

Truth or Pandemic? Engagement study of an online platform and interactive game targeting COVID-19 misinformation

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Our Story

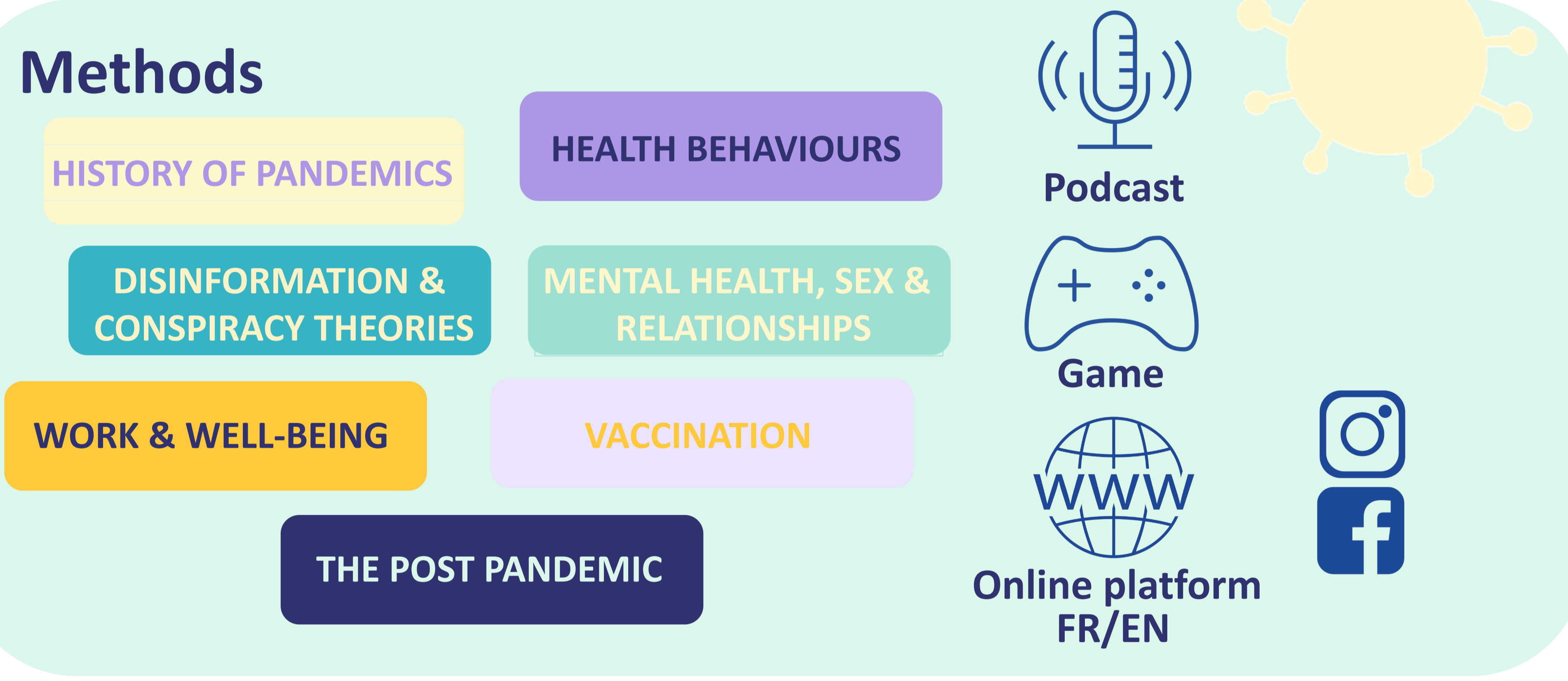
Knowledge transfer and scientific communication are key tools in a global crisis. The fight against the COVID-19 pandemic has been obfuscated by an increase in misinformation and disinformation, both widely disseminated through social media. This context highlights the importance of accurate and effective knowledge translation.



