HSC 4247: Disinformation and Misinformation in Healthcare
(3 credit hours)
Semester: Summer 2023
Weekly Meeting Times: Tuesdays/Thursdays from 11am-12:15pm
Location: G103
Delivery Format: On Campus/Blended
Course Website or E-Learning: Canvas

Instructor Name: John Kramer, PhD
Phone Number: 352-519-1119
Email Address: john.kramer@phhp.ufl.edu
Office Location: HPNP 4140
Office Hours: Tuesdays: 1-2, Thursdays: 1-2, or by appointment
Communication: Email: john.kramer@phhp.ufl.edu
Zoom: https://ufl.zoom.us/my/john.kramer.summer2023

Prerequisites
Student in the BHS program or permission of instructor

Course Overview
This course traces the interplay of misinformation, disinformation, and malinformation on personal and public health in society. This course aims to impart an understanding of the real-world impact of misinformation on health outcomes and what we can do about it. Knowledge gained from this class can help understand how people are misinformed and lay the groundwork for being better-informed future practitioners. Strategies learned in this course can better equip the learner to engage with diverse opinions.

Relation to Program Outcomes
This course addresses the following outcomes in the Bachelor of Health Sciences Program: 1) by focusing on policies related to healthcare and rehabilitation access, students will be able to describe key elements of the US healthcare system; 2) through its central activity, students will apply knowledge and application of bioethical principles, and 3) through its highly collaborative lesson plan, students will be developing and implementing professional behaviors in health careers.

Course Objectives and/or Goals
To meet the goals of this course, students will need to be able to:
1. Describe the difference between misinformation, disinformation, and malinformation.
2. Describe basic orientations to uncovering/identifying healthcare misinformation and disinformation in public spaces.
3. Describe some historical contours and structures that incentivize disinformation and why and how it happens.
4. Compare and contrast two approaches for mitigating healthcare misinformation and disinformation.
5. Create a reasoned response/improvement and provide a rationale to address misinformation and disinformation in health care in an area related to your anticipated future field.

Instructional Methods
This class will be delivered in an in-person and blended classroom format.

Blended Learning
What is blended learning and why is it important? In a Blended Learning class, the instructor uses a mixture of technology and face-to-face instruction to help maximize your learning. I will present knowledge content online before the live class takes place. This lets me focus my face-to-face teaching on course activities designed to help students strengthen higher-order thinking skills such as critical thinking, problem-solving, and collaboration. Competency in these skills is critical for today’s health professionals.
What is expected of you? It is expected that students will be fully engaged with the course content and come prepared to participate in, and contribute to, the weekly class activities and discussion. The instructor expects that students will devote 6-7 hours per week to preparing for and participating in assigned course content. Instructors and students will formally interact approximately 4 hours per week reviewing and applying course content.

The course is housed in UF e-Learning in Canvas. This course is blended and taught through a discussion and lecture format with some online “Blended Learning” assignments. Participation in the class is vital to student success. If voluntary participation lags, the instructor will call on students randomly. Additionally, the instructor expects that students will check your e-mail and the course announcements daily as the instructor will use Canvas to communicate with you throughout the semester.

By successfully completing this course you will be able to:

