

Trust me!

How data can be used for a better-informed society?

Simon J. Piatek
Vaccine Confidence Project (LSHTM)

LONDON
SCHOOL of
HYGIENE
& TROPICAL
MEDICINE



IRIS Academic
Research Group

The Vaccine Confidence Project (VCP™)



- Since 2010 the VCP has been monitoring public confidence in immunisation programmes by building an information surveillance system for early detection of public concerns around vaccines.
- We collect structured and unstructured data around vaccines from various sources (surveys, social listening, media monitoring and crowdsourcing) e.g. the Vaccine Confidence Index (VCI)
- Early warnings system that provides analysis and guidance for early response and engagement with the public to ensure sustained confidence in vaccines and other health interventions
- We are part of the IRIS coalition – a group created to develop the practical tools/methodologies that could be used by governments or NGOs to tackle misinformation

A hand holding a syringe with a glowing blue light effect. The background is a mix of orange and blue tones, suggesting a medical or scientific setting. The text is overlaid on this image.

WHAT THIS IS ALL ABOUT:

**FASCIST CONTROL
ECONOMIC DEPENDENCY
AND DEPRIVATION**

**MANDATORY MASS VACCINATION
TO MUTATE HUMAN DNA**

TOO FANTASTIC? YOU HAVEN'T BEEN PAYING ATTENTION

*If we do a really good job
with vaccines, we can reduce
population by up to 15%*

*But if we create a worldwide
pandemic first, killing
people and making many
of the survivors sterile,
then create the vaccine,
we may achieve the
Georgia Guidestones
1st commandment!*

THE VACCINATOR

WILL THE GATES OF HELL SUCCEED WHERE TERMINATOR FAILED?

NOW THATS WHAT I CALL

**HIGH QUALITY
MISINFORMATION**

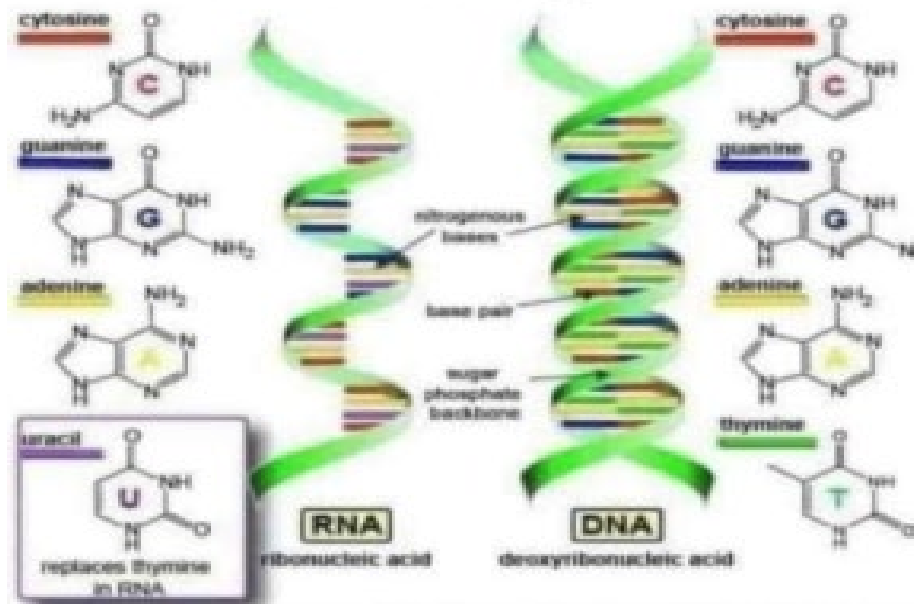
Measuring the impact of misinformation online

- **Identification of anti-vax content** - We identified anti-vax content on social media that had the highest reach and engagement in the UK and US.
- **Surveys** - We run a series of nationally representative surveys in the UK and US and exposed respondents to the content identified in Stage One to quantify the impact of the exposure to antivax content on their willingness to get Covid-19 vaccination.
- **Analysis** - We analysed the survey data and measured the impact of exposure to anti-vax content on the likelihood of getting vaccinated



Findings

The new vaccine for Covid-19 will be the first of its kind EVER. It will be an mRNA vaccine which will literally alter your DNA. It will wrap itself into your system. You will essentially become a genetically modified human being.



