



# Vaccine Hesitant Identities Online

## POLITICAL

Common	Unique
People	Presidency/
Trust	presidential/pres
Administration	Senate
Election	Foxnews
Country	Starving
Plan	Trumpvirus
Work	Starving
Believe	Vacuna
Media	Donaldtrumpjr
	Disinfectant
	Gopchairwoman

## PARENTING

Common	Unique
People	Hep
Children	Hib
Disease	Meningitis
Flu	Thimerosol
Health	Teacozy
Years	Wakefield
Read	Breastmilk/
School	breastfed
Measles	Preschool
Risk	Formula
	Cervical

## RACE

Common	Unique
People	Supremacy
Black	Brown
White	Asian/Asians
Community	Latino/Hispanic
Gates	Futility
Government	Daughters
Trust	Privilege
Population	Epiphany
Country	Targeting
America	Historical
	Disparities

## NATURAL

Common	Unique
Immune	Ecosystems
Body	Stecker
Vitamin	Inflammation
Healthy	Supplements
Flu	Sunlight
Herd	Minerals
Antibodies	Quercetin
Disease	Innate
Effects	Cycles
Fight	Organic
Risk	Memory

## RELIGIOUS

Common	Unique
God	Revelation
Jesus	James
Mark	Antichrist
Beast	Sins
Lord	Galatians
Life	Flesh
Science	Salvation
DNA	Luciferase
Medical	Pharmakeia
Bible	Gospel
	Rapture

## MEDICAL TERMS

Chemical Compounds	Medical Terms
HCQ	Cancer
Oxygen	Autism
Vitamin	Fever
Alcohol	Clots
Zinc	Allergic
Silver	Pneumonia
Mercury	Infectious
Ivermectin	Tetanus
Tylenol	Autoimmune



# METHODOLOGY

- 2,090,054 sampled ‘vaccine’ themed messages
- 3 years of data (2019-2022)
- From Youtube, Facebook, Twitter, Reddit
- 691,554,426+ words
- Identities are composed of terms
- Common = frequent terms for this group
- Unique = terms unique to this group
- Additional metrics: symptom, drug, medical term extraction

# NEXT STEPS

- Partner-specific insights, such as geographic and other requested metrics
- Test efficacy of targeted campaigns through click-through ratio and engagement statistics
- Use community insights to hone messages
- Provide report to partners