1. Apply knowledge and skills in critically identifying misinformation and disinformation in an area related to your anticipated future field.
2. Evaluate misinformation and disinformation related to your present or future major area of practice.
3. Describe ways that you can take an active role in sharing accurate information and to become a better health-knowledge citizen.
4. Discuss the implications of social, political, and cultural forces for practice models and methods in your present or future area of practice.
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<thead>
<tr>
<th>W</th>
<th>Module</th>
<th>Date</th>
<th>Topic(s)</th>
<th>Lab Schedule/Readings</th>
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| 1 | Module 1: Foundations and Frameworks | 7/6 | Putting on your Philosopher’s Hat: Epistemology and Fallacy | **Lecture**  
- Introduction to the course: How do you know what you know? On Epistemology and the Study of Knowledge  
**Discussion**  
Your experiences when encountering someone with an unreliable belief.  
**Listen/Watch before class**  
- PHILOSOPHY - Epistemology: Introduction to Theory of Knowledge [HD]  
  https://www.youtube.com/watch?v=r_Y3utlTeTPg  
- “We’re building a dystopia just to make people click on ads.”  
  https://www.youtube.com/watch?v=iFTWM7HV2UJ  
- Why people fall for misinformation -  
  https://www.ted.com/talks/joseph_isaac_why_people_fall_for_misinformation  
**Read**  
Epistemic Security  
Street Epistemology  
**Weekly Assignment Due Fri by 5pm** |
| 2  | 7/11 | Trusting reliable sources of knowledge | **Mini Lectures**  
- Declining Trust in Expertise  
- Misplaced Trust in Celebrity  
**Listen/Watch before class**  
- PHILOSOPHY - Epistemology: Virtue Epistemology [HD]  
  https://youtu.be/x2kLOisfkPw  
  https://skeptoid.com/episodes/4125  
- Celebrities like Gwyneth Paltrow made the 2010s the decade of health and wellness misinformation  
**Read**  
- Using the RADAR Framework to Evaluate Sources -  
  https://libguides.lmu.edu/id.php?content_id=59083488  
  10.1186/s13643-016-0395-1  
**Weekly Assignment Due Fri by 5pm** |
|---|---|---|---|
| 2  | Module 2: History | 7/13 | **Scientifically Inaccurate Beliefs about Human Difference**  
**Mini Lecture**  
- Misinformation  
**Listen/Watch**  
  https://www.youtube.com/watch?v=AfKtN8gNOYE&t=1892s  
**Read**  
- Myths about physical r***** differences were used to justify slavery — and are still believed by doctors today -  
- A brief history of ra****in healthcare -  
  https://doi.org/10.1073/pnas.1516047113  
  https://doi.org/10.1007/s10461-020-02925-y  
**Weekly Assignment Due Fri by 5 pm** |
| 7/18 | Smoking, Lead and Sugar | **Mini Lecture**  
*Misleading for Profit*  
**Listen**  
- How the Lead Industry Got Away with it - [https://www.youtube.com/watch?v=ohGgOVKKXdo](https://www.youtube.com/watch?v=ohGgOVKKXdo)  
**Read**  
*Smoking*  
*Lead*  
*Sugar*  
Weekly Assignment Due Fri by 5pm |
| 7/20 | The Influenza Epidemic of 1918 | **NO IN-PERSON CLASS TODAY**  
**Watch Mini Lecture**  
- Pandemics of the past  
**Listen/Watch**  
- Christopher McKnight Nichols. (2020). What We Can Learn from the Influenza Pandemic of 1918-19 [https://youtu.be/f0qK_4x8Bik](https://youtu.be/f0qK_4x8Bik)  
**Read**  
- Dolan, Brian. (2020) Unmasking History: Who Was Behind the AntiMask League Protests During the 1918 Influenza Epidemic in San Francisco? Perspectives in Medical Humanities (UC Medical Humanities Consortium, May 19, 2020) [https://doi.org/10.34947/M7QP4M](https://doi.org/10.34947/M7QP4M)  
Weekly Assignment Due Fri by 5pm |
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<thead>
<tr>
<th></th>
<th>Module 3: Current Issues</th>
<th>7/25</th>
<th>Anti-Vaccine Movements</th>
<th>Mini Lecture</th>
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<td>Social media and antivaccine misinformation and disinformation</td>
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<td><strong>Listen</strong></td>
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<td><strong>Read</strong></td>
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<td>• <a href="https://www.washingtonpost.com/health/2019/11/15/majority-anti-vaccine-ads-facebook-were-funded-by-two-groups/">https://www.washingtonpost.com/health/2019/11/15/majority-anti-vaccine-ads-facebook-were-funded-by-two-groups/</a></td>
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<td>• Trust in Vaccines Is the Infodemic Challenge of 2021 - <a href="https://www.cigionline.org/articles/trust-vaccines-infodemic-challenge-2021">https://www.cigionline.org/articles/trust-vaccines-infodemic-challenge-2021</a></td>
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<td><strong>Weekly Assignment Due Fri by 5pm</strong></td>
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<td>7/27</td>
<td>COVID-19 Infodemic</td>
<td>Mini Lecture</td>
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<td>The Infodemic – misinformation as contagion</td>
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<td><strong>Listen</strong></td>
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<td><strong>Read</strong></td>
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<td>• COVID-19 Disinformation— How to Spot It— and Stop It - <a href="https://www.ucsusa.org/resources/covid-19-disinformation">https://www.ucsusa.org/resources/covid-19-disinformation</a></td>
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<td>4</td>
<td>8/1</td>
<td>Data Security and Malinformation</td>
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**Mini-Lecture- Malinformation, Coercion, Extortion & The Threat of Re-identification**

- Hackers are stealing millions of medical records - and selling them on the dark web
- Hackers Demand Ransom From Patients After Breaching Florida Clinic.
- A Hacker is Threatening to Leak Patient's Therapy Notes.
- They Told Their Therapists Everything. Hackers Leaked it All.
- The Black Market for Stolen Health Care Data.
Being a Proactive Knowledge Citizen and Practitioner

Mini Lecture
What do we do about misinformation and disinformation?