- In both countries, relative to factual information, recent misinformation induced a decline in intent of 6.2 percentage points in the UK and 6.4 percentage points in the USA among those who stated that they would definitely accept a vaccine.
- Scientifically looking misinformation increases vaccine hesitancy

Are we prepared to tackle misinformation? Building a Social Listening System Capacity Building Case Study

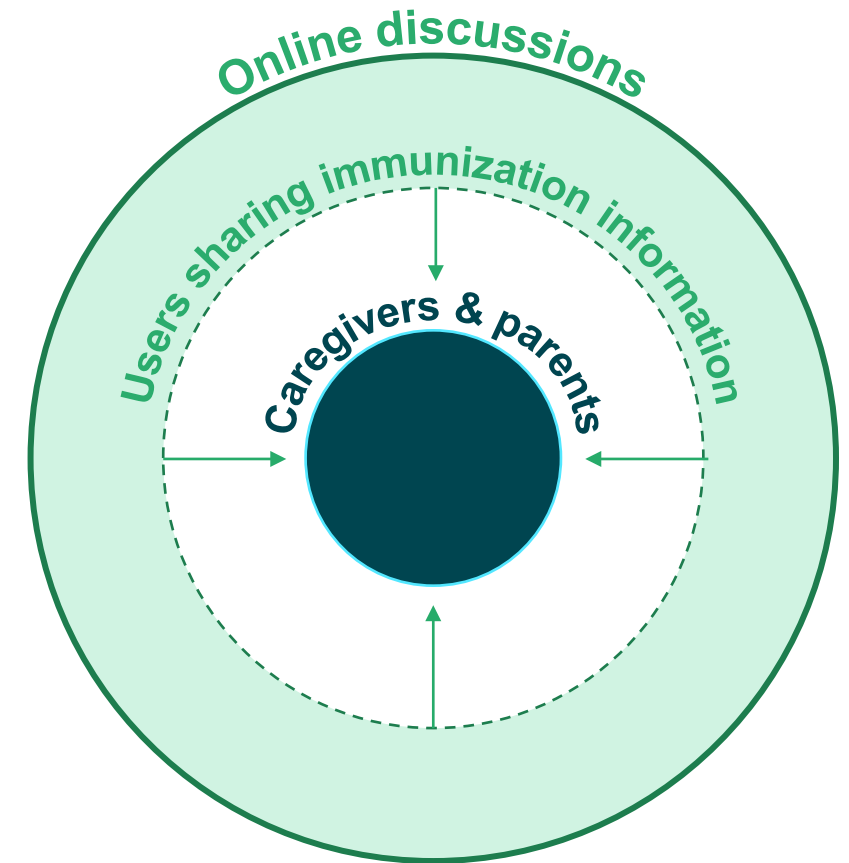
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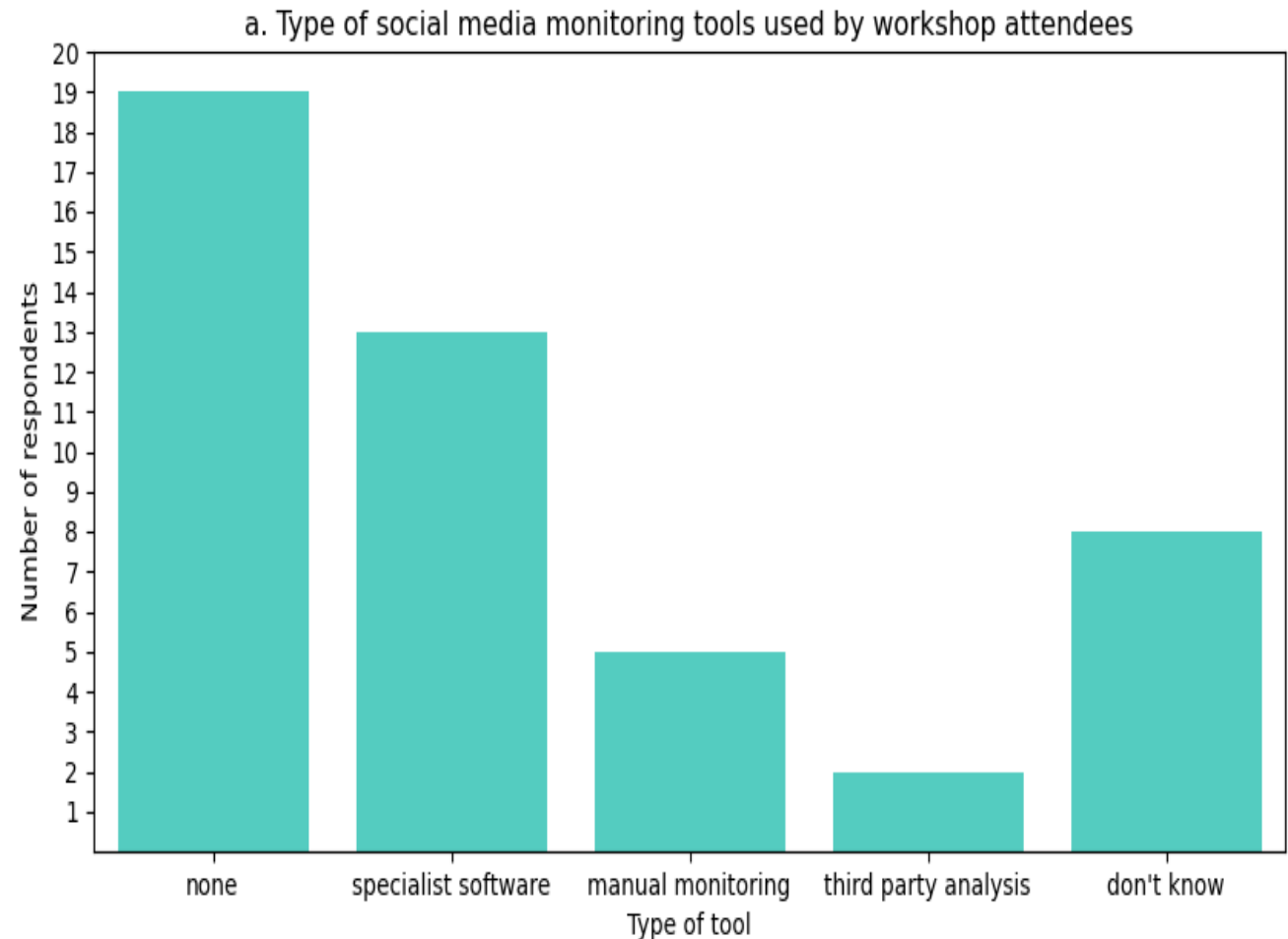
Project objectives, scope and geography

