

PA Vaccine Conversations on Twitter

Dr. Iuliia Alieva, Dawn Robertson, Dr. Kathleen M. Carley

Vaccine Hesitancy Project Update based on September 30, 2022 – October 6, 2022

The CMU centers for:

Informed DEMocracy And Social cyber-security

Computational Analysis of Social and Organizational Systems



Carnegie Mellon University



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PA Vaccine Conversations Project

- ❑ This report is an effort to summarize social media conversations around COVID-19 issues in Pennsylvania, with a focus on vaccination. It contains an analysis of the general topics related to COVID-19 vaccination. This includes discussions related to COVID-19 regulations, mandates, masks, pro-and anti-vaccination campaigns, science messages, misinformation, disinformation, conspiracy theories, and vaccine hesitancy messages.
- ❑ Anti-Vax messaging includes vaccine hesitancy messages, opinions, questions, policy health and science related information, misinformation, disinformation, and conspiracy theories.



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Report Overview September 30 – October 6

- ❑ Masks, Mandates, Boosters are trending this week, also heart related side effects, Military, and Racism trending this week over the last;
- ❑ Trending stories: on.pfizer.com/3rwPzr2 Marvel Comic book Everyday Heroes (supporting vaccination); politico.eu/article/pfizer-ceo-albert-bourla-pulls-out-of-testifying-to-eu-parliament-covid-panel Pfizer CEO pulls out of testifying to EU Parliament COVID panel; n.pr/3yaZAxF How to time your flu shot for best protection;
- ❑ Popular anti-vax tweets: J.J. Watt revealed today that he had to have his heart shocked back into rhythm. Mr. Watt is fully vaccinated. How many other fully vaccinated athletes are dealing with sudden and unusual heart-related issues?; UK Gov. confirms 9 in every 10 COVID Deaths over the last year have been among the Fully/Triple Vaccinated <https://t.co/S9CUZx20tf>; The U.S. Army has fallen 15,000 soldiers short of its recruitment goal this year. Maybe we ought to stop imposing vaccine mandates, preferred pronouns, and woke education training on them. Just a thought; Why? Why was a healthy 20-year-old woman from Kansas forced to get a Covid “vaccine” that could only hurt her? She died the next day, after her heart stopped. Why? WHY? Maybe @AlbertBourla can tell us. <https://t.co/chRdREQspu>



Popular anti-vax stories September 30 – October 6

Anti-vax, disinformation, and vaccine hesitancy stories sorted by the number of shares:

- ❑ breitbart.com/politics/2022/10/01/biden-thanks-coast-guard-rescue-swimmer-hes-kicking-out-vaccine-mandate Biden Thanks Coast Guard Rescue Swimmer He's Kicking Out over Vaccine Mandate;
- ❑ theepochtimes.com/top-pro-vaccine-doctor-calls-for-global-pause-of-messenger-rna-covid-19-vaccines_4754871.html Doctor Turns Against Messenger RNA COVID-19 Vaccines, Calls for Global Pause;
- ❑ expose-news.com/2022/08/27/9-in-10-covid-deaths-past-year-vaccinated UK Gov. confirms 9 in every 10 COVID Deaths over the last year have been among the Fully/Triple Vaccinated;
- ❑ t.me/unvaccinatedfreedom Telegram channel Unvaccinated Freedom;
- ❑ t.me/standforhealthfreedom02 STAND FOR HEALTH FREEDOM Get your vaccination status fixed by bypassing the vaccine but still obtaining a valid vaccination pass to all countries;
- ❑ judicialwatch.org/covid-19-vaccine-campaign Judicial Watch Uncovers Biden Administration Propaganda Plan to Push COVID Vaccine;
- ❑ thecountersignal.com/genetically-modified-mosquitoes-vaccinate-a-human Genetically modified mosquitoes vaccinate a human;
- ❑ dailysceptic.org/2022/09/28/vaccination-increases-infection-risk-by-44-oxford-study-finds Vaccination Increases Infection Risk by 44%, Oxford Study Finds;
- ❑ judicialwatch.org/covid-vaccine-studies-conducted-in-china New Documents Reveal COVID-19 Vaccine Studies Used by HHS were Conducted in China;
- ❑ justthenews.com/politics-policy/coronavirus/national-guardsmen-accidentally-given-covid-vax-instead-flu-shot National Guardsman with religious objection given COVID-19 vaccine instead of flu shot;
- ❑ thecountersignal.com/australia-bill-opens-the-door-to-forced-vaccinations Australia bill opens the door to forced vaccinations;
- ❑ thepolemicist.net/2021/09/danger-to-society-against-vaccine.html Devil's Advocate: Farewell to Fauci;
- ❑ [APWK.net](https://apwk.net) website aggregating vaccine misinformation



