

#VACCINE TWITTER INFLUENCERS: IS IT JUST ABOUT REACH AND FOLLOWERS?

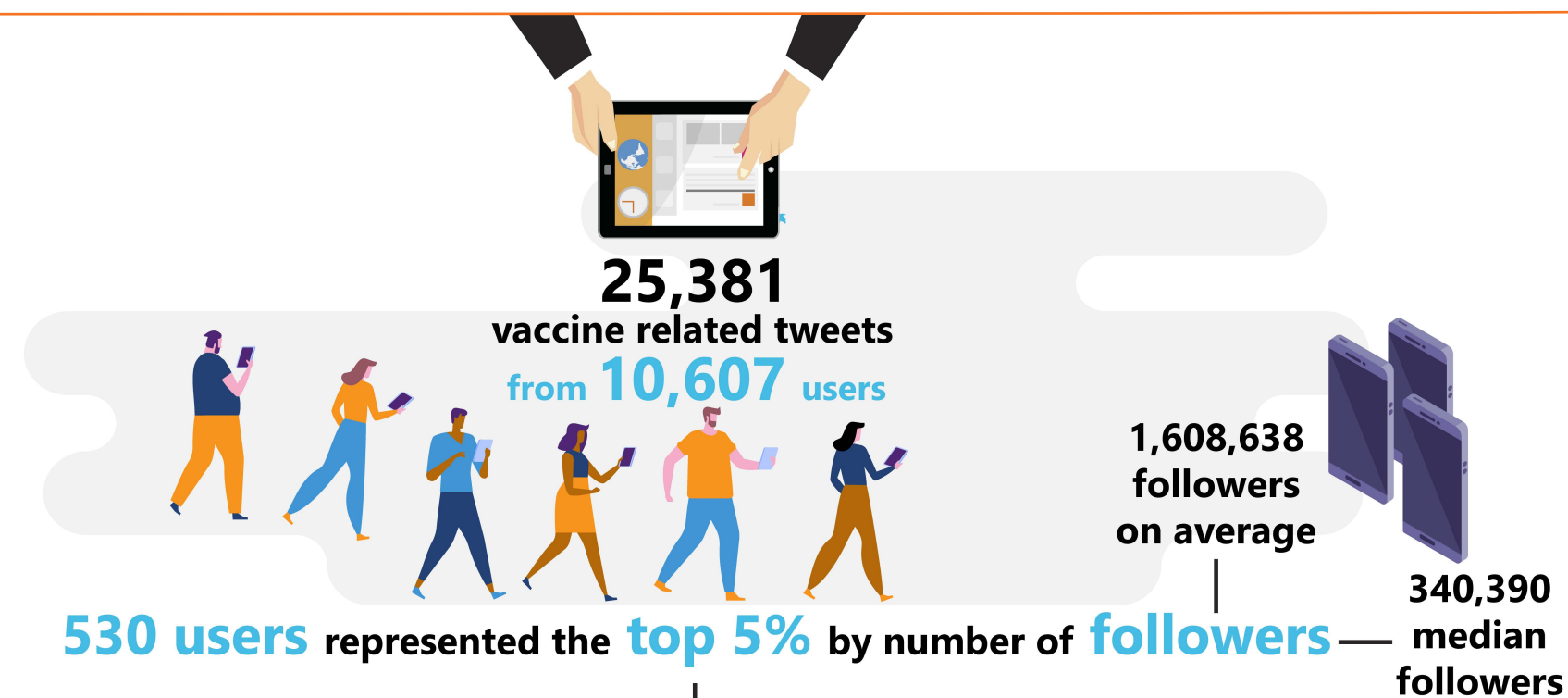
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BACKGROUND & OBJECTIVES

- ➔ A small number of popular users (“influencers”) dominate conversations on social media platforms. Beyond simple metrics (number of tweets, retweets...) little is known about how these influencers shape online narratives about vaccines.
- ➔ Our goal was to describe influential Twitter accounts that are driving conversations about vaccines and better understand their role in shaping conversation sentiment.

