Redirecting Existing Demand for Information Towards Vaccine Confident Interpretation by Identifying Online Behavioral Nudge Interventions

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RESEARCH NETWORK
SABIN VACCINE INSTITUTE

upstream   finalmile.

Project conducted
Sept. 2021 - February 2022

A desire to make a decision for themselves

Vaccine hesitant individuals are part of clusters formed around strong relationships that reinforce alternative narratives for safety. They are constructed around language, ethnicity, culture, etc.

One such group is African Americans living in rural areas in the Southern United States

These individuals began their COVID vaccine consideration journey with a firm desire to make a decision for themselves. It comes from the lack of trust in the mainstream narrative.

Demand for information

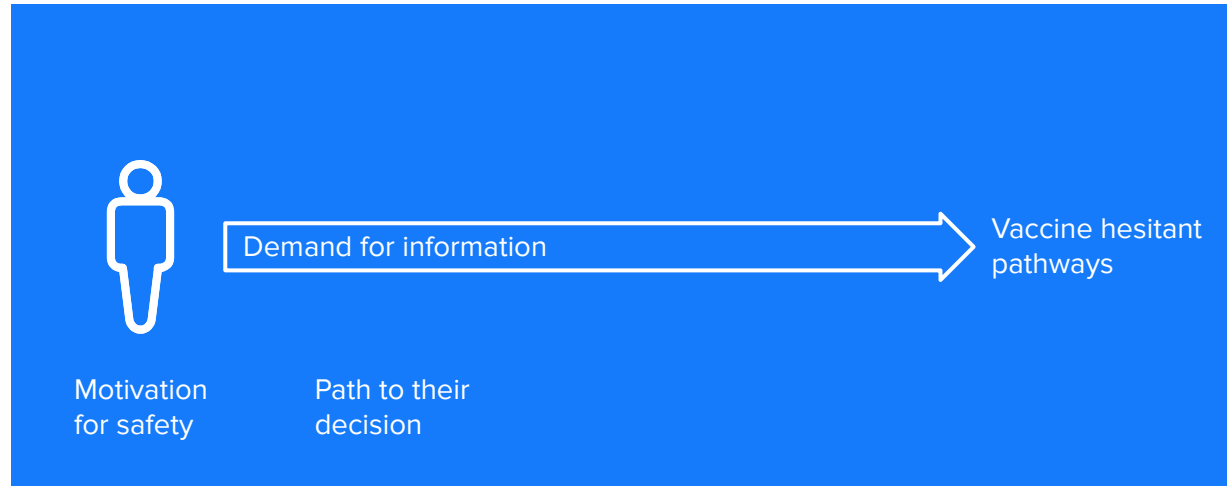Motivation for safety

Path to their decision

Vaccine hesitant content serves this need better

Many interventions surrounding COVID vaccine information have sought to impact the supply side of this equation by restricting content.

The unique approach to this project was to explore the demand side of the equation.

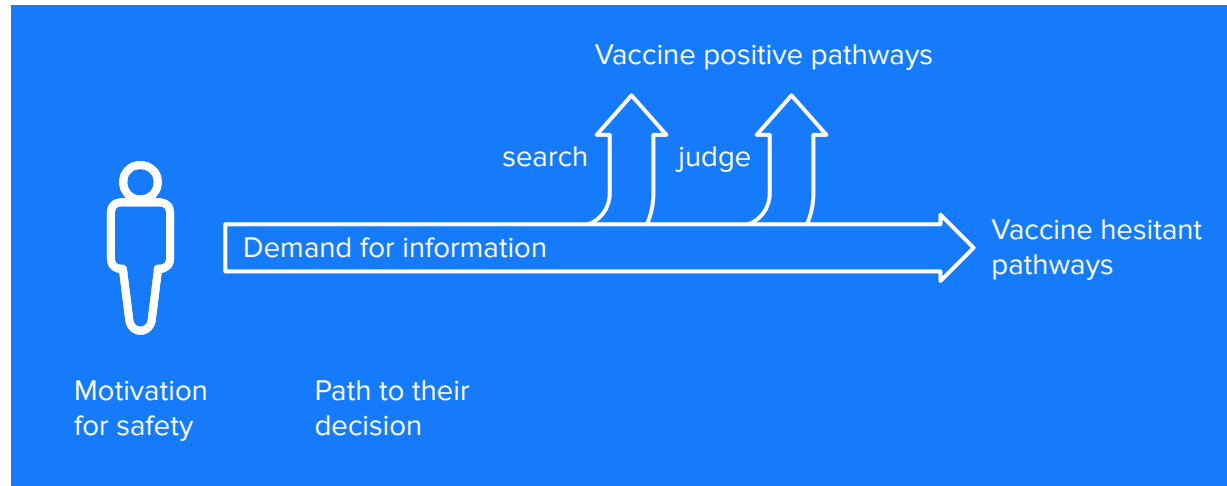## How could vaccine positive pathways be more successful at meeting this demand?

