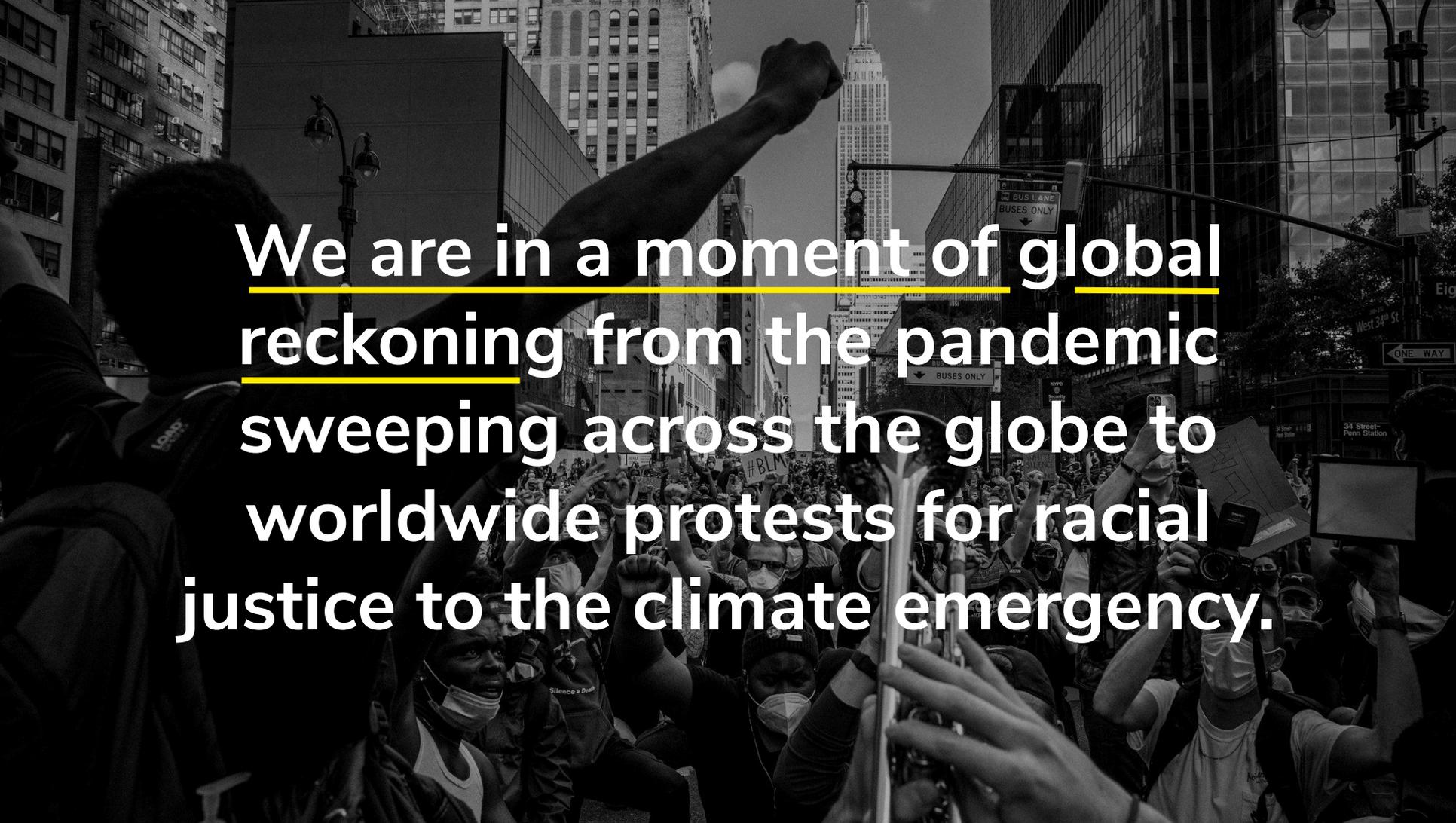
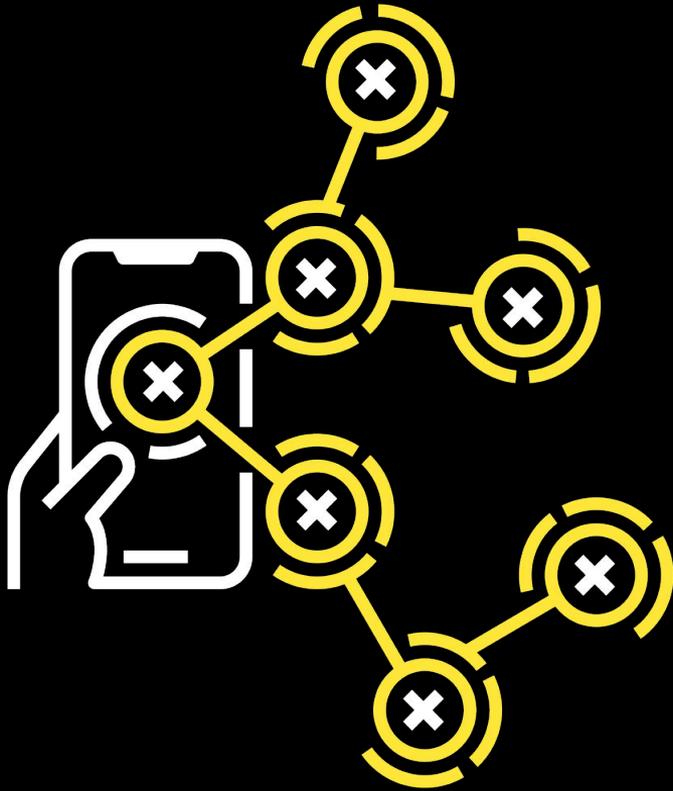