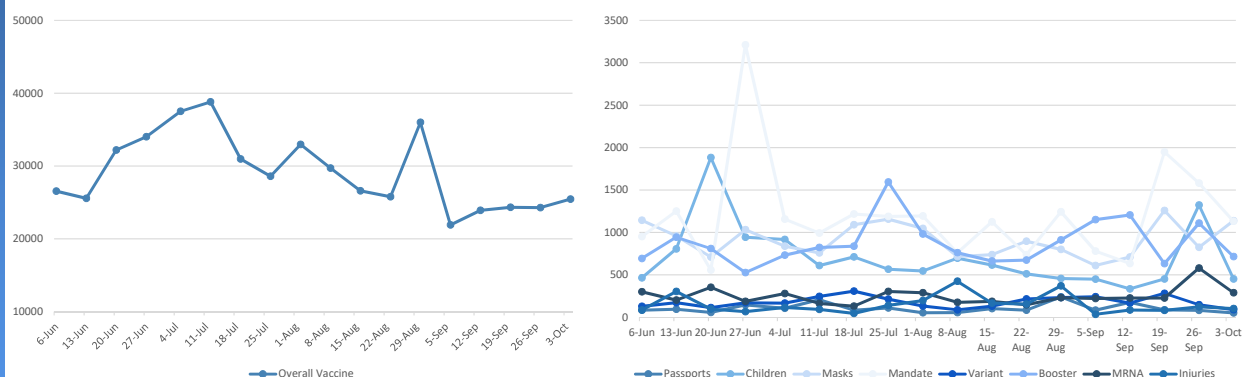
Countering disinformation September 30 – October 6

Articles and fact-checking stories debunking disinformation for the last week:

- ❑ As TV doctor, Mehmet Oz provided platform for questionable products and views <https://www.washingtonpost.com/politics/2022/10/03/mehmet-oz-senate-television-show/> Discussions about a Republican candidate for Senate from Pennsylvania have been circulating online. The candidate has received support from a well known anti-vaccine figure who contributed to the spread of vaccine misinformation online after an appearance on the candidate's talk show. The candidate has also made statements about COVID-19 vaccines not being "true vaccines" and made other dangerous claims about Alzheimer's disease and cancer;
- ❑ Fact Check-Video of woman with Stevens-Johnson syndrome falsely linked to COVID-19 vaccines [https://www.reuters.com/article/factcheck-sjs-vaccines-idUSL1N3161JL](https://www.reuters.com/article/factcheck-sjs-vaccines-idUSL1N3161JL;);
- ❑ Fact Check-European mortality data do not support link between higher COVID-19 vaccination rates and excess deaths <https://www.reuters.com/article/factcheck-gbnews-excessdeaths-idUSL1N3180Q7>;
- ❑ Posts misrepresent approval process for Pfizer's Omicron jab: experts <https://factcheck.afp.com/doc.afp.com.32K34TY>;
- ❑ Fact check: Risk of severe vaccine effects not 3 times higher as ex-Japan PM tweeted <https://mainichi.jp/english/articles/20220929/p2a/00m/0na/008000c>



Trends (tweets per week in PA) September 30 – October 6



High Level View by City September 30 – October 6

	Total PA	Philadelphia		Pittsburgh		Erie		Allentown/Bethlehem		Other	
Conversation	Tweets	Tweets	%	Tweets	%	Tweets	%	Tweets	%	Tweets	%
Overall Vaccine	21947	10422	47.5%	7502	34.2%	197	0.9%	2573	11.7%	1253	5.7%
Vaccine Passports	51	27	0.3%	12	0.2%			8	0.3%	4	0.3%
FDA Approval	37	19	0.2%	5	0.1%			11	0.4%	2	0.2%
Boosters	532	314	3.0%	113	1.5%	8	4.1%	59	2.3%	38	3.0%
Employees	72	37	0.4%	24	0.3%			8	0.3%	3	0.2%
"Experimental"	83	48	0.5%	18	0.2%	1	0.5%	14	0.5%	2	0.2%
Children	239	114	1.1%	78	1.0%	2	1.0%	40	1.6%	5	0.4%
Myocarditis	76	44	0.4%	17	0.2%			14	0.5%	1	0.1%
Heart	818	249	2.4%	486	6.5%			64	2.5%	19	1.5%
Masks	1128	386	3.7%	530	7.1%	6	3.0%	74	2.9%	132	10.5%
Thrombosis/VITT	5	2	0.0%	1	0.0%			1	0.0%	1	0.1%
Mandates	1130	622	6.0%	283	3.8%	7	3.6%	184	7.2%	34	2.7%
Natural Immunity	61	42	0.4%	14	0.2%			5	0.2%		
Efficacy	73	51	0.5%	11	0.1%	1	0.5%	9	0.3%	1	0.1%
Omicron	88	55	0.5%	20	0.3%	1	0.5%	6	0.2%	6	0.5%
Delta Variant	57	18	0.2%	7	0.1%			14	0.5%	18	1.4%
Race	730	431	4.1%	191	2.5%	3	1.5%	69	2.7%	36	2.9%
Ivermectin	91	76	0.7%	6	0.1%			6	0.2%	3	0.2%
Military	213	88	0.8%	69	0.9%	3	1.5%	41	1.6%	12	1.0%
Breakthrough	13	7	0.1%	3	0.0%			2	0.1%	1	0.1%