- To strengthen UNICEF and national immunisation programmes capacity to design, implement and evaluate social media interventions
- But why? To address vaccine hesitancy, increase vaccine confidence, and improve demand for immunisation.
- Geography: South and Eastern Europe, Central Asia
- Duration: 2020 – 2022
- An insight into how the above was delivered **practically**



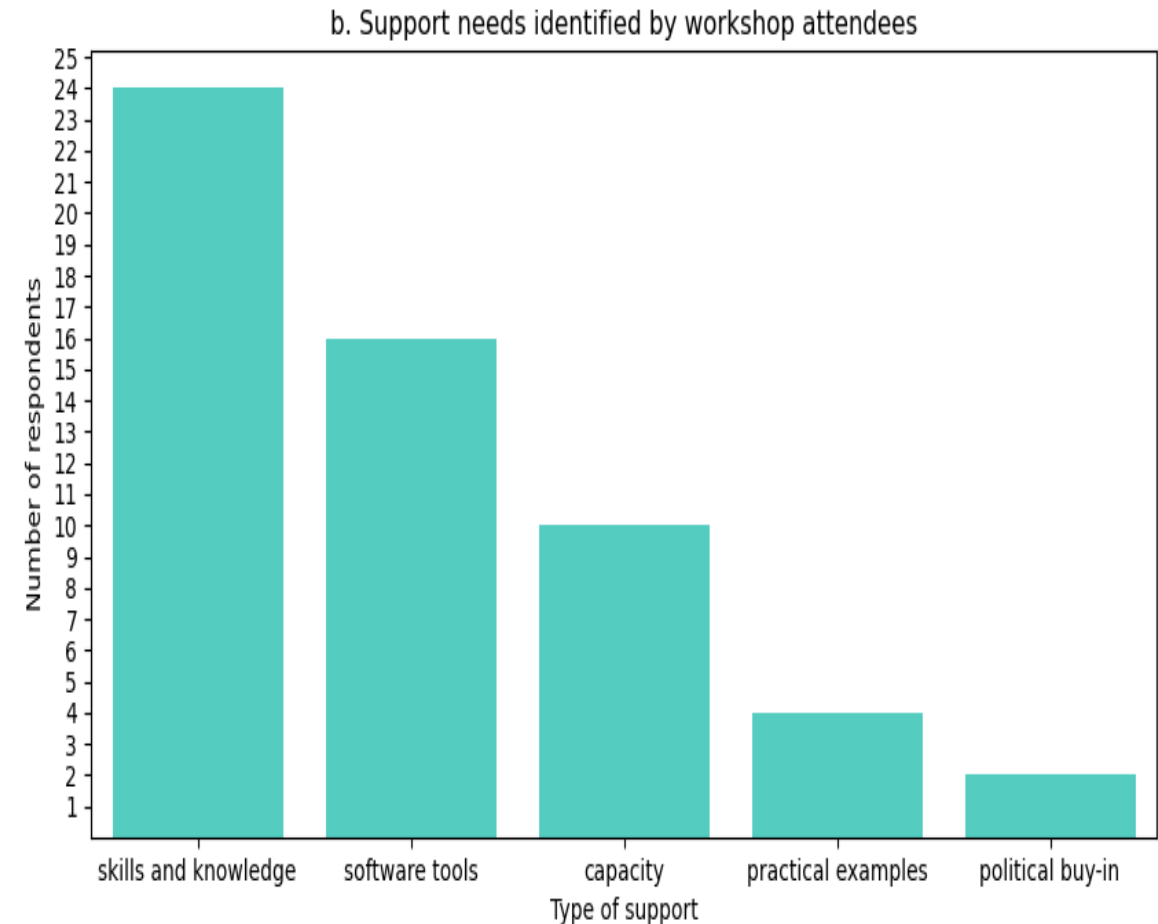
Baseline levels of knowledge and capacity

