COVID-19 VACCINE HESITANCY

IAP YOUNG PHYSICIAN LEADERS WEBINAR

Biljana Gjoneska MD, PhD
Macedonian Academy of Sciences and Arts
Personality traits, cognitive styles and worldviews associated with beliefs in conspiracy theories

By Biljana Gjoneska, Mike Wood, Anthony Lantian

10. EU-related Conspiracy Theories in the Western Balkans: Gravitating Between Rejecting and Embracing Europe through Euroiliation and Eurofundamentalism

Nebojša Blanuša, Ognjan Denkovski, Kristijan Fidanovski and Biljana Gjoneska

Chapter

North Macedonia goes global

Pro-EU aspiration and anti-EU sentiment as a basis for EU-related conspiracy theories

By André Krouwel, Kristijan Fidanovski, Biljana Gjoneska
COMPARATIVE ANALYSIS OF CONSPIRACY THEORIES IN EUROPE
An interdisciplinary and international network to provide a comprehensive understanding of conspiracy theories.
DISINFORMATION  FALSE AND DAMAGING
MALINFORMATION  INTENTIONALLY & DELIBERATELY HARMFUL, DAMAGING, UNREALISTIC, FALSE
 INACCURATE, INVALID, FALSE
MISINFORMATION  UN/INTENTIONALLY & IN/DELIBERATELY
 False Connections
Misleading Content
INFORMATION DISORDER
CONTENT
FALSE
DAMAGING
INTENTION
COVID-19 VACCINE DENIERS

ANTI-VAXXERS
LIBERTARIANS
NEW AGE GROUPS
Q-ANON ADHERENTS
The psychology of conspiracy theories. Current directions in psychological science, 26(6), 538-542.
PSYCHOLOGY OF CONSPIRACY THEORIES

<table>
<thead>
<tr>
<th>Dominant Narratives</th>
<th>Individuality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberty and freedom</td>
<td>Posts pertaining to concerns about how vaccines may affect civil liberties and personal freedom.</td>
</tr>
<tr>
<td>Morality and religion</td>
<td>Posts containing moral and religious concerns around vaccines, such as their composition and the way they are tested.</td>
</tr>
</tbody>
</table>
## DOMINANT NARRATIVES

**SOCIETY**

<table>
<thead>
<tr>
<th>Political and economic motives</th>
<th>Posts related to the political and economic motives of actors (key figures, governments, institutions, corporations, etc.) involved with vaccines and their development.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conspiracy theory</td>
<td>Posts containing well-established or novel conspiracy theories involving vaccines.</td>
</tr>
</tbody>
</table>

# DOMINANT NARRATIVES

## HEALTH

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development, provision and access</td>
<td>Posts related to the ongoing progress and challenges of vaccine development. This also includes posts concerned with the testing (clinical trials) and provision of vaccines as well as public access to them.</td>
</tr>
<tr>
<td>Safety, efficacy and necessity</td>
<td>Posts concerning the safety and efficacy of vaccines, including how they may <em>not</em> be safe or effective. Content related to the perceived necessity of vaccines also falls under this topic.</td>
</tr>
</tbody>
</table>
PREBUNKING
Preventing against disinformation

DEBUNKING
Correcting disinformation

PRIORITIZING
Determining which disinformation is gaining traction

“Balanced life”

“Inoculation”

“Truth sandwich”

EFFECTIVE STRATEGIES

# Quiz Results

<table>
<thead>
<tr>
<th>Facts Scientific Approach</th>
<th>Fiction Conspiratorial Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Vaccine development is conducted by different pharmaceutical companies and independent research teams all over the world</td>
<td>COVID-19 vaccine is big pharma’s business</td>
</tr>
<tr>
<td></td>
<td>COVID-19 vaccine is scientists’ business</td>
</tr>
<tr>
<td>• Our understanding of COVID-19 is based on scientific research conducted by teams all over the world, as well as practical experience by the entire global medical community</td>
<td>COVID-19 is a hoax</td>
</tr>
<tr>
<td></td>
<td>COVID-19 is a bioweapon</td>
</tr>
</tbody>
</table>
Tendency to take some statement for granted & consider it truthful, because of existing probability for it to be truthful.

**THE COVID-19 VACCINE HAS TERRIBLE SIDE EFFECTS**

Tendency to attribute consequences to—or expect consequences as the result of—a universal force that restores balance.

**HERD IMMUNITY WILL PROTECT US IF WE LET THE VIRUS SPREAD THROUGH THE POPULATION**
Appeal to authority

Tendency to accept an opinion of an authority on a topic, as an evidence to support a particular argument.

**EXPERTS SAY THAT COVID-19 IS NO WORSE THAN THE FLU**

False dichotomy

Tendency to have black and white perspectives, as well as consider only two available alternatives.

**THE COVID-19 VACCINE IS NOT 100% SAFE, HENCE IT WILL GIVE YOU COVID-19**
INTERACTIVE EXERCISE

PHYSICIAN – PATIENT ROLE PLAY
TIPS ON COUNTERING CONSPIRACY THEORIES & DISINFORMATION

PRACTICE ACTIVE LISTENING APPROACH