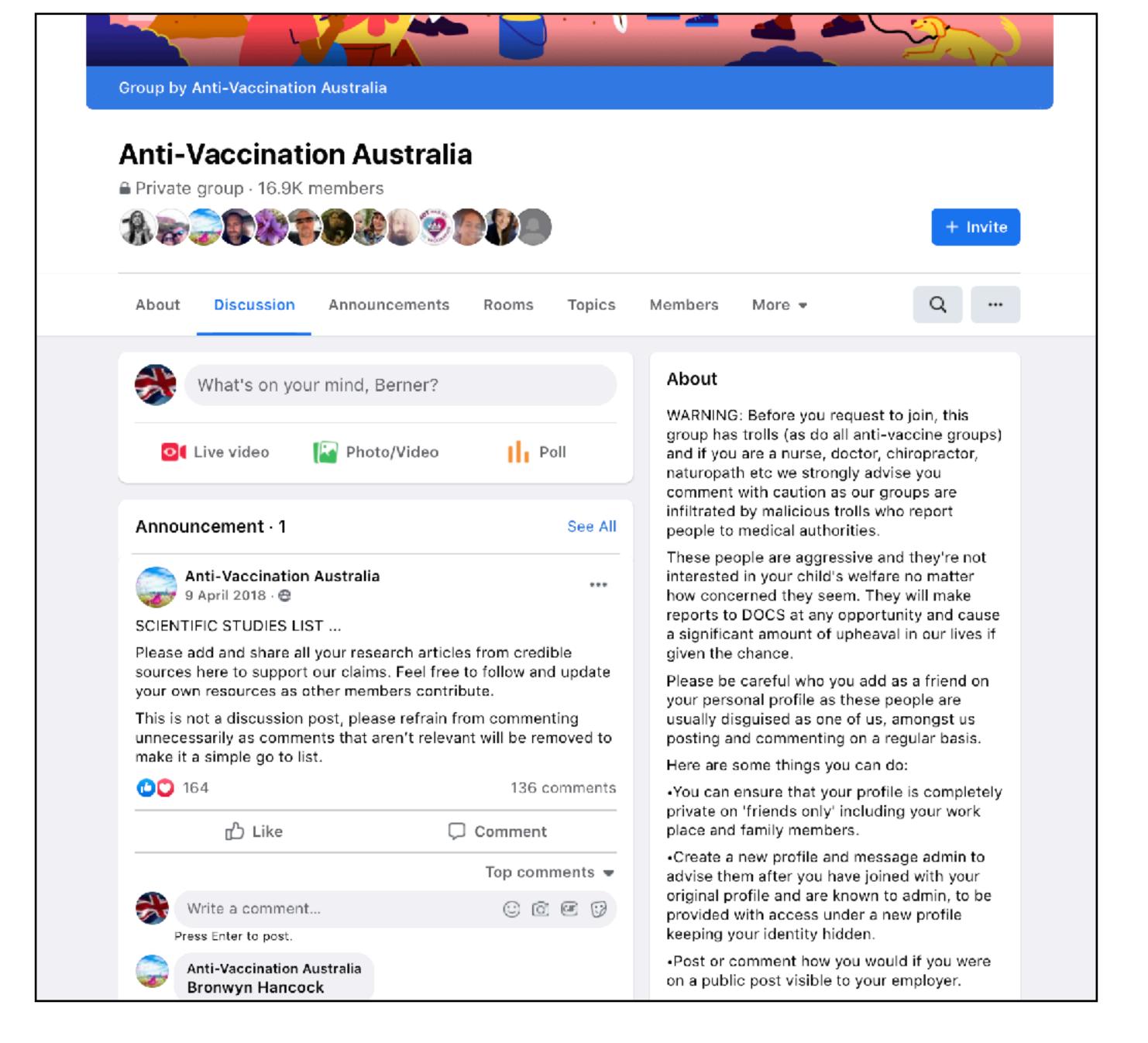
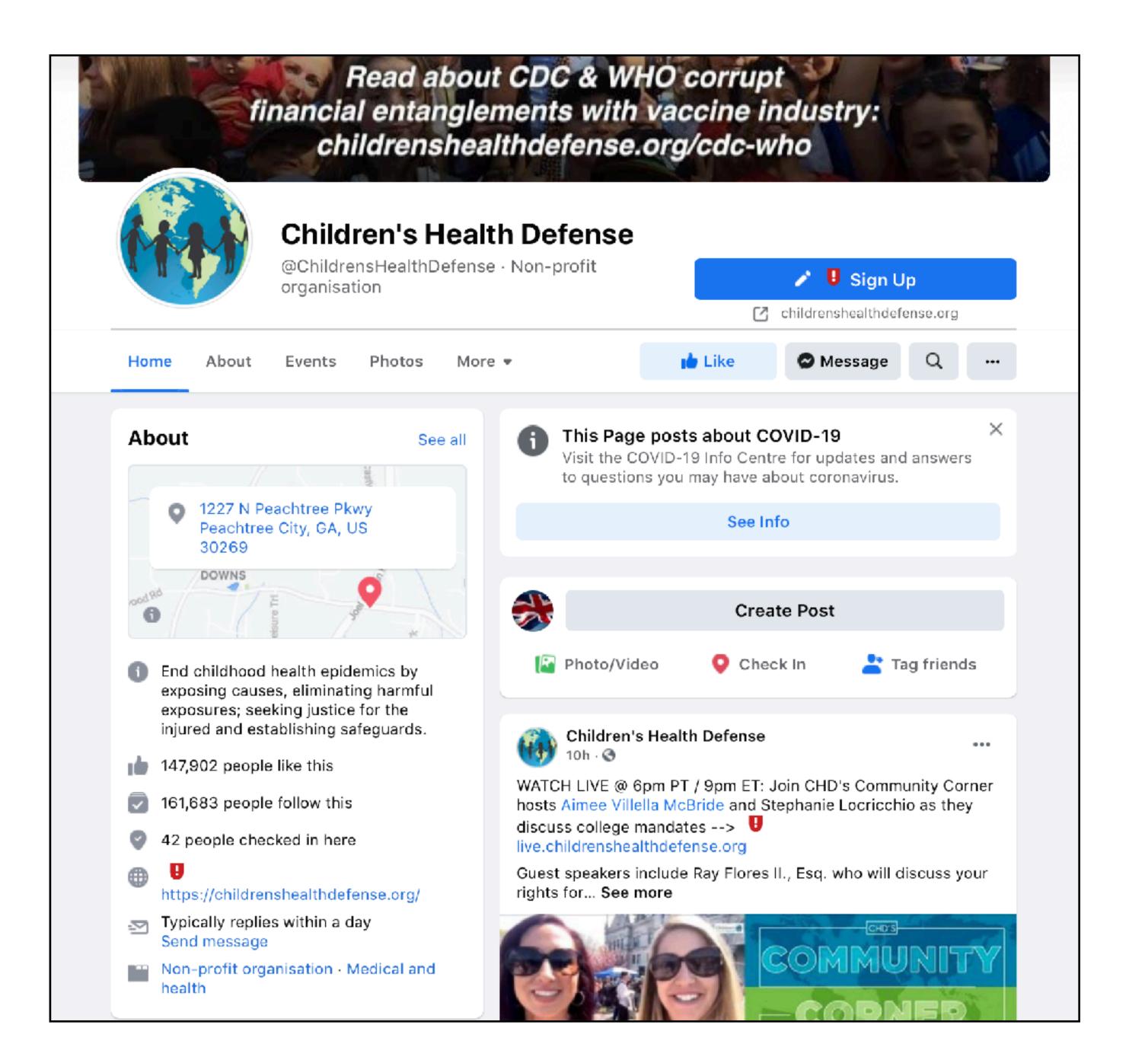
COVID-19 and Vaccine Misinformation Groups and Pages on Facebook