- 20 (43%) reported that their organisation was already doing some form of social media monitoring,
- 19 (40%) reported that their organisation was not doing any form of social media monitoring
- 8 (17%) were unsure

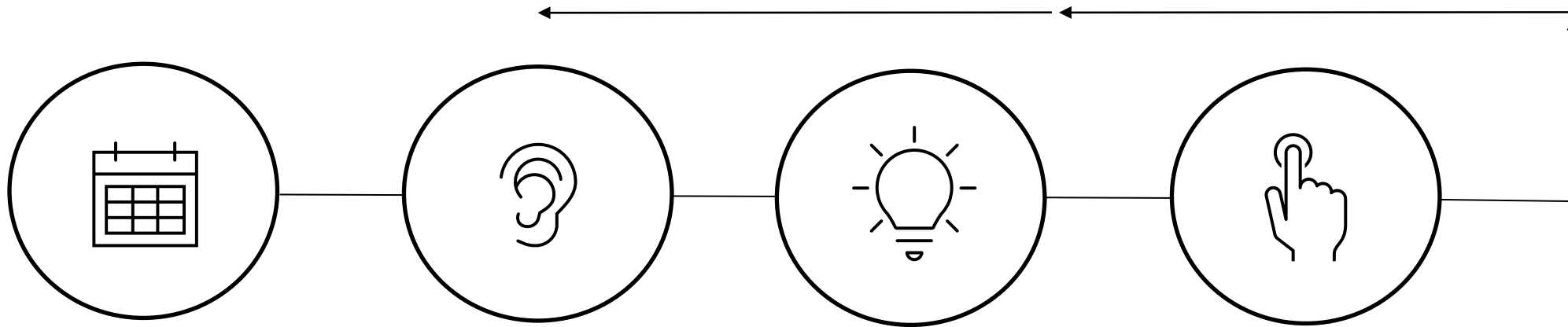


The problem – online misinformation

- 24 (51%) needed to develop skills and knowledge (How to use social media monitoring software? How to choose the most appropriate tool?)
- 16 (31%) lacked access to appropriate software tools (big problem for organisations in less populous countries or with less widely-spoken languages)
- 10 (21%) needed to build organisational capacity for social media monitoring and engagement, as this was currently lacking
- 4 (9%) asked to see some practical examples of effective social media monitoring and engagement projects
- 2 (4%) said they would benefit from greater political buy-in to this area of work



The Social Media Listening Cycle



PREPARE

- Identify your needs and resources
- Analyze the information ecosystem
- Define your budget and pricing models
- Build your team

LISTEN

- Set up the social media listening system
- Identify keywords
- Develop Boolean searches
- Develop insights dashboard
- Extract data for analysis and visualization

UNDERSTAND

- Identify key communication platforms
- Map out key influencers
- Understand audiences
- Analytics and intelligence
- Actionable insights

ENGAGE

- Identify target audiences
- Select social media channels
- Develop tailored, targeted and evidence informed campaign materials and messages
- Implement and monitor campaign
- Evaluate campaign effectiveness

The social listening cycle shown here has been adapted from UNICEF's Vaccine Misinformation Management Field Guide. The version in the Field Guide has a specific misinformation management focus. The version shown here has been adapted to make it relevant to a wider range of digital engagement activities. The original can be found here:

https://www.unicef.org/mena/media/10591/file/VACCINE+MISINFORMATION+FIELD+GUIDE_eng.pdf%20.pdf

How to build a social listening system?

Crowdsourcing for understanding misinformation online

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How to analyse social media data?

