

# **I. Examples of Facebook Recommending Anti-Vaccine Misinformation Pages to Users**

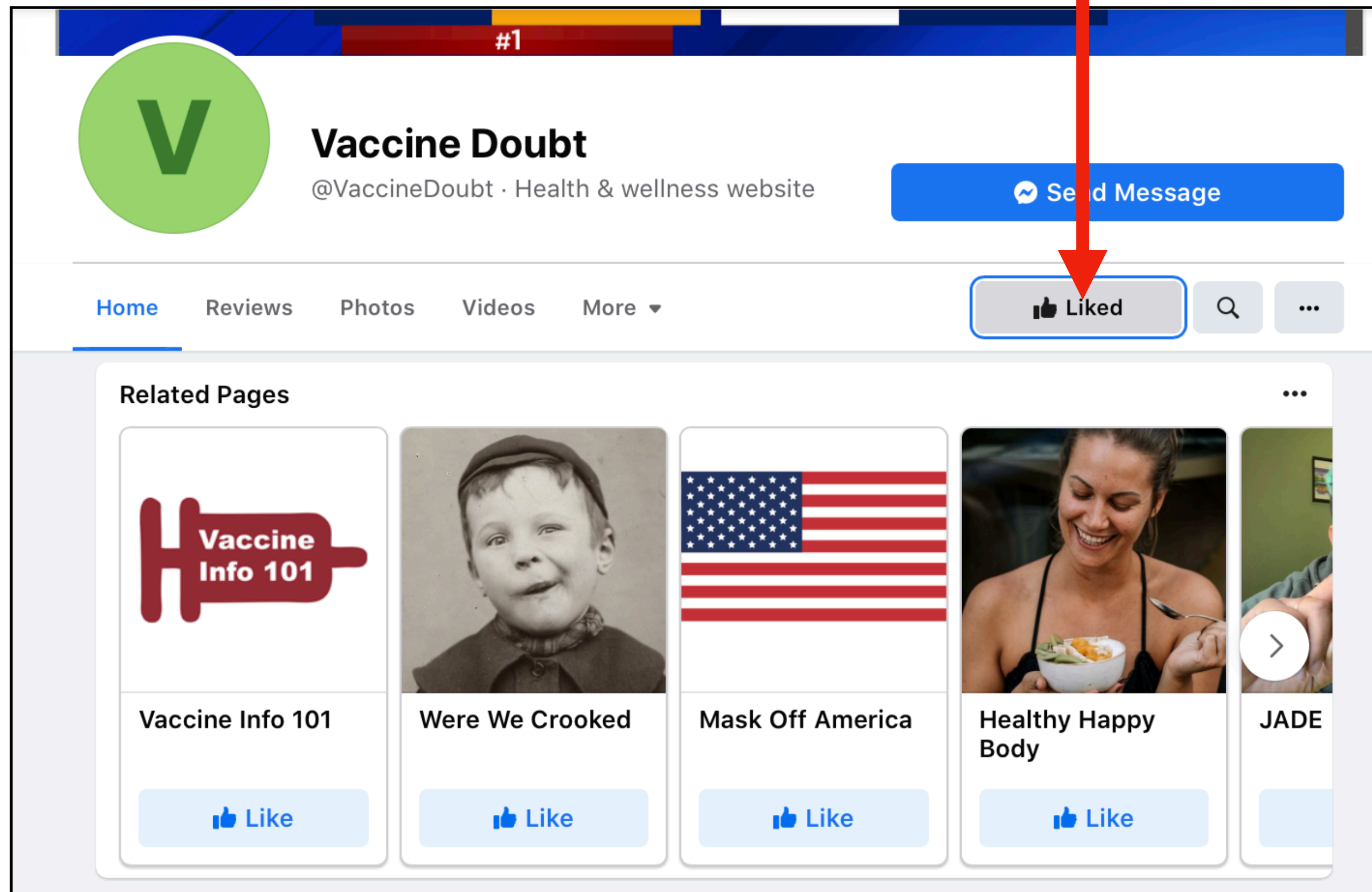
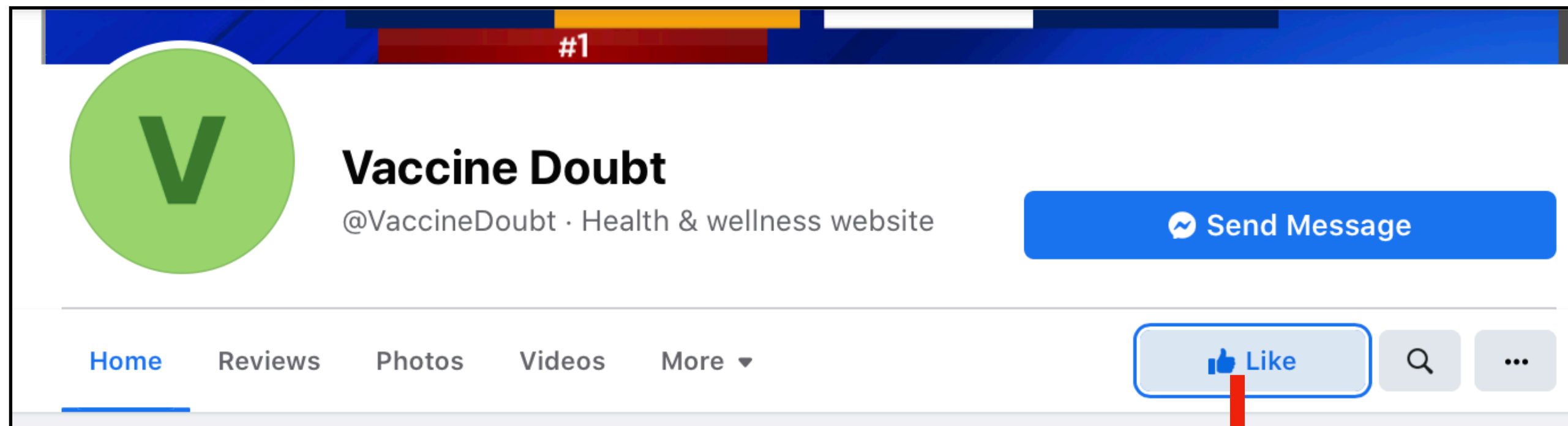
# **II. COVID-19 and Vaccine Misinformation Groups and Pages on Facebook**

