



Infodemic: Implications for Vaccine Hesitancy

Ms Sharmi Haque, Dr Brian Wong, Dr Robin Van Kessel

Background

- Infodemic is "an overabundance of knowledge, or erroneous and misleading information," according to the WHO
- COVID-19, fake news, disinformation, and conspiracy theories have increased.
- The public's trust in health organisations and programmes is waning, causing concern.
- Impact on vaccine hesitancy as a result of distorted information

Methods

- Narrative review was conducted utilising PubMed, Google Scholar and Web of Science including grey literature related to the research question
- Key words employed “infodemic”, ‘misinformation’, ‘disinformation’, “COVID-19” and ‘vaccine hesitancy’

Findings


- Factors that Influence Vaccine Acceptance in relation to misinformation and disinformation
 - Public Confidence in Available information
 - Social Media
 - COVID-19 Vaccine - related Misinformation
 - Search Engines
 - Disinformation
 - Conspiracy Theories

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Policy Recommendations



- Give medical professionals, scientists, and public health authorities more airtime so they can deliver accurate, useful, transparent information.
 - Direct and efficient communication between scientists and the public is vital to calm fears and minimise misunderstandings. Scientists and medical professionals may educate people via interviews, op-eds, podcasts, blogs, and social media.
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Policy Recommendations

- Search engines should refer people seeking for preventive measures online to established public health websites.
- Social media networks may support health authorities' posts during crises. This ensures that the public receives real, trustworthy information on the problem. Verify public health workers' social media accounts. Monitor social media to control messaging.

Policy Recommendations

- Empathy is needed to control public fear and inspire public health recommendations. Higher-interaction public posts were more personal, showed empathy for people affected, and indicated worry about the disease's spread.
- Focus health communication approaches on underserved groups, racial, cultural, and ethnic minorities.
- Create instructional material and speed the transmission of evidence-based scientific information to rectify inaccurate attitudes and encourage healthy practices.

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**Any
Questions?**