

# What experts say works for combating coronavirus misinformation | Axios

By Sara Fischer

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When it comes to combating misinformation, research shows that it's more effective for authoritative figures to present accurate facts early and routinely alongside misinformation, rather than to try to negate every piece of misinformation after-the-fact by labeling it false or by calling it out as false.

**Why it matters:** The research provides a roadmap for more effective and efficient management of the coronavirus "[infodemic](#)" by health experts, government officials, internet platforms and news companies.

**1. Proactive messaging:** According to [research](#) from Kathleen Hall Jamieson, director of the Annenberg Public Policy Center at the University of Pennsylvania and co-founder of FactCheck.org, gaps in the public's background knowledge about common sense flu cures, like whether vitamin C prevents viruses, show "ongoing need for effective communication of needed information long before a crisis."

[...]

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