14:51.700 --> 00:14:52.974 and part of what you want to

NOTE Confidence: 0.878141874285714

00:14:52.974 --> 00:14:54.537 do is see the other team lose,

NOTE Confidence: 0.878141874285714

00:14:54.540 --> 00:14:57.516 not just seem at your own team win.

NOTE Confidence: 0.878141874285714

00:14:57.520 --> 00:14:58.640 The third factor, I think,

NOTE Confidence: 0.878141874285714

00:14:58.640 --> 00:15:00.248 is economic inequality and

NOTE Confidence: 0.878141874285714

00:15:00.248 --> 00:15:01.454 worsening economic inequality.

NOTE Confidence: 0.878141874285714

00:15:01.460 --> 00:15:03.140 The feeling that a lot of

NOTE Confidence: 0.878141874285714

00:15:03.140 --> 00:15:04.740 people are being left behind,

NOTE Confidence: 0.878141874285714

00:15:04.740 --> 00:15:06.220 that their wages are stagnant,

NOTE Confidence: 0.878141874285714

00:15:06.220 --> 00:15:08.422 that the gains in the economy

NOTE Confidence: 0.878141874285714

00:15:08.422 --> 00:15:10.829 are realized by a very small.

NOTE Confidence: 0.878141874285714

00:15:10.830 --> 00:15:12.186 Trust of society.

NOTE Confidence: 0.878141874285714

00:15:12.186 --> 00:15:14.898 And that understandably creates a level

NOTE Confidence: 0.878141874285714

00:15:14.898 --> 00:15:17.658 of resentment against people who are

NOTE Confidence: 0.878141874285714

00:15:17.658 --> 00:15:20.639 perceived to be gaining a lot more,

NOTE Confidence: 0.878141874285714

00:15:20.640 --> 00:15:23.100 and perhaps unjustly.

NOTE Confidence: 0.878141874285714

00:15:23.100 --> 00:15:24.668 The 4th factor I think is the

NOTE Confidence: 0.878141874285714

00:15:24.668 --> 00:15:26.179 splintering of the medial ecosystem.

NOTE Confidence: 0.878141874285714

00:15:26.180 --> 00:15:27.916 So Jim Burke back in the day

NOTE Confidence: 0.878141874285714

00:15:27.916 --> 00:15:29.659 would go and speak with three

NOTE Confidence: 0.878141874285714

00:15:29.659 --> 00:15:31.519 or four or five news anchors.

NOTE Confidence: 0.878141874285714

00:15:31.520 --> 00:15:34.628 And today that's completely different in the

NOTE Confidence: 0.878141874285714

00:15:34.628 --> 00:15:37.960 area of Twitter and Facebook and you know,

NOTE Confidence: 0.878141874285714

00:15:37.960 --> 00:15:40.605 thousands of new media organizations

NOTE Confidence: 0.878141874285714

00:15:40.605 --> 00:15:43.921 and also the cratering of old

NOTE Confidence: 0.878141874285714

00:15:43.921 --> 00:15:46.225 traditional legacy institutions that

NOTE Confidence: 0.878141874285714

00:15:46.225 --> 00:15:49.200 were based in local communities,

NOTE Confidence: 0.878141874285714

00:15:49.200 --> 00:15:51.318 a lot of newspapers that were

NOTE Confidence: 0.878141874285714

00:15:51.318 --> 00:15:53.489 kind of the heart and soul.

NOTE Confidence: 0.878141874285714

00:15:53.490 --> 00:15:54.714 Helping people understand what

NOTE Confidence: 0.878141874285714

00:15:54.714 --> 00:15:56.550 was going around on around them.

NOTE Confidence: 0.878141874285714

00:15:56.550 --> 00:15:58.302 They have gone out of business

NOTE Confidence: 0.878141874285714

00:15:58.302 --> 00:16:00.448 over the past one or two decades.

NOTE Confidence: 0.878141874285714

00:16:00.450 --> 00:16:00.695 Obviously,

NOTE Confidence: 0.878141874285714

00:16:00.695 --> 00:16:01.920 the rise of social media,

NOTE Confidence: 0.878141874285714

00:16:01.920 --> 00:16:03.306 we'll talk a little bit about that.

NOTE Confidence: 0.878141874285714

00:16:03.310 --> 00:16:05.065 All this creates an environment

NOTE Confidence: 0.878141874285714

00:16:05.065 --> 00:16:06.469 in which misinformation and

NOTE Confidence: 0.878141874285714

00:16:06.469 --> 00:16:07.399 disinformation can thrive.

NOTE Confidence: 0.8844707895

00:16:11.210 --> 00:16:13.205 OK, so let's talk a little bit

NOTE Confidence: 0.8844707895

00:16:13.205 --> 00:16:15.422 about trust and step back and think

NOTE Confidence: 0.8844707895

00:16:15.422 --> 00:16:17.360 about why trust is so important.

NOTE Confidence: 0.8844707895

00:16:17.360 --> 00:16:18.800 So the first thing to recognize,

NOTE Confidence: 0.8844707895

00:16:18.800 --> 00:16:20.585 I think, is that trust has elements

NOTE Confidence: 0.8844707895

00:16:20.585 --> 00:16:22.360 of both risk and vulnerability.

NOTE Confidence: 0.8844707895

00:16:22.360 --> 00:16:23.816 Now, if you have nothing at risk,

NOTE Confidence: 0.8844707895

00:16:23.820 --> 00:16:25.997 whether it's your reputation or your mental

NOTE Confidence: 0.8844707895

00:16:25.997 --> 00:16:28.409 piece or your health or your livelihood,

NOTE Confidence: 0.8844707895

00:16:28.410 --> 00:16:29.842 there's no reason to

NOTE Confidence: 0.8844707895

00:16:29.842 --> 00:16:31.632 trust that trust kind of.

NOTE Confidence: 0.8844707895

00:16:31.640 --> 00:16:33.260 You have to have some level,

NOTE Confidence: 0.8844707895

00:16:33.260 --> 00:16:35.409 something at stake in order to trust

NOTE Confidence: 0.8844707895

00:16:35.409 --> 00:16:37.251 that someone will treat you in a

NOTE Confidence: 0.8844707895

00:16:37.251 --> 00:16:39.060 way that you want to be treated.

NOTE Confidence: 0.8844707895

00:16:39.060 --> 00:16:41.720 Trust is also voluntary, so.

NOTE Confidence: 0.8844707895

00:16:41.720 --> 00:16:44.140 If you involve, if it's involuntary,

NOTE Confidence: 0.8844707895

00:16:44.140 --> 00:16:45.340 it's really just dependency.

NOTE Confidence: 0.8844707895

00:16:45.340 --> 00:16:47.524 So trust has to be given in a

NOTE Confidence: 0.8844707895

00:16:47.524 --> 00:16:49.380 voluntary manner and it's prospective.

NOTE Confidence: 0.8844707895

00:16:49.380 --> 00:16:51.137 It's an assessment of the way that

NOTE Confidence: 0.8844707895

00:16:51.137 --> 00:16:53.177 things might go in the future as

NOTE Confidence: 0.8844707895

00:16:53.177 --> 00:16:54.712 opposed to satisfaction or discontent.

NOTE Confidence: 0.8844707895

00:16:54.720 --> 00:16:56.100 Those are appraisals of how

NOTE Confidence: 0.8844707895

00:16:56.100 --> 00:16:57.480 things went in the past.

NOTE Confidence: 0.8844707895

00:16:57.480 --> 00:16:58.416 And then finally,

NOTE Confidence: 0.8844707895

00:16:58.416 --> 00:16:59.976 of course trust is malleable.

NOTE Confidence: 0.8844707895

00:16:59.980 --> 00:17:00.688 You know it.

NOTE Confidence: 0.8844707895

00:17:00.688 --> 00:17:02.676 It doesn't take a lot to to destroy

NOTE Confidence: 0.8844707895

00:17:02.676 --> 00:17:05.920 trust and it takes a lot to to to gain

NOTE Confidence: 0.8844707895

00:17:05.920 --> 00:17:08.350 it back after it's been destroyed.

NOTE Confidence: 0.8844707895

00:17:08.350 --> 00:17:11.382 OK, so here's a skeptical view by by

NOTE Confidence: 0.8844707895

00:17:11.382 --> 00:17:13.002 Doctor Edward Deming, statistician.

NOTE Confidence: 0.8844707895

00:17:13.002 --> 00:17:14.010 He says in God,

NOTE Confidence: 0.8844707895

00:17:14.010 --> 00:17:16.516 we trust all others must bring data.

NOTE Confidence: 0.8844707895

00:17:16.520 --> 00:17:18.216 And I think as scientists, as doctors,

NOTE Confidence: 0.8844707895

00:17:18.216 --> 00:17:19.915 as clinicians, actually we, we,

NOTE Confidence: 0.8844707895

00:17:19.915 --> 00:17:22.769 we tend to think a lot in this way and that,

NOTE Confidence: 0.8844707895

00:17:22.770 --> 00:17:24.610 you know, we want to see the data

NOTE Confidence: 0.8844707895

00:17:24.610 --> 00:17:26.248 before we we believe something.

NOTE Confidence: 0.8844707895

00:17:26.250 --> 00:17:27.881 But that's not actually the way I

NOTE Confidence: 0.8844707895

00:17:27.881 --> 00:17:29.479 think most of society operates.

NOTE Confidence: 0.8844707895

00:17:29.480 --> 00:17:31.526 That's not even the way that

NOTE Confidence: 0.8844707895

00:17:31.526 --> 00:17:32.850 we really operate.

NOTE Confidence: 0.8844707895

00:17:32.850 --> 00:17:35.523 So I think it's much closer to Kenneth era,

NOTE Confidence: 0.8844707895

00:17:35.530 --> 00:17:38.280 the Nobel Prize winning economist conception.

NOTE Confidence: 0.8844707895

00:17:38.280 --> 00:17:40.336 Which is that virtually

NOTE Confidence: 0.8844707895

00:17:40.336 --> 00:17:41.706 every commercial transaction,

NOTE Confidence: 0.8844707895

00:17:41.706 --> 00:17:43.286 and I would say commercial,

NOTE Confidence: 0.8844707895

00:17:43.290 --> 00:17:44.748 social, medical transaction,

NOTE Confidence: 0.8844707895

00:17:44.748 --> 00:17:48.150 has within itself an element of trust.

NOTE Confidence: 0.8844707895

00:17:48.150 --> 00:17:49.570 Much of the economic backwardness

NOTE Confidence: 0.8844707895

00:17:49.570 --> 00:17:51.703 in the world can be explained by

NOTE Confidence: 0.8844707895

00:17:51.703 --> 00:17:53.348 the lack of mutual confidence.

NOTE Confidence: 0.8844707895

00:17:53.350 --> 00:17:55.012 So think about just something as

NOTE Confidence: 0.8844707895

00:17:55.012 --> 00:17:57.207 simple as going to get a haircut and

NOTE Confidence: 0.8844707895

00:17:57.207 --> 00:17:59.070 how much trust is embedded in that.

NOTE Confidence: 0.8844707895

00:17:59.070 --> 00:18:01.502 You don't even think about the millions

NOTE Confidence: 0.8844707895

00:18:01.502 --> 00:18:03.630 of little things that you are trusting in.

NOTE Confidence: 0.8844707895

00:18:03.630 --> 00:18:04.272 Maybe not millions,

NOTE Confidence: 0.8844707895

00:18:04.272 --> 00:18:05.426 but at least dozens, right?

NOTE Confidence: 0.8844707895

00:18:05.426 --> 00:18:07.202 So you put your credit card

NOTE Confidence: 0.8844707895

00:18:07.202 --> 00:18:08.629 information into the Uber app.

NOTE Confidence: 0.8844707895

00:18:08.630 --> 00:18:11.015 We trust that it will be secure and private.

NOTE Confidence: 0.8844707895

00:18:11.020 --> 00:18:14.076 You call the Uber, you open the door,

00:18:14.080 --> 00:18:15.380 and some complete stranger asks

00:18:15.380 --> 00:18:16.940 you to get in their car.

00:18:16.940 --> 00:18:17.700 You get in their car.

00:18:17.700 --> 00:18:18.810 You trust that they're they're,

00:18:18.810 --> 00:18:20.160 they're not going to kidnap you.

00:18:20.160 --> 00:18:22.323 You then trust that that the Department

00:18:22.323 --> 00:18:24.349 of Motor Vehicles has given them a

00:18:24.349 --> 00:18:26.350 license and they are a sensible driver,

00:18:26.350 --> 00:18:27.574 that they're not going to run red lights,

00:18:27.580 --> 00:18:29.980 they're not going to get into an accident.

00:18:29.980 --> 00:18:32.155 You get to the haircut, the hair salon.

00:18:32.155 --> 00:18:33.775 You meet the Barber.

00:18:33.780 --> 00:18:35.058 You never met this Barber before.

00:18:35.060 --> 00:18:37.195 He's going to take scissors and wheel

00:18:37.195 --> 00:18:38.808 them within millimeters of your head.

00:18:38.810 --> 00:18:39.970 He's not gonna you think.

NOTE Confidence: 0.8844707895

00:18:39.970 --> 00:18:40.936 He's not gonna cut off your ear.

NOTE Confidence: 0.8454613875

00:18:40.940 --> 00:18:43.228 He's not gonna harm you in any way.

NOTE Confidence: 0.8454613875

00:18:43.230 --> 00:18:44.478 And then you give him some,

NOTE Confidence: 0.8454613875

00:18:44.480 --> 00:18:47.248 some cotton in your pocket as some paper,

NOTE Confidence: 0.8454613875

00:18:47.250 --> 00:18:48.372 and it's worthless,

NOTE Confidence: 0.8454613875

00:18:48.372 --> 00:18:50.990 only that everyone believes that it's money.

NOTE Confidence: 0.8454613875

00:18:50.990 --> 00:18:54.142 And every the entire kind of economic system

NOTE Confidence: 0.8454613875

00:18:54.142 --> 00:18:56.946 depends on trust in the US dollar, right?

NOTE Confidence: 0.8454613875

00:18:56.946 --> 00:18:59.610 So. So. So I think we just don't even

NOTE Confidence: 0.8454613875

00:18:59.678 --> 00:19:02.366 think about and assume all the ways in

NOTE Confidence: 0.8454613875

00:19:02.366 --> 00:19:04.959 which trust is really central to the

NOTE Confidence: 0.8454613875

00:19:04.959 --> 00:19:07.570 functioning of society and why it's so

NOTE Confidence: 0.8454613875

00:19:07.570 --> 00:19:09.470 devastating that trust has declined.

NOTE Confidence: 0.8454613875

00:19:09.470 --> 00:19:12.318 So many different areas.

NOTE Confidence: 0.8454613875

00:19:12.320 --> 00:19:15.099 OK, so, you know, I think that,

NOTE Confidence: 0.8454613875

00:19:15.100 --> 00:19:16.576 you know, trust can feel mushy,

NOTE Confidence: 0.8454613875

00:19:16.580 --> 00:19:17.676 it can feel complicated.

NOTE Confidence: 0.8454613875

00:19:17.676 --> 00:19:19.641 But I think it really comes down

NOTE Confidence: 0.8454613875

00:19:19.641 --> 00:19:21.249 to three questions and the ability

NOTE Confidence: 0.8454613875

00:19:21.249 --> 00:19:23.220 to answer 3 questions for people.

NOTE Confidence: 0.8454613875

00:19:23.220 --> 00:19:24.516 And I think about this in

NOTE Confidence: 0.8454613875

00:19:24.516 --> 00:19:25.380 the patient care setting.

NOTE Confidence: 0.8454613875

00:19:25.380 --> 00:19:27.174 I think about this more broadly

NOTE Confidence: 0.8454613875

00:19:27.174 --> 00:19:28.780 in the public health world.

NOTE Confidence: 0.8454613875

00:19:28.780 --> 00:19:30.306 So the first is this idea of

NOTE Confidence: 0.8454613875

00:19:30.306 --> 00:19:31.460 competence you want to answer.

NOTE Confidence: 0.8454613875

00:19:31.460 --> 00:19:32.540 Do you know what you're doing?

NOTE Confidence: 0.8454613875

00:19:32.540 --> 00:19:33.155 And you want.

NOTE Confidence: 0.8454613875

00:19:33.155 --> 00:19:34.917 It's very hard to trust someone if you

NOTE Confidence: 0.8454613875

00:19:34.917 --> 00:19:36.307 don't think that they're competent,

NOTE Confidence: 0.8454613875

00:19:36.310 --> 00:19:37.840 that they know what they're doing.

NOTE Confidence: 0.8454613875

00:19:37.840 --> 00:19:40.297 The 2nd is a question of transparency,

NOTE Confidence: 0.8454613875

00:19:40.300 --> 00:19:42.433 and it's this idea of will you tell me?

NOTE Confidence: 0.8454613875

00:19:42.440 --> 00:19:43.055 What you're doing,

NOTE Confidence: 0.8454613875

00:19:43.055 --> 00:19:44.285 you might know what you're doing,

NOTE Confidence: 0.8454613875

00:19:44.290 --> 00:19:46.327 but if you're completely opaque about it,

NOTE Confidence: 0.8454613875

00:19:46.330 --> 00:19:48.430 it's also very hard to trust someone.

NOTE Confidence: 0.8454613875

00:19:48.430 --> 00:19:49.062 And the third is,

NOTE Confidence: 0.8454613875

00:19:49.062 --> 00:19:50.170 are you doing it to help me,

NOTE Confidence: 0.8454613875

00:19:50.170 --> 00:19:51.426 or are you doing it to help yourself?

NOTE Confidence: 0.8454613875

00:19:51.430 --> 00:19:52.410 It's a question of motive.

NOTE Confidence: 0.8454613875

00:19:52.410 --> 00:19:54.010 So I think competence,

NOTE Confidence: 0.8454613875

00:19:54.010 --> 00:19:55.028 transparency, and motive.

NOTE Confidence: 0.8454613875

00:19:55.028 --> 00:19:55.646 You know,

NOTE Confidence: 0.8454613875

00:19:55.646 --> 00:19:57.191 I've I've recently done some

NOTE Confidence: 0.8454613875

00:19:57.191 --> 00:19:58.532 writing about vaccine hesitancy

NOTE Confidence: 0.8454613875

00:19:58.532 --> 00:20:00.482 and why people are so hesitant.

NOTE Confidence: 0.8454613875

00:20:00.490 --> 00:20:01.630 And there's all sorts of reasons,

NOTE Confidence: 0.8454613875

00:20:01.630 --> 00:20:02.170 of course,

NOTE Confidence: 0.8454613875

00:20:02.170 --> 00:20:03.520 but one thing that came

NOTE Confidence: 0.8454613875

00:20:03.520 --> 00:20:05.457 up a lot was this idea of.

NOTE Confidence: 0.8454613875

00:20:05.460 --> 00:20:06.417 Pharmaceutical corporations making

NOTE Confidence: 0.8454613875

00:20:06.417 --> 00:20:08.650 a lot of money and pushing out

NOTE Confidence: 0.8454613875

00:20:08.702 --> 00:20:10.142 these vaccines on people and and

NOTE Confidence: 0.8454613875

00:20:10.142 --> 00:20:11.775 you know that is something that is

NOTE Confidence: 0.8454613875

00:20:11.775 --> 00:20:13.483 on the minds of a lot of people.

NOTE Confidence: 0.8454613875

00:20:13.483 --> 00:20:15.587 And so this idea of motive I think

NOTE Confidence: 0.8454613875

00:20:15.587 --> 00:20:17.635 still is really important to think

NOTE Confidence: 0.8454613875

00:20:17.635 --> 00:20:19.015 about as we're communicating

NOTE Confidence: 0.8454613875

00:20:19.015 --> 00:20:20.847 about science and public health.

NOTE Confidence: 0.894100904166667

00:20:23.880 --> 00:20:26.288 So let's talk about some very depressing

NOTE Confidence: 0.894100904166667

00:20:26.288 --> 00:20:28.380 slides about trust and institutions.

NOTE Confidence: 0.894100904166667

00:20:28.380 --> 00:20:29.958 The first one here is trust

NOTE Confidence: 0.894100904166667

00:20:29.958 --> 00:20:31.010 in the federal government.

NOTE Confidence: 0.894100904166667

00:20:31.010 --> 00:20:33.116 This is some polling from Pew.

NOTE Confidence: 0.894100904166667

00:20:33.120 --> 00:20:35.480 It basically asked, you know,

NOTE Confidence: 0.894100904166667

00:20:35.480 --> 00:20:37.062 do you have, do you trust the

NOTE Confidence: 0.894100904166667

00:20:37.062 --> 00:20:38.439 government to do what's right,

NOTE Confidence: 0.894100904166667

00:20:38.440 --> 00:20:39.976 at least most of the time?

NOTE Confidence: 0.894100904166667

00:20:39.980 --> 00:20:42.360 So as you can see in the

NOTE Confidence: 0.894100904166667

00:20:42.360 --> 00:20:43.040 Eisenhower administration,

NOTE Confidence: 0.894100904166667

00:20:43.040 --> 00:20:44.051 the Kennedy administration,

NOTE Confidence: 0.894100904166667

00:20:44.051 --> 00:20:46.073 even the Johnson administration back then,

NOTE Confidence: 0.894100904166667

00:20:46.080 --> 00:20:48.096 trust to for the federal government to do

NOTE Confidence: 0.894100904166667

00:20:48.096 --> 00:20:50.823 what's right most of the time, 70 to 80%.

NOTE Confidence: 0.894100904166667

00:20:50.823 --> 00:20:52.667 That has declined precipitously

NOTE Confidence: 0.894100904166667

00:20:52.667 --> 00:20:56.660 over the past. 50 years.

NOTE Confidence: 0.894100904166667

00:20:56.660 --> 00:20:59.005 There's obviously a partisan aspect to this.

NOTE Confidence: 0.894100904166667

00:20:59.010 --> 00:21:00.000 So as you can see,

NOTE Confidence: 0.894100904166667

00:21:00.000 --> 00:21:02.500 you know when your own party is in power,

NOTE Confidence: 0.894100904166667

00:21:02.500 --> 00:21:03.888 you're more likely to trust the government.

NOTE Confidence: 0.894100904166667

00:21:03.888 --> 00:21:05.120 When the other party is in power,

NOTE Confidence: 0.894100904166667

00:21:05.120 --> 00:21:06.737 you're less likely to trust the government.

NOTE Confidence: 0.894100904166667

00:21:06.740 --> 00:21:08.380 The red squiggles are higher

NOTE Confidence: 0.894100904166667

00:21:08.380 --> 00:21:09.692 during the Reagan administration.

NOTE Confidence: 0.894100904166667

00:21:09.700 --> 00:21:11.230 The blue struggles, squiggles are

NOTE Confidence: 0.894100904166667

00:21:11.230 --> 00:21:12.760 hired in the Obama administration.

NOTE Confidence: 0.894100904166667

00:21:12.760 --> 00:21:13.772 That all makes sense.

NOTE Confidence: 0.894100904166667

00:21:13.772 --> 00:21:15.580 But I think what's important to note,

NOTE Confidence: 0.894100904166667

00:21:15.580 --> 00:21:17.340 and what's particularly damaging here,

NOTE Confidence: 0.894100904166667

00:21:17.340 --> 00:21:20.736 is that trust in the past when the other

NOTE Confidence: 0.894100904166667

00:21:20.736 --> 00:21:23.624 party was in power was higher than trust.

NOTE Confidence: 0.894100904166667

00:21:23.624 --> 00:21:26.169 Now when your own party is in power, so.

NOTE Confidence: 0.894100904166667

00:21:26.169 --> 00:21:28.623 So Democrats under Eisenhower had way

NOTE Confidence: 0.894100904166667

00:21:28.623 --> 00:21:31.381 higher levels of trust than Democrats

NOTE Confidence: 0.894100904166667

00:21:31.381 --> 00:21:33.806 do under the Obama administration.

NOTE Confidence: 0.894100904166667

00:21:33.810 --> 00:21:35.819 Right at the lowest point of Republican

NOTE Confidence: 0.894100904166667

00:21:35.819 --> 00:21:38.009 trust in the Johnson administration,

NOTE Confidence: 0.894100904166667

00:21:38.010 --> 00:21:38.324 right.

NOTE Confidence: 0.894100904166667

00:21:38.324 --> 00:21:39.266 Remember Vietnam here,

NOTE Confidence: 0.894100904166667

00:21:39.266 --> 00:21:41.150 if you remember kind of the

NOTE Confidence: 0.894100904166667

00:21:41.211 --> 00:21:42.479 turmoil of that period,

NOTE Confidence: 0.894100904166667

00:21:42.480 --> 00:21:44.639 the lowest point of trust among Republicans

NOTE Confidence: 0.894100904166667

00:21:44.639 --> 00:21:46.577 in the Johnson administration will still

NOTE Confidence: 0.894100904166667

00:21:46.577 --> 00:21:48.607 higher than Republicans trust in the

NOTE Confidence: 0.894100904166667

00:21:48.607 --> 00:21:50.267 government during the Trump administration.

NOTE Confidence: 0.894100904166667

00:21:50.270 --> 00:21:50.551 So.

NOTE Confidence: 0.894100904166667

00:21:50.551 --> 00:21:52.237 So this is something that has

NOTE Confidence: 0.894100904166667

00:21:52.237 --> 00:21:54.018 a parse and valence to it,

NOTE Confidence: 0.894100904166667

00:21:54.020 --> 00:21:57.863 but but it's a it's a broad secular trend.

NOTE Confidence: 0.894100904166667

00:21:57.870 --> 00:22:00.145 OK, let's look at trust the media.

NOTE Confidence: 0.894100904166667

00:22:00.150 --> 00:22:03.286 Trust the media in 1976 was 72%.

NOTE Confidence: 0.894100904166667

00:22:03.286 --> 00:22:05.666 This is not a huge,

NOTE Confidence: 0.894100904166667

00:22:05.670 --> 00:22:06.650 a very high bar.

NOTE Confidence: 0.894100904166667

00:22:06.650 --> 00:22:08.120 How much trust and confidence you

NOTE Confidence: 0.894100904166667

00:22:08.176 --> 00:22:09.856 have in the mass media when it

NOTE Confidence: 0.894100904166667

00:22:09.856 --> 00:22:11.368 comes to reporting the news fully,

NOTE Confidence: 0.894100904166667

00:22:11.370 --> 00:22:12.483 accurately and fairly,

NOTE Confidence: 0.894100904166667

00:22:12.483 --> 00:22:14.709 at least a great deal or

NOTE Confidence: 0.894100904166667

00:22:14.709 --> 00:22:16.647 at least a fair amount.

NOTE Confidence: 0.894100904166667

00:22:16.650 --> 00:22:18.198 So just a fair amount is

NOTE Confidence: 0.894100904166667

00:22:18.198 --> 00:22:19.230 what we're looking at.

NOTE Confidence: 0.894100904166667

00:22:19.230 --> 00:22:21.687 Not even not a super high bar.

NOTE Confidence: 0.894100904166667

00:22:21.690 --> 00:22:24.674 So in 76 it was 72% that doesn't,

NOTE Confidence: 0.894100904166667

00:22:24.674 --> 00:22:26.546 it's not totally surprising.

NOTE Confidence: 0.894100904166667

00:22:26.550 --> 00:22:28.216 This was after Watergate kind of the.

NOTE Confidence: 0.894100904166667

00:22:28.220 --> 00:22:30.380 You know the high point I think of

NOTE Confidence: 0.894100904166667

00:22:30.380 --> 00:22:32.127 of of American journalism today

NOTE Confidence: 0.894100904166667

00:22:32.127 --> 00:22:34.773 that is down to about a third.