**Report for Governments and the WHO**

July 20, 2021

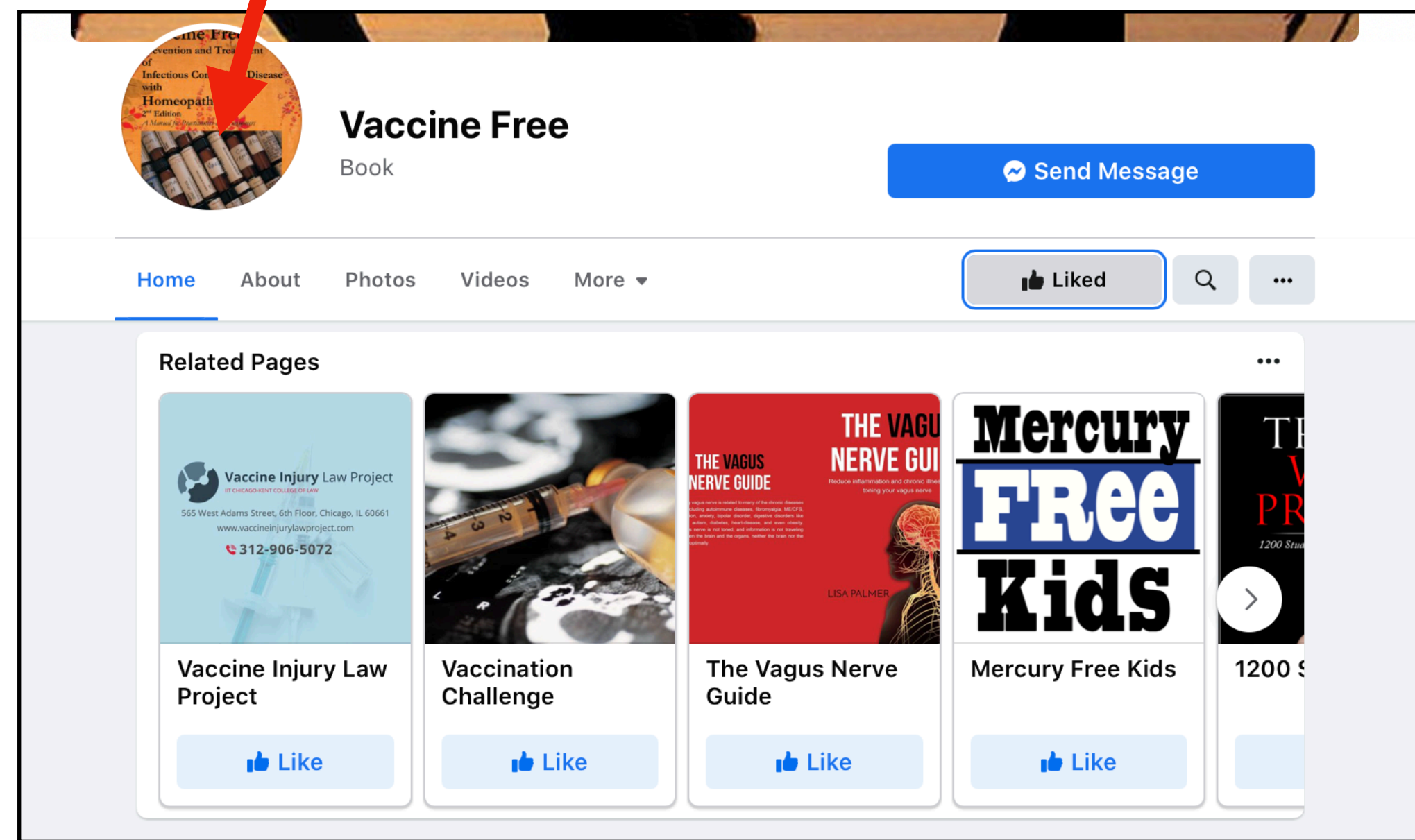
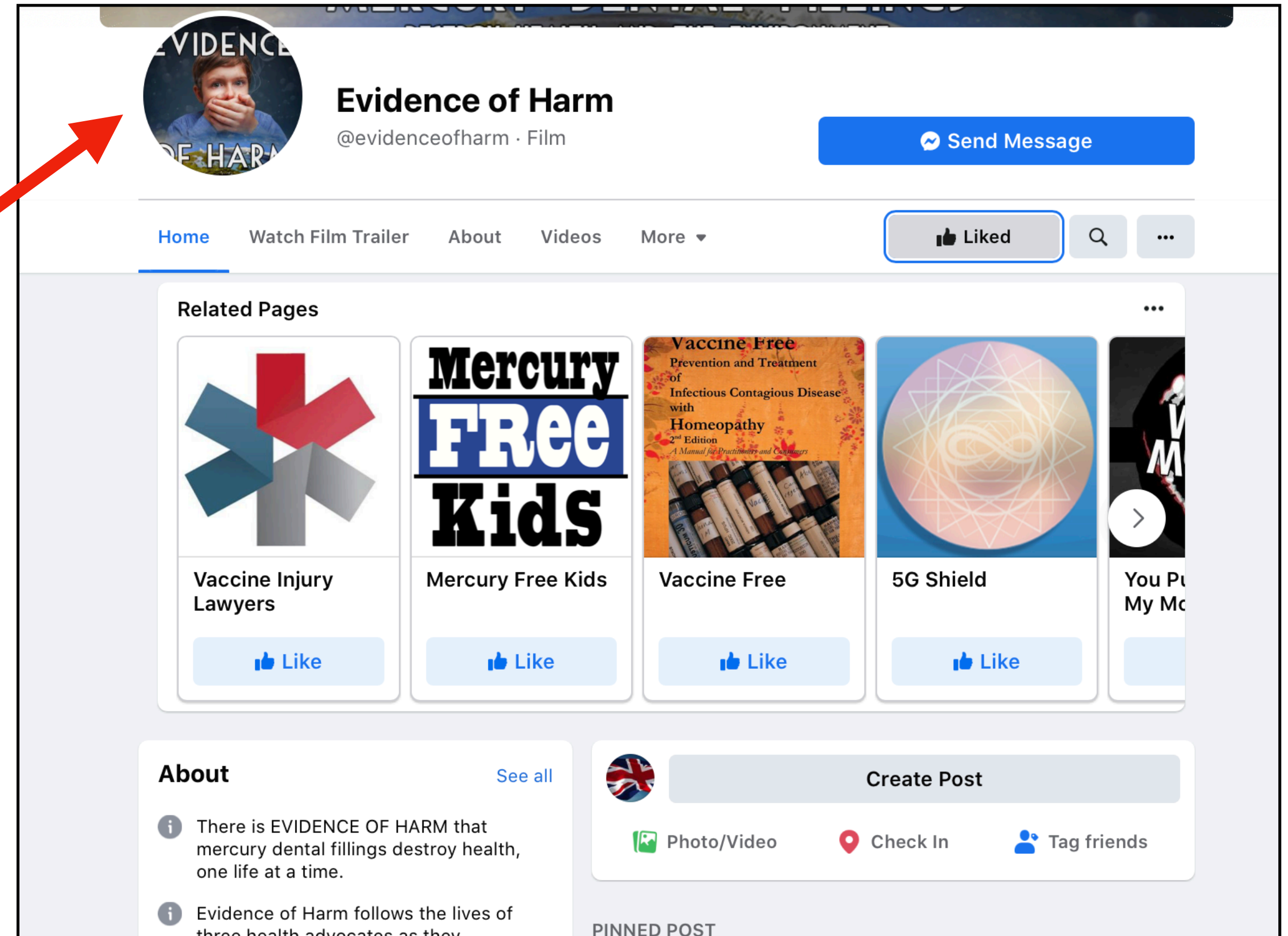