Demand for information → Vaccine hesitant pathways

Motivation for safety

Path to their decision

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Identifying the potential levers

Qualitative sample of 6 triads

- **African American**
- **Southern U.S. state**
- **Rural geography**
- **Prior vaccination behavior for themselves or their family**
- **Not COVID vaccinated**
- **Desire for safety from COVID 19**

Youtube platform served as a lens for social media behavior

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How could vaccine positive pathways be more successful at meeting this demand?

Vaccine positive pathways

search   judge

Demand for information

Vaccine hesitant pathways

Motivation for safety

Path to their decision

Core needs

These are the drivers of demand that could lead to vaccine positive interpretations.

Currently, vaccine hesitant content does a better job at harnessing these drivers. However, huge opportunity still remains to meet these needs even more effectively with vaccine positive approaches.

1. **Balance and diversity** - Individuals seek out counternarratives to the mainstream narrative to balance out the perceived mainstream bias

2. **Freedom to choose** (decision autonomy) - Individuals are strongly driven to make an informed decision for themselves, so they seek out content that informs rather than instruct

3. **Trust** - Individuals seek out experiences directly from first-hand sources as they distrust institutions

4. **Transparency** - Individuals glean available information (e.g. comments) to judge the incentives and inclinations of various sources

5. **Certainty about value of time spent** - Individuals avoid spending time on content that does not fulfill their needs

