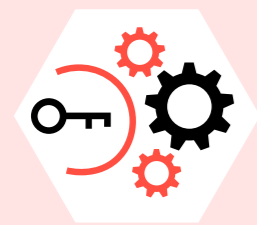


## 2. How to identify the key vaccine narratives

The dominant vaccine narratives, misinformation, and data defects on social media platforms.

## The dominant online Covid-19 vaccine narratives



### Development, provision and access

Posts related to the ongoing progress and challenges of vaccine development. This also includes posts concerned with the testing (clinical trials) and provision of vaccines as well as public access to them.



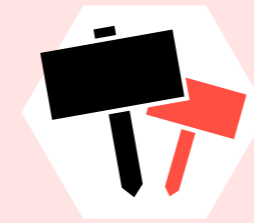
### Conspiracy theory

Posts containing well-established or novel conspiracy theories involving vaccines.



### Safety, efficacy and necessity

Posts concerning the safety and efficacy of vaccines, including how they may **not** be safe or effective. Content related to the perceived necessity of vaccines also falls under this topic.



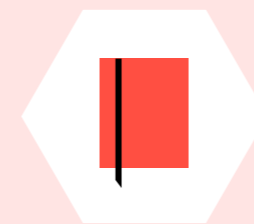
### Liberty and freedom

Posts pertaining to concerns about how vaccines may affect civil liberties and personal freedom.



### Political and economic motives

Posts related to the political and economic motives of actors (key figures, governments, institutions, corporations, etc.) involved with vaccines and their development.