Conversation topics trending this week over last:

- Heart related side effects
- Masks
- Military
- Racism



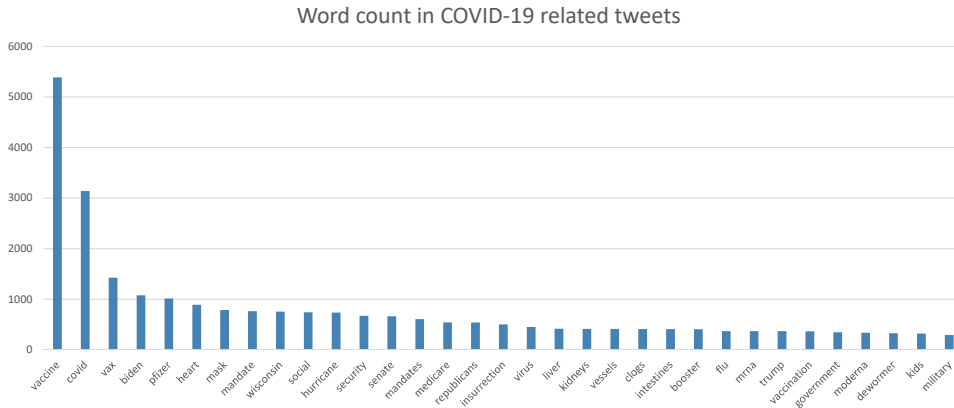
High Level View by County September 30 – October 6

County	Allegheny	Beaver	Butler	Cambria	Fayette	Indiana	Somerset	Westmoreland
Overall Vaccine	7741	31	25	8	15	3	9	48
Vaccine Passports	13					1		
FDA	6	1						
Boosters	123	1	1					3
Employees	25							
"Experimental"	19							
Children	80							
Myocarditis	17							
Heart	488		1	1				2
Masks	545				1			8
Thrombosis/VITT	1							
Mandates	292					1		2
Natural Immunity	14							
Efficacy	11							
Omicron	24							
Delta Variant	11							
Race	202							
Ivermectin	7							
Military	72	1						
Breakthrough	3							

- Race: pulled by one of the vaccine keywords plus at least one other term in ("Black", "African American", "of color", "Latin", "Hispanic", "brown", "eugenic")



Top Words Used per Week September 30 – October 6



Top Hashtags by County September 30 – October 6

- We've checked hashtags in several counties such as Allegheny, Beaver, Butler, Cambria, Fayette, Indiana, Somerset, and West Moreland. After removing hashtags that were part of our search criteria, the top 5 hashtags for each county related to COVID19/vaccines are as follows*:

Allegheny	Beaver + Butler	Indiana	West Moreland
covid19 (53)	freshresists (1)	novaccinemandates (1)	mrna (1)
vaccine (30)	insurrectionhasconsequences (1)	novaccinepassports (1)	pfizer (1)
protectoursocialsecurity (23)	protectoursocialsecurity (1)		bringbackmasks (1)
vaccineinjuries (17)	saveourdemocracy (1)		
resist (15)	voteblueforsomanyreasons (1)		

Top Hashtags by City September 30 – October 6

❑ After removing hashtags that were part of our search criteria, the top 5 hashtags for each region related to COVID19/vaccines are as follows:

Philadelphia	Chester	Norristown	Pittsburgh	Erie	Allentown/ Bethlehem	Other
covid19 (55)	vaccine (14)	vaccine (9)	vaccine (29)	covidisairborne (1)	covid (9)	covid19 (6)
vaccine (55)	protectoursocialsecurity (6)	moderna (5)	protectoursocialsecurity (23)	covidisnotover (1)	pfiger (8)	covidisnotover (2)
endthemandates (27)	covid19 (5)	pfiger (5)	vaccineinjuries (17)	fauci (1)	vaccine (8)	novaccinepassports (2)
protectoursocialsecurity (25)	ridetheshotwave (5)	safeandeffective (5)	resist (15)	fauciforprison (1)	protectoursocialsecurity (7)	vaccine (2)
pfiger (21)	getvaccinated (2)	vaccinesarepoison (5)	pfiger (12)	fauciliedmillionsdie (1)	covidvaccine (5)	antivax (1)



