News

Under the surface: Covid-19 vaccine narratives, misinformation and data deficits on social media | First Draft

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> First Draft is pleased to present a new piece of research that has identified dominant vaccine narratives on social media platforms in English, French and Spanish online communities which could erode public trust in a Covid-19 vaccine, and vaccines more generally. The research was conducted this summer by First Draft, amid growing concern that dangerous narratives and conspiracy theories may result in increasing vaccine skepticism.
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> Our research demonstrates the complexity of the vaccine information ecosystem, where a cacophony of voices and narratives have coalesced to create an environment of extreme uncertainty. Two topics are driving a large proportion of the current global vaccine discourse, especially around a Covid-19 vaccine: the "political and economic motives" of actors and institutions involved in vaccine development and the "safety, efficacy and necessity" concerns around vaccines.
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