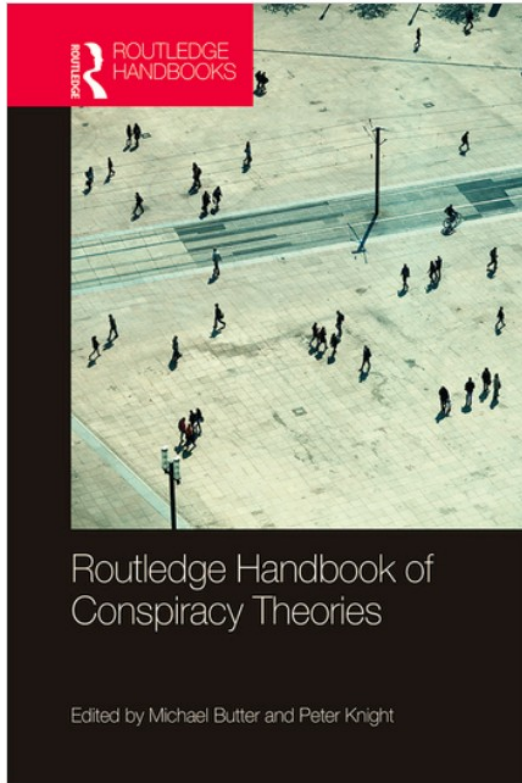


COVID-19 VACCINE HESITANCY

IAP YOUNG PHYSICIAN LEADERS WEBINAR

Biljana Gjoneska MD, PhD

Macedonian Academy of Sciences and Arts



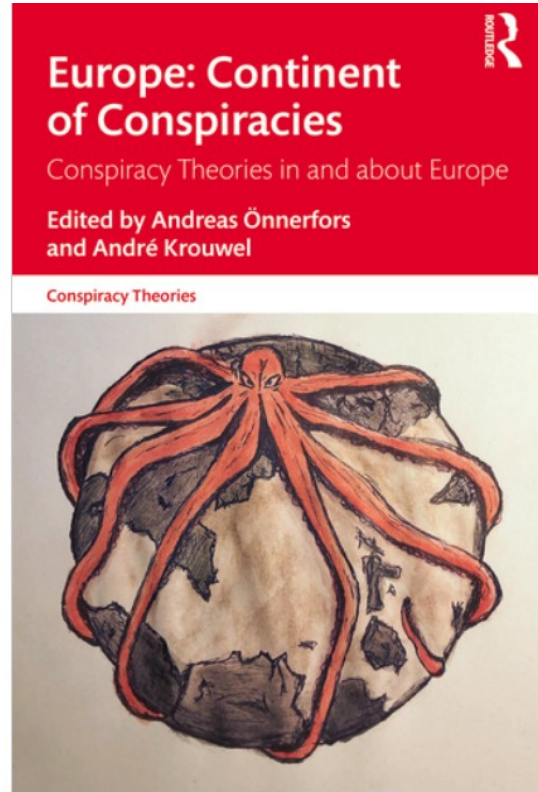
Routledge Handbook of Conspiracy Theories

Edited by Michael Butter and Peter Knight

Chapter

Personality traits, cognitive styles and worldviews associated with beliefs in conspiracy theories

