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THE ROLE OF SOCIAL NETWORKS/MEDIA USE IN THE ACCEPTANCE OF ANTI-VACCINATION CONTENT[29]

Abstract

After the first vaccines were developed, the global response to the COVID-19 crisis was focused on preventing infections. However, attempts to achieve a fully vaccinated population faced certain challenges, including doubt or complete rejection of scientifically established facts about the effectiveness of vaccines harbored by some people. In an effort to investigate and understand the factors associated with vaccine hesitancy, this paper examines recent findings about the role of social networks/media use and acceptance of anti-vaccination content during the pandemic in Croatia through a systematic literature review of pertinent research. In general, the literature review highlights the most important findings about the role of social networks/media use and acceptance of antivaccine content, but the results also highlight the limitations of the research. The objective of this literature review, focusing on articles published 2020-2022, was to provide deeper insight and understanding of the role of social networks/media in the context of the acceptance of anti-vaccination content, bearing in mind the analytical criteria of the literature review with respect to the research design and the methods used.

Keywords: anti-vaccination content, conspiracy theories, fake news, social media, vaccine hesitancy

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Introduction

The global pandemic disrupted everyone's social life. While lockdowns emphasized the role of social networks and media during the pandemic, tracking health information during the pandemic has gained a new momentum. The ongoing overload of information and disinformation regarding health issues drove the World Health Organization to introduce the concept of "infodemic". First coined to address the concerns over social networks and media use in connection with vaccine hesitancy during the pandemic, this concept raises questions about how the production and reproduction of information/misinformation shifted to the endorsement of anti-vaccination content online as well as vaccine hesitancy during the pandemic. The online circulation of anti-vaccination content is especially problematic in the COVID-19 context, since reliance on social media/networks for information and the frequency and usage of social media/network platforms are linked to negative vaccination intentions (Mascherini and Nivakoski, 2022; Allington *et al.*, 2021).

The importance of social networks/media is also evident in the fact that even highly credible social networks and media sources can spread misleading content such as misinformation and conspiracy theories (Enders, 2021; Jamison *et al.*, 2020). At the same time, social networks and media platforms, such as Facebook and Twitter, emphasize their role in the rapid dissemination of health information and misinformation to both the public and health professionals (Williams *et al.*, 2018; Smith, 2017; Dyar *et al.*, 2014).

During the pandemic, certain antivaccination narratives emerged on social media, such as the idea of a connection between the 5G network and the coronavirus (Lim, 2020). The idea of the theory about a connection between 5G and coronavirus is that Bill Gates deliberately caused the pandemic in order to create the conditions needed to control the population through the expansion of the 5G network (Shahsavari *et al.*, 2020). Narratives such as the one about the connection between the 5G network and coronavirus and other similar antivaccine narratives potentially endanger anyone searching for health information on social networks and influences their understanding and decisions regarding vaccines.

People engaging with social networks/media platforms in search of information on specific issues are becoming the focus of scientific interest, especially in terms of research regarding the link between social networks/media use and attitudes toward public health interventions in the context of COVID-19 (Cascini, 2022). Following the methodological principles of literature review papers pursuing similar objectives or research topics (Cascini *et al.*, 2022, Skafle *et al.*, 2022), this paper aims to analyze research papers regarding the role of social networks/media, vaccine acceptance/refusal, and the production/reproduction of anti-vaccination content to highlight different variables that contribute to the anti-vaccination narrative. Therefore, to properly elaborate the research questions and the idea behind the process of literature review, this paper will provide a short theoretical framework of relevant concepts.

Conceptualization of antivaccination content

The conspiracy theories, fake news, misinformation, and disinformation are all notions pertaining to the broader concept of anti-vaccination content. In this context, conspiracy theories are understood as alternative explanations of the officially published statement about an event, mainly starting from the assumption that there are secret societies or conscious manipulations by invisible powerful people who try to change or hide the truth of an event (Brotherton *et al.*, 2013.). In terms of information accuracy, fake news is defined as: "news that is false and could mislead readers" (Tandoc, 2017). Similarly, disinformation refers to intentional dissemination of fake or inaccurate information with the goal of misleading and/or deceiving, while misinformation is false content unintentionally shared by a person not realizing its false or misleading content (Shu, 2020).