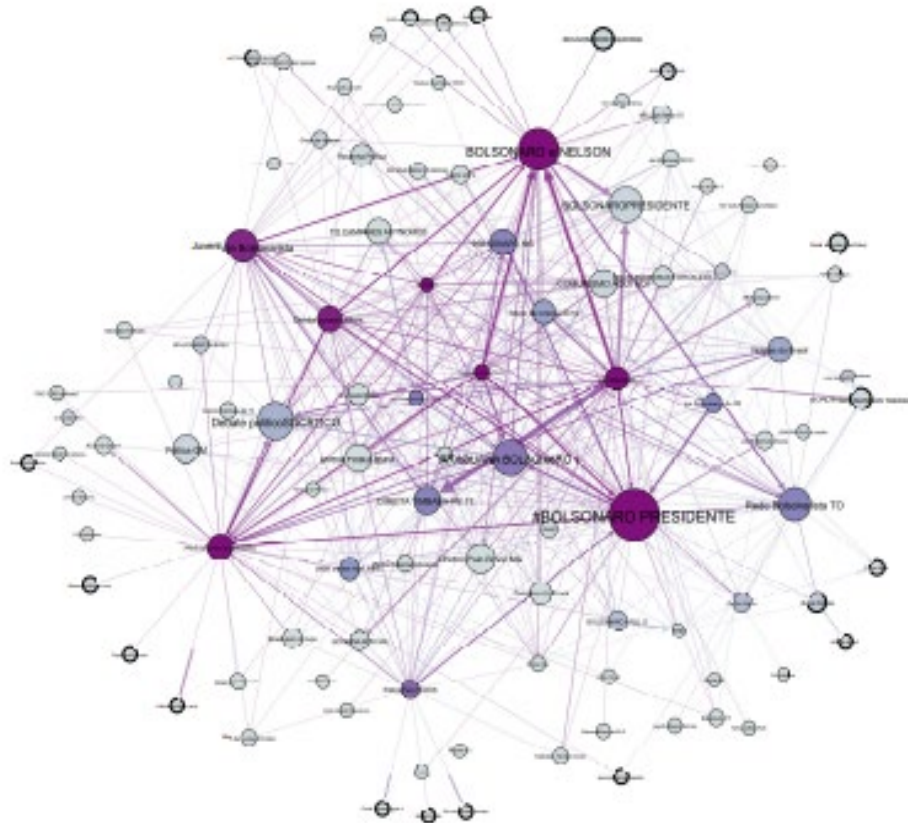


Figure 8: Network of misinformation propagation on WhatsApp groups (election campaign period).

- Traditionally researchers rely on either **surveys** or **social listening**
 - Surveys take long time to deploy **(SPEED)**
 - Social listening is X (Twitter) centric, does not cover private messaging services or publicly available groups **(ACCESS)**

Experimental methodologies



- The current attention to misinformation is still very focused on public social media such as Facebook or X (Twitter).
- There is however a growing body of evidence, that private messaging services such as Telegram, WhatsApp or Link are just as likely to spread misinformation as publicly available social networks.
- Rumours can start on a private social network, go viral in minutes, and only then spread to public social networks.
- The closed nature of private social networks makes it impossible to identify the origin of rumours as not even the service's employees can read the content of messages that were not intended for them.
- The only window of opportunity to see how misinformation spreads on private social networks is to ask their users to share it with researchers when they see it.

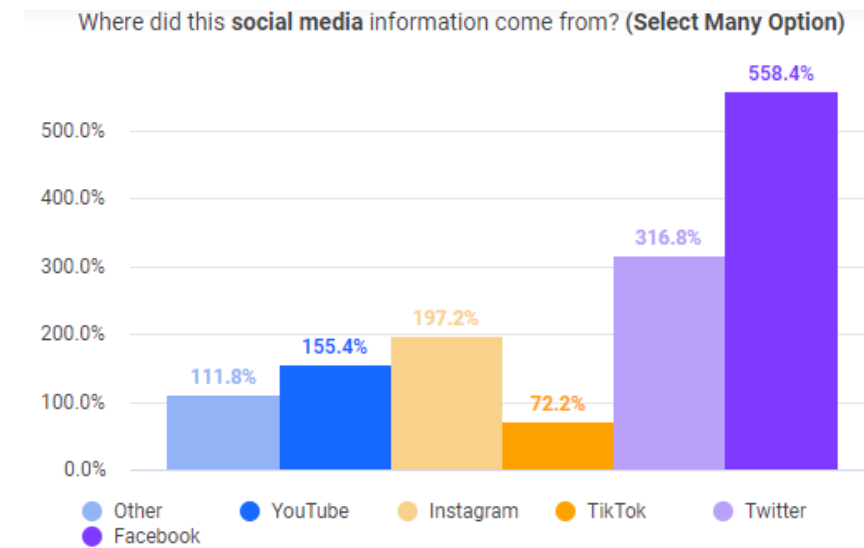
Solution - Crowdsourcing



- The only window of opportunity to see how misinformation spreads on networks that researchers have no access to, is to **ask users to share their experiences**
- How?
 - Our experimental method uses **crowdsourcing** to access information directly from users
 - Crowdsourcing is the practice of obtaining information by asking a large group of people (crowd) who are either paid or unpaid
 - We partnered with a crowdsourcing company (Premise Data) that has a network of millions of contributors in 100+ countries