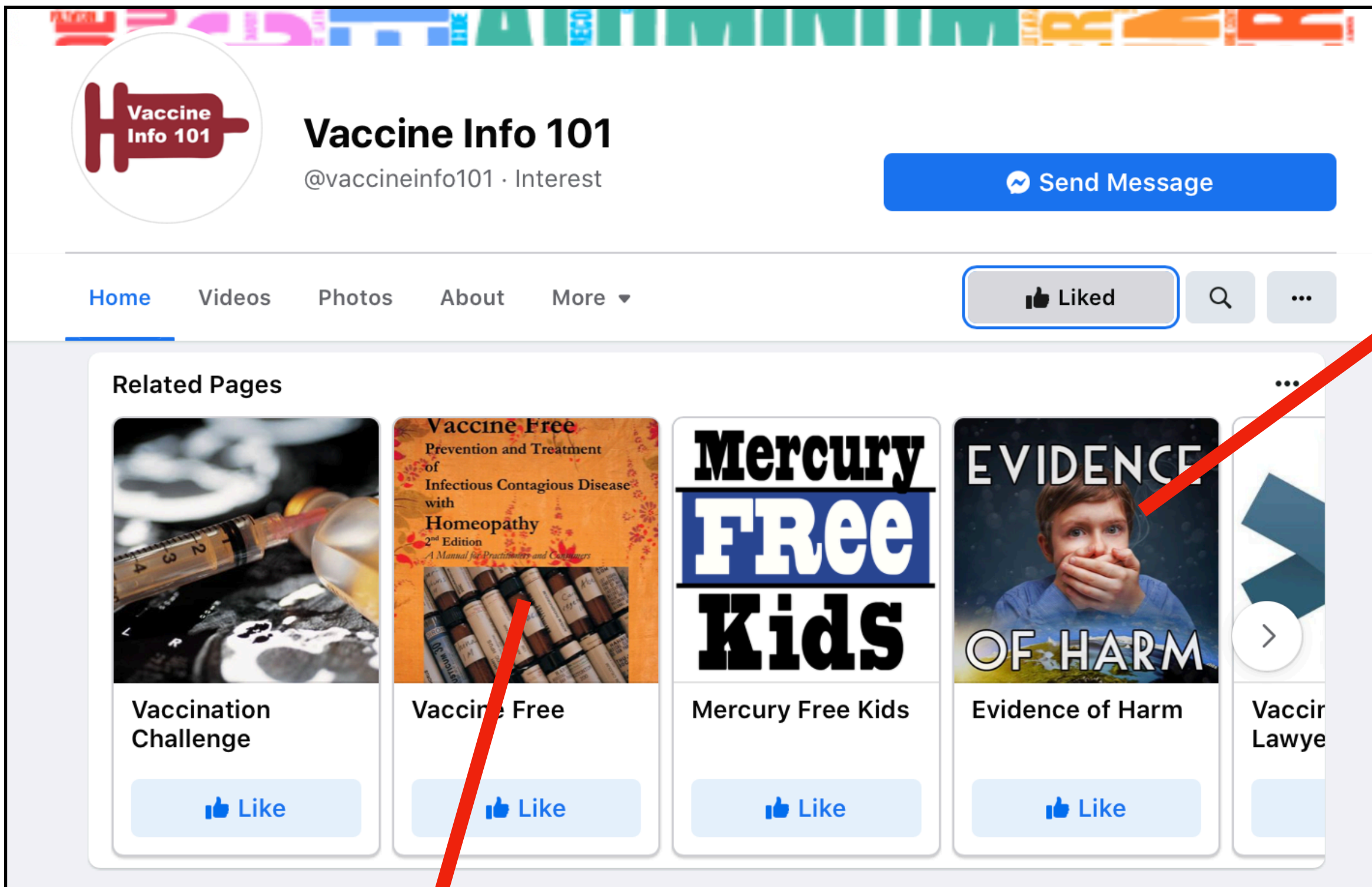
**The first part of this report features examples of Facebook recommending anti-vaccine pages to its users.**