This paper considers anti-vaccination content to be based on fear and distrust of vaccines, false statements or incomplete and partial information about vaccines that have no reference, or disinformation and conspiracy theories aimed at distorting scientific claims about vaccines (Wawrzuta *et al.* 2021; Kata, 2012; Bean *et al.*, 2011). In other words, anti-vaccination content includes vaccine-specific disinformation, misinformation, fake news, and conspiracy theories.

Toward an explanation of the relevance of the literature review

The intertwining relationship of social networks/media needs to be considered in order to understand their role in perpetuating and accepting anti-vaccination content. In other words, it is necessary to recognize the ability of social networks/media to change the way we consume and search for information, and the ability of individuals to change the content of social networks/media at the same time (Lim, 2020). Analyzing their role from such a perspective paves the way for new research efforts whose objective is to explore the robust link between social media use and acceptance of anti-vaccination content in a way that includes mutual dynamics of social media-user relationships.

Exploring the role of social networks/media in perpetuating antivaccination content, some authors point out the algorithmic functions of social networks. Algorithmic functions generate content using the probability that the consumer will engage with the content of interest or using emotional reinforcement, generating biases that make antivaccination content more visible and likely to be circulated (Lim, 2020). The understanding of algorithms as autonomous content distributors is not fully grounded in evidence, since users, despite algorithmic functions, have the agency when deciding which content to engage with (Lim, 2020). Research into the impact of algorithmic functions can seek to answer the question which content is most likely to be displayed to the user while searching for specific topics on social networks/media platforms (Hussein, 2020).

On the other hand, some research into the relationship between social networks/media and acceptance of anti-vaccination content will focus on sociocultural or individual characteristics such as conspiracy thinking or institutional distrust (Chen *et al*., 2022; Enders *et al*., 2021). Regarding individual characteristics, the assumption is that they can determine the motivation to search and accept content on social networks/media (Iyengar and Hahn, 2009). In addition to studies that have underlined conspiracy thinking as an important factor contributing to the acceptance of vaccine conspiracy theories on social networks/media, there are also studies that have linked the endorsement of anti-vaccination content and the preference for networks/media as a source of information to specific groups such as parents (Smith *et al.*, 2022; Enders, 2021).

Social networks/media distinction

Since there is a whole range of conceptualizations in existent literature, this section introduces a brief overview of the conceptual distinctions and challenges around such distinctions. While social media is defined as internet-based applications built on Web 2.0, allowing the creation and exchange of user-generated content (Kaplan and Haenlein, 2010), social networks are defined as application systems that offer functionalities for identity management and for keeping in touch with others (Richter, 2008). Both concepts are often treated as synonymous, even though not all social media are social network sites (Carr & Hayes, 2015, according to Rhee, 2020).

This distinction may seem self-evident, but confusion can arise when categorizing certain social media platforms and social networks. For example, Tik Tok disseminates the content produced by its users, but it also has a networking and liking functions that are characteristics of social networks. Similarly, YouTube, Facebook, and Instagram are all content production/networking platforms, while Twitter and LinkedIn are a better fit the definition of pure social networks. In addition, digitalized forms of newspapers or blogs provide the possibility for users to create an account, connect with other profiles, and comment, which are all typical social network activities. In this regard, some authors suggest the concept of "social media networking", which incorporates both (Kane *et al.*, 2013).

In this paper, the term social networks/media refers to all internet-based applications and websites designed for the production/reproduction and distribution of both user and media generated content that also offer communication and networking features. Nevertheless, since internet portals and digital news include the features of social networks/media, such as the ability to share content, or even create an account within its platform to communicate within its online network, they will also be included in the examination of the role of social networks/media, even though they fall into the much broader concept of digital media.

