

University of Georgia

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Tackling medical misinformation on TikTok is a complicated endeavor with no clear answers in mind. The platform's rise has sparked concern among the public and governments alike, emphasizing the need for actionable plans to address this issue and foster a more informationally healthy society.

To address this complicated issue, we should concentrate on raising awareness and outlining our initial steps:

1. Encourage collaboration: Healthcare professionals and independent fact-checkers, and TikTok to join forces in developing strategies for detecting and combating medical misinformation.
2. Verify content: Engage with governments to fact-check viral content, ensuring that misleading information is identified and corrected.
3. Empower users: Develop content verification tools that help users discern between credible sources and false claims.
4. Promote transparency: Urge TikTok to communicate openly about its moderation policies and practices, fostering trust and accountability.

In conclusion, addressing medical misinformation on TikTok requires a comprehensive and collaborative approach. By raising awareness, forging partnerships, and prioritizing transparency, we can pave the way for a more informed and healthier online community.