

BACKGROUND

- Harmful outcomes of medical misinformation
- Variability in factuality
- LLM-generated misinformation
- Multimodal and multilingual misinformation

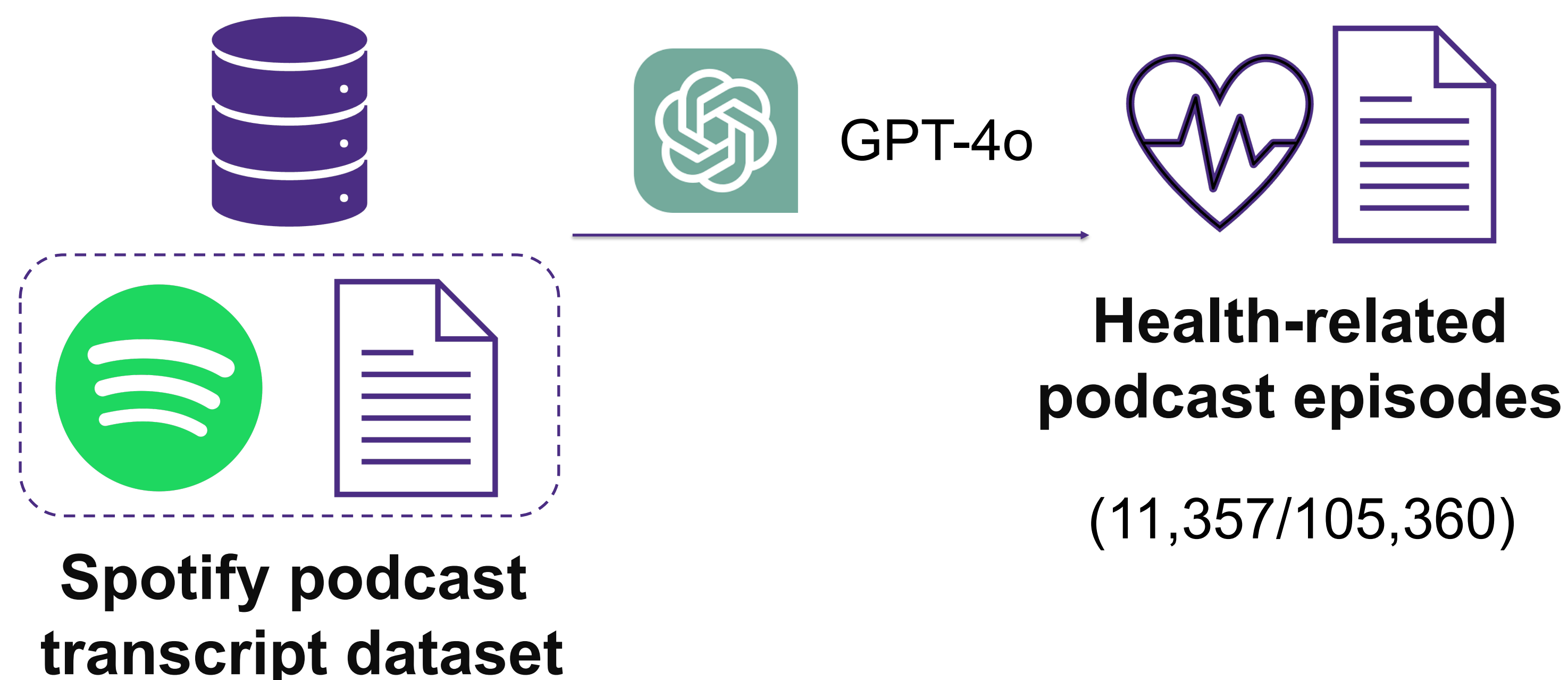
SPECIFIC AIMS

- Characterize medical misinformation and develop an annotation schema
- Create a multimodal and multilingual dataset
- Evaluate SOTA models in detecting medical misinformation

KEY CONTRIBUTION

- Broaden the scope of medical misinformation source to include podcasts, blogs, and advertisements
- Focus on LLM-generated misinformation and ambiguous content with multi-degree labels
- Multimodal (text, images and videos) and multilingual (English and Chinese)

METHODS AND PRELIMINARY RESULTS



Title: Carbonated Water Is Good

Description: This is a talk by Dr. Carbon... Join my FREE 30-day Fat Burning course.

Transcript: Welcome to my health podcast. I will take your health to a new level... You should drink carbonated water because (1)(2)(3)...

Title

Description

Transcript

Step 1: Intention Annotation for **Title** and **Description**

Educational

Sensational

Commercial

Emotional

Other

EXCLUDE

Step 2: Health Information Summarization in **Transcript**

- Summarize health-related information into main claims
- This step is challenging because it is hard to clearly define a claim
- Summarization may need internal validation AND external validation

Challenges!

Step 3: Evaluation of Falsity, Recognizability, and Medical Harmfulness for Claims

Strongly Disagree 1 2 3 4 5 Strongly Agree