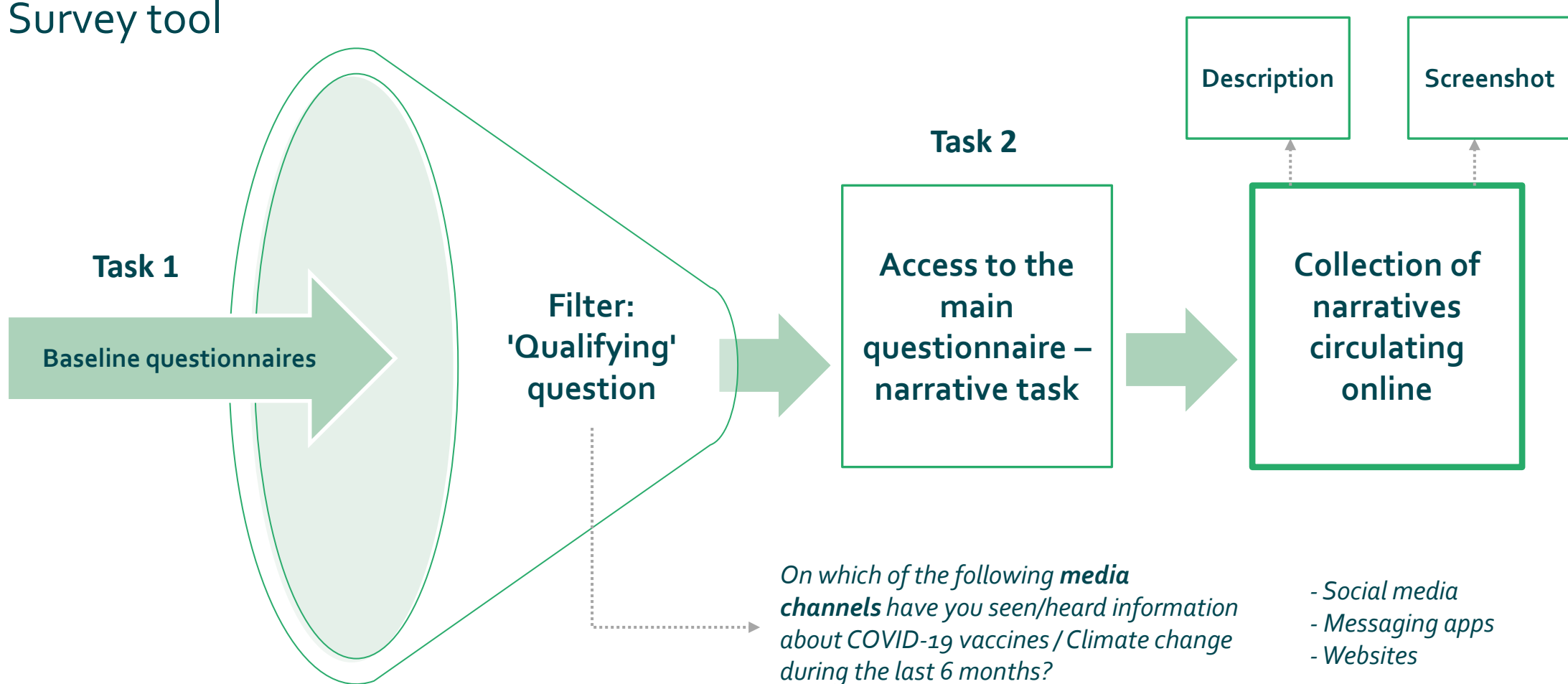
How does this work?

- **The App** enables rapid acquisition of data
- We asked contributors to identify misinformation in relation to **Covid-19 and climate change** and share it with us
- Anonymised submissions were then analysed via an interactive monitoring **dashboard** that allowed us to monitor emerging topics



The mechanics of data collection

Survey tool



Dashboard

climate have drastically DROPPED? Try finding that stat on CNN. Plus, he details how the far-left elite's climate policy is the actual threat to our future...



15th July – 30th September 2022




we have a choice, 'Gutierrez added, 'collective action or collective suicide, it's in our hands'. And indeed, I won't be surprised if a great disaster happened to humanity. Our ego won't let us think about the other, and won't allow us to make collective accounts, the general attitude is "eat and drink because tomorrow we die" (Isaiah Kv. 6). But before we die, the upheavals will continue on the way. Wildfires are raging across Europe, North America and South America; Record-breaking




MSNBC • Obserwuj

"You can run, but you can't hide from climate change": Washington Gov. Jay Inslee discusses wildfire threat in northwest U.S.... Wyświetl więcej



szczęśliwie przeżył do 79. roku życia oraz podałkowe szczepień osób z upośledzoną odpornością, które 12 lat - minister zdrowia Adam Niedzielski



Ministerstwa Zdrowia podał dalej,

Adam Niedzielski @a_niedz... · 2 dni ·
W związku ze zwiększonym zainteresowaniem szczepieniami przeciw #COVID19 podjąłem decyzję o wydłużeniu działania infalini 989. Od 1.08 zapisy od 7.00 do 20.00. Do dziś na drugą dawkę przypominającą zapisało się 502 tys. osób, w tym 30 tys. przez infolinię

#ENTERATE El lunes 1 de agosto, se abre el registro para agendar la cita de la segunda vacuna contra #COVID a menores



Cambio climático: un problema ambiental, también social, económico y político. Por Luciana Mazzini Puga




Ekogroup - Ekologia - Recykling Ochrona środowiska - Energia odnawialna • Obserwuj

#MagazynEnergii #Fotowoltaika #OZE #EnergiaOdnawialna



Naukowcy z Wielkiej Brytanii prowadzą intensywn... Wyświetl więcej



Polska ma do dyspozycji 76,5 mld € budżetu. Czy te środki wspomogą zieloną transformację, czy przywi...



W wyniku zmian klimatu coraz trudniej wyprodukować musztardę.



