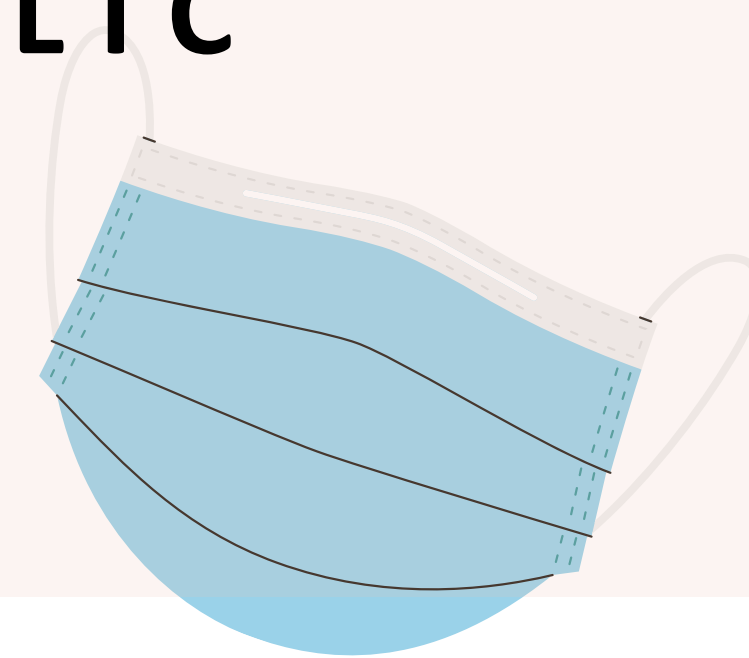
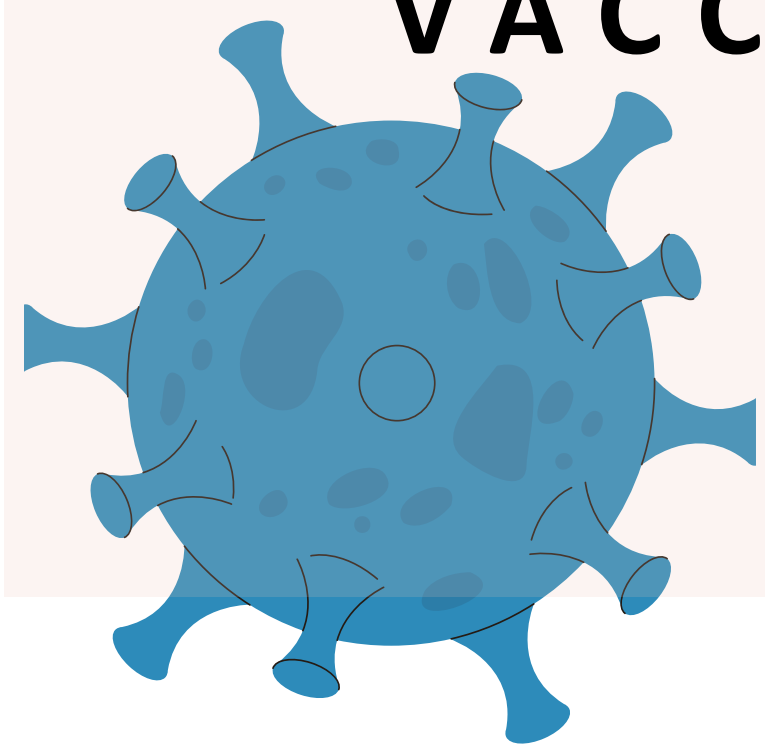


HOW MISINFORMATION ON SOCIAL MEDIA FUELS VACCINE HESITANCY AND ENDANGERS PUBLIC HEALTH

By Busra Alan, Hayat Hassan, Parthena Mouratidis & Mrunmayee Lele



SUMMARY

PROBLEM/ISSUE



VACCINE HESITANCE IS DRIVEN BY RANGE OF FACTORS including:

