



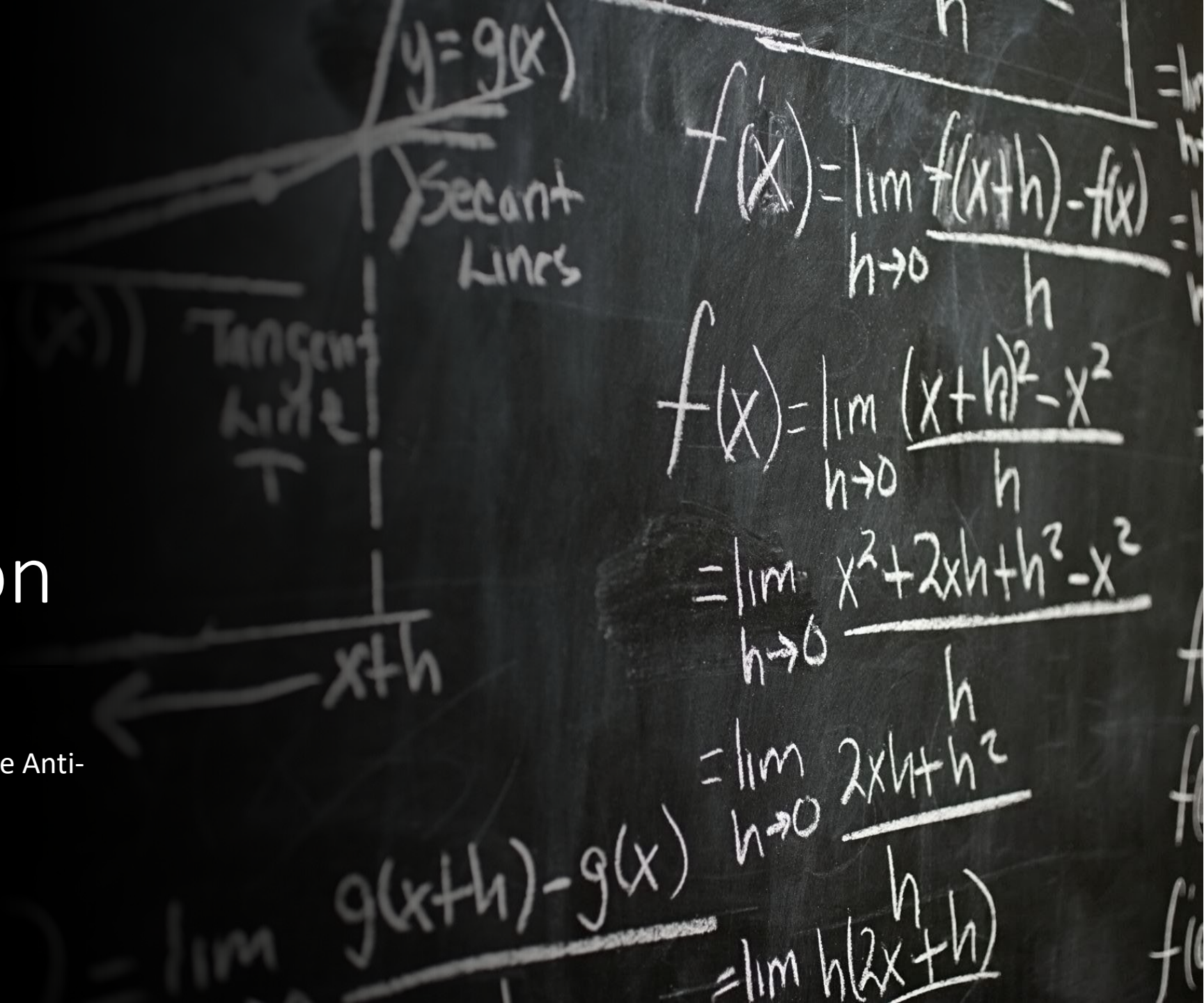
Royal Roads
UNIVERSITY

Navigating Misinformation

Jaigris Hodson

Canada Research Chair in Digital
Misinformation, Polarization and Online Anti-
social Behavior