NOTE Confidence: 0.894100904166667

00:22:34.780 --> 00:22:37.156 So only about 1/3 of Americans have even

NOTE Confidence: 0.894100904166667

00:22:37.156 --> 00:22:39.669 a fair amount of faith that the mass

NOTE Confidence: 0.894100904166667

00:22:39.669 --> 00:22:42.428 media is doing fair and accurate reporting.

NOTE Confidence: 0.894100904166667

00:22:42.430 --> 00:22:42.884 Again,

NOTE Confidence: 0.894100904166667

00:22:42.884 --> 00:22:45.608 there's a huge partisan divide here.

NOTE Confidence: 0.894100904166667

00:22:45.610 --> 00:22:48.046 And so what's interesting to note is,

NOTE Confidence: 0.894100904166667

00:22:48.050 --> 00:22:49.448 you know, even 20 years ago,

NOTE Confidence: 0.894100904166667

00:22:49.450 --> 00:22:51.390 if you look back 1997,

NOTE Confidence: 0.894100904166667

00:22:51.390 --> 00:22:53.518 nineteen 99, you know,

NOTE Confidence: 0.894100904166667

00:22:53.518 --> 00:22:55.541 59% of Democrats said that they have a

NOTE Confidence: 0.894100904166667

00:22:55.541 --> 00:22:57.266 fair amount of trust in the mass media,

NOTE Confidence: 0.894100904166667

00:22:57.270 --> 00:22:59.235 52% of Republicans not a

NOTE Confidence: 0.894100904166667

00:22:59.235 --> 00:23:00.807 huge discrepancy over time.

NOTE Confidence: 0.894100904166667

00:23:00.810 --> 00:23:02.226 As you can see,

NOTE Confidence: 0.894100904166667

00:23:02.226 --> 00:23:03.642 Democrats have actually developed

NOTE Confidence: 0.894100904166667

00:23:03.642 --> 00:23:06.392 more trust in the mass media and the

NOTE Confidence: 0.894100904166667

00:23:06.392 --> 00:23:08.310 Republican support has totally cratered.

NOTE Confidence: 0.894100904166667

00:23:08.310 --> 00:23:10.622 11% of Republicans have trust

NOTE Confidence: 0.894100904166667

00:23:10.622 --> 00:23:12.334 in the mass media.

NOTE Confidence: 0.82825464625

00:23:12.340 --> 00:23:13.864 And it's important to note that

NOTE Confidence: 0.82825464625

00:23:13.864 --> 00:23:15.214 independents are closer to Republicans

NOTE Confidence: 0.82825464625

00:23:15.214 --> 00:23:16.639 than they are to Democrats.

NOTE Confidence: 0.835102128

00:23:18.880 --> 00:23:21.020 Alright, getting closer to home, science.

NOTE Confidence: 0.835102128

00:23:21.020 --> 00:23:23.802 So science is, is it's a good story right.

NOTE Confidence: 0.835102128

00:23:23.802 --> 00:23:26.757 So look back in 75,

NOTE Confidence: 0.835102128

00:23:26.760 --> 00:23:28.432 you know do you have quite a lot

NOTE Confidence: 0.835102128

00:23:28.432 --> 00:23:30.188 of trust or a great deal of trust,

NOTE Confidence: 0.835102128

00:23:30.190 --> 00:23:31.333 confidence in science,

NOTE Confidence: 0.835102128

00:23:31.333 --> 00:23:33.619 70% of US adults say yes,

NOTE Confidence: 0.835102128

00:23:33.620 --> 00:23:36.436 now it's 64%, so not a huge decrement.

NOTE Confidence: 0.835102128

00:23:36.440 --> 00:23:38.006 This is on par with some of the most

NOTE Confidence: 0.835102128

00:23:38.006 --> 00:23:39.579 trusted institutions in the United States,

NOTE Confidence: 0.835102128

00:23:39.580 --> 00:23:42.720 small businesses and the military.

NOTE Confidence: 0.835102128

00:23:42.720 --> 00:23:45.758 This is a little bit less satisfying.

NOTE Confidence: 0.835102128

00:23:45.760 --> 00:23:48.196 So as you can see again,

NOTE Confidence: 0.835102128

00:23:48.200 --> 00:23:50.559 what has happened here is that Democrats

NOTE Confidence: 0.835102128

00:23:50.559 --> 00:23:52.762 and liberals now have more trust than

NOTE Confidence: 0.835102128

00:23:52.762 --> 00:23:55.800 they did 50 years ago, 40 years ago.

NOTE Confidence: 0.835102128

00:23:55.800 --> 00:23:57.960 Independents have declined modestly.

NOTE Confidence: 0.835102128

00:23:57.960 --> 00:24:00.132 Republicans have totally cratered a 30

NOTE Confidence: 0.835102128

00:24:00.132 --> 00:24:02.620 point decrement in their trust in science.

00:24:02.620 --> 00:24:03.880 And I think what's important

00:24:03.880 --> 00:24:05.496 to note is back in 1975,

00:24:05.496 --> 00:24:07.276 Republicans had more trust in

00:24:07.276 --> 00:24:08.700 science than the Democrats.

00:24:08.700 --> 00:24:10.910 You 72% of Republicans say

00:24:10.910 --> 00:24:13.328 they trust science, only 67.

00:24:13.328 --> 00:24:15.504 Percent of Democrats, you know,

00:24:15.504 --> 00:24:16.592 there's an interesting story

00:24:16.592 --> 00:24:18.140 to be told here in that,

00:24:18.140 --> 00:24:19.140 you know,

00:24:19.140 --> 00:24:21.928 around that time there's a distinction I

00:24:21.928 --> 00:24:23.860 think some sociologists have made between

00:24:23.915 --> 00:24:25.800 production science and impact science.

00:24:25.800 --> 00:24:27.396 So back in the post war era,

00:24:27.400 --> 00:24:28.908 there's this huge swell

00:24:28.908 --> 00:24:30.039 of production science,

NOTE Confidence: 0.835102128

00:24:30.040 --> 00:24:30.926 production scientists,

NOTE Confidence: 0.835102128

00:24:30.926 --> 00:24:33.584 things that are thought to fuel

NOTE Confidence: 0.835102128

00:24:33.584 --> 00:24:36.242 the economy that, you know,

NOTE Confidence: 0.835102128

00:24:36.242 --> 00:24:39.647 influence our military might that,

NOTE Confidence: 0.835102128

00:24:39.650 --> 00:24:41.630 you know, are able to develop

NOTE Confidence: 0.835102128

00:24:41.630 --> 00:24:43.190 new technologies that might be.

NOTE Confidence: 0.835102128

00:24:43.190 --> 00:24:45.620 Helpful and interesting.

NOTE Confidence: 0.835102128

00:24:45.620 --> 00:24:47.400 That overtime shifted somewhat.

NOTE Confidence: 0.835102128

00:24:47.400 --> 00:24:48.290 I mean,

NOTE Confidence: 0.835102128

00:24:48.290 --> 00:24:50.276 that's still happening to impact science.

NOTE Confidence: 0.835102128

00:24:50.280 --> 00:24:52.254 What are the consequences of these things,

NOTE Confidence: 0.835102128

00:24:52.260 --> 00:24:53.725 the most obvious one being

NOTE Confidence: 0.835102128

00:24:53.725 --> 00:24:54.897 something like greenhouse gases,

NOTE Confidence: 0.835102128

00:24:54.900 --> 00:24:56.540 but other things like pesticides,

NOTE Confidence: 0.835102128

00:24:56.540 --> 00:24:57.026 carcinogens,

NOTE Confidence: 0.835102128

00:24:57.026 --> 00:24:59.456 the unintended consequences of science.

NOTE Confidence: 0.835102128

00:24:59.460 --> 00:25:00.813 As that happened,

NOTE Confidence: 0.835102128

00:25:00.813 --> 00:25:03.618 it ushered in also more regulation

NOTE Confidence: 0.835102128

00:25:03.618 --> 00:25:06.612 and things that are kind of

NOTE Confidence: 0.835102128

00:25:06.612 --> 00:25:09.520 anathema to conservative ideals.

NOTE Confidence: 0.835102128

00:25:09.520 --> 00:25:10.780 And so that I think is,

NOTE Confidence: 0.835102128

00:25:10.780 --> 00:25:12.040 is part of the story here.

NOTE Confidence: 0.835102128

00:25:12.040 --> 00:25:15.460 In any case, huge partisan divide.

NOTE Confidence: 0.835102128

00:25:15.460 --> 00:25:16.900 All right. Medicine.

NOTE Confidence: 0.835102128

00:25:16.900 --> 00:25:17.336 OK.

NOTE Confidence: 0.835102128

00:25:17.336 --> 00:25:19.516 So confidence in medical leaders,

NOTE Confidence: 0.835102128

00:25:19.520 --> 00:25:21.288 this is particularly distressing.

NOTE Confidence: 0.835102128

00:25:21.288 --> 00:25:23.056 So in the 60s,

NOTE Confidence: 0.835102128

00:25:23.060 --> 00:25:26.819 about 75% of Americans had great confidence.

NOTE Confidence: 0.835102128

00:25:26.820 --> 00:25:30.014 Today, that's about 1/3 great

NOTE Confidence: 0.835102128

47

00:25:30.014 --> 00:25:32.550 confidence in medical leaders.

NOTE Confidence: 0.835102128

00:25:32.550 --> 00:25:33.846 How about doctors in your country?

NOTE Confidence: 0.835102128

00:25:33.850 --> 00:25:36.550 So this is an international perspective.

NOTE Confidence: 0.835102128

00:25:36.550 --> 00:25:38.870 Switzerland, 83% of the Swiss,

NOTE Confidence: 0.835102128

00:25:38.870 --> 00:25:39.917 they're very trusting,

NOTE Confidence: 0.835102128

00:25:39.917 --> 00:25:41.662 strongly agree or agree that

NOTE Confidence: 0.835102128

00:25:41.662 --> 00:25:43.230 their doctors can be trusted.

NOTE Confidence: 0.835102128

00:25:43.230 --> 00:25:46.170 Britain, you know, comparator countries,

NOTE Confidence: 0.835102128

00:25:46.170 --> 00:25:49.082 76% US was down at 2424,

NOTE Confidence: 0.835102128

00:25:49.082 --> 00:25:51.578 so only less than six in ten Americans.

NOTE Confidence: 0.835102128

00:25:51.580 --> 00:25:53.170 I think that medical professional

NOTE Confidence: 0.835102128

00:25:53.170 --> 00:25:54.124 can be trusted.

NOTE Confidence: 0.835102128

00:25:54.130 --> 00:25:55.890 I want to throw in a caveat here,

NOTE Confidence: 0.835102128

00:25:55.890 --> 00:25:58.018 which I think is is a reason for

NOTE Confidence: 0.835102128

00:25:58.018 --> 00:26:00.238 hope and potentially a way that we

NOTE Confidence: 0.835102128

00:26:00.238 --> 00:26:02.450 can kind of rebuild some of this.

00:26:02.450 --> 00:26:04.424 The US actually has very high levels

00:26:04.424 --> 00:26:06.118 of satisfaction with your own doctor.

00:26:06.120 --> 00:26:07.400 So you may trust this,

00:26:07.400 --> 00:26:08.918 trust the medical profession in general.

00:26:08.920 --> 00:26:10.320 You may distrust healthcare,

00:26:10.320 --> 00:26:12.854 but they have among the highest levels

00:26:12.854 --> 00:26:15.056 of satisfaction with your own doctor.

00:26:15.060 --> 00:26:16.756 So it's kind of like people hate Congress

00:26:16.756 --> 00:26:18.379 but they love their own congressmen.

00:26:18.380 --> 00:26:19.962 It's like a similar type of thing

00:26:19.962 --> 00:26:21.765 going on here where people do trust

00:26:21.765 --> 00:26:23.379 in the relationship they have with

00:26:23.430 --> 00:26:24.438 their own clinicians.

00:26:24.440 --> 00:26:25.770 And I think this gets back to

00:26:25.770 --> 00:26:27.030 the power of relationships.

00:26:27.030 --> 00:26:29.065 So both parties without parse

NOTE Confidence: 0.866358169565218

00:26:29.065 --> 00:26:30.846 and differences, very high levels

NOTE Confidence: 0.866358169565218

00:26:30.846 --> 00:26:32.456 of trust and healthcare workers.

NOTE Confidence: 0.866358169565218

00:26:32.460 --> 00:26:34.508 That they personally know.

NOTE Confidence: 0.866358169565218

00:26:34.508 --> 00:26:36.842 And Even so, even though doctors

NOTE Confidence: 0.866358169565218

00:26:36.842 --> 00:26:38.162 in the United States generally

NOTE Confidence: 0.866358169565218

00:26:38.162 --> 00:26:39.942 may not have as high levels of

NOTE Confidence: 0.866358169565218

00:26:39.942 --> 00:26:41.147 trust as some other countries,

NOTE Confidence: 0.866358169565218

00:26:41.150 --> 00:26:43.126 and public trust and doctors and nurses are,

NOTE Confidence: 0.866358169565218

00:26:43.130 --> 00:26:44.612 is still much higher than the

NOTE Confidence: 0.866358169565218

00:26:44.612 --> 00:26:45.990 rest of the healthcare system,

NOTE Confidence: 0.866358169565218

00:26:45.990 --> 00:26:48.475 and they are among the most trusted

NOTE Confidence: 0.866358169565218

00:26:48.475 --> 00:26:50.529 professions in the United States.

NOTE Confidence: 0.866358169565218

00:26:50.530 --> 00:26:52.567 So Kaiser last year did a poll,

NOTE Confidence: 0.866358169565218

00:26:52.570 --> 00:26:54.325 and this is a poll just of people who

NOTE Confidence: 0.866358169565218

00:26:54.325 --> 00:26:56.047 are on the fence about vaccination,

NOTE Confidence: 0.866358169565218

00:26:56.050 --> 00:26:56.797 about COVID vaccination.

NOTE Confidence: 0.866358169565218

00:26:56.797 --> 00:26:58.853 Where are you going to turn to figure

NOTE Confidence: 0.866358169565218

00:26:58.853 --> 00:27:00.949 out whether you don't want to get vaccinated?

NOTE Confidence: 0.866358169565218

00:27:00.950 --> 00:27:01.582 By far,

NOTE Confidence: 0.866358169565218

00:27:01.582 --> 00:27:04.110 your own personal doctor or your own nurse,

NOTE Confidence: 0.866358169565218

00:27:04.110 --> 00:27:05.019 some healthcare provider?

NOTE Confidence: 0.866358169565218

00:27:05.019 --> 00:27:07.140 About 8:00 and 10:00 of those people

NOTE Confidence: 0.866358169565218

00:27:07.190 --> 00:27:09.003 who who are have some level of

NOTE Confidence: 0.866358169565218

00:27:09.003 --> 00:27:10.393 vaccine hesitancy said that they

NOTE Confidence: 0.866358169565218

00:27:10.393 --> 00:27:12.079 would return to their own clinician.

NOTE Confidence: 0.866358169565218

00:27:12.080 --> 00:27:13.772 So I just want to keep this in the

NOTE Confidence: 0.866358169565218

00:27:13.772 --> 00:27:15.365 back of our mind as we're thinking

NOTE Confidence: 0.866358169565218

00:27:15.365 --> 00:27:17.264 about ways to try to rebuild trust

NOTE Confidence: 0.866358169565218

00:27:17.264 --> 00:27:19.142 or counteract some of the medical

NOTE Confidence: 0.866358169565218

00:27:19.142 --> 00:27:20.232 misinformation that's spreading.

NOTE Confidence: 0.866358169565218

00:27:20.232 --> 00:27:21.390 Across the country.

NOTE Confidence: 0.8709995375

00:27:23.540 --> 00:27:26.476 Alright, so kind of a summary slide here,

NOTE Confidence: 0.8709995375

00:27:26.480 --> 00:27:28.980 thinking about the consequences of

NOTE Confidence: 0.8709995375

00:27:28.980 --> 00:27:30.980 mistrust in American institutions.

NOTE Confidence: 0.8709995375

00:27:30.980 --> 00:27:32.460 Why is it so problematic?

NOTE Confidence: 0.8709995375

00:27:32.460 --> 00:27:34.716 I think at heart what it does is

NOTE Confidence: 0.8709995375

00:27:34.716 --> 00:27:36.658 it creates a legitimacy vacuum.

NOTE Confidence: 0.8709995375

00:27:36.660 --> 00:27:38.420 There is no objective

NOTE Confidence: 0.8709995375

00:27:38.420 --> 00:27:40.620 sources of truth any longer.

NOTE Confidence: 0.8709995375

00:27:40.620 --> 00:27:42.450 There's a real fracturing of narratives.

NOTE Confidence: 0.8709995375

00:27:42.450 --> 00:27:45.481 So because there's not a kind of

NOTE Confidence: 0.8709995375

00:27:45.481 --> 00:27:47.312 centralized or several, you know,

NOTE Confidence: 0.8709995375

00:27:47.312 --> 00:27:48.575 institutions that people say, OK,

NOTE Confidence: 0.8709995375

00:27:48.575 --> 00:27:49.940 when I don't know what's going on,

NOTE Confidence: 0.8709995375

00:27:49.940 --> 00:27:51.200 I can really trust this.

NOTE Confidence: 0.8709995375

00:27:51.200 --> 00:27:53.000 There's a huge fraction of narratives,

NOTE Confidence: 0.8709995375

00:27:53.000 --> 00:27:53.311 people.

NOTE Confidence: 0.8709995375

00:27:53.311 --> 00:27:54.866 Select their their media sources

NOTE Confidence: 0.8709995375

00:27:54.866 --> 00:27:56.690 that tell them what they want,

NOTE Confidence: 0.8709995375

00:27:56.690 --> 00:27:59.380 or they simply, you know,

NOTE Confidence: 0.8709995375

00:27:59.380 --> 00:28:01.116 do what the people around them are doing.

NOTE Confidence: 0.8709995375

00:28:01.120 --> 00:28:02.998 And those people may be influenced

NOTE Confidence: 0.8709995375

00:28:02.998 --> 00:28:05.559 by by kind of pernicious sources.

NOTE Confidence: 0.8709995375

00:28:05.560 --> 00:28:07.296 And then there's lack of shared purpose.

NOTE Confidence: 0.8709995375

00:28:07.300 --> 00:28:08.725 There's no coherent shared story

NOTE Confidence: 0.8709995375

00:28:08.725 --> 00:28:10.808 that people can feel good about that

NOTE Confidence: 0.8709995375

00:28:10.808 --> 00:28:12.614 they're part of some collective thing.

NOTE Confidence: 0.8709995375

00:28:12.620 --> 00:28:14.034 We're all part of the same project,

NOTE Confidence: 0.8709995375

00:28:14.040 --> 00:28:15.978 and I think all these things

NOTE Confidence: 0.8709995375

00:28:15.978 --> 00:28:17.270 create an epistemic environment,

NOTE Confidence: 0.8709995375

00:28:17.270 --> 00:28:18.882 an environment of knowledge,

NOTE Confidence: 0.8709995375

00:28:18.882 --> 00:28:21.300 and the transmission of information in

NOTE Confidence: 0.8709995375

00:28:21.363 --> 00:28:23.708 which misinformation can really thrive.

NOTE Confidence: 0.8709995375

00:28:23.710 --> 00:28:25.492 There's two authors that I just

NOTE Confidence: 0.8709995375

00:28:25.492 --> 00:28:27.184 want to highlight here who I

NOTE Confidence: 0.8709995375

00:28:27.184 --> 00:28:28.504 have a lot of respect for.

NOTE Confidence: 0.8709995375

00:28:28.510 --> 00:28:30.208 And what they're talking about here

NOTE Confidence: 0.8709995375

00:28:30.208 --> 00:28:31.770 is not just that misinformation

NOTE Confidence: 0.8709995375

00:28:31.770 --> 00:28:33.966 or bad information is out there,

NOTE Confidence: 0.8709995375

00:28:33.970 --> 00:28:35.805 but actually the processes by

NOTE Confidence: 0.8709995375

00:28:35.805 --> 00:28:38.346 which a society comes to figure out

NOTE Confidence: 0.8709995375

00:28:38.346 --> 00:28:40.565 what is true and what is false.

NOTE Confidence: 0.8709995375

00:28:40.570 --> 00:28:43.307 Those processes are what have been degraded.

NOTE Confidence: 0.8709995375

00:28:43.310 --> 00:28:44.978 And so Jonathan hate here says

NOTE Confidence: 0.8709995375

00:28:44.978 --> 00:28:46.090 in the righteous mind,

NOTE Confidence: 0.8709995375

00:28:46.090 --> 00:28:47.910 if you put individuals together in the

NOTE Confidence: 0.8709995375

00:28:47.910 --> 00:28:49.697 right way such that some individuals

NOTE Confidence: 0.8709995375

00:28:49.697 --> 00:28:51.611 can use their reasoning power to

NOTE Confidence: 0.8709995375

00:28:51.611 --> 00:28:53.007 disconfirm the claims of others,

NOTE Confidence: 0.8709995375

00:28:53.010 --> 00:28:54.660 and all individuals feel some.

NOTE Confidence: 0.8709995375

00:28:54.660 --> 00:28:56.796 Common bond or shared fate that

NOTE Confidence: 0.8709995375

00:28:56.796 --> 00:28:58.810 allows them to interact civilly.

NOTE Confidence: 0.8709995375

00:28:58.810 --> 00:29:00.658 And you can create a group that ends

NOTE Confidence: 0.8709995375

00:29:00.658 --> 00:29:02.036 up producing some good producing

NOTE Confidence: 0.8709995375

00:29:02.036 --> 00:29:03.476 good reasoning as an emergent

NOTE Confidence: 0.8709995375

00:29:03.476 --> 00:29:04.949 property of the social system.

NOTE Confidence: 0.8709995375

00:29:04.950 --> 00:29:07.484 So really talking about it's not your

NOTE Confidence: 0.8709995375

00:29:07.484 --> 00:29:09.898 own powers of reasoning but really

NOTE Confidence: 0.8709995375

00:29:09.898 --> 00:29:12.406 this idea of almost peer review.

NOTE Confidence: 0.8709995375

00:29:12.410 --> 00:29:13.040 You know,

NOTE Confidence: 0.8709995375

00:29:13.040 --> 00:29:15.245 getting the best people to point and

NOTE Confidence: 0.8709995375

00:29:15.245 --> 00:29:17.317 poke holes in other people's theories

NOTE Confidence: 0.8709995375

00:29:17.317 --> 00:29:20.069 and that's how we kind of move forward.

NOTE Confidence: 0.8709995375

00:29:20.070 --> 00:29:22.350 Another Jonathan, this time Jonathan Rauch,

NOTE Confidence: 0.8709995375

00:29:22.350 --> 00:29:23.730 who I also really like.

NOTE Confidence: 0.8709995375

00:29:23.730 --> 00:29:24.805 He has this both the

NOTE Confidence: 0.8709995375

00:29:24.805 --> 00:29:25.450 Constitution of knowledge.

NOTE Confidence: 0.8709995375

00:29:25.450 --> 00:29:26.536 Like if you haven't read it,

NOTE Confidence: 0.8709995375

00:29:26.540 --> 00:29:28.740 I would highly recommend it,

NOTE Confidence: 0.8709995375

00:29:28.740 --> 00:29:30.196 he says the reality based community is

NOTE Confidence: 0.8709995375

00:29:30.196 --> 00:29:32.324 a is the social network and he he talks

NOTE Confidence: 0.8709995375

00:29:32.324 --> 00:29:34.100 about social networks on the online sense,

NOTE Confidence: 0.8709995375

00:29:34.100 --> 00:29:37.034 but but kind of in in person social networks

NOTE Confidence: 0.8709995375

00:29:37.034 --> 00:29:39.837 which adheres to classical liberal science,

NOTE Confidence: 0.8709995375

00:29:39.840 --> 00:29:43.450 not not not political liberal.

NOTE Confidence: 0.8709995375

00:29:43.450 --> 00:29:45.898 Rules and norms, objectivity,

NOTE Confidence: 0.8709995375

00:29:45.898 --> 00:29:46.881 factuality, rationality,

NOTE Confidence: 0.8709995375

00:29:46.881 --> 00:29:48.736 they live not just within

NOTE Confidence: 0.8709995375

00:29:48.736 --> 00:29:50.220 individual minds and practices,

NOTE Confidence: 0.8709995375

00:29:50.220 --> 00:29:51.312 but on the network.

NOTE Confidence: 0.8709995375

00:29:51.312 --> 00:29:51.858 So again,

NOTE Confidence: 0.8709995375

00:29:51.860 --> 00:29:53.568 getting at this idea that you know,

NOTE Confidence: 0.8709995375

00:29:53.570 --> 00:29:55.454 we often think that we make

NOTE Confidence: 0.8709995375

00:29:55.454 --> 00:29:56.396 decisions by ourselves,

NOTE Confidence: 0.8709995375

00:29:56.400 --> 00:29:58.050 that we understand the world

NOTE Confidence: 0.8709995375

00:29:58.050 --> 00:29:59.700 because we are researching things

NOTE Confidence: 0.8709995375

00:29:59.756 --> 00:30:01.618 in in in in an individualistic way.

NOTE Confidence: 0.8709995375

00:30:01.620 --> 00:30:03.780 But actually it is the network,

NOTE Confidence: 0.8709995375

00:30:03.780 --> 00:30:05.624 the the social milieu,

NOTE Confidence: 0.8709995375

00:30:05.624 --> 00:30:09.130 in which we kind of test different

NOTE Confidence: 0.8709995375

00:30:09.130 --> 00:30:12.320 theories and and iterate upon

NOTE Confidence: 0.88381571625

00:30:12.320 --> 00:30:13.760 what we know and what we don't know.

NOTE Confidence: 0.88381571625

00:30:13.760 --> 00:30:15.623 That gets us to A to a better place.

NOTE Confidence: 0.88381571625

00:30:15.630 --> 00:30:17.544 And this type of thing, he says,

NOTE Confidence: 0.88381571625

00:30:17.544 --> 00:30:18.606 you know, applies not just to

NOTE Confidence: 0.88381571625

00:30:18.606 --> 00:30:19.530 science but to scholarship,

NOTE Confidence: 0.88381571625

00:30:19.530 --> 00:30:20.577 journalism, government, law,

NOTE Confidence: 0.88381571625

00:30:20.577 --> 00:30:23.495 these are these are kind of the reality

NOTE Confidence: 0.88381571625

00:30:23.495 --> 00:30:25.985 based communities that he's talking about.

NOTE Confidence: 0.88381571625

00:30:25.990 --> 00:30:27.328 Alright, so that's kind of the,

NOTE Confidence: 0.88381571625

00:30:27.330 --> 00:30:29.570 I think the, the baseline in terms of

NOTE Confidence: 0.88381571625

00:30:29.570 --> 00:30:32.268 we're in a really bad place with the trust,

NOTE Confidence: 0.88381571625

00:30:32.270 --> 00:30:34.125 trust in almost all institutions

NOTE Confidence: 0.88381571625

00:30:34.125 --> 00:30:35.980 that's created over the past

NOTE Confidence: 0.88381571625

00:30:36.045 --> 00:30:37.749 few decades and now we have,

NOTE Confidence: 0.88381571625

00:30:37.750 --> 00:30:40.151 we have this rise of medical misinformation

NOTE Confidence: 0.88381571625

00:30:40.151 --> 00:30:42.188 in part fueled by social media.

