

GUARANÍ

VIDEO TITLE: Jessica Malaty Rivera ndive ñomongeta | Pehẽngue 3

[00:00:10][00:00:35] Maryn McKenna – Maitei. Tapeẽguahẽ porãite ñande MOOC “Momara nduháruera oikuaava'erã COVID-19 Vakúna rehegua. Ñaime mbohapy voreháma, ápe ñambohováita momaranduỹ ha momarandu vai. Ñañe'ẽta Jessica Malaty Rivera ndive, ha 'e epidemióloga umi mba'asy infecciosa rehegua avei umi kuaaha'ãhára marandu'asãiha, omba'apo Proyecto de Seguimiento de COVID [COVID Tracking Project] ohapykuere mu ñava mba'asy COVID.

[00:00:33][00:00:39] Maryn McKenna- Jessica, aguyje reimere ore MOOC pe.

[00:00:35][00:00:42] Jessica Malaty Rivera – Aguyje pe'ẽme . Che angapyhy aimere ape.

[00:00:38][00:00:57] Maryn McKenna – Iporã jaikuaa opavave, ha umi ndoikóiva Estados Unidos pe hesakã porã haguã mba'épa pe Proyecto de Seguimiento de COVID ohapykuere muñava mba'asy COVID.

[00:00:47][00:02:05] Jessica Malaty Rivera – Néi umi ndoikuaaiva ore rembiapo, ha avei umi oikuaava, Proyecto de Seguimiento COVID pe, rohapykuere muña mba'asy COVID, 365 ára pukukue- 7 jasyapy ambue ary guive, 7 jasyapy ko ary peve, ambyaty ha ahesa'ỹijo umi marandu ojeguerékóva taha'e tapicha oĩva tasyópe, prueba ojejapóva, omanõva COVID gui 56 estado ha jurisdicción tuichakue. Ore pópe rohai, rohenói umi departamento tesãi rehegua oguerékóva umi estadokuera. Roiporu panel opavave ohecha haguã, avei upekuevo omombe'ú ha'ekuera oikuaava. Heta romba'apo, avei oĩ oimo'áva CDC [Centros para el Control y la Prevención de Enfermedades EE. UU gua] ojapóva. Ndaipóri rupi marandu CDC gui, omombe'úva mba'épa oiko, upéva rupi rojapo ore.

[00:01:29][00:02:33] Jessica Malaty Rivera – Péicha avei rojapo heta ñomongeta jovái , rohechávo moõgato ojepytaso. Roguereko peteĩ blog ojeguerohorýva, hi'ã cheve roguereko amo 100 marandu rupi upépe roime aja, pe'a he'ise rohesã'ỹijo opa mba'e, mokõi ára pukukue. Avei roheko mbo'e mba'éicha omombe'úva'erã ã mba'e nda ha'éiva ñane mbovy'áva.

[00:01:49][00:03:05] Maryn McKenna – Ikatu tapichakuera ndoikóiva Estados Unidos pe, ndoikuaai pe COVID ñembohováipe pe liderazgo federal ndaipori, okañy. Voluntariamente heta ñeha'ã ojejapo ijapytépe Proyecto de Seguimiento COVID, peicha oñemyanyhẽ tenda nandi, ha oipytyvõ ikatu haguã Estados Unidos ombohovái COVID, opavave oimo'ã javema ndojeguerekoveimaha. Ha péicha. Aguyje upépare.

[00:02:16][00:03:22] Jessica Malaty Rivera – Che mbo vy'a. Erekuévo pe ñeha'ã ojejapóva voluntariamente ere porã, Upéichaite. Voluntario ko yvy ape tuichakue. Omba'apo torýpe, tuichaiterei mba'e pe ojapóva.

[00:02:26][00:03:38] Maryn McKenna – Ereko nde resápe, ha ndaha'ei COVID aõnte rehecháva mba'éicha isarambi Estados Unidos tuichakue, avei rehecha umi momaranduỹ ha momarandu vai oúva hapykueri. Mba'e rehecha.

[00:02:40][00:04:00] Jessica Malaty Rivera – Néi – Che kuaaha'áhára momaranduhára. Amotenonde marandu'asái kuaaha'áhára Proyecto de Seguimiento COVID rehegua, akõi roma'ẽ mba'éichapa tapichakuéra oikumby térã nahániri umi dato oñembohasáva, upévare rojerure ojejapo porãve haguã umi marandu.