By Biljana Gjoneska, Mike Wood, Anthony Lantian



Europe: Continent of Conspiracies

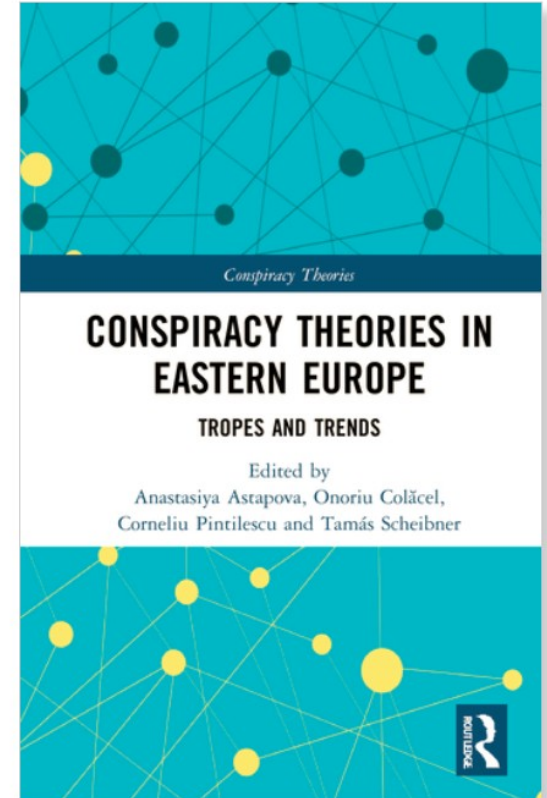
Conspiracy Theories in and about Europe

Edited by Andreas Önnérfors and André Krouwel

Conspiracy Theories

10. EU-related Conspiracy Theories in the Western Balkans: Gravitating Between Rejecting and Embracing Europe through Eurovilification and Eurofundamentalism

Nebojša Blanuša, Ognjan Denkovski, Kristijan Fidanovski and Biljana Gjoneska



Conspiracy Theories

CONSPIRACY THEORIES IN EASTERN EUROPE

TROPES AND TRENDS

Edited by
Anastasiya Astapova, Onoriu Colăcel,
Corneliu Pintilescu and Tamás Scheibner

Chapter

North Macedonia goes global

Pro-EU aspiration and anti-EU sentiment as a basis for EU related conspiracy theories

By André Krouwel, Kristijan Fidanovski, Biljana Gjoneska

COMPARATIVE ANALYSIS OF CONSPIRACY THEORIES IN EUROPE

An interdisciplinary and international network to provide a comprehensive understanding of conspiracy theories.

HOME MEMBERS EVENTS PUBLICATIONS EDUCATION PROJECTS CONTACT

MEMBERS » BILJANA GJONESKA

BILJANA GJONESKA



Biljana Gjoneska, MD, PhD, is a national representative and research associate from the Academy of Sciences and Arts of North Macedonia. She holds a medical degree from “Ss. Cyril and Methodius” University in Skopje, and a doctoral degree in psychology and social neuroscience “Sapienza” University of Rome.

Her latest research explorations are associated with her PhD thesis (from the area of Neuropolitics), investigating the neurophysiological and behavioral correlates of ideological division and group distinction. Of special interest to COMPACT Action is her recent publication in the [Royal Society Open Science](#), on the decision-making processes that are mediating ingroup/outgroup dis/trust toward a political leader (in two opposing political camps of followers). They may serve as an

underlying mechanism for dis/trust in the system and/or its representatives, thus serving as vehicles for the creation/dissemination of conspiracy theories.

Within the framework of COMPACT Action, Dr. Gjoneska is contributing author for the [Routledge Handbook of Conspiracy Theories](#) (covering the personality traits of believers in conspiracy theories), as well as three Edited Volumes (covering the conspiracy theories in the regions of former Yugoslavia and Western Balkan from the social psychological perspective).

