



School of Public Health PhD Student Project

TITLE: **Social Media and Vaccination: How does the way citizens access, understand, use, and share information about adult vaccines impact attitudes and behaviour?**

FIELD OF RESEARCH: **Public Health, Digital Epidemiology, Vaccination**

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LINK TO UQ RESEARCHERS PAGE: [Dr Amalie Dyda - UQ Researchers](#)

Prerequisite skills required for the project: **N/A**

PROJECT SYNOPSIS:

Infectious diseases contribute to significant morbidity and mortality across the globe, highlighted by the COVID-19 pandemic. Increasing uptake of adult vaccination for diseases such as influenza and COVID-19 offers a cost-effective way to improve the health of adult populations and reduce healthcare costs, yet levels of uptake are sub-optimal. Adult vaccination uptake is affected by factors which often differ from those in childhood vaccination and are more often related to awareness and perceived risk, both of which can be affected by the information people consume. Overall, it is very challenging to measure the effects of misinformation exposure on health at an individual and population level, which is why we are proposing a mixed method study design to investigate this. This project aims to utilise machine learning and citizens science to measure the impact of vaccine misinformation on individuals and involve the online community in this research to determine the way in which they access, understand, use, and share information about vaccines online.

If you are interested in this project, please email the named contact person as listed above