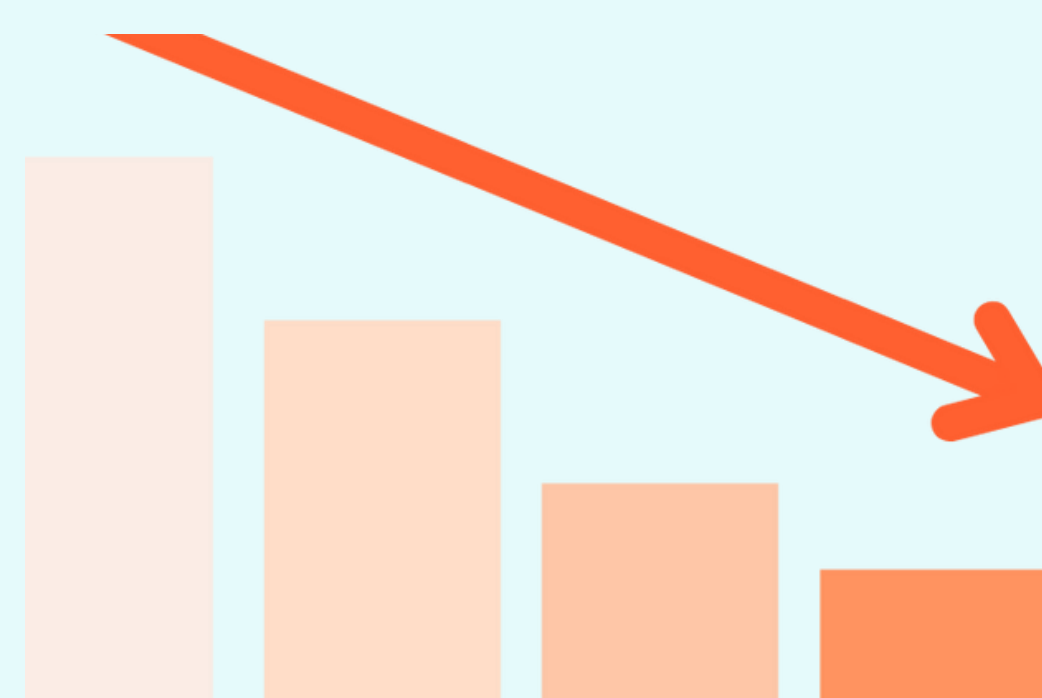
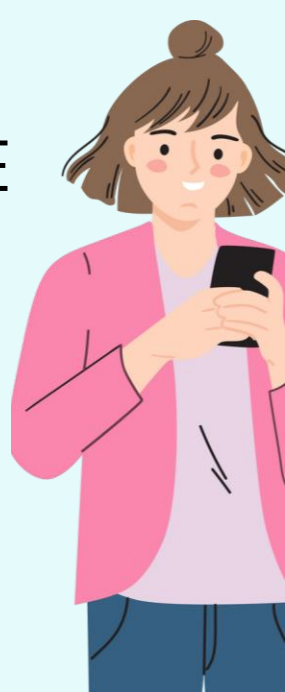
THE IMPACT OF THE "INFODEMIC" DURING COVID-19 ON SOCIAL MEDIA LEADS TO AN INCREASE IN VACCINE HESITANCY

- MISTRUST OF GOVERNMENT AND HEALTHCARE PROVIDERS
- FEAR OF SIDE EFFECTS
- INDIVIDUALS WHO USE SOCIAL MEDIA MAY BE INFLUENCED BY VACCINE RELATED CONTENT