NOTE Confidence: 0.84408735

00:30:46.820 --> 00:30:49.788 OK, first thing to note is that this

NOTE Confidence: 0.84408735

00:30:49.788 --> 00:30:51.756 information, we talk about it a lot now,

NOTE Confidence: 0.84408735

00:30:51.760 --> 00:30:54.179 but it's actually a very, very old problem.

NOTE Confidence: 0.84408735

00:30:54.179 --> 00:30:55.671 There's probably been medical

NOTE Confidence: 0.84408735

00:30:55.671 --> 00:30:57.807 misinformation for as long as there's

NOTE Confidence: 0.84408735

00:30:57.807 --> 00:30:59.397 been medicine in some capacity.

NOTE Confidence: 0.84408735

00:30:59.400 --> 00:31:02.704 I came across this, this Bureau of

NOTE Confidence: 0.84408735

00:31:02.704 --> 00:31:05.666 Investigation that the AMA opened in 1906,

NOTE Confidence: 0.84408735

00:31:05.666 --> 00:31:07.982 and this Bureau was really dedicated

NOTE Confidence: 0.84408735

00:31:07.982 --> 00:31:10.272 to quote, exposing quacks,

NOTE Confidence: 0.84408735

00:31:10.272 --> 00:31:12.540 analyzing suspicious nostrums,

NOTE Confidence: 0.84408735

00:31:12.540 --> 00:31:14.150 and alerting both the medical

NOTE Confidence: 0.84408735

00:31:14.150 --> 00:31:15.438 profession and the public.

NOTE Confidence: 0.84408735

00:31:15.440 --> 00:31:17.115 To unscrupulous promoters.

NOTE Confidence: 0.84408735

00:31:17.115 --> 00:31:19.010 So the language is a little antiquated,

NOTE Confidence: 0.84408735

00:31:19.010 --> 00:31:20.571 but the general themes are things that

NOTE Confidence: 0.84408735

00:31:20.571 --> 00:31:22.262 that we want to be doing, I think.

NOTE Confidence: 0.84408735

00:31:22.262 --> 00:31:23.618 And this Bureau was in existence

NOTE Confidence: 0.84408735

00:31:23.618 --> 00:31:25.286 for six or seven decades, really.

NOTE Confidence: 0.84408735

00:31:25.286 --> 00:31:27.216 And it published articles about

NOTE Confidence: 0.84408735

00:31:27.216 --> 00:31:28.760 deceptive medical claims that

NOTE Confidence: 0.84408735

00:31:28.824 --> 00:31:31.008 responded to questions from the public,

NOTE Confidence: 0.84408735

00:31:31.010 --> 00:31:32.930 worked with federal agencies like the

NOTE Confidence: 0.84408735

00:31:32.930 --> 00:31:35.220 FDA and the Federal Trade Commission,

NOTE Confidence: 0.84408735

00:31:35.220 --> 00:31:37.176 and it's served as a resource

NOTE Confidence: 0.84408735

00:31:37.176 --> 00:31:39.038 for journalists who are writing

NOTE Confidence: 0.84408735

00:31:39.038 --> 00:31:41.006 about complex scientific issues.

NOTE Confidence: 0.84408735

00:31:41.010 --> 00:31:42.390 They could call up this Bureau

NOTE Confidence: 0.84408735

00:31:42.390 --> 00:31:44.103 and sign and get someone on the

NOTE Confidence: 0.84408735

00:31:44.103 --> 00:31:46.420 phone I was going back through.

NOTE Confidence: 0.84408735

00:31:46.420 --> 00:31:47.359 Some interesting articles

NOTE Confidence: 0.84408735

00:31:47.359 --> 00:31:48.924 that were published in Java.

NOTE Confidence: 0.84408735

00:31:48.930 --> 00:31:51.520 This one was JAMA 1919.

NOTE Confidence: 0.84408735

00:31:51.520 --> 00:31:53.008 So a few years after this Bureau opened

NOTE Confidence: 0.84408735

00:31:53.008 --> 00:31:54.210 and they published this article and

NOTE Confidence: 0.84408735

00:31:54.210 --> 00:31:55.750 just to give you a sense of what,

NOTE Confidence: 0.84408735

00:31:55.750 --> 00:31:56.986 what what types of things that

NOTE Confidence: 0.84408735

00:31:56.986 --> 00:31:58.280 they were doing at that time.

NOTE Confidence: 0.84408735

00:31:58.280 --> 00:32:00.015 So this article started the

NOTE Confidence: 0.84408735

00:32:00.015 --> 00:32:01.056 propaganda for reform.

NOTE Confidence: 0.84408735

00:32:01.060 --> 00:32:02.656 This was pre World War Two.

NOTE Confidence: 0.84408735

00:32:02.660 --> 00:32:03.852 So propaganda just meant,

NOTE Confidence: 0.84408735

00:32:03.852 --> 00:32:05.640 you know information not not kind

NOTE Confidence: 0.84408735

00:32:05.699 --> 00:32:06.559 of what it means.

NOTE Confidence: 0.84408735

00:32:06.560 --> 00:32:10.080 Now this is a mist or Murray's infallible

NOTE Confidence: 0.84408735

00:32:10.080 --> 00:32:13.242 system tonic it could they did some

NOTE Confidence: 0.84408735

00:32:13.242 --> 00:32:15.298 evaluations analysis contains mercury,

NOTE Confidence: 0.84408735

00:32:15.300 --> 00:32:15.592 licorice.

NOTE Confidence: 0.84408735

61

00:32:15.592 --> 00:32:18.223 And this guy got a fine for $25

NOTE Confidence: 0.84408735

00:32:18.223 --> 00:32:20.555 Doctor Bedlington 6 Prairie

NOTE Confidence: 0.84408735

00:32:20.555 --> 00:32:22.322 herbs sold in Minneapolis.

NOTE Confidence: 0.84408735

00:32:22.322 --> 00:32:23.898 Government chemists reported that

NOTE Confidence: 0.84408735

00:32:23.898 --> 00:32:26.297 the odor and taste suggested that

NOTE Confidence: 0.84408735

00:32:26.297 --> 00:32:28.212 of highly diluted and sweetened

NOTE Confidence: 0.84408735

00:32:28.212 --> 00:32:30.038 whiskey also fine of $10 here.

NOTE Confidence: 0.84408735

00:32:30.040 --> 00:32:32.560 And this is the real ivermectin of the day.

NOTE Confidence: 0.84408735

00:32:32.560 --> 00:32:34.548 So Kilmer, Swamp root,

NOTE Confidence: 0.84408735

00:32:34.548 --> 00:32:36.536 this cures Bryce disease,

NOTE Confidence: 0.84408735

00:32:36.540 --> 00:32:38.340 acute nephritis, cancer of the liver,

NOTE Confidence: 0.84408735

00:32:38.340 --> 00:32:39.992 acute and chronic gonorrhea,

NOTE Confidence: 0.84408735

00:32:39.992 --> 00:32:41.644 my favorite part etcetera.

NOTE Confidence: 0.84408735

00:32:41.650 --> 00:32:44.114 So Phil and Phil had to have the,

NOTE Confidence: 0.84408735

00:32:44.120 --> 00:32:46.208 the disease that you want to be cured here.

NOTE Confidence: 0.84408735

00:32:46.210 --> 00:32:48.176 He got a fine of $150.00.

00:32:48.176 --> 00:32:49.128 So anyway,

00:32:49.128 --> 00:32:52.452 the point is people have been dealing with

00:32:52.452 --> 00:32:54.610 this in one way or another for a very,

00:32:54.610 --> 00:32:55.843 very long time.

00:32:55.843 --> 00:32:58.309 But of course it's a different

00:32:58.309 --> 00:33:00.230 story with social media.

00:33:00.230 --> 00:33:02.210 Social media really has intensified,

00:33:02.210 --> 00:33:03.084 I think,

00:33:03.084 --> 00:33:03.958 the reach,

00:33:03.958 --> 00:33:06.143 the speed and the consequences

00:33:06.143 --> 00:33:07.910 of misinformation,

00:33:07.910 --> 00:33:10.598 the kind of rate in which it

00:33:10.598 --> 00:33:12.190 accelerates information out into

00:33:12.190 --> 00:33:14.368 the world with very little check

00:33:14.370 --> 00:33:16.479 on on it before it goes out.

00:33:16.479 --> 00:33:18.431 Into the eyes and ears of millions of

NOTE Confidence: 0.84408735

00:33:18.431 --> 00:33:20.335 people is like nothing we've seen before.

NOTE Confidence: 0.84408735

00:33:20.340 --> 00:33:21.444 So you know,

NOTE Confidence: 0.84408735

00:33:21.444 --> 00:33:23.652 70% of Americans use some form

NOTE Confidence: 0.84408735

00:33:23.652 --> 00:33:25.140 of social media.

NOTE Confidence: 0.84408735

00:33:25.140 --> 00:33:27.228 But I think that's quite a bit less

NOTE Confidence: 0.84408735

00:33:27.228 --> 00:33:28.997 relevant than the idea that social

NOTE Confidence: 0.84408735

00:33:28.997 --> 00:33:30.785 media actually has a huge influence

NOTE Confidence: 0.84408735

00:33:30.842 --> 00:33:32.756 on our media and our politics

NOTE Confidence: 0.84408735

00:33:32.756 --> 00:33:34.032 and our academic institutions.

NOTE Confidence: 0.84408735

00:33:34.040 --> 00:33:35.925 And so basically the information

NOTE Confidence: 0.84408735

00:33:35.925 --> 00:33:38.264 and the agenda setting that comes

NOTE Confidence: 0.84408735

00:33:38.264 --> 00:33:40.184 out of social media actually

NOTE Confidence: 0.84408735

00:33:40.184 --> 00:33:41.720 trickles down to everyone,

NOTE Confidence: 0.932552714166667

00:33:41.720 --> 00:33:43.406 whether or not you use social

NOTE Confidence: 0.932552714166667

00:33:43.406 --> 00:33:45.250 media in some way or another.

00:33:47.980 --> 00:33:49.737 So I I want to be clear,

00:33:49.740 --> 00:33:51.954 this is going to come off as as kind

00:33:51.954 --> 00:33:53.977 of a social media bashing lecture.

00:33:53.977 --> 00:33:56.513 But but I don't think it's all bad.

00:33:56.520 --> 00:33:58.236 I think there are things that

00:33:58.236 --> 00:33:59.963 are important and that we need

00:33:59.963 --> 00:34:01.547 to be careful about when we're

00:34:01.547 --> 00:34:03.340 trying to combat misinformation.

00:34:03.340 --> 00:34:04.704 It does democratize discourse.

00:34:04.704 --> 00:34:07.060 People who did not have a say,

00:34:07.060 --> 00:34:09.314 who weren't able to express their opinions,

00:34:09.320 --> 00:34:11.020 who couldn't get around the

00:34:11.020 --> 00:34:12.380 gatekeepers of traditional media.

00:34:12.380 --> 00:34:14.116 This is a way that all those

00:34:14.116 --> 00:34:14.860 things can happen.

00:34:14.860 --> 00:34:16.060 People can get their views

NOTE Confidence: 0.89233115

00:34:16.060 --> 00:34:17.580 out there in a way that.

NOTE Confidence: 0.89233115

00:34:17.580 --> 00:34:20.148 Never had the opportunity to before.

NOTE Confidence: 0.89233115

00:34:20.150 --> 00:34:21.394 On the other hand,

NOTE Confidence: 0.89233115

00:34:21.394 --> 00:34:23.260 I think it's important to recognize

NOTE Confidence: 0.89233115

00:34:23.326 --> 00:34:25.576 that very few accounts can often

NOTE Confidence: 0.89233115

00:34:25.576 --> 00:34:27.076 dominate an entire conversation.

NOTE Confidence: 0.89233115

00:34:27.080 --> 00:34:28.970 So there's analysis in 2021,

NOTE Confidence: 0.89233115

00:34:28.970 --> 00:34:30.530 only 12 accounts.

NOTE Confidence: 0.89233115

00:34:30.530 --> 00:34:32.090 The disinformation doesn't.

NOTE Confidence: 0.89233115

00:34:32.090 --> 00:34:34.490 We're responsible for 65% of anti

NOTE Confidence: 0.89233115

00:34:34.490 --> 00:34:36.090 vaccine information on Twitter,

NOTE Confidence: 0.89233115

00:34:36.090 --> 00:34:37.490 Facebook and Instagram that year.

NOTE Confidence: 0.89233115

00:34:37.490 --> 00:34:39.562 So if you can just imagine that we

NOTE Confidence: 0.89233115

00:34:39.562 --> 00:34:41.840 think we are democratizing discourse,

NOTE Confidence: 0.89233115

00:34:41.840 --> 00:34:44.126 and in some ways we are at the same

00:34:44.126 --> 00:34:46.351 time because of the virality of

00:34:46.351 --> 00:34:48.256 the way that information spreads.

00:34:48.260 --> 00:34:50.240 This doesn't look very democratic either.

00:34:50.240 --> 00:34:52.354 This is 12 people or 12 accounts

00:34:52.354 --> 00:34:54.317 that are able to have a huge,

00:34:54.320 --> 00:34:57.842 huge effect on an entire conversation

00:34:57.842 --> 00:34:59.603 around vaccine misinformation.

00:35:02.310 --> 00:35:04.430 So I think the hope is and I think you

00:35:04.494 --> 00:35:06.844 know I have shared this hope and I I still

00:35:06.902 --> 00:35:09.270 share this hope to some extent that social

00:35:09.270 --> 00:35:12.330 media will be the two new town square.

00:35:12.330 --> 00:35:14.706 It will be an online space or online spaces

00:35:14.706 --> 00:35:16.966 where people can connect with one another,

00:35:16.970 --> 00:35:19.084 they can share their views and they

00:35:19.084 --> 00:35:20.924 can debate issues of importance and

00:35:20.924 --> 00:35:22.961 these are all good things that we

NOTE Confidence: 0.850522513666667

00:35:23.019 --> 00:35:25.126 hope that that social media could be.

NOTE Confidence: 0.850522513666667

00:35:25.130 --> 00:35:27.218 But I think the reality is much darker

NOTE Confidence: 0.850522513666667

00:35:27.218 --> 00:35:29.545 and and the reality right now is that

NOTE Confidence: 0.850522513666667

00:35:29.545 --> 00:35:32.101 the business model of a lot of these

NOTE Confidence: 0.850522513666667

00:35:32.101 --> 00:35:33.437 platforms relies on advertising.

NOTE Confidence: 0.850522513666667

00:35:33.440 --> 00:35:35.660 And selling of your data,

NOTE Confidence: 0.850522513666667

00:35:35.660 --> 00:35:38.876 it rewards outrage at the expense of nuance.

NOTE Confidence: 0.850522513666667

00:35:38.880 --> 00:35:40.532 It increases political polarization.

NOTE Confidence: 0.850522513666667

00:35:40.532 --> 00:35:42.184 It increases confirmation bias.

NOTE Confidence: 0.850522513666667

00:35:42.190 --> 00:35:44.164 You can always find what you want

NOTE Confidence: 0.850522513666667

00:35:44.164 --> 00:35:45.978 and what your side is saying.

NOTE Confidence: 0.850522513666667

00:35:45.980 --> 00:35:47.260 There's a tremendous amount

NOTE Confidence: 0.850522513666667

00:35:47.260 --> 00:35:48.004 of information overload.

NOTE Confidence: 0.850522513666667

00:35:48.004 --> 00:35:49.992 And so even if there's a lot of good

NOTE Confidence: 0.850522513666667

00:35:49.992 --> 00:35:51.252 information out there and there's

00:35:51.252 --> 00:35:52.540 some bad information out there,

00:35:52.540 --> 00:35:53.818 very hard to figure out what

00:35:53.818 --> 00:35:55.439 is what for a lot of people.

00:35:55.440 --> 00:35:56.720 And there's a tremendous

00:35:56.720 --> 00:35:57.680 amount of harassment,

00:35:57.680 --> 00:35:58.544 including a physicians,

00:35:58.544 --> 00:36:00.560 as we'll see in a couple slides,

00:36:00.560 --> 00:36:02.005 for people who share unpopular

00:36:02.005 --> 00:36:03.450 opinions that could be unpopular.

00:36:03.450 --> 00:36:05.466 In any sense that you want to take it,

00:36:05.470 --> 00:36:07.522 but particularly in this case for

00:36:07.522 --> 00:36:09.256 physicians and other clinicians who

00:36:09.256 --> 00:36:11.086 share pro vaccine messaging and they

00:36:11.086 --> 00:36:12.818 have been subject to tremendous

00:36:12.818 --> 00:36:14.330 amounts of harassment online,

00:36:14.330 --> 00:36:17.150 sometimes in person as well.

NOTE Confidence: 0.850522513666667

00:36:17.150 --> 00:36:18.862 So I think we all kind of have

NOTE Confidence: 0.850522513666667

00:36:18.862 --> 00:36:20.418 a general sense but but just to

NOTE Confidence: 0.850522513666667

00:36:20.418 --> 00:36:22.189 kind of put a fine point on it,

NOTE Confidence: 0.850522513666667

00:36:22.190 --> 00:36:23.694 during the COVID pandemic

NOTE Confidence: 0.850522513666667

00:36:23.694 --> 00:36:25.574 misinformation has been tightly linked

NOTE Confidence: 0.850522513666667

00:36:25.574 --> 00:36:27.749 to the use of unproven treatments.

NOTE Confidence: 0.850522513666667

00:36:27.750 --> 00:36:30.126 It has been linked to non adherence to

NOTE Confidence: 0.850522513666667

00:36:30.126 --> 00:36:31.923 public health mitigation measures and

NOTE Confidence: 0.850522513666667

00:36:31.923 --> 00:36:34.209 to high levels of vaccine hesitancy.

NOTE Confidence: 0.850522513666667

00:36:34.210 --> 00:36:35.968 I came across a study recently

NOTE Confidence: 0.850522513666667

00:36:35.968 --> 00:36:37.540 which which was, you know,

NOTE Confidence: 0.850522513666667

00:36:37.540 --> 00:36:39.265 incredibly distressing that you know,

NOTE Confidence: 0.850522513666667

00:36:39.270 --> 00:36:40.506 higher immunization rates,

NOTE Confidence: 0.850522513666667

00:36:40.506 --> 00:36:42.557 not 100% but just higher,

NOTE Confidence: 0.850522513666667

00:36:42.557 --> 00:36:45.011 could have prevented between a third

NOTE Confidence: 0.850522513666667

00:36:45.011 --> 00:36:47.508 and half of all US COVID deaths.

NOTE Confidence: 0.850522513666667

00:36:47.510 --> 00:36:48.847 Over the past year and a half.

NOTE Confidence: 0.896268951428571

00:36:52.110 --> 00:36:53.370 Alright, So what to do about it?

NOTE Confidence: 0.896268951428571

00:36:53.370 --> 00:36:54.885 Here's my comprehensive list of

NOTE Confidence: 0.896268951428571

00:36:54.885 --> 00:36:56.700 things that I'm confident will work.

NOTE Confidence: 0.94640017

00:36:59.720 --> 00:37:03.820 But here are some things for discussion. So.

NOTE Confidence: 0.94640017

00:37:03.820 --> 00:37:05.800 The the first is algorithmic adjustment,

NOTE Confidence: 0.94640017

00:37:05.800 --> 00:37:08.032 and we'll talk about that in the next slide.

NOTE Confidence: 0.94640017

00:37:08.040 --> 00:37:10.690 The second is misinformation research

NOTE Confidence: 0.94640017

00:37:10.690 --> 00:37:13.989 and a surveillance system to try to.

NOTE Confidence: 0.94640017

00:37:13.990 --> 00:37:15.678 Respond quickly to misinformation

NOTE Confidence: 0.94640017

00:37:15.678 --> 00:37:17.366 when it's breaking out.

NOTE Confidence: 0.94640017

00:37:17.370 --> 00:37:18.575 The third is the training

NOTE Confidence: 0.94640017

00:37:18.575 --> 00:37:19.539 of medical professionals and

NOTE Confidence: 0.94640017

00:37:19.539 --> 00:37:20.790 other public health officials.

NOTE Confidence: 0.94640017

00:37:20.790 --> 00:37:22.430 And the 4th that's really

NOTE Confidence: 0.94640017

00:37:22.430 --> 00:37:23.086 engaging communities.

NOTE Confidence: 0.94640017

00:37:23.090 --> 00:37:25.583 And that gets back to this idea of trust

NOTE Confidence: 0.94640017

00:37:25.583 --> 00:37:28.048 is fundamentally relationship based,

NOTE Confidence: 0.94640017

00:37:28.050 --> 00:37:29.226 and so it's it.

NOTE Confidence: 0.94640017

00:37:29.226 --> 00:37:30.696 While it's possible to gain

NOTE Confidence: 0.94640017

00:37:30.696 --> 00:37:31.890 trust at a distance,

NOTE Confidence: 0.94640017

00:37:31.890 --> 00:37:33.976 I think we're on surest footing when

NOTE Confidence: 0.94640017

00:37:33.976 --> 00:37:35.757 we're working within our own communities

NOTE Confidence: 0.94640017

00:37:35.757 --> 00:37:37.696 and with people we know and meet.

NOTE Confidence: 0.844816741111111

00:37:40.020 --> 00:37:41.040 So algorithmic adjustment.

NOTE Confidence: 0.844816741111111

00:37:41.040 --> 00:37:44.733 So as we know in the past and and and

NOTE Confidence: 0.844816741111111

00:37:44.733 --> 00:37:46.813 certainly for many platforms currently,

NOTE Confidence: 0.844816741111111

00:37:46.820 --> 00:37:49.270 their algorithms tend to promote

NOTE Confidence: 0.844816741111111

00:37:49.270 --> 00:37:51.720 more extreme and sensational content.

NOTE Confidence: 0.844816741111111

00:37:51.720 --> 00:37:54.216 That's not surprising because that is

NOTE Confidence: 0.844816741111111

00:37:54.220 --> 00:37:56.170 what we subconsciously or consciously

NOTE Confidence: 0.844816741111111

00:37:56.170 --> 00:37:58.861 seek as people and it promotes user

NOTE Confidence: 0.844816741111111

00:37:58.861 --> 00:38:01.220 engagement and the goal is to get

NOTE Confidence: 0.844816741111111

00:38:01.220 --> 00:38:03.528 you on that platform as long as

NOTE Confidence: 0.844816741111111

00:38:03.528 --> 00:38:05.460 possible and get you coming back.

NOTE Confidence: 0.844816741111111

00:38:05.460 --> 00:38:07.440 There were some interesting work done

NOTE Confidence: 0.844816741111111

00:38:07.440 --> 00:38:09.640 by Zeynep Tufekci a couple years ago.

NOTE Confidence: 0.844816741111111

00:38:09.640 --> 00:38:10.558 She's a sociologist.

NOTE Confidence: 0.844816741111111

00:38:10.558 --> 00:38:13.101 Some of you may know what she would

NOTE Confidence: 0.844816741111111

00:38:13.101 --> 00:38:15.360 do is she would basically start going

NOTE Confidence: 0.844816741111111

00:38:15.360 --> 00:38:16.970 to YouTube and putting in a topic

NOTE Confidence: 0.844816741111111

00:38:16.970 --> 00:38:18.727 that she wanted to know more about.

NOTE Confidence: 0.844816741111111

00:38:18.730 --> 00:38:20.200 And what she found was when she

NOTE Confidence: 0.844816741111111

00:38:20.200 --> 00:38:21.200 put in a topic,

NOTE Confidence: 0.844816741111111

00:38:21.200 --> 00:38:22.688 the next video that YouTube served

NOTE Confidence: 0.844816741111111

00:38:22.688 --> 00:38:24.478 her up was always more extreme than

NOTE Confidence: 0.844816741111111

00:38:24.478 --> 00:38:26.214 the one that she had started with.

NOTE Confidence: 0.844816741111111

00:38:26.220 --> 00:38:27.710 So she starts her vegetarianism,

NOTE Confidence: 0.844816741111111

00:38:27.710 --> 00:38:28.910 leads her down to veganism,

NOTE Confidence: 0.844816741111111

00:38:28.910 --> 00:38:30.744 leads her down to the Paleo diet,

NOTE Confidence: 0.844816741111111

00:38:30.750 --> 00:38:33.032 leads her down all the way to

NOTE Confidence: 0.844816741111111

00:38:33.032 --> 00:38:34.121 some crazy diets.

NOTE Confidence: 0.844816741111111

00:38:34.121 --> 00:38:36.707 She starts to talk about jogging,

NOTE Confidence: 0.844816741111111

00:38:36.710 --> 00:38:37.589 she enters jogging,

NOTE Confidence: 0.844816741111111

00:38:37.589 --> 00:38:39.347 she wants to learn jogging techniques

NOTE Confidence: 0.844816741111111

00:38:39.347 --> 00:38:41.066 that goes down to ultra marathons.

NOTE Confidence: 0.844816741111111

00:38:41.070 --> 00:38:42.894 Within a few videos you put in Trump,

NOTE Confidence: 0.844816741111111

00:38:42.900 --> 00:38:44.517 you get to some right wing conspiracy

NOTE Confidence: 0.844816741111111

00:38:44.517 --> 00:38:45.914 theories, you put Sanders in,

NOTE Confidence: 0.844816741111111

00:38:45.914 --> 00:38:47.930 you go the other way and so,

NOTE Confidence: 0.844816741111111

00:38:47.930 --> 00:38:49.526 so this is what has been going

NOTE Confidence: 0.844816741111111

00:38:49.526 --> 00:38:51.734 on in a lot of platforms and

NOTE Confidence: 0.844816741111111

00:38:51.734 --> 00:38:53.564 particularly YouTube in this case.

NOTE Confidence: 0.844816741111111

00:38:53.570 --> 00:38:55.968 And so the the broad idea is to design

NOTE Confidence: 0.844816741111111

00:38:55.968 --> 00:38:57.924 algorithms that try to reduce the

NOTE Confidence: 0.844816741111111

00:38:57.924 --> 00:38:59.970 visibility of misinformation and to

NOTE Confidence: 0.844816741111111

00:38:59.970 --> 00:39:01.630 elevate high quality information.

NOTE Confidence: 0.844816741111111

00:39:01.630 --> 00:39:03.885 And YouTube actually recently partnered

NOTE Confidence: 0.844816741111111

00:39:03.885 --> 00:39:06.602 with the National Academy of Medicine

NOTE Confidence: 0.844816741111111

00:39:06.602 --> 00:39:09.339 to start to lay out some fundamental

NOTE Confidence: 0.844816741111111

00:39:09.339 --> 00:39:11.919 principles of what platform should be

NOTE Confidence: 0.844816741111111

00:39:11.919 --> 00:39:14.505 doing to elevate credible health sources.

NOTE Confidence: 0.844816741111111

00:39:14.510 --> 00:39:15.650 These aren't groundbreaking principles.

NOTE Confidence: 0.844816741111111

00:39:15.650 --> 00:39:17.360 You want to be science based,

NOTE Confidence: 0.844816741111111

00:39:17.360 --> 00:39:17.646 objective,

NOTE Confidence: 0.844816741111111

00:39:17.646 --> 00:39:18.504 transparent and accountable.

NOTE Confidence: 0.844816741111111

00:39:18.504 --> 00:39:20.220 But I think it's a step,

NOTE Confidence: 0.844816741111111

00:39:20.220 --> 00:39:21.212 at least at YouTube,

NOTE Confidence: 0.844816741111111

00:39:21.212 --> 00:39:22.452 I think has recognized that

NOTE Confidence: 0.844816741111111

00:39:22.452 --> 00:39:23.990 a lot of this is happening.