[00:02:57][00:04:36] Jessica Malaty Rivera – Umi momaranduỹ apytépe heta oĩ noñeikumbygui oje'éva, avei umi dato oguerekóva sa'ieterei . Pemoñe'ẽro ore blog, pehecháta ha'éha marandu ohapejokóva, ombohasáva pe oje'éva añetegua, roguereko ta'anga ikatu haguã tapicha ohecháva oikumby. Heta mba'éma rohecha, ndo roetiketai marandu tembiasa rehegua ponótei ojepysove, avei oñeme'ẽ oréve papapy oĩ vaíva.

[00:03:30][00:04:49] Maryn McKenna – Ere hagueicha mba'éichapa pe japo umi marandu pe blog pe. Oĩpa politika pemombe'uva pejokohaguã, momaranduỹ térã, momarandu vai.

[00:03:41][00:05:14] Jessica Malaty Rivera – Iporã pe ñe'ẽ reiporúva “politika”, ore politika informal, ha katu rojopy umi marandu romosarambi haguã, umi prueva ojejapóva, mba'éicha osẽ umi prueva ha'ete ku oikuaasetereíva tekuáigua, pono ha'e momaranduhára, añete ha'e ojeikuaava'erã mboy prueva ojejapo ha mba'éicha osẽ.

[00:04:09][00:05:59] Jessica Malaty Rivera – Upe pehẽ rupi ikatúma ojekuaa mba'e posibilidad oreko upe prueva. Katu ro'e haguéicha rombyaty 56 estado ha jurisdicción gui datos. Heta ára ã estado ha jurisdicción oiporu métrika ýrõ unidad ambuéicha. Upéicha ne mand u'arõ matematikas re ne unidad ojuajuva'erã pe fracción ndive. Upévare ro'e jepivemi ojesa rekohaguã pe positividad prueva orekóva, upévare romboyke papapy ha roikuaayka p ositividad oguerekóva prueva rohecha rupi iñapañuãi.

[00:04:41][00:06:32] Jessica Malaty Rivera – Umi Estado oiporu ombojovake haguã. Péicha he'í: “Positividad orekóva prueva Estado x pe, osẽ péicha pe'a rupi...”, añete ha'ekuéra omo ambu'e pe politika, opavave ikatu oike opavave Estado pe. Hetaíterei oĩ vaíva umi kalkulo ojejapóva, Upemárõ ro'e : “ ã mba'e ojehechaukáva'erã rekalkulasérõ umi prueva positividad, ore ndo rojapovéima”.

[00:05:06][00:06:41] Maryn McKenna – Hetave mba'e oĩ, mba'épa opavave momaranduỹ ha momarandu vai oguereko, mba'e nde rehechakuaa.

[00:05:15][00:08:02] Jessica Malaty Rivera – COVID ha pandemia re, ojere heta mba'e. Ambyasy, oĩ momaranduỹ osẽva tekuái gui, oñembohasa tapicharámo okyhyje gua'u ha oporomongyhyje, omosarambi ñe'ẽreity, mombyry añateguagui. Rovy'a romboja'ore dato ohechaukáva moõgoto oho umi iñambue porãva. Avei rohendu tapichakuéra he'irõ ã mba'e nda ipy'a'atã, rohendu rokalkula jave ñeha'ã rehe. Oĩ he'iva umi prueva osẽ vaiha. Opavave ome'ẽ tasyo, yrõ ñemanõre. He'í umi tapicha hasýva ndoje'éiva oguerekoha COVID 19 oike paite upe atýpe, tuicha ojavy ha mombyry añateguagui. Ore fuente ndaha'ei fuente oficial, ndaha'ei umi tekuáigua, ha'e umi tasyópe ojeguerekóva, tetãrekuái tesãirã gui rombyaty. Roñeñandu porãiterei roikuaare umi dato roguerekóva añete, no mbotavyi avavépe, romombe'u oĩ haicha.

[00:06:27][00:08:19] Maryn McKenna – Upéicharõ reime tenda porãme, rembohasa hápe marandu momaranduhárukuéra oiporúva. Oĩpa ñuhã ho'a hápe momaranduhára ohekakuévo momaranduỹ térã momarandu vai.