Royal Roads University

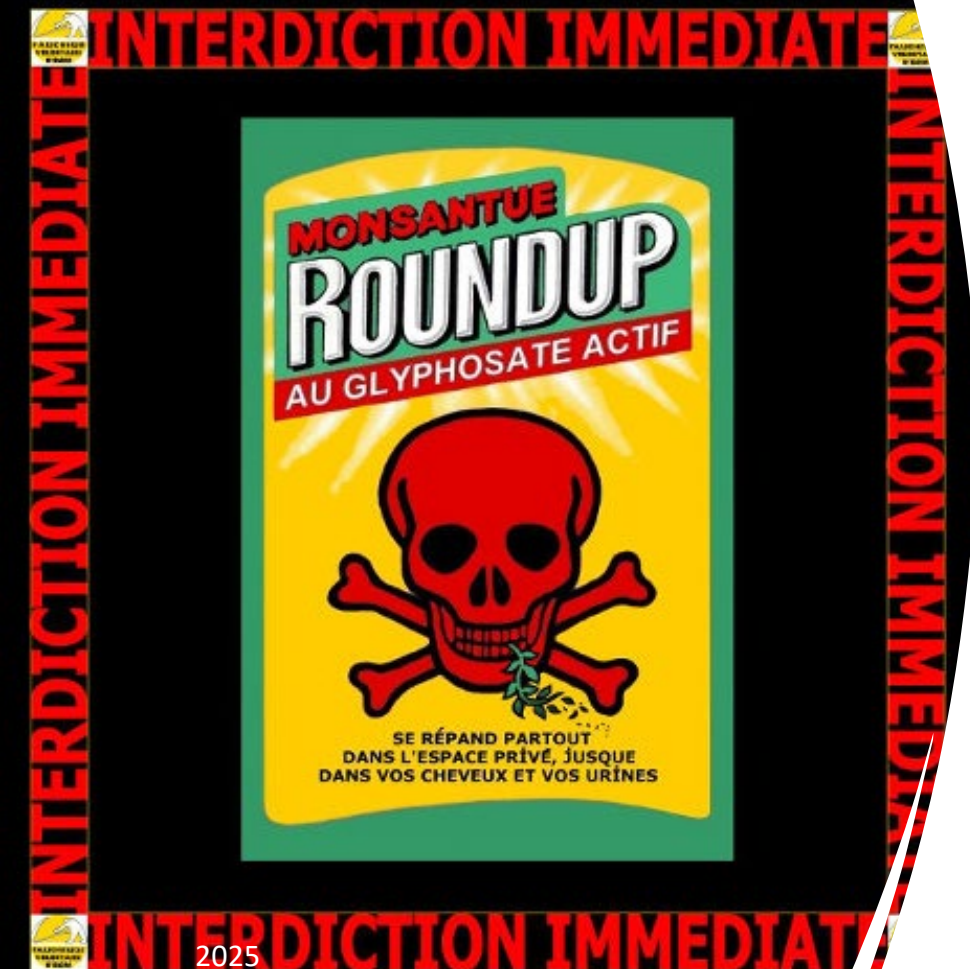




Agenda

- Definitions
- Why do people believe misinformation?
- The role of technology
- Why now?
- What can we do?