Top URLs by County September 30 – October 6

Allegheny	Beaver + Butler	Indiana
breitbart.com/politics/2022/10/01/biden-thanks-coast-guard-rescue-swimmer-hes-kicking-out-vaccine-mandate Biden Thanks Coast Guard Rescue Swimmer He's Kicking Out over Vaccine Mandate (64)	breitbart.com/politics/2022/10/01/biden-thanks-coast-guard-rescue-swimmer-hes-kicking-out-vaccine-mandate Biden Thanks Coast Guard Rescue Swimmer He's Kicking Out over Vaccine Mandate (1)	expose-news.com/2022/08/27/9-in-10-covid-deaths-past-year-vaccinated UK Gov. confirms 9 in every 10 COVID Deaths over the last year have been among the Fully/Triple Vaccinated (1)
theepochtimes.com/top-pro-vaccine-doctor-calls-for-global-pause-of-messenger-rna-covid-19-vaccines-4754871.html Doctor Turns Against Messenger RNA COVID-19 Vaccines, Calls for Global Pause (56)	politico.eu/article/pfizer-ceo-albert-bourla-pulls-out-of-testifying-to-eu-parliament-covid-panel Pfizer CEO pulls out of testifying to EU Parliament COVID panel (1)	thepolemicist.net/2021/09/danger-to-society-against-vaccine.html Devil's Advocate: Farewell to Fauci (1)
on.pfiger.com/3rwPzr2 Marvel Comic book Everyday Heroes (supporting vaccination) (28)		APWK.net website aggregating vaccine misinformation (1)
expose-news.com/2022/08/27/9-in-10-covid-deaths-past-year-vaccinated UK Gov. confirms 9 in every 10 COVID Deaths over the last year have been among the Fully/Triple Vaccinated (25)		
politico.eu/article/pfizer-ceo-albert-bourla-pulls-out-of-testifying-to-eu-parliament-covid-panel Pfizer CEO pulls out of testifying to EU Parliament COVID panel (18)		



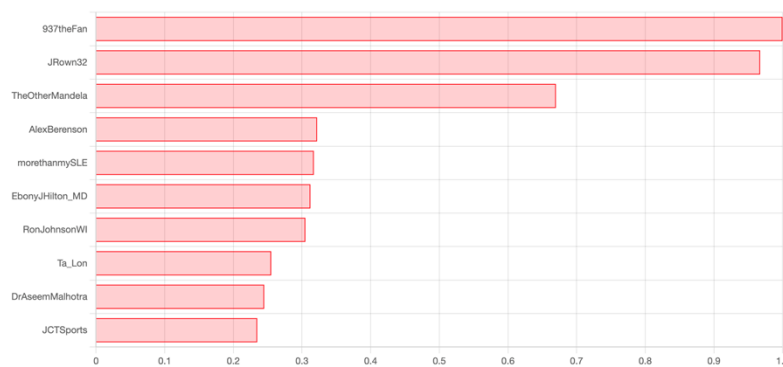
Top URLs by City September 30 – October 6