Report for Governments and the WHO

This report features Facebook pages and groups publishing COVID-19 and vaccine misinformation to large audiences.

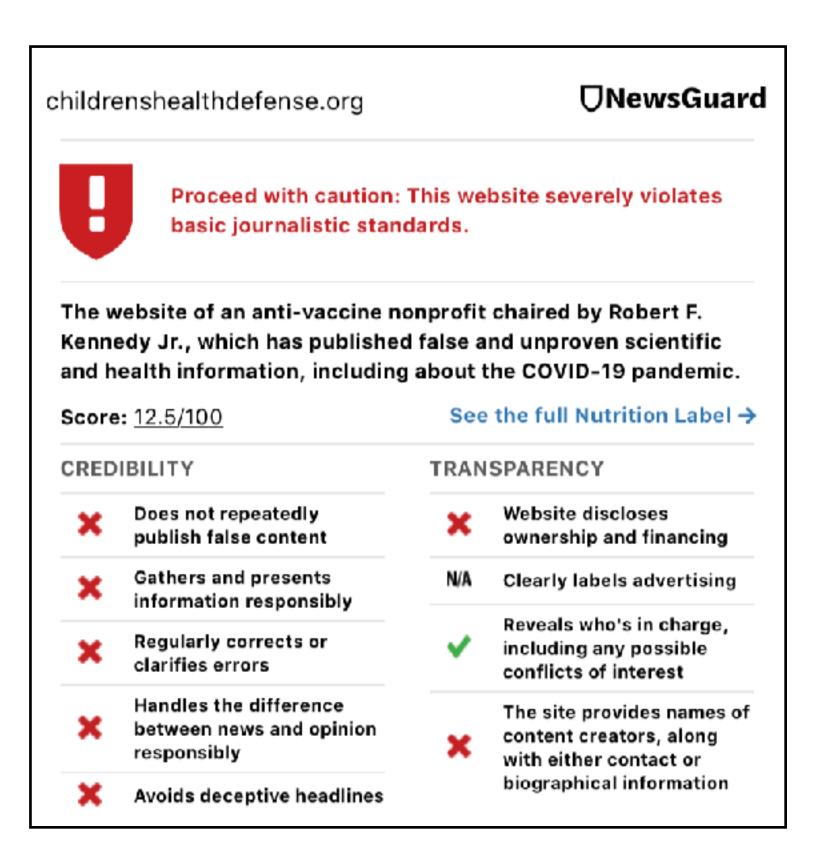




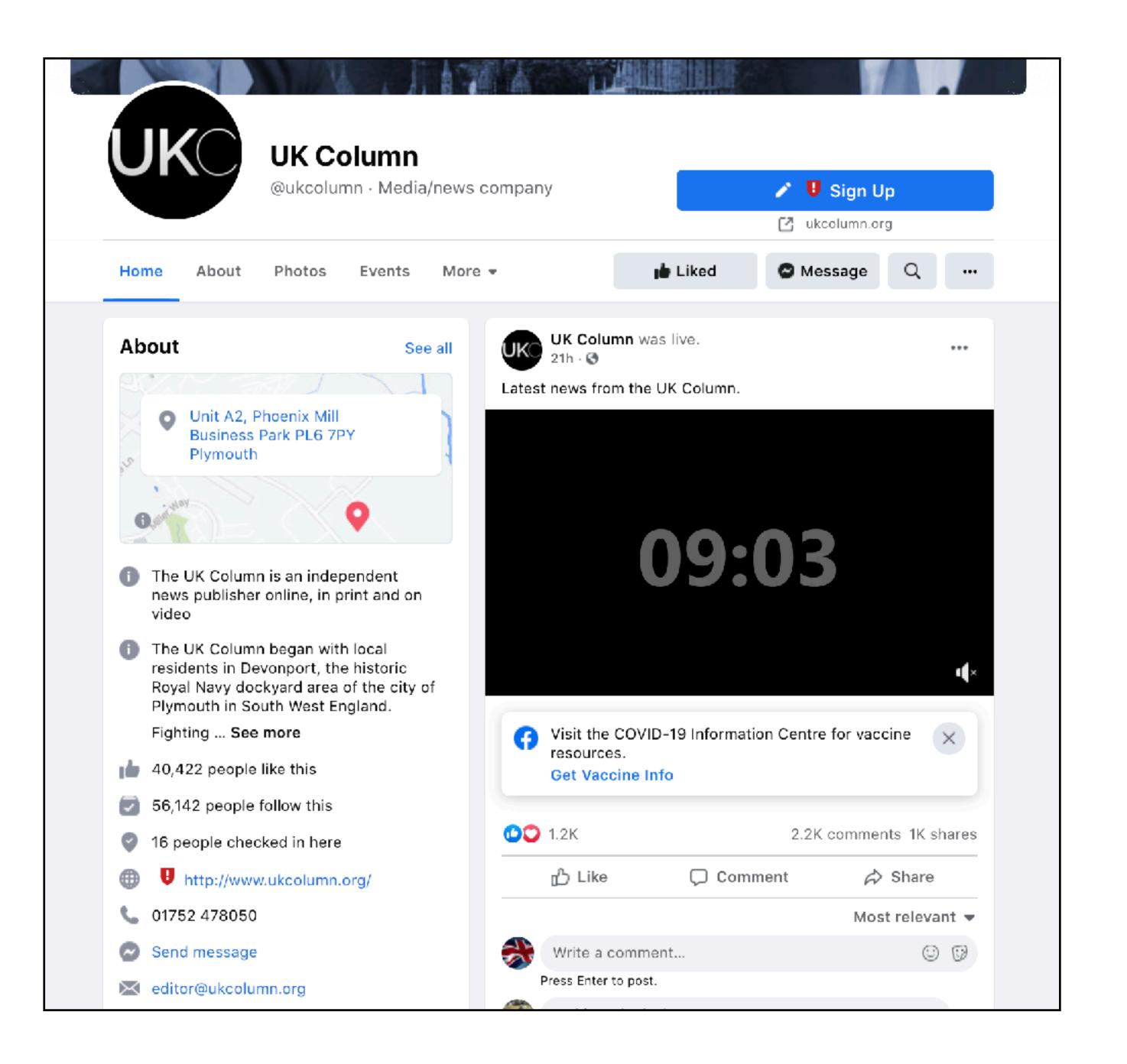


@ChildrensHeathDefense

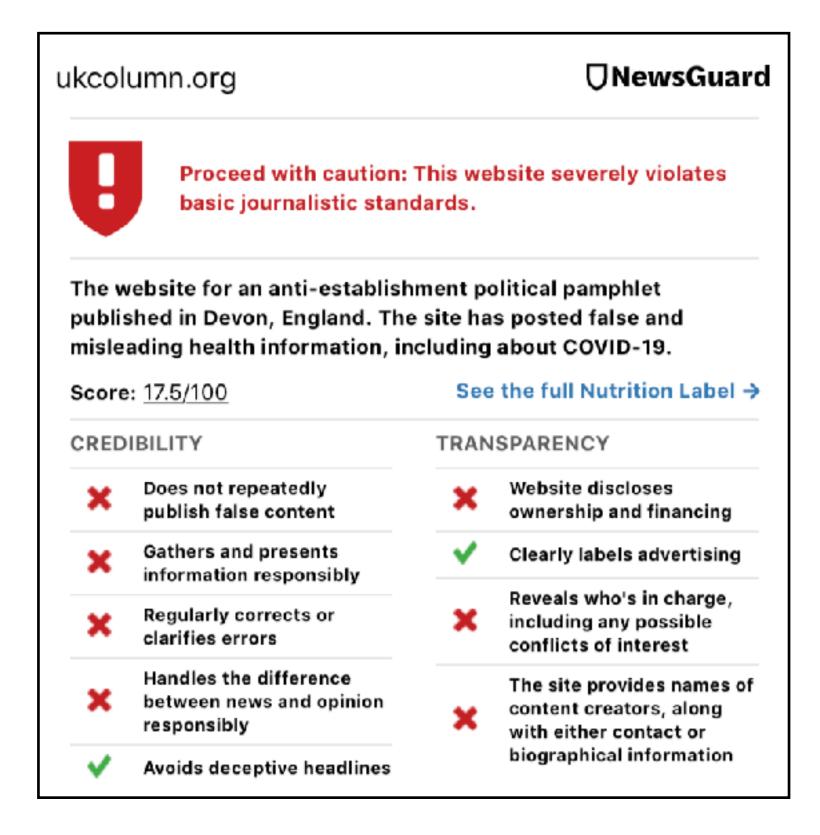
