

Dec 4, 2022

# Leveraging innovative approaches to track and prevent misinformation and support routine immunization

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for every child

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# Effective infodemic management strategies that support demand for all vaccines

Address vaccine misinformation by:



Helping people become more resistant to misinformation



Co-designing strategies around communities that rebut their most common vaccine misinformation narratives



Track the infodemic by tracking narratives and misinformation



What tactics are used to fool people in believing misinformation?

# 5 CHARACTERISTICS OF SCIENCE DENIAL

**F**



**Fake  
Experts**

**L**



**Logical  
Fallacies**

**I**



**Impossible  
Expectations**

**C**



**Cherry  
Picking**

**C**



**Conspiracy  
Theories**



Fake Experts



Logical Fallacies



Impossible Expectations



Cherry Picking



Conspiracy Theories



Bulk Fake Experts



Magnified Minority



Fake Debate



Moving Goalposts



Lowered Expectations



Anecdote



Slothful Induction



Quote Mining



Wishful Thinking



Ad Hominem



Ambiguity



Slippery Slope



Anchoring



Contradictory



Overriding suspicion



Nefarious Intent



Something Must Be Wrong



Misrepresentation



Oversimplification



Red Herring



False Equivalence



Persecuted Victim



Immune to Evidence



Re-interpreting Randomness



Straw Man



False Choice



Single Cause



Blowfish



Apples vs. Oranges



False Analogy



False Balance



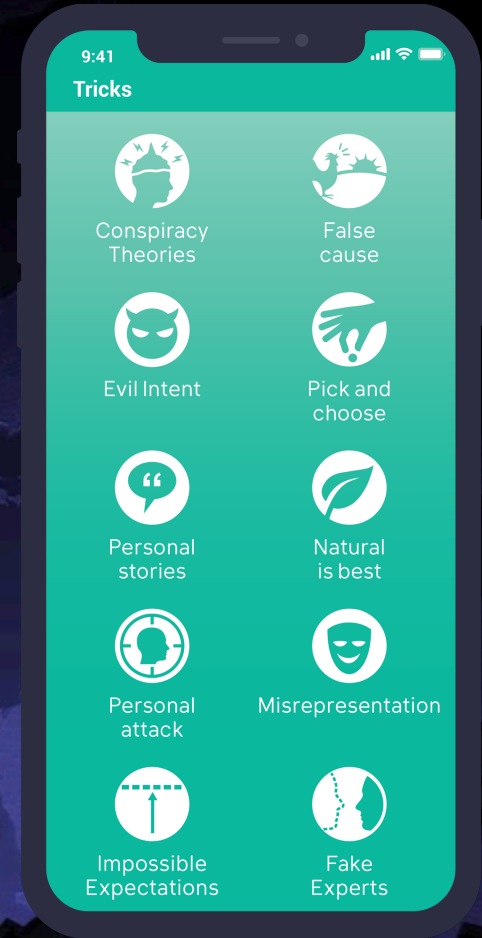
What if we provided **more broad protection** against multiple types of misinformation instead of chasing **individual pieces** of misinformation?



# Cranky Uncle

*VACCINE EDITION*

Smartphone game  
teaching players how to  
spot misleading  
techniques in vaccine  
misinformation.