GLYPHOSA = PERMIS DE TUE

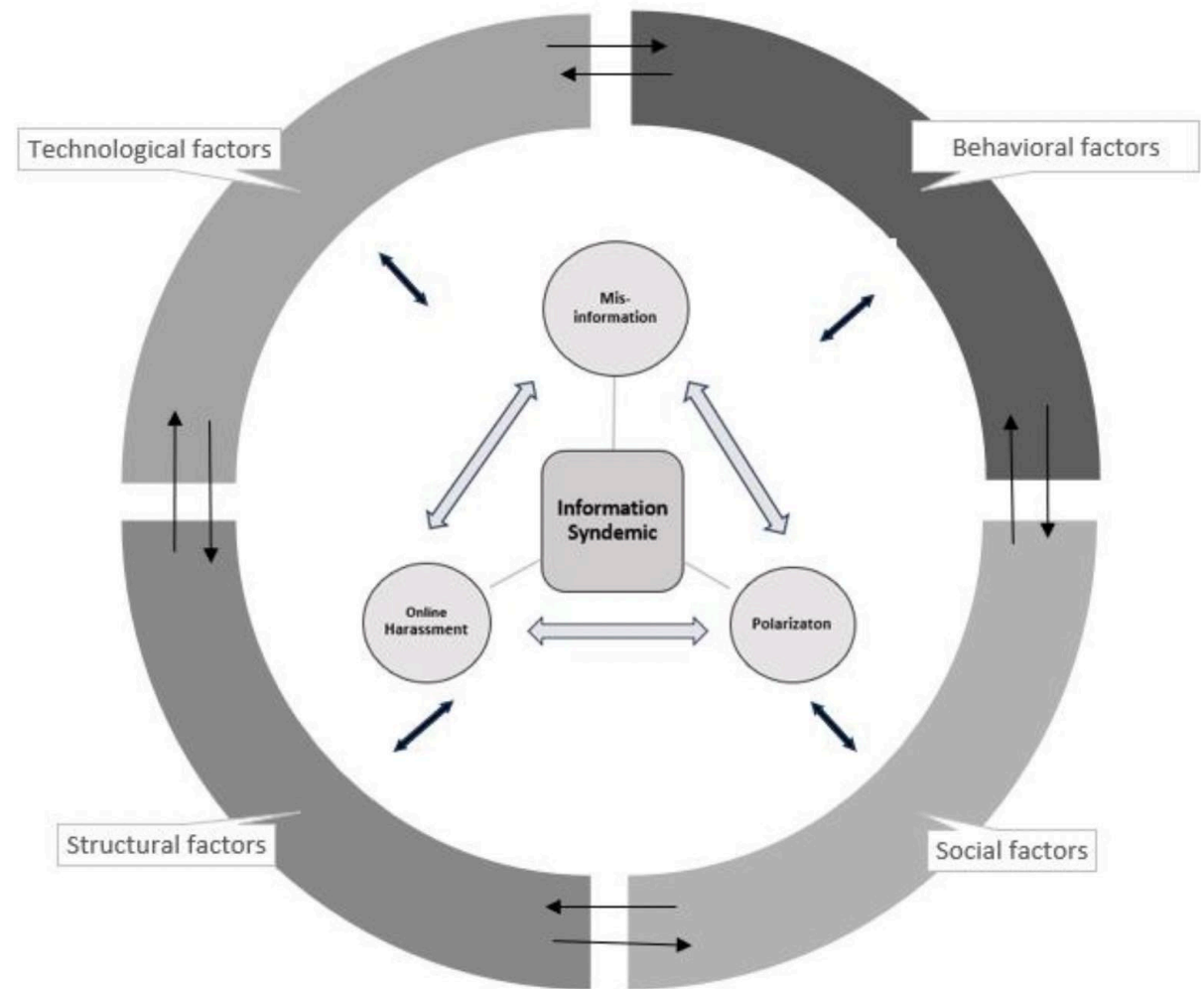


Definitions

- Misinformation
- Disinformation
- Malinformation
- Information Operations
- Online Toxicity
- Polarization

Why Do People Believe Misinformation

- Individual
Beliefs, psychology, education levels, information habits
- Social
Communication connects people in groups of shared beliefs, parasocial interactions
- Technological
Social media platforms, Information overload, filter failure, algorithms
- Structural
Access to education, health care, even housing impacts trust in government



What Role does Technology Play?





We are ALL Susceptible

Why Now?