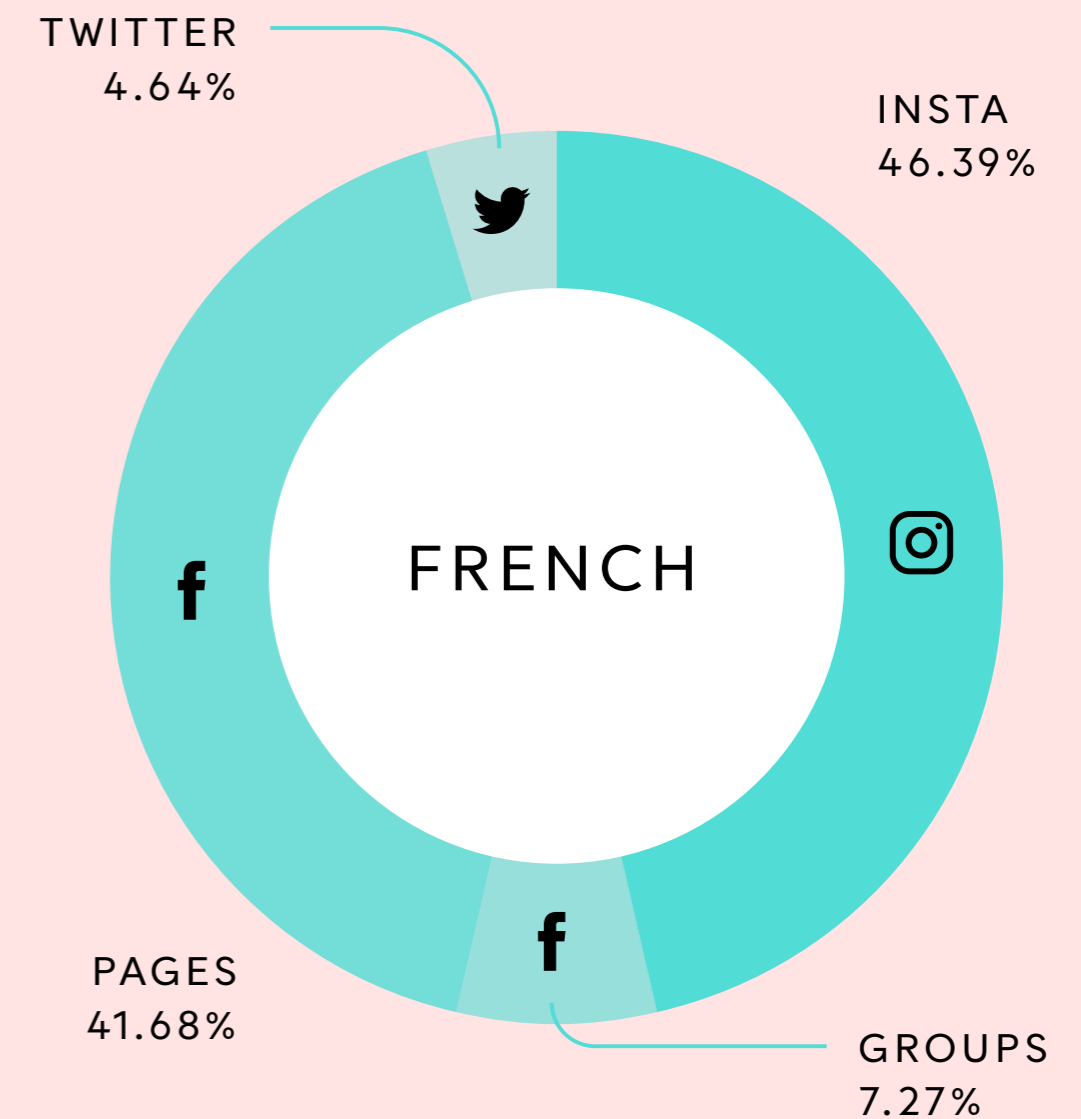
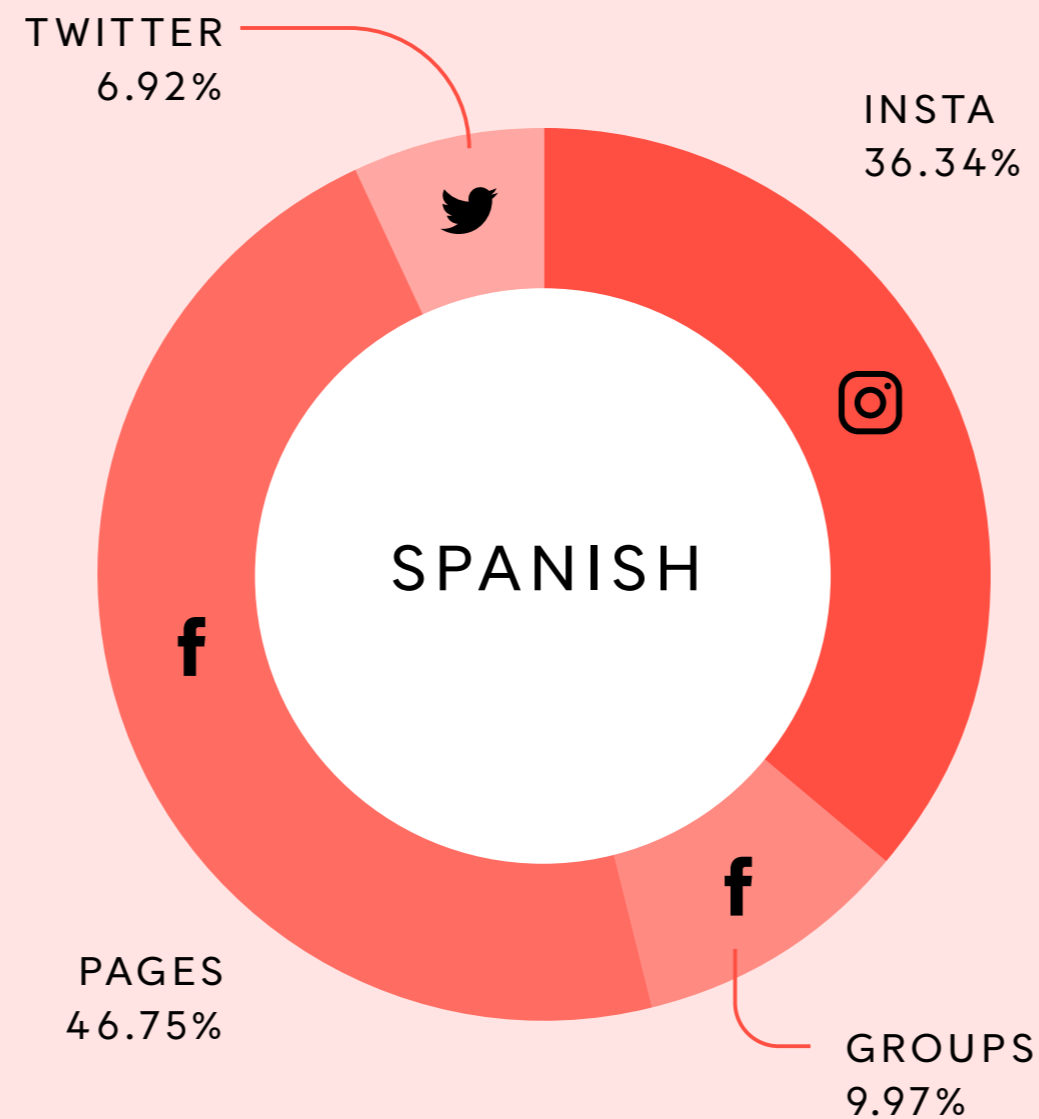