Methods and data collection

This paper seeks to answer the following research questions: Which conclusions can be made about the role of social networks/media in the perpetuation of antivaccination content in the COVID-19 context based on analyzed research papers? Which questions did each article seek to answer, and what are their most relevant findings?

To answer the research questions, the author applied the method of literature search using the Google Scholar search engine to collect data. The criteria for the literature search included the time frame of 2020-2022 in order to focus on the context of the pandemic. Only scientific papers and original scientific articles were selected. Master thesis and conference reports were excluded from the analysis.

The search included the following keywords in the and/or combination: antivacc*; vaccine conspiracy; vacc* fake news; vacc* disinformation; social media; social networking; digital media. The author screened 129 collected articles to determine whether their research topics are appropriate for further analysis focusing on anti-vaccination content (such as conspiracy theories, fake news, or disinformation) on social media or social networks. After removing duplicates and articles that did not meet the criteria for inclusion, 35 papers remained for the analysis. Next, the authors eliminated articles that were not Croatian or were not aligned with the problematization of social networks/media role and endorsement of antivaccination content, which left them with 14 articles for analysis.

Coding process

Each unit of analysis was coded through the NVivo program in accordance with the code sets presented below. Having in mind the research questions and the objective of this literature review, a codebook that included basic article information such as published date, field of study, and research design was used in the coding process. The field of study was determined by subjective estimation based on the institutional origin of most authors. In cases where research was empirical, coding was used to capture the method of data collection and sampling techniques as well as the method of data analysis.

The last part of coding was set to determine the most relevant findings for the purpose of providing a broader understanding of social networks/media role. Finally, the focus of the analysis was: a) to determine whether there is a correlation between media use and acceptance of antivaccination content; b) to see if results indicate sociocultural variables correlated with the social networks/media use and acceptance of anti-vaccination content; c) to see if there are correlations between media features, media use and acceptance of anti-vaccination content, d) to extract recent and relevant findings about social networks/media role regarding endorsement of anti-vaccination content.

Results

The report of this research will include a graphical presentation as well as an elaborative table presentation including basic paper info, study design info, sampling, methods, objectives and relevant findings.

Basic article information. Regarding the research field, most articles come from communication studies, which were all published in 2021. Public health is the second leading research field, which had the most published articles through 2022. Media theory is the third research field with three articles published in 2021, as well as 2022.
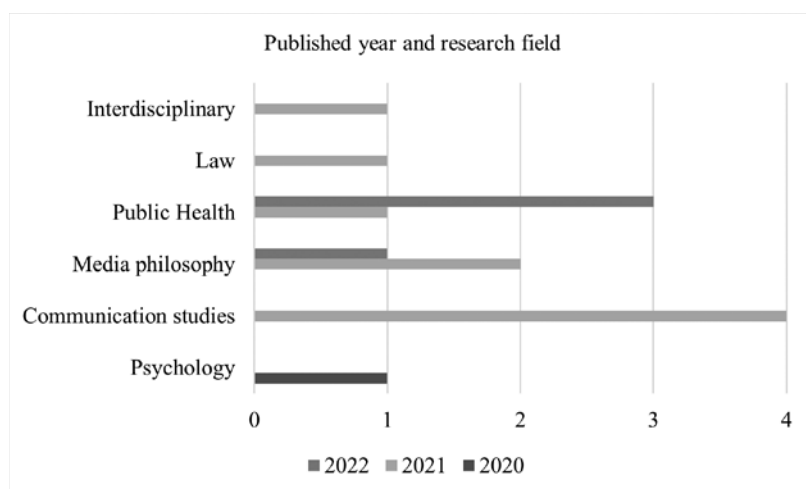

Figure 1. The research field of articles published per year 2020-2022.

While the largest number of analyzed papers fall into the category of national research (10), four were cross-national, either empirical (3) or literature review (1).