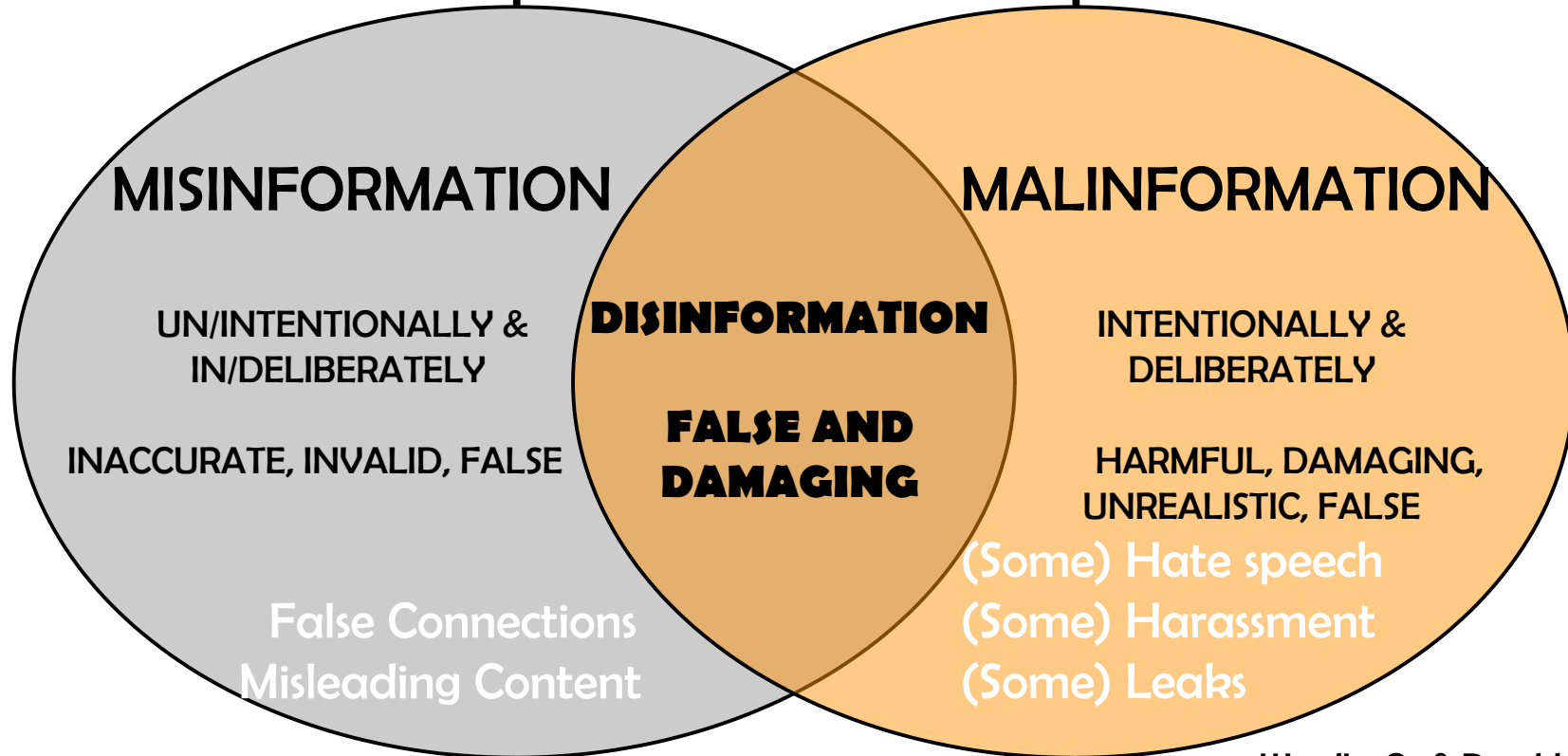
INFORMATION DISORDER

CONTENT

FALSE

DAMAGING

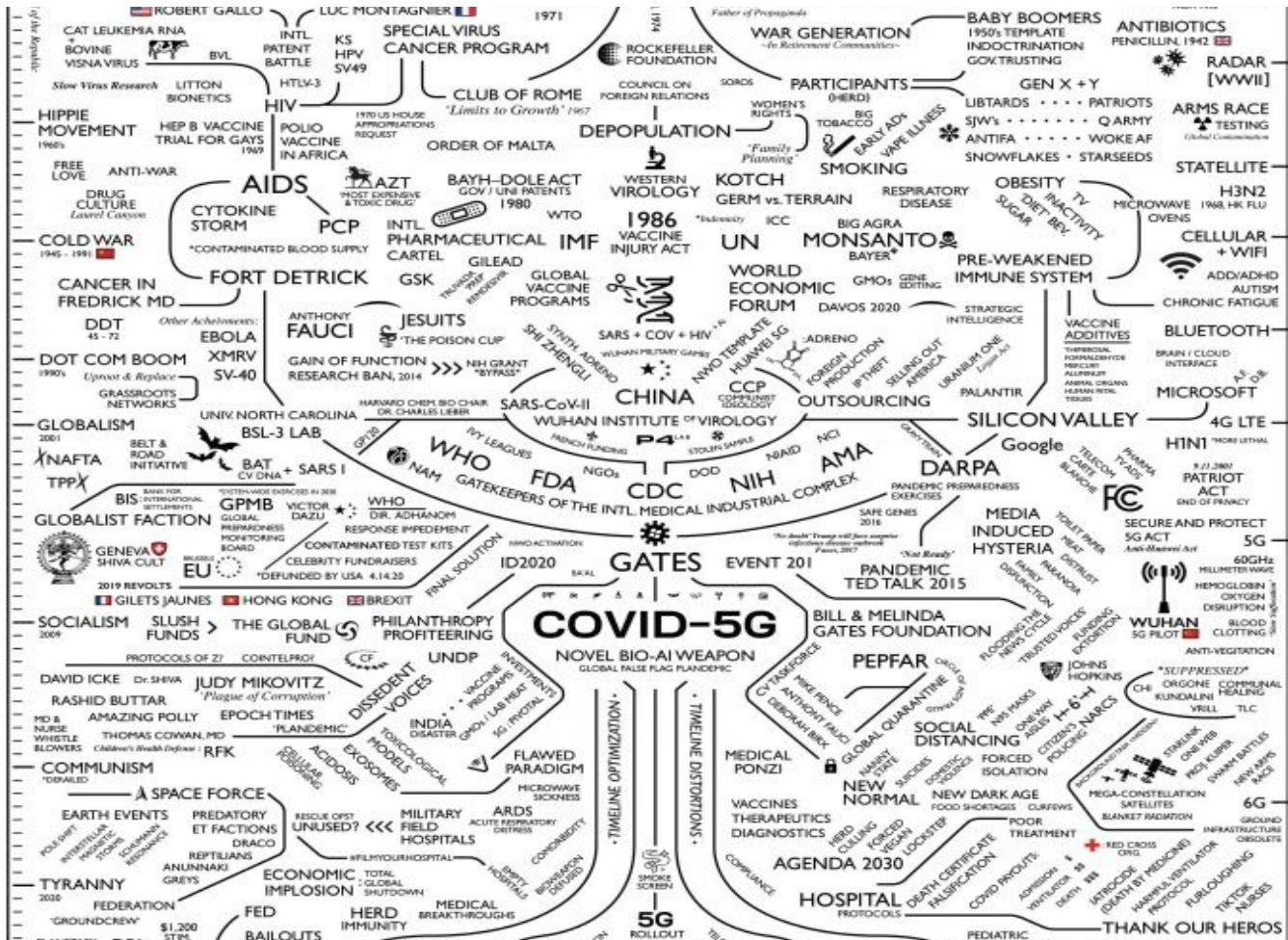
INTENTION



Wardle, C., & Derakhshan, H. (2018).

Thinking about 'information disorder': formats of misinformation, disinformation, and mal-information.

Ireton, Cheryl; Posetti, Julie. Journalism, 'fake news' & disinformation. Paris: Unesco, 43-54.



COVID-19 VACCINE DENIERS

- ANTI-VAXXERS**
- LIBERTARIANS**
- NEW AGE GROUPS**
- Q-ANON ADHERENTS**

Cognitive biases

(unconscious)