161,600 followers



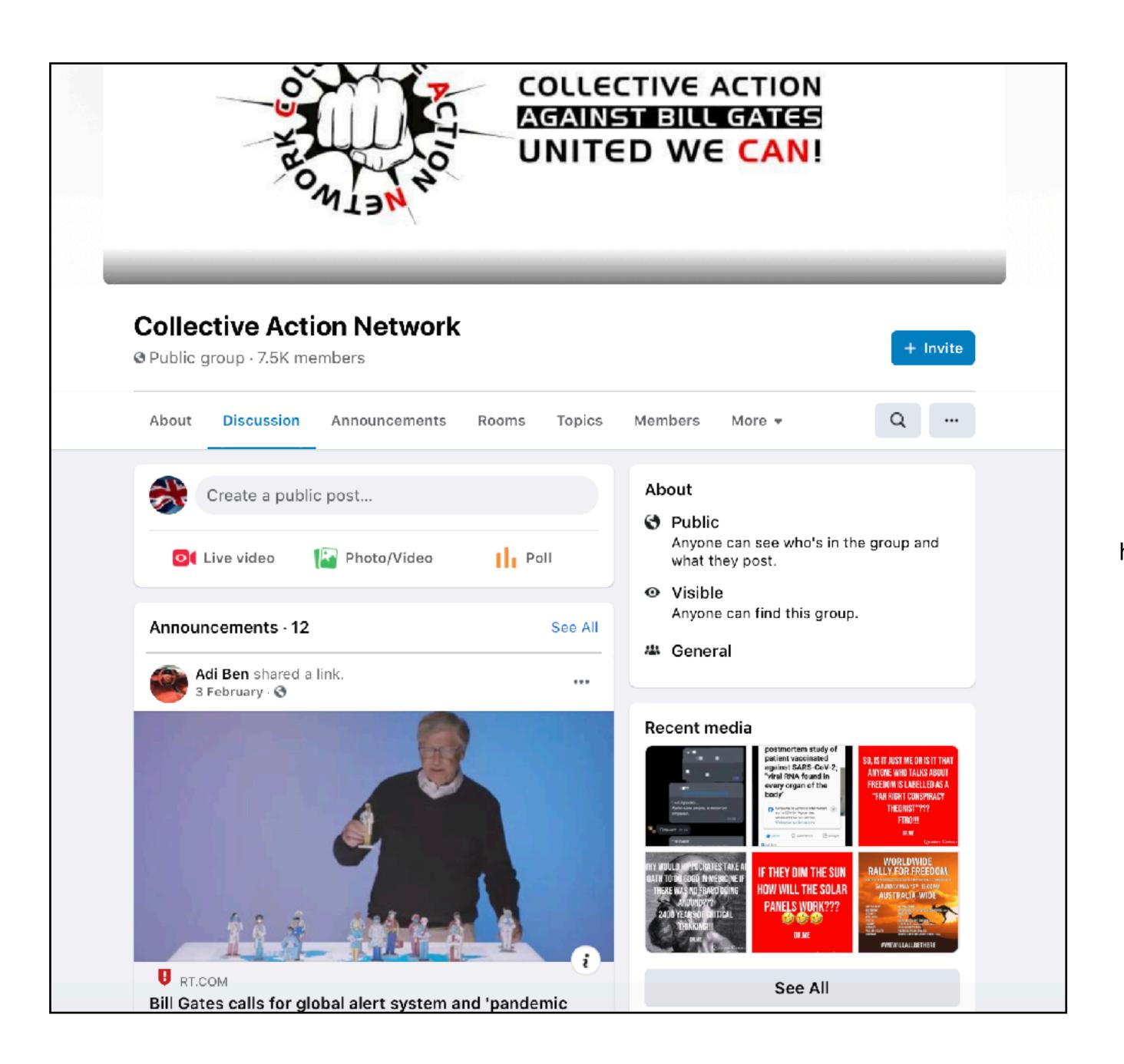




@ukcolumn56,000 followers



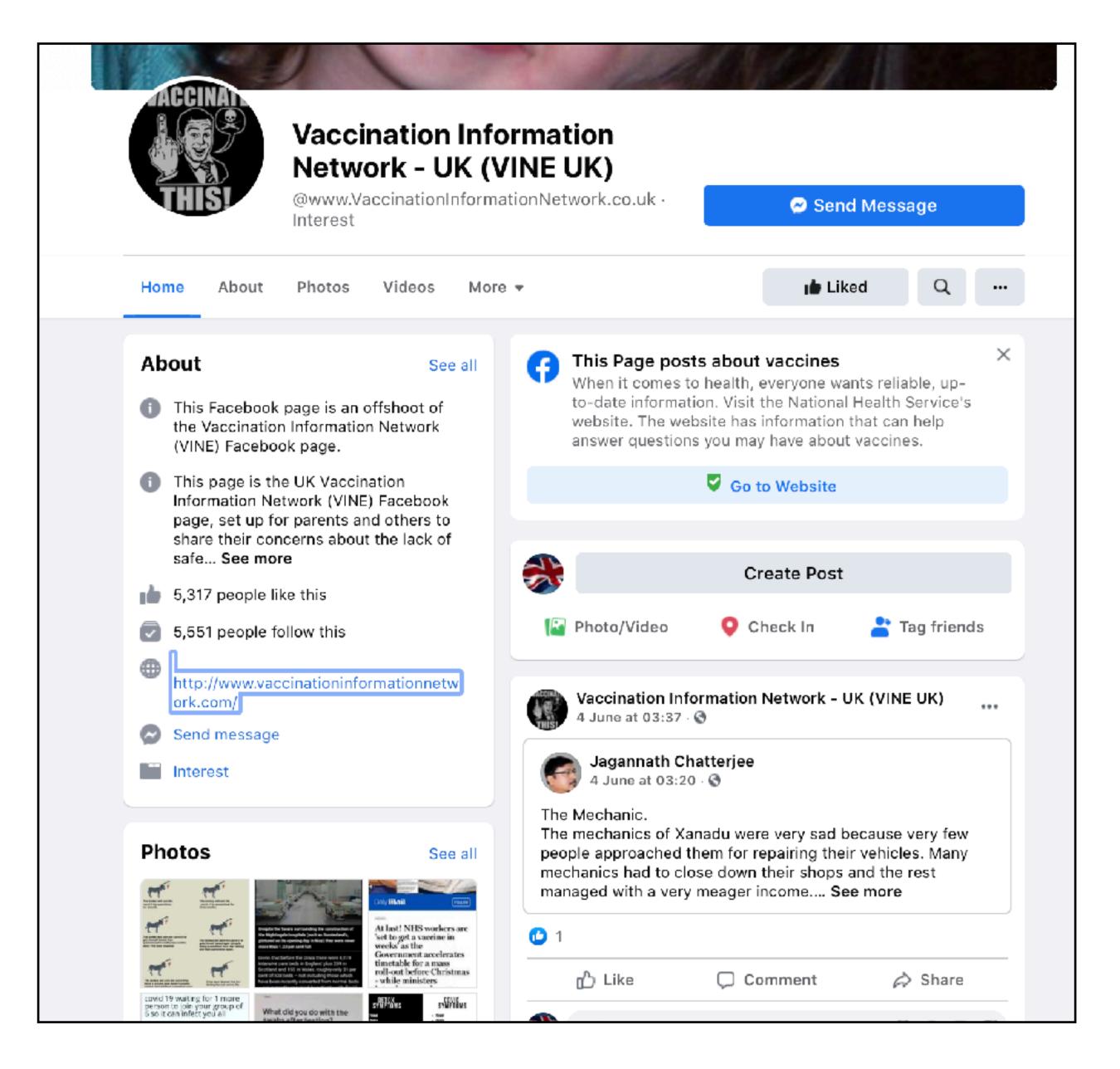