Research goals vary across different research designs, but they are all set within the role of social networks and media. Therefore, they can be summed up as: assessment of COVID-19 misinformation, fake news, or conspiracy theories on social networks/media platforms; assessment of attitudes regarding social networks/media; preferences of media use when searching for information, the role of social media within vaccine hesitancy, as well as an examination of content on social networks and media platforms regarding antivaccination content.

Methodological approach. A diverse research approach is noticeable. Quantitative research is predominant (7), followed by qualitative papers (4). Other papers are theoretical (2) and literature reviews.

Research design. Regarding predominantly quantitative research and data collection, online survey methods are most commonly used, while data analysis consists of regression or correlation. Qualitative research includes focus groups (1) and content analysis (3). Among other papers, a literature review (1) and theoretical papers (2) were noticed, which include thematic analyses of concepts and discourse analysis, while the literature review consists of an integrative data collection approach.

Sampling is also as diverse as research design. Unusually, non-probabilistic sampling using the snowball method is prevalent in quantitative research. Some are specifically focused on the student population or librarian workers in formal education. Content analysis is focused on articles on internet portals, as well as social networking platforms.

Conceptualization. It is of notice that most of the empirical research papers used a theoretical framework as a result recap of previous research. Some papers contained partial conceptualization, for example, papers would contain mentions of digital or online or social media or social networks within their theoretical framework as if those concepts are self-explanatory. This might seem practical but poses a challenge if one wants to avoid mixing the meaning of the concepts, which may happen for example, if one talks about features of digital media and then constrains the concept to social network platforms like Facebook.

Of explained concepts, media literacy is understood as citizens' ability to encounter, analyze, and accumulate information for specific objectives (Ciboci Perša *et al*, 2021). Disinformation is explained as deliberately created false content that is promoted with the intent to mislead someone (Wardle, 2019, as cited in Ciboci Perša *et al*, 2021; Kurelović, 2021). A similar conceptualization of fake news is noticed by describing it as the deliberate and tendentious presentation of false or misleading claims with the aim of influencing and manipulating the cognitive processes of the target audience (Bezinović *et al*, 2021). Others describe fake news as information that does not correspond to the fact (Kurelović, 2021).

Some elaborate conspiracy beliefs as an explanation of events which mostly incorporate beliefs about a small group of powerful actors working secretly for their own benefit and against the common good (Mulukom, 2020). Zeman *et al* (2022) highlighted the challenge of defining the previously mentioned concepts by acknowledging the results of a literature review analyzing conceptualizations in other papers. The same authors cite papers that consider fake news as a classification of misinformation, disinformation, and mal-information, with authors elaborating on each concept.

Findings

Social networks/media as the main information source have been most noticed in a few types of research. Several findings suggest that most participants used the internet as the main source of information during the COVID-19 pandemic (Begović and Labaš, 2021). They also highlight that majority of the participants encountered some form of fake news or conspiracy theory when using the internet during the pandemic. Social network platforms have been cited as the main information source in the research of Di Giorgio et al (2021). Results indicated preferences for social network platforms as the main source of information when searching about COVID-19, but also showed that participants who used social networks, internet blogs/forums, and friends/acquaintances as their sources of information had a higher probability of being unvaccinated (Mascherini and Nivakovski, 2022). Social media as the main source of information was also highlighted in analyzed theoretical papers which referred to

social media as "windows into the society" during the pandemic (Šušnjara and Vejić, 2021; Tkalec and Kocijan, 2021).

Social media as a disinformation source has been reported via research on media literacy among library workers in formal education. Serious consequences of preferring social networks as the main source of health information can be found in results that highlight social media as a factor of vaccine hesitancy among those who use it for more than 3 hours per day as well as among those who prefer social media as the main information source (Mascherini and Nivakovski, 2022).

Social (dis)trust associated with the endorsement of antivaccination content on social networks/media was reported, such as trust in sources of information, as well as distrust in the government predicting endorsement of conspiracy theory beliefs and conspiracy thinking (Mulukom, 2020). A focus group with vaccine-hesitant persons also reports that those who disregard the mainstream sources of information consider the internet a source of reliable information (Pavić *et al*, 2022).