NOTE Confidence: 0.844816741111111

00:39:23.990 --> 00:39:25.665 They're working with the National

NOTE Confidence: 0.844816741111111

00:39:25.665 --> 00:39:28.159 Academy and trying to to move forward.

NOTE Confidence: 0.844816741111111

00:39:28.160 --> 00:39:29.077 I think there's a lot more work

NOTE Confidence: 0.844816741111111

00:39:29.077 --> 00:39:29.879 that needs to be done here,

NOTE Confidence: 0.844816741111111

00:39:29.880 --> 00:39:32.136 but it's in the encouraging side.

NOTE Confidence: 0.844816741111111

00:39:32.140 --> 00:39:34.460 So one part of this is elevating credible

NOTE Confidence: 0.844816741111111

00:39:34.460 --> 00:39:36.693 information and the other part of this

NOTE Confidence: 0.844816741111111

00:39:36.693 --> 00:39:38.293 is flagging and removing misinformation.

NOTE Confidence: 0.844816741111111

00:39:38.300 --> 00:39:41.254 And this often runs into a lot

NOTE Confidence: 0.844816741111111

00:39:41.254 --> 00:39:43.160 of arguments around free speech

NOTE Confidence: 0.844816741111111

00:39:43.160 --> 00:39:45.720 and if not the letter of the law.

NOTE Confidence: 0.844816741111111

00:39:45.720 --> 00:39:46.344 You know,

NOTE Confidence: 0.844816741111111

00:39:46.344 --> 00:39:48.216 these are in general private entities.

NOTE Confidence: 0.844816741111111

00:39:48.220 --> 00:39:50.362 They can have whatever terms of use

NOTE Confidence: 0.844816741111111

00:39:50.362 --> 00:39:51.940 agreements they want to enforce,

NOTE Confidence: 0.844816741111111

00:39:51.940 --> 00:39:54.208 but the spirit of free speech.

NOTE Confidence: 0.844816741111111

00:39:54.210 --> 00:39:55.562 And that's what I think a lot of

NOTE Confidence: 0.844816741111111

00:39:55.562 --> 00:39:56.704 people often say is that, look,

NOTE Confidence: 0.844816741111111

00:39:56.704 --> 00:39:58.832 people should be able to say what

NOTE Confidence: 0.844816741111111

00:39:58.832 --> 00:39:59.750 they wanna say.

NOTE Confidence: 0.844816741111111

00:39:59.750 --> 00:40:00.800 The best ideas went out.

NOTE Confidence: 0.844816741111111

00:40:00.800 --> 00:40:02.480 This is a marketplace of ideas.

NOTE Confidence: 0.844816741111111

00:40:02.480 --> 00:40:03.768 I think for a number of reasons

NOTE Confidence: 0.844816741111111

00:40:03.768 --> 00:40:05.059 that we can talk about that,

NOTE Confidence: 0.844816741111111

00:40:05.060 --> 00:40:06.788 that that doesn't totally hold water.

NOTE Confidence: 0.844816741111111

00:40:06.790 --> 00:40:08.380 But that's kind of the argument.

NOTE Confidence: 0.844816741111111

00:40:08.380 --> 00:40:08.953 In any case,

NOTE Confidence: 0.844816741111111

00:40:08.953 --> 00:40:10.099 I do think there needs to

NOTE Confidence: 0.844816741111111

00:40:10.099 --> 00:40:11.277 be a lot more thinking,

NOTE Confidence: 0.844816741111111

00:40:11.280 --> 00:40:12.965 a lot of discussions about

NOTE Confidence: 0.844816741111111

00:40:12.965 --> 00:40:14.650 the threshold at which we're

NOTE Confidence: 0.849454152777778

00:40:14.719 --> 00:40:17.359 going to flag a claim to be misinformation.

NOTE Confidence: 0.849454152777778

00:40:17.360 --> 00:40:18.527 Science changes quickly.

NOTE Confidence: 0.849454152777778

00:40:18.527 --> 00:40:20.861 There's often a lot less certainty

NOTE Confidence: 0.849454152777778

00:40:20.861 --> 00:40:22.426 around all sorts of things

NOTE Confidence: 0.849454152777778

00:40:22.426 --> 00:40:24.330 than we would like there to be.

NOTE Confidence: 0.849454152777778

00:40:24.330 --> 00:40:25.776 And so that does need to

NOTE Confidence: 0.849454152777778

00:40:25.776 --> 00:40:27.510 be a topic of discussion.

NOTE Confidence: 0.849454152777778

00:40:27.510 --> 00:40:28.370 But the easiest thing,

NOTE Confidence: 0.849454152777778

00:40:28.370 --> 00:40:29.930 or the most straightforward thing I think,

NOTE Confidence: 0.849454152777778

00:40:29.930 --> 00:40:32.602 is to start with material that is clearly

NOTE Confidence: 0.849454152777778

00:40:32.602 --> 00:40:34.877 pernicious and false and demonstrably so,

NOTE Confidence: 0.849454152777778

00:40:34.880 --> 00:40:37.155 and that even after warnings

NOTE Confidence: 0.849454152777778

00:40:37.155 --> 00:40:39.950 people refuse to take it down.

NOTE Confidence: 0.849454152777778

00:40:39.950 --> 00:40:41.642 So I think that's that's a place to start.

NOTE Confidence: 0.849454152777778

00:40:41.650 --> 00:40:43.084 But again, these are the this

NOTE Confidence: 0.849454152777778

00:40:43.084 --> 00:40:44.729 type of thing I think is is,

NOTE Confidence: 0.849454152777778

00:40:44.730 --> 00:40:47.760 is still in its early days.

NOTE Confidence: 0.849454152777778

00:40:47.760 --> 00:40:49.580 The second topic is misinformation,

NOTE Confidence: 0.849454152777778

00:40:49.580 --> 00:40:50.660 research and surveillance.

NOTE Confidence: 0.849454152777778

00:40:50.660 --> 00:40:52.614 And so I think, you know,

NOTE Confidence: 0.849454152777778

00:40:52.614 --> 00:40:54.156 we hear a lot about misinformation

NOTE Confidence: 0.849454152777778

00:40:54.156 --> 00:40:55.839 that has fueled by social media.

NOTE Confidence: 0.849454152777778

00:40:55.840 --> 00:40:57.975 But this is an incredibly new phenomenon,

NOTE Confidence: 0.849454152777778

00:40:57.980 --> 00:40:59.636 you know, probably in the last five years,

NOTE Confidence: 0.849454152777778

00:40:59.640 --> 00:41:01.720 certainly not more than the last 10 years,

NOTE Confidence: 0.849454152777778

00:41:01.720 --> 00:41:03.424 it's really taken off.

NOTE Confidence: 0.849454152777778

00:41:03.424 --> 00:41:04.622 And so, you know,

NOTE Confidence: 0.849454152777778

00:41:04.622 --> 00:41:06.200 it's often the academic thing to say is that,

NOTE Confidence: 0.849454152777778

00:41:06.200 --> 00:41:07.280 you know, we need more research.

NOTE Confidence: 0.849454152777778

00:41:07.280 --> 00:41:08.051 That's always the,

NOTE Confidence: 0.849454152777778

00:41:08.051 --> 00:41:09.593 the last line in your paper.

NOTE Confidence: 0.849454152777778

00:41:09.600 --> 00:41:10.698 But I think in this case,

NOTE Confidence: 0.849454152777778

00:41:10.700 --> 00:41:12.488 you actually do need more research

NOTE Confidence: 0.849454152777778

00:41:12.488 --> 00:41:15.140 and we need to figure out exactly

NOTE Confidence: 0.849454152777778

00:41:15.140 --> 00:41:16.538 how misinformation spreads.

NOTE Confidence: 0.849454152777778

00:41:16.540 --> 00:41:18.348 We need to figure out what the health.

NOTE Confidence: 0.849454152777778

00:41:18.350 --> 00:41:19.436 Social consequences are,

NOTE Confidence: 0.849454152777778

00:41:19.436 --> 00:41:22.341 but importantly we need to figure out how

NOTE Confidence: 0.849454152777778

00:41:22.341 --> 00:41:24.490 they vary by things like the platform,

NOTE Confidence: 0.849454152777778

00:41:24.490 --> 00:41:26.926 the country and the demographic group.

NOTE Confidence: 0.849454152777778

00:41:26.930 --> 00:41:27.750 You know,

NOTE Confidence: 0.849454152777778

00:41:27.750 --> 00:41:31.630 they do not have one set of you know,

NOTE Confidence: 0.849454152777778

00:41:31.630 --> 00:41:34.430 effects for people with very high versus

00:41:34.430 --> 00:41:36.777 very low education levels or people

00:41:36.777 --> 00:41:39.290 in one country versus another or the

00:41:39.364 --> 00:41:41.669 effect of Twitter versus Facebook.

00:41:41.670 --> 00:41:43.231 And so these types of things I

00:41:43.231 --> 00:41:45.230 think we we still need to tease out.

00:41:45.230 --> 00:41:45.872 You know,

00:41:45.872 --> 00:41:48.440 there are some things that people have shown.

00:41:48.440 --> 00:41:49.454 Can be effective.

00:41:49.454 --> 00:41:51.624 I think these aren't, you know,

00:41:51.624 --> 00:41:53.659 widely used things but in

00:41:53.659 --> 00:41:55.891 studies exposing people to cross

00:41:55.891 --> 00:41:57.298 attitudinal news outlets,

00:41:57.300 --> 00:41:59.840 meaning you know if you're, you know,

00:41:59.840 --> 00:42:01.640 liberal seeing more of the conservative

00:42:01.640 --> 00:42:03.578 side of things and and vice versa

00:42:03.578 --> 00:42:05.240 that in other recent in other,

NOTE Confidence: 0.849454152777778

00:42:05.240 --> 00:42:05.896 you know,

NOTE Confidence: 0.849454152777778

00:42:05.896 --> 00:42:08.192 prior research has not been as effective.

NOTE Confidence: 0.849454152777778

00:42:08.200 --> 00:42:10.424 But at least some studies around social media

NOTE Confidence: 0.849454152777778

00:42:10.424 --> 00:42:12.577 have shown that this this may be the case.

NOTE Confidence: 0.849454152777778

00:42:12.580 --> 00:42:14.492 And then prompting users

NOTE Confidence: 0.849454152777778

00:42:14.492 --> 00:42:16.882 simply to think about accuracy,

NOTE Confidence: 0.849454152777778

00:42:16.890 --> 00:42:18.415 it seems to decrease their

NOTE Confidence: 0.849454152777778

00:42:18.415 --> 00:42:19.635 intention to share things.

NOTE Confidence: 0.849454152777778

00:42:19.640 --> 00:42:21.380 Either without reading it or things

NOTE Confidence: 0.849454152777778

00:42:21.380 --> 00:42:23.791 that they think might be kind of on the

NOTE Confidence: 0.849454152777778

00:42:23.791 --> 00:42:25.399 fence about whether it's true or not.

NOTE Confidence: 0.849454152777778

00:42:25.400 --> 00:42:26.624 I do want to highlight this

NOTE Confidence: 0.849454152777778

00:42:26.624 --> 00:42:27.236 that this organization,

NOTE Confidence: 0.849454152777778

00:42:27.240 --> 00:42:28.560 the social Science Research Council,

NOTE Confidence: 0.849454152777778

00:42:28.560 --> 00:42:31.440 they recently, recently.

NOTE Confidence: 0.849454152777778

00:42:31.440 --> 00:42:33.050 Launched this project called the

NOTE Confidence: 0.849454152777778

00:42:33.050 --> 00:42:35.210 Mercury Project last year and the whole

NOTE Confidence: 0.849454152777778

00:42:35.210 --> 00:42:36.953 idea is to fund a global consortium

NOTE Confidence: 0.849454152777778

00:42:36.953 --> 00:42:39.047 of researchers to really examine the

NOTE Confidence: 0.849454152777778

00:42:39.047 --> 00:42:40.837 causal effects of of misinformation

NOTE Confidence: 0.849454152777778

00:42:40.840 --> 00:42:41.836 and potential intervention.

NOTE Confidence: 0.849454152777778

00:42:41.836 --> 00:42:43.538 So I, you know, the hope is that,

NOTE Confidence: 0.849454152777778

00:42:43.540 --> 00:42:43.990 you know,

NOTE Confidence: 0.849454152777778

00:42:43.990 --> 00:42:45.790 in a few years we have a much

NOTE Confidence: 0.849454152777778

00:42:45.856 --> 00:42:47.591 stronger evidence base to figure

NOTE Confidence: 0.849454152777778

00:42:47.591 --> 00:42:49.128 out what to deploy to,

NOTE Confidence: 0.849454152777778

00:42:49.128 --> 00:42:50.316 to minimize the consequences

NOTE Confidence: 0.849454152777778

00:42:50.316 --> 00:42:52.030 and the harm of misinformation

NOTE Confidence: 0.849454152777778

00:42:52.030 --> 00:42:53.450 in the medical setting.

NOTE Confidence: 0.916392415

00:42:56.180 --> 00:42:57.740 You know, one of my colleagues,

NOTE Confidence: 0.916392415

00:42:57.740 --> 00:42:58.932 David Scales at Cornell,

NOTE Confidence: 0.916392415

00:42:58.932 --> 00:43:01.233 he's done a lot of work and

NOTE Confidence: 0.916392415

00:43:01.233 --> 00:43:03.915 misinformation and thought a lot about

NOTE Confidence: 0.916392415

00:43:03.915 --> 00:43:05.760 a misinformation surveillance system.

NOTE Confidence: 0.916392415

00:43:05.760 --> 00:43:08.264 And this is really modeled off a surveillance

NOTE Confidence: 0.916392415

00:43:08.264 --> 00:43:10.578 system for emerging infectious diseases.

NOTE Confidence: 0.916392415

00:43:10.580 --> 00:43:12.724 And so the idea would be that you

NOTE Confidence: 0.916392415

00:43:12.724 --> 00:43:14.892 would observe in real time deviations

NOTE Confidence: 0.916392415

00:43:14.892 --> 00:43:16.857 from routine levels of misinformation,

NOTE Confidence: 0.916392415

00:43:16.860 --> 00:43:19.457 just like we do for infectious diseases.

NOTE Confidence: 0.916392415

00:43:19.460 --> 00:43:21.104 You would be able to characterize

NOTE Confidence: 0.916392415

00:43:21.104 --> 00:43:22.660 and describe how the disease,

NOTE Confidence: 0.916392415

00:43:22.660 --> 00:43:24.084 in this case misinformation,

NOTE Confidence: 0.916392415

00:43:24.084 --> 00:43:25.508 is spreading through networks.

NOTE Confidence: 0.916392415

00:43:25.510 --> 00:43:27.660 You would identify as super

NOTE Confidence: 0.916392415

00:43:27.660 --> 00:43:29.810 spreaders and super spreading events

84

NOTE Confidence: 0.916392415

00:43:29.881 --> 00:43:32.196 and ideally then employ evidence

NOTE Confidence: 0.916392415

00:43:32.196 --> 00:43:34.048 based methods for neutralizing

NOTE Confidence: 0.916392415

00:43:34.048 --> 00:43:36.468 those missing misleading messages.

NOTE Confidence: 0.916392415

00:43:36.470 --> 00:43:38.806 So I want to walk through kind of

NOTE Confidence: 0.916392415

00:43:38.806 --> 00:43:40.947 one example of how this might work.

NOTE Confidence: 0.916392415

00:43:40.950 --> 00:43:41.524 You know,

NOTE Confidence: 0.916392415

00:43:41.524 --> 00:43:43.246 it certainly hasn't been deployed yet,

NOTE Confidence: 0.916392415

00:43:43.250 --> 00:43:45.140 but this this would be kind of the the idea.

NOTE Confidence: 0.830399842

00:43:47.360 --> 00:43:48.756 So here's the situation.

NOTE Confidence: 0.830399842

00:43:48.756 --> 00:43:50.850 The CDC comes out with a

NOTE Confidence: 0.830399842

00:43:50.924 --> 00:43:52.919 report in September of 2020.

NOTE Confidence: 0.830399842

00:43:52.920 --> 00:43:56.344 It's a report of 314 people who were

NOTE Confidence: 0.830399842

00:43:56.344 --> 00:44:00.058 infected or part of the study in July 2020.

NOTE Confidence: 0.830399842

00:44:00.060 --> 00:44:02.292 154 of them had COVID-19,

NOTE Confidence: 0.830399842

00:44:02.292 --> 00:44:03.744 160 of them were controls and

NOTE Confidence: 0.830399842

85

00:44:03.744 --> 00:44:05.151 they're trying to figure out what

NOTE Confidence: 0.830399842

00:44:05.151 --> 00:44:06.635 were the what were the things that

NOTE Confidence: 0.830399842

00:44:06.683 --> 00:44:08.195 made some people more likely to get

NOTE Confidence: 0.830399842

00:44:08.195 --> 00:44:09.981 COVID and other people's people not.

NOTE Confidence: 0.830399842

00:44:09.981 --> 00:44:12.315 They come up with these, these,

NOTE Confidence: 0.830399842

00:44:12.315 --> 00:44:14.985 these, these two things which are

NOTE Confidence: 0.830399842

00:44:14.985 --> 00:44:16.358 not incredibly groundbreaking.

NOTE Confidence: 0.830399842

00:44:16.358 --> 00:44:18.214 Having close contact with

NOTE Confidence: 0.830399842

00:44:18.214 --> 00:44:19.606 someone with COVID-19,

NOTE Confidence: 0.830399842

00:44:19.610 --> 00:44:20.996 you're more likely to get it and

NOTE Confidence: 0.830399842

00:44:20.996 --> 00:44:22.329 going to bars and restaurants,

NOTE Confidence: 0.830399842

00:44:22.330 --> 00:44:23.655 indoor settings where you can't

NOTE Confidence: 0.830399842

00:44:23.655 --> 00:44:25.563 wear your mask as much and and

NOTE Confidence: 0.830399842

00:44:25.563 --> 00:44:27.147 there may not be great ventilation.

NOTE Confidence: 0.830399842

00:44:27.150 --> 00:44:28.270 As part of the study,

NOTE Confidence: 0.830399842

00:44:28.270 --> 00:44:30.230 they also ask people how how much of

00:44:30.230 --> 00:44:32.248 the time are you wearing your masks?

00:44:32.250 --> 00:44:34.356 Are you ask where are you not a mask

00:44:34.356 --> 00:44:36.396 wearer what the people who got infected said,

00:44:36.400 --> 00:44:38.072 you know, 70% of them said, look,

00:44:38.072 --> 00:44:40.124 we almost always wear our mask,

00:44:40.130 --> 00:44:42.027 15% say we mostly wear our mask.

00:44:42.030 --> 00:44:43.998 So together 85% say we we

00:44:43.998 --> 00:44:45.310 mostly wear our mask.

00:44:45.310 --> 00:44:45.640 Obviously,

00:44:45.640 --> 00:44:47.950 close contact with someone in your home,

00:44:47.950 --> 00:44:49.630 you're not wearing your mask at that time,

00:44:49.630 --> 00:44:50.890 obviously when you're eating a restaurant,

00:44:50.890 --> 00:44:51.898 not wearing a mask.

00:44:51.898 --> 00:44:54.774 So, so, so that's kind of the deal here.

00:44:54.780 --> 00:44:57.618 OK, so the federalist is an

00:44:57.618 --> 00:44:59.037 online conservative magazine.

NOTE Confidence: 0.830399842

00:44:59.040 --> 00:45:01.190 It's not incredibly widely read,

NOTE Confidence: 0.830399842

00:45:01.190 --> 00:45:03.845 but it is cited a lot by right of

NOTE Confidence: 0.830399842

00:45:03.845 --> 00:45:06.279 center radio hosts and cable hosts.

NOTE Confidence: 0.830399842

00:45:06.280 --> 00:45:08.716 They interpret this study as saying mass

NOTE Confidence: 0.830399842

00:45:08.716 --> 00:45:10.911 and face coverings are not effective

NOTE Confidence: 0.830399842

00:45:10.911 --> 00:45:13.077 in preventing the spread of COVID-19.

NOTE Confidence: 0.830399842

00:45:13.080 --> 00:45:14.796 This was on October 12th, 2000.

NOTE Confidence: 0.830399842

00:45:14.796 --> 00:45:16.692 Twenty 85% of people who got

NOTE Confidence: 0.830399842

00:45:16.692 --> 00:45:18.060 infected wear their masks.

NOTE Confidence: 0.830399842

00:45:18.060 --> 00:45:22.608 Therefore Wawa masks are not effective.

NOTE Confidence: 0.830399842

00:45:22.610 --> 00:45:25.114 The next day, Tucker Carlson on his show,

NOTE Confidence: 0.830399842

00:45:25.120 --> 00:45:27.388 which reaches 4,000,000 viewers every night.

NOTE Confidence: 0.830399842

00:45:27.390 --> 00:45:28.040 Almost everyone,

NOTE Confidence: 0.830399842

00:45:28.040 --> 00:45:30.640 85% who got the coronavirus in July was

NOTE Confidence: 0.830399842

00:45:30.698 --> 00:45:33.306 wearing a mask and they were infected anyway.

NOTE Confidence: 0.830399842

00:45:33.310 --> 00:45:34.785 So clearly this doesn't work

NOTE Confidence: 0.830399842

00:45:34.785 --> 00:45:36.869 the way they tell us it works.

NOTE Confidence: 0.830399842

00:45:36.870 --> 00:45:39.590 Two days later, Donald Trump picks it up.

NOTE Confidence: 0.830399842

00:45:39.590 --> 00:45:41.530 Did you see the CDC,

NOTE Confidence: 0.830399842

00:45:41.530 --> 00:45:43.230 that 85% of people wearing

NOTE Confidence: 0.830399842

00:45:43.230 --> 00:45:44.590 the masks catch it?

NOTE Confidence: 0.830399842

00:45:44.590 --> 00:45:44.926 OK,

NOTE Confidence: 0.830399842

00:45:44.926 --> 00:45:46.606 I always have trouble imitating

NOTE Confidence: 0.830399842

00:45:46.606 --> 00:45:47.614 his sentence structure,

NOTE Confidence: 0.830399842

00:45:47.620 --> 00:45:50.164 but that's that's that's what he says at

NOTE Confidence: 0.830399842

00:45:50.170 --> 00:45:51.973 this town hall reaches 13 million people.

NOTE Confidence: 0.830399842

00:45:51.973 --> 00:45:52.194 OK,

NOTE Confidence: 0.830399842

00:45:52.194 --> 00:45:52.857 so we go.

NOTE Confidence: 0.830399842

00:45:52.860 --> 00:45:54.975 In this tiny federalist magazine

NOTE Confidence: 0.830399842

00:45:54.975 --> 00:45:57.862 online to 20 million people in the

NOTE Confidence: 0.830399842

00:45:57.862 --> 00:45:59.938 matter of three days because of

NOTE Confidence: 0.830399842

00:45:59.938 --> 00:46:02.610 because of the way this was picked up.

NOTE Confidence: 0.830399842

00:46:02.610 --> 00:46:03.498 So the idea here,

NOTE Confidence: 0.830399842

00:46:03.498 --> 00:46:04.830 and this is this is David's

NOTE Confidence: 0.830399842

00:46:04.886 --> 00:46:06.366 work that I'm presenting here,

NOTE Confidence: 0.830399842

00:46:06.370 --> 00:46:09.142 is to come up with an epidemiologic

NOTE Confidence: 0.830399842

00:46:09.142 --> 00:46:11.550 model to counter misinformation.

NOTE Confidence: 0.830399842

00:46:11.550 --> 00:46:13.046 So he says, OK, how would this work?

NOTE Confidence: 0.830399842

00:46:13.050 --> 00:46:15.990 So various sources would provide data feeds.

NOTE Confidence: 0.830399842

00:46:15.990 --> 00:46:17.985 These sources would be things like Google,

NOTE Confidence: 0.830399842

00:46:17.990 --> 00:46:18.486 Facebook,

NOTE Confidence: 0.830399842

00:46:18.486 --> 00:46:20.966 other platform based monitoring tools.

NOTE Confidence: 0.830399842

00:46:20.970 --> 00:46:23.090 They would provide data feeds,

NOTE Confidence: 0.830399842

00:46:23.090 --> 00:46:23.890 info demonologists.

NOTE Confidence: 0.830399842

00:46:23.890 --> 00:46:26.290 This is his version of Epidemiologists.

NOTE Confidence: 0.830399842

00:46:26.290 --> 00:46:27.250 Not the most catchy term,

NOTE Confidence: 0.830399842

00:46:27.250 --> 00:46:28.645 but info demonologists,

NOTE Confidence: 0.830399842

00:46:28.645 --> 00:46:30.505 they integrate this information,

NOTE Confidence: 0.830399842

00:46:30.510 --> 00:46:33.498 they have their own on the ground kind of.

NOTE Confidence: 0.80962005375

00:46:33.500 --> 00:46:34.788 People that they're talking

NOTE Confidence: 0.80962005375

00:46:34.788 --> 00:46:36.076 to what they're hearing.

NOTE Confidence: 0.80962005375

00:46:36.080 --> 00:46:38.824 This is modeled off a program that exists,

NOTE Confidence: 0.80962005375

00:46:38.830 --> 00:46:40.480 the program for monitoring infectious

NOTE Confidence: 0.80962005375

00:46:40.480 --> 00:46:42.130 diseases members of which the

NOTE Confidence: 0.80962005375

00:46:42.181 --> 00:46:43.405 clinicians share information

NOTE Confidence: 0.80962005375

00:46:43.405 --> 00:46:45.037 through the Sentinel network.

NOTE Confidence: 0.80962005375

00:46:45.040 --> 00:46:47.368 You would spot something like the

NOTE Confidence: 0.80962005375

00:46:47.368 --> 00:46:48.920 mischaracterization and the federalist

NOTE Confidence: 0.80962005375

00:46:48.979 --> 00:46:50.750 this this paper here and you would

NOTE Confidence: 0.80962005375

00:46:50.750 --> 00:46:52.668 see that and you and you would

NOTE Confidence: 0.80962005375

00:46:52.668 --> 00:46:54.318 see that it's starting to spread.

NOTE Confidence: 0.80962005375

00:46:54.320 --> 00:46:55.334 Use preemptive messaging,

NOTE Confidence: 0.80962005375

00:46:55.334 --> 00:46:57.362 basically get the studies authors out

NOTE Confidence: 0.80962005375

00:46:57.362 --> 00:46:59.078 there reiterating their findings,

NOTE Confidence: 0.80962005375

00:46:59.080 --> 00:47:00.975 dismissing this type of misreading

NOTE Confidence: 0.80962005375

00:47:00.975 --> 00:47:02.870 of the information and you.

NOTE Confidence: 0.80962005375

00:47:02.870 --> 00:47:03.872 Disseminate that information

NOTE Confidence: 0.80962005375

00:47:03.872 --> 00:47:05.208 to community based info,

NOTE Confidence: 0.80962005375

00:47:05.210 --> 00:47:06.434 demonologists and fact checkers.

NOTE Confidence: 0.80962005375

00:47:06.434 --> 00:47:08.270 This would all ideally happen before

NOTE Confidence: 0.80962005375

00:47:08.317 --> 00:47:09.865 the President of the United States,

NOTE Confidence: 0.80962005375

00:47:09.870 --> 00:47:11.532 you know says that on national

NOTE Confidence: 0.80962005375

00:47:11.532 --> 00:47:13.050 television to 20 million people.

