



**#Influence12 – Symposium & Workshop on Measuring Influence on Social Media
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Dalhousie University, Halifax, Canada**

"Twitter Research on Vaccines"

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Abstract:

This talk describes efforts to track the spread of information and misinformation on vaccines. The effectiveness of vaccines in preventing the spread of common diseases such as Whooping Cough has been demonstrated over and over, but campaigns against vaccination have received a lot of attention and may be increasing their influence. This study seeks to understand who is the most likely to be influenced by such campaigns, who the most successful campaigners are, and why they are effective. We also seek to understand the role of outside influences in directing public attention to campaigns for and against vaccination. How do events such as disease outbreaks, the passing of vaccine-related legislation, and celebrity pronouncements affect public perception of vaccines? We present results from 17-city survey of vaccine-related Tweets. This talk describes one strand of a multi year NSF project on a geographical idea-tracking system called VISION, under development at SDSU.

Bio:

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