[00:06:43][00:08:41] Jessica Malaty Rivera – Heẽ. Pe porombotavy ha'e apañuã tuichavéva ojeguerekóva, umi titular oporombotavýva, ohecháva tapicha ha oimo'ã añete. Heta ohecháva mokõi mba'e ndojóiva, iñambue ojuehegui ikatu oguerovia upe titular omoñe'ẽ rupi.

[00:07:02][00:09:43] Jessica Malaty Rivera – Ojeguereko oñemombe'u haguã pono ojejagarra vai ha avei pono oiko upe momaranduỹ. Pe ára jehasa ojeguerekova'erã en cuenta, oñeñe'ẽvo mokõi mba'e oikova'ekue, taha'e tembiosa ýrõ politiko oikóva ojojaite omomyi papaha. Ha umi hasýva ha omanõva káso katu ndojekuaa pya'ei, upéva rupi oñemombyte mokõi ára, peicha oiko porãve. Avei rohecha mba'éicha oñembojoaju oiko jave ára vy'a, arapokõindy paha ýrõ oiko jave sarambi. Ñ mba'e omomyi umi dato, ha omo ambue umi titulares. Oiko gueteri. Ko'ãga oiko gueteri, vakúna osẽmaramo, oĩ rupi momaranduỹ ha momarandu vai ojeréva vakúnare.

[00:08:00][00:09:55] Maryn McKenna- Aporanduse añetepa umi mba'e. Emombe'umi rehecháva ha rehasáva umi momaranduỹ ha momarandu vai, apañuã oĩva vakúnare.

[00:08:09][00:10:45] Jessica Malaty Rivera - Heẽ, Ha'esénte heta umi momaranduỹ ha momarandu vai ojereva vakúna COVID 19 re, ha'ete ku ñane mokane'õmáva, ha'ete ku oñeikyty ha oñembojava aranduka oguerekóva umi anti vakúnagui. Pema'ẽnte, heta ñ mba'e oje'eva oiporu ha'ekuéra ko 10 térã 15 ary aja, umi redes sociales pe, upépe oñeikyty ha oñemboja. Avei ramove, momaranduỹ ojapóva umi anti vakúna oñembojava VPH re, he'iva ndaikatuiha ne memby, oñembojava avei vakúna COVID-19 rehe, ikatu avei oñekomplika ha osẽ kanser pe vakúnagui.

[00:08:46][00:11:46] Jessica Malaty Rivera – Pehechámapa ndaha'ei mba'eve ipyahúva, katu pandemia oiko jave ojekyhyje, upéicha rupi osẽ jey umi momaranduỹ ha momarandu vai. Ore rombyaty paite, umi anti vakúna he'iva, avei umi noñevakúnaséiva. Péicha avei rohecha momaranduhákuéra ojavýva he'iva "x tapicha oñe vakuna upéi omanõ ", ndohechakuaái upe tiempo, oikohápe mokõi mba'e ýrõ umi mba'e ojeréva hese, reikuaáma, opa omanõva ojevichea ha ni peteĩ ndo joajui ojuehe. Okañyima, ndo jekuaai ojeréva upe te'õnguerre ikatuhaguã oje'e opavavépe ponotéi he'i reinte upe ohendúva. Che ha'e momaranduhákuéra heta gueteri oikuaáta, temimbo'e ramo.

[00:09:41][00:12:25] Maryn McKenna- Ahechakuaa pe tembiapo rejapóva Proyecto de Seguimiento COVID pe, ndaha'eíha upe'a añoñte, remba'apo avei ne año kuaaha'ãhára marandu'asãi ramo péicha rejapo heta plataforma orekóva Redes sociales. Momaranduhákuéra oĩva ko mbo'esyrýpe oñeha'ãta omosarambi ha oikuaayka umi tembiosa vakúna COVID rehegua oguerekóva opa henda rupi. Ikatúpa remombe'u mba'éicha ojeiporu Twitter, Instagram ha ambue plataforma.