# v1.0

## "Cranky Classic"

Dec 2020



# v2.0

## Multi-lingual

Jan 2022



# v3.0

## Vaccine Edition

Mid-2022





# Common Fallacies in Vaccine Misinformation



Appeal  
To Nature



Post  
Hoc



Conspiracy  
Theories



Evil  
Intent



Cherry  
Picking



Anecdote



Ad  
Hominem



Impossible  
Expectations

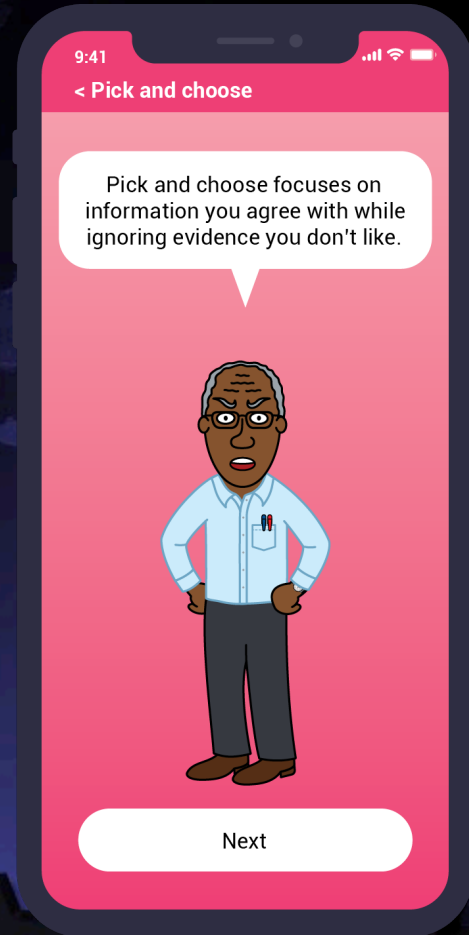
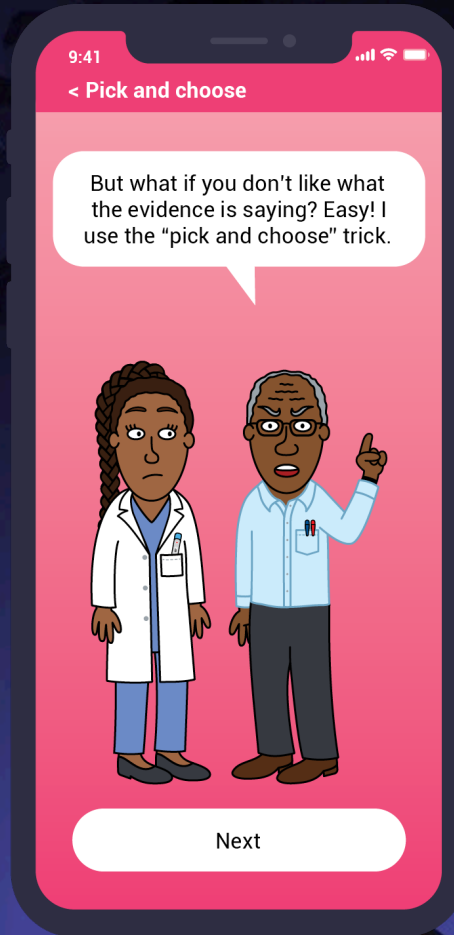
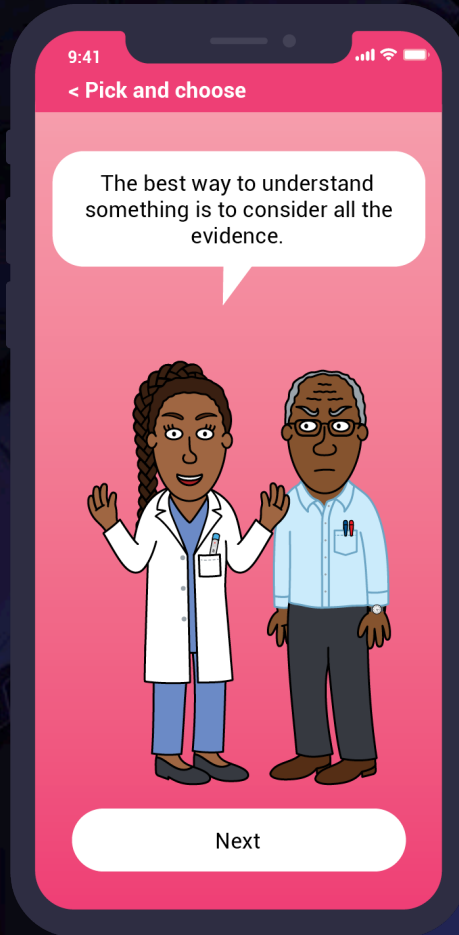


Misrepresentation



Fake  
Experts

# Explanations of misinformation techniques



# Quiz questions (practise critical thinking)

9:41

## Name That Fallacy!

My favourite movie is perfect if you focus on the good scenes and ignore the bad parts.



False cause



Pick and choose



Evil intent



Misrepresentation

9:41

## Name That Fallacy!

I heard someone went vegetarian and got really sick. Vegetarianism is unhealthy!



Impossible expectations



Personal stories



Natural is best

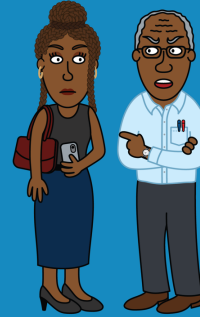


False cause

9:41

## Name That Fallacy!

You drive a car so you can't complain about pollution!



