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.

Description of Course Content**= check Canvas for latest updates

Topical Outline/Course Schedule (subject to revision)

	Topical Outline/Course Schedule (subject to revision)				
W	Module	Date	Topic(s)	Lab Schedule/Readings	
W 1				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 Y3utleTPg "We're building a dystopia just to make people click on ads." https://www.youtube.com/watch?v=iFTWM7HV2UI Why people fall for misinformation - https://www.ted.com/talks/joseph isaac why people fall I for misinformation Read Epistemic Security Seger, E., Avin, S., Pearson, G., Briers, M., Ó Heigeartaigh, S., & Bacon, H. (2020). Tackling threats to informed decision-making in democratic societies: Promoting epistemic security in a technologically-advanced world. P. 1-19. https://www.turing.ac.uk/sites/default/files/2020-10/epistemic-security-report final.pdf.p.1-19 Street Epistemology	
				The Complete Street Epistemology Guide: How to Talk About Beliefs. 2018). p.1-30. Woodh: Assignment Due Frich: From	
				Weekly Assignment Due Fri by 5pm	

2		7/11	Trusting	Mini Lectures
		,	reliable	Declining Trust in Expertise
			sources of	Misplaced Trust in Celebrity
			knowledge	Listen/Watch before class
				PHILOSOPHY - Epistemology: Virtue Epistemology [HD]
				https://youtu.be/x2kLOisfkPw
				Dunning, B. "Ten Most Wanted: Celebrities Who Promote
				Harmful Pseudoscience." Skeptoid Podcast. Skeptoid
				Media, 28 Oct 2008. Web. 18 Mar 2021.
				https://skeptoid.com/episodes/4125
				Celebrities like Gwyneth Paltrow made the 2010s the
				decade of health and wellness misinformation
				https://www.nbcnews.com/think/opinion/celebrities-
				gwyneth-paltrow-made-2010s-decade-health-wellness-
				misinformation-ncna1107501
				Read
				Nichols, T. (2018). "Let Me Google That for You." The
				death of expertise. Oxford University Press.
				Using the RADAR Framework to Evaluate Sources -
				https://libguides.lmu.edu/ld.php?content_id=59083488
				Hoffman et al. Systematic Reviews (2017) 6:13 DOI
				10.1186/s13643-016-0395-1
				Weekly Assignment Due Fri by 5pm
2	Module 2:	7/13	Scientifically	Mini Lecture
	History		Inaccurate	Misinformation
			Beliefs about	Listen/Watch
			Human	Hammonds, Evelyn. (2021). Medical Stereotypes:
			Difference	Confronting R***m and Disparities in US Health Care: A
				Health Policy and Bioethics Consortium
				https://www.youtube.com/watch?v=AfKtN8gNOYE&t=18
				<u>92s</u>
				Read
				 Myths about physical r**** differences were used to
				justify slavery — and are still believed by doctors today -
				https://www.nytimes.com/interactive/2019/08/14/maga
				zine/racial-differences-doctors.html
				A brief history of ra****in healthcare -
				https://www.weforum.org/agenda/2020/07/medical-
				racism-history-covid-19/
				Hoffman, K. M., Trawalter, S., Axt, J. R., & Oliver, M. N.
				(2016). Racial bias in pain assessment and treatment
				recommendations, and false beliefs about biological
				differences between blacks and whites. Proceedings of
				the National Academy of Sciences, 113(16), 4296 LP –
				4301. https://doi.org/10.1073/pnas.1516047113
				Jaiswal, J., LoSchiavo, C., & Perlman, D. C. (2020). Strict St
				Disinformation, Misinformation and Inequality-Driven
				Mistrust in the Time of COVID-19: Lessons Unlearned
				from AIDS Denialism. AIDS and Behavior, 24(10), 2776–
				2780. https://doi.org/10.1007/s10461-020-02925-y
	1			Weekly Assignment Due Fri by 5 pm

	7/10	Conclain = 1 = = =	Mini Lactura
	7/18	Smoking, Lead	Mini Lecture
		and Sugar	Misleading for Profit
			Listen
			How the Lead Industry Got Away with it -
			https://www.youtube.com/watch?v=ohGgOVKKXdo
			Read
			Smoking
			Little, B. "When Cigarette Companies Used Doctors to Push
			Smoking." https://www.history.com/news/cigarette-ads-
			doctors-smoking-endorsement
			Stanford University Research into the Impact of Tobacco
			Advertising.
			http://tobacco.stanford.edu/tobacco_main/index.php
			Lead
			Markowitz, Gerald & Rosner, David. (2000). "Cater to the
			Children": The Role of The Lead Industry in a Public Health
			Tragedy, 1900–1955.
			Schutt, M., & Monnat, S. (2021). The Sugar Industry Gets Rich
			and We Get Sick. https://lernercenter.syr.edu/2021/01/14/ib-
			<u>43/</u>
			Sugar
			Kearns CE, Schmidt LA, Glantz SA. 2016. Sugar industry and
			coronary heart disease research: a historical analysis of
			internal industry documents. JAMA Intern.Med.
			176(11):1680–85
			Weekly Assignment Due Fri by 5pm
	7/20	The Influenza	NO IN-PERSON CLASS TODAY
		Epidemic of	Watch Mini Lecture
		1918	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
			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
			 Protesting During A Pandemic Isn't New: Meet The Anti-
1			Mask League Of 1918 -
1			https://www.forbes.com/sites/kionasmith/2020/04/29/p
			rotesting-during-a-pandemic-isnt-new-meet-the-anti-
			mask-league/?sh=17d44dfb12f9
1			The Anti-Mask League of 1919: The Cultural Battle of an
1			Enduring Pandemic
1			https://untappedcities.com/2020/07/15/the-anti-mask-
			league-of-1919-the-cultural-battle-of-an-enduring-
			pandemic /
			Weekly Assignment Due Fri by 5pm