Confirmation bias
Expectation bias
Attentional bias

ERRORS IN JUDGMENT

Base rate error

Appeal to probability
Just world fallacy
False dichotomy
Appeal to authority

Sunk cost fallacy

Ad hominem
Ad nauseam
Appeal to emotion
Circular argument
Cherry picking

Appeal to the majority
Appeal to ignorance
Appeal to tradition

Post hoc ergo propter hoc
Affirming the consequence
Denying the antecedent

ERRORS IN REASONING

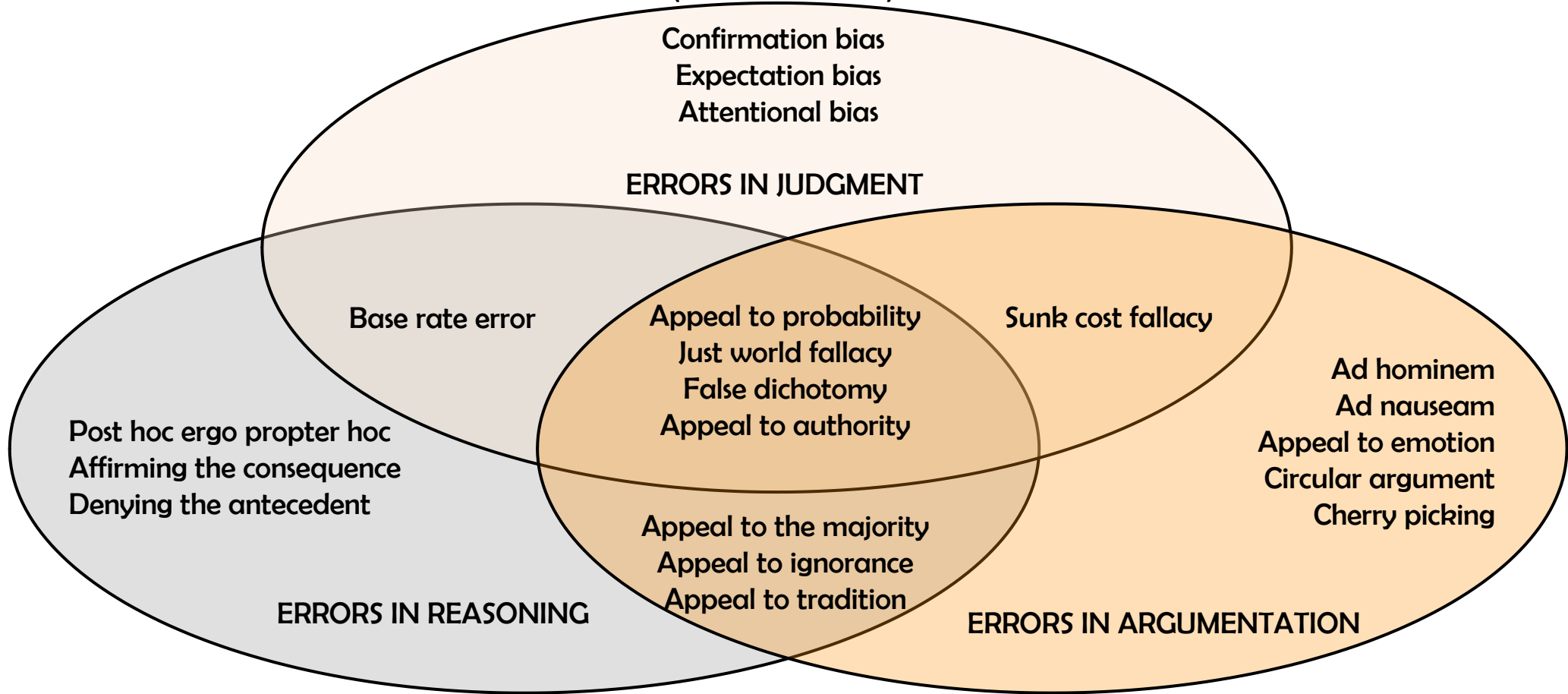
ERRORS IN ARGUMENTATION

(unintentional)