Features of social networks and media platforms were not the focus of any research specifically. Some papers report on frequent discourse themes within digital newspaper articles (Tkalec and Kocija, 2021), which can be interpreted within virality as features of social media and networking platforms. Another mentioned feature, such as shareability, is highlighted by findings about celebrities functioning as sharers of fake news to consumers of online content (Zeman *et al*, 2022).

Table 1. Literature review

Paper	Research aim	Methodological approach	Findings
Mulukom (2020)	To assess how information predicts COVID-19 protective behavior and how information is obtained	Quantitative online survey research, (N=7.755)	COVID-19 conspiracy thinking is predicted by distrust in all forms of media and trust in social media. COVID-19 conspiracy beliefs associated with the idea that the media overplays the virus, while perceived knowledge was associated with the idea that the media underplays the virus.

Begović and Labaš (2021)	To examine the role of the media as an important source of information in the age of the coronavirus pandemic	Quantitative online survey research (N=585)	Internet and social networks are often used in the process of searching for information, despite the respondents' perception of the high amount of fake news and conspiracy theories. Most participants used the internet as the main source of information during the COVID-19 pandemic. More than half of the participants encountered some form of fake news when using the internet as a source of information.
Lesinger G. (2021)	To assess proportions of misinformation about COVID-19 virus on digital media	Thematic content analysis (N=46)	Uncritical reporting of news was detected as well as distortion of (mis) information when reporting about virus.
Bezinović *et al* (2021)	To assess proportions of misinformation about COVID-19 virus on digital media	Quantitative online survey research (N=108)	The results showed that most respondents have been following portals since the outbreak of coronavirus in Croatia.
Ciboci *et al,* (2021)	To detect media literacy of librarians in formal education and to assess their perception of disinformation on digital media	Quantitative online survey research	Library workers in formal education cite social network platforms as a source of coronavirus disinformation.
Derenčinović D. (2021)	To provide elaborative conceptualization within law perspective	Theoretical	Discussion of the legislative and institutional framework of electronic media, and the interplay of social media use and freedom of speech, including fake news content. The author concludes that the overcriminalization of social network platforms is not a viable model.

Tkalec G. and Kocijan S. (2021)	To detect intertextuality and intermediality in digital media content spreading when informing about pandemic occurs	Intertextuality and intermediality content analysis	Textual messages from different articles became frequent during the pandemic: "stay home", "be responsible", and "new normal". Highlighting the role of the media and social network platforms as spreaders of panic, but also as pillars and allies of crisis communication.
De Giorgio *et al.* (2022)	To assess practices and attitudes about SARS-Cov-2 and related COVID-19 diseases and optimism, depression, anxiety and stress levels	Quantitative online survey research (N=1993)	Social networks are the preferred information source of participants when searching for COVID-19 information. Also, participants whose sources were social networks, general internet blogs/forums and friends/acquaintances had higher odds of being unvaccinated.
Kurelović (2021)	To assess students' preferences of media when informing and to assess their ability to recognize Covid-19 conspiracy theories	Quantitative online survey research (N=29)	Social networks are the most common method of informing within COVID-19 context. There is a statistically significant difference between the perception of abilities for detecting fake news and score assessment of COVID-19 fake news.
Šušnjara and Veljić (2021)	To provide an elaborative conceptualization of media role	Theoretical	Theoretical work discusses both the negative and positive role of social media in fighting vaccine-specific conspiracy theories, but the emphasis is on the possibility of positive outcomes of public health campaigns' communication campaigns via social media.
Mascherini and Nivakoski (2022)	To explore how social media influences vaccine hesitancy	Quantitative online survey research (N = 46.800)	A sizeable difference in hesitancy rates between people who use social media or blogs as their main source of news, in comparison with people who use the press as their main source of news. Individuals who use social media more than 3 hours daily are more vaccine hesitant.

