

INFODEMIC: DEADLIER THAN PANDEMIC?

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An infodemic is an overabundance of information, both online and offline which includes deliberate attempts to disseminate wrong information to undermine the public health response and advance alternative agendas of groups or individuals. Covid has brought us to an unprecedented situation. Lockdowns, lack of job security, a sense of restlessness and a constant fear of death has engrossed the masses. A kind of mass hysteria is developing which is increasing every passing day. These situations are ideal for the propagation of any sort of mis-information via social media. A frantic search for solutions and the basic instinct of helping a fellow mate is driving the masses to consume anything and everything and distribute the same, without even verifying the content. In the light of the above, science communication can play a very effective role. Building awareness among the commons and empowering them to distinguish a rumor from fact is perhaps the greatest challenge for a science communicator. It is a herculean task that requires coordinated effort of many like-minded Institutions and individuals. In this article an attempt has been made to address the issue of Infodemics along with the probable approaches to tackle the same.