Collective Action Network 7.5k members

https://www.facebook.com/groups/230040138059037



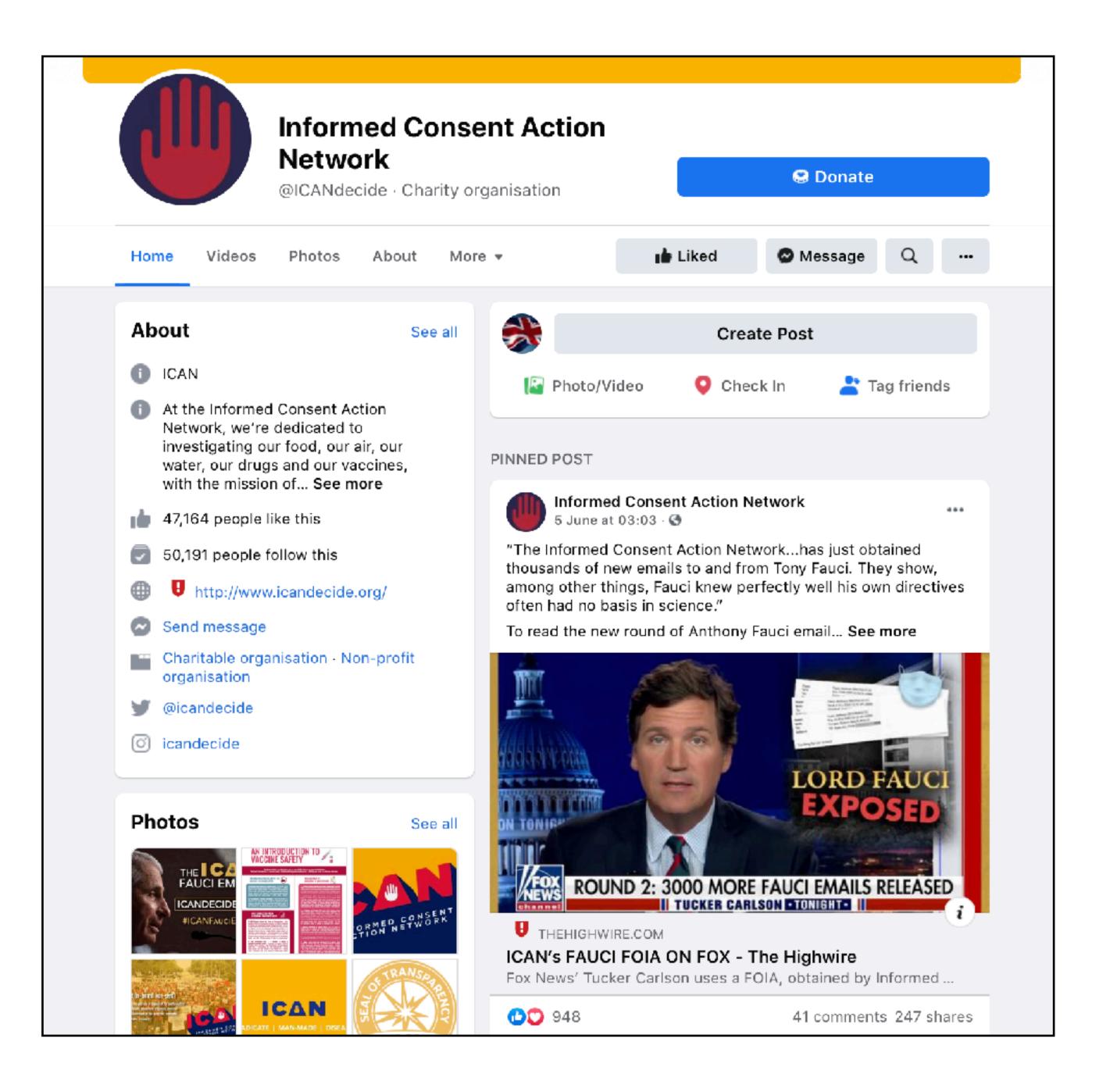


