



The Pause campaign, which reached nearly 1 billion people in 2020, is redoubling its efforts to empower more people to share information responsibly. The new phase of the campaign asks the world to take the #PledgeToPause and flood the Internet with the pause symbol.

Guided by research, the campaign is built on the premise that by interrupting, even for a few seconds, the impulse to share something we see -- an urge often fuelled by emotions such as excitement, anger, sadness, elation, and even altruism -- we allow ourselves time to think more critically. Better judgement prevails and fewer bogus claims are circulated.

In the words of the UN Secretary-General: "During the COVID-19 pandemic, the wrong information can be deadly. Take the pledge to pause and help stop the spread of misinformation."

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Verified is a United Nations initiative, in collaboration with Purpose, that aims to empower people around the world with science-based information during the Covid-19 response. Working with UN agencies, influencers, civil society, businesses, and social media platforms, Verified creates and distributes trusted, accurate information and encourages consumers to change their media consumption practices to reduce and stop the spread of misinformation online. Website: <https://shareverified.com/en/>

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Launched as a part of the UN Verified initiative, the Pause Campaign draws on research from psychologists, neuroscientists and behavioural scientists whose studies indicate that pausing to reflect before sharing can significantly help to reduce the spread of unverified and misleading information. The overall campaign, which was launched a year ago, challenges people to break the habit of sharing shocking or emotive content impulsively and without questioning its accuracy. Website: <https://pledgetopause.org>