Our Chaotic Information Environment

Politics

New Brunswick

Liberals, Greens pledge to stop glyphosate spraying on public land

Parties promise to halt herbicide use by forestry companies, NB Power



[Shane Magee](#) · CBC News · Posted: Aug 31, 2020 1:34 PM PDT | Last Updated: August 31, 2020



Listen to this article ⓘ

Estimated 5 minutes





The Economics of Misinformation

The Role of Negative Emotions



Cultural Entrepreneurs



Wellness and MAHA

2025



the Defender
CHILDREN'S HEALTH DEFENSE NEWS & VIEWS

Health Conditions Toxic Exposures Policy Censorship/Surveillance Agency Capture Global Threats Science Legal About

29, 2024 › Toxic Exposures

FOOD NEWSWATCH

Days After RFK Jr. Signaled Desire to 'Make America Healthy Again,' Time Defends Ultra-Processed Foods + More

The Defender's Big Food NewsWatch brings you the latest headlines related to industrial food companies and their products, including ultra-processed foods, food additives, contaminants, GMOs and lab-grown meat and their toxic effects on human health. The views expressed in the excerpts from other news sources do not necessarily reflect the views of The Defender.

by **Children's Health Defense Team**

AUGUST 29, 2024

13

Yes! I Support Uncensored News & Scientific Debate

DONATE NOW

goop goop Santa Monica

goop GP has a m
oil and it's jam-p
prickly pear seed
evening primros
bio to shop it. #

Load more com

karenmeddour
please @goop

hairtherapie Be
https://www.inst
iY2HlaT9/?taken

antheaoconnor
Australia? @

beckybrown75
delivering to Au
@gwynethpaltr

September 8, 2025 › Health Conditions › Toxic Exposures › Views

Add To Reading List 📖

TOXIC EXPOSURES

Glyphosate Found in Eggs, Chicken Sold in Grocery Stores Traced to GMO Poultry Feed

A scientific review in World's Poultry Science Journal highlights the health risks of glyphosate throughout the process of poultry production. Residues from the widely used weedkiller ingredient are found in animal feed, soil and water on livestock farms, and can accumulate and magnify throughout the food chain.

by **Beyond Pesticides**

SEPTEMBER 8, 2025



**Yes! I Support
Uncensored
News &
Scientific
Debate**

DONATE NOW

FREE SUBSCRIPTION





Access to primary care: Many Canadians face challenges

Summary and key findings

Access to primary care

ED visits for primary care

Virtual primary care

Variation across populations

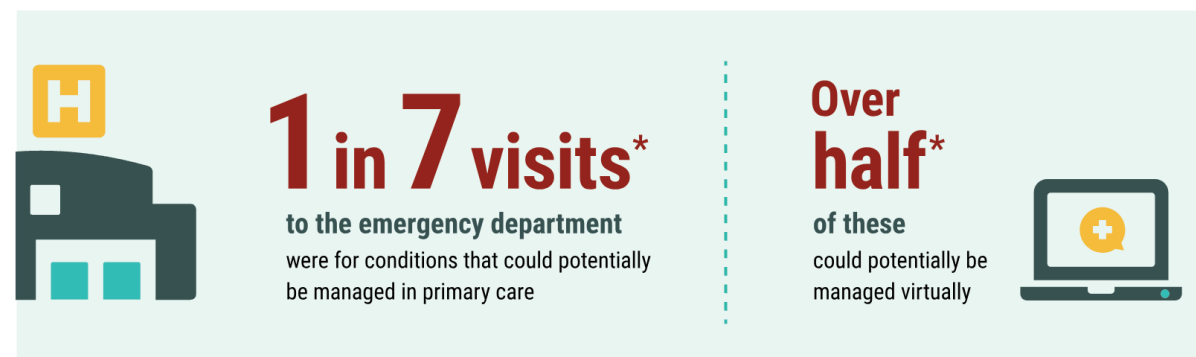
Challenges in the ED

FAQ

It is important for Canadians to have a regular health care provider in the community and to be able to access this care when needed. Providers such as family doctors or nurse practitioners provide routine care for chronic and minor medical conditions, and these providers can refer patients to specialists.^[1]

The data we have on primary care in Canada indicates an unmet need for this kind of care in the community.