NOTE Confidence: 0.80962005375

00:47:13.050 --> 00:47:15.370 That's that's kind of the idea you know,

NOTE Confidence: 0.80962005375

00:47:15.370 --> 00:47:16.960 whether or not something like this

NOTE Confidence: 0.80962005375

00:47:16.960 --> 00:47:19.097 works I think depends a lot on whether

NOTE Confidence: 0.80962005375

00:47:19.097 --> 00:47:20.633 you have evidence based strategies to

NOTE Confidence: 0.80962005375

00:47:20.681 --> 00:47:22.529 actually counteract that type of thing.

NOTE Confidence: 0.80962005375

00:47:22.530 --> 00:47:24.170 But at least knowing about it early on,

NOTE Confidence: 0.80962005375

00:47:24.170 --> 00:47:27.450 having a surveillance system I think is an

NOTE Confidence: 0.80962005375

00:47:27.450 --> 00:47:30.158 interesting idea and potentially promising.

NOTE Confidence: 0.80962005375

00:47:30.160 --> 00:47:30.512 OK.

NOTE Confidence: 0.80962005375

00:47:30.512 --> 00:47:32.272 So let's talk about training

NOTE Confidence: 0.80962005375

00:47:32.272 --> 00:47:32.976 medical professionals.

NOTE Confidence: 0.80962005375

00:47:32.980 --> 00:47:34.360 As I mentioned before,

NOTE Confidence: 0.80962005375

00:47:34.360 --> 00:47:35.740 physicians and nurses are

NOTE Confidence: 0.80962005375

00:47:35.740 --> 00:47:37.577 still among the most trusted

NOTE Confidence: 0.80962005375

00:47:37.577 --> 00:47:39.377 professions in the United States.

NOTE Confidence: 0.80962005375

00:47:39.380 --> 00:47:42.005 We obviously received very little

NOTE Confidence: 0.80962005375

00:47:42.005 --> 00:47:43.492 information about techniques

NOTE Confidence: 0.80962005375

00:47:43.492 --> 00:47:46.084 on how to address false claims

NOTE Confidence: 0.80962005375

00:47:46.084 --> 00:47:48.199 either online or in person.

NOTE Confidence: 0.80962005375

00:47:48.200 --> 00:47:49.700 That is starting to change

NOTE Confidence: 0.80962005375

00:47:49.700 --> 00:47:50.600 at Duke University,

NOTE Confidence: 0.80962005375

00:47:50.600 --> 00:47:51.662 I think has one of the

NOTE Confidence: 0.80962005375

00:47:51.662 --> 00:47:52.193 most interesting programs.

NOTE Confidence: 0.80962005375

00:47:52.200 --> 00:47:54.280 They have a program specifically

NOTE Confidence: 0.80962005375

00:47:54.280 --> 00:47:55.944 dedicated to training clinicians

NOTE Confidence: 0.80962005375

00:47:55.944 --> 00:47:58.260 on how to address misinformation,

NOTE Confidence: 0.80962005375

00:47:58.260 --> 00:47:59.580 how to engage with patients.

NOTE Confidence: 0.80962005375

00:47:59.580 --> 00:48:01.752 You have beliefs that are informed

NOTE Confidence: 0.80962005375

00:48:01.752 --> 00:48:03.928 by poor quality information and so I

NOTE Confidence: 0.80962005375

00:48:03.928 --> 00:48:05.809 think this is a type of model that

NOTE Confidence: 0.80962005375

00:48:05.809 --> 00:48:07.685 I think could be could be scaled

NOTE Confidence: 0.80962005375

00:48:07.685 --> 00:48:11.638 to other institutions as well.

NOTE Confidence: 0.80962005375

00:48:11.640 --> 00:48:14.052 One thing I want to note is that it's

NOTE Confidence: 0.80962005375

00:48:14.052 --> 00:48:16.656 also important to think about how to

NOTE Confidence: 0.80962005375

00:48:16.656 --> 00:48:18.580 support clinicians who who speak out.

00:48:18.580 --> 00:48:19.884 I was, I was shocked when I saw

00:48:19.884 --> 00:48:20.840 some of these numbers.

00:48:20.840 --> 00:48:21.824 But, you know,

00:48:21.824 --> 00:48:23.136 one in four physicians,

00:48:23.140 --> 00:48:24.420 according to some surveys,

00:48:24.420 --> 00:48:26.340 have been attacked on social media.

00:48:26.340 --> 00:48:28.776 The most common reason is vaccine advocacy.

00:48:28.780 --> 00:48:31.412 One in six female physicians have been

00:48:31.412 --> 00:48:33.440 sexually harassed on social media.

00:48:33.440 --> 00:48:35.282 And 2/3 of physicians who are

00:48:35.282 --> 00:48:36.956 interviewed in media outlets about

00:48:36.956 --> 00:48:38.896 COVID-19 report being attacked online.

00:48:38.900 --> 00:48:40.520 Even if you say, you know,

00:48:40.520 --> 00:48:41.472 these are high numbers.

00:48:41.472 --> 00:48:42.662 We take half of that.

00:48:42.670 --> 00:48:44.122 That's still incredibly alarming.

NOTE Confidence: 0.80962005375

00:48:44.122 --> 00:48:47.124 And so there are now these groups that

NOTE Confidence: 0.80962005375

00:48:47.124 --> 00:48:49.410 are forming that are basically groups

NOTE Confidence: 0.80962005375

00:48:49.410 --> 00:48:51.715 of clinicians who can come to your

NOTE Confidence: 0.80962005375

00:48:51.715 --> 00:48:53.480 aid if you're being attacked online

NOTE Confidence: 0.80962005375

00:48:53.480 --> 00:48:55.720 and and they kind of descend and they're,

NOTE Confidence: 0.80962005375

00:48:55.720 --> 00:48:56.960 they're supposed to try to

NOTE Confidence: 0.80962005375

00:48:56.960 --> 00:48:58.721 support you on online and kind of

NOTE Confidence: 0.80962005375

00:48:58.721 --> 00:49:00.119 develop a little bit of cocoon.

NOTE Confidence: 0.80962005375

00:49:00.120 --> 00:49:04.176 That is something that is happening as well.

NOTE Confidence: 0.80962005375

00:49:04.180 --> 00:49:05.650 And the last point here is

NOTE Confidence: 0.80962005375

00:49:05.650 --> 00:49:06.385 around engaging communities.

NOTE Confidence: 0.80962005375

00:49:06.390 --> 00:49:08.236 And I think this is, you know,

NOTE Confidence: 0.80962005375

00:49:08.236 --> 00:49:09.668 a really fundamental point

NOTE Confidence: 0.80962005375

00:49:09.668 --> 00:49:11.100 for all of healthcare,

NOTE Confidence: 0.80962005375

00:49:11.100 --> 00:49:12.848 but also for misinformation

NOTE Confidence: 0.80962005375

00:49:12.848 --> 00:49:14.596 in particular and and,

NOTE Confidence: 0.80962005375

00:49:14.600 --> 00:49:15.234 you know,

NOTE Confidence: 0.80962005375

00:49:15.234 --> 00:49:16.819 really engaging with community leaders.

NOTE Confidence: 0.80962005375

00:49:16.820 --> 00:49:19.645 And that's particularly true of

NOTE Confidence: 0.80962005375

00:49:19.645 --> 00:49:22.470 communities that have been systemically

NOTE Confidence: 0.882126410769231

00:49:22.551 --> 00:49:24.699 targeted by misinformation.

NOTE Confidence: 0.882126410769231

00:49:24.700 --> 00:49:26.516 You know, in New York and Rockland County,

NOTE Confidence: 0.882126410769231

00:49:26.520 --> 00:49:29.236 New York has a large Jewish community,

NOTE Confidence: 0.882126410769231

00:49:29.240 --> 00:49:30.674 Orthodox Jewish community.

NOTE Confidence: 0.882126410769231

00:49:30.674 --> 00:49:33.064 It has been targeted by

NOTE Confidence: 0.882126410769231

00:49:33.064 --> 00:49:34.020 vaccine misinformation.

NOTE Confidence: 0.882126410769231

00:49:34.020 --> 00:49:37.330 For years now we had our first case of polio,

NOTE Confidence: 0.882126410769231

00:49:37.330 --> 00:49:40.106 paralytic polio in the United States and in,

NOTE Confidence: 0.882126410769231

00:49:40.110 --> 00:49:41.622 in, in, in years.

NOTE Confidence: 0.882126410769231

00:49:41.622 --> 00:49:44.824 And so this is an example that you

NOTE Confidence: 0.882126410769231

00:49:44.824 --> 00:49:47.764 can see over the past decade what,

NOTE Confidence: 0.882126410769231

00:49:47.770 --> 00:49:48.780 what, what type of Flyers,

NOTE Confidence: 0.882126410769231

00:49:48.780 --> 00:49:51.004 what type of information has been going into

NOTE Confidence: 0.882126410769231

00:49:51.004 --> 00:49:52.786 this Community and the end result being,

NOTE Confidence: 0.882126410769231

00:49:52.790 --> 00:49:54.296 you know the first case of

NOTE Confidence: 0.882126410769231

00:49:54.296 --> 00:49:55.990 paralytic polio in in a long time.

NOTE Confidence: 0.882126410769231

00:49:55.990 --> 00:49:58.020 And so working with community

NOTE Confidence: 0.882126410769231

00:49:58.020 --> 00:49:59.644 leaders who have respect,

NOTE Confidence: 0.882126410769231

00:49:59.650 --> 00:50:00.934 who have relationships within

NOTE Confidence: 0.882126410769231

00:50:00.934 --> 00:50:02.218 those communities I think

NOTE Confidence: 0.882126410769231

00:50:02.218 --> 00:50:04.068 is is is a really important.

NOTE Confidence: 0.882126410769231

00:50:04.070 --> 00:50:05.350 Part of countering misinformation.

NOTE Confidence: 0.882126410769231

00:50:05.350 --> 00:50:07.961 It doesn't have this kind of national scale

NOTE Confidence: 0.882126410769231

00:50:07.961 --> 00:50:10.173 that we always want with with everything.

NOTE Confidence: 0.882126410769231

00:50:10.180 --> 00:50:11.384 But I think it,

NOTE Confidence: 0.882126410769231

00:50:11.384 --> 00:50:13.612 it has a more more promise than

NOTE Confidence: 0.882126410769231

00:50:13.612 --> 00:50:16.055 than some of those things as well.

NOTE Confidence: 0.882126410769231

00:50:16.060 --> 00:50:16.316 You know,

NOTE Confidence: 0.882126410769231

00:50:16.316 --> 00:50:16.700 I want to,

NOTE Confidence: 0.882126410769231

00:50:16.700 --> 00:50:19.479 I want to note one thing here

NOTE Confidence: 0.882126410769231

00:50:19.479 --> 00:50:21.340 around health systems and their

NOTE Confidence: 0.882126410769231

00:50:21.340 --> 00:50:22.800 role in engaging communities.

NOTE Confidence: 0.882126410769231

00:50:22.800 --> 00:50:25.416 Where I train at MGH during the pandemic,

NOTE Confidence: 0.882126410769231

00:50:25.420 --> 00:50:27.328 they started virtual town halls where

NOTE Confidence: 0.882126410769231

00:50:27.328 --> 00:50:29.414 they were just answering questions about

NOTE Confidence: 0.882126410769231

00:50:29.414 --> 00:50:31.319 basic things that community members,

NOTE Confidence: 0.882126410769231

00:50:31.320 --> 00:50:33.096 patients were interested in,

NOTE Confidence: 0.882126410769231

00:50:33.096 --> 00:50:34.428 wanted more information.

NOTE Confidence: 0.882126410769231

00:50:34.430 --> 00:50:37.208 Out and they've continued those overtime

NOTE Confidence: 0.882126410769231

00:50:37.208 --> 00:50:39.980 and some of them are now hybrid town halls.

NOTE Confidence: 0.882126410769231

00:50:39.980 --> 00:50:42.284 But that type of thing I think lets

NOTE Confidence: 0.882126410769231

00:50:42.284 --> 00:50:44.372 you develop the type of relationship

NOTE Confidence: 0.882126410769231

00:50:44.372 --> 00:50:46.544 with the local community that when

NOTE Confidence: 0.882126410769231

00:50:46.605 --> 00:50:48.320 someone hears something online but

NOTE Confidence: 0.882126410769231

00:50:48.320 --> 00:50:50.634 they know a doctor or a nurse or

NOTE Confidence: 0.882126410769231

00:50:50.634 --> 00:50:52.020 a clinician at a health system or

NOTE Confidence: 0.882126410769231

00:50:52.068 --> 00:50:53.472 they've been going to these town

NOTE Confidence: 0.882126410769231

00:50:53.472 --> 00:50:55.333 halls for some time and it's totally

NOTE Confidence: 0.882126410769231

00:50:55.333 --> 00:50:56.793 different from what they're saying.

NOTE Confidence: 0.882126410769231

00:50:56.800 --> 00:50:58.408 I think it provides an opportunity

NOTE Confidence: 0.882126410769231

00:50:58.408 --> 00:50:59.480 to to engage them,

NOTE Confidence: 0.882126410769231

00:50:59.480 --> 00:51:00.955 but also provides an opportunity

NOTE Confidence: 0.882126410769231

00:51:00.955 --> 00:51:02.987 to gain the trust that you need

NOTE Confidence: 0.882126410769231

00:51:02.987 --> 00:51:04.620 to pre bunk claims, you know.

NOTE Confidence: 0.882126410769231

00:51:04.620 --> 00:51:05.880 Debunked by pre bunk.

NOTE Confidence: 0.882126410769231

00:51:05.880 --> 00:51:07.905 Before even people are exposed

NOTE Confidence: 0.882126410769231

00:51:07.905 --> 00:51:09.120 to certain things,

NOTE Confidence: 0.882126410769231

00:51:09.120 --> 00:51:10.975 tell them about the techniques

NOTE Confidence: 0.882126410769231

00:51:10.975 --> 00:51:13.120 that people who are, you know,

NOTE Confidence: 0.882126410769231

00:51:13.120 --> 00:51:13.780 misinterpreting studies.

NOTE Confidence: 0.882126410769231

00:51:13.780 --> 00:51:14.440 For example,

NOTE Confidence: 0.882126410769231

00:51:14.440 --> 00:51:16.030 tell them about the techniques that

NOTE Confidence: 0.882126410769231

00:51:16.030 --> 00:51:17.810 are used to try to misrepresent

NOTE Confidence: 0.882126410769231

00:51:17.810 --> 00:51:19.130 data that's out there.

NOTE Confidence: 0.82410015375

00:51:21.890 --> 00:51:23.998 OK. So we covered a lot of ground, I think.

NOTE Confidence: 0.82410015375

00:51:23.998 --> 00:51:25.776 But I just wanted to kind of

NOTE Confidence: 0.82410015375

00:51:25.776 --> 00:51:27.605 summarize by saying trust has fallen

NOTE Confidence: 0.82410015375

00:51:27.605 --> 00:51:29.610 precipitously in the past few decades.

NOTE Confidence: 0.82410015375

00:51:29.610 --> 00:51:31.660 That has created an information

NOTE Confidence: 0.82410015375

00:51:31.660 --> 00:51:33.300 environment and ecosystem that

NOTE Confidence: 0.82410015375

00:51:33.300 --> 00:51:35.290 is ripe for misinformation,

NOTE Confidence: 0.82410015375

00:51:35.290 --> 00:51:36.650 which has been supercharged

NOTE Confidence: 0.82410015375

00:51:36.650 --> 00:51:38.010 by by social media,

NOTE Confidence: 0.82410015375

00:51:38.010 --> 00:51:39.966 has all sorts of harmful social,

NOTE Confidence: 0.82410015375

00:51:39.970 --> 00:51:41.754 economic and health consequences.

NOTE Confidence: 0.82410015375

00:51:41.754 --> 00:51:45.221 And there's a few strategies that I think

NOTE Confidence: 0.82410015375

00:51:45.221 --> 00:51:47.584 we should start thinking about to try

NOTE Confidence: 0.82410015375

00:51:47.584 --> 00:51:49.246 to combat some of that misinformation.

NOTE Confidence: 0.82410015375

00:51:49.250 --> 00:51:51.014 Again, I want to thank you for.

NOTE Confidence: 0.82410015375

00:51:51.020 --> 00:51:51.970 Allowing me to come back.

NOTE Confidence: 0.82410015375

00:51:51.970 --> 00:51:53.074 And it's always a real pleasure

NOTE Confidence: 0.82410015375

00:51:53.074 --> 00:51:54.060 to be here at Yale.

NOTE Confidence: 0.88532226625

00:52:06.300 --> 00:52:07.212 Thank you so much.

NOTE Confidence: 0.88532226625

00:52:07.212 --> 00:52:08.124 Truth that was terrific.

NOTE Confidence: 0.88532226625

00:52:08.130 --> 00:52:09.666 Now just to let you folks

NOTE Confidence: 0.88532226625

00:52:09.666 --> 00:52:11.080 know what we're going to do,

NOTE Confidence: 0.88532226625

00:52:11.080 --> 00:52:12.285 we're going to keep going

NOTE Confidence: 0.88532226625

00:52:12.285 --> 00:52:13.008 until 1:00 o'clock.

NOTE Confidence: 0.88532226625

00:52:13.010 --> 00:52:15.314 So if you've been watching and I

NOTE Confidence: 0.88532226625

00:52:15.314 --> 00:52:17.306 think that's been like that since

NOTE Confidence: 0.88532226625

00:52:17.306 --> 00:52:18.980 since 2003 years, but anyway,

NOTE Confidence: 0.6542114075

00:52:19.990 --> 00:52:20.738 while I was here

NOTE Confidence: 0.749933578

00:52:20.750 --> 00:52:21.690 it was still like that.

NOTE Confidence: 0.745374855

00:52:21.700 --> 00:52:23.790 Yeah. So time stands still

NOTE Confidence: 0.745374855

00:52:23.790 --> 00:52:25.880 here at the Alliance center.

NOTE Confidence: 0.745374855

00:52:25.880 --> 00:52:27.420 What we're gonna do now is we

NOTE Confidence: 0.745374855

00:52:27.420 --> 00:52:28.919 will drive and I'll have a seat

NOTE Confidence: 0.745374855

00:52:28.919 --> 00:52:30.650 and I ask you to raise your hand.

NOTE Confidence: 0.745374855

00:52:30.650 --> 00:52:31.586 I'll moderate a conversation.

NOTE Confidence: 0.745374855

00:52:31.586 --> 00:52:32.990 And for the folks who are

NOTE Confidence: 0.745374855

00:52:33.036 --> 00:52:34.504 watching on zoom, if you can,

NOTE Confidence: 0.745374855

00:52:34.504 --> 00:52:36.240 please send in questions so that you

NOTE Confidence: 0.745374855

00:52:36.298 --> 00:52:38.069 have might have or comments on the

NOTE Confidence: 0.745374855

00:52:38.069 --> 00:52:40.054 QA portion and I'll look at that and

NOTE Confidence: 0.745374855

00:52:40.054 --> 00:52:43.940 I'll read some of those to drove as well.

NOTE Confidence: 0.745374855

00:52:43.940 --> 00:52:45.123 So we're going to let me get

NOTE Confidence: 0.745374855

00:52:45.123 --> 00:52:46.179 hooked up with the mic here.

NOTE Confidence: 0.745374855

00:52:46.180 --> 00:52:47.440 Ohh, just to let you know.

NOTE Confidence: 0.745374855

00:52:47.440 --> 00:52:48.190 By the way,

NOTE Confidence: 0.80616685

00:52:48.960 --> 00:52:50.328 before I forget, we

NOTE Confidence: 0.92840706

00:52:50.340 --> 00:52:53.286 have plenty of extra sandwiches, so please.

NOTE Confidence: 0.92840706

00:52:53.286 --> 00:52:56.075 Take one home for your loved one or for

NOTE Confidence: 0.92840706

00:52:56.075 --> 00:52:58.700 your lunch tomorrow or something like that.

NOTE Confidence: 0.92840706

00:52:58.700 --> 00:53:00.060 And for those of you who are zooming

NOTE Confidence: 0.92840706

00:53:00.060 --> 00:53:01.525 in and join us in two weeks when you

NOTE Confidence: 0.92840706

00:53:01.525 --> 00:53:03.065 can get a free sandwich on top of

NOTE Confidence: 0.92840706

00:53:03.065 --> 00:53:05.420 everything else and all this fellowship,

NOTE Confidence: 0.92840706

00:53:05.420 --> 00:53:06.092 have a seat through.

NOTE Confidence: 0.92840706

00:53:06.092 --> 00:53:07.190 We're going to get started.

NOTE Confidence: 0.785623825

00:53:21.090 --> 00:53:25.440 All right, am I? Am I working?

NOTE Confidence: 0.785623825

00:53:25.440 --> 00:53:27.080 Yep. Terrific. Ben. Karen,

NOTE Confidence: 0.785623825

00:53:27.080 --> 00:53:29.726 if you've got the mic ready, Ben,

NOTE Confidence: 0.785623825

00:53:29.726 --> 00:53:31.214 I think has something he wants to ask.

NOTE Confidence: 0.843740835

00:53:37.750 --> 00:53:38.500 What's that?

NOTE Confidence: 0.802159811666667

00:53:40.780 --> 00:53:42.971 So, so thank you for a really

NOTE Confidence: 0.802159811666667

00:53:42.971 --> 00:53:44.729 chilling and and great talk.

NOTE Confidence: 0.802159811666667

00:53:44.730 --> 00:53:47.655 You know at the beginning you pointed

NOTE Confidence: 0.802159811666667

00:53:47.655 --> 00:53:49.530 to a constellation of potential

NOTE Confidence: 0.802159811666667

00:53:49.530 --> 00:53:51.912 causes and I mean you know there

NOTE Confidence: 0.802159811666667

00:53:51.912 --> 00:53:54.239 I can see many of them are very

NOTE Confidence: 0.802159811666667

00:53:54.239 --> 00:53:56.084 plausible during your talk you

NOTE Confidence: 0.802159811666667

00:53:56.084 --> 00:54:00.030 really drilled in on social media.

NOTE Confidence: 0.802159811666667

00:54:00.030 --> 00:54:01.710 I'm curious, do you think that is

NOTE Confidence: 0.802159811666667

00:54:01.710 --> 00:54:03.742 the the primary cause of this?

NOTE Confidence: 0.802159811666667

00:54:03.742 --> 00:54:04.910 The levels of mistrust?

NOTE Confidence: 0.802159811666667

00:54:04.910 --> 00:54:07.450 It seems like you know.

NOTE Confidence: 0.802159811666667

00:54:07.450 --> 00:54:09.510 It precedes the development of

NOTE Confidence: 0.802159811666667

00:54:09.510 --> 00:54:12.025 social media and I guess I'm

NOTE Confidence: 0.802159811666667

00:54:12.025 --> 00:54:14.275 I'm left wondering if it's if

NOTE Confidence: 0.802159811666667

00:54:14.275 --> 00:54:15.898 that's a marginal contributor.

NOTE Confidence: 0.802159811666667

00:54:15.898 --> 00:54:18.810 And we don't address the like the

NOTE Confidence: 0.802159811666667

00:54:18.884 --> 00:54:22.640 fundamental underlying causes.

NOTE Confidence: 0.802159811666667

00:54:22.640 --> 00:54:25.048 Playing with social media may be just

NOTE Confidence: 0.802159811666667

00:54:25.048 --> 00:54:27.059 sort of making marginal differences

NOTE Confidence: 0.802159811666667

00:54:27.059 --> 00:54:29.329 and in the like fundamental

NOTE Confidence: 0.85371607

00:54:29.340 --> 00:54:30.265 problem, yeah, I mean I

NOTE Confidence: 0.85371607

00:54:30.265 --> 00:54:31.622 think it's a great point. So.

NOTE Confidence: 0.85371607

00:54:31.622 --> 00:54:34.805 So I'm not or I'm not trying to argue

NOTE Confidence: 0.85371607

00:54:34.805 --> 00:54:37.248 that that social media has contributed to,

NOTE Confidence: 0.85371607

00:54:37.248 --> 00:54:38.700 to mistrust necessarily.

NOTE Confidence: 0.85371607

00:54:38.700 --> 00:54:39.980 I think all those that are saying

NOTE Confidence: 0.85371607

00:54:39.980 --> 00:54:41.785 all those trends preceded social

NOTE Confidence: 0.85371607

00:54:41.785 --> 00:54:44.380 media by by decades in some cases.

NOTE Confidence: 0.85371607

00:54:44.380 --> 00:54:46.504 I do think it's the case that a

NOTE Confidence: 0.85371607

00:54:46.504 --> 00:54:48.436 lot of the misinformation and the

NOTE Confidence: 0.85371607

00:54:48.436 --> 00:54:50.416 speed at which misinformation can

NOTE Confidence: 0.85371607

00:54:50.416 --> 00:54:52.954 spread is fueled by social media.

NOTE Confidence: 0.85371607

00:54:52.960 --> 00:54:55.210 And so I think the environment

NOTE Confidence: 0.85371607

00:54:55.210 --> 00:54:56.335 that we have

NOTE Confidence: 0.8798670475

00:54:56.400 --> 00:54:57.720 because of these forces

NOTE Confidence: 0.845378816666667

00:54:57.730 --> 00:54:59.390 whether it's political polarization,

NOTE Confidence: 0.845378816666667

00:54:59.390 --> 00:55:01.770 economic instability,

NOTE Confidence: 0.772650836

00:55:01.770 --> 00:55:05.130 you know secular distrust in,

NOTE Confidence: 0.772650836

00:55:05.130 --> 00:55:07.794 in, in institutions that I think

NOTE Confidence: 0.772650836

00:55:07.794 --> 00:55:10.064 creates an environment in which

NOTE Confidence: 0.772650836

00:55:10.064 --> 00:55:12.554 people don't know what to think,

NOTE Confidence: 0.772650836

00:55:12.560 --> 00:55:13.880 they don't know who to trust

NOTE Confidence: 0.7826958125

00:55:14.310 --> 00:55:16.018 and they turn to

NOTE Confidence: 0.706291976

00:55:16.210 --> 00:55:18.914 alternative sources for information,

NOTE Confidence: 0.706291976

00:55:18.914 --> 00:55:21.360 information. And you could imagine a world

NOTE Confidence: 0.706291976

00:55:21.360 --> 00:55:23.768 without social media in which you would just.

NOTE Confidence: 0.706291976

00:55:23.770 --> 00:55:25.282 Newspapers and magazines,

NOTE Confidence: 0.706291976

00:55:25.282 --> 00:55:28.306 and maybe even newspapers and magazines

NOTE Confidence: 0.706291976

00:55:28.306 --> 00:55:30.113 that peddled miss misinformation

NOTE Confidence: 0.706291976

00:55:30.113 --> 00:55:31.928 and disinformation and you could

NOTE Confidence: 0.706291976

00:55:31.928 --> 00:55:34.069 still go to your own outlet.

NOTE Confidence: 0.706291976

00:55:34.070 --> 00:55:37.402 I think that would have the virality

NOTE Confidence: 0.706291976

00:55:37.402 --> 00:55:41.188 of spread that social media allows.

NOTE Confidence: 0.706291976

00:55:41.190 --> 00:55:43.050 I think still someone

NOTE Confidence: 0.706291976

00:55:43.050 --> 00:55:45.840 would need to go to this.

NOTE Confidence: 0.706291976

00:55:45.840 --> 00:55:47.680 You know this particular outlet

00:55:47.680 --> 00:55:49.152 to get that information,

00:55:49.160 --> 00:55:51.344 whereas I think social media kind

00:55:51.344 --> 00:55:53.084 of supercharges that and not only,

00:55:53.084 --> 00:55:54.951 even if you don't see it on social media,

00:55:54.951 --> 00:55:56.636 you know Tucker Carlson seeing

00:55:56.636 --> 00:55:59.062 it on social media or Trump or

00:55:59.062 --> 00:56:02.030 someone else who then is able to.

