

1. How to understand vaccine misinformation

An overview of the misinformation landscape,
and a rundown of the commonly used tactics
for spreading misinformation online.

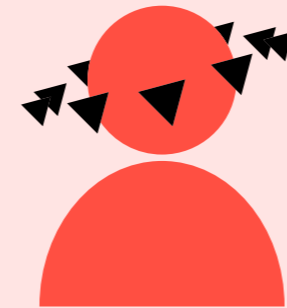


Disinformation

When people intentionally create false or misleading information to make money, have political influence, or to maliciously cause trouble or harm.

Why do people share disinformation?

Money, political gain, to cause confusion, to sow mistrust.



Misinformation

When people share disinformation but they don't realize it's false or misleading, often because they're trying to help or want to feel part of a community.

Why do people share misinformation?

Out of fear and wanting to protect people they care about or to connect with others who are sharing similar information.



Content

- Often involves a kernel of truth, e.g. reframing genuine content
- Visual content (images, videos and memes) is highly shareable and effective
- Disinformation is designed to create an emotional response

Motivation

- The key drivers are: financial, political, social and psychological

Circulation

- Closed Facebook groups, encrypted chat apps, email and SMS are increasingly used to spread misinformation, as they are hard to monitor
- People are very trusting of local information sources, so monitor local Facebook pages, Nextdoor and local news sites

Remember

- Think about the big picture, not just the content. Where did the disinformation originate? What might be motivating someone to create or share?
- Disinformation is hard to trace and attribute in the moment



The Deceptive Seven: seven common types of disinformation

KEY THEORIES AND PRINCIPLES:
A RECAP FROM THE WORKSHOP



Satire or parody

Content that isn't intended to cause harm, but has potential to fool



Misleading content

Information that frames an issue or a person in a misleading way



Imposter content

Content that impersonates or falsely claims to be from a genuine source



Fabricated content

New content that is 100% false, made to deceive and do harm



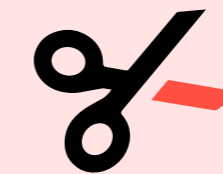
False connection

Headlines, images or captions that oversell the content (e.g., clickbait)



False context

Genuine content that is shared out of its original context



Manipulated content

Genuine information or imagery that is manipulated or edited to deceive

Low manipulation

High manipulation

Behind the term ‘Anti-vaxx’

The term “anti-vaxx” refers to people who refuse, and even campaign against vaccination. The term became popular in the 2010s, but some groups have rejected and contested the label, saying that it is derogatory and inflammatory. The movement itself is often masked in phrases that are hard to argue against, such as “informed consent”, “health freedom”, and “vaccine safety”, as a tactic to gain credibility. On the other side, WHO has used the term “vaccine deniers”, defined as people who “do not accept recommended vaccines and are not open to a change of mind no matter what the scientific evidence says.”

PHOTOGRAPHY: UNSPLASH (EHIMETALOR AKHERE UNUABONA)

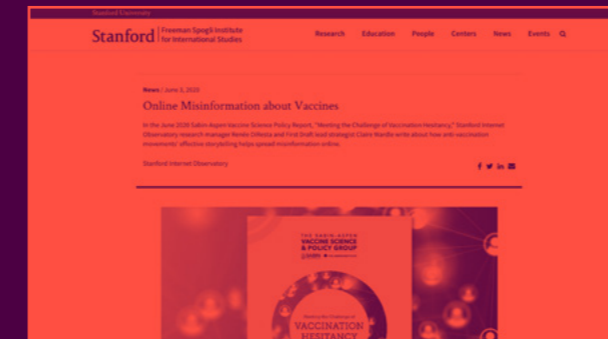
FIRST DRAFT VACCINE INSIGHTS STUDY COMPANION





Vaccine case study: Understanding the impact of polio vaccine disinformation in Pakistan →

Discover how false rumors and historical precedent heightened Pakistani’s vigilance around polio vaccines.



