

PA Vaccine Conversations on Twitter

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Vaccine Hesitancy Project Update based on October 14, 2022 – October 20, 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 October 14 – October 20

- ❑ Mandates, Boosters, Children are trending this week, also Mandates, FDA Myocarditis, Efficacy, Breakthrough are trending this week over the last;
- ❑ Trending stories: [vox.com/science-and-health/23393321/covid-vaccine-bivalent-booster-pfizer-moderna](https://www.vox.com/science-and-health/23393321/covid-vaccine-bivalent-booster-pfizer-moderna) The best thing you can do to quash a deadly Covid-19 surge this winter; [npr.org/sections/health-shots/2021/12/05/1059828993/data-vaccine-misinformation-trump-counties-covid-death-rate](https://www.npr.org/sections/health-shots/2021/12/05/1059828993/data-vaccine-misinformation-trump-counties-covid-death-rate) Pro-Trump counties now have far higher COVID death rates. Misinformation is to blame; [apne.ws/dni9jIH](https://www.apne.ws/dni9jIH) Posts mislead on Pfizer COVID vaccine's impact on transmission; [nytimes.com/2022/10/15/us/politics/covid-booster-shots.html](https://www.nytimes.com/2022/10/15/us/politics/covid-booster-shots.html) As White House Presses for Booster Shots, Americans Are Slow to Get Them;
- ❑ Popular anti-vax tweets: The CDC is about to add the Covid vaccine to the childhood immunization schedule, which would make the vax mandatory for kids to attend school. <https://t.co/Ga0EjZIVbl>; The CDC will vote Thursday to permanently shield Pfizer and Moderna from COVID vaccine injury liability <https://t.co/YWOZXH0tpc>; BREAKING: In COVID hearing, #Pfizer director admits: #vaccine was never tested on preventing transmission. "Get vaccinated for others" was always a lie. The only purpose of the #COVID passport: forcing people to get vaccinated. The world needs to know. Share this video! <https://t.co/su1WqgB4dQ>; qIt appears the FDA no longer requires clinical trial data Pfizer&Moderna's new Omicron vax(tested in 8 mice) was authorized today for children, who are at the highest risk of vaccine-induced myocarditis FDA bypassed their expert advisers The most political FDA&CDC in U.S. history



Popular anti-vax stories October 14 – October 20

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

- ❑ dossier.substack.com/p/the-cdc-will-vote-thursday-to-permanently-shield-pfizer-and-moderna-from-covid-vaccine-injury-liability The CDC will vote Thursday to permanently shield Pfizer and Moderna from COVID vaccine injury liability
- ❑ [breitbart.com/politics/2022/10/18/its-done-just-to-break-troops-speak-out-against-covid-vaccine-mandate/](https://www.breitbart.com/politics/2022/10/18/its-done-just-to-break-troops-speak-out-against-covid-vaccine-mandate/) 'It's Done Just to Break': Troops Speak Out Against COVID Vaccine Mandate
- ❑ [survivethenews.com/macron-and-most-mps-are-not-vaccinated-reveals-former-french-presidential-candidate-in-shocking-claim](https://www.survivethenews.com/macron-and-most-mps-are-not-vaccinated-reveals-former-french-presidential-candidate-in-shocking-claim) Macron and "most MPs are not vaccinated," reveals former French presidential candidate in shocking claim
- ❑ theepochtimes.com/breaking-cdc-moves-to-add-covid-vaccine-to-child-immunization-schedule-for-federal-programs BREAKING: CDC moves to add Covid vaccine to child immunization schedule for federal programs
- ❑ theepochtimes.com/pr-firm-working-for-pfizer-and-moderna-embeds-staff-within-cdcs-vaccine-committee-4796688.html PR Firm Working for Pfizer and Moderna Embeds Staff Within CDC's Vaccine Committee
- ❑ twitter.com/TuckerCarlson/status/1582534550651080706 The CDC is about to add the Covid vaccine to the childhood immunization schedule, which would make the vax mandatory for kids to attend school.
- ❑ [clayandbuck.com/pfizer-exec-makes-shocking-admission-about-covid-shot](https://www.clayandbuck.com/pfizer-exec-makes-shocking-admission-about-covid-shot) Pfizer Exec Makes Shocking Admission About Covid Shot
- ❑ [expose-news.com/2022/04/11/4000-women-lost-baby-covid-vaccine-usa](https://www.expose-news.com/2022/04/11/4000-women-lost-baby-covid-vaccine-usa) Over 4000 Women have now lost their baby due to the Covid Vaccine in the USA; this is a 16,633% increase on the number of Fetus deaths caused by the Flu Jabs since 1990
- ❑ twitter.com/Xx17965797N/status/1581253383565869056 Pfizer whistleblower Melissa Strickler
- ❑ rumble.com/v1okuxo-cdc-to-vote-thursday-to-require-covid-shots-for-kids.html CDC To Vote Thursday To REQUIRE Covid Shots For Kids
- ❑ gettr.com/comment/c1hd40f8d95 80 young Canadian doctors "died suddenly" in past 2 years while fully COVID-19 vaccinated
- ❑ [americanlibertyreportnews.com/articles/court-orders-cdc-to-release-data-showing-18-million-vaccine-injuries-in-america](https://www.americanlibertyreportnews.com/articles/court-orders-cdc-to-release-data-showing-18-million-vaccine-injuries-in-america) Court Orders CDC to Release Data Showing 18 Million Vaccine Injuries in America