Read on Health Promotion


Read about Health Information Literacy


Read about Being a Proactive Knowledge Citizen

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<tbody>
<tr>
<td>6</td>
<td>8/8</td>
<td>WORK TIME</td>
<td>NO IN-PERSON CLASS – Use time to work on your paper, presentations, complete readings</td>
</tr>
<tr>
<td>6</td>
<td>8/10</td>
<td>Presentations</td>
<td><em>FINAL PAPER DUE</em></td>
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</tbody>
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Course Materials and Technology

Textbooks. There is no required textbook for this course. Readings will consist of book chapters, manuscripts, online sources and policy materials.

Technology. This course will use Canvas and Zoom.

Academic Requirements and Grading

**Participation (20%).** Participation in this class will be considered contributing to all in class Canvas discussions. Students will be expected to respond thoughtfully to all aspects of this course. Students who come to class and demonstrate knowledge of the materials and contribute thoughtfully to discussion will be considered examples of effective participation in the class.

**Weekly Written Assignments (40%).** In these assignments, groups will research and present an example of either misinformation, disinformation or malinformation. Examples can come from a mainstream media source, a social media post, or an internet search. Students will use one of the two frameworks used for identifying misinformation to evaluate the materials.

**Final Misinformation Paper and presentation (30% and 10%).** The final proposal will be a creative analysis solution to an issue/problem related to misinformation and disinformation in healthcare in your anticipated area of practice/expertise. In this paper, which will be a maximum of 5 pages double-spaced, you will outline a) the example and what makes it misinformation, disinformation, or malinformation, b) how you would engage with someone who believes in it and c) how would you respond on a programmatic or social level to correct it? Your presentation should walk us through your paper and should be concise, no longer than 5 minutes.

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<thead>
<tr>
<th>Requirement</th>
<th>Due date</th>
<th>% of final grade</th>
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<tbody>
<tr>
<td>Participation</td>
<td>Ongoing</td>
<td>20</td>
</tr>
<tr>
<td>Weekly Written Assignments</td>
<td>Fridays at 5pm</td>
<td>40</td>
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<tr>
<td>Final Misinformation Paper</td>
<td>Due final class</td>
<td>30</td>
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<tr>
<td>Presentation</td>
<td>Final class</td>
<td>10</td>
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<tr>
<td>Total</td>
<td></td>
<td>100</td>
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Point system used (i.e., how do course points translate into letter grades).

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>93-100</td>
<td>A</td>
</tr>
<tr>
<td>90-92</td>
<td>A-</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
</tr>
<tr>
<td>83-86</td>
<td>B</td>
</tr>
<tr>
<td>80-82</td>
<td>B-</td>
</tr>
<tr>
<td>77-79</td>
<td>C+</td>
</tr>
<tr>
<td>70-76</td>
<td>C</td>
</tr>
<tr>
<td>67-69</td>
<td>D+</td>
</tr>
<tr>
<td>63-66</td>
<td>D</td>
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<tr>
<td>60-62</td>
<td>D-</td>
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<tr>
<td>Below 60</td>
<td>E</td>
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</table>
The Bachelor of Health Science and Bachelor of Public Health Programs do not use C- grades.

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Points</th>
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<tbody>
<tr>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>B-</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>2.33</td>
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<tr>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>C-</td>
<td>1.67</td>
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<tr>
<td>D+</td>
<td>1.33</td>
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<tr>
<td>D</td>
<td>1.0</td>
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<tr>
<td>D-</td>
<td>0.67</td>
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<tr>
<td>E</td>
<td>0.0</td>
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<td>WF</td>
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<tr>
<td>I</td>
<td>0.0</td>
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<tr>
<td>NG</td>
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<tr>
<td>S-U</td>
<td>0.0</td>
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More information on UF grading policy may be found at:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx
Exam Policy

Policy Related to Make up Exams or Other Work
Consistent with College policy, students are allowed to make up work only if missed as a result of an excused absence, other unanticipated circumstances warranting a medical excuse, or with instructor permission. You must notify the instructor in advance if you will miss a quiz/exam or project deadline. Documentation from a health care provider is required upon your return to class. Project extensions requested must be negotiated at the time of excused absence.

Note about unexcused absences. Unanticipated problems come up sometimes and are understandable. For absences that are not covered under the definition of an excused absence, work due that day will be counted as a zero. However, I will drop the lowest grade from the Semester and not include it in your final grade. So, if you miss a live class session due to an unexcused absence, grading for that day will automatically be dropped from your final grade in the class.

Please note: Any requests for make-ups due to technical issues MUST be accompanied by the UF Computing help desk (http://helpdesk.ufl.edu/) correspondence. You MUST e-mail me within 24 hours of the technical difficulty if you wish to request a make-up.

