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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development, provision and access</td>
<td>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.</td>
</tr>
<tr>
<td>Safety, efficacy and necessity</td>
<td>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.</td>
</tr>
<tr>
<td>Political and economic motives</td>
<td>Posts related to the political and economic motives of actors (key figures, governments, institutions, corporations, etc.) involved with vaccines and their development.</td>
</tr>
<tr>
<td>Conspiracy theory</td>
<td>Posts containing well-established or novel conspiracy theories involving vaccines.</td>
</tr>
<tr>
<td>Liberty and freedom</td>
<td>Posts pertaining to concerns about how vaccines may affect civil liberties and personal freedom.</td>
</tr>
<tr>
<td>Morality and religion</td>
<td>Posts containing moral and religious concerns around vaccines, such as their composition and the way they are tested.</td>
</tr>
</tbody>
</table>
Breaking down vaccine-related posts across social platforms and languages

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
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.

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.

The psychology of misinformation

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

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Learn why we’ve relied on an outdated top-down view of disinformation for too long.

The challenge of reporting on vaccine misinformation

Watch a webinar from First Draft’s Vaccine Misinformation Sessions.
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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How to search online