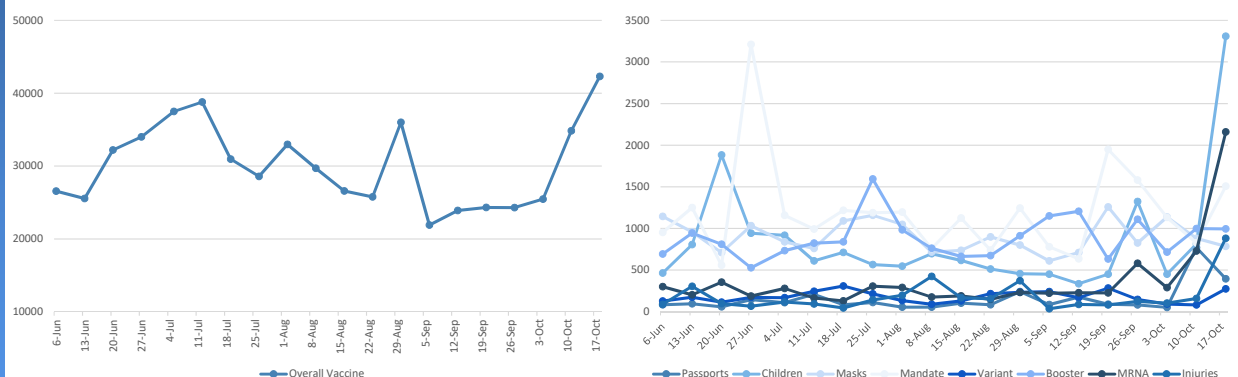
Countering disinformation October 14 – October 20

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

- ❑ FACT CHECK: Did Pfizer lie about testing COVID-19 vaccine's ability to prevent transmission before roll out? <https://www.wcpo.com/news/coronavirus/fact-check-did-pfizer-lie-about-testing-covid-19-vaccines-ability-to-prevent-transmission-before-roll-out>
- ❑ Pfizer Never Claimed to Have Tested the Impact of Its COVID-19 Vaccine on Transmission ... - Latest Tweet by AP Fact Check <https://www.latestly.com/socially/social-viral/fact-check/pfizer-never-claimed-to-have-tested-the-impact-of-its-covid-19-vaccine-on-transmission-latest-tweet-by-ap-fact-check-4328053.html>;
- ❑ Fact Check-Preventing transmission never required for COVID vaccines' initial approval; Pfizer vax did reduce transmission of early variants <https://www.reuters.com/article/factcheck-pfizer-vaccine-transmission-idUSL1N31F20E>;
- ❑ Analysis by Florida Department of Health about COVID-19 mRNA vaccines contains multiple methodological problems <https://healthfeedback.org/claimreview/analysis-florida-department-health-surgeon-general-joseph-ladopo-contains-multiple-methodological-problems-covid-19-mrna-vaccines/>;
- ❑ Florida's COVID-19 Vaccination Analysis Is Flawed, Experts Say <https://www.factcheck.org/2022/10/scicheck-floridas-covid-19-vaccination-analysis-is-flawed-experts-say/>;
- ❑ Florida government vaccine analysis misrepresented online <https://apnews.com/article/fact-checking-096951023304>