00:56:03.180 --> 00:56:04.770 You know, use it to their

00:56:04.780 --> 00:56:06.957 political benefit or whatever it might be.

00:56:06.960 --> 00:56:08.618 But I do take your point in that social

00:56:08.618 --> 00:56:10.008 media is certainly not everything.

00:56:10.010 --> 00:56:12.035 I mean this talk was focused on social media,

00:56:12.040 --> 00:56:14.692 but you know, even in this example, right?

00:56:14.692 --> 00:56:17.152 I mean it was, it was Fox News,

00:56:17.152 --> 00:56:19.267 a very mainstream organization that

00:56:19.267 --> 00:56:21.456 ultimately took it from what it was to

NOTE Confidence: 0.826439444285714

00:56:21.456 --> 00:56:24.399 to to to millions and millions of people.

NOTE Confidence: 0.826439444285714

00:56:24.400 --> 00:56:26.536 So I think it's part of the story.

NOTE Confidence: 0.826439444285714

00:56:26.540 --> 00:56:28.664 I think we would be in a much better

NOTE Confidence: 0.826439444285714

00:56:28.664 --> 00:56:30.378 place if we could reduce the level

NOTE Confidence: 0.826439444285714

00:56:30.378 --> 00:56:31.708 of misinformation on social media.

NOTE Confidence: 0.826439444285714

00:56:31.710 --> 00:56:32.540 But I think you're right.

NOTE Confidence: 0.826439444285714

00:56:32.540 --> 00:56:33.206 I mean the.

NOTE Confidence: 0.826439444285714

00:56:33.206 --> 00:56:37.720 Issues around mistrust and distrust and.

NOTE Confidence: 0.826439444285714

00:56:37.720 --> 00:56:39.100 And other forms of misinformation

NOTE Confidence: 0.826439444285714

00:56:39.100 --> 00:56:40.910 I think would would still persist.

NOTE Confidence: 0.7443025

00:56:42.940 --> 00:56:47.430 Jack, please. I drew that was great a

NOTE Confidence: 0.7443025

00:56:47.430 --> 00:56:50.580 number of people have have attributed at

NOTE Confidence: 0.7443025

00:56:50.580 --> 00:56:53.867 least part of this increase in mistrust

NOTE Confidence: 0.7443025

00:56:53.867 --> 00:56:57.485 and and distaste with the other team to

NOTE Confidence: 0.7443025

00:56:57.485 --> 00:56:59.795 the to the differences in socioeconomic

NOTE Confidence: 0.7443025

00:56:59.795 --> 00:57:02.200 status and they the widening gap

NOTE Confidence: 0.7443025

00:57:02.200 --> 00:57:05.560 between the the upper levels and the

NOTE Confidence: 0.7443025

00:57:05.560 --> 00:57:12.090 and the bottom 50% and that has that's.

NOTE Confidence: 0.7443025

00:57:12.090 --> 00:57:16.355 It's plausible as as a contributor if people

NOTE Confidence: 0.7443025

00:57:16.355 --> 00:57:20.749 are are annoyed with with the liberal

NOTE Confidence: 0.7443025

00:57:20.749 --> 00:57:25.020 elite who also make a whole lot more money.

NOTE Confidence: 0.7443025

00:57:25.020 --> 00:57:26.478 And then on the other side,

NOTE Confidence: 0.7443025

00:57:26.480 --> 00:57:28.420 people have noted the well,

NOTE Confidence: 0.7443025

00:57:28.420 --> 00:57:30.832 one study has noted that the last

NOTE Confidence: 0.7443025

00:57:30.832 --> 00:57:33.508 acceptable prejudice on the part of

NOTE Confidence: 0.7443025

00:57:33.508 --> 00:57:37.220 the upper class is for those who are.

NOTE Confidence: 0.7443025

00:57:37.220 --> 00:57:39.468 Uneducated or less educated,

NOTE Confidence: 0.7443025

00:57:39.468 --> 00:57:43.397 and that that prejudice is.

NOTE Confidence: 0.7443025

00:57:43.397 --> 00:57:47.468 Noticeable and even.

NOTE Confidence: 0.7443025

00:57:47.470 --> 00:57:50.452 And certainly detected by the folks

NOTE Confidence: 0.7443025

00:57:50.452 --> 00:57:52.623 on the lower end of the social scale.

NOTE Confidence: 0.7443025

00:57:52.623 --> 00:57:56.318 So I don't know what do you find that

NOTE Confidence: 0.7443025

00:57:56.320 --> 00:57:58.340 that that resonates as you do you think

NOTE Confidence: 0.799788296

00:57:58.350 --> 00:57:59.750 that I think that's absolutely

NOTE Confidence: 0.799788296

00:57:59.750 --> 00:58:00.940 true. I mean I I think.

NOTE Confidence: 0.44108552

00:58:02.490 --> 00:58:03.718 There I mean if

NOTE Confidence: 0.861093899333333

00:58:03.730 --> 00:58:05.396 you look at you know just economic

NOTE Confidence: 0.861093899333333

00:58:05.396 --> 00:58:07.440 data all the wage gains over the past

NOTE Confidence: 0.861093899333333

00:58:07.440 --> 00:58:09.228 couple of decades and the and the

NOTE Confidence: 0.861093899333333

00:58:09.228 --> 00:58:10.859 wealth gains have gone to not just

NOTE Confidence: 0.861093899333333

00:58:10.859 --> 00:58:13.389 the you know top 50% but really the

NOTE Confidence: 0.861093899333333

00:58:13.389 --> 00:58:16.510 top 1% or five percent 10% certainly.

NOTE Confidence: 0.861093899333333

00:58:16.510 --> 00:58:19.686 And so that creates an environment

NOTE Confidence: 0.861093899333333

00:58:19.686 --> 00:58:21.654 in which you are already living

NOTE Confidence: 0.861093899333333

00:58:21.654 --> 00:58:23.830 in kind of different worlds with

NOTE Confidence: 0.861093899333333

00:58:23.830 --> 00:58:26.530 different lives and different access

00:58:26.530 --> 00:58:30.028 to opportunity including education and

00:58:30.030 --> 00:58:31.718 I think it's a very understandable.

00:58:31.718 --> 00:58:35.246 A set of concerns that that

00:58:35.246 --> 00:58:37.010 people have against.

00:58:39.030 --> 00:58:42.186 Certain types of elites who then try to

00:58:42.186 --> 00:58:44.482 impose their views and values on others,

00:58:44.490 --> 00:58:46.490 and I think in some cases I agree

00:58:46.490 --> 00:58:48.129 with those and those are mine.

00:58:48.130 --> 00:58:49.390 But, but at the same time,

00:58:49.390 --> 00:58:52.798 I don't think there's a whole lot of

00:58:52.798 --> 00:58:56.496 empathy for the way in which we talk about.

00:59:00.060 --> 00:59:01.405 Talk about exactly what you're saying

00:59:01.405 --> 00:59:04.030 and I and I think it's, it's true even.

00:59:04.030 --> 00:59:05.674 And again I think, you know,

00:59:05.674 --> 00:59:07.679 I think it's something like, you know,

00:59:07.679 --> 00:59:10.080 I made I guess an ivermectin joke.

NOTE Confidence: 0.8205812

00:59:10.080 --> 00:59:13.896 And you know, even when you know a

NOTE Confidence: 0.8205812

00:59:13.896 --> 00:59:15.925 shisha or other people in positions

NOTE Confidence: 0.8205812

00:59:15.925 --> 00:59:18.718 of power call it a horsky warmer and,

NOTE Confidence: 0.8205812

00:59:18.720 --> 00:59:22.171 you know, kind of dismiss it as

NOTE Confidence: 0.8205812

00:59:22.171 --> 00:59:25.690 basically trying to call the people who.

NOTE Confidence: 0.8205812

00:59:25.690 --> 00:59:28.546 Whose friends may have experimented with it?

NOTE Confidence: 0.8205812

00:59:28.550 --> 00:59:32.990 Or. Who who feel like maybe

NOTE Confidence: 0.8205812

00:59:32.990 --> 00:59:34.478 there's something here.

NOTE Confidence: 0.8205812

00:59:34.480 --> 00:59:36.632 I feel like we talk about things in

NOTE Confidence: 0.8205812

00:59:36.632 --> 00:59:39.276 a way that alienates a lot of people.

NOTE Confidence: 0.8205812

00:59:39.280 --> 00:59:41.835 And part of the empathy that we

NOTE Confidence: 0.8205812

00:59:41.835 --> 00:59:44.819 need to show is not just for people

NOTE Confidence: 0.8205812

00:59:44.819 --> 00:59:46.454 who who are on our team, obviously,

NOTE Confidence: 0.8205812

00:59:46.454 --> 00:59:48.698 but really there's like radical empathy,

NOTE Confidence: 0.8205812

00:59:48.700 --> 00:59:51.596 which is very hard to muster for people

00:59:51.596 --> 00:59:53.964 who who are both different from us

NOTE Confidence: 0.8205812

00:59:53.964 --> 00:59:56.899 but also see us as kind of the enemy.

NOTE Confidence: 0.821885656333334

00:59:58.950 --> 01:00:00.678 OK. Karen, could you give us the gentleman

NOTE Confidence: 0.821885656333334

01:00:00.678 --> 01:00:02.252 there in the white shirt and while

NOTE Confidence: 0.821885656333334

01:00:02.252 --> 01:00:03.803 while I'm waiting for that I'm gonna

NOTE Confidence: 0.821885656333334

01:00:03.803 --> 01:00:05.427 go ahead and read one of the questions

NOTE Confidence: 0.821885656333334

01:00:05.430 --> 01:00:07.506 from the from the zoom audience.

NOTE Confidence: 0.821885656333334

01:00:07.510 --> 01:00:09.967 It seems that there is a cycle of mistrust

NOTE Confidence: 0.821885656333334

01:00:09.967 --> 01:00:12.072 between the lay public and governmental

NOTE Confidence: 0.821885656333334

01:00:12.072 --> 01:00:13.847 and or public health authorities,

NOTE Confidence: 0.821885656333334

01:00:13.850 --> 01:00:15.542 both mistrust and the other with

NOTE Confidence: 0.821885656333334

01:00:15.542 --> 01:00:17.395 respect to public health leaders and

NOTE Confidence: 0.821885656333334

01:00:17.395 --> 01:00:19.075 unwillingness to speak about matters

NOTE Confidence: 0.821885656333334

01:00:19.075 --> 01:00:21.070 with nuance because of the concern that

NOTE Confidence: 0.821885656333334

01:00:21.070 --> 01:00:22.998 it may be mishandled by the public.

NOTE Confidence: 0.821885656333334

01:00:22.998 --> 01:00:26.166 Leading to a feedback loop of

NOTE Confidence: 0.821885656333334

01:00:26.166 --> 01:00:27.222 spiraling mistrust.

NOTE Confidence: 0.821885656333334

01:00:27.230 --> 01:00:29.564 Do we underappreciate the degree to

NOTE Confidence: 0.821885656333334

01:00:29.564 --> 01:00:31.592 which our leaders and public figures

NOTE Confidence: 0.821885656333334

01:00:31.592 --> 01:00:33.813 are contributors and not just simply

NOTE Confidence: 0.821885656333334

01:00:33.813 --> 01:00:36.260 victims of the culture of mistrust?

NOTE Confidence: 0.807151232

01:00:36.470 --> 01:00:37.560 I think absolutely. I mean,

NOTE Confidence: 0.832973072857143

01:00:37.570 --> 01:00:40.190 I I don't think, as I said, it's not.

NOTE Confidence: 0.832973072857143

01:00:40.190 --> 01:00:41.290 I don't think it's unidirectional.

NOTE Confidence: 0.832973072857143

01:00:41.290 --> 01:00:43.202 I think a lot of the mistrust that's

NOTE Confidence: 0.832973072857143

01:00:43.202 --> 01:00:47.640 out there is earned, and it has been.

NOTE Confidence: 0.832973072857143

01:00:47.640 --> 01:00:49.341 There have been a number of failures

NOTE Confidence: 0.832973072857143

01:00:49.341 --> 01:00:51.050 both in the public health community

NOTE Confidence: 0.832973072857143

01:00:51.050 --> 01:00:52.904 but also more more generally over

NOTE Confidence: 0.832973072857143

01:00:52.904 --> 01:00:54.480 the past however many years,

NOTE Confidence: 0.832973072857143

01:00:54.480 --> 01:00:56.937 and that has contributed to earned mistrust.

116

01:00:56.940 --> 01:00:59.229 It's not just that I don't think

01:00:59.229 --> 01:01:01.297 people in positions of power or

01:01:01.297 --> 01:01:02.657 institutions in positions of

01:01:02.657 --> 01:01:04.999 power are the victims necessarily.

01:01:05.000 --> 01:01:08.024 I think they have done also their part in

01:01:08.024 --> 01:01:10.840 squandering that that mistrust and you know,

01:01:10.840 --> 01:01:13.876 11 obvious example of that is,

01:01:13.880 --> 01:01:15.740 you know early in the pandemic,

01:01:15.740 --> 01:01:17.434 the Surgeon general of the United States.

01:01:17.440 --> 01:01:18.744 Whatever his motivation was,

01:01:18.744 --> 01:01:20.374 maybe it was to preserve

01:01:20.374 --> 01:01:21.870 masks for medical workers,

01:01:21.870 --> 01:01:23.050 tweets out in all caps,

01:01:23.050 --> 01:01:25.066 that masks don't work and he doesn't

01:01:25.066 --> 01:01:27.187 want the general public to to use them.

01:01:27.190 --> 01:01:29.647 And that seems to be an example

NOTE Confidence: 0.832973072857143

01:01:29.647 --> 01:01:31.898 of obviously that's going to show

NOTE Confidence: 0.832973072857143

01:01:31.898 --> 01:01:34.148 some level of discord and distrust,

NOTE Confidence: 0.832973072857143

01:01:34.150 --> 01:01:36.397 but also not giving it to the

NOTE Confidence: 0.832973072857143

01:01:36.397 --> 01:01:37.305 public straight, right?

NOTE Confidence: 0.832973072857143

01:01:37.305 --> 01:01:38.630 That's an issue of transparency.

NOTE Confidence: 0.832973072857143

01:01:38.630 --> 01:01:39.985 It seems like probably the

NOTE Confidence: 0.832973072857143

01:01:39.985 --> 01:01:41.088 motivation there was look,

NOTE Confidence: 0.832973072857143

01:01:41.090 --> 01:01:43.880 we have a limited number of masks we want

NOTE Confidence: 0.832973072857143

01:01:43.880 --> 01:01:46.288 healthcare workers to to have access to them.

NOTE Confidence: 0.832973072857143

01:01:46.290 --> 01:01:47.130 But the but that.

NOTE Confidence: 0.832973072857143

01:01:47.130 --> 01:01:47.970 That wasn't the message

NOTE Confidence: 0.832973072857143

01:01:47.970 --> 01:01:48.980 that was communicated,

NOTE Confidence: 0.832973072857143

01:01:48.980 --> 01:01:50.300 it was masks don't work,

NOTE Confidence: 0.832973072857143

01:01:50.300 --> 01:01:52.108 don't don't use them.

NOTE Confidence: 0.832973072857143

01:01:52.108 --> 01:01:54.820 And so that is one example

01:01:54.918 --> 01:01:57.180 of of many that I think.

01:01:57.180 --> 01:02:00.072 Where there's an instance of earned

01:02:00.072 --> 01:02:02.016 mistrust on the part of people in power.

01:02:02.340 --> 01:02:04.164 So to following that along you

01:02:04.164 --> 01:02:05.860 mentioned this the Surgeon General.

01:02:05.860 --> 01:02:07.561 So it it makes me think and it makes

01:02:07.561 --> 01:02:09.349 me think of the teaching that we've

01:02:09.349 --> 01:02:11.083 the conversation that we've had over

01:02:11.083 --> 01:02:13.051 the years about institutions and the

01:02:13.051 --> 01:02:14.796 importance of institutions within the

01:02:14.796 --> 01:02:17.310 spectrum of when we discussed the mid 20th

01:02:17.310 --> 01:02:19.734 century breakdown in Europe, the Institute.

01:02:19.734 --> 01:02:22.844 Actions themselves coming apart and

01:02:22.844 --> 01:02:26.030 specifically I think that you know,

01:02:26.030 --> 01:02:28.526 where trust has been placed with

01:02:28.526 --> 01:02:30.190 regard to information was,

NOTE Confidence: 0.688038975454545

01:02:30.190 --> 01:02:31.882 you know, with the.

NOTE Confidence: 0.688038975454545

01:02:31.882 --> 01:02:34.420 The anchors from the leading networks,

NOTE Confidence: 0.688038975454545

01:02:34.420 --> 01:02:35.528 for example, Uncle Walter,

NOTE Confidence: 0.688038975454545

01:02:35.528 --> 01:02:37.506 Walter Cronkite was the guy that most

NOTE Confidence: 0.688038975454545

01:02:37.506 --> 01:02:39.078 Americans trusted back in the day,

NOTE Confidence: 0.688038975454545

01:02:39.080 --> 01:02:40.952 so we're told.

NOTE Confidence: 0.688038975454545

01:02:40.952 --> 01:02:43.892 But also more bringing up more

NOTE Confidence: 0.688038975454545

01:02:43.892 --> 01:02:46.007 closely to home the institutions

NOTE Confidence: 0.688038975454545

01:02:46.007 --> 01:02:48.400 such as Yale School of Medicine

NOTE Confidence: 0.688038975454545

01:02:48.400 --> 01:02:50.150 or Cornell School of Medicine,

NOTE Confidence: 0.688038975454545

01:02:50.150 --> 01:02:52.130 right that that these are institutions

NOTE Confidence: 0.688038975454545

01:02:52.130 --> 01:02:54.275 that at one time this meant something in

NOTE Confidence: 0.688038975454545

01:02:54.275 --> 01:02:56.398 terms of the that it could be trusted.

NOTE Confidence: 0.688038975454545

01:02:56.400 --> 01:02:58.514 But have have the institutions

NOTE Confidence: 0.688038975454545

01:02:58.514 --> 01:03:00.170 including the medical schools

NOTE Confidence: 0.688038975454545

01:03:00.170 --> 01:03:02.240 lost credibility do you think?

NOTE Confidence: 0.688038975454545

01:03:02.240 --> 01:03:04.739 And is there something specific that that,

NOTE Confidence: 0.688038975454545

01:03:04.740 --> 01:03:07.460 if so, is there something specific that we,

NOTE Confidence: 0.688038975454545

01:03:07.460 --> 01:03:08.495 the medical schools,

NOTE Confidence: 0.688038975454545

01:03:08.495 --> 01:03:10.565 the medical institutions can do to

NOTE Confidence: 0.688038975454545

01:03:10.565 --> 01:03:12.368 improve our own credibility or the

NOTE Confidence: 0.688038975454545

01:03:12.368 --> 01:03:14.649 level of trust that that we're afforded?

NOTE Confidence: 0.83129237

01:03:15.320 --> 01:03:16.458 Yeah, it's, it's a good question.

NOTE Confidence: 0.83129237

01:03:16.458 --> 01:03:18.676 I mean I I don't, I don't you know,

NOTE Confidence: 0.83129237

01:03:18.680 --> 01:03:20.156 pretend, pretend to have the answer.

NOTE Confidence: 0.83129237

01:03:20.160 --> 01:03:22.352 I mean I think that good place to

NOTE Confidence: 0.83129237

01:03:22.352 --> 01:03:24.386 start is community engagement and

NOTE Confidence: 0.83129237

01:03:24.386 --> 01:03:26.741 understanding what the the community

NOTE Confidence: 0.83129237

01:03:26.741 --> 01:03:29.447 around you needs and part of that is.

NOTE Confidence: 0.83129237

01:03:29.450 --> 01:03:32.260 I think happening, listening sessions,

NOTE Confidence: 0.83129237

01:03:32.260 --> 01:03:34.180 talking to local community leaders,

NOTE Confidence: 0.83129237

01:03:34.180 --> 01:03:35.746 understanding how you can serve the

NOTE Confidence: 0.83129237

01:03:35.746 --> 01:03:37.360 needs of the people around you.

NOTE Confidence: 0.83129237

01:03:37.360 --> 01:03:38.830 And I think, you know,

NOTE Confidence: 0.83129237

01:03:38.830 --> 01:03:41.770 I highlighted something that MGH is doing.

NOTE Confidence: 0.83129237

01:03:41.770 --> 01:03:44.017 There's other medical schools that kind of,

NOTE Confidence: 0.83129237

01:03:44.020 --> 01:03:45.945 I think some of the newer medical

NOTE Confidence: 0.83129237

01:03:45.945 --> 01:03:48.074 schools I've heard like Dell and Kaiser,

NOTE Confidence: 0.83129237

01:03:48.074 --> 01:03:50.573 they have a really huge component of

NOTE Confidence: 0.83129237

01:03:50.573 --> 01:03:52.642 community engagement which I think

NOTE Confidence: 0.83129237

01:03:52.642 --> 01:03:55.114 probably generates some level of goodwill.

NOTE Confidence: 0.83129237

01:03:55.120 --> 01:03:55.888 So you know,

NOTE Confidence: 0.83129237

01:03:55.888 --> 01:03:58.260 I think that's that's a place to to start,

NOTE Confidence: 0.83129237

01:03:58.260 --> 01:03:59.490 you know, I don't think.

NOTE Confidence: 0.83129237

01:03:59.490 --> 01:04:01.434 So I don't think it's just

NOTE Confidence: 0.83129237

01:04:01.434 --> 01:04:02.406 a communication issue.

NOTE Confidence: 0.83129237

01:04:02.410 --> 01:04:04.578 I think a lot of people who

NOTE Confidence: 0.83129237

01:04:04.578 --> 01:04:06.218 are in positions of power.

NOTE Confidence: 0.79029082

01:04:07.570 --> 01:04:08.008 Feel like you

NOTE Confidence: 0.867470226666667

01:04:08.020 --> 01:04:09.448 know, if if we only communicated

NOTE Confidence: 0.887595311428571

01:04:09.460 --> 01:04:11.854 our our our values better to people.

NOTE Confidence: 0.887595311428571

01:04:11.860 --> 01:04:14.630 If we only found a way to you know

NOTE Confidence: 0.887595311428571

01:04:14.630 --> 01:04:16.765 frame this in a better way than

NOTE Confidence: 0.887595311428571

01:04:16.765 --> 01:04:19.015 people would believe us or trust us.

NOTE Confidence: 0.887595311428571

01:04:19.020 --> 01:04:21.624 I think in most cases it's it's a, it's a.

NOTE Confidence: 0.887595311428571

01:04:21.624 --> 01:04:23.040 Underlying value issue,

NOTE Confidence: 0.887595311428571

01:04:23.040 --> 01:04:23.862 you know it's it's where

NOTE Confidence: 0.887595311428571

01:04:23.862 --> 01:04:24.745 are you spending your time,

NOTE Confidence: 0.887595311428571

01:04:24.745 --> 01:04:25.915 where are you spending your budget?

NOTE Confidence: 0.887595311428571

01:04:25.920 --> 01:04:28.368 Are you allowing access to the

NOTE Confidence: 0.887595311428571

01:04:28.368 --> 01:04:30.000 people in your communities?

NOTE Confidence: 0.887595311428571

01:04:30.000 --> 01:04:33.060 Are you are you serving the

NOTE Confidence: 0.887595311428571

01:04:33.060 --> 01:04:34.656 community in a in a robust way?

NOTE Confidence: 0.887595311428571

01:04:34.660 --> 01:04:35.880 Are the people in your school

NOTE Confidence: 0.887595311428571

01:04:35.880 --> 01:04:38.706 who are being recruited are they,

NOTE Confidence: 0.887595311428571

01:04:38.706 --> 01:04:42.594 are they people who have had you

NOTE Confidence: 0.887595311428571

01:04:42.594 --> 01:04:44.250 know opportunities through various

NOTE Confidence: 0.887595311428571

01:04:44.250 --> 01:04:46.320 mechanisms to to participate if

NOTE Confidence: 0.887595311428571

01:04:46.384 --> 01:04:48.226 if they you know for whatever

NOTE Confidence: 0.887595311428571

01:04:48.226 --> 01:04:49.700 reason weren't able to so.

NOTE Confidence: 0.887595311428571

01:04:49.700 --> 01:04:50.954 So I think it's it's looking

NOTE Confidence: 0.887595311428571

01:04:50.954 --> 01:04:52.160 at those types of things.

NOTE Confidence: 0.887595311428571

01:04:52.160 --> 01:04:54.834 As opposed to just putting the varnish

NOTE Confidence: 0.887595311428571

01:04:54.834 --> 01:04:57.098 on on communication and in some way.

NOTE Confidence: 0.819047865

01:04:57.610 --> 01:04:58.778 Thank you. Yes, Sir.

NOTE Confidence: 0.9777784725

01:04:59.070 --> 01:05:01.090 Thank you so much. First of all,

NOTE Confidence: 0.9777784725

01:05:01.090 --> 01:05:02.773 Professor Howard Foreman speaks

NOTE Confidence: 0.9777784725

01:05:02.773 --> 01:05:05.310 very highly of you and says hi,

NOTE Confidence: 0.9777784725

01:05:05.310 --> 01:05:06.890 I had a couple, two quick questions.

NOTE Confidence: 0.9777784725

01:05:06.890 --> 01:05:09.040 The first is that it feels like it's

NOTE Confidence: 0.9777784725

01:05:09.040 --> 01:05:10.340 important to address misinformation

NOTE Confidence: 0.9777784725

01:05:10.340 --> 01:05:12.880 if it comes from a tweet on Twitter,

NOTE Confidence: 0.9777784725

01:05:12.880 --> 01:05:14.772 not in like a long form piece

NOTE Confidence: 0.9777784725

01:05:14.772 --> 01:05:15.890 necessarily because the audience is

NOTE Confidence: 0.845999908181818

01:05:15.900 --> 01:05:17.940 different. But it's really hard to

NOTE Confidence: 0.845999908181818

01:05:17.940 --> 01:05:20.590 say a true statement in 280 characters

NOTE Confidence: 0.845999908181818

01:05:20.590 --> 01:05:23.269 versus a lie in 280 characters. And

NOTE Confidence: 0.884039192857143

01:05:23.280 --> 01:05:24.806 it's hard to capture all the nuance

NOTE Confidence: 0.884039192857143

01:05:24.806 --> 01:05:26.478 I wanted to get your thoughts on,

NOTE Confidence: 0.884039192857143

01:05:26.480 --> 01:05:28.546 like how to create and spread truth

NOTE Confidence: 0.884039192857143

01:05:28.546 --> 01:05:31.248 in in a short amount of space at a

NOTE Confidence: 0.884039192857143

01:05:31.248 --> 01:05:32.816 time when people's attention spans

NOTE Confidence: 0.884039192857143

125

01:05:32.816 --> 01:05:35.280 are a lot lower than than before.

NOTE Confidence: 0.884039192857143

01:05:35.280 --> 01:05:37.440 And the 2nd is that it feels like a

NOTE Confidence: 0.884039192857143

01:05:37.440 --> 01:05:38.850 part of the spread of misinformation

NOTE Confidence: 0.884039192857143

01:05:38.903 --> 01:05:40.576 has to do with an emotional response,

NOTE Confidence: 0.884039192857143

01:05:40.580 --> 01:05:41.708 like fear mongering

NOTE Confidence: 0.848397612857143

01:05:41.780 --> 01:05:44.587 or anger. And it's harder to create

NOTE Confidence: 0.828289471818182

01:05:44.600 --> 01:05:46.255 or elicit that emotional response

NOTE Confidence: 0.828289471818182

01:05:46.255 --> 01:05:48.400 for something that's dry and factual.