SLONKA ROZPRZEDZENIE WARSZAWY UWAŻA SIĘ ZA CZYNNIK PRZYSPIE GLOBAŁNE OCIEPLENIE

3 polubienia

polishwindpower Dziura ozonowa to zjawisko rozprzedenia się warstwy ozonowej na skutek zżerania jej przez cząsteczki. Za jej braku...



Vacinação contra a Covid-19

(1ª, 2ª, 3ª doses e doses de reforço)

A quem se destina:

PRIMEIRA DOSE: Crianças a partir de 5 anos de idade.

SEGUNDA DOSE:

A população com a população com idade a partir de 18



The mass vaccination drives have begun all around the world but there's no denying the scepticism around vaccines' efficacy

Description



Vaccine Makers Issue Warnings After Reports Of COVID-19 Vaccine Side Effects | CRUX

CRUX.

CRUX

20K

Likes

2,353,995

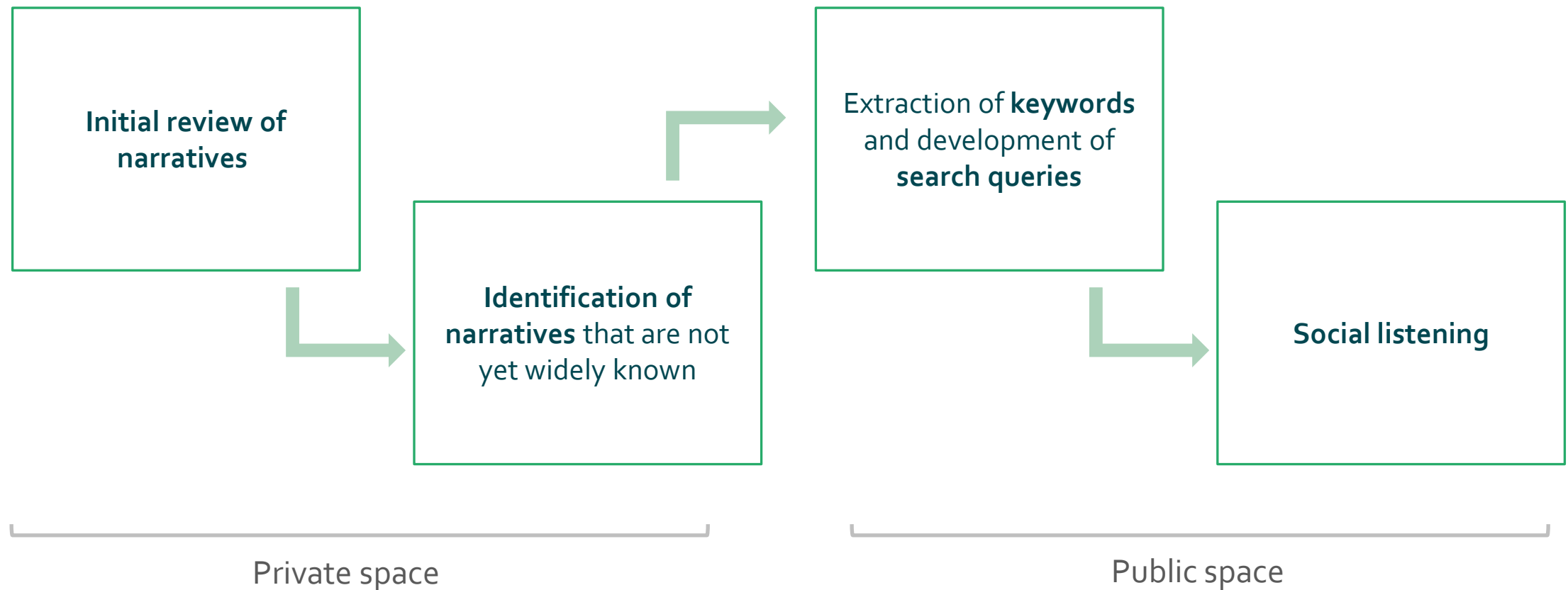
Views

2021

21 Jan

Identification and analysis of narratives

Source: Messaging services



What are we looking for in the public space?

Early detection of a new,
emerging narrative that
migrated from private chats

Tranquility► spikes

Climate change
'punishment from gods',
'punishment for man's sins
or blessings to them'

1 - Nigeria: Facebook Messenger,
Telegram, WhatsApp
2 - Nigeria: Telegram

Covid-19 vaccines
'Lack of memory', 'amnesia',
'loss of memory', 'habit of
forgetting'

1- India: Telegram
2- Kenya: Facebook Messenger

The future: AI

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AI: Democratisation of disinformation



- AI chatbots allow the average person to create and spread the messages they want
- People no longer must be coding experts or video wizards to generate text, images, video, or programs
- They don't necessarily have to work for a troll farm
- Anyone could become a professional troll

AI is a threat to Search Engines (and Social Media)

