

The Role of the Media in Inculcating Predictors Hitherto Ignored to Mitigate Vaccine Hesitancy

Authors : Huijun Wu

Abstract : The COVID-19 pandemic has caused massive negative shocks across countries. Various research institutes have worked assiduously to develop vaccines to help fight the pandemic, but misinformation from the media has spurred public outcry in several countries not to take jabs. This study leverages massive data [i.e., responses from more than 140,000 people sampled from 144 countries] extracted from the Gallup World Poll's Wellcome Global Monitor, to analyze and assess how the media contributes to inadequate dissemination of basic scientific knowledge on the vaccines and spread of distrust in central governments as predictors of vaccine hesitancy. The results show that all three predictors are statistically significant at a 5% level and that appropriate design and dissemination of basic scientific knowledge on the vaccines and spread of justified reasons to trust governments would help mitigate vaccine hesitancy. The implication of the results is that the media needs to consider such predictors hitherto ignored.

Keywords : COVID-19 pandemic, vaccine hesitancy, media and communication, basic scientific knowledge, distrust in central governments

Conference Title : ICMSMC 2022 : International Conference on Media Studies and Media Culture

Conference Location : Montreal, Canada

Conference Dates : June 16-17, 2022