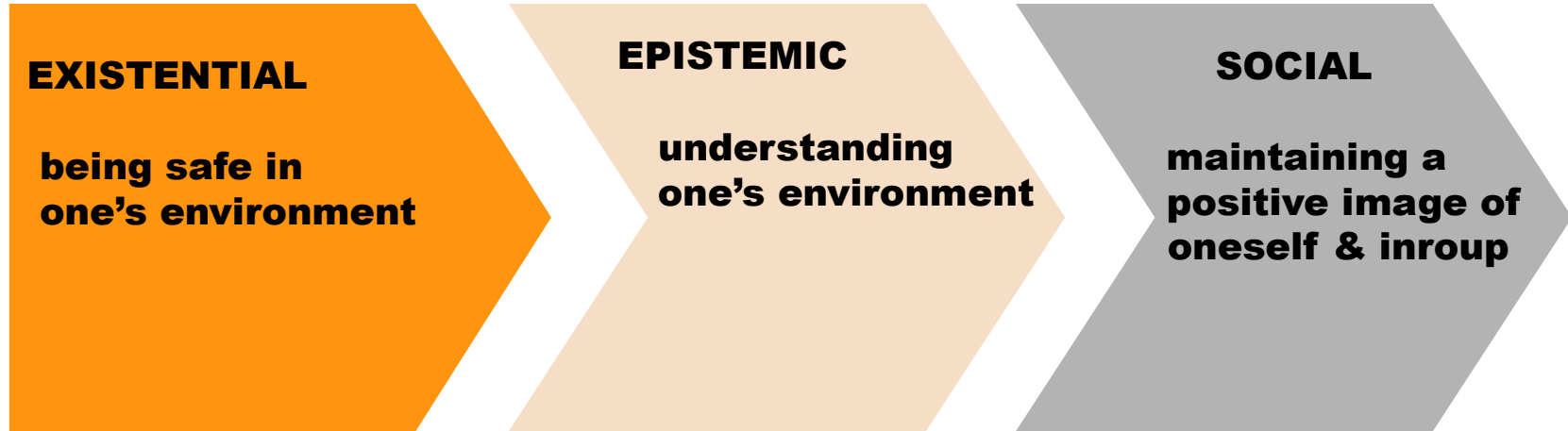
(intentional)

Logical fallacies

Argumentative errors

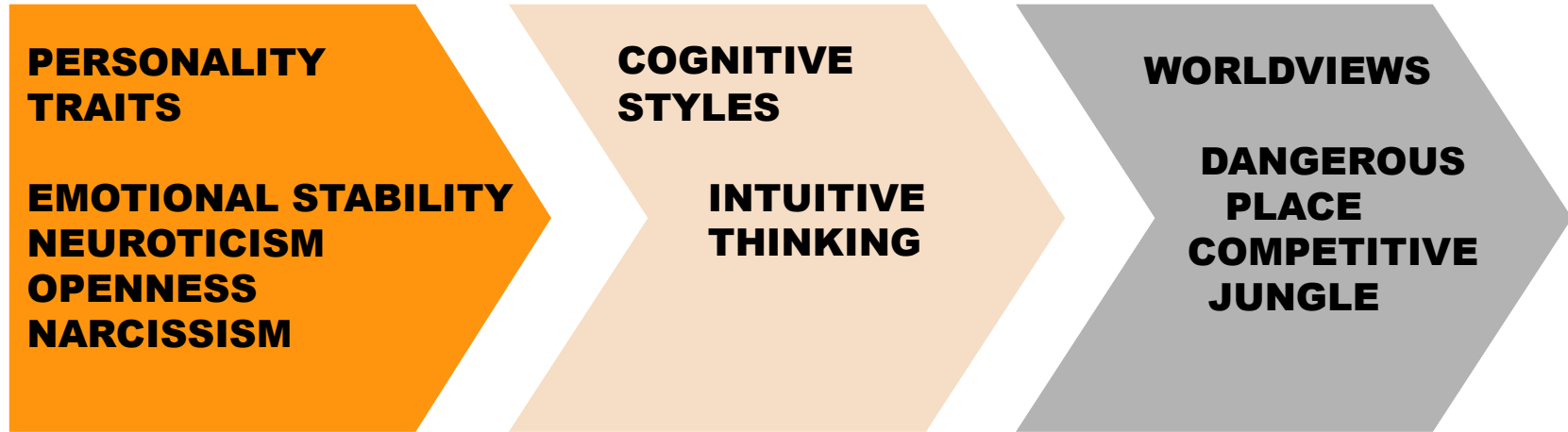


PSYCHOLOGY OF CONSPIRACY THEORIES



Douglas, K. M., Sutton, R. M., & Cichocka, A. (2017).
The psychology of conspiracy theories. *Current directions in psychological science*, 26(6), 538-542.

PSYCHOLOGY OF CONSPIRACY THEORIES



Lantian A, Wood M, & GJoneska B. (2020).
Personality traits, cognitive styles, and worldviews associated with beliefs in conspiracy theories. In: M. Butter & P. Knight (eds).
Routledge Handbook of Conspiracy Theories. 155-167. Abingdon: Routledge (26 Feb 2020)

DOMINANT NARRATIVES

INDIVIDUALITY



Liberty and freedom

Posts pertaining to concerns about how vaccines may affect civil liberties and personal freedom.