"We wanted a fun project to communicate and help the fight against COVID-19. The game was our idea. Even better, why not make a game where we are heroes"

The project is informed by data collected through the iCARE Study www.icarestudy.com

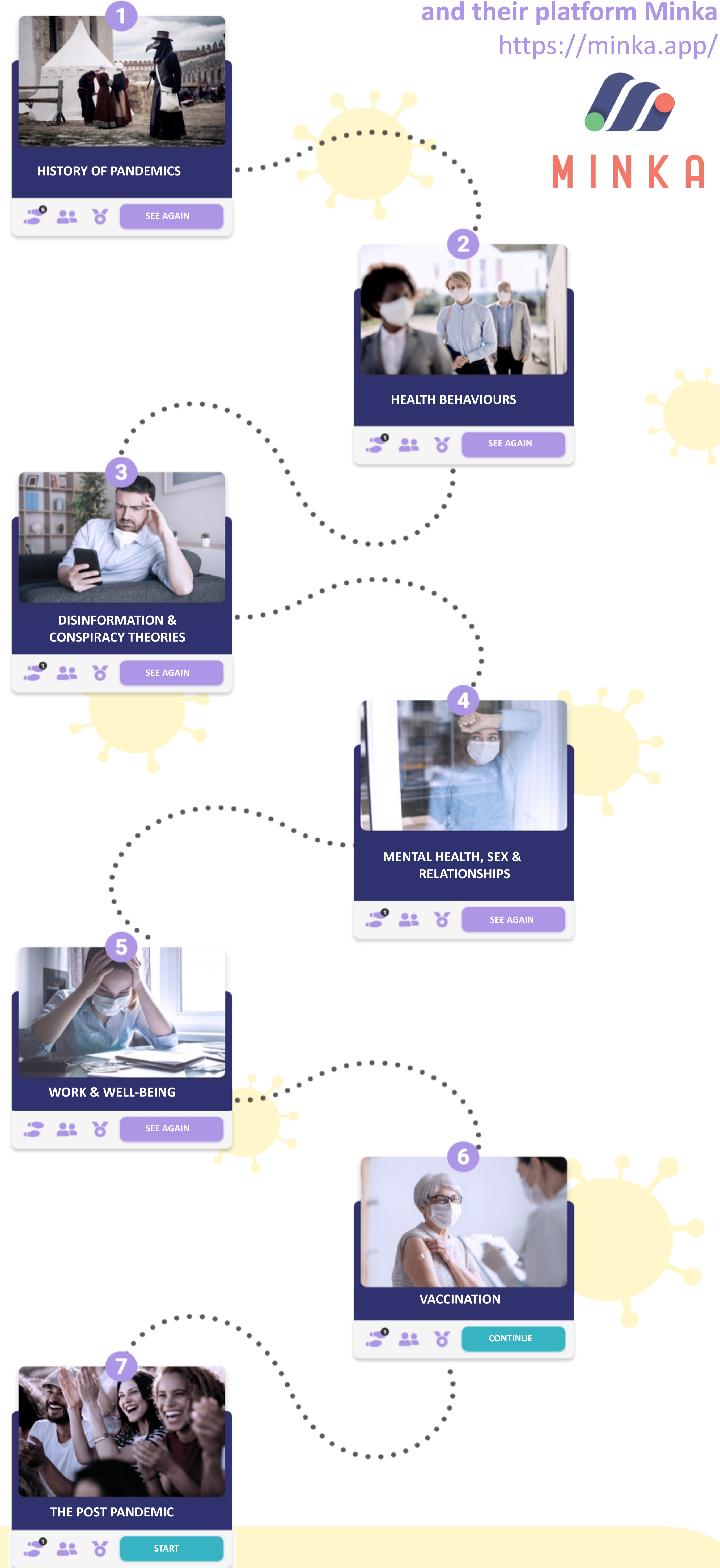
Methods



Objective

- To communicate to young adults (18-30 years old) the science around issues related to the COVID-19 pandemic, particularly topics that have been subject to misinformation.
- To raise awareness about the impact of our behaviours in the fight against COVID-19.

The game is propelled by Novaconcept and their platform Minka <https://minka.app/>



Results



Conclusions

- Within the scientific community, such strategies can be used to diversify our knowledge translation offering.
- We are exploring new methods of dissemination to optimize engagement.
- There will be a continuation of the project, **Vérité ou Quoi ? / Truth or What ?**

VÉRITÉ PANDEMIE?

→ A Pandemic in which you are the hero

A Game in which you are the hero

← VÉRITÉ OU QUOI?

Acknowledgement

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