[00:10:02][00:13:28] Jessica Malaty Rivera – Néi, oñepyrũvo pandemia amo jasyapy rupi che angirũnguera ndoikuaai mba'épa che rembiapo. Che ajeheko mbo'e ha ajetypeka umi pandemia oikova'ekue 15 ary ohasava'ekuepe. Ahupyty che Maestría mba'asy infeccioso ha emergente pe, amba'apo Proyecto Biovigilancia pandémica Georgetown pe, heta ary. Umi oikuaava péicha amba'apoha ogueruka chéve heta porandu, kuatia jehaipyre, titulares ha ojerure amohesakã haguã chupekuéra. Upemárõ akalkula ajapo mombe'upy amombe'u hápe umi ndahasýva Ciencias Básicas ha Epidemiología 101 ha ambohasa Instagram rupi. Tuicha mba'e ko tembiporu. Ijetu'u ha iporã avei.

[00:10:38][00:14:14] Jessica Malaty Rivera – Che naimo'ái oikotaha upe tendagui tuicha mba'e. Che ningo ajapo upe'a aipytyvõ haguã che angirũnguera ha che rógagua oikumby haguã umi momarandu oguenohẽva kuaaha'ãhára. Pya'eterei ahechakuaa oïha jeporeka, ojekuaaseve umi dato kuaaha'ãhára heiva, peicha avei ojekakuaave mbeguekatu pe. Che aguara ojapore. Katuete oï tapicha umi medio gua oguenohẽva provecho. Katuete rehendu ha reikuaama Maryn, oiporúva umi oikuaagua'úva Twitter ha Instagram .

[00:11:10][00:15:05] Jessica Malaty Rivera – Añete ha'e, ã tapicha péicha ojapóva katuete ipo'aỹ, upéicha avei umi tenda oguenohẽhagui momarandu vai. Roñeha'ã romo arandu opavavépe oheka haguã marandu ojeguerovíava, ha ani oiko mbotovéramo, umi Redes sociales jaikuaa oikeha opárupi, péicha ajapo heta mba'e ikatu haguã oñemboyke umi mombe'u gua'u oïva Redes sociales pe. Avei ambojuasa momarandu arekóva che rembiapóre, ambohováí 14 aravo'ípe ýrõ sa'ive, upéva ha'e rupi tiempo oïva mombe'upy. Añete che mbo vy'a ajapóre. Oñeha'ãrõ ýva.

[00:11:54][00:15:36] Maryn McKenna – Roñeha'ãta opavave tapicha oïva ko atýpe peguereko haguã enlase Jessica rembiapore, añete iporã ha imbarete. Porandu paha areko, reikuaahaicha momaranduháruera oïva ko atýpe okuvri pandemia ha avei pe Kampaña vakunasiõn rehegua ha ojapota gueteri ikaturamo ary pahápeve. Mba'épa ikatu ere chupekuéra, ýrõ mba'e ikatu oñeha'ã ojapo.

[00:12:18][00:15:57] Jessica Malaty Rivera – Néi peikuaama oïha kuaaha'ãhára marandu'asãí. Heta ára jaipotayre ñamombarete umi momaranduỹ, jajesarekova'erã. Pehechake umi marandu oporo hesape'áva, ani pe mboyke, oíméramo jepe imbégue.

[00:12:42][00:16:45] Jessica Malaty Rivera – Umi marandu oporohesape'áva omboyke tapicha añagui ha upekuévo oñangareko pe ne rembiapóre. Oñangareko pono penerembiapo ojeiporu momaranduỹrã upéicha ohecháva penerembiapo ojeroviata hese. Peikuaáva'erã ikatu haguã ojeguerovia pejapóva, heta mba'e pehasáta, penepasiensiava'erã, peje jo'a jo'ava'erã, pehechakuaáva'erã. Pandemia oporomongyhyje, heta momaranduỹ ha momarandu vai oï ha pehesa'ỹñoiva'erã. Oñeipytyvõva'erã tapichakuérape pono okyhyje upeva'erã ogueroviava'erã.

[00:13:14][00:17:13] Jessica Malaty Rivera- Rohai The Atlantic pe avei ore blog pe mba'e ikatu ojejapo pono oiko ñepysãnga, ndo jeguerekói aja umi dato histórico, umi tembiasa, oñemombytéva pokõi ára, ani oikóva peteĩ árante. Opa ã mba'e ojejapo ojehesa reko haguã, ha tapichakuéra oikumby haguã mba'épa oiko.

