

Social-media companies must flatten the curve of misinformation | Nature

By Joan Donovan

April 15, 2020

The pandemic lays bare the failure to quarantine online scams, hoaxes and lies amid political battles.

At Harvard Kennedy's Shorenstein Center in Cambridge, Massachusetts, we track misinformation online. Social media is tooled to distribute financial scams, miracle-promising products and fear-mongering conspiracies alongside medical advice, school closures, news and family updates. It's no surprise that damaging guff overwhelms valid recommendations and crucial health information. Correcting the record is impossible.

The pandemic lays bare how tech companies' reluctance to act recursively worsens our world. In times of uncertainty, the vicious cycle is more potent than ever. Scientific debates that are typically confined to a small community of experts become fodder for mountebanks of all kinds.

[...]

Source: [Social-media companies must flatten the curve of misinformation](#)