Philadelphia	Chester	Norristown	Pittsburgh	Erie	Allentown/ Bethlehem	Other
expose-news.com/2022/08/27/9-in-10-covid-deaths-past-year-vaccinated UK Gov. confirms 9 in every 10 COVID Deaths over the last year have been among the Fully/Triple Vaccinated (71)	t.me/unvaccinatedfreedom Telegram channel Unvaccinated Freedom (19)	politico.eu/article/pfizer-ceo-albert-bouria-pulls-out-of-testifying-to-eu-parliament-covid-panel Pfizer CEO pulls out of testifying to EU Parliament COVID panel (33)	breitbart.com/politics/2022/10/01/biden-thanks-coast-guard-rescue-swimmer-hes-kicking-out-vaccine-mandate Biden Thanks Coast Guard Rescue Swimmer He's Kicking Out over Vaccine Mandate (64)	judicialwatch.org/covid-vaccine-studies-conducted-in-china Judicial Watch: New Documents Reveal COVID-19 Vaccine Studies Used by HHS were Conducted in China (2)	breitbart.com/politics/2022/10/01/biden-thanks-coast-guard-rescue-swimmer-hes-kicking-out-vaccine-mandate Biden Thanks Coast Guard Rescue Swimmer He's Kicking Out over Vaccine Mandate (37)	breitbart.com/politics/2022/10/01/biden-thanks-coast-guard-rescue-swimmer-hes-kicking-out-vaccine-mandate Biden Thanks Coast Guard Rescue Swimmer He's Kicking Out over Vaccine Mandate (7)
breitbart.com/politics/2022/10/01/biden-thanks-coast-guard-rescue-swimmer-hes-kicking-out-vaccine-mandate Biden Thanks Coast Guard Rescue Swimmer He's Kicking Out over Vaccine Mandate (43)	breitbart.com/politics/2022/10/01/biden-thanks-coast-guard-rescue-swimmer-hes-kicking-out-vaccine-mandate Biden Thanks Coast Guard Rescue Swimmer He's Kicking Out over Vaccine Mandate (13)	thecountersignal.com/genetically-modified-mosquitoes-vaccinate-a-human Genetically modified mosquitoes vaccinate a human (29)	theepochtimes.com/top-pro-vaccine-doctor-calls-for-global-pause-of-messenger-rna-covid-19-vaccines-4754871.html Doctor Turns Against Messenger RNA COVID-19 Vaccines, Calls for Global Pause (56)	justthenews.com/politics-policy/coronavirus/national-guardsmen-accidentally-given-covid-vaccine-instead-of-flu-shot National Guardsman with religious objection given COVID-19 vaccine instead of flu shot (2)	nber.org/system/files/working-papers/wp20512/wp20512.pdf EXCESS DEATH RATES FOR REPUBLICANS AND DEMOCRATS DURING THE COVID-19 PANDEMIC (23)	evanhospital.com/virus Coronavirus Update (5)
on.pfizer.com/3rwPzr2 Marvel Comic book Everyday Heroes (supporting vaccination) (43)	t.me/standforhealthfreedom02 STAND FOR HEALTH FREEDOM Get your vaccination status fixed by bypassing the vaccine but still obtaining a valid vaccination pass to all countries (11)	breitbart.com/politics/2022/10/01/biden-thanks-coast-guard-rescue-swimmer-hes-kicking-out-vaccine-mandate Biden Thanks Coast Guard Rescue Swimmer He's Kicking Out over Vaccine Mandate (21)	on.pfizer.com/3rwPzr2 Marvel Comic book Everyday Heroes (supporting vaccination) (28)	thecountersignal.com/australia-bill-opens-the-door-to-forced-vaccinations Australia bill opens the door to forced vaccinations (2)	politico.eu/article/pfizer-ceo-albert-bouria-pulls-out-of-testifying-to-eu-parliament-covid-panel Pfizer CEO pulls out of testifying to EU Parliament COVID panel (13)	politico.eu/article/pfizer-ceo-albert-bouria-pulls-out-of-testifying-to-eu-parliament-covid-panel Pfizer CEO pulls out of testifying to EU Parliament COVID panel (5)
n.pr/3vaZxvF How to time your flu shot for best protection (17)	judicialwatch.org/covid-19-vaccine-campaign Judicial Watch Uncovers Biden Administration Propaganda Plan to Push COVID Vaccine (6)	t.me/unvaccinatedfreedom Telegram channel Unvaccinated Freedom (20)	expose-news.com/2022/08/27/9-in-10-covid-deaths-past-year-vaccinated UK Gov. confirms 9 in every 10 COVID Deaths over the last year have been among the Fully/Triple Vaccinated (25)	twitter.com/uhcwo/status/1575892021671124992 Thousands in healthcare were terminated over vaccine mandates. It's time to change courses and get all staff back at work. Patients need us. @fordnation #listentome #myourconstituent #mycovidstory (2)	fxn.ws/3UWsPOv Biden thanks Coast Guard rescuer for hurricane heroics days before firing over vaccine policy (10)	dailysceptic.org/2022/09/28/vaccination-increases-infection-risk-by-44-oxford-study-finds Vaccination Increases Infection Risk by 44%, Oxford Study Finds (3)
theepochtimes.com/top-pro-vaccine-doctor-calls-for-global-pause-of-messenger-rna-covid-19-vaccines-4754871.html Doctor Turns Against Messenger RNA COVID-19 Vaccines, Calls for Global Pause (16)	thecountersignal.com/genetically-modified-mosquitoes-vaccinate-a-human Genetically modified mosquitoes vaccinate a human (6)	expose-news.com/2022/08/27/9-in-10-covid-deaths-past-year-vaccinated UK Gov. confirms 9 in every 10 COVID Deaths over the last year have been among the Fully/Triple Vaccinated (11)	politico.eu/article/pfizer-ceo-albert-bouria-pulls-out-of-testifying-to-eu-parliament-covid-panel Pfizer CEO pulls out of testifying to EU Parliament COVID panel (18)	breitbart.com/politics/2022/10/01/biden-thanks-coast-guard-rescue-swimmer-hes-kicking-out-vaccine-mandate Biden Thanks Coast Guard Rescue Swimmer He's Kicking Out over Vaccine Mandate (1)	judicialwatch.org/covid-19-vaccine-campaign Judicial Watch Uncovers Biden Administration Propaganda Plan to Push COVID Vaccine (10)	expose-news.com/2022/08/27/9-in-10-covid-deaths-past-year-vaccinated UK Gov. confirms 9 in every 10 COVID Deaths over the last year have been among the Fully/Triple Vaccinated (3)