Trends (tweets per week in PA) October 14 – October 20



High Level View by City October 14 – October 20

	Total PA	Philadelphia		Pittsburgh		Erie		Allentown/Bethlehem		Other	
Conversation	Tweets	Tweets	%	Tweets	%	Tweets	%	Tweets	%	Tweets	%
Overall Vaccine	34942	18053	51.7%	9971	28.5%	271	0.8%	4893	14.0%	1754	5.0%
Vaccine Passports	393	192	1.1%	80	0.8%	1	0.4%	111	2.3%	9	0.5%
FDA Approval	39	18	0.1%	6	0.1%			13	0.3%	2	0.1%
Boosters	842	414	2.3%	214	2.1%	7	2.6%	140	2.9%	67	3.8%
Employees	135	48	0.3%	36	0.4%	2	0.7%	42	0.9%	7	0.4%
"Experimental"	126	44	0.2%	58	0.6%			20	0.4%	4	0.2%
Children	740	344	1.9%	178	1.8%	9	3.3%	178	3.6%	31	1.8%
Myocarditis	325	163	0.9%	80	0.8%	5	1.8%	62	1.3%	15	0.9%
Heart	403	184	1.0%	133	1.3%	4	1.5%	66	1.3%	16	0.9%
Masks	770	354	2.0%	199	2.0%	5	1.8%	101	2.1%	111	6.3%
Thrombosis/VITT	13	4	0.0%	6	0.1%			2	0.0%	1	0.1%
Mandates	1504	778	4.3%	334	3.3%	9	3.3%	352	7.2%	31	1.8%
Natural Immunity	62	44	0.2%	9	0.1%			8	0.2%	1	0.1%
Efficacy	176	64	0.4%	39	0.4%	2	0.7%	60	1.2%	11	0.6%
Omicron	274	116	0.6%	84	0.8%	3	1.1%	56	1.1%	15	0.9%
Delta Variant	42	23	0.1%	4	0.0%					15	0.9%
Race	623	356	2.0%	162	1.6%	10	3.7%	59	1.2%	36	2.1%
Ivermectin	19	10	0.1%	4	0.0%			4	0.1%	1	0.1%
Military	160	95	0.5%	33	0.3%	1	0.4%	25	0.5%	6	0.3%
Breakthrough	34	22	0.1%	7	0.1%			4	0.1%	1	0.1%

Conversation topics trending this week over last:

- Mandates
- FDA
- Myocarditis
- Efficacy
- Breakthrough



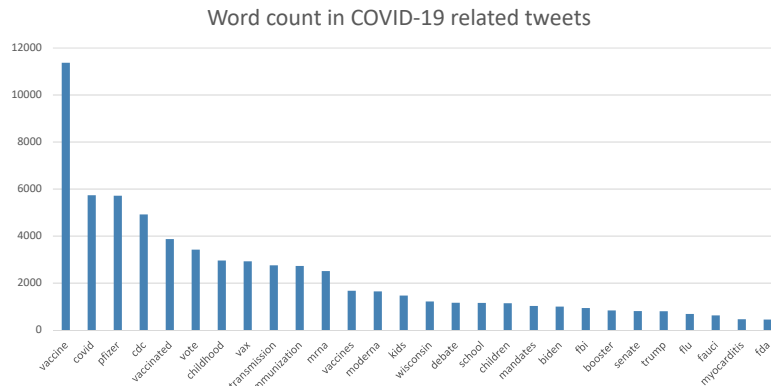
High Level View by County October 14 – October 20

County	Allegheny	Beaver	Butler	Cambria	Fayette	Indiana	Somerset	Westmoreland
Overall Vaccine	10204	39	22	12	27	9	1	52
Vaccine Passports	80					1		
FDA	6							
Boosters	223				1	1		2
Employees	38				1			
"Experimental"	59							1
Children	182			1	1	1		1
Myocarditis	82			1				1
Heart	135		1		1			
Masks	219	1	4	4	3			5
Thrombosis/VITT	6							
Mandates	339				1	1		
Natural Immunity	9							
Efficacy	39			1				1
Omicron	85			1		1		
Delta Variant	7							
Race	166							1
Ivermectin	5							
Military	34				1			1
Breakthrough	8							