**On July 20, 2021, a NewsGuard analyst began by ‘liking’ a single anti-vaccine Facebook page, upon which a Facebook drop-down suggested several more anti-vaccine pages. The analyst repeated the process by clicking on one of the recommended pages, ‘liking’ the page, and receiving Facebook’s recommendations for more anti-vaccine pages. Within 10 minutes, the analyst was recommended dozens of pages publishing vaccine and COVID-19 misinformation, many with thousands of followers.**



**When users click the 'Like' button on this anti-vaccine Facebook page, a 'Related Pages' drop-down recommends more anti-vaccine Pages, as well as Pages that publish misinformation about COVID-19, masks, 5G, and other health topics.**





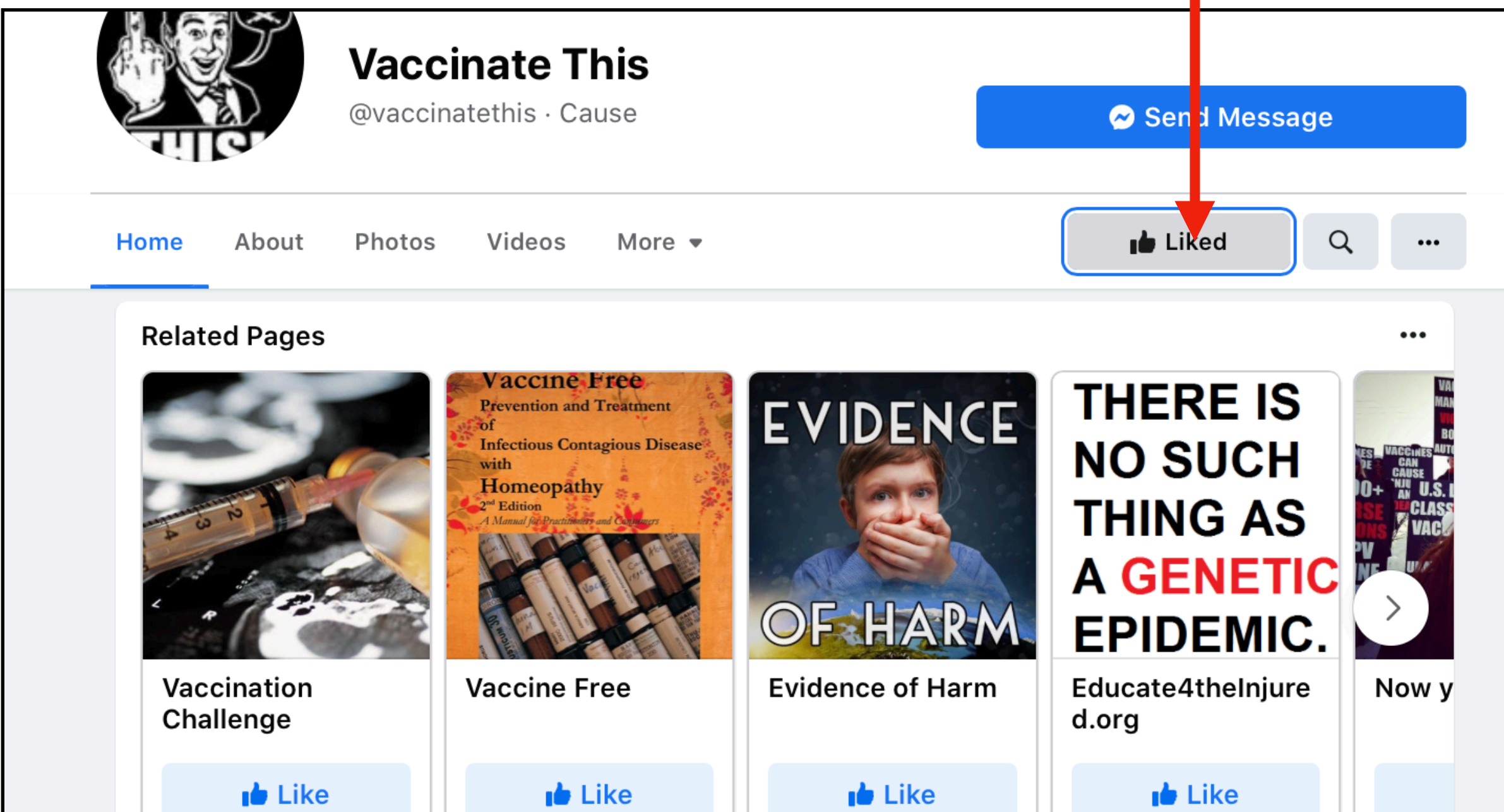
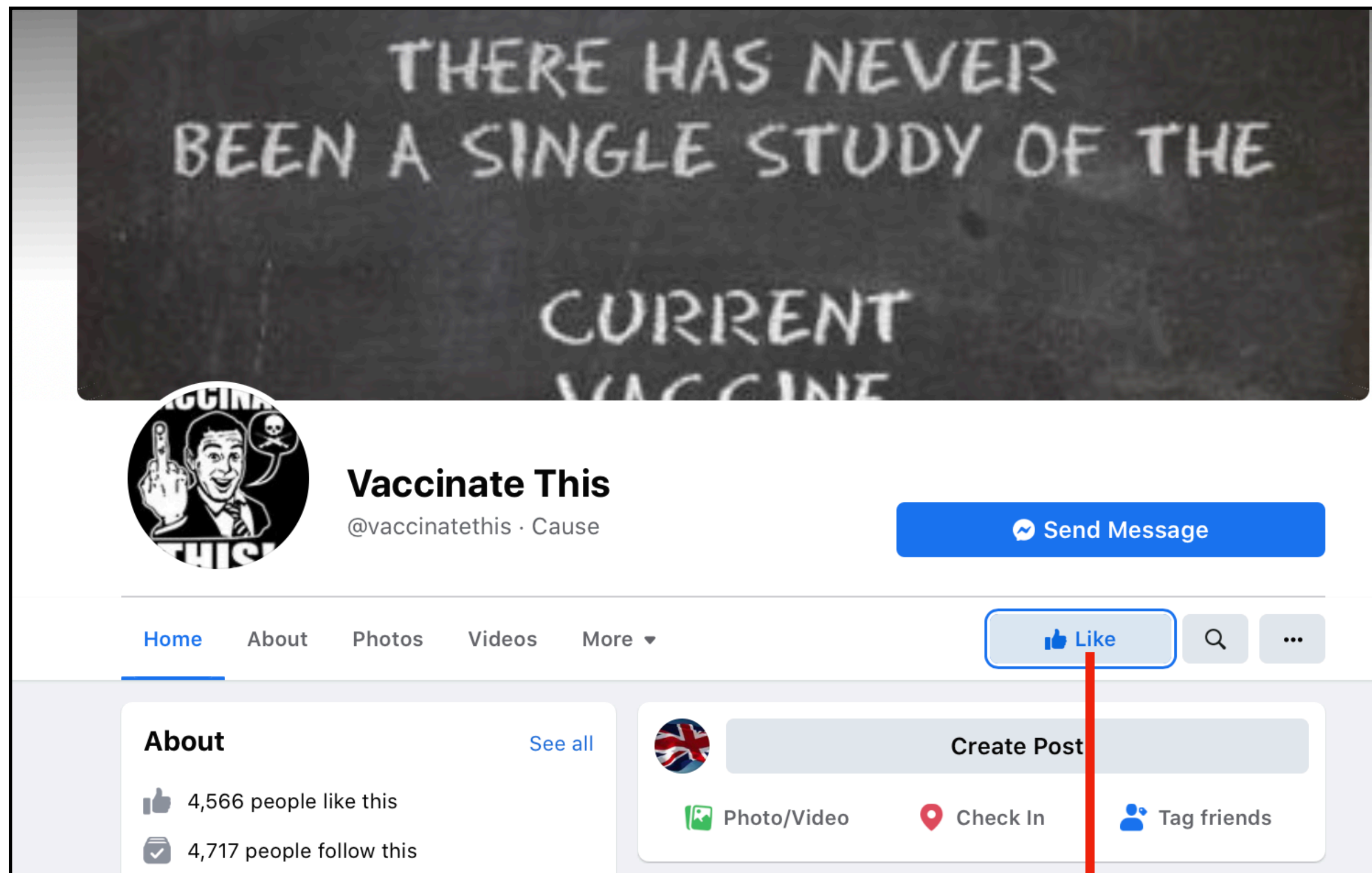
**Facebook's recommendation function funnels users towards a seemingly endless stream of anti-vaccine and health misinformation Pages.**