- For the last two decades search engines were the first port of call for research about companies or individuals
- Search Engine results are still crucial to many decision-making processes.
- AI could threaten Search Engine's place as a go-to source for information by disrupting the existing information landscape and creating a completely new information environment
- Prediction: Generative AI models will soon become a new target for those who seek to shape the information debate on a topic e.g. vaccine confidence or climate change
- Hostile countries or organisations might try to 'poison' or 'strategically shape ' the outputs of these models by feeding their content into the inputs



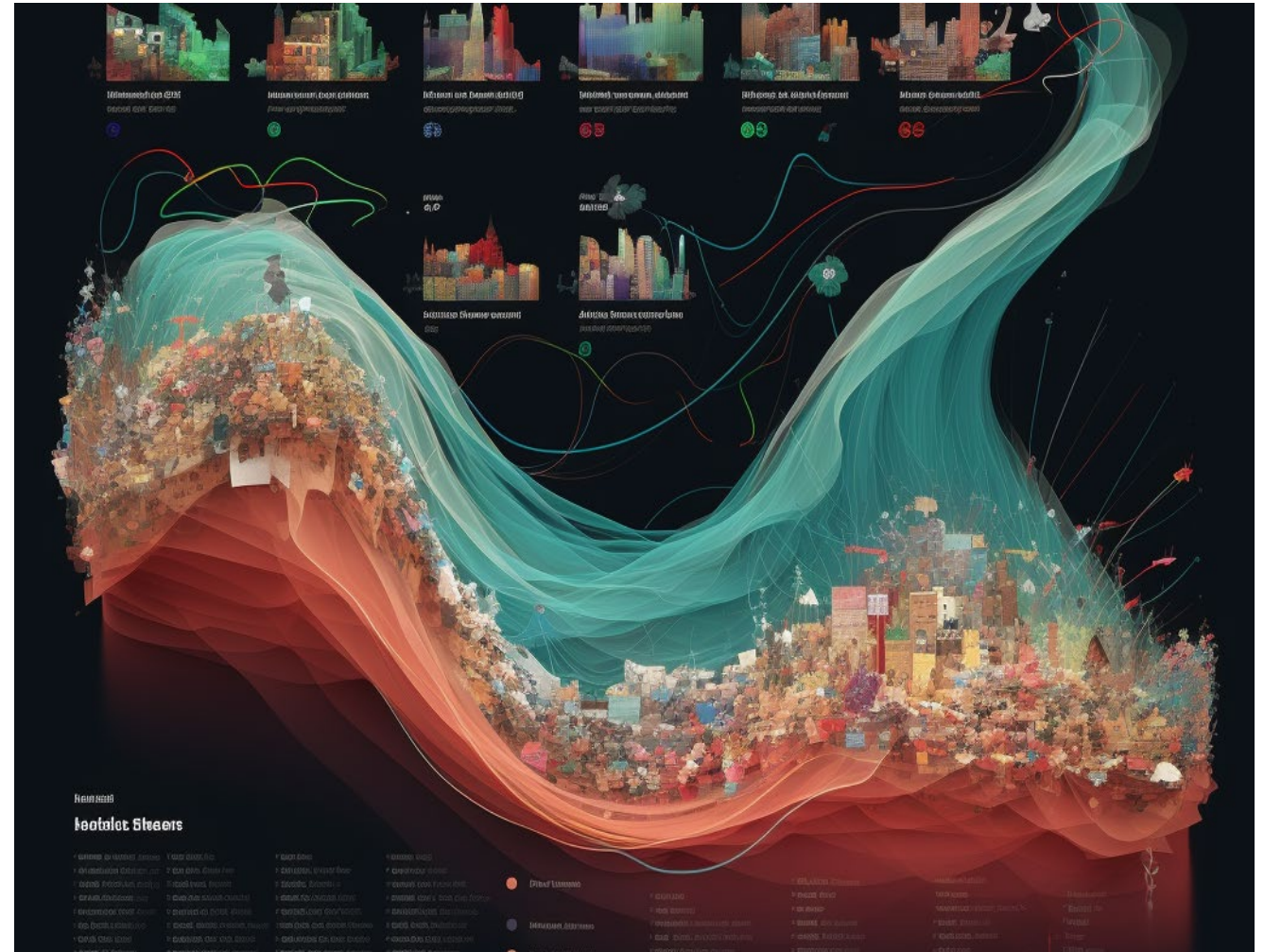
Key challenges and needs



- Access to data - key platforms are removing or limiting access to data
- Limited access is only granted to selected organisations, which undermines the validity of the results of the analysis (others can't replicate research)
- This causes erosion of trust in government, science and Big Tech companies

Key takeaways for the future

- Need to be faster with data collection and analysis – social listening/crowdsourcing can help
- Need to be prepared – build social listening systems before the crisis
- We can't stop AI. It's here to stay.



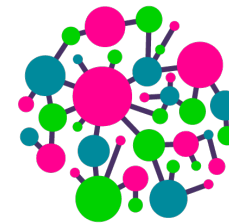
Thank you!

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Confidence
Project™

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