[00:13:40][00:17:23] Maryn McKenna – Tuichaite mba'e pe eréva, Aguyjetaite. Aguyje reimére ore MOOC pe, reñe'ẽ haguã momaranduháruera ndive.

[00:13:46][00:17:47] Maryn McKenna – Néi peichaite, ñahendu Jessica Malaty Rivera pe, ha'e omotenonde kuaaha'ãhára marandu'asãíha Proyecto de Seguimiento de COVID ohapykuere muñava mba'asy COVID ape Estados Unidos pe. Che Maryn McKenna, mbo'ehára omo akã ko mbo'esyry. Jajohecháta en línea.

English

Module 3: Interview with Jessica Malaty Rivera

[00:00:09] **Maryn McKenna** Hello, and welcome back to our MOOC, Covering the COVID-19 Vaccines: What Journalists Need to Know. We're now in module three about countering misinformation and disinformation, and today I'm speaking to Jessica Malaty Rivera, who is an infectious disease epidemiologist and the science communicator, and she works at the COVID Tracking Project.

[00:00:33] **Maryn McKenna** Jessica, thank you for coming to our MOOC.

[00:00:35] **Jessica Malaty Rivera** Thanks for having me. I'm thrilled to be here.

[00:00:38] **Maryn McKenna** So, particularly for folks outside the US, I think it would be really useful if everyone could hear exactly what the COVID Tracking Project is.

[00:00:47] **Jessica Malaty Rivera** Yes, so for those who are not familiar with our work and even for those who are, the COVID Tracking Project, for 365 days from March 7th of last year to March 7th of this year, collected and analyzed data related to COVID hospitalization, testing, deaths, et cetera, from all 56 states and jurisdictions.

[00:01:06] **Jessica Malaty Rivera** We did that manually, we contacted and reached out to every state local health department and used public dashboards to aggregate our data. We did a lot of the work that you would probably expect from the CDC. In the absence of regular communication and regular data releases and analysis from the CDC, we functionally did that for them.

[00:01:29] **Jessica Malaty Rivera** And so, we also did a lot of reporting on trends that we saw. We had a very active blog, I think we had over 100 posts in the year that we were there that involved a lot of line-by-line analysis and a seven-day analysis, and also, giving a few best practices on how to report on this very complicated data.

[00:01:49] **Maryn McKenna** So people who are outside the US may not appreciate that in the United States response to COVID, a lot of our federal leadership was kind of functionally absent. And, it was just extraordinary volunteer efforts like the COVID Tracking Project that really filled the gap and just made it possible for the U.S. to have a COVID response when it looked for a while like we weren't going to. So thank you.

[00:02:16] **Jessica Malaty Rivera** With the volunteer effort, you are absolutely correct. It was volunteers from all over the world. We had a few international folks that were doing it and they joyfully did it. It was quite remarkable.

[00:02:26] **Maryn McKenna** So, you had a unique perch to see not just how COVID was rolling out across the United States, but also to see this wave of misinformation and disinformation coming after it. What did you observe?

[00:02:40] **Jessica Malaty Rivera** Yeah, so I was the science communication -- I am the science communication lead at the COVID Tracking Project. And, we were always kind of watching for how people were interpreting or misinterpreting the data and that kind of informed ways that we would either solicit best practices or warnings and caveats.

[00:02:57] **Jessica Malaty Rivera** And so many of the errors, whether intentional or not, had to do with very basic misunderstandings of data. And so, if you read our blog, you'll

notice that it's just posts full of caveats and disclaimers and reminding people where it's necessary to provide extra context for certain figures and certain charts. So we've seen everything from not labeling historical data --which can artificially inflate trend lines -- to just getting numbers completely wrong.

[00:03:28] **Maryn McKenna** So were there -- the way you described the way that you framed those blog posts, were there explicit policies that you put in place in order to combat misinformation and disinformation?

[00:03:41] **Jessica Malaty Rivera** So it's interesting you say the word policy, because the first thing that comes to mind is we kind of had an informal but pretty strict policy on reporting on test positivity. So test positivity is a figure that felt very, very desirable by a lot of even government officials, not to mention journalists, that in its most pure form should be as simple as the total number of tests that are positive out of the total number of tests that have been taken.