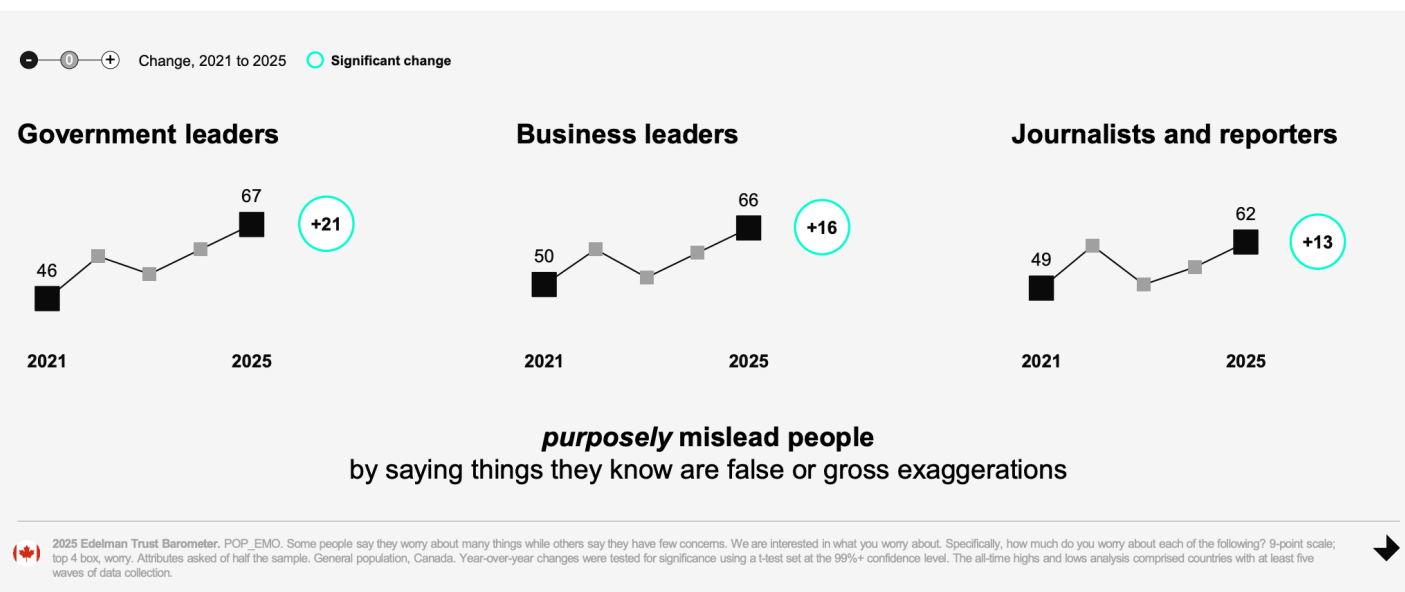
Primary care access in Canada



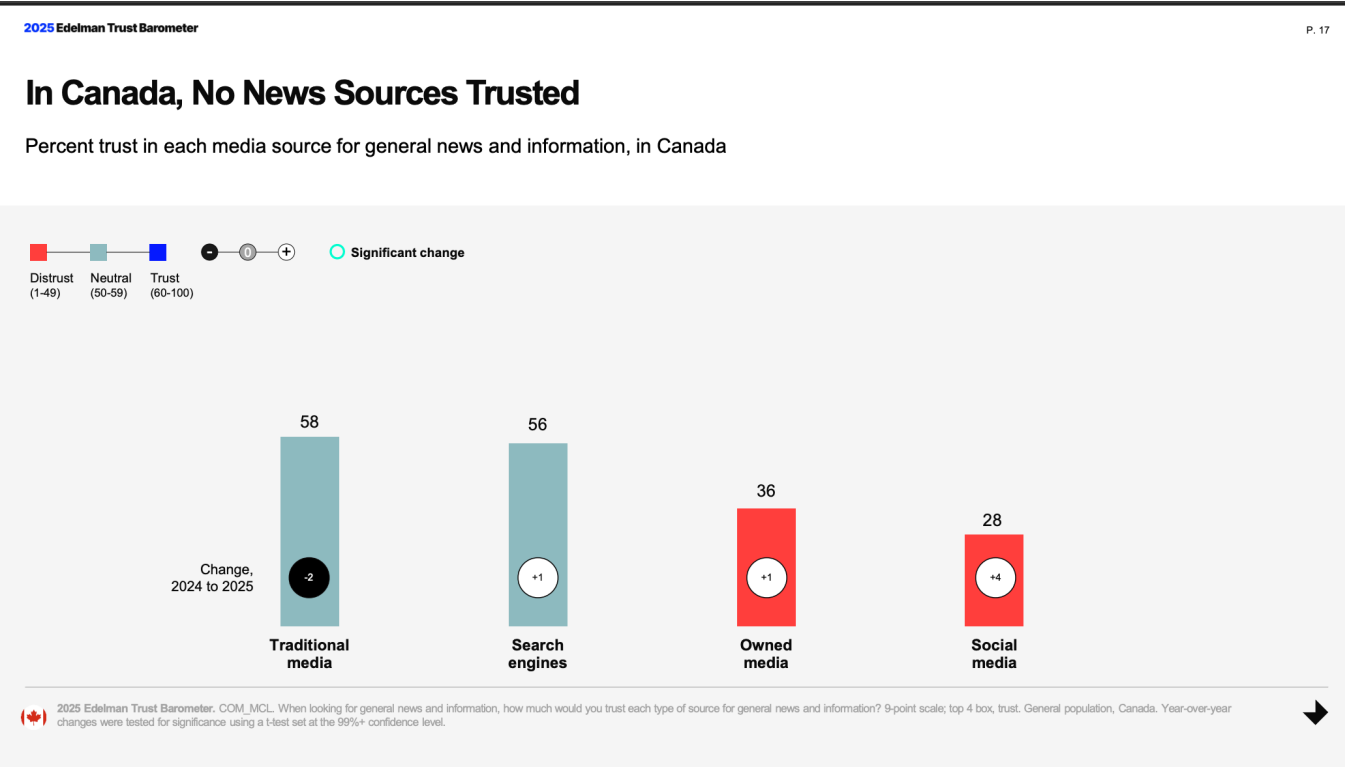
Trust in Leaders

Fear That Leaders Lie to Us at All-Time High

Percent who worry, in Canada



Trust in Media



The Role of Generative AI

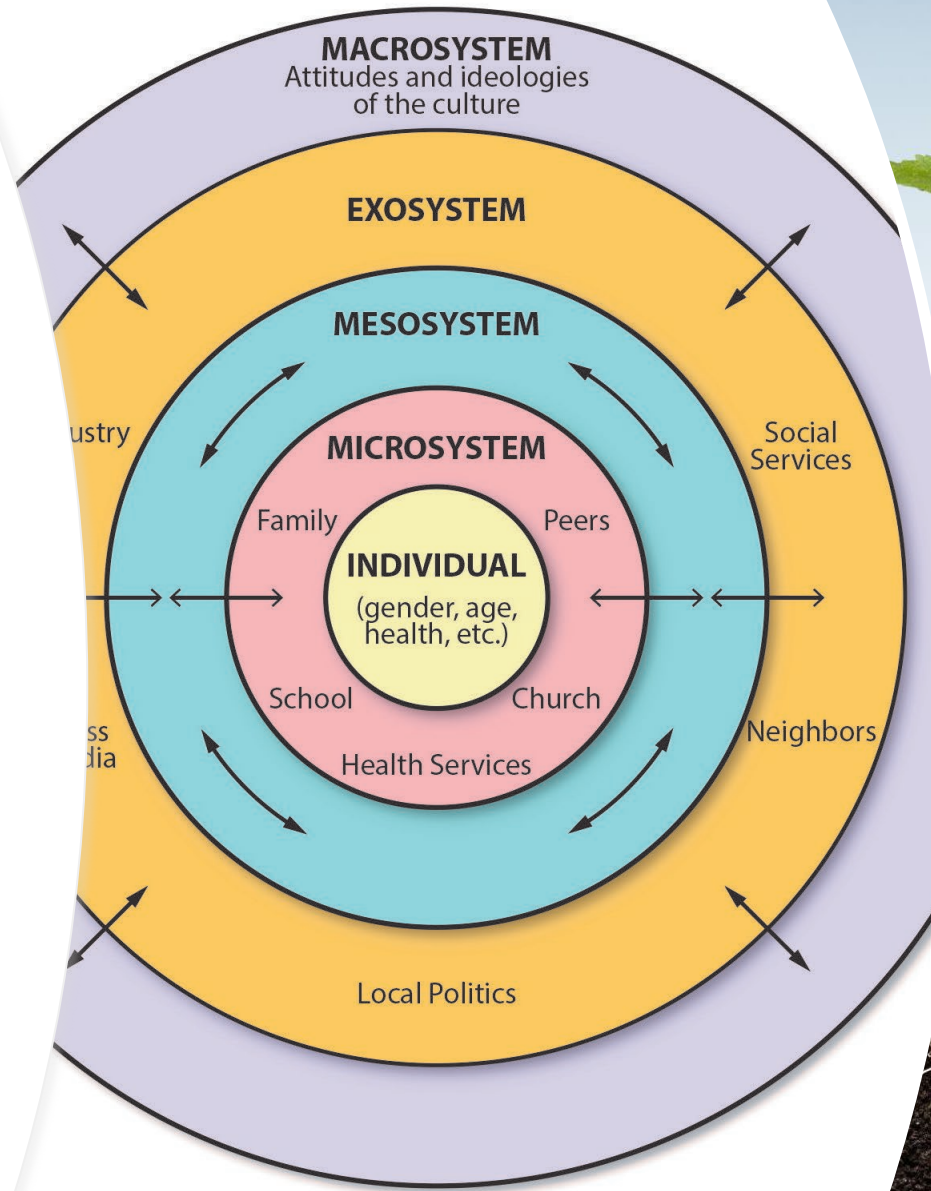




What Can We Do?



Information Ecosystems



Bronfenbrenner's Bioecological Model considers the child's environment as a series of interconnected systems. [Image modified from Wikipedia: https://en.wikipedia.org/wiki/Ecological_systems_theory]



Information is a seed