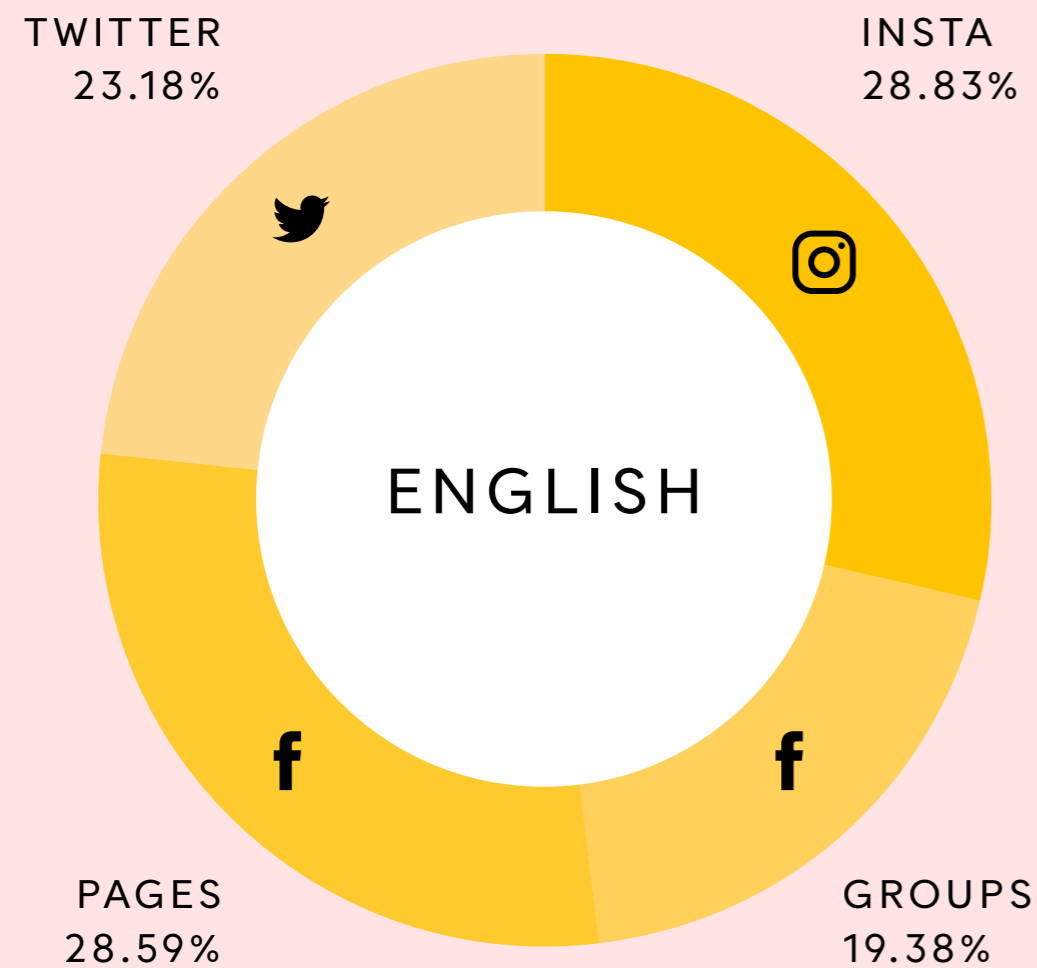