Testing the levers

Quantitative survey with visual stimuli

500 respondents
- Age 30-55
- African American
- Southern U.S. state
- Rural geography
- Prior non COVID vaccination behavior
- Unvaccinated for COVID
- Uses social media to search for COVID information
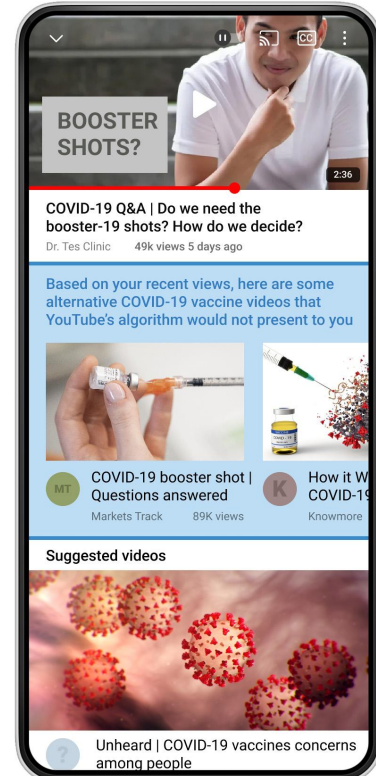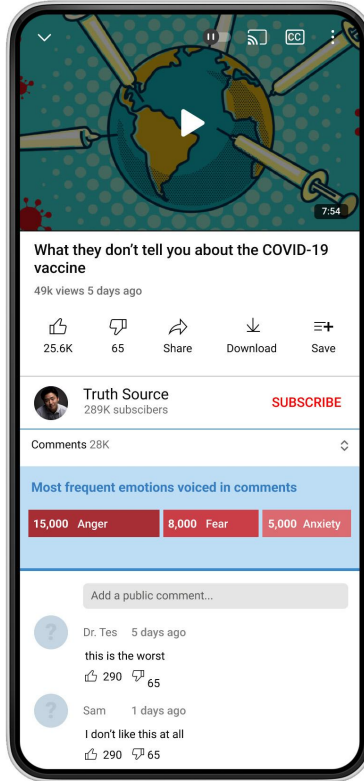
Key levers (in concepts)
- Time certainty
- Reference social group
- Social signal
- Informational framing
- Sentiment framing
- Bias attribution / anchor
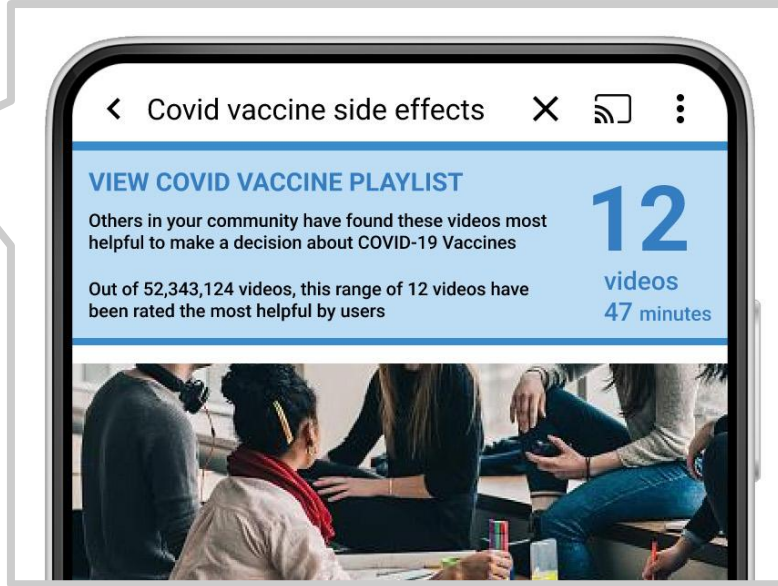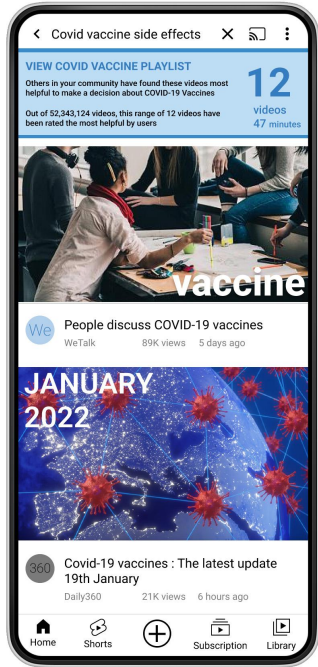
Key testing variables
- Lever Effectiveness
- Intervention Helpfulness
- Need fulfillment
- Lever framing
- Relative Intervention ranking

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3 concepts

Concept 1

View COVID Vaccine Playlist

Others in your community have found these videos most helpful to make a decision about COVID-19 Vaccines

Out of 52,343,124 videos, this range of 12 videos have been rated the most helpful by users

12 videos
47 minutes

Covid vaccine side effects

vaccine

People discuss COVID-19 vaccines
WeTalk — 89K views — 5 days ago

JANUARY 2022

Covid-19 vaccines : The latest update 19th January
Daily360 — 21K views — 6 hours ago

Home — Shorts — Subscription — Library

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Concept 2

What they don't tell you about the COVID-19 vaccine
49k views 5 days ago

7:54

25.6K — 65 — Share — Download — Save

Truth Source
289K subscibers
SUBSCRIBE

Comments 28K

Most frequent emotions voiced in comments

| 15,000 Anger | 8,000 Fear | 5,000 Anxiety |

Add a public comment...

Dr. Tes — 5 days ago
this is the worst
290 — 65

Sam — 1 days ago
I don't like this at all
290 — 65

Concept 3

BOOSTER SHOTS?