Policy Related to Required Class Attendance

Please note all faculty are bound by the UF policy for excused absences. For information regarding the UF Attendance Policy see the Registrar website for additional details: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Student Expectations, Roles, and Opportunities for Input

Expectations Regarding Course Behavior
It is expected that students act in an appropriate, respectful manner during these lab time and all online correspondence. The use of cellphones, tablets and laptops for anything unrelated to the class is STRONGLY DISCOURAGED during lab time. The instructor reserves the right to address excessive violation of this policy, including grade reduction. Attention is a precious resource – please devote all of it to our work during our limited lab time.

Additionally, mutual respect is expected when communicating via email or any other channel with either the instructor or TA. Our goal is to learn, espouse, and enact professionalism in all aspects of this class.

Communication Guidelines

Academic Integrity

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary
action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:

https://www.dso.ufl.edu/sscr/process/student-conduct-honor-code/
http://gradschool.ufl.edu/students/introduction.html

Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

**Online Faculty Course Evaluation Process**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

**Policy Related to Guests Attending Class**

Only registered students are permitted to attend class. However, we recognize that students who are caretakers may face occasional unexpected challenges creating attendance barriers. Therefore, by exception, a department chair or his or her designee (e.g., instructors) may grant a student permission to bring a guest(s) for a total of two class sessions per semester. This is two sessions total across all courses. No further extensions will be granted. Please note that guests are not permitted to attend either cadaver or wet labs. Students are responsible for course material regardless of attendance. For additional information, please review the Classroom Guests of Students policy in its entirety. Link to full policy:

http://facstaff.phhp.ufl.edu/services/resourceguide/getstarted.htm
SUPPORT SERVICES

Accommodations for Students with Disabilities

If you require classroom accommodation because of a disability, it is strongly recommended you register with the Dean of Students Office http://www.dso.ufl.edu within the first week of class or as soon as you believe you might be eligible for accommodations. The Dean of Students Office will provide documentation of accommodations to you, which you must then give to me as the instructor of the course to receive accommodations. Please do this as soon as possible after you receive the letter. Students with disabilities should follow this procedure as early as possible in the semester. The College is committed to providing reasonable accommodations to assist students in their coursework.

Counseling and Student Health

Students sometimes experience stress from academic expectations and/or personal and interpersonal issues that may interfere with their academic performance. If you find yourself facing issues that have the potential to or are already negatively affecting your coursework, you are encouraged to talk with an instructor and/or seek help through University resources available to you.

- The Counseling and Wellness Center 352-392-1575 offers a variety of support services such as psychological assessment and intervention and assistance for math and test anxiety. Visit their web site for more information: http://www.counseling.ufl.edu. On line and in person assistance is available.

- You Matter We Care website: http://www.umatter.ufl.edu/. If you are feeling overwhelmed or stressed, you can reach out for help through the You Matter We Care website, which is staffed by Dean of Students and Counseling Center personnel.

- The Student Health Care Center at Shands is a satellite clinic of the main Student Health Care Center located on Fletcher Drive on campus. Student Health at Shands offers a variety of clinical services. The clinic is located on the second floor of the Dental Tower in the Health Science Center. For more information, contact the clinic at 392-0627 or check out the web site at: https://shcc.ufl.edu/

- Crisis intervention is always available 24/7 from: Alachua County Crisis Center: (352) 264-6789 http://www.alachuacounty.us/DEPTS/CSS/CRISISCENTER/Pages/CrisisCenter.aspx

Do not wait until you reach a crisis to come in and talk with us. We have helped many students through stressful situations impacting their academic performance. You are not alone so do not be afraid to ask for assistance.

Inclusive Learning Environment

Public health and health professions are based on the belief in human dignity and on respect for the individual. As we share our personal beliefs inside or outside of the classroom, it is always with the understanding that we value and respect diversity of background, experience, and opinion, where every individual feels valued. We believe in, and promote, openness and tolerance of differences in ethnicity and culture, and we respect differing personal, spiritual, religious and political values. We further believe that celebrating such diversity enriches the quality of the educational experiences we provide our students and enhances our own personal and professional relationships. We embrace The University of Florida’s Non-Discrimination Policy, which reads, “The University shall actively promote equal opportunity policies and practices conforming to laws against discrimination. The University is committed to non-discrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information and veteran status as protected under the Vietnam Era Veterans’ Readjustment Assistance Act.” If you have questions or concerns about your rights and responsibilities for inclusive learning environment, please see your instructor or refer to the Office of Multicultural & Diversity Affairs website: www.multicultural.ufl.edu