[00:04:09] **Jessica Malaty Rivera** And that ratio, that fraction, should give you what is referred to as test positivity. However, like I mentioned, we are collecting data from 56 states and jurisdictions. These 56 states and jurisdictions often defined and/or used these metrics or units differently. So if you remember from basic math, your units have to match in a fraction for that to actually work correctly. So, we were always urging caution on the use of test positivity and we in fact stopped calculating and publishing test positivity because we felt like it was being used in one specific way that was problematic.

[00:04:41] **Jessica Malaty Rivera** States were using it to compare each other to themselves. So they were saying, "This state's test positivity is X, this is why," and they were actually changing policies and whether people could enter different states. And it was just fraught with so many errors. The actual calculation that we opted to say -- "These are all the caveats and considerations you need if you want to calculate test positivity, but we will not be doing that anymore."

[00:05:06] **Maryn McKenna** So in addition to that, are there common themes, or most common types of misinformation and disinformation that you perceived?

[00:05:14] **Jessica Malaty Rivera** So, with regard to COVID as the disease and as the pandemic, yes, there were always and sadly, some of these themes were coming even from the federal government, that we were often labeled as people who were being dramatic and people who were causing fear and people who were looking at this with such doom and gloom. But that's the farthest thing from the truth.

[00:05:37] **Jessica Malaty Rivera** We were very delighted to share positive trend lines and encouraging shifts that we were seeing in the data, but a lot of times we were seeing people say that these things were not as severe. And I will say that especially is the case when we were calculating things like testing. People thought that the tests were flawed or too sensitive. People had opinions about hospitalizations and deaths.

[00:06:01] **Jessica Malaty Rivera** They were saying that people who are not categorized properly as COVID-19 patients were being lumped into those numbers, and that's just the farthest thing from the truth. You know, we weren't getting our sources from, you know, random anecdotes. We were getting them from official sources, from actual hospital dashboards, from public health departments. And, that was really -- it feels a bit gaslighting,

to be completely honest, when you're this close to this traumatic data and people say it's hyperbolic.

[00:06:27] **Maryn McKenna** So, you were in a unique position because you were providing data that journalists were using. Did you see any sort of common mistakes or things or traps the journalists kept falling into with regard to falling for misinfo or disinfo?

[00:06:43] **Jessica Malaty Rivera** Yeah, so I would say that the most problematic fallacy is when headlines will cause a reader to draw a correlation to causation conclusion. When they'll see two events, sometimes completely unrelated, but somehow connect the two because of the word limit of the headline or because of the intention of the headline.

[00:07:02] **Jessica Malaty Rivera** And there are some best practices when it comes to how to read and write data so that you can avoid those fallacies, like remembering that time should always be considered, right? So if we're talking about events -- two historical events, two political events that happened at the same time, remembering that all those things have affects on the numbers, right? So cases and deaths all have lags, that seven-day averages work better.

[00:07:30] **Jessica Malaty Rivera** We were often seeing very incorrect correlations between things like holidays and weekends and even natural disasters, which all affect the data, but they don't affect them in some of the ways that you would maybe see in the headlines, and that's unfortunately still happening. I think it's especially happening now that the vaccines are out, because vaccine misinformation and disinformation is on a whole nother level of complexity and problems.

[00:08:00] **Maryn McKenna** I really want to ask about that, tell me a little bit more about what you're seeing for misinformation and disinformation, pitfalls about the vaccines?

[00:08:09] **Jessica Malaty Rivera** Yeah. I mean, full disclosure, so much of the misinformation surrounding the COVID-19 vaccine is a bit tired in the sense that it's a straight copy-paste from the anti-vax playbook, right? There are many of the claims that you could just look directly at the last 10 to 15 years, especially on social media, direct copy-paste from those. And I would say probably most recently, especially connected to the anti-HPV vaccine sentiment, that has driven the claims of infertility related to the COVID-19 vaccine, or potential autoimmune/cancer-causing complications from the vaccine.

[00:08:46] **Jessica Malaty Rivera** So it's not really that new, but because pandemics are scary, because there is so much misinformation and information to parse through, it creates a -- it has refueled everything from anti-vax sentiment to the very, sometimes legitimate, vaccine hesitancy. So we're seeing journalists make the very unfortunate claims of "X person was vaccinated and then died" without considering, like I mentioned at the top, time.

