

# 3 tips for communicating complexity in an age of polarization | The Journalist's Resource

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It can be difficult for fact-based evidence to gain traction across a social media landscape fraught with polarization, where it's easy for people to [retreat to information bubbles that confirm](#) their biases: A landscape where some platforms [prohibit misinformation](#) — at least in their guidelines — while others don't. Where algorithms carry [gender](#) and [racial](#) biases. Where users share news articles [without reading them](#). And where news stories that go viral [may lack nuance](#), or convey [misinformation from credentialed experts](#).

There is a constant conflict, for journalists and public officials alike, between circulating information based on the best evidence and doing so in a way that is comprehensive yet easy for people to understand and share with colleagues, friends and family.

This is especially true in a communications environment where shareability, not accuracy, means profitability for social media companies. It's important for people involved in disseminating truth to understand the challenges they're up against.

Melissa Fleming, Under-Secretary-General for Global Communications at the United Nations, discussed the challenges of public communication in a polarized world during a [Dec. 10, 2021 talk](#) hosted by the [Belfer Center for Science and International Affairs](#) at Harvard Kennedy School.

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