

Dr. Monique Luisi



Media messages  
about the:

**Good**

**Bad**

**Trending**

Health Messages

(and how they—*infect*—affect us)

# Who is this person?

Monique Luisi, Ph.D.

**Missouri School of Journalism**

- PHD from **University of Kansas**
- MA from **University of South Dakota**
- BA from **University of Maryland**
  
- Focus area: **health communication**
  - Media, disease perception, misinformation



## HPV vaccination rates are low, especially in Kansas and Missouri, and cancer experts are alarmed

By Lisa Gutierrez

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FEBRUARY 17, 2016 10:50 PM, UPDATED FEBRUARY 16, 2016 09:52 PM



The HPV vaccine is recommended for girls and boys starting at ages 11 to 12, but in state-by-state comparisons, children in Kansas and Missouri rank at or near the bottom of the list. JOHN AMIS THE ASSOCIATED PRESS

The University of Kansas Cancer Center recently joined nearly 70 other cancer centers across the country to sound an alarm about the HPV vaccine.

Many children still are not getting the recommended vaccine for human papillomavirus, which



CHALLENGES WITH  
VACCINATION RATES



MISINFORMATION ON  
SOCIAL MEDIA



WHAT CAN SOCIAL  
MEDIA DO FOR US

CHALLENGES  
WITH  
VACCINATION  
RATES



# MISINFORMATION ON SOCIAL MEDIA



# HPV Vaccine

2006 (4vHPV)

2009 (2vHPV)

2014 (9vHPV)

Centers for Disease  
Control and Prevention  
**(CDC)**

- 11- and 12-year old's  
(as early as 9)
- 2 doses; 15 years+ 3  
doses

# Kansan Guardian Perceptions of HPV and the HPV Vaccine and the Role of Social Media (Kansas Journal of Medicine, Luisi, 2020)

- HPV awareness is high
- HPV cancer threat is taken seriously
- Kansas parents who had reported **seeing information on social media** about the HPV vaccine were significantly more likely to perceive that the **HPV vaccine could kill their child** than those who had not seen information

# Why Facebook?

- 1) I am a millennial who uses Facebook a lot. I couldn't help but notice how the anti-vaccination movement was outspoken in this space.
- 2) Empirically, Facebook is consistently one of the most popular among U.S. adults 18 years of age and older (Greenwood, Perrin, & Duggan, 2016).
- 3) Launched in 2004 (Facebook, 2019), Facebook predates the availability of the HPV vaccine (U.S. Food and Drug Administration, 2006).

# From bad to worse: The representation of the HPV vaccine Facebook (Vaccine, Luisi 2020)

<b>Engagement Type</b>	<b>Range</b>	<b>Median</b>	<b>Mean</b>	<b>Standard deviation</b>
Reactions	11,000	0.00	30.24	305.19
Comments	6,100	0.00	7.42	136.45
Shares	329,000	0.00	184.89	7086.64

## **Tone towards HPV vaccine**

Negative: n (%)  
2,929 (45.0)

Neutral: n (%)  
1,645 (25.3)

Positive: n (%)  
1,932 (29.7)

- There were also significant relationships between tone and types of engagement; **posts more negative in tone had an increased number of reactions, comments, and shares**
- By year (2007-2015), momentum when looking at HPV infection susceptibility, HPV infection severity, HPV vaccine benefits, cues to get the HPV vaccination, **barriers to HPV vaccination, cues to avoid HPV vaccination, and negative tone towards the HPV vaccine.**

# The Most Engaging Post

**CancerTruth** with [redacted] others.  
March 6, 2014 · 🌐

The Murdering of Our Daughters by Dave Hodges

"I just wish someone had warned me about #Gardasil..... My Jasmine would still be here with us." ~ Rhonda Renata (mother of Jasmine Renata)

According to the mother of Jasmine Renata, aged 18, her daughter was murdered by #Merck. There was no autopsy, no official recrimination of Merck, just a grieving mother left to bury her only daughter....  
[Continue Reading](#)

### The Murdering of Our Daughters

Merck and the CDC have determined that 1 out of every 912 who received Gardasil in a large study died. Yet, the cervical cancer death rate is only 1 out of every 40,000 women per year. In other words, girls are better off not taking the shot because the Gardasil shot kills the girls in greater numbers than does the disease it purports to treat ... [read more ...](#)

Follow attached link to article by: Dave Hodges

Gardasil has stolen these precious lives





👍👎👏 11K      6.1K Comments · 329K Shares

👍 Like    💬 Comment    ➦ Share

- 11,000 Reactions
- 6,100 Comments
- 329,000 Shares
- Negative tone
- Authored by Facebook page
- No explicit cues to action

# From bad to worse II: Risk amplification of the HPV vaccine on Facebook

## (Vaccine, Luisi, 2020)

- **HPV vaccine risk amplification messages appeared in 39.5% of posts** (n = 2,568), attenuated in 2.9% of post (n = 186), with the remaining 57.7% (n = 3,752) doing neither.
- Posts with **hyperlinks, negative tone towards the HPV vaccine, and HPV vaccine risk amplifying messages** received significantly greater reactions, comments, and shares.
- **Risk amplifying posts had momentum.**

WHAT CAN SOCIAL  
MEDIA DO FOR US



# WHAT CAN SOCIAL MEDIA CAN DO FOR US

- Alert us to the concerns of the public
- Help us establish connections with communities
- Promote awareness
- Start a conversation