Vaccine Information Network UK

5,500 followers

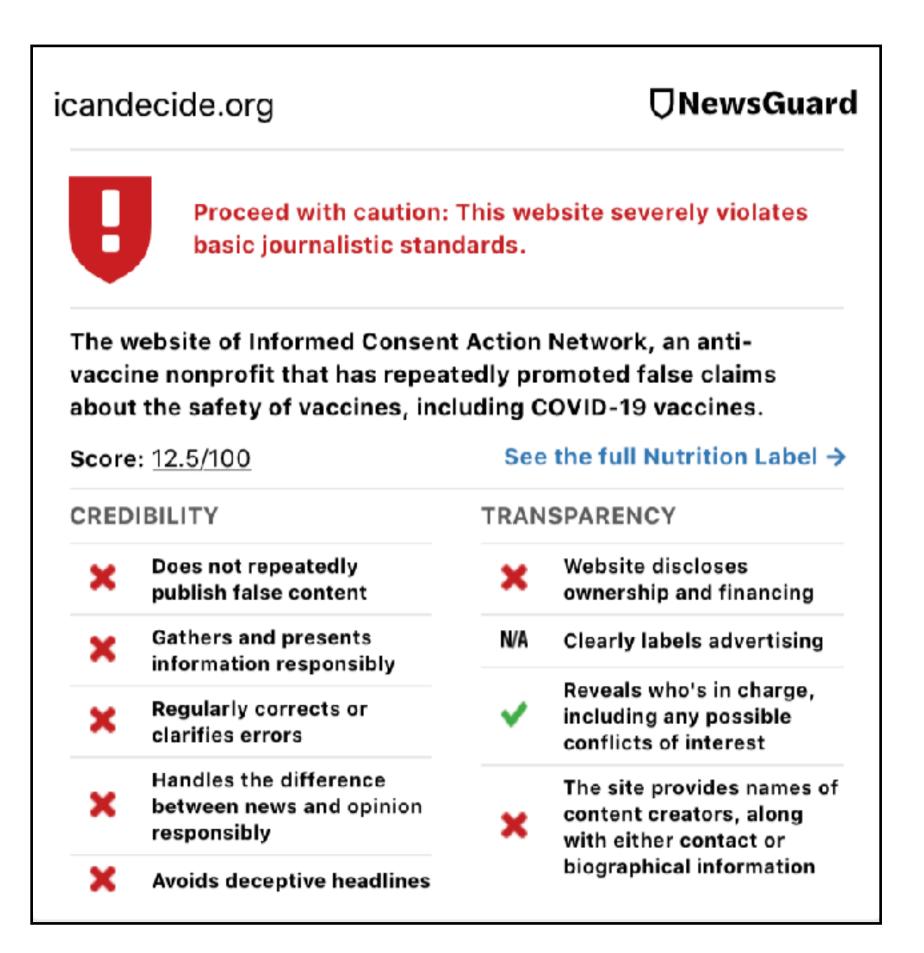
https://www.facebook.com/www.VaccinationInformationNetwork.co.uk/