- 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 October 14 – October 20



Top Hashtags by County October 14 – October 20

- ❑ 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	Cambria	Indiana
covid19 (113)	efficacy (1)	bivalentbooster (1)
pfizer (109)	pfizer (1)	democide (1)
vaccine (106)		flushot (1)
pfizergate (93)		novaccinemandates (1)
unvaccinated (40)		novaccinepassports (1)

Top Hashtags by City October 14 – October 20

- ❑ 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
vaccine (225)	covid19 (40)	pfizergate (33)	covid19 (112)	covid19 (3)	vaccine (87)	pfizer (15)
covid (208)	pfizergate (35)	pfizer (26)	pfizer (109)	imprison_fauci_gates (2)	pfizergate (82)	covid19 (12)
pfizer (180)	vaccine (30)	vaccine (24)	vaccine (106)	pfizergate (2)	pfizerliedpeopledied (15)	pfizergate (10)
pfizergate (139)	realdoctorsagainst oz (8)	unvaccinated (6)	pfizergate (91)	vaccines (2)	unvaccinated (14)	vaccine (8)
pfizerlied (38)	stoptheshots (8)	longcovid (5)	unvaccinated (40)	mrna (1)	unvaccinated (5)	pfizerliedpeopledied (3)



Top URLs by County October 14 – October 20

Allegheny	Beaver + Butler	Indiana	Somerset	West Moreland
dossier.substack.com/p/the-cdc-will-vote-thursday-to-permanently-shield-pfizer-and-moderna-from-covid-vaccine-injury-liability (131)	twitter.com/TuckerCarlson/status/1582534550651080706 The CDC is about to add the Covid vaccine to the childhood immunization schedule, which would make the vax mandatory for kids to attend school. (2)	clayandbuck.com/pfizer-exec-makes-shocking-admission-about-covid-shot Pfizer Exec Makes Shocking Admission About Covid Shot (1)	twitter.com/Xx17965797N/status/1581253383565869056 Pfizer whistleblower Melissa Strickler (1)	cnn.com/2021/11/02/business/pfizer-earnings/index.html Pfizer revenue and profits soar on its Covid vaccine business (1)
survivethenews.com/macron-and-most-mps-are-not-vaccinated-reveals-former-french-presidential-candidate-in-shocking-claim Macron and "most MPs are not vaccinated," reveals former French presidential candidate in shocking claim (51)	apne.ws/dni9iIH Posts mislead on Pfizer COVID vaccine's impact on transmission (1)	news.com/2022/04/11/4000-women-lost-baby-covid-vaccine-usa Over 4000 Women have now lost their baby due to the Covid Vaccine in the USA; this is a 16,633% increase on the number of Fetus deaths caused by the Flu Jabs since 1990 (1)		ctvnews.ca/health/coronavirus/covid-19-is-7-times-more-dangerous-for-myocarditis-than-vaccine-study-1.6109900 COVID-19 is 7 times more dangerous for myocarditis than vaccine study (1)
thepostmillennial.com/breaking-cdc-moves-to-add-covid-vaccine-to-child-immunization-schedule-for-federal-programs BREAKING: CDC moves to add Covid vaccine to child immunization schedule for federal programs (36)	cdc.gov/vaccines/imz-managers/laws/state-reqs.html State Vaccination Requirements (1)	open.substack.com/pub/stevekirsch/p/acip-committee-will-likely-add-the-covid-vaccines-to-the-childhood-vaccination-program-on-thursday (1)		regulations.gov/document/CDC-2022-0111-0001 What's New on Regulations.gov (1)
npr.org/sections/health-shots/2021/12/05/1059828993/data-vaccine-misinformation-trump-counties-covid-death-rate Pro-Trump counties now have far higher COVID death rates. Misinformation is to blame (33)	cnbc.com/2020/12/16/covid-vaccine-side-effects-compensation-lawsuit.html You can't sue Pfizer or Moderna if you have severe Covid vaccine side effects. The government likely won't compensate you for damages either (1)			
apne.ws/dni9iIH Posts mislead on Pfizer COVID vaccine's impact on transmission (32)				