The image shows a Facebook profile for 'Vaccination News Network' (@VaccinationNewsNetwork) with a bio 'Health & wellness website'. A post from 'Vaccination Challenge' (@vaccinationchallenge) is highlighted, featuring a graphic with the text: 'If the same ingredients found in vaccines were in your child's food, would you still feed it to them? --Vaccination Challenge--'. The 'Vaccination Challenge' page is also shown in a separate view, with a bio 'Medical company'. A 'Related Pages' section is visible, listing several anti-vaccine related pages: 'Vaccinate This', 'Vaccination Challenge' (circled in red), 'Vaccine Free', 'Vaccine Injury Law Project', and 'Vaccin Inform'. A second 'Related Pages' section is also shown, listing 'Vaccination Challenge' (circled in red), 'Vaccine Injury Law Pr...', and 'Vaccination Informati...'. Red arrows point from the 'Vaccination Challenge' page in the 'Related Pages' section to the actual page profile.

The 'Related Pages' function also appears in the form of a static side bar, so that users may be recommended a separate anti-vaccine Page multiple times.

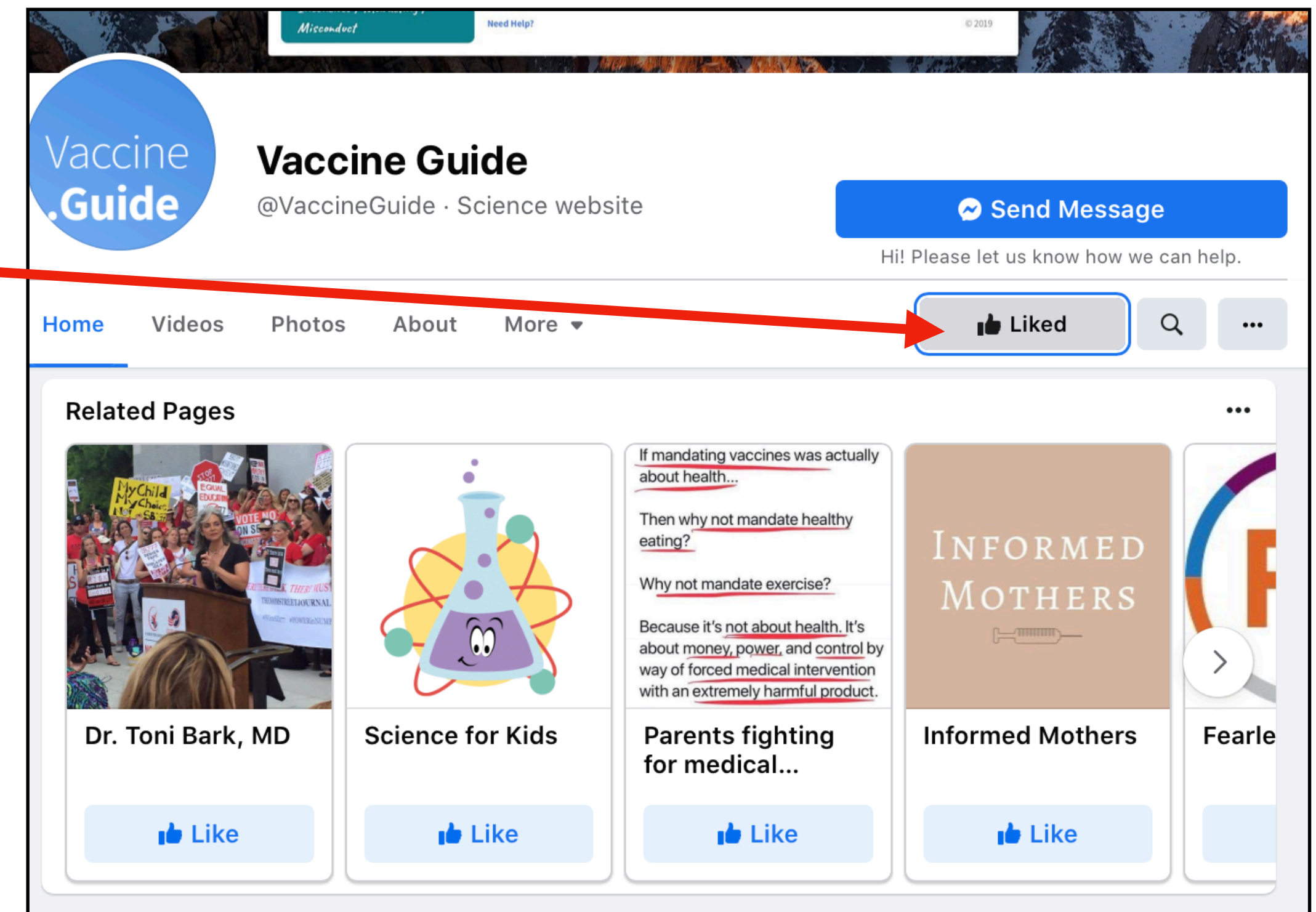
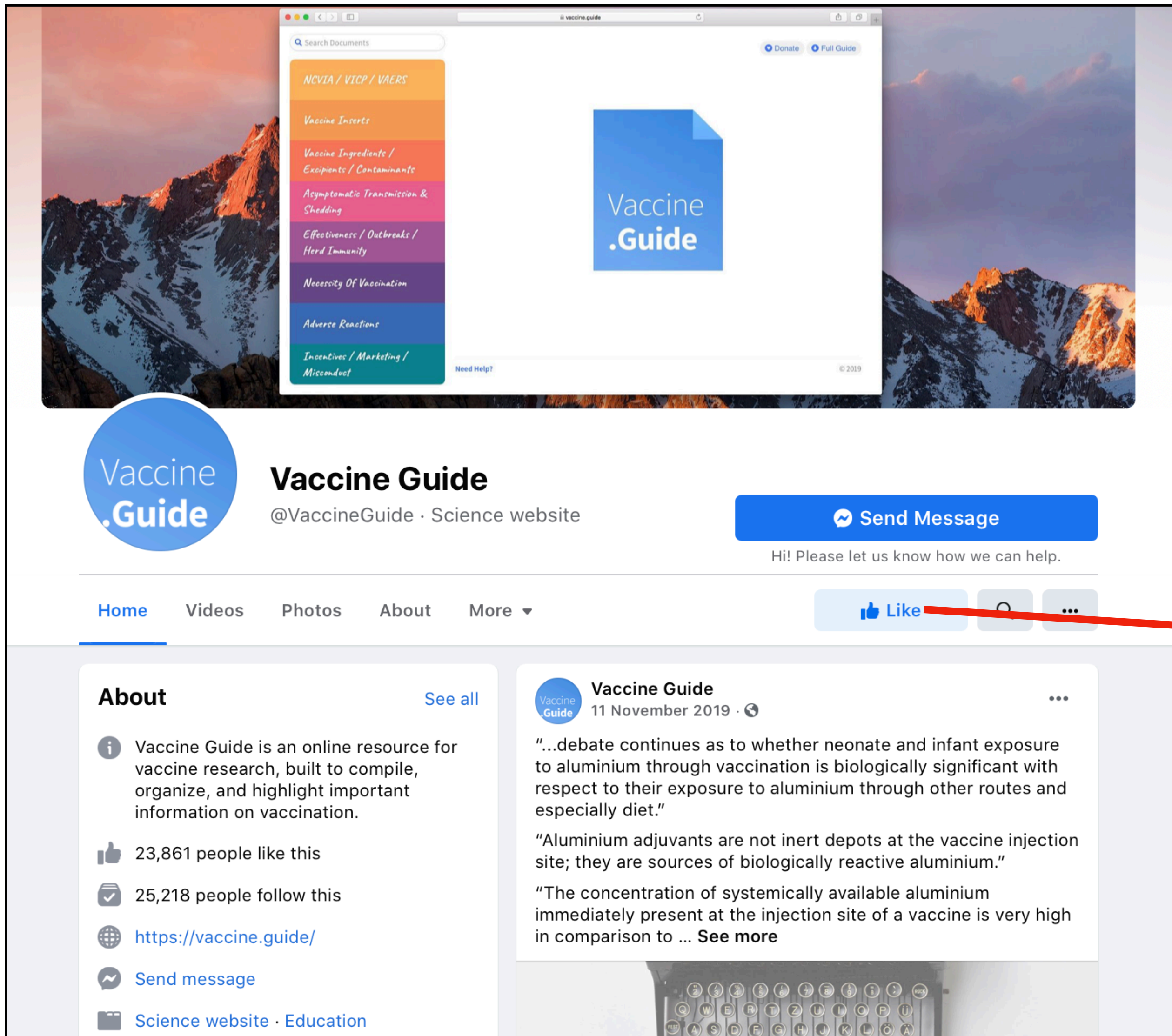




