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Misinformation and COVID-19 Vaccine Politics in Kenya: A Social Media Analysis

The purpose of this study is to determine the types, forms, and consequences of myths, and misinformation on social media that affect Kenya's COVID-19 containment Vaccine hesitancy, specifically against the COVID-19 vaccine. Fears and suspicion about COVID-19 vaccines have not been helped by reports linking the AstraZeneca vaccine to the development of blood clots. AstraZeneca is currently the only available vaccine in Kenya. The government recognised the danger of vaccine hesitancy even before the rollout began, listing it as a risk in the national rollout plan. The communication around this was supposed to start before the vaccines arrived, but it didn't. There have been concerns expressed on social media about the COVID-19 vaccine's origins and why the Kenyan government could not protect its citizens from the worldwide pandemic, let alone manufacture its own vaccine. This study used both Primary and Secondary data in the investigation, a review of social media texts was conducted. The study was supplemented by document reviews posted on social media by other writers. Purposive sampling was utilized to select the data, in this case, myths around the COVID -19 vaccine, to increase or decrease individual and social perceptions of risk, influencing vaccination uptake behavior. This study used Diffusion of innovation theory in order to explain the low uptake of Covid -19 vaccine. This theory elaborated on human behaviour since this vaccine is a new innovation which targets everyone in Kenya. Some people are willing to take up the vaccine while the majority are still conservative. The findings of the study will aid the Ministry of Health in increasing COVID-19 vaccination adoption This study will also dispel a lot of misunderstandings and misconceptions concerning the Covid -19 Vaccines.

Key Terms: COVID-19, , Misinformation, Politics, Social media

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