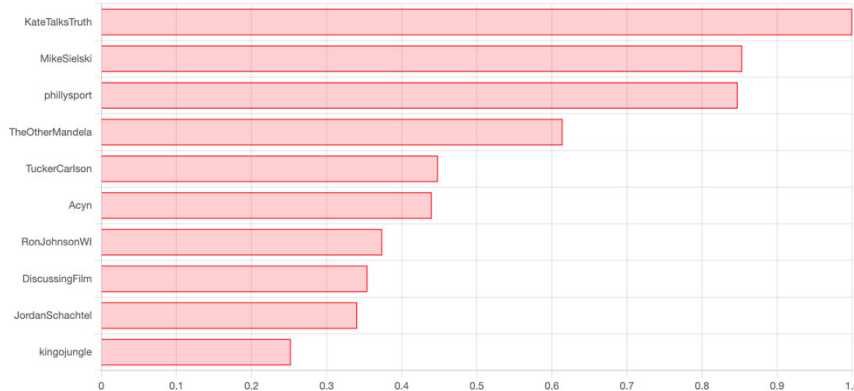


Top URLs by City October 14 – October 20

Philadelphia	Chester	Norristown	Pittsburgh	Erie	Allentown/ Bethlehem	Other
vox.com/science-and-health/23393321/covid-vaccine-bivalent-booster-pfizer-moderna The best thing you can do to quash a deadly Covid-19 surge this winter (89)	theepochtimes.com/pr-firm-working-for-pfizer-and-moderna-embeds-staff-within-cdcs-vaccine-committee-4796688.html PR Firm Working for Pfizer and Moderna Embeds Staff Within CDC's Vaccine Committee (89)	dossier.substack.com/p/the-cdc-will-vote-thursday-to-permanently-shield-pfizer-and-moderna-from-covid-vaccine-injury-liability (9)	dossier.substack.com/p/the-cdc-will-vote-thursday-to-permanently-shield-pfizer-and-moderna-from-covid-vaccine-injury-liability (131)	breitbart.com/politics/2022/10/18/its-done-just-to-break-troops-speak-out-against-covid-vaccine-mandate It's Done Just to Break: Troops Speak Out Against COVID Vaccine Mandate (2)	dossier.substack.com/p/the-cdc-will-vote-thursday-to-permanently-shield-pfizer-and-moderna-from-covid-vaccine-injury-liability (64)	vox.com/science-and-health/23393321/covid-vaccine-bivalent-booster-pfizer-moderna The best thing you can do to quash a deadly Covid-19 surge this winter (13)
dossier.substack.com/p/the-cdc-will-vote-thursday-to-permanently-shield-pfizer-and-moderna-from-covid-vaccine-injury-liability (60)	dossier.substack.com/p/the-cdc-will-vote-thursday-to-permanently-shield-pfizer-and-moderna-from-covid-vaccine-injury-liability (69)	gettr.com/comment/c1hd40f8d9580 80 young Canadian doctors "died suddenly" in past 2 years while fully COVID-19 vaccinated (7)	survivenews.com/macron-and-most-mps-are-not-vaccinated-reveals-former-french-presidential-candidate-in-shocking-claim Macron and "most MPs are not vaccinated," reveals former French presidential candidate in shocking claim (51)	citizenfreepress.com/breaking-cdc-to-vote-thursday-to-permanently-shield-pfizer-and-moderna-from-vaccine-lawsuits CDC to vote Thursday to permanently shield Pfizer and Moderna from Vaccine lawsuits... (2)	thepostmillennial.com/breaking-cdc-moves-to-add-covid-vaccine-to-child-immunization-schedule-for-federal-programs BREAKING: CDC moves to add Covid vaccine to child immunization schedule for federal programs (30)	apnews.com/dn9jH Posts mislead on Pfizer COVID vaccine's impact on transmission (8)
breitbart.com/politics/2022/10/18/its-done-just-to-break-troops-speak-out-against-covid-vaccine-mandate It's Done Just to Break: Troops Speak Out Against COVID Vaccine Mandate (54)	apnews.com/dn9jH Posts mislead on Pfizer COVID vaccine's impact on transmission (47)	thepostmillennial.com/breaking-cdc-moves-to-add-covid-vaccine-to-child-immunization-schedule-for-federal-programs BREAKING: CDC moves to add Covid vaccine to child immunization