73% REPORTED SOME EXPOSURE TO MISINFORMATION

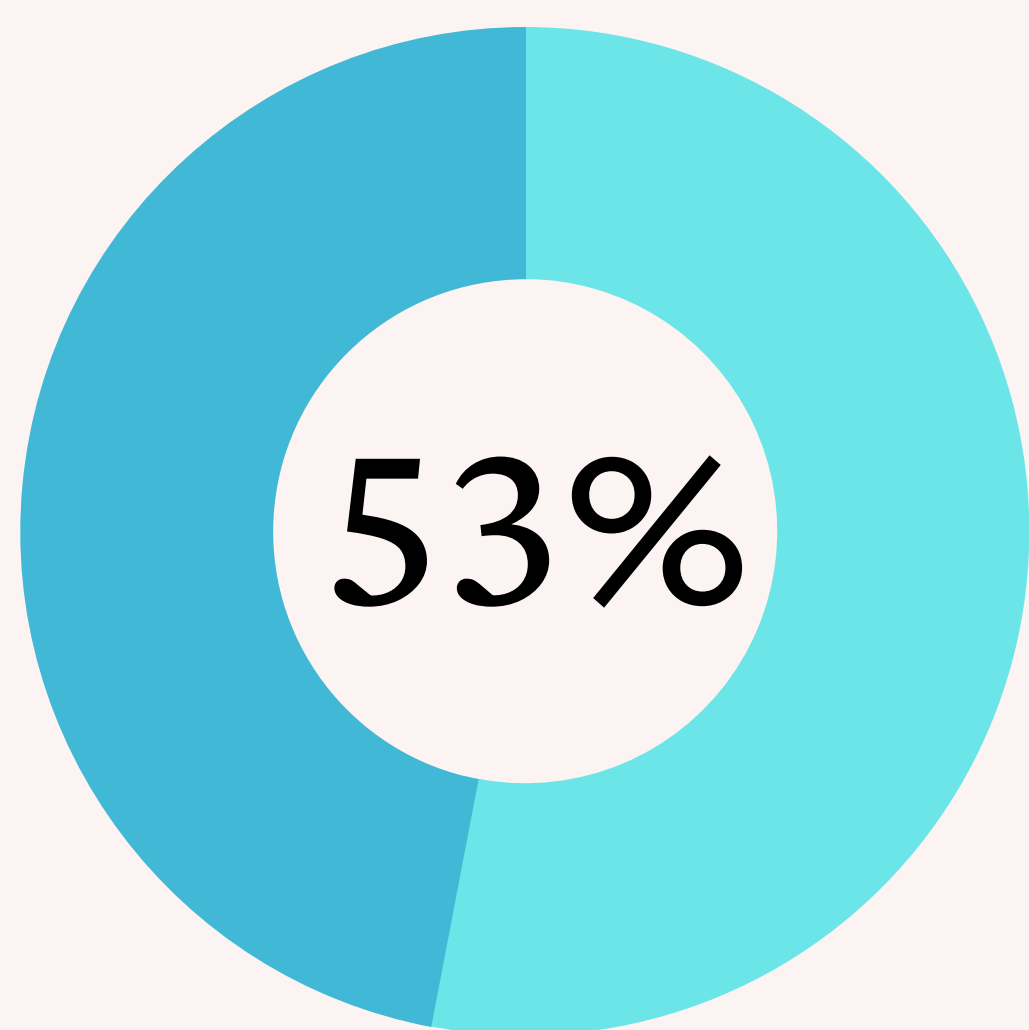


90% of Canadians used online sources to find information about Covid-19

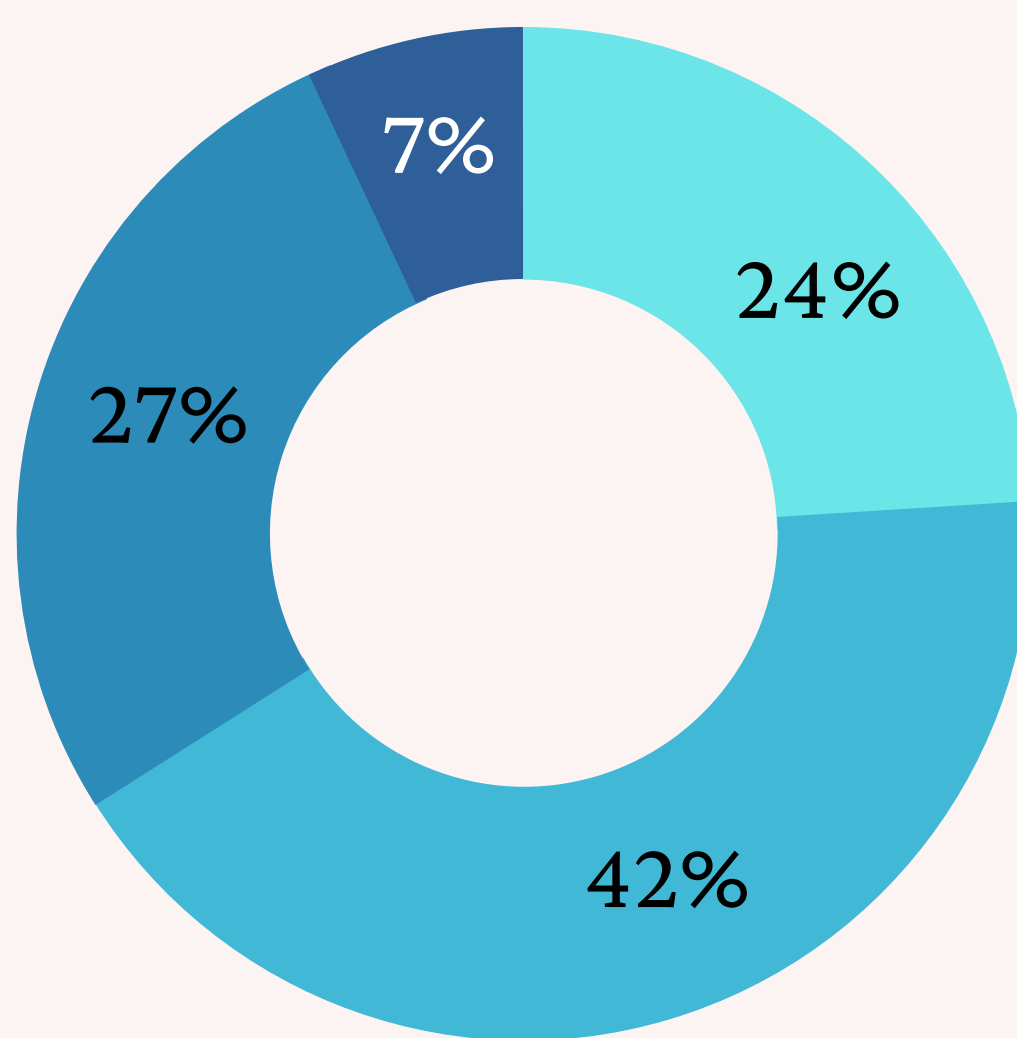


- 15% OF PEOPLE UNWILLING TO TAKE THE VACCINE
- 20% OF PEOPLE UNSURE OF THE VACCINE

KEY FINDINGS/STASTICS



APPROXIMATELY 53% OF CANADIANS SHARED COVID-19 INFORMATION THEY CAME ACROSS ONLINE, WITHOUT BEING CERTAIN OF ITS ACCURACY