Morality and religion

Posts containing moral and religious concerns around vaccines, such as their composition and the way they are tested.

DOMINANT NARRATIVES

SOCIETY



Political and economic motives

Posts related to the political and economic motives of actors (key figures, governments, institutions, corporations, etc.) involved with vaccines and their development.



Conspiracy theory

Posts containing well-established or novel conspiracy theories involving vaccines.⁶

DOMINANT NARRATIVES

HEALTH

Topic

Description



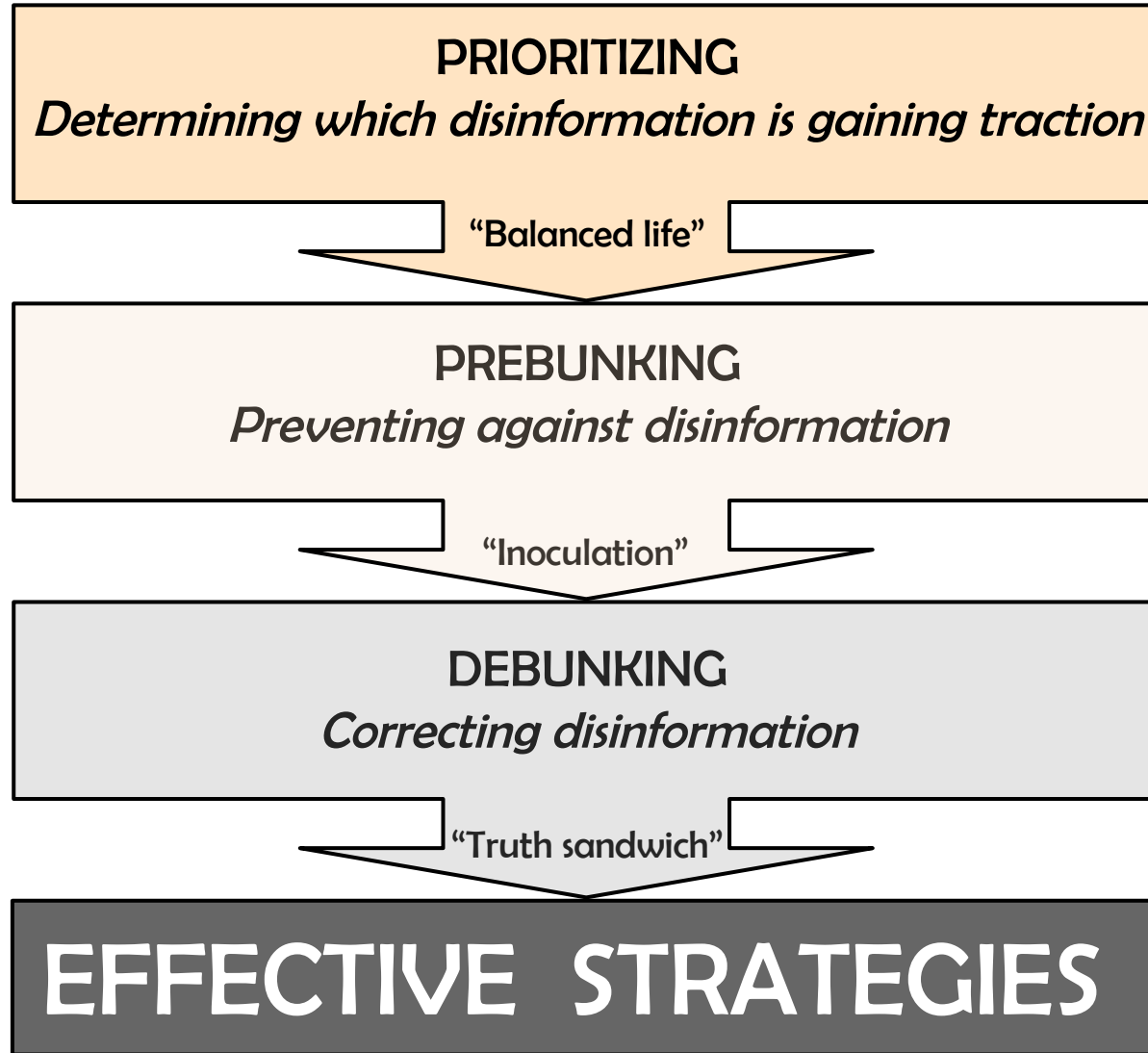
Development,
provision and
access

Posts related to the ongoing progress and challenges of vaccine development. This also includes posts concerned with the testing (clinical trials) and provision of vaccines as well as public access to them.