schedule for federal programs (7)	thepostmillennial.com/breaking-cdc-moves-to-add-covid-vaccine-to-child-immunization-schedule-for-federal-programs BREAKING: CDC moves to add Covid vaccine to child immunization schedule for federal programs (36)	dossier.substack.com/p/the-cdc-will-vote-thursday-to-permanently-shield-pfizer-and-moderna-from-covid-vaccine-injury-liability (2)	gov.uk/government/news/political-peerages-2022 Political Peerages 2022 (30)	dossier.substack.com/p/the-cdc-will-vote-thursday-to-permanently-shield-pfizer-and-moderna-from-covid-vaccine-injury-liability (4)
dailymail.co.uk/health/article-11311307/A-cancer-vaccine-ready-MONTHS-Drug-giant-Merck-teams-Moderna-develop-cancer-jab.html Cancer vaccine could be ready in MONTHS: Drug giant Merck teams with Moderna to develop shot for melanoma that uses patients' own TUMORS (47)	dailymail.co.uk/health/article-11303017/PR-firm-represents-Pfizer-Moderna-sits-CDC-vaccine-advisory-committee.html Revealed: PR firm that represents Pfizer and Moderna also sits on CDC vaccine decision - sparking major conflict of interest concerns (27)	apnews.com/dn9jH Posts mislead on Pfizer COVID vaccine's impact on transmission (6)	npr.org/sections/health-shots/2021/12/05/1059828993/data-vaccine-misinformation-trump-counties-covid-death-rate Pro-Trump counties now have far higher COVID death rates. Misinformation is to blame (33)	erisenewsnow.com/story/A7520761/health-officials-discuss-possibility-of-cancer-vaccine-by-2030 Health Officials Discuss Possibility of Cancer Vaccine by 2030 (2)	vox.com/science-and-health/23393321/covid-vaccine-bivalent-booster-pfizer-moderna The best thing you can do to quash a deadly Covid-19 surge this winter (23)	nytimes.com/2022/10/15/us/politics/covid-booster-shots.html As White House Presses for Booster Shots, Americans Are Slow to Get Them (3)
walgreens.com/healthcare-solutions/covid-19-index Walgreens COVID-19 Index (45)	rumble.com/y1okuxo-cdc-to-vote-thursday-to-require-covid-shots-for-kids.html CDC To Vote Thursday To REQUIRE Covid Shots For Kids (25)	vox.com/science-and-health/23393321/covid-vaccine-bivalent-booster-pfizer-moderna The best thing you can do to quash a deadly Covid-19 surge this winter (5)	apnews.com/dn9jH Posts mislead on Pfizer COVID vaccine's impact on transmission (32)	americanlibertyreportnews.com/articles/court-orders-cdc-to-release-data-showing-18-million-vaccine-injuries-in-america Court Orders CDC to Release Data Showing 18 Million Vaccine Injuries in America (1)	apnews.com/dn9jH Posts mislead on Pfizer COVID vaccine's impact on transmission (20)	thepostmillennial.com/breaking-cdc-moves-to-add-covid-vaccine-to-child-immunization-schedule-for-federal-programs BREAKING: CDC moves to add Covid vaccine to child immunization schedule for federal programs (3)