4	8/1	Data Security and Malinformatio n	 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. Personalised media consumption, malinformation and the nature of platforms – In conversation with Hossein Derakhshan - https://www.3cl.org/personalised-media- consumption-malinformation-and-the-nature-of- platforms-in-conversation-with-hossein- derakhshan/ https://www.reliasmedia.com/articles/146763- combining-large-data-sets-challenges-irbs- researchers-to-ensure-privacy

	- /-	т	Lance
5	8/3	Being a Proactive Knowledge Citizen and Practitioner	 Mini Lecture What do we do about misinformation and disinformation? Read on Health Promotion Perakslis, E., & Califf, R. M. (2019). Employ Cybersecurity Techniques Against the Threat of Medical Misinformation. JAMA: Journal of the American Medical Association, 322(3), 207. Schillinger, D., Chittamuru, D., & Ramírez, A. S. (2020). From "Infodemics" to Health Promotion: A Novel Framework for the Role of Social Media in Public Health. American Journal of Public Health, 110(9), 1393–1396. Fernández-Celemín L, Jung A. 2006. What should be the role of the media in nutrition communication? Br. J. Nutr. 96(S1):S86–88 Zhang J, Le G, Larochelle D, Pasick R, Sawaya GF, et al. 2019. Facts or stories? How to use social media for cervical cancer prevention: a multi-method study of the effects of sender type and content type on increased message sharing. Prev.Med. 126:105751
			Read about Health Information Literacy
			 Adams, D., & Erevelles, N. (2017). Unexpected spaces of confinement: Aversive technologies, intellectual disability, and "bare life." Punishment & Society, 19(3), 348–365. Blakemore, E. (2019). The First Birth Control Pill Used Puerto Rican Women as Guinea Pigs. HISTORY. https://www.history.com/news/birth-control-pill-history-puerto-rico-enovid Hart A, Henwood F, Wyatt S. 2004. The role of the Internet in patient-practitioner relationships: findings from a qualitative research study. Med. Internet Res. 6(3):e36 Nzomo, P., & Fehrmann, P. (2020). Advocacy engagement: The role of information literacy skills. Journal of Information Literacy, 14(1), 41–65. https://doi.org/10.11645/14.1.2695 Rennis L, McNamaraG, Seidel E, Shneyderman Y. 2015. Google it!: urban community college students' use of the Internet to obtain self-care and personal health information. Stud. J. 49(3):414–26 https://journals.sagepub.com/doi/full/10.1177/14624745 17705147
			Book about Britain Browskin Ko. J. J. 677
			Read about Being a Proactive Knowledge Citizen
			 Hart A, Henwood F, Wyatt S. 2004. The role of the Internet in patient-practitioner relationships: findings from a qualitative research study. J. Med. Internet Res. 6(3):e36 Nzomo, P., & Fehrmann, P. (2020). Advocacy engagement: The role of information literacy skills. Journal of Information Literacy, 14(1), 41–65. https://doi.org/10.11645/14.1.2695

			 Rennis L,McNamaraG, Seidel E, Shneyderman Y. 2015. Google it!: urban community college students'use of the Internet to obtain self-care and personal health information. Coll. Stud. J. 49(3):414–26
6	8/8	WORK TIME	NO IN-PERSON CLASS – Use time to work on your paper, presentations, complete readings
6	8/10		Presentations *FINAL PAPER DUE

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.

Requirement	Due date	% of final grade
Participation	Ongoing	20
Weekly Written Assignments	Fridays at 5pm	40
Final Misinformation Paper	Due final class	30
Presentation	Final class	10
Total		100

Point system used (i.e., how do course points translate into letter grades).

Points	Letter
Earned	Grade
93-100	Α
90-92	A-
87-89	B+
83-86	В
80-82	B-
77-79	C+
70-76	С
67-69	D+
63-66	D
60-62	D-
Below 60	E

The Bachelor of Health Science and Bachelor of Public Health Programs do not use C- grades.

Letter	Grade
Grade	Points
Α	4.0
A-	3.67
B+	3.33
В	3.0
B-	2.67
C+	2.33
С	2.0
C-	1.67
D+	1.33
D	1.0
D-	0.67
E	0.0
WF	0.0
I	0.0
NG	0.0
S-U	0.0

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/sccr/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