

# Why pandemic misinformation is so hard to for Big Tech to tackle | Quartz

By Matt Vella

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As the reality of life under quarantine in the age of coronavirus has crystalized, so has Big Tech's top job in this new era: combatting a plague of misinformation. So far, things are off to a rocky start.

Even prior to the World Health Organization's decision on March 12 to label Covid-19 a pandemic, WHO director-general Tedros Adhanom Ghebreyesus warned that the world wasn't just fighting an epidemic, but an "infodemic" as well.

"Fake news spreads faster and more easily than this virus and is just as dangerous," he said in February. Warnings about this "infodemic" have accompanied the WHO's [numerous status updates](#) on the crisis ever since.

[...]

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