Pause. 30th June.





We are in a moment of global reckoning from the pandemic sweeping across the globe to worldwide protests for racial justice to the climate emergency.



Misinformation, hate speech and fake news is fueling and distorting all of these challenges.

It acts as a virus.

It exploits our weaknesses. Our biases. Our prejudices. Our emotions.

Often we share on impulse. Before verifying content. Before letting the endorphins subside.



In response to this crisis the United Nations aims to create a new social norm, 'rules of the road', for how people share content on social media.

On 'World Social Media' day on 30th June we want to reach billions with this new message.

07.30.2020



Pause.

Take care before you share.



Pause. is not a traditional media literacy campaign —this is an attempt to institute a new behaviour change on how people share content. It is focused on interrupting the moment when billions of people hit share / forward / send on misinformation. This idea is underpinned by two core concepts:

1. Interrupting the emotion rush

When information is shared by a loved one, it is more likely to be trusted.¹ Research shows that the key driver that makes someone share content is emotional arousal.² Fake news and misinformation often explicitly triggers emotional arousal, which makes people more vulnerable and means it often travels faster than facts.^{3,4} Pause is an attempt to interrupt the emotional arousal, allowing the rush to subside, reducing harmful shares.

Multiple studies show that introducing friction into the act of consuming and sharing content can decrease the sharing of misinformation.^{5,6} The pause allows people to introduce analytical thinking into the act of sharing information —‘take care’ asks people in broad terms to be cautious and to think about accuracy.

2. Triggering critical thinking

As soon as someone engages their brain they are flipping from heuristic processing to reasoned processing. From this point most people have these resources already in their head —their own common sense is often all that's needed.⁷ A list of tasks, by contrast, is difficult to remember, may be incorrectly implemented, and could backfire: layperson verification can lead people to the wrong conclusions, and even play into the hands of people looking to discredit news.⁸

1/ Who Shared It?: Deciding What News to Trust on Social Media, 2017, David Sterrett, Dan Malato, Jennifer Benz, Liz Kantor, Trevor Tompson, Tom Rosenstiel, Jeff Sonderman & Kevin Loker **2/** Arousal Increases Social Transmission of Information, Jonah Berger, Psychological Science XX(X) 1–3 **3/** Martel, C., Pennycook, G., & Rand, D. G. (2019, September 9). Reliance on emotion promotes belief in fake news. **4/** Weeks, B. E. (2015). Emotions, partisanship, and misperceptions: How anger and anxiety moderate the effect of partisan bias on susceptibility to political misinformation. Journal of Communication, 65, 699-719 **5/** Pausing to consider why a headline is true or false can help reduce the sharing of false news, Lisa Fazio, 10 Feb 2020 **6/** Pennycook, G., McPhetres, J., Zhang, Y., Lu, J. G., & Rand, D. G. (2020, March 17). Fighting COVID-19 misinformation on social media: Experimental evidence for a scalable accuracy nudge intervention. **7/** Lutzke, L., Drummond, C., Slovic, P., & Árvai, J. (2019). Priming critical thinking: Simple interventions limit the influence of fake news about climate change on Facebook. Global Environmental Change, 58, 101964. **8/** You Think You Want Media Literacy... Do You? dana boyd, <https://points.datasociety.net/you-think-you-want-media-literacy-do-you-7cad6af18ec2>



On the 30th June we are asking you to do one of all of the following:

1. Take this simple instructive phrase **'Pause. Take care before you share'** and bring it alive to your audiences in a way that shows how important this is to you
2. Share stories, examples and testimonies of the impact of fake news and misinformation on your work using **#takecarebeforeyoushare**
3. Share content from the United Nations created for this day

There has never been a more urgent need for an internet free of harmful misinformation. We are asking you as a leader to join the United Nations in this mission. If successful we will change not just the internet but also how these critical issues play out.

Pause.

#takecarebeforeyoushare