NOTE Confidence: 0.828289471818182

01:05:48.400 --> 01:05:49.902 So I wanted to hear your thoughts

NOTE Confidence: 0.828289471818182

01:05:49.902 --> 01:05:51.530 about that as well. Thank you.

NOTE Confidence: 0.683178156666667

01:05:51.600 --> 01:05:52.848 Yeah. Thank you.

NOTE Confidence: 0.890344126666667

01:05:53.190 --> 01:05:54.948 You know, truth is is certainly,

NOTE Confidence: 0.890344126666667

01:05:54.950 --> 01:05:56.730 I think, at a disadvantage.

NOTE Confidence: 0.890344126666667

01:05:56.730 --> 01:05:58.440 You know, as you said it's

NOTE Confidence: 0.890344126666667

01:05:58.440 --> 01:05:59.942 it's much more appealing when

NOTE Confidence: 0.890344126666667

01:05:59.942 --> 01:06:01.754 something is new or interesting or

01:06:01.754 --> 01:06:03.670 sounds like it couldn't be true,

01:06:03.670 --> 01:06:05.350 probably because it isn't true.

01:06:05.350 --> 01:06:07.065 That's something that that tends to spread.

01:06:07.070 --> 01:06:08.310 I think there is good research to

01:06:08.310 --> 01:06:09.953 suggest that actually incorrect

01:06:09.953 --> 01:06:11.877 or inaccurate statements spread

01:06:11.877 --> 01:06:14.171 faster on social media than

01:06:14.171 --> 01:06:16.126 do then do factual statements.

01:06:16.130 --> 01:06:18.370 You know, I don't know if I

01:06:18.370 --> 01:06:19.999 have a solution to that.

01:06:20.000 --> 01:06:22.672 I mean 111 part of it certainly is

01:06:22.672 --> 01:06:25.036 maybe there are some things around

01:06:25.036 --> 01:06:27.884 algorithms that that that you can do

01:06:27.884 --> 01:06:30.556 to try to once you see something taking

01:06:30.556 --> 01:06:34.786 off down weight that in some in some way.

01:06:34.790 --> 01:06:36.918 You know, I think we would just be

NOTE Confidence: 0.890344126666667

01:06:36.918 --> 01:06:39.643 in a much healthier place if we used

NOTE Confidence: 0.890344126666667

01:06:39.643 --> 01:06:42.087 social media half as much as we do,

NOTE Confidence: 0.890344126666667

01:06:42.090 --> 01:06:42.906 or 80% less.

NOTE Confidence: 0.890344126666667

01:06:42.906 --> 01:06:44.538 And if everyone just did that,

NOTE Confidence: 0.890344126666667

01:06:44.540 --> 01:06:45.556 you know, you know,

NOTE Confidence: 0.890344126666667

01:06:45.556 --> 01:06:48.319 that's not a not a real policy prescription.

NOTE Confidence: 0.890344126666667

01:06:48.320 --> 01:06:50.710 But you can see over time how people's use of

NOTE Confidence: 0.890344126666667

01:06:50.763 --> 01:06:53.094 different types of social media does change,

NOTE Confidence: 0.890344126666667

01:06:53.100 --> 01:06:53.457 right?

NOTE Confidence: 0.890344126666667

01:06:53.457 --> 01:06:56.313 So younger people don't use Facebook as much,

NOTE Confidence: 0.890344126666667

01:06:56.320 --> 01:06:58.954 right, as some people now use

NOTE Confidence: 0.890344126666667

01:06:58.954 --> 01:07:01.899 Twitter much less than they used to.

NOTE Confidence: 0.890344126666667

01:07:01.900 --> 01:07:03.812 Whatever it might be,

NOTE Confidence: 0.890344126666667

01:07:03.812 --> 01:07:05.246 we know that.

NOTE Confidence: 0.890344126666667

01:07:05.250 --> 01:07:07.825 Instagram has substantial mental health

NOTE Confidence: 0.890344126666667

01:07:07.825 --> 01:07:09.885 effects for particularly teenagers.

NOTE Confidence: 0.890344126666667

01:07:09.890 --> 01:07:11.840 So.

NOTE Confidence: 0.890344126666667

01:07:11.840 --> 01:07:12.106 No,

NOTE Confidence: 0.890344126666667

01:07:12.106 --> 01:07:14.234 I think we often tend as people who

NOTE Confidence: 0.890344126666667

01:07:14.234 --> 01:07:16.034 are interested in public policy

NOTE Confidence: 0.890344126666667

01:07:16.034 --> 01:07:18.230 to have a policy oriented tool.

NOTE Confidence: 0.890344126666667

01:07:18.230 --> 01:07:20.106 And maybe there are some of that,

NOTE Confidence: 0.890344126666667

01:07:20.110 --> 01:07:22.654 but I think we sometimes underweight

NOTE Confidence: 0.890344126666667

01:07:22.654 --> 01:07:25.755 cultural forces and the power of cultural

NOTE Confidence: 0.890344126666667

01:07:25.755 --> 01:07:27.965 norms spreading such that maybe,

NOTE Confidence: 0.890344126666667

01:07:27.970 --> 01:07:28.664 you know,

NOTE Confidence: 0.890344126666667

01:07:28.664 --> 01:07:31.093 in five years and 10 years actually

NOTE Confidence: 0.890344126666667

01:07:31.093 --> 01:07:33.181 people are less on certain types

NOTE Confidence: 0.890344126666667

01:07:33.181 --> 01:07:35.264 of social media and more on

NOTE Confidence: 0.890344126666667

01:07:35.264 --> 01:07:36.989 other types of social media.

NOTE Confidence: 0.890344126666667

01:07:36.990 --> 01:07:39.092 You know, there are good spaces online too,

NOTE Confidence: 0.890344126666667

01:07:39.092 --> 01:07:42.380 you know. I think my favorite example is.

NOTE Confidence: 0.890344126666667

01:07:42.380 --> 01:07:44.774 You know, that's an amazing and absurd place.

NOTE Confidence: 0.890344126666667

01:07:44.774 --> 01:07:46.259 Like how could this happen?

NOTE Confidence: 0.890344126666667

01:07:46.260 --> 01:07:46.946 You know,

NOTE Confidence: 0.890344126666667

01:07:46.946 --> 01:07:48.661 how could people spend so

NOTE Confidence: 0.890344126666667

01:07:48.661 --> 01:07:50.080 much time curating this,

NOTE Confidence: 0.890344126666667

01:07:50.080 --> 01:07:54.360 this wonderful knowledge filled thing?

NOTE Confidence: 0.890344126666667

01:07:54.360 --> 01:07:54.978 But it happens.

NOTE Confidence: 0.890344126666667

01:07:54.978 --> 01:07:55.596 And you know,

NOTE Confidence: 0.890344126666667

01:07:55.600 --> 01:07:56.932 I don't spend a lot of time on Reddit,

NOTE Confidence: 0.890344126666667

01:07:56.940 --> 01:07:59.868 but from what I understand is on Reddit,

NOTE Confidence: 0.890344126666667

01:07:59.868 --> 01:08:02.860 it's not just things that are like the most,

NOTE Confidence: 0.890344126666667

01:08:02.860 --> 01:08:04.170 it's actually the delta between

NOTE Confidence: 0.890344126666667

01:08:04.170 --> 01:08:05.480 the likes and the dislikes.

NOTE Confidence: 0.890344126666667

01:08:05.480 --> 01:08:06.784 And so, you know,

NOTE Confidence: 0.890344126666667

01:08:06.784 --> 01:08:09.400 if if something is outrageous in some way,

NOTE Confidence: 0.890344126666667

01:08:09.400 --> 01:08:10.779 it's not just one group of people

NOTE Confidence: 0.890344126666667

01:08:10.779 --> 01:08:12.009 that can send it to the top.

NOTE Confidence: 0.890344126666667

01:08:12.010 --> 01:08:13.718 It's it's the delta between the two.

NOTE Confidence: 0.890344126666667

01:08:13.720 --> 01:08:15.280 So if if you're, you know,

NOTE Confidence: 0.890344126666667

01:08:15.280 --> 01:08:16.624 hated by half the thing and

NOTE Confidence: 0.890344126666667

01:08:16.624 --> 01:08:18.058 loved by half of it, you don't,

NOTE Confidence: 0.890344126666667

01:08:18.058 --> 01:08:18.878 you don't get very far.

NOTE Confidence: 0.890344126666667

01:08:18.880 --> 01:08:21.519 So maybe there are things like that,

NOTE Confidence: 0.890344126666667

01:08:21.520 --> 01:08:24.334 but I don't know. I I use.

NOTE Confidence: 0.890344126666667

01:08:24.340 --> 01:08:26.170 Social media at 80% last night

NOTE Confidence: 0.890344126666667

01:08:26.170 --> 01:08:28.338 that I did two years ago and

NOTE Confidence: 0.890344126666667

01:08:28.340 --> 01:08:29.810 it's been nice for me.

NOTE Confidence: 0.890344126666667

01:08:29.810 --> 01:08:33.392 So I I recommend that for other people too.

NOTE Confidence: 0.890344126666667

01:08:33.392 --> 01:08:33.878 Yes,

NOTE Confidence: 0.846432975714286

01:08:33.890 --> 01:08:36.165 if you could give it to the.

NOTE Confidence: 0.846432975714286

01:08:36.170 --> 01:08:37.230 So there's a woman here.

NOTE Confidence: 0.846432975714286

01:08:37.230 --> 01:08:38.270 Please, Karen, while we're

NOTE Confidence: 0.846432975714286

01:08:38.270 --> 01:08:39.570 waiting for that passage out,

NOTE Confidence: 0.846432975714286

01:08:39.570 --> 01:08:41.054 I like this question very much coming

NOTE Confidence: 0.846432975714286

01:08:41.054 --> 01:08:42.562 in from zoom because it reminds me of

NOTE Confidence: 0.846432975714286

01:08:42.562 --> 01:08:44.329 a of a quote I heard in high school.

NOTE Confidence: 0.846432975714286

01:08:44.330 --> 01:08:45.830 I think it was Thomas Carlyle,

NOTE Confidence: 0.846432975714286

01:08:45.830 --> 01:08:47.786 somebody who said, well, you know,

NOTE Confidence: 0.846432975714286

01:08:47.790 --> 01:08:49.218 in terms of fixing the world,

NOTE Confidence: 0.846432975714286

01:08:49.220 --> 01:08:50.956 he said make an honest man of

NOTE Confidence: 0.846432975714286

01:08:50.956 --> 01:08:52.817 yourself and you can be sure there's

NOTE Confidence: 0.846432975714286

01:08:52.817 --> 01:08:54.401 one less Rascal in the world.

NOTE Confidence: 0.846432975714286

01:08:54.410 --> 01:08:56.310 So this is the question,

NOTE Confidence: 0.846432975714286

01:08:56.310 --> 01:08:58.746 which is how do we ourselves

NOTE Confidence: 0.846432975714286

01:08:58.746 --> 01:08:59.964 avoid promulgating misinformation,

NOTE Confidence: 0.846432975714286

01:08:59.970 --> 01:09:03.624 as many did with the Purdue Pharma and HRT,

NOTE Confidence: 0.846432975714286

01:09:03.630 --> 01:09:06.138 for example? So how do we?

NOTE Confidence: 0.846432975714286

01:09:06.140 --> 01:09:07.700 The folks in this room and on this zoom call,

NOTE Confidence: 0.846432975714286

01:09:07.700 --> 01:09:08.869 how do we keep from being part

NOTE Confidence: 0.846432975714286

01:09:08.869 --> 01:09:09.370 of the problem?

NOTE Confidence: 0.846432975714286

01:09:10.050 --> 01:09:10.480 Yeah.

NOTE Confidence: 0.841005724

01:09:12.260 --> 01:09:13.370 Well, it's a good question.

NOTE Confidence: 0.93105865375

01:09:13.380 --> 01:09:17.034 I mean you know, I don't know if you,

NOTE Confidence: 0.93105865375

01:09:17.034 --> 01:09:20.940 I don't know if I would call like HRT.

NOTE Confidence: 0.93105865375

01:09:20.940 --> 01:09:22.318 Misinformation, right.

NOTE Confidence: 0.93105865375

01:09:22.318 --> 01:09:24.390 I mean misinformation is you know

NOTE Confidence: 0.93105865375

01:09:24.390 --> 01:09:26.484 at the time you have to understand

NOTE Confidence: 0.93105865375

01:09:26.484 --> 01:09:28.270 the evidence base at the time and

NOTE Confidence: 0.93105865375

01:09:28.270 --> 01:09:30.286 and figure out you know what is how

NOTE Confidence: 0.93105865375

01:09:30.286 --> 01:09:32.008 strong is that evidence based and if

NOTE Confidence: 0.93105865375

133

01:09:32.008 --> 01:09:33.708 the evidence points in one way and

NOTE Confidence: 0.93105865375

01:09:33.708 --> 01:09:35.325 you support that claim maybe you you

NOTE Confidence: 0.93105865375

01:09:35.325 --> 01:09:37.237 should do your best to caveat it and and

NOTE Confidence: 0.93105865375

01:09:37.237 --> 01:09:39.453 you know hint at the uncertainty with it.

NOTE Confidence: 0.93105865375

01:09:39.460 --> 01:09:42.148 But but I don't view that necessarily

NOTE Confidence: 0.93105865375

01:09:42.148 --> 01:09:44.880 as misinformation you know I I don't

NOTE Confidence: 0.93105865375

01:09:44.880 --> 01:09:48.170 know I mean I think a lot of what I

NOTE Confidence: 0.93105865375

01:09:48.170 --> 01:09:50.757 tried to do at least is is to try to.

NOTE Confidence: 0.93105865375

01:09:50.760 --> 01:09:53.262 Foreground my uncertainty with things and

NOTE Confidence: 0.93105865375

01:09:53.262 --> 01:09:56.075 that can be unsatisfying because and it's

NOTE Confidence: 0.93105865375

01:09:56.075 --> 01:09:58.653 not very good social media either, right?

NOTE Confidence: 0.93105865375

01:09:58.653 --> 01:10:01.614 I mean, social media is fast and

NOTE Confidence: 0.93105865375

01:10:01.614 --> 01:10:04.282 snarky and and sarcastic and and

NOTE Confidence: 0.93105865375

01:10:04.282 --> 01:10:07.355 and and powerful and so there is

NOTE Confidence: 0.93105865375

01:10:07.355 --> 01:10:10.099 this challenge of how do you both?

NOTE Confidence: 0.93105865375

01:10:10.100 --> 01:10:10.682 You know,

134

NOTE Confidence: 0.93105865375

01:10:10.682 --> 01:10:13.010 present the nuances of an issue but also

NOTE Confidence: 0.93105865375

01:10:13.068 --> 01:10:15.276 get something to go go kind of spread.

NOTE Confidence: 0.93105865375

01:10:15.280 --> 01:10:15.480 And

NOTE Confidence: 0.648738297142857

01:10:15.490 --> 01:10:16.346 I mentioned that Shirley,

NOTE Confidence: 0.648738297142857

01:10:16.346 --> 01:10:17.860 I think he, he actually does

NOTE Confidence: 0.898301858823529

01:10:17.870 --> 01:10:19.452 a fantastic job of this and he

NOTE Confidence: 0.898301858823529

01:10:19.452 --> 01:10:21.549 was able to do a fantastic job

NOTE Confidence: 0.898301858823529

01:10:21.549 --> 01:10:23.268 educating people through, you know,

NOTE Confidence: 0.898301858823529

01:10:23.268 --> 01:10:25.362 not just 280 characters but have

NOTE Confidence: 0.898301858823529

01:10:25.362 --> 01:10:27.849 these long threads in which you know,

NOTE Confidence: 0.898301858823529

01:10:27.850 --> 01:10:29.590 he would really pick apart an

NOTE Confidence: 0.898301858823529

01:10:29.590 --> 01:10:31.302 issue and then kind of get

NOTE Confidence: 0.898301858823529

01:10:31.302 --> 01:10:32.880 into the nuances of it good.

NOTE Confidence: 0.767021643333333

01:10:32.890 --> 01:10:34.120 So. So two thoughts on

NOTE Confidence: 0.767021643333333

01:10:34.120 --> 01:10:35.104 that real quick through.

NOTE Confidence: 0.767021643333333

01:10:35.110 --> 01:10:37.609 So one is that you mentioned that,

NOTE Confidence: 0.767021643333333

01:10:37.610 --> 01:10:39.549 so we've got to be able to.

NOTE Confidence: 0.767021643333333

01:10:39.550 --> 01:10:41.356 Really assess how good the evidence

NOTE Confidence: 0.767021643333333

01:10:41.356 --> 01:10:43.942 is before we say that treatment X is

NOTE Confidence: 0.767021643333333

01:10:43.942 --> 01:10:46.100 actually the best approach to disease Y,

NOTE Confidence: 0.767021643333333

01:10:46.100 --> 01:10:47.918 that we should be able to evaluate the data.

NOTE Confidence: 0.767021643333333

01:10:47.920 --> 01:10:49.355 But if we're being honest with ourselves,

NOTE Confidence: 0.767021643333333

01:10:49.360 --> 01:10:51.022 I think we don't really dive

NOTE Confidence: 0.767021643333333

01:10:51.022 --> 01:10:52.827 that deeply into the data for

NOTE Confidence: 0.767021643333333

01:10:52.827 --> 01:10:54.545 everything we treat because of that.

NOTE Confidence: 0.767021643333333

01:10:54.545 --> 01:10:56.075 There's there's a time factor there.

NOTE Confidence: 0.767021643333333

01:10:56.080 --> 01:10:57.940 So we rely, we trust others.

NOTE Confidence: 0.767021643333333

01:10:57.940 --> 01:11:01.140 So you know I'm a pediatrician

NOTE Confidence: 0.767021643333333

01:11:01.140 --> 01:11:03.730 when a statement comes out from the

NOTE Confidence: 0.767021643333333

01:11:03.730 --> 01:11:05.548 American Academy of Pediatrics.

NOTE Confidence: 0.767021643333333

01:11:05.550 --> 01:11:06.746 Not going that comes out with it,

NOTE Confidence: 0.767021643333333

01:11:06.750 --> 01:11:09.420 here's a three page guideline or

NOTE Confidence: 0.767021643333333

01:11:09.420 --> 01:11:11.557 three page consensus statement and

NOTE Confidence: 0.767021643333333

01:11:11.557 --> 01:11:13.813 it's followed by a 30 or 40 page

NOTE Confidence: 0.767021643333333

01:11:13.820 --> 01:11:16.463 report technical report and I'm sure

NOTE Confidence: 0.767021643333333

01:11:16.463 --> 01:11:17.435 somebody's reading them technical

NOTE Confidence: 0.767021643333333

01:11:17.435 --> 01:11:19.033 reports but you know it's a long

NOTE Confidence: 0.767021643333333

01:11:19.033 --> 01:11:20.230 day and so you read the guidelines

NOTE Confidence: 0.767021643333333

01:11:20.230 --> 01:11:21.580 and maybe you get to the technical

NOTE Confidence: 0.767021643333333

01:11:21.580 --> 01:11:23.545 report if that's a specific subject

NOTE Confidence: 0.767021643333333

01:11:23.545 --> 01:11:24.460 you're interested in,

NOTE Confidence: 0.767021643333333

01:11:24.460 --> 01:11:26.086 but nobody's reading all of them

NOTE Confidence: 0.767021643333333

01:11:26.086 --> 01:11:27.360 for everything that they do.

NOTE Confidence: 0.767021643333333

01:11:27.360 --> 01:11:30.132 And so we are all at to some extent

NOTE Confidence: 0.767021643333333

01:11:30.132 --> 01:11:32.396 having to trust other sources as

NOTE Confidence: 0.767021643333333

01:11:32.396 --> 01:11:34.444 as we go through this stuff I think

NOTE Confidence: 0.767021643333333

01:11:34.444 --> 01:11:36.496 that we need to be really careful.

NOTE Confidence: 0.767021643333333

01:11:36.500 --> 01:11:37.928 Which sources we trust?

NOTE Confidence: 0.6335004775

01:11:38.000 --> 01:11:39.452 I think that's right and that

NOTE Confidence: 0.6335004775

01:11:39.452 --> 01:11:40.411 raises the question of like

NOTE Confidence: 0.6335004775

01:11:40.411 --> 01:11:41.588 do you need to tweet it out?

NOTE Confidence: 0.6335004775

01:11:41.588 --> 01:11:43.640 Like do do you have to share that if

NOTE Confidence: 0.6335004775

01:11:43.700 --> 01:11:45.320 you haven't if you haven't read it

NOTE Confidence: 0.6335004775

01:11:45.320 --> 01:11:46.378 thoroughly and understood the issue.

NOTE Confidence: 0.6335004775

01:11:46.378 --> 01:11:48.010 And I think the impulse is yeah of

NOTE Confidence: 0.6335004775

01:11:48.010 --> 01:11:49.250 course I I need to like everyone

NOTE Confidence: 0.6335004775

01:11:49.250 --> 01:11:51.270 needs to hear my thoughts. But

NOTE Confidence: 0.87346262

01:11:51.540 --> 01:11:52.128 but that's not

NOTE Confidence: 0.882589121666667

01:11:52.140 --> 01:11:53.490 true right. I mean I think

NOTE Confidence: 0.837999904285714

01:11:53.580 --> 01:11:55.155 there there's one version of this is,

NOTE Confidence: 0.837999904285714

01:11:55.160 --> 01:11:56.420 is kind of getting to the bottom

NOTE Confidence: 0.837999904285714

01:11:56.420 --> 01:11:58.077 of the issue for yourself and your

01:11:58.077 --> 01:11:59.412 colleagues and having that discussion.

01:11:59.420 --> 01:12:00.974 And the other part of this is,

01:12:00.980 --> 01:12:02.828 is, you know, do you or do you

01:12:02.828 --> 01:12:04.924 not need to share it before you

01:12:04.924 --> 01:12:06.494 truly understand an issue but.

01:12:06.500 --> 01:12:07.949 But yeah, I I take your point.

01:12:07.950 --> 01:12:09.000 I think it's

01:12:09.250 --> 01:12:10.700 thank you. Yes, yes, please.

01:12:11.330 --> 01:12:13.130 Thanks so much through for the

01:12:13.130 --> 01:12:14.330 talk is really interesting.

01:12:14.330 --> 01:12:17.482 I have a question about more about like

01:12:17.482 --> 01:12:20.093 uncertainty and specifically about mistrust

01:12:20.093 --> 01:12:23.003 and misinformation kind of burgeoning

01:12:23.010 --> 01:12:24.620 during times of deep uncertainty,

01:12:24.620 --> 01:12:25.502 especially with COVID-19.

01:12:25.502 --> 01:12:27.560 We obviously have no a lot more,

NOTE Confidence: 0.78267686

01:12:27.560 --> 01:12:29.905 but there's still a lot of uncertainty

NOTE Confidence: 0.78267686

01:12:29.905 --> 01:12:31.647 and there's gradations of misinformation

NOTE Confidence: 0.78267686

01:12:31.647 --> 01:12:33.687 around various products or even how

NOTE Confidence: 0.78267686

01:12:33.687 --> 01:12:35.397 you know treatment and prevention

NOTE Confidence: 0.78267686

01:12:35.397 --> 01:12:37.335 and things like that and so.

NOTE Confidence: 0.78267686

01:12:37.340 --> 01:12:39.000 One of the things is, you know,

NOTE Confidence: 0.78267686

01:12:39.000 --> 01:12:41.400 we saw like TV outlets and

NOTE Confidence: 0.78267686

01:12:41.400 --> 01:12:43.596 companies hiring doctors, you know,

NOTE Confidence: 0.78267686

01:12:43.596 --> 01:12:45.744 to be that voice that trusted

NOTE Confidence: 0.78267686

01:12:45.744 --> 01:12:48.339 messenger to the public in trying

NOTE Confidence: 0.78267686

01:12:48.339 --> 01:12:49.695 to dispel misinformation.

NOTE Confidence: 0.78267686

01:12:49.700 --> 01:12:51.244 But a lot of the messages have come

NOTE Confidence: 0.78267686

01:12:51.244 --> 01:12:52.577 across as very black and white,

NOTE Confidence: 0.78267686

01:12:52.580 --> 01:12:54.620 like, yes, you know, certainty about,

NOTE Confidence: 0.78267686

01:12:54.620 --> 01:12:56.258 you know, certain things, you know,

NOTE Confidence: 0.78267686

01:12:56.260 --> 01:12:57.625 know about certain things but

NOTE Confidence: 0.78267686

01:12:57.625 --> 01:12:59.360 not about like the Gray areas.

NOTE Confidence: 0.78267686

01:12:59.360 --> 01:13:01.079 And there doesn't seem to be a lot of,

NOTE Confidence: 0.78267686

01:13:01.080 --> 01:13:03.608 at least in social media from doctors in

NOTE Confidence: 0.78267686

01:13:03.608 --> 01:13:06.200 very high positions or other clinicians,

NOTE Confidence: 0.78267686

01:13:06.200 --> 01:13:06.851 kind of a.

NOTE Confidence: 0.78267686

01:13:06.851 --> 01:13:08.996 A like a phrase of like I don't know

NOTE Confidence: 0.78267686

01:13:08.996 --> 01:13:10.963 or like we just don't know yet.

NOTE Confidence: 0.78267686

01:13:10.970 --> 01:13:12.884 And it seems to be a lot of, you know,

NOTE Confidence: 0.78267686

01:13:12.884 --> 01:13:14.756 reliance on confidence as a message.

NOTE Confidence: 0.78267686

01:13:14.760 --> 01:13:16.678 And so I'm curious about that and

NOTE Confidence: 0.78267686

01:13:16.678 --> 01:13:18.228 how that fosters misinformation or

NOTE Confidence: 0.78267686

01:13:18.228 --> 01:13:20.566 that the research is around how to

NOTE Confidence: 0.78267686

01:13:20.566 --> 01:13:22.499 actually message medical uncertainty,

NOTE Confidence: 0.78267686

01:13:22.500 --> 01:13:24.117 not just in times of like COVID-19,

NOTE Confidence: 0.78267686

01:13:24.120 --> 01:13:26.584 but even beyond that when we just

NOTE Confidence: 0.78267686

01:13:26.584 --> 01:13:28.160 you're still learning things.

NOTE Confidence: 0.78267686

01:13:28.160 --> 01:13:28.310 You

NOTE Confidence: 0.849207396666667

01:13:28.320 --> 01:13:32.320 know, I think a lot about this idea

NOTE Confidence: 0.849207396666667

01:13:32.320 --> 01:13:35.375 of information vacuums and when

NOTE Confidence: 0.849207396666667

01:13:35.375 --> 01:13:38.625 when there's an information vacuum.

NOTE Confidence: 0.849207396666667

01:13:38.630 --> 01:13:40.054 Something's gonna fill it.

NOTE Confidence: 0.849207396666667

01:13:40.054 --> 01:13:41.572 And so, you know,

NOTE Confidence: 0.849207396666667

01:13:41.572 --> 01:13:44.780 I think it's important to to you know.

NOTE Confidence: 0.849207396666667

01:13:44.780 --> 01:13:47.195 Some advice that I've gotten

NOTE Confidence: 0.849207396666667

01:13:47.195 --> 01:13:48.855 is it's important to get out

NOTE Confidence: 0.849207396666667

01:13:48.855 --> 01:13:50.479 into that space if you want to.