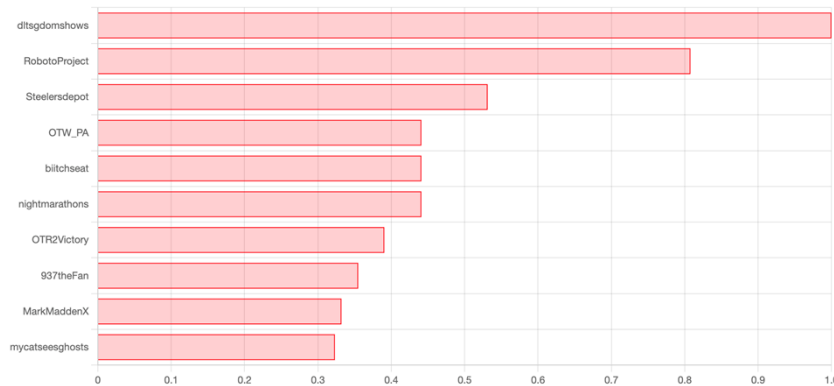
Analysis of Tweeters - Super Spreaders

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



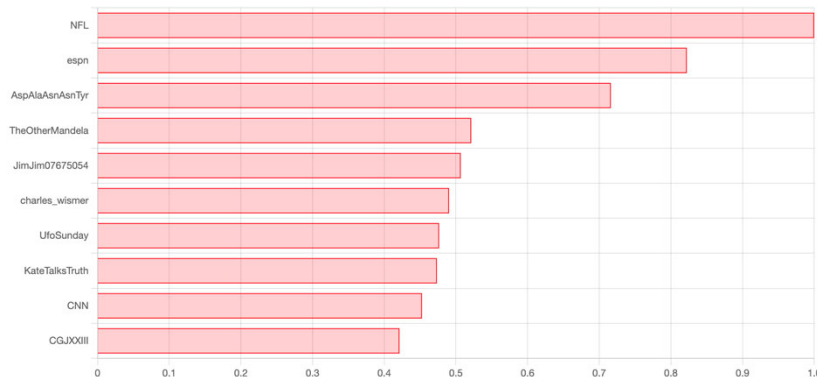
Analysis of Tweeters - Super Friends

- ❑ 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
RonJohnsonWI	480
catturd2	378
TheOtherMandela	375
pk_kenzie	317
CDCgov	255
TuckerCarlson	231
pfizer	221
NFLonCBS	202
ClayTravis	180
IamBrookJackson	163
RepThomasMassie	159
CDCDirector	152
salmaiorana	151



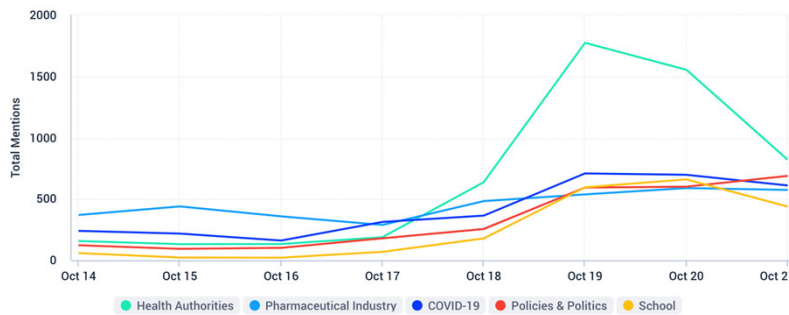
Trending Tweets October 14 – October 20

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

- ❑ CDC is trying to quietly include a vote to add the mRNA C•19 vaccine to the annual childhood immunization schedule. This vote takes place in 2 days on October 19th. Here's why this matters: <https://t.co/Nya01p0mAi>;
- ❑ The CDC is about to add the Covid vaccine to the childhood immunization schedule, which would make the vax mandatory for kids to attend school. <https://t.co/Ga0EjZiVbl>;
- ❑ Pfizer presentation gone wrong <https://t.co/OpltoYmEkl>;
- ❑ The CDC will vote Thursday to permanently shield Pfizer and Moderna from COVID vaccine injury liability <https://t.co/YW0ZXH0tpc>;
- ❑ BREAKING: In COVID hearing, #Pfizer director admits: #vaccine was never tested on preventing transmission. "Get vaccinated for others" was always a lie. The only purpose of the #COVID passport: forcing people to get vaccinated. The world needs to know. Share this video! <https://t.co/su1WqgB4d0>;
- ❑ So glad I never got that vaccine. What a fraud;
- ❑ It appears the FDA no longer requires clinical trial data Pfizer&Moderna's new Omicron vax(tested in 8 mice) was authorized today for children, who are at the highest risk of vaccine-induced myocarditis FDA bypassed their expert advisers The most political FDA&CDC in U.S. history;
- ❑ I Thank GOD for another day! I just received my Annual Flu Shot and COVID-19 Moderna updated Booster, and I Feel Good!;
- ❑ Pfizer Clinical Trial Whistleblower, Brook Jackson, speaks with a Department of Justice Insider and he explains the parallels between contractors who committed fraud after 9/11 and contractors that committed fraud during the pandemic. @IamBrookJackson <https://t.co/CnHevA5unU>;
- ❑ "When I'm Governor, PA will NOT mandate the COVID vaccine-no matter what the CDC says." <https://t.co/QznX8Cew4k>;
- ❑ I joined @TuckerCarlson to discuss one of the greatest scandals of our time. #COVID passports and mandates placed millions of people outside society. But there was NO evidence the #vaccine would even stop the transmission. This should have massive political consequences: <https://t.co/dQ0ICUKEBK>;



