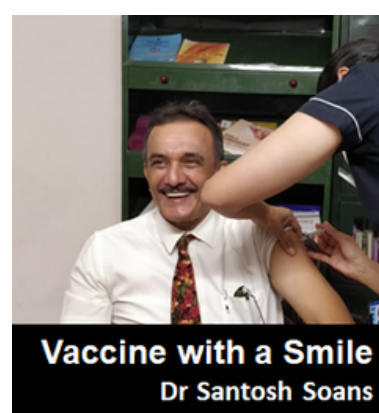
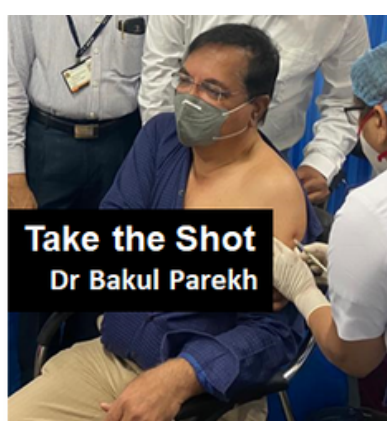


Social media and vaccine hesitancy: new updates for the era of COVID-19 and globalized infectious diseases.

Hum Vaccin Immunother. 2020 Nov 1;16(11):2586-2593.

Background: WHO has listed vaccine hesitancy as one of the top 10 threats to world health. Social media, while providing an unprecedented capacity for the public to communicate, has also been a major factor in the rise of fringe opinions damaging to public health. Vaccine hesitancy is not a new phenomenon, but the proliferation of anti-vaccination misinformation through social media has given it new urgency, especially in light of the coronavirus pandemic.

Meaning of the study: Disinformation campaigns are robustly associated with declines in mean vaccination rates. The use of social media to organize offline action is highly associated with an increase in public belief in vaccines being unsafe. Both of these findings suggest that combating disinformation and misinformation regarding vaccines online is critical to reversing the growth in vaccine hesitancy around the world. While public outreach and education about the importance of vaccines will likely be the cornerstone of any COVID-19 vaccine deployment, the findings in this paper show that such efforts are empirically not sufficient even if clearly necessary.



ACADEMIC P.E.A.R.L.S

*d*IAP

Pediatric Evidence And Research Learning Snippet

Happy Republic Day

"Take Vaccine with a Smile"

Dr Santosh Soans, President IAP 2018



"The challenge we have right now is this last mile and last inch. The last mile meaning getting everyone to get the COVID-19 vaccine & the last inch starts with us doctors, to lead the way of science, by getting ourselves vaccinated. Let us be free of COVID 19 - Happy Republic Day"

Dr Bakul Jayant Parekh
President, IAP 2020

"We now have another 4 to 6 months of a really hard road ahead of us, fighting COVID vaccine mistrust & myths. Let us all join together, as IAP family & disseminate right scientific information. Take the vaccine & build antibodies the safe way. Happy Republic Day"



Dr GV Basvaraj
Hon Secretary, IAP 2020-21



"We now have a fighting chance to stop the pandemic. To get vaccinated is the perfect, safe & scientific way for fighting this virus. Let us build immunity with COVID Vaccine. Happy Republic Day"

Dr Piyush Gupta
President, IAP 2021



DR MANINDER S DHALIWAL

Editor – Academic Pearls
"Get the Shot of Science"

Reference : Puri N, Coomes EA, Haghbayan H, Gunaratne K. Social media and vaccine hesitancy: new updates for the era of COVID-19 and globalized infectious diseases. *Hum Vaccin Immunother.* 2020 Nov 1;16(11):2586-2593. doi: 10.1080/21645515.2020.1780846. Epub 2020 Jul 21.