RESULTS



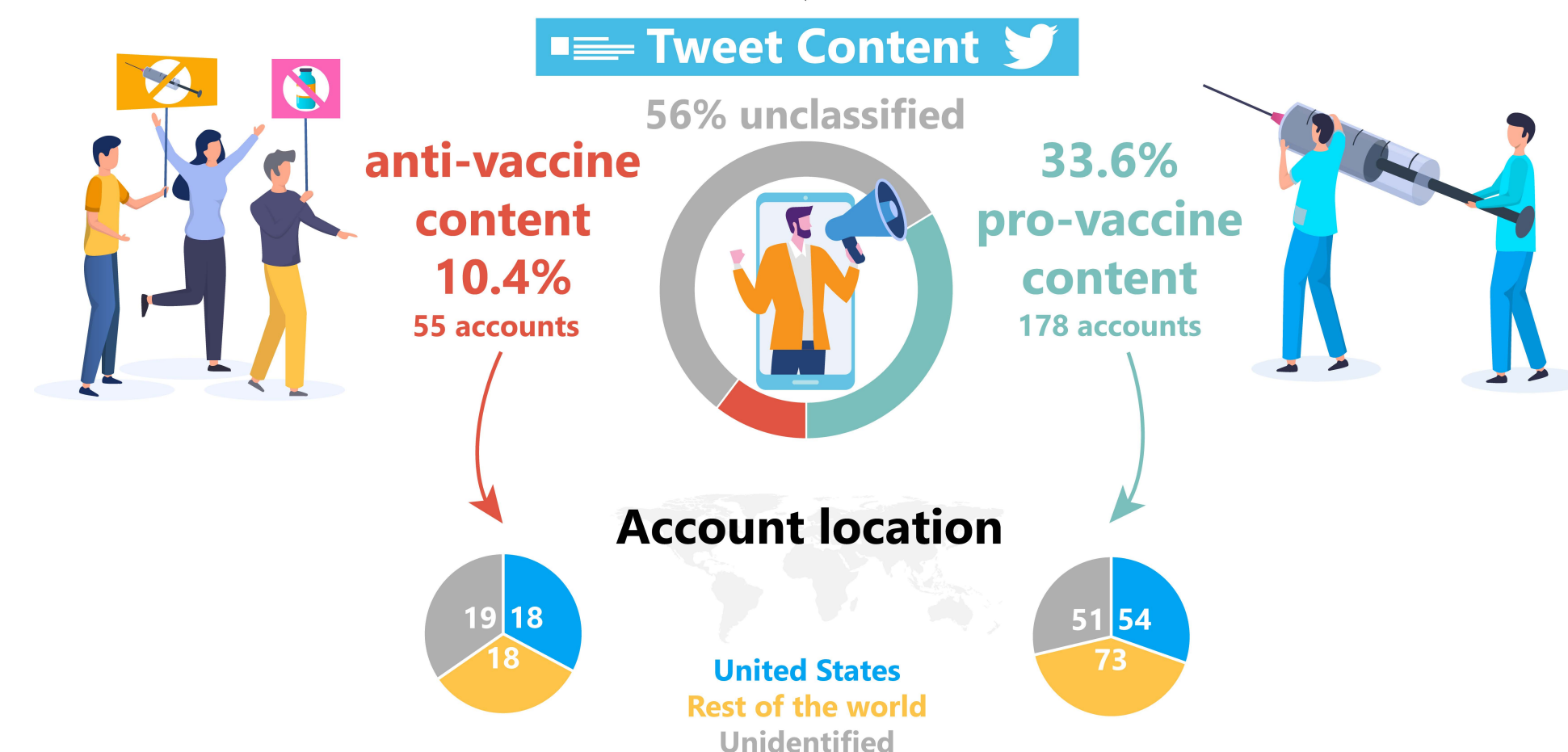
CONCLUSIONS

- ➔ This study showed that only a small proportion of Twitter accounts (A) post about vaccines and (B) have a high follower count and post anti-vaccine content.
- ➔ Further analysis of these users may help researchers and policy makers understand how to amplify pro-vaccine social media messages.

METHODS



*identified by a statistical machine learning classifier



Relatively few Twitter users post vaccine content, and only few of these users have large followings. Future research on these top users may help public health officials find better ways to communicate about vaccines.

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Scan for more details