- OFTEN CHECK ACCURACY
- ALWAYS CHECK ACCURACY
- SOMETIMES CHECK ACCURACY
- NOT AVAILABLE

PERCENTAGES OF CANADIANS CHECKING FOR ACCURACY OF THE INFORMATION THEY FOUND ONLINE

AUDIENCE AND STAKEHOLDERS

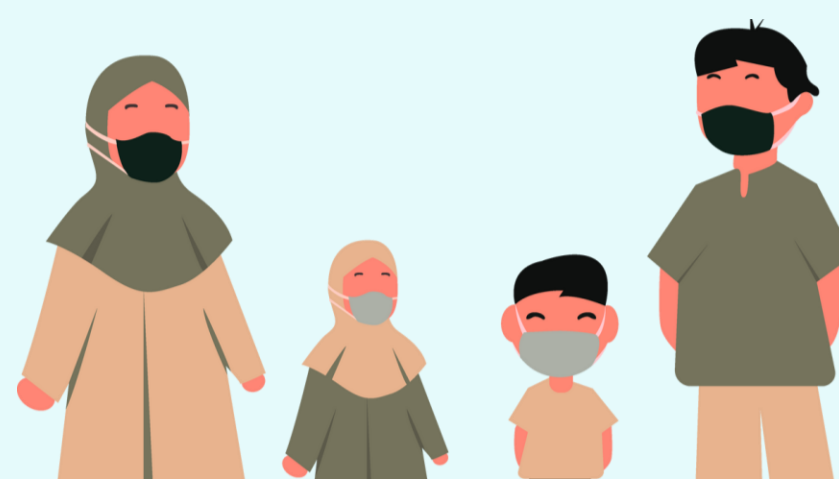


SOLUTIONS/ RECCOMENDATIONS

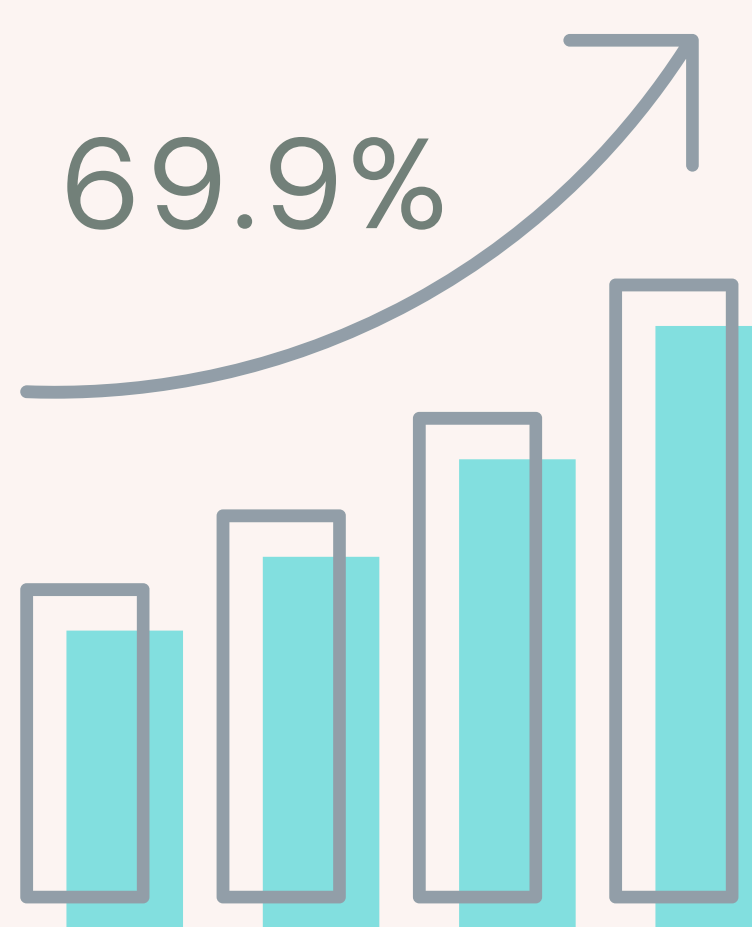
- HEALTH CARE PROFESSIONALS
- POLICY MAKERS
- SOCIAL MEDIA PLATFORMS
- INDIVIDUALS WHO USE SOCIAL MEDIA AND MAY BE INFLUENCED BY VACCINE

- THE MEANS OF THIS STUDY IS TO BRING POLITICAL, SOCIAL, AND ECONOMIC AWARENESS TO THE WAYS VACCINE HESITANCY CAN BE COUNTERACTED IN THE FUTURE
- INCREASING HEALTHCARE PROFESSIONALS PRESENCE ON SOCIAL MEDIA, CAN HELP TO LIMIT MISINFORMATION

APPROACH



- USED A THEMATIC AND COMPARATIVE ANALYSIS
- CONDUCTED A QUALITATIVE CONTENT ANALYSIS OF SOCIAL MEDIA POSTS RELATED TO COVID-19 VACCINE HESITANCY AND MISINFORMATION
- A COMPARITIAVE ANALYSIS WAS USED TO ASSESS VACCINE HESITANCY IN A GLOBAL SCOPE, TO THEN IDENTIY STEPS TAKEN TO COMBAT IT



69.9% OF THE WORLD'S POPULATION HAS RECEIVED ATLEAST ONE DOSE OF THE COVID-19 VACCINE SO FAR. PUBLIC HEALTH INITIATIVES WILL BE THE GAMECHANGERS TO INCREASE VACCINE UPTAKE.