2:36

COVID-19 Q&A | Do we need the booster-19 shots? How do we decide?
Dr. Tes Clinic — 49k views 5 days ago

Based on your recent views, here are some alternative COVID-19 vaccine videos that YouTube's algorithm would not present to you

COVID-19 booster shot | Questions answered
Markets Track — 89K views

How it W... COVID-1...
Knowmore

Suggested videos

Unheard | COVID-19 vaccines concerns among people

Concept 1

VIEW COVID VACCINE PLAYLIST

Others in your community have found these videos most helpful to make a decision about COVID-19 Vaccines

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12 videos 47 minutes

People discuss COVID-19 vaccines
WeTalk   89K views   5 days ago

Covid-19 vaccines : The latest update 19th January
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69% rated mechanism 6 or more, mean 6.57

82% rated moderate to extremely helpful

75% rated moderate to most likely to satisfy needs

76% rated moderate to most inclusive and neutral

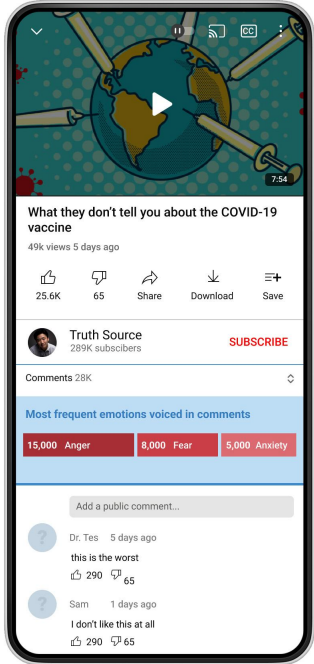78% rated moderate to most supportive of autonomy

Concept :
Presenting a playlist of videos that indicates its helpfulness as sourced from 'others'

Needs:
Balance, Diversity and Certainty of value for time.

Key Learning:
Videos rated helpful by other users are 'likely' to motivate user to click

There is preference to define others as 'others similar to you' than 'other youtube users' signally preference for wisdom of the tribe than wisdom of the crowd

Concept 2
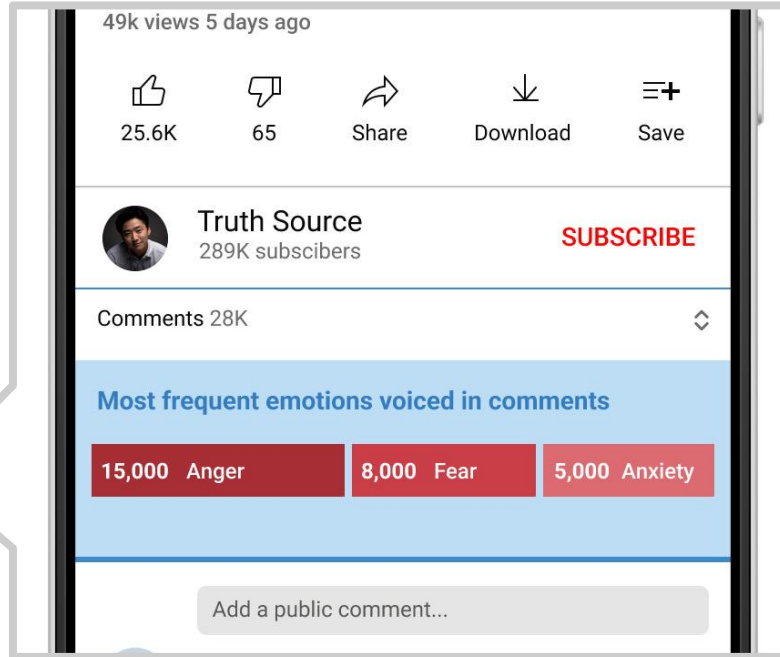
71% rated mechanism 6 or more, mean 6.52