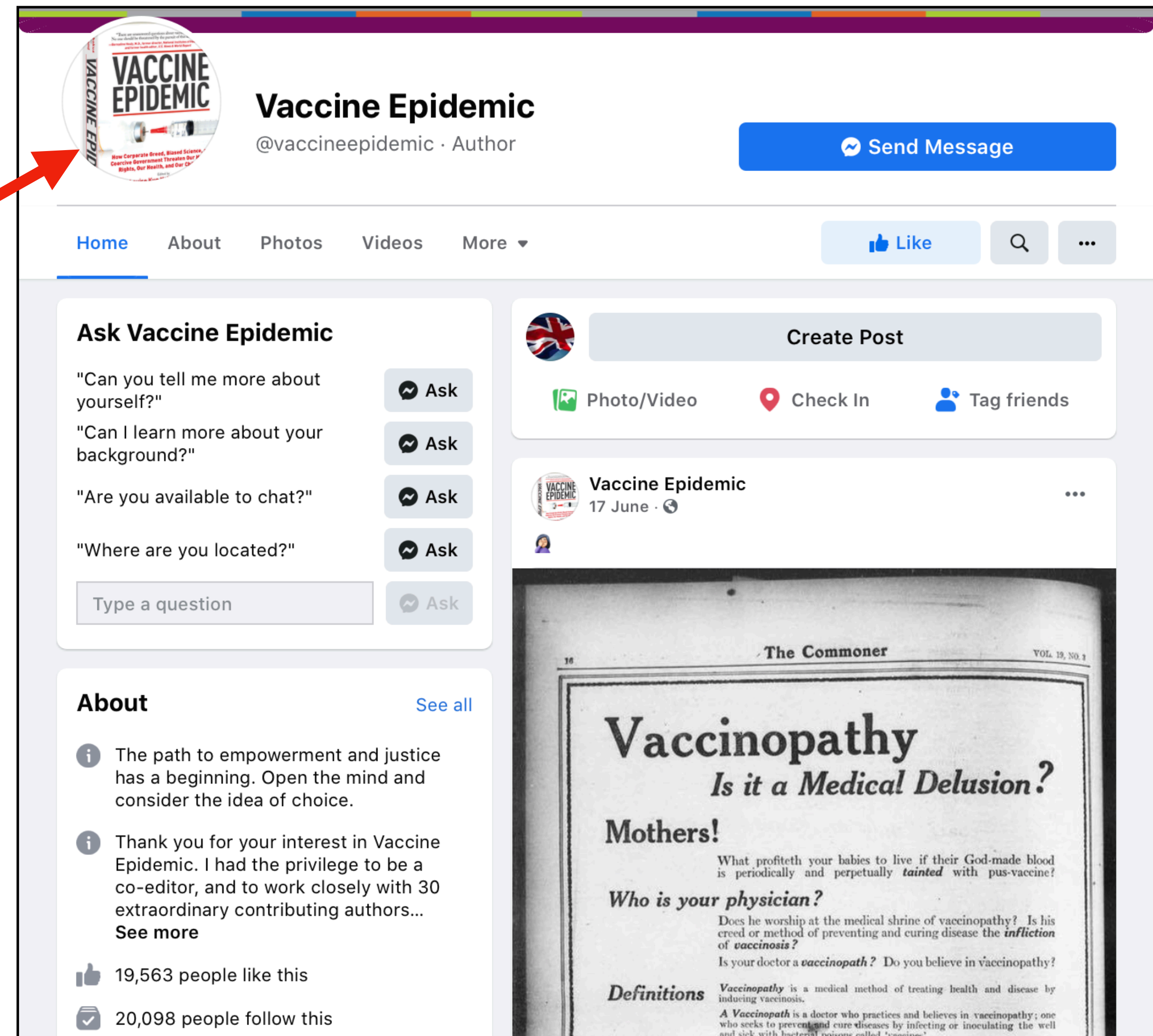
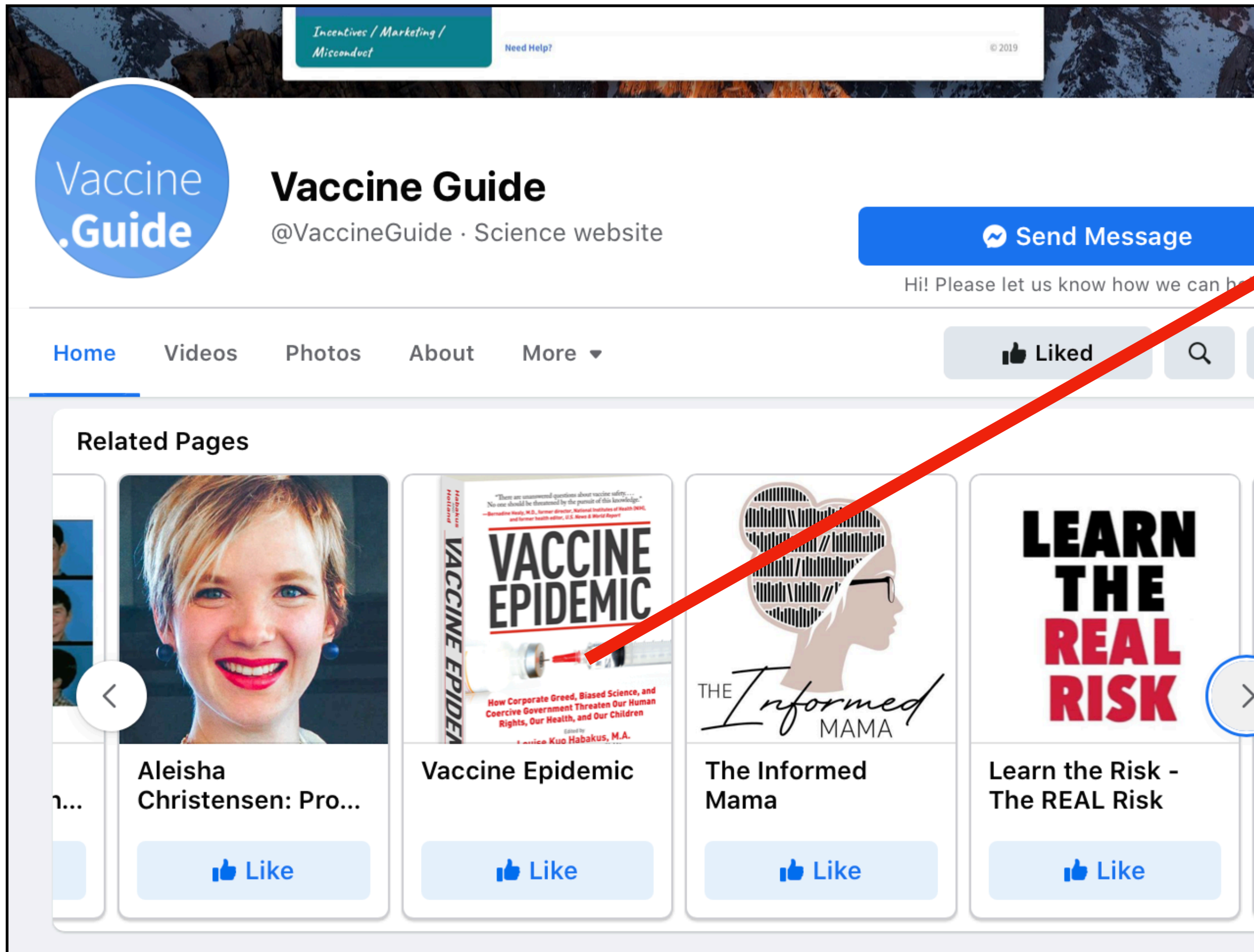
When users click the 'Like' button on this anti-vaccine Facebook page, a 'Related Pages' drop-down recommends more anti-vaccine Pages, as well as Pages that publish misinformation about COVID-19, masks, 5G, and other health topics.