[00:09:17] **Jessica Malaty Rivera** Time of the two events, or even all the other factors of the two events and how that, you know, remembering every single death is investigated. Not a single death has been correlated. It's such a missed opportunity to provide extra detail and to actually dissuade people from making false correlations, that I think journalists are still learning that.

[00:09:41] **Maryn McKenna** In addition to your work in the COVID Tracking Project, I noticed that you actually function as a sort of solo science communicator, and you do a lot of this on different social media platforms. The journalists who are taking this course are going to be looking for all kinds of different ways to tell the stories that they still have to tell about vaccination and COVID. So, could you talk a bit about your use of Twitter and Instagram and so forth?

[00:10:02] **Jessica Malaty Rivera** Yeah. So early in the pandemic, I guess it was about March, my friends who knew the work that I did -- so my background is that I studied pandemics and I have been sitting pandemics for the past 15 years. I actually got my master's in emerging infectious diseases and worked on a pandemic biosurveillance project at Georgetown for a number of years.

[00:10:19] **Jessica Malaty Rivera** So friends who knew that about me were sending me a lot of questions and texts and forwarding headlines and asked me to make sense of it. So I thought, I'll make a couple of Instagram stories to kind of do some basic science and epidemiology 101's. And it's turned into a whole thing. And it's complicated, it's a wonderful and a terrible medium at the same time.

[00:10:38] **Jessica Malaty Rivera** My intention or expectation was not that it would turn into this enormous opportunity, but I was doing this extra science communication for the purpose of helping friends and family. And then I quickly realized there's this insatiable hunger for science and data and to increase literacy in both. And I'm legitimately honored to do it. There are, of course, some opportunistic folks on every medium, and I'm sure you are familiar with them, Maryn too, that have flexed their armchair expertise on Twitter and on Instagram.

[00:11:10] **Jessica Malaty Rivera** And I'll be honest, those people, those actors are probably as frustrating as the misinformation sources, too, because we're trying to ensure that people have trust in the right sources. We're trying to direct people to credible evidence-based data and not make this about kind of the negative part of social media, which is like the influencer culture, right? So, I do a lot of debunking on myths on social media. I also do a lot of crossposting of the work that I do, and it's forced me to get into the habit of knowing how to answer questions in 14 seconds or less, because that's the duration of a story. And I've really loved doing it. It's been a kind of pleasant surprise in this whole thing.

[00:11:54] **Maryn McKenna** We'll make sure, participants, that you have all the links to Jessica's work. This really is amazing. So last question. You know, the journalists who are watching the segment are going to be continuing to cover the pandemic and cover the vaccination campaign for some months, maybe the rest of this year. Do you have any advice for them or any things that you'd like to see them do or try as they do that?

[00:12:18] **Jessica Malaty Rivera** Yeah, so, you know, there is a science to science communication, right? And sometimes we can unnecessarily breathe more life and add more oxygen to things like conspiracies or bad takes if we're not careful. So I would say to always consider caveats, even if it makes that style of your writing more clunky or less, you know, outside of your normal tone.

[00:12:42] **Jessica Malaty Rivera** Disclaimers and caveats actually protect your work from scrutiny. They protect your work from fallacies. They also build trust. I would also say that there's a lot of emotional intelligence that's required in a lot of this communication, and to

choose empathy. To know that this work requires a lot of patience and repetition and empathy is going to help you build that trust, because pandemics are scary and there's a lot of information that people have to go through. To help people act out of facts and not fear requires trust being built.

[00:13:14] **Jessica Malaty Rivera** I have, we've written a piece in the Atlantic and even on our blog on some best practices on trying not to make the mistake of missing historical data, and making sure that you're using seven day averages and not single day snapshots, because that's going to provide that context. All of those things kind of fall into the category of, the more caveats and disclaimers you can provide to contextualize the data, the better people are going to understand the situation.

[00:13:40] **Maryn McKenna** That was great advice, thank you so much. And thanks for joining our MOOC to speak to these journalists from around the world.

[00:13:46] **Maryn McKenna** So, everyone, that was Jessica Malaty Rivera, science communication lead at the COVID Tracking Project here in the United States. I'm Maryn McKenna, your chief instructor, we'll see you online.