Safety, efficacy
and necessity

Posts concerning the safety and efficacy of vaccines, including how they may **not** be safe or effective. Content related to the perceived necessity of vaccines also falls under this topic.



Lewandowsky et al (2021). The COVID-19 Vaccine Communication Handbook.
A practical guide for improving vaccine communication and fighting misinformation.

QUIZ RESULTS

FACTS

SCIENTIFIC APPROACH

- VACCINE DEVELOPMENT IS CONDUCTED BY DIFFERENT PHARMACEUTICAL COMPANIES AND INDEPENDENT RESEARCH TEAMS ALL OVER THE WORLD

- OUR UNDERSTANDING OF COVID-19 IS BASED ON SCIENTIFIC RESEARCH CONDUCTED BY TEAMS ALL OVER THE WORLD, AS WELL AS PRACTICAL EXPERIENCE BY THE ENTIRE GLOBAL MEDICAL COMMUNITY

FICTION

CONSPIRATORIAL APPROACH

COVID-19 VACCINE IS BIG PHARMA'S BUSINESS

COVID-19 VACCINE is SCIENTISTS' BUSINESS

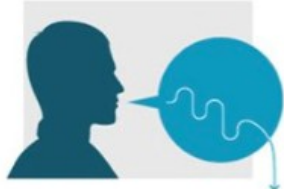
COVID-19 IS A HOAX

COVID-19 IS A BIOWEPON



Appeal to
probability

Tendency to take
some statement for
granted & consider it
truthful, because of
existing probability
for it to be truthful.



Just world
fallacy

Tendency to
attribute
consequences to—or
expect consequences
as the result of—a
universal force that
restores balance.



**THE COVID-19 VACCINE
HAS TERRIBLE SIDE
EFFECTS**

**HERD IMMUNITY WILL
PROTECT US IF WE LET THE
VIRUS SPREAD THROUGH
THE POPULATION**



Appeal to
authority

Tendency to accept
an opinion of an
authority on a topic,
as an evidence to
support a particular
argument



False
dichotomy

Tendency to have
black and white
perspectives, as well
as consider only two
available
alternatives.



**EXPERTS SAY THAT
COVID-19 IS NO WORSE
THAN THE FLU**

**THE COVID-19 VACCINE IS
NOT 100% SAFE, HENCE IT
WILL GIVE YOU COVID-19**

INTERACTIVE EXERCISE

PHYSICIAN – PATIENT ROLE PLAY

TIPS ON COUNTERING CONSPIRACY THEORIES & DISINFORMATION

Assess how willing they are to listen		Ask questions	
	Go private		Do not Attack
Pick your battles		Embark on a common journey to find truth	
	Avoid scientific jargon		Find common ground
Acknowledge the emotional aspect		Establish your legitimacy	

	Tailor the message		Ask for the sources of their information
Refer to agreement among experts		State what is true, don't just reject their belief	
	Help them understand how the internet works		Take it step by step
Help them understand statistical information		Don't overwhelm them with information	
	Prebunking / Inoculation	For the full flyer, click here: sks.to/countertips	

Cite as: Armaso, K., Tappin, K., Ecker, U., Juanchich, M., Bruns, H., Gavaruzzi, T., Sali, S., Al-Rawi, A., Lewandowsky, S. (2020). Tips on countering conspiracy theories and disinformation.

PRACTICE ACTIVE LISTENING APPROACH

Lewandowsky et al (2021).
The COVID-19 Vaccine Communication Handbook.
 A practical guide for improving vaccine communication and fighting misinformation.