85% rated moderate to extremely helpful

67% rated moderate to most likely to satisfy needs

64% rated moderate to most inclusive and neutral

61% rated moderate to most supportive of autonomy

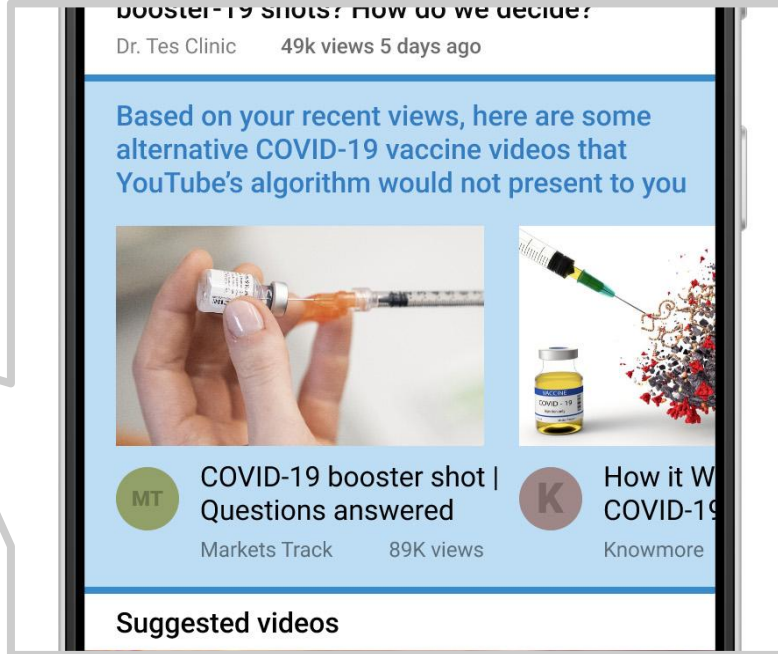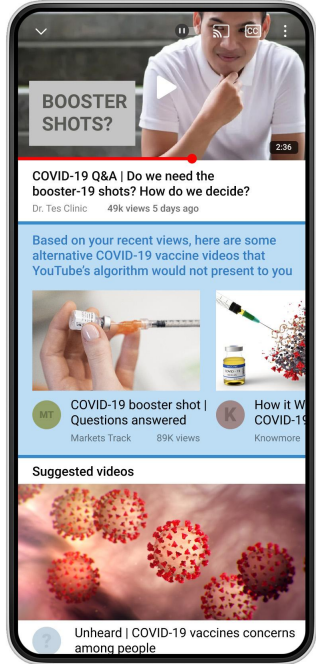VACCINATION ACCEPTANCE
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Concept :
Providing users with the information around the sentiments contained in the comments for the users to use it as a signal to appraise

Needs:
Balance, Diversity and Transparency

Key Learning:
% framing of information more preferred to evaluate sentiment of the comments

Information that provides Overall sentiment contained in the comments preferred over specific emotions contained in the comments

Concept 3

BOOSTER SHOTS?

COVID-19 Q&A | Do we need the booster-19 shots? How do we decide?
Dr. Tes Clinic   49k views 5 days ago

Based on your recent views, here are some alternative COVID-19 vaccine videos that YouTube's algorithm would not present to you

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COVID-19
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Suggested videos

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Concept :
Providing users with a suggestions while they view vaccine related content that provides them with a set of videos they generally miss out on

Needs:
Balance, Diversity and Certainty of value for time

Key Learning:
Flagging playlist as something that has been overlooked due to Youtube algorithm than individual judgement preferred

70% rated mechanism 6 or more, mean 6.67

80% rated moderate to extremely helpful

59% rated moderate to most likely to satisfy needs

59% rated moderate to most inclusive and neutral

62% rated moderate to most supportive of autonomy

Scaling nudge approaches

Categorizing content ratings through the lens of "tribe" drives TRUST.
Categorize content reactions and ratings by user specific attributes such as proximity, age, gender, race, etc.

Highest order aggregate data summaries enhance VALUE OF TIME
Instead of raw numbers or specific language, use summaries that put the least cognitive burden on users. Establishing content limits (ie specific number of videos) prevents confusion & frustration.

Algorithm awareness can improve DIVERSITY, TRANSPARENCY, & AUTONOMY and thus drive TRUST in platform
Users know know their content choices are skewed by algorithms when brought to their attention. Leverage this awareness to drive people to alternative content pathways.

Decision- or domain-specific ratings drive TRUST
Frame content reactions and ratings to specific user decisions or goals (ie. most helpful for making a decision, provided most certainty)

For further information
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