

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

By Rory Smith, Seb Cubbon, and Claire Wardle

November 12, 2020

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.

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.

[...]

Source: [Under the surface: Covid-19 vaccine narratives, misinformation and data deficits on social media | First Draft](#)