The Individual is the Soil





Social Environment is the Water and Sunshine

Polarization and Online Toxicity are Companion Plants



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

Predators are Opportunistic Actors



This Photo by Unknown Author is licensed under [CC BY-NC](#)

Politics and Culture are Fertilizers



Strategic Mitigation

Start

- Start with harm reduction

Treat

- Treat multiple conditions together

Improve

- Improve social determinants

Engage

- Engage without amplifying stigma

Address

- Address the totality of causal factors

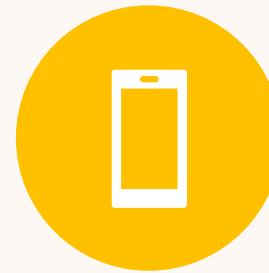
Other tips



LISTEN FIRST, AND TRY TO
UNDERSTAND THE
INDIVIDUAL DRIVERS



WORK WITH TRUSTED
COMMUNITY MEMBERS –
SMALL IS THE NEW BIG



SOCIAL MEDIA IS A
BROADCAST TOOL NOW



HARM REDUCTION IS A
BAND-AID, THE REAL TRUST
BUILDING IS A LONG GAME



Remember – Cultivation of a healthy
ecosystem takes time

Thank you!

Questions?

Jaigris Hodson:
jaigris.hodson@RoyalRoads.ca

SSHRC  CRSH

Social Sciences and Humanities Research Council of Canada
Conseil de recherches en sciences humaines du Canada



Royal Roads
UNIVERSITY