

Social Change Symposium

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Title: Infodemic and misinformation on COVID-19's vaccination through social media in Saudi Arabia and Egypt



Abstract: The COVID-19 pandemic has led to an infodemic and misinformation about the Covid-19 vaccine, which has spread globally via social media. This study aims to investigate the role of misinformation about the Covid-19 vaccine spread via social media in Egypt and Saudi Arabia, focusing on Twitter and Facebook. Saudi Arabia and Egypt were among the top 20 Twitter-using nations in 2021, and Facebook is Egypt's most-used social media platform, with more than 27 million users in Saudi Arabia. The study will employ several approaches to acquiring data, including online surveys, in-depth interviews, and stakeholder interviews. It will investigate the prevalence of misinformation related to the Covid-19 vaccine on Twitter and Facebook in Saudi Arabia and Egypt, the sources of this misinformation, how people identify and evaluate (mis)information, and why people share and believe it. The study will provide a theoretically informed analysis and evidence base to inform policy-makers, journalists, and health communicators and may in the longer term lead to improvements in the quality of public discourse regarding vaccinations and other health communication concerns in the region.