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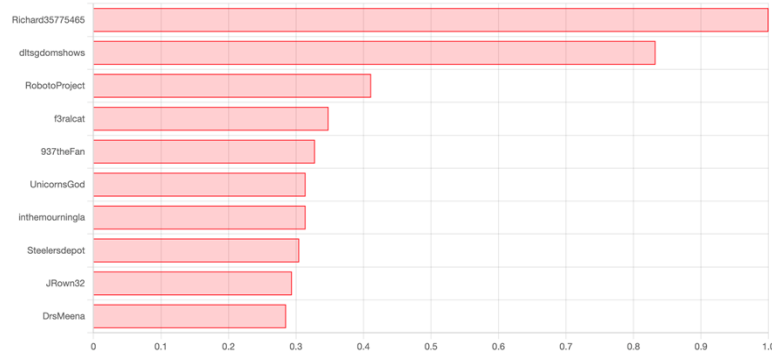
Analysis of Tweeters - Super Spreaders

- ☐ Super Spreaders are users which generate content that is shared often, and hence spread information effectively.



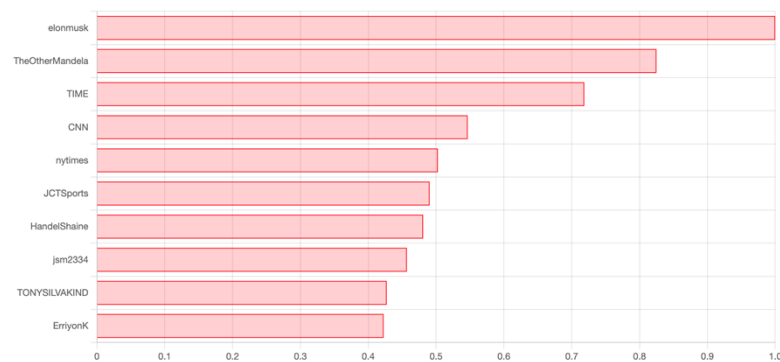
Analysis of Tweeters - Super Friends

- ❑ Super Friends are users that exhibit frequent two-way communication, facilitating large or strong communication networks.



Analysis of Tweeters - Other Influencers

- ❑ Other Influencers are users which have an active network presence, by tweeting often or mentioning users often, and operate in central parts of the conversation, such as by using important hashtags, or mentioning important users.



Accounts Referenced by the Most Tweets

- This shows the tweeters that are most often referenced (e.g. mentioned) in PA tweets. Value is the number of tweets that reference the agent.

Agent Label	Value
TheOtherMandela	307
RonJohnsonWI	255
937theFan	208
JCTSports	204
NIH	203
EcoHealthNYC	199
JJWatt	190
pfizer	165
chadloder	142
DrAseemMalhotra	129
LaneJohnson65	128
AlbertBourla	120
JalenHurts	112



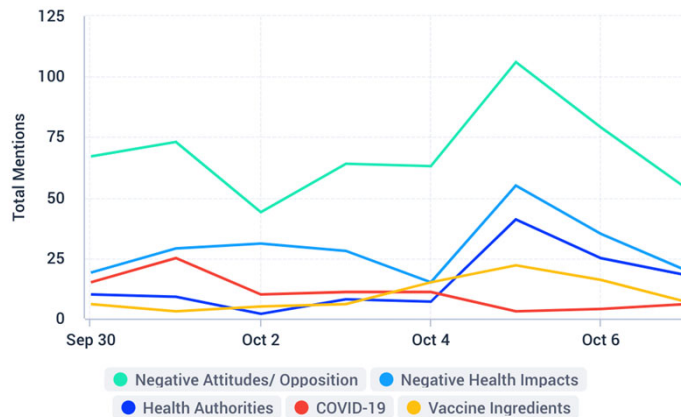
Trending Tweets September 30 – October 6

Tweets that are the most forwarded, either by retweet, reply, or quote:

- Covering ICU this week and FYI to whomever needs to hear it: COVID attacks your brain, lungs, heart, liver, kidneys, intestines, immune system, and clogs up your blood vessels like a dirty pipe. You don't want it. Wear a mask. Get Vaccinated.
- Georgia cop who pushed people to take horse dewormer instead of vaccine dies from COVID-19 <https://t.co/O3cTRHd5aE>;
- Ron Johnson? He turned his back on us for 12 YEARS. So this November, we are turning our backs on him.
- This must be a joke. Please tell me this is a joke. @nih just gave @EcoHealthNYC and Peter Daszak a NEW grant for bat coronavirus research? Including supplying "viral sequences and isolates for use in vaccine development"? Nope. Not a joke. The joke, apparently, is on us. <https://t.co/b4p2fORn0u>;
- J.J. Watt revealed today that he had to have his heart shocked back into rhythm. Mr. Watt is fully vaccinated. How many other fully vaccinated athletes are dealing with sudden and unusual heart-related issues?
- SERIOUS QUESTION: Do you know anyone who is fully vaccinated, boosted, and never got COVID?
- Saw a new provider today. She told me that since I'm vaccinated I could "shed" the virus to others and also that it may not be possible to treat me because my DNA has been altered. Obviously I'm not going back but... like... is there a hotline or something for this kind of shit?
- UK Gov. confirms 9 in every 10 COVID Deaths over the last year have been among the Fully/Triple Vaccinated <https://t.co/S9CUZx20tf>
- The U.S. Army has fallen 15,000 soldiers short of its recruitment goal this year. Maybe we ought to stop imposing vaccine mandates, preferred pronouns, and woke education training on them. Just a thought.
- Pfizer knew
- Why? Why was a healthy 20-year-old woman from Kansas forced to get a Covid "vaccine" that could only hurt her? She died the next day, after her heart stopped. Why? WHY? Maybe @AlbertBourla can tell us. <https://t.co/chRdREQspu>
- When Ultron wreaks havoc, the Avengers act as the first line of defense. People can help protect themselves by staying up to date with COVID-19 vaccinations. Head to <https://t.co/PfNUYTZlkj> to get a first look at Pfizer, BioNTech, and Marvel's comic book! <https://t.co/hwhRateYIB>



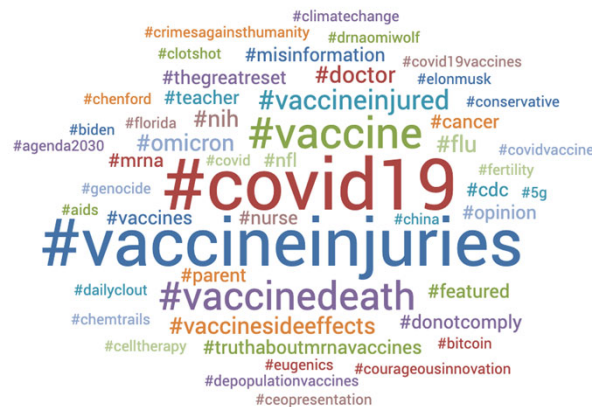
Negative Attitudes September 30 – October 6



Source: VCTR Project Dashboard



Negative Hashtag Cloud September 30 – October 6



Source: VCTR Project Dashboard



Trending Posts on Facebook September 30 – October 6

Pittsburgh Works
Oct 3, 2022 at 1:28 PM

PA needs to be competitive with our surrounding states, it's time to bring opportunity back!

IN THE FIVE YEARS BEFORE THE COVID PANDEMIC
TOGETHER OHIO, MICHIGAN AND INDIANA ADDED MORE THAN 66,000 MANUFACTURING JOBS
IN THE MEANTIME, PENNSYLVANIA LOST 300

204 132 33

Allegheny County Health...
Oct 6, 2022 at 10:19 AM

Stop by the County Courthouse today before 3 p.m. and get your flu shot, COVID-19 booster or both. Remember, these vaccines protect you from having a severe outcome from both the flu an...
See more

37 12 5

Allegheny County Health...
Oct 6, 2022 at 2:00 PM

For the week of September 29-October 5, there were 1,118 new COVID-19 infections, 60 hospitalizations and 8 deaths reported to the Allegheny County Health Department. According to the...
See more

18 5 3

Pittsburgh Post-Gazette
Oct 4, 2022 at 8:56 AM

Should I get my flu shot and my COVID-19 booster at the same time? The short answer is, whatever you prefer, says Amy Crawford-Faucher, a family medicine physician and vice chair of th...
See more

7 4 0

WTAE-TV Pittsburgh
Oct 6, 2022 at 12:21 AM

Doctors say people have booster fatigue, and there's not as much of an urgency.