NOTE Confidence: 0.849207396666667

01:13:50.480 --> 01:13:52.090 If you want to be someone who's

NOTE Confidence: 0.849207396666667

01:13:52.090 --> 01:13:53.140 communicating to the public,

NOTE Confidence: 0.849207396666667

01:13:53.140 --> 01:13:55.492 but also lead with your uncertainty and

NOTE Confidence: 0.849207396666667

01:13:55.492 --> 01:13:57.482 be comfortable with uncertainty in the

NOTE Confidence: 0.849207396666667

01:13:57.482 --> 01:14:00.308 sense of you may not have everything right.

NOTE Confidence: 0.849207396666667

01:14:00.310 --> 01:14:02.960 You may not know exactly,

NOTE Confidence: 0.849207396666667

01:14:02.960 --> 01:14:04.244 you know what the are not

NOTE Confidence: 0.849207396666667

01:14:04.244 --> 01:14:05.300 of this new variant is,

NOTE Confidence: 0.849207396666667

01:14:05.300 --> 01:14:08.060 or you know what people should be doing.

NOTE Confidence: 0.849207396666667

01:14:08.060 --> 01:14:11.756 But you know, I I'm sometimes torn

NOTE Confidence: 0.849207396666667

01:14:11.756 --> 01:14:14.152 about it because part of me thinks,

NOTE Confidence: 0.849207396666667

01:14:14.152 --> 01:14:15.370 you know we should be doing.

NOTE Confidence: 0.849207396666667

01:14:15.370 --> 01:14:18.854 Less of trying to do public

NOTE Confidence: 0.849207396666667

01:14:18.854 --> 01:14:20.990 health through tweet and not not

NOTE Confidence: 0.849207396666667

01:14:21.059 --> 01:14:23.249 and that's not entirely helpful.

NOTE Confidence: 0.849207396666667

01:14:23.250 --> 01:14:24.354 On the other hand,

NOTE Confidence: 0.849207396666667

01:14:24.354 --> 01:14:24.906 you know,

NOTE Confidence: 0.849207396666667

01:14:24.910 --> 01:14:27.694 if if public health leaders and

NOTE Confidence: 0.849207396666667

01:14:27.694 --> 01:14:29.550 medical leaders aren't totally

NOTE Confidence: 0.849207396666667

01:14:29.624 --> 01:14:31.568 abdicate that that domain,

NOTE Confidence: 0.849207396666667

01:14:31.570 --> 01:14:33.600 other things are going to fill it

NOTE Confidence: 0.849207396666667

01:14:33.600 --> 01:14:35.363 and presumably that's going to be

NOTE Confidence: 0.849207396666667

01:14:35.363 --> 01:14:37.037 less less effective and less high

NOTE Confidence: 0.849207396666667

01:14:37.037 --> 01:14:38.962 quality information, you know?

NOTE Confidence: 0.849207396666667

01:14:38.962 --> 01:14:41.082 I I do think that there's a

NOTE Confidence: 0.849207396666667

01:14:41.082 --> 01:14:43.890 market for people, obviously.

NOTE Confidence: 0.849207396666667

01:14:43.890 --> 01:14:46.110 Obviously it seems like everyone's

NOTE Confidence: 0.849207396666667

01:14:46.110 --> 01:14:48.681 on social media and Twitter is

NOTE Confidence: 0.849207396666667

01:14:48.681 --> 01:14:50.905 is kind of where the game is at.

NOTE Confidence: 0.849207396666667

01:14:50.910 --> 01:14:52.626 But actually a very small percentage

NOTE Confidence: 0.849207396666667

01:14:52.626 --> 01:14:54.360 of the US population is on

NOTE Confidence: 0.849207396666667

01:14:54.360 --> 01:14:55.690 Twitter or actively on Twitter.

NOTE Confidence: 0.849207396666667

01:14:55.690 --> 01:14:59.002 And so there is also this market of

NOTE Confidence: 0.849207396666667

01:14:59.002 --> 01:15:01.645 local news, long form journalism,

NOTE Confidence: 0.849207396666667

01:15:01.645 --> 01:15:04.065 other sources of information.

144

NOTE Confidence: 0.849207396666667

01:15:04.070 --> 01:15:07.330 And so, you know, I think we should just be,

NOTE Confidence: 0.849207396666667

01:15:07.330 --> 01:15:08.320 you know, as you mentioned,

NOTE Confidence: 0.849207396666667

01:15:08.320 --> 01:15:09.886 Ben, I think we should be.

NOTE Confidence: 0.849207396666667

01:15:09.890 --> 01:15:11.100 Thoughtful about all the different

NOTE Confidence: 0.849207396666667

01:15:11.100 --> 01:15:12.704 ways in which we can contribute

NOTE Confidence: 0.849207396666667

01:15:12.704 --> 01:15:13.730 to the conversation.

NOTE Confidence: 0.849207396666667

01:15:13.730 --> 01:15:15.501 And it doesn't just have to be

NOTE Confidence: 0.849207396666667

01:15:15.501 --> 01:15:17.319 via tweet or via social media.

NOTE Confidence: 0.8432351325

01:15:18.950 --> 01:15:20.558 Thank you. Yes, Sir.

NOTE Confidence: 0.848013802857143

01:15:21.050 --> 01:15:24.438 Thanks for the talk. It's really great.

NOTE Confidence: 0.848013802857143

01:15:24.440 --> 01:15:27.730 I I wanted to ask you about.

NOTE Confidence: 0.848013802857143

01:15:27.730 --> 01:15:30.435 Whether different categories of information

NOTE Confidence: 0.848013802857143

01:15:30.435 --> 01:15:34.840 like if the category of information affects.

NOTE Confidence: 0.848013802857143

01:15:34.840 --> 01:15:38.590 Is related to, like how much

NOTE Confidence: 0.848013802857143

01:15:38.590 --> 01:15:42.501 someone is likely to mistrust you.

NOTE Confidence: 0.848013802857143

01:15:42.501 --> 01:15:43.806 You know, a statement about.

NOTE Confidence: 0.848013802857143

01:15:43.810 --> 01:15:47.206 So, like, you know, it's pretty obvious

NOTE Confidence: 0.848013802857143

01:15:47.206 --> 01:15:49.721 that there are a lot of people who will

NOTE Confidence: 0.848013802857143

01:15:49.721 --> 01:15:52.049 believe that a vaccine is bad for you,

NOTE Confidence: 0.848013802857143

01:15:52.050 --> 01:15:53.660 when we know that for the vast

NOTE Confidence: 0.848013802857143

01:15:53.660 --> 01:15:55.126 majority of people, it's helpful.

NOTE Confidence: 0.848013802857143

01:15:55.126 --> 01:15:58.910 Um, and so I'm a I'm an oncology fellow.

NOTE Confidence: 0.848013802857143

01:15:58.910 --> 01:15:59.858 So like.

NOTE Confidence: 0.848013802857143

01:15:59.858 --> 01:16:03.000 I am like, amazed sometimes that, like,

NOTE Confidence: 0.848013802857143

01:16:03.000 --> 01:16:05.150 we'll prescribe chemotherapy or something

NOTE Confidence: 0.848013802857143

01:16:05.150 --> 01:16:07.208 that's like potentially very toxic,

NOTE Confidence: 0.848013802857143

01:16:07.210 --> 01:16:09.289 and the patient will trust us to give them

NOTE Confidence: 0.848013802857143

01:16:09.289 --> 01:16:11.896 that, but they won't get the vaccine.

NOTE Confidence: 0.848013802857143

01:16:11.900 --> 01:16:12.980 And so like that,

NOTE Confidence: 0.848013802857143

01:16:12.980 --> 01:16:14.600 that kind of makes me wonder,

NOTE Confidence: 0.848013802857143

01:16:14.600 --> 01:16:16.445 is there something about specific

01:16:16.445 --> 01:16:18.290 types of information that are

01:16:18.352 --> 01:16:20.167 easier to mistrust than others?

01:16:20.850 --> 01:16:23.034 Yeah, I mean I think types of

01:16:23.034 --> 01:16:24.544 information is part of it.

01:16:24.550 --> 01:16:28.762 My, my my thought is that the the stronger

01:16:28.762 --> 01:16:31.540 influences is a social one and and with

01:16:31.540 --> 01:16:34.283 the social norms are and what your

01:16:34.283 --> 01:16:36.791 community believes and thinks about it.

01:16:36.800 --> 01:16:39.347 Very few people, a lot of people want to

01:16:39.347 --> 01:16:42.209 do their own homework and some people do.

01:16:42.210 --> 01:16:44.352 But the vast majority of our

01:16:44.352 --> 01:16:46.158 opinions on issues of importance are

01:16:46.158 --> 01:16:47.790 actually shaped by our communities,

01:16:47.790 --> 01:16:49.950 our families, the people around us.

01:16:49.950 --> 01:16:50.820 And so in the case of.

01:16:50.820 --> 01:16:51.283 Chemotherapy.

NOTE Confidence: 0.823868776

01:16:51.283 --> 01:16:54.524 You know it's it's obviously can be

NOTE Confidence: 0.823868776

01:16:54.524 --> 01:16:56.675 incredibly toxic and challenging to

NOTE Confidence: 0.823868776

01:16:56.675 --> 01:16:59.370 go through but it is widely accepted

NOTE Confidence: 0.823868776

01:16:59.448 --> 01:17:01.820 there's not a polarizing divide

NOTE Confidence: 0.823868776

01:17:01.820 --> 01:17:04.740 among Democrats and Republicans

NOTE Confidence: 0.823868776

01:17:04.740 --> 01:17:07.660 are conservatives and liberals.

NOTE Confidence: 0.823868776

01:17:07.660 --> 01:17:09.220 It's something that is obviously

NOTE Confidence: 0.823868776

01:17:09.220 --> 01:17:11.155 given after you have cancer as

NOTE Confidence: 0.823868776

01:17:11.155 --> 01:17:12.760 opposed to a preventative measure.

NOTE Confidence: 0.823868776

01:17:12.760 --> 01:17:14.443 Why should I put something in my body if

NOTE Confidence: 0.823868776

01:17:14.443 --> 01:17:16.466 I don't know I'm going to get COVID right?

NOTE Confidence: 0.823868776

01:17:16.470 --> 01:17:18.770 And so I I do think there are are are

NOTE Confidence: 0.823868776

01:17:18.834 --> 01:17:20.947 certainly differences there but but.

NOTE Confidence: 0.823868776

01:17:20.947 --> 01:17:21.216 Yeah,

NOTE Confidence: 0.823868776

01:17:21.216 --> 01:17:23.854 I I think part the type of topic or

148

NOTE Confidence: 0.823868776

01:17:23.854 --> 01:17:25.762 information is important but but I

NOTE Confidence: 0.823868776

01:17:25.762 --> 01:17:28.100 think more important is just what are

NOTE Confidence: 0.823868776

01:17:28.100 --> 01:17:30.579 the people around you think and believe.

NOTE Confidence: 0.823868776

01:17:30.579 --> 01:17:32.937 And that's why it's so pernicious

NOTE Confidence: 0.823868776

01:17:32.937 --> 01:17:35.961 that we now have basically wholly

NOTE Confidence: 0.823868776

01:17:35.961 --> 01:17:38.005 separate information ecosystems where

NOTE Confidence: 0.823868776

01:17:38.005 --> 01:17:40.425 certain groups of people believe X

NOTE Confidence: 0.823868776

01:17:40.425 --> 01:17:42.998 and certain believe Y and and and

NOTE Confidence: 0.823868776

01:17:42.998 --> 01:17:45.194 they may not be having despised.

NOTE Confidence: 0.829722516

01:17:46.870 --> 01:17:49.710 Thanks. So we're gonna have.

NOTE Confidence: 0.829722516

01:17:49.710 --> 01:17:50.513 Still not 1:00 o'clock.

NOTE Confidence: 0.829722516

01:17:50.513 --> 01:17:51.277 So we'll keep going,

NOTE Confidence: 0.829722516

01:17:51.280 --> 01:17:53.110 but actually we will we we

NOTE Confidence: 0.829722516

01:17:53.110 --> 01:17:54.959 will we will stop at 6:30.

NOTE Confidence: 0.829722516

01:17:54.960 --> 01:17:56.226 And I appreciate you folks saying

NOTE Confidence: 0.829722516

01:17:56.226 --> 01:17:57.740 it's gonna be two more questions.

NOTE Confidence: 0.829722516

01:17:57.740 --> 01:17:58.572 The gentleman right there.

NOTE Confidence: 0.829722516

01:17:58.572 --> 01:17:59.404 And the last question,

NOTE Confidence: 0.829722516

01:17:59.410 --> 01:18:01.321 Karen will be right up here in

NOTE Confidence: 0.829722516

01:18:01.321 --> 01:18:03.260 the I'm going to go with Peach.

NOTE Confidence: 0.829722516

01:18:03.260 --> 01:18:04.130 There we go.

NOTE Confidence: 0.703785228

01:18:04.460 --> 01:18:05.580 I got to crueler. Thanks.

NOTE Confidence: 0.703785228

01:18:05.580 --> 01:18:06.660 Thanks so much for talking.

NOTE Confidence: 0.703785228

01:18:06.660 --> 01:18:08.382 And I know you were a Zuckerman

NOTE Confidence: 0.703785228

01:18:08.382 --> 01:18:09.880 fellow at Harvard and I was too.

NOTE Confidence: 0.703785228

01:18:09.880 --> 01:18:12.480 So you know, just shout out to that.

NOTE Confidence: 0.703785228

01:18:12.480 --> 01:18:14.832 First off, two-part question.

NOTE Confidence: 0.703785228

01:18:14.832 --> 01:18:17.120 First, you talked about Twitter and

NOTE Confidence: 0.703785228

01:18:17.120 --> 01:18:19.629 social media being a town square but.

NOTE Confidence: 0.703785228

01:18:19.629 --> 01:18:21.927 Usually town squares are public and

NOTE Confidence: 0.703785228

01:18:21.927 --> 01:18:23.970 they're privately held companies,

NOTE Confidence: 0.703785228

01:18:23.970 --> 01:18:25.740 and so I'm I'm curious as

NOTE Confidence: 0.703785228

01:18:25.740 --> 01:18:27.410 to what you think about.

NOTE Confidence: 0.703785228

01:18:27.410 --> 01:18:29.280 Regulating private company activity and

NOTE Confidence: 0.703785228

01:18:29.280 --> 01:18:31.860 and the the social media they're in.

NOTE Confidence: 0.703785228

01:18:31.860 --> 01:18:34.380 And then two I want to ask about

NOTE Confidence: 0.703785228

01:18:34.380 --> 01:18:36.960 let's say regulation is successful.

NOTE Confidence: 0.703785228

01:18:36.960 --> 01:18:38.624 What happens if a,

NOTE Confidence: 0.703785228

01:18:38.624 --> 01:18:41.120 you know a different administration comes

NOTE Confidence: 0.703785228

01:18:41.195 --> 01:18:43.911 in and isn't so bound to rationality

NOTE Confidence: 0.703785228

01:18:43.911 --> 01:18:46.350 and starts policing those elements that

NOTE Confidence: 0.840461293333333

01:18:46.360 --> 01:18:47.230 would never happen.

NOTE Confidence: 0.905256713333333

01:18:51.830 --> 01:18:52.736 I don't know. I think I'm

NOTE Confidence: 0.907199514285714

01:18:52.750 --> 01:18:55.520 skeptical that regulation will solve

NOTE Confidence: 0.907199514285714

01:18:55.520 --> 01:18:58.855 this problem, in part because I think

NOTE Confidence: 0.907199514285714

01:18:58.855 --> 01:19:01.979 it's very hard to regulate your way.

NOTE Confidence: 0.907199514285714

151

01:19:01.980 --> 01:19:04.424 Around information and misinformation

NOTE Confidence: 0.907199514285714

01:19:04.424 --> 01:19:08.090 and I don't know that the.

NOTE Confidence: 0.907199514285714

01:19:08.090 --> 01:19:11.898 You know, the senators know that much about,

NOTE Confidence: 0.907199514285714

01:19:11.900 --> 01:19:13.580 you know, what, like how to go about.

NOTE Confidence: 0.907199514285714

01:19:13.580 --> 01:19:15.148 They didn't even know what Twitter is.

NOTE Confidence: 0.907199514285714

01:19:15.150 --> 01:19:16.670 One of them, you know, it's like,

NOTE Confidence: 0.907199514285714

01:19:16.670 --> 01:19:19.202 and so maybe there's a role for it.

NOTE Confidence: 0.907199514285714

01:19:19.202 --> 01:19:21.090 Maybe there's, you know,

NOTE Confidence: 0.907199514285714

01:19:21.090 --> 01:19:23.690 ways like guardrails that they want to wreck.

NOTE Confidence: 0.907199514285714

01:19:23.690 --> 01:19:26.606 Maybe there's changes to, for instance,

NOTE Confidence: 0.907199514285714

01:19:26.610 --> 01:19:27.947 you know, a lot of these platforms,

NOTE Confidence: 0.907199514285714

01:19:27.950 --> 01:19:29.526 they are not publishers.

NOTE Confidence: 0.907199514285714

01:19:29.526 --> 01:19:31.496 And in the traditional sense,

NOTE Confidence: 0.907199514285714

01:19:31.500 --> 01:19:32.753 you know, they cannot be sued for

NOTE Confidence: 0.907199514285714

01:19:32.753 --> 01:19:33.779 anything that's on the platform,

NOTE Confidence: 0.907199514285714

01:19:33.780 --> 01:19:35.553 unlike the New York Times or The New Yorker

01:19:35.553 --> 01:19:38.600 or something like that. And so maybe.

01:19:38.600 --> 01:19:42.618 But, but but I I don't know if.

01:19:42.620 --> 01:19:44.540 I don't know how much regulation will help.

01:19:44.540 --> 01:19:47.740 My sense is that there'll be a lot.

01:19:47.740 --> 01:19:51.438 The avenues to to to better,

01:19:51.438 --> 01:19:52.982 healthier social media environment

01:19:52.982 --> 01:19:55.391 are in part cultural and part

01:19:55.391 --> 01:19:57.749 social and part pressure on these

01:19:57.749 --> 01:19:59.817 companies to do things differently.

01:19:59.820 --> 01:20:01.164 Obviously, I think Elon Musk is

01:20:01.164 --> 01:20:02.320 going to buy Twitter soon.

01:20:02.320 --> 01:20:04.280 So I think things are who knows

01:20:04.280 --> 01:20:05.960 what's going to happen there.

01:20:05.960 --> 01:20:07.892 But you know, I'd be curious to

01:20:07.892 --> 01:20:09.589 hear other people's thoughts about,

01:20:09.590 --> 01:20:12.705 you know are there targeted

NOTE Confidence: 0.907199514285714

01:20:12.705 --> 01:20:15.820 regulatory policies that would be,

NOTE Confidence: 0.907199514285714

01:20:15.820 --> 01:20:16.312 you know,

NOTE Confidence: 0.907199514285714

01:20:16.312 --> 01:20:17.788 very beneficial to the social media.

NOTE Confidence: 0.907199514285714

01:20:17.790 --> 01:20:19.734 This is my I I I'm skeptical of it,

NOTE Confidence: 0.907199514285714

01:20:19.740 --> 01:20:20.840 but maybe it's possible.

NOTE Confidence: 0.933521958

01:20:21.910 --> 01:20:24.374 So we have, we have time for one

NOTE Confidence: 0.933521958

01:20:24.374 --> 01:20:25.726 more question and then I'll just

NOTE Confidence: 0.933521958

01:20:25.726 --> 01:20:26.990 wrap it up very quickly please.

NOTE Confidence: 0.8960653625

01:20:27.940 --> 01:20:28.680 So I thank you

NOTE Confidence: 0.884786503157895

01:20:28.690 --> 01:20:30.293 for speaking. I think you had an

NOTE Confidence: 0.884786503157895

01:20:30.293 --> 01:20:32.197 article in The New Yorker in January

NOTE Confidence: 0.884786503157895

01:20:32.197 --> 01:20:33.657 where you described the pandemic

NOTE Confidence: 0.884786503157895

01:20:33.660 --> 01:20:34.934 as sort of like a liminal period

NOTE Confidence: 0.884786503157895

01:20:34.940 --> 01:20:36.400 or like a transitionary period.

NOTE Confidence: 0.884786503157895

01:20:36.400 --> 01:20:38.616 And how we've become a lot more aware,

154

NOTE Confidence: 0.884786503157895

01:20:38.620 --> 01:20:40.440 at least the conversation about mistrust

NOTE Confidence: 0.884786503157895

01:20:40.440 --> 01:20:42.112 and misinformation is growing during

NOTE Confidence: 0.884786503157895

01:20:42.112 --> 01:20:44.366 the pandemic and how we may be entering

NOTE Confidence: 0.884786503157895

01:20:44.366 --> 01:20:46.308 a post liminal period at some point

NOTE Confidence: 0.852163558571429

01:20:46.320 --> 01:20:47.958 when we kind of exit the pandemic.

NOTE Confidence: 0.852163558571429

01:20:47.960 --> 01:20:48.626 And you see that as a

NOTE Confidence: 0.80588489

01:20:48.640 --> 01:20:50.684 time for change, I think like a

NOTE Confidence: 0.80588489

01:20:50.684 --> 01:20:52.374 the monkey pox conversation that

NOTE Confidence: 0.80588489

01:20:52.374 --> 01:20:54.502 came a few months after that and

NOTE Confidence: 0.80588489

01:20:54.502 --> 01:20:56.458 that we saw the mistrust and

NOTE Confidence: 0.80588489

01:20:56.458 --> 01:20:57.986 misinformation surrounding that topic.

NOTE Confidence: 0.948965425

01:20:58.090 --> 01:20:59.070 Do you still believe

NOTE Confidence: 0.76903579

01:20:59.080 --> 01:21:00.310 like a time of uncertainty,

NOTE Confidence: 0.803127282727273

01:21:00.320 --> 01:21:01.580 a time where there's like a

NOTE Confidence: 0.803127282727273

01:21:01.580 --> 01:21:02.870 pandemic or even an epidemic?

NOTE Confidence: 0.803127282727273

01:21:02.870 --> 01:21:04.830 Is the right time to start a foster

NOTE Confidence: 0.856168382142857

01:21:04.840 --> 01:21:06.088 trust, or do you see that as a

NOTE Confidence: 0.856168382142857

01:21:06.088 --> 01:21:07.330 time for more of damage control

NOTE Confidence: 0.932331028333333

01:21:07.340 --> 01:21:09.920 on the behalf of medical professionals?

NOTE Confidence: 0.932331028333333

01:21:09.920 --> 01:21:10.620 That's a good question.

NOTE Confidence: 0.932331028333333

01:21:10.620 --> 01:21:12.450 I mean I think times of uncertainty,

NOTE Confidence: 0.932331028333333

01:21:12.450 --> 01:21:15.100 you know, limbo periods, liminal states,

NOTE Confidence: 0.932331028333333

01:21:15.100 --> 01:21:17.130 I think it's a it's a time in which a

NOTE Confidence: 0.932331028333333

01:21:17.192 --> 01:21:19.336 lot of progress can and should be made.

NOTE Confidence: 0.932331028333333

01:21:19.340 --> 01:21:21.260 And you know, when there is

NOTE Confidence: 0.932331028333333

01:21:21.260 --> 01:21:23.636 uncertainty and chaos in a society,

NOTE Confidence: 0.932331028333333

01:21:23.640 --> 01:21:25.112 as there has been,

NOTE Confidence: 0.932331028333333

01:21:25.112 --> 01:21:28.418 that's the time to push things in in the

NOTE Confidence: 0.932331028333333

01:21:28.418 --> 01:21:31.470 direction that that you want to see them go.

NOTE Confidence: 0.932331028333333

01:21:31.470 --> 01:21:33.279 You know, I think there's a lot more we

NOTE Confidence: 0.932331028333333

01:21:33.279 --> 01:21:35.054 should be doing right now around pandemic

NOTE Confidence: 0.932331028333333

01:21:35.054 --> 01:21:36.859 preparedness and and it seems like we're,

NOTE Confidence: 0.932331028333333

01:21:36.860 --> 01:21:39.513 you know, turning you know, our.

NOTE Confidence: 0.932331028333333

01:21:39.513 --> 01:21:41.537 Our view away from it for some reason

NOTE Confidence: 0.932331028333333

01:21:41.537 --> 01:21:43.628 and and it should be massive amounts

NOTE Confidence: 0.932331028333333

01:21:43.628 --> 01:21:45.340 of investment of next generation

NOTE Confidence: 0.932331028333333

01:21:45.340 --> 01:21:47.675 vaccines and investing public health

NOTE Confidence: 0.932331028333333

01:21:47.675 --> 01:21:49.543 departments and improving ventilation

NOTE Confidence: 0.932331028333333

01:21:49.550 --> 01:21:52.110 says all the things that we know work.

NOTE Confidence: 0.932331028333333

01:21:52.110 --> 01:21:52.878 And you know,

NOTE Confidence: 0.932331028333333

01:21:52.878 --> 01:21:54.414 it happened after 1918 and it

NOTE Confidence: 0.932331028333333

01:21:54.414 --> 01:21:55.988 seems like it's happening now.

NOTE Confidence: 0.932331028333333

01:21:55.990 --> 01:21:58.720 People want to forget about what happened,

NOTE Confidence: 0.932331028333333

01:21:58.720 --> 01:22:00.610 but that would be a mistake.

NOTE Confidence: 0.932331028333333

01:22:00.610 --> 01:22:01.218 You know,

NOTE Confidence: 0.932331028333333

01:22:01.218 --> 01:22:03.650 I think each of the last three decades

NOTE Confidence: 0.932331028333333

01:22:03.716 --> 01:22:06.122 there's been a coronavirus that's mutated

NOTE Confidence: 0.932331028333333

01:22:06.122 --> 01:22:08.790 into a epidemic type of virus and we

NOTE Confidence: 0.932331028333333

01:22:08.790 --> 01:22:10.970 were lucky her the first two times.

NOTE Confidence: 0.932331028333333

01:22:10.970 --> 01:22:12.418 There's no reason to think that in 10

NOTE Confidence: 0.932331028333333

01:22:12.418 --> 01:22:14.050 years or 20 years it won't happen again.

NOTE Confidence: 0.932331028333333

01:22:14.050 --> 01:22:16.640 And so I do think while these

NOTE Confidence: 0.932331028333333

01:22:16.640 --> 01:22:18.590 things are fresh in people's minds,

NOTE Confidence: 0.932331028333333

01:22:18.590 --> 01:22:21.369 while the pieces are shifting and we're

NOTE Confidence: 0.932331028333333

01:22:21.369 --> 01:22:24.048 trying to figure out what comes next,

NOTE Confidence: 0.932331028333333

01:22:24.050 --> 01:22:27.207 is exactly the time to try to

NOTE Confidence: 0.932331028333333

01:22:27.207 --> 01:22:29.165 capitalize on on this kind of feeling

NOTE Confidence: 0.932331028333333

01:22:29.165 --> 01:22:30.921 that we need to do something to

NOTE Confidence: 0.932331028333333

01:22:30.921 --> 01:22:32.536 prevent it from happening again.

NOTE Confidence: 0.836678936

01:22:34.070 --> 01:22:35.904 Doctor Drew Bullard, thank you so much

NOTE Confidence: 0.836678936

01:22:35.904 --> 01:22:37.356 for this evening. This is terrific.

NOTE Confidence: 0.836678936

01:22:37.356 --> 01:22:38.680 We really appreciate it. Thank you.

NOTE Confidence: 0.44154754

01:22:42.750 --> 01:22:43.000 Close.