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O07 - Fake News: Turning Social Media Panic into Astronomy Learning Moments.

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In the social media age, scary headlines and false astronomy news spread quickly, creating confusion and public panic. Science communicators need more than just hard facts. We need fast and practical ways to handle these digital rumors.
This presentation shares real life lessons from the National Astronomical Research Institute of Thailand (NARIT) on acting as a trusted source for astronomy news. By drawing on well known examples, such as solar storm panics and exaggerated asteroid warnings, we will break down NARIT's 4 step guide to tackling fake news:
1.Early Detection: Catching rumors on social media before they go viral.
2.Clear and Kind Messaging: Explaining the science simply without sounding patronizing or repeating false claims.
3.Smart Media Use: Leveraging eye catching infographics, short videos, and news networks to spread the truth fast.
4.Turning Fear into Learning: Transforming public worry into engaging, real time science lessons.

`Attendees will gain a clear understanding of the step by step process for managing misinformation through`

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