



## Don't let irregular information release disturb people's hearts

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Recently, a "Shuanghuanglian oral solution can inhibit new coronavirus" news spread rapidly on the Internet. Although Shuanghuanglian Oral Liquid was not included in the list of medicines for the trial of the fourth edition of the new coronavirus-infected pneumonia diagnosis and treatment program issued by the National Health and Health Commission, Shuanghuanglian medicines on major e-commerce platforms were still sold out instantly, and many local drug stores The front row snapped up a long line. There are also online jokes about Shuanghuanglian snapping up all kinds of real or fake, and it is said that even Shuanghuanglianrong moon cakes have also been sold in the previous Mid-Autumn Festival market.

What was unexpected was that the "fortune" of Shuanghuanglian came and went fast. At the same time as the news spread, the voice of doubt rose. Later, under the tracking verification, the Shanghai Institute of Chinese Medicine, one of the information publishers, said that there has not been a detailed study of this at present, "because we have only performed a preliminary verification in Wuhan virus." It was also explained that suppression is not the same as prevention and treatment. At this point, the entire incident has completely turned into a "farce".

At present, the spread of the epidemic is still at its peak, and isolation is still the best prevention method. Because of an inaccurate information, people went out to gather and queue up to buy drugs, not to mention how many masks that were already tight and wasted, and how much the potential infection risk increased?

Looking back, the irregularity of information release is the main cause of this "farce". Science is rigorous and cannot afford to be careless. Even if the medical scientific research institution has the original intention of meritorious service and saving the people from fire and water, it should strictly follow the procedures of medical science, complete the test and confirm, and then release the results according to the standardized procedures. Whether a drug is truly effective against a virus requires animal experiments and clinical trials. According to the requirements of relevant regulations, only four clinical trials need to be carried out. According to the Shanghai Institute of Drug Research, the effectiveness of Shuanghuanglian on the new coronavirus is "in the beginning of clinical trials". The hasty release of information without fulfilling the complete procedure is objectively a "flick" to the people.

Under the epidemic, people in isolation will have more or less anxiety, are highly sensitive to information such as "medicinal drugs", and participate in the buying tide with a "rather trustworthy" mentality. The blind "endorsement" of the mass media has catered to this anxiety and played a role in fueling the situation. The mass media cannot demand the masses to clarify the meaning of "inhibition" or "healing" by themselves. The advantage and even the responsibility lies in screening and verifying the original information, which is exactly its authority. In the face of the spread of the epidemic and the general anxiety of the people, the release of this information did not follow the basic rules of the news, did not find more than two sources, and did not interview authoritative experts for further verification and explanation, almost based on The method of "repetition" was made public. This practice was unprofessional and lived up to people's trust in the mass media. The lesson is profound.

Regulating the release of information is not only a requirement for the media, but also a topic that government departments and relevant agencies need to take seriously. Recently, the Red Cross Society of Hubei Province and Wuhan City have become the focus of public opinion. One of the causes is not a question caused by a set of digital errors! It is precisely because the information is not released in time, inaccurately and irregularly. Questions were raised as to whether the distribution was fair and reasonable, and further pushed the Red Cross to the cusp of Internet public opinion, which became the target of criticism. It can be seen that the release of standardized information is not a trivial matter. If it is not handled properly, it will create a snowball-like public opinion storm, which seriously damages the credibility of relevant departments and institutions and hinders the overall situation of epidemic prevention and control.

To prevent the spread of viruses, viral information also needs to be prevented. The more special the period, the more the public media are required to increase awareness of the overall situation and responsibility, release authoritative and targeted information, and respond to social concerns in a timely manner. Facing the anxiety of the masses, it is necessary to spread the knowledge of epidemic prevention and control, guide the masses to treat the epidemic correctly and rationally, and do scientific protection.

The epidemic will always pass. The more we hold our ground and the more we are in danger, the sooner this day will come. (Liu Liang)



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