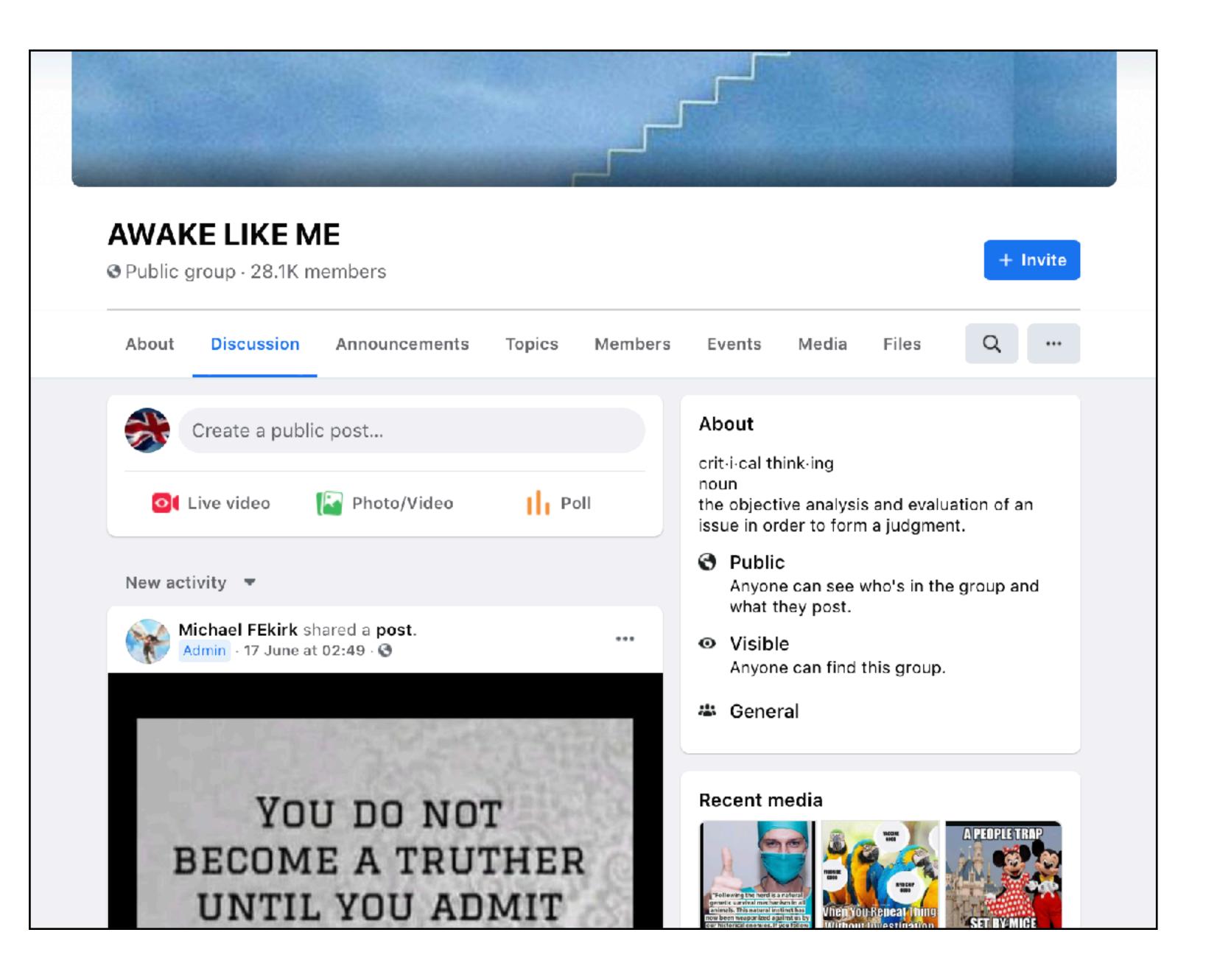


@ICANdecide

50,100 followers







AWAKE LIKE ME

28,100 followers

(Antivax group, administrator shares COVID and vaccine misinformation

https://www.facebook.com/groups/918890171535718





This report was produced using two proprietary datasets from NewsGuard.

The *Misinformation Fingerprints* dataset, a catalogue of data about top misinformation narratives, contains related keywords and search terms for all of the top misinformation and disinformation narratives spreading online--produced using human intelligence but designed for use with AI/ML/NLP tools to identify content matching specific false claims. NewsGuard analysts used the Misinformation Fingerprints dataset to identify relevant searches related to misinformation narratives about COVID-19 and other topics.

The second dataset used was the *News Website Reliability Ratings*, which consists of credibility ratings for over 6,000 news and information website that account for 95% of online engagement with news in the U.S., U.K., France, Germany and Italy. Each site's rating is based on nine basic, apolitical journalistic criteria. Based on the criteria, each site receives an overall designation of green (generally trustworthy) or red (generally not trustworthy) and a trust score of 0-100. NewsGuard's analyst used the News Website Reliability Ratings dataset to identify misinformation sources that appeared in the results for searches conducted as part of the analysis.

For the purposes of this analysis, we focused on searches for which the searcher's intent could reasonably have been to search for accurate information about a topic. The analysis used the same searches across all search engines analysed to ensure parity. Examples selected for the report represent an illustrative, but by no means exhaustive, list of search results that contain misinformation sources. Both the Misinformation Fingerprints and the News Website Reliability Index are available to be licensed for research and other purposes.