Meeting the challenge of vaccine hesitancy →

(The Sabin-Aspen Vaccine Science & Policy Group) Learn how anti-vaccination movements’ effective storytelling helps spread misinformation online.



Vaccine case study: Exploring the controversy around Dengvaxia and vaccine misinformation in the Philippines →

Learn about the power of data deficits and how they helped fuel vaccine skepticism in the Philippines.



Too little, too late: Social media companies’ failure to tackle vaccine misinformation poses a real threat →

(British Medical Journal) Read up on how social media companies reacted too slowly to health misinformation.



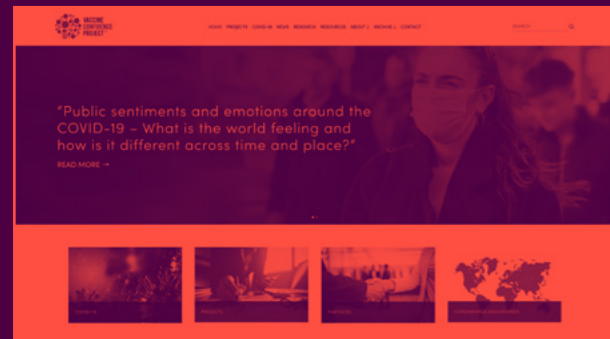
“Do No Harm”: Assessing the impact of prioritizing US political disinformation over health misinformation in 2020 →

Explore the debate on how can newsrooms, researchers and policymakers get can better prepared for health misinformation.



The online competition between pro- and anti-vaccination views →

(Nature) Discover research on how online groups come to doubt vaccines.



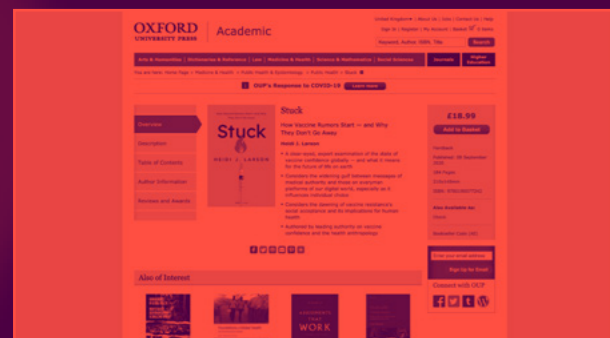
The Vaccine Confidence Project →

Learn about public sentiments and emotions regarding Covid-19.



Vaccine hesitancy: Definition, scope, and determinants →

(SAGE Working Group on Vaccine Hesitancy) Take a deep dive into vaccine hesitancy.



How vaccine rumors start — and why they don't go away →

(Heidi J. Larson, Oxford University Press) Discover an in-depth history and diagnosis of vaccine skepticism.



Vaccination misinformation management guide →

Find guidance for practitioners on addressing a global infodemic and fostering demand for immunization. (English, Spanish and French)

With the ability to build your own syllabus, live interpretation in your language and on-demand lesson recaps, this highly customizable course is designed for busy schedules and varied levels of knowledge and experience.

Learn more at firstdraftnews.org/vaccineinsights/#training

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| 1. | HOW TO UNDERSTAND VACCINE MISINFORMATION | 6. | HOW TO VERIFY VISUAL CONTENT ONLINE |
| 2. | HOW TO IDENTIFY THE KEY VACCINE NARRATIVES | 7. | HOW TO TRACE SOURCES |
| 3. | HOW TO SEARCH ONLINE | 8. | HOW TO AVOID AMPLIFYING MISINFORMATION |
| 4. | HOW TO MONITOR CONVERSATIONS ON SOCIAL MEDIA | 9. | HOW TO PUBLISH RESPONSIBLY |
| 5. | HOW TO MONITOR CONVERSATIONS IN CLOSED SPACES | 10. | HOW TO ANSWER QUESTIONS (BEFORE THEY'VE BEEN ASKED) |

Up next:

How to identify the key vaccine narratives