### Morality and religion

Posts containing moral and religious concerns around vaccines, such as their composition and the way they are tested.

## Percentage of total engagement by platform for each language

From the engagement generated by the top 100 most interacted-with posts on each platform in each language published between June 15 and September 15 which featured the word vaccine or vaccination.

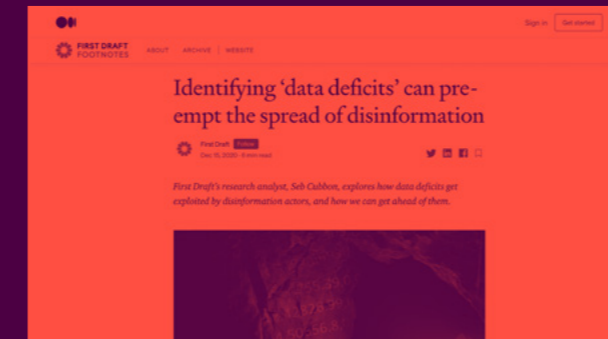


SOURCE: FIRST DRAFT RESEARCH [→LINK](#)



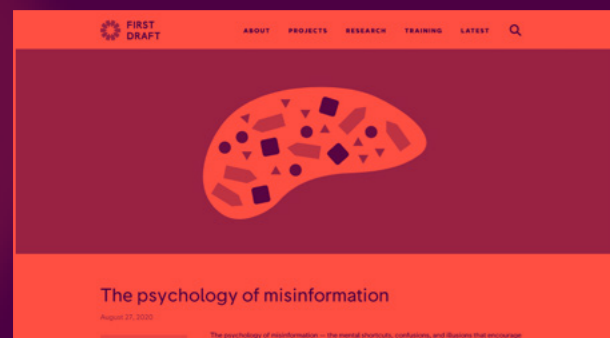
## Under the surface: Covid-19 vaccine narratives, misinformation and data deficits on social media →

Unearth a truly global picture of how the most dominant vaccine stories and rumors traverse languages and borders.



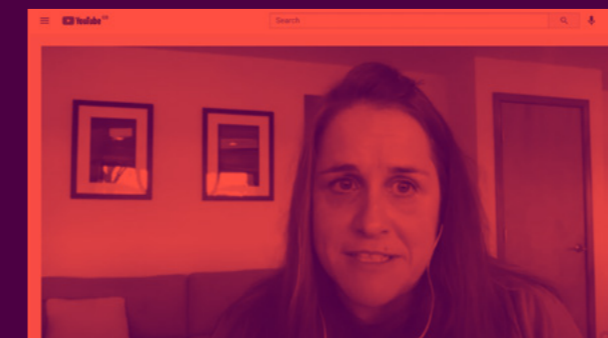
## Identifying “data deficits” can pre-empt the spread of disinformation →

Learn how data deficits emerge when the demand for information from an anxious public outstrips its supply.



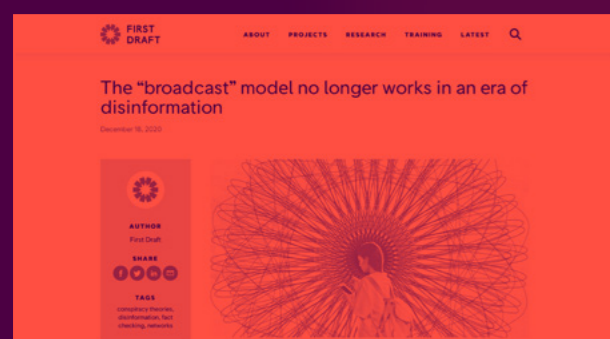
## The psychology of misinformation →

Explore an article series on the emotional relationship we all have with information.



## The challenge of reporting on vaccine misinformation →

Watch a webinar from First Draft’s Vaccine Misinformation Sessions.



## The “broadcast” model no longer works in an era of disinformation →

Learn why we’ve relied on an outdated top-down view of disinformation for too long.

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](https://firstdraftnews.org/vaccineinsights/#training)

- |    |   |     |   |
|----|---|-----|---|
| 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 search online