18 24 1

Source: CrowdTangle Dashboard

Trending Posts on Instagram September 30 – October 6

Pennsylvanians rally for legal rights

411 people like this. Be the first of your friends.



healthfreedompa
Oct 4, 2022 at 10:28 AM

From June 2021 Just a reminder of how hard we are all working. "On June 14, roughly 125 Pennsylvanians participated in a rally on the steps of the Capitol Building in Harrisburg. They came from diverse political backgrounds and counties all over the state, but they had a common cause: fighting for the freedom to make their own medical choices and to keep those choices private. The rallygoers are part of a growing grassroots movement in Pennsylvania and around the country.

COVID-19 Bivalent Booster and Flu Shot Clinic

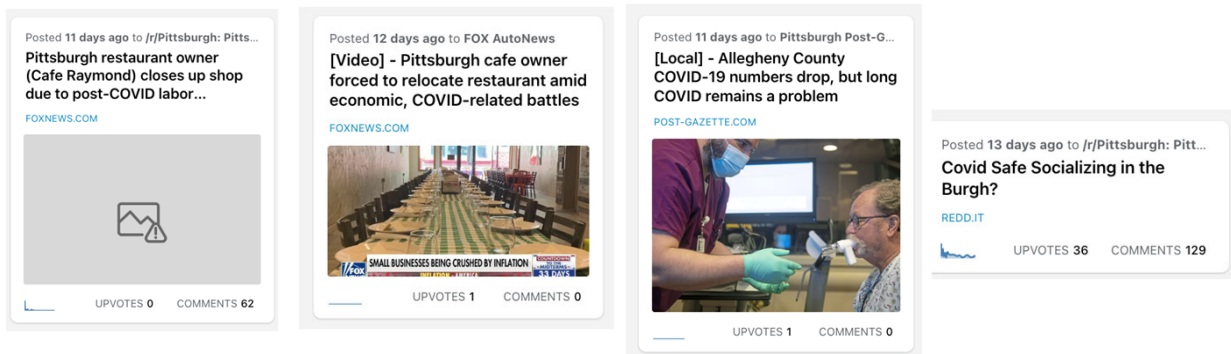
pittgreensburg
Oct 6, 2022 at 3:46 PM

Pitt-Greensburg (in collaboration with Mainline Pharmacy) will host a COVID-19...
See more

18 1

Source: CrowdTangle Dashboard

Trending Posts on Reddit September 30 – October 6



Source: CrowdTangle Dashboard



Measures for countering health disinformation

- ❑ Anti-vaccine narratives are still pervasive on social media, while there are not that many counter-narratives about the positive effects of vaccines;
- ❑ There is a need for a reframing of social media as a medically and socially valuable resource and platform because of its high impact on society;
- ❑ Healthcare organizations need to implement social media strategies to create and expand conversations countering disinformation on social media;
- ❑ It would be helpful for health communicators to cooperate with local influencers who could spread pro-vaccination messages. Another strategy could be to motivate health practitioners to use social media as a channel for communication with the public;
- ❑ "Strategies focused on meaningfully and safely engaging HCPs on social media, promoting interconnectivity across the medical and public health communities on COVID-19 vaccine truths, and sustaining these messaging efforts across vaccine implementation stages will be our best hope of preventing any more missed doses and promoting "misinformation immunity" for all." (Hernandez et al. 2021. "The COVID-19 vaccine social media infodemic: healthcare providers' missed dose in addressing misinformation and vaccine hesitancy.")



Measures for countering health disinformation

- ❑ As a trusted source of information on vaccines, family physicians play a crucial role in driving vaccine acceptance;
- ❑ Sharing stories, building trust with patients, addressing pain associated with vaccination, presenting vaccination as the default approach early on, focusing on the benefits of protection, and being honest about side effects could also help to promote pro-vaccination attitudes (Shen & Dubey 2019. “Addressing vaccine hesitancy: Clinical guidance for primary care physicians working with parents”);
- ❑ It is helpful to provide more information for the patients about the possible disinformation strategies they may deal with, such as manipulating emotions to promote misinformation and conspiracy theories to sow confusion and create division. Inoculation strategy may help to prepare the community by presenting counterarguments to misinformation and raising awareness of negative emotional appeals spread by anti-vaccine campaigns;
- ❑ Framing vaccination as a concrete, actionable strategy to reduce COVID-19 risk may help to address negative emotions, increase self-efficacy and ensure the feelings of control over reducing COVID-19 risk.



For More Information

- ❑ Director Kathleen M. Carley - kathleen.carley@cs.cmu.edu
 - ❑ <http://www.casos.cs.cmu.edu/bios/carley/carley.html>
- ❑ IDEaS website - <https://www.cmu.edu/ideas-social-cybersecurity/>
- ❑ CASOS website - <http://www.casos.cs.cmu.edu/>
- ❑ Social Cybersecurity Working Group - <http://social-cybersecurity.org>
- ❑ Facebook: [@IDEasCMU](#)
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