



INTERVIEW GUIDE

Study Title: COVID-19 Online Disinformation among Black Canadians

1) How would you describe people's perception of Covid-19 in your Black community?

Probes:

- How do they feel about the Covid-19 situation in Canada? (e.g., fear, anxiety, stress, etc.)
- What are they doing to protect themselves and their families from Covid-19 infections?

2) To your knowledge, what misconceptions exist about Covid-19 in your Black community?

Probes:

- What do your community members perceive to be the origins, causes, and effects of Covid-19?
- Why do these misconceptions or conspiracies exist in the community?
- Who is responsible for such misconceptions? What is their motivation for such disinformation?

3) Where do your community members get information about Covid-19?

Probes:

- To what extent have online sources (e.g., social media) influenced their perception of Covid-19?
- To what extent have health workers influenced their perception of Covid-19?
- Who else is influencing their perception of Covid-19?

4) In your Black community, how has online information sources (e.g., social media) contributed to trust or mistrust for Covid-19 information/guidelines provided by governments and health workers?

5) How do the community members' perceptions of Covid-19 influence how they react or respond to the disease?

Probes:

- How serious do they take the disease?
- Do they follow recommended practices and guidelines for transmission prevention?
- Do their perceptions influence their attitude towards the Covid-19 vaccines?

6) How is your community's reaction similar or different from the reaction of other ethnic communities in Canada?

Probe

- What accounts for this difference?

7) To what extent do current Covid-19 communication strategies address the information needs of your Black community in Canada?

Probes:

- What do you consider as the Covid-19 information gaps in the community?
- What can provincial governments and health workers do to address these information gaps?
- What can community leaders and civil society do to address these gaps?



- 8) What is currently being done, within the Black community, to address COVID 19 online disinformation?
 - How effective/practical are these activities?
- 9) How can Black organizations/communities help to address COVID-19-related disinformation and other related online risks?
- 10) What can health practitioners and service providers do to address COVID 19 related disinformation and other related online risks within the Black community?
- 11) What can policy makers (provincial and federal members of parliament, municipal government) do to address COVID 19 related disinformation and other related online harms and threats within the Black community?
- 12) What other comments do you have that we have not discussed?

Thank you so much for your time and information.