

Massive Facebook study on users' doubt in vaccines finds a small group appears to play a big role in pushing the skepticism | The Washington Post

By Elizabeth Dwoskin

March 16, 2021

Facebook is conducting a vast behind-the-scenes study of doubts expressed by U.S. users about vaccines, a major project that attempts to probe and teach software to identify the medical attitudes of millions of Americans, according to documents obtained by The Washington Post.

The research is a large-scale attempt to understand the spread of ideas that contribute to vaccine hesitancy, or the act of delaying or refusing a vaccination despite its availability, on social media — a primary source of health information for millions of people. It shows how the company is probing ever more nuanced realms of speech, and illustrates how weighing free speech vs. potential for harm is more tenuous than ever for technology companies during a public health crisis.

[...]

Source: [Facebook is studying vaccine hesitancy, new documents show - The Washington Post](#)