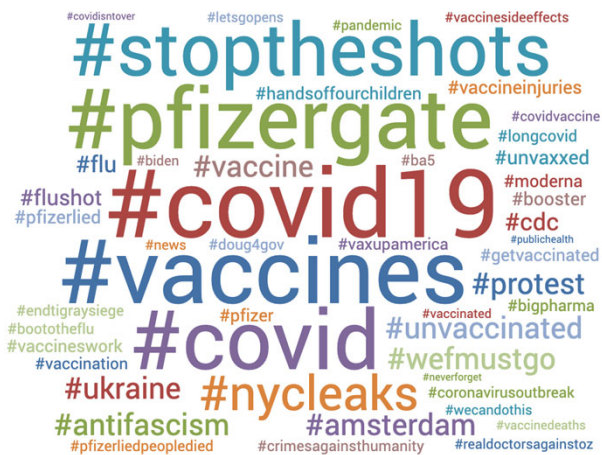
General PA Conversation October 14 – October 20



Source: VCTR Project Dashboard



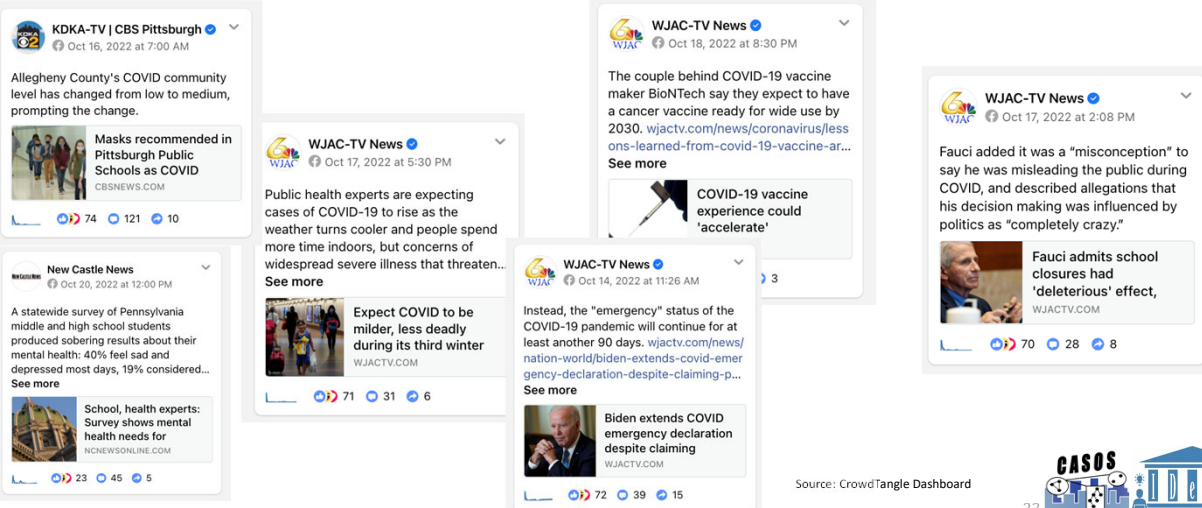
PA Hashtag Cloud October 14 – October 20



Source: VCTR Project Dashboard



Trending Posts on Facebook October 14 – October 20



Trending Posts on Instagram October 14 – October 20



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

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