Smith *et al,* (2022)	To explore and analyze the literature describing the vaccine decision-making of vaccine-hesitant pregnant women and parents of preschool children	Integrative literature review	Parents do their own search for information, mostly via social media that the authors link to vaccine refusal. Also, the search for information in non-traditional sources is linked to the acquisition of misinformation, exposure to conspiracy theories, and subsequent vaccine refusal.
Zeman *et al* (2022)	To examine texts in social media on various statements by celebrities about COVID-19, published on two web portals in Croatia	Discourse analysis	Celebrities function as very potent sharers of fake news since consumers of online content give great weight to their actions and statements. Mainstream media often act as a corrective to social media, in their efforts to convincingly deny fake news and the celebrities that share them on social media.
Pavić *et al* (2022)	Exploring reasons for vaccine hesitancy	Asynchronous focus groups (N=40)	Vaccine-hesitant persons relied more often on the internet as the source of reliable information, sometimes even declaring that the internet provides a space where laypersons and experts who disregard the mainstream sources of information can voice their opinions.

Discussion

To answer the research question of the literature review regarding research design, most of the papers are based on a quantitative methodological approach. Furthermore, within quantitative research, snowball sampling can be noticed in most papers. It is assumed that the choice of snowball sampling in quantitative research is based on a critical evaluation of the best sampling method considering the research theme. An elaboration of the reasons why such sampling was used would help future researchers make similar decisions in applicable research situations. Since online research is prevalent, a conclusion can be made regarding the representativeness of data. Furthermore, there are noticeably fewer qualitative papers. It can

be assumed that it was and probably still is challenging to conduct qualitative research during a pandemic, since qualitative data collection mostly demands face-to-face interactions with participants. The same can be concluded regarding the predominantly quantitative online surveys with snowball sampling, having in mind the complexity of conducting research during official pandemic measures. Data collection during the pandemic has been problematized in one qualitative paper which elaborates on the decision to do online asynchronous focus groups during the pandemic (Pavić *et al*, 2022).

Findings regarding the research objective of each study suggest that all research goals are set within the role of social networks and media. However, there is variation in the ways of the research context and theme in which the achievement of an objective is set. Such variation in research objectives also points out that the role of social media use and endorsement of antivaccination content is complex and should continue to be examined in a way that includes different research objectives or broader research design. In line with the above research differentiation, it has been noticed that articles come from different research fields. Most articles come from communication studies, with public health as the second most represented research field, and media theory as the third most represented field. Also, papers that come from public health research are published in 2022, and it can be assumed that the public health research field will rise as the COVID-19 pandemic continues.

To highlight the most important findings of the papers, it can be said that the analyzed papers refer to social networks/media as the main source of (health) information during the pandemic (De Giorgio 2022; Pavić *et al*, 2022; Smith *et al*, 2022; Kurelović, 2021). The importance of social networks/media in the COVID-19 context was especially highlighted in the metaphor "windows into the society" (Šušnjara and Vejić, 2021; Tkalec and Kocijan, 2021). This has been more evident during the lockdowns, when most activities and interactions shifted online when all activities and major gatherings were restricted due to the formal epidemic measures. Nevertheless, the use of social media is not the sole predictor of acceptance of anti-vaccination content. We all use social media, but not everyone accepts antivaccine content as a valid source of information. The findings of some authors suggest that there are other sociocultural and individual characteristics that can be associated with the endorsement of

antivaccination content online such as conspiracy thinking or (dis)trust of certain institutions (Mulukom, 2020). Having in mind the intertwining relationship between the use and the role of social media/networking and the acceptance of antivaccination content, it is important to highlight that although the above research papers help us understand this relationship, there is room for future research, especially regarding the representativeness of the sample or the conceptualizations within the theoretical framework of research to avoid any conceptual ambiguity. Additionally, findings of the literature review show that social network/media features were not the focus of any research specifically. Although they are not the main focus of any research, the findings of a few papers point to the interpretation and reflection on the characteristics of social networks (Zeman *et al*, 2022; Tkalec and Kocijan, 2021). Such findings indicate the importance of further assessment of the impact of social network/media features regarding the acceptance of anti-vaccination content. Additionally, research conducted in Croatia highlights similar findings as research papers conducted in other European countries, UK, and the USA (Mascherini and Nivakoski, 2022; Allington *et al*, 2021).