Impossible expectations



False cause



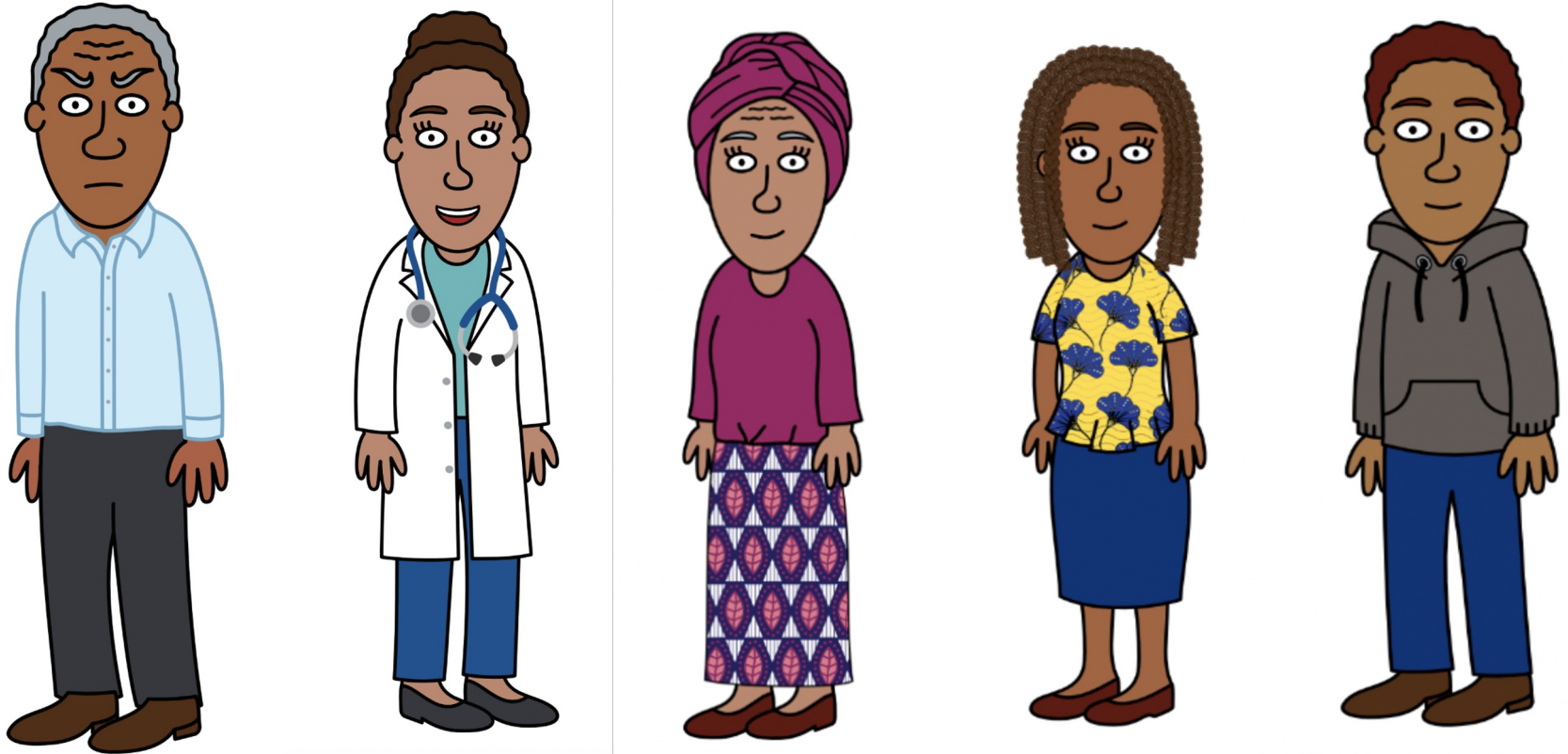
Personal attack



Personal stories

# Characters from East Africa Cranky Uncle Co-Design

Workshops held in Uganda, Rwanda and Kenya

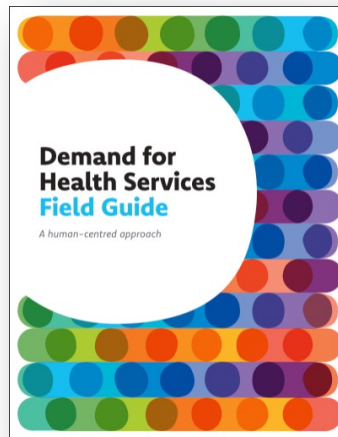


# Key resources for you



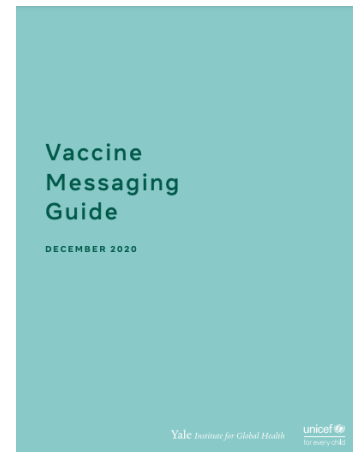
<https://vaccinemisinformationguide/>

*Available in English, French, Spanish, Italian, Arabic and Turkish*



<https://www.hcd4health.org/resources>

*Available in English and French*



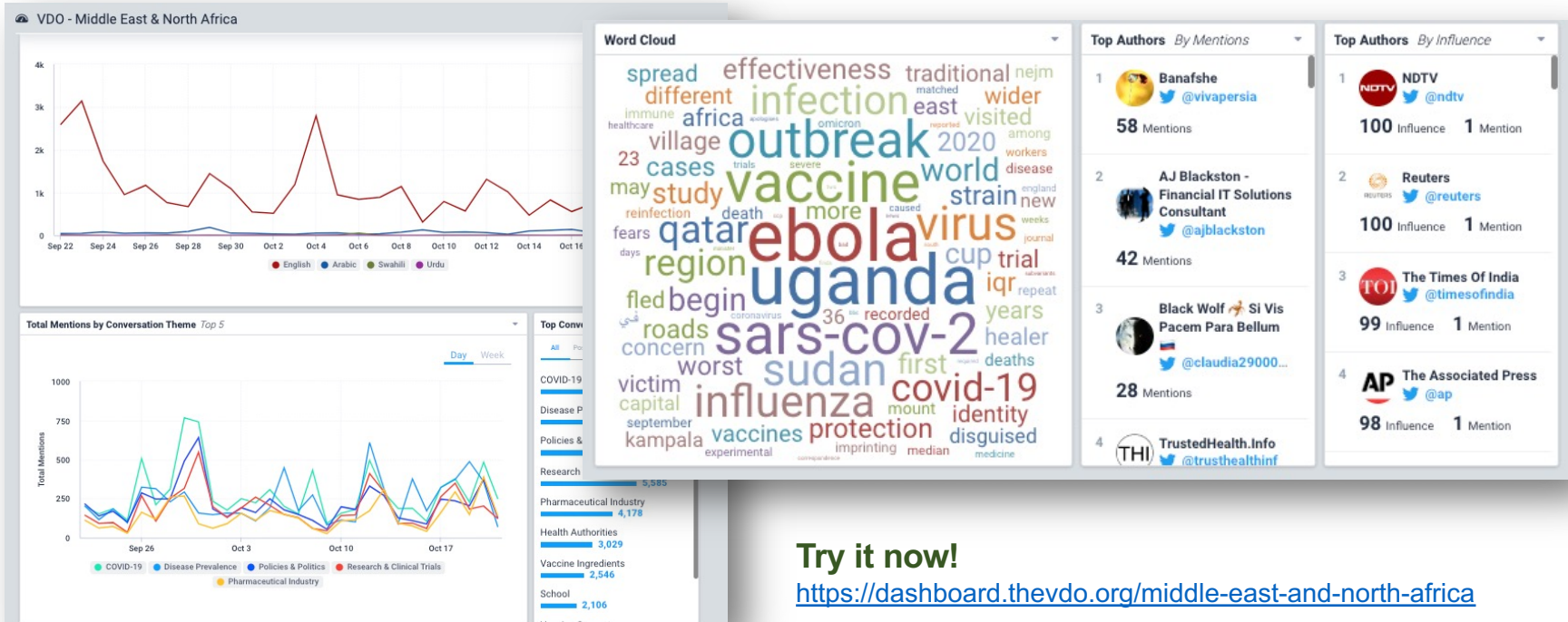
<https://www.unicef.org/documents/vaccine-messaging-guide>

*Available in English*



## Key resources for you:

### VDO dashboard for MENARA





# Key takeaways



1. Every country can **build capacity for social listening and infodemic management** — UNICEF has resources that you can use to support this



2. Consider **building digital literacy** at individual level by **inoculating people against misinformation** — Leverage participatory approaches to designing promising interventions, such as games



3. We know **what works to build effective vaccine messages**—You can leverage what we learned during COVID-19 to support RI and polio vaccine communication efforts