

Malicious bots and trolls spread vaccine misinformation – now social media companies are fighting back | The Conversation

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Social media have become one of the preeminent [ways of disseminating accurate information about vaccines](#). However, a lot of the vaccine information propagated across social media in the United States has been [inaccurate](#) or [misleading](#). At a time when [vaccine-preventable diseases](#) are [on the rise](#), vaccine misinformation has become a [cause of concern](#) to public health officials.

A 2018 study showed that [a lot of anti-vaccine information](#) is generated by [malicious automated programs](#) – known as bots – and [online trolls](#). In a striking parallel with the [2016 presidential campaign](#) and the [2018 midterm elections](#), some [vaccine misinformation](#) on American social media has been [traced back to Russia](#).

At Saint Louis University's [Center for Health Law Studies](#), I monitor [legal and policy responses to vaccine misinformation](#). Now platforms like Twitter, Facebook and Pinterest are developing strategies to address anti-vaccine bots and to try to reduce their reach in the United States.

[...]

Source: [Malicious bots and trolls spread vaccine misinformation – now social media companies are fighting back](#)