However, while literature review findings are complementary with the earlier mentioned problematization of the social networks/media role and acceptance of the anti-vaccination content, as well as with the findings of research conducted outside of Croatia, the limitations of this literature review should be highlighted. Firstly, the literature review included only papers accessible through Google Scholar, which reduces the scope of included papers by excluding those published in other databases or unavailable at the time of this literature review. Secondly, the literature review captured articles with predominantly online research, which is expected regarding the ongoing pandemic, but limitations of the findings should be highlighted regarding population groups without online access.

This review was conducted with the idea to provide recent findings and to broaden the understanding of the association between the role of social networks/media use regarding the acceptance of antivaccination content. By including only papers published during the pandemic, efforts have been made to highlight the most recent findings relevant to the pandemic context in Croatia. The idea to sum up what has been acknowledged in recent research comes with the aspiration that this literature review will serve as a starting point in learning about the complex relationship

between social networks/media use and acceptance of anti-vaccine content. Additionally, research on the relationship of social networks/media and acceptance of anti-vaccination content is especially important considering vaccine hesitancy.

Conclusion

Overall, the internet, social networks, and media platforms are cited as the main informational source during the pandemic in Croatia (Mascherini and Nivakoski, 2022; Begović and Labaš, 2021; Di Giorgio *et al*, 2021). Furthermore, reports show that people who used social networks or internet blogs/forums as their main source of information had a higher probability of being unvaccinated and at the same time vaccine-hesitant individuals prefer alternative sources of information such as social networks/media (Mascherini and Nivakoski, 2022; Pavić *et al*, 2022). Additionally, social media is highlighted as a factor of vaccine hesitancy for individuals who spend most of their time online and prefer social networks/media as their main source of information (Mascherini and Nivakoski, 2022). Endorsement of antivaccination content on social networks/media is positively associated with social distrust, while distrust in the government predicts a higher probability of endorsement of conspiracy theory beliefs (Mulukom, 2020). Such findings can be summed up in the metaphorical description of the role of social networks/media as "windows into the society" (Šušnjara and Vejić, 2021; Tkalec and Kocijan, 2021), which is especially noticeable since the beginning of the pandemic.

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ULOGA DRUŠTVENIH MREŽA/KORIŠTENJA MEDIJA U PRIHVAĆANJU SADRŽAJA PROTIV CIJEPLJENJA

Sažetak

Novonastala globalna zdravstvena kriza uslijed pandemije, popraćena je naporima da se uspješno spriječi širenje zarazne bolesti COVID-19. Unatoč naporima, pojavili su se izazovi u ostvarenju poželjnih razina procijepljenosti stanovništva koji jednim dijelom proizlaze iz akumulacije sumnji u učinkovitost i sigurnost cjepiva. S ciljem razumijevanja faktora koji se mogu povezati s oklijevanjem prema cjepivima, dio istraživačkih radova usmjeren je na istraživanje uloge društvenih mreža/medija. Ovim će se radom pokušati istaknuti sva relevantna saznanja akademskih radova na ovu temu. Za metodu rada odabrana je sustavna analiza istraživačkih radova u period od početka pandemije do danas. Uzimajući u obzir relevantna istraživanja, radom se pruža dublji uvid i razumijevanje uloge društvenih mreža/medija u prihvaćanju antivakcinacijskog sadržaja.

Ključne riječi: sadržaj protiv cijepljenja, teorije zavjere, lažne vijesti, društveni mediji, oklijevanje oko cjepiva