When users click the 'Like' button on this 25,000-follower vaccine misinformation Page, a 'Related Pages' drop-down recommends anti-vaccine Pages, as well as Pages that publish misinformation about COVID-19, masks, 5G, and other health topics.







When users click the 'Like' button on this vaccine misinformation page, a 'Related Pages' drop-down recommends @VaccineEpidemic, a Page publishing anti-vaccine misinformation with 20,000 followers.



**End Autism Now**  
@EndAutismNow · Interest

Send Message

Home Reviews Photos Videos More

Liked

**Related Pages**

- Dr. Toni Bark, MD
- Now you know**
- Enriched Parenting
- THERE IS NO SUCH THING AS A GENETIC EPIDEMIC.**  
Educate4theInjured.org
- Vaccine Free

**About** See all

The name of the Page is self explanatory but Facebook likes for information to be written into this box. This page originated as a public forum to discuss J.B. Handley's Book and News of the movement. See less

1,683 people like this  
1,803 people follow this

Create Post

Photo/Video Check In Tag friends

**End Autism Now**  
12 January 2020 ·

Please Keep Sharing CAUGHT ON CAMERA: W.H.O Scientists Question Safety Of Vaccines <https://youtu.be/s2lujhTdCLE> via @YouTube

**Now you know**  
@nowyouknowInjuredarmy · Interest

Send Message

Home About Photos Videos More

Liked

**Related Pages**

- Vaccine Free
- Children's Medical Safety Research...
- Were We Crooked
- Revolution for Truth
- Physic Inform

**About** See all

INFORMED consent is a must when speaking of vaccines as they have injured many already. Where there is risk there must be Choice. #praybig

2,250 people like this  
2,360 people follow this

**This Page posts about vaccines**

When it comes to health, everyone wants reliable, up-to-date information. Visit the World Health Organization's website. The website has information that can help answer questions you may have about vaccines.

Go to Website

**When users click the 'Like' button on this vaccine misinformation Facebook Page, a 'Related Pages' drop-down recommends more another vaccine misinformation Page.**

**The second part of this report, compiled by a NewsGuard analyst on July 20, 2021, features Facebook pages and groups publishing COVID-19 and vaccine misinformation to large audiences.**

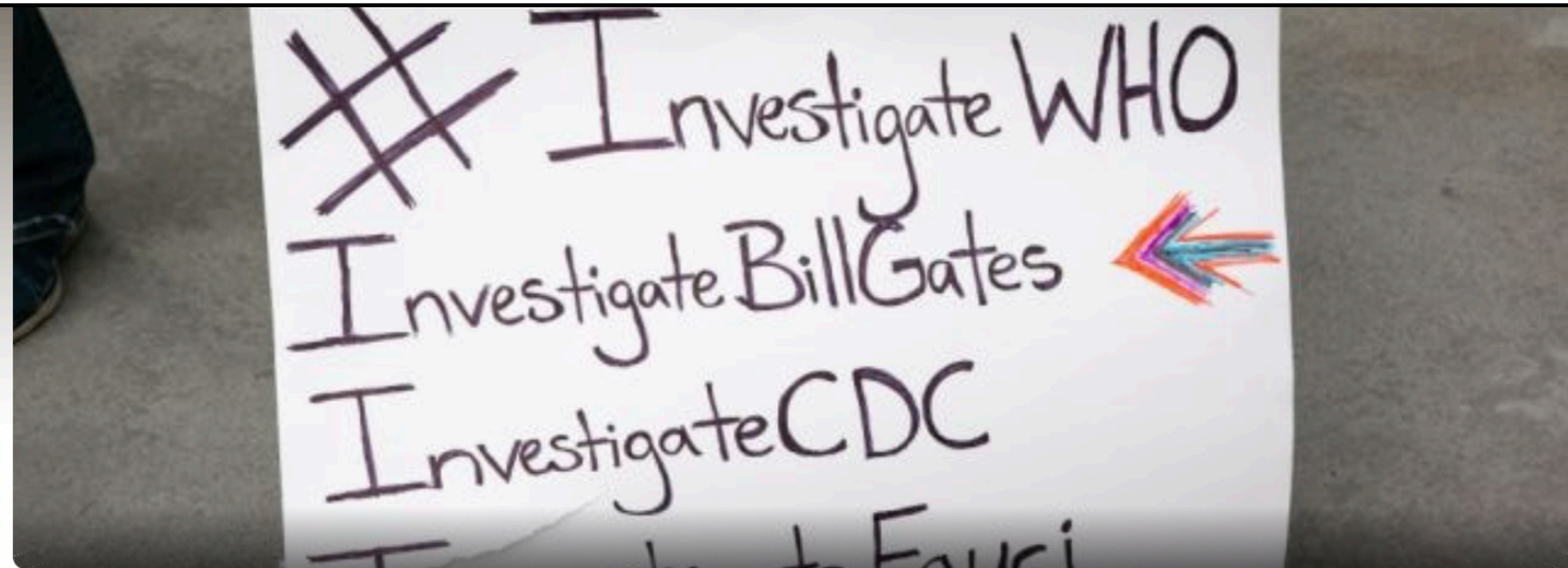


# Fauci, Gates & Soros to prison worldwide Resistance

Private Group

11.4k members

<https://www.facebook.com/groups/1140218829669777>



## Fauci, Gates & Soros to prison worldwide Resistance

Private group · 11.4K members



Joined + Invite

About Discussion Announcements Rooms Topics Members More

What's on your mind, Berner?

Live video Photo/Video Poll

### Announcements

Lillian Hadjypavlou shared a post.  
26 June at 02:27

Frank D. Lovell  
24 June at 20:42  
Faith & Hope

Popular topics in the group  
#SaveOurChildren  
17 posts

#ObamaGate  
3 posts

### About

Hello everybody ....this group is created with the hope that will heal this world ....

Is to mutch bad things happening right now ....

Our voice can be heard ....

Please help us to open peoples eyes and decide for theirselves .....

Welcome to our group .....

Freedom is the most important ....please don't let them take it away from us ....

Please be safe ....keep positive don't fall in this panic and this negativity that spreads all over media .....

Private

Maureen Chasson shared a post.  
17 July at 10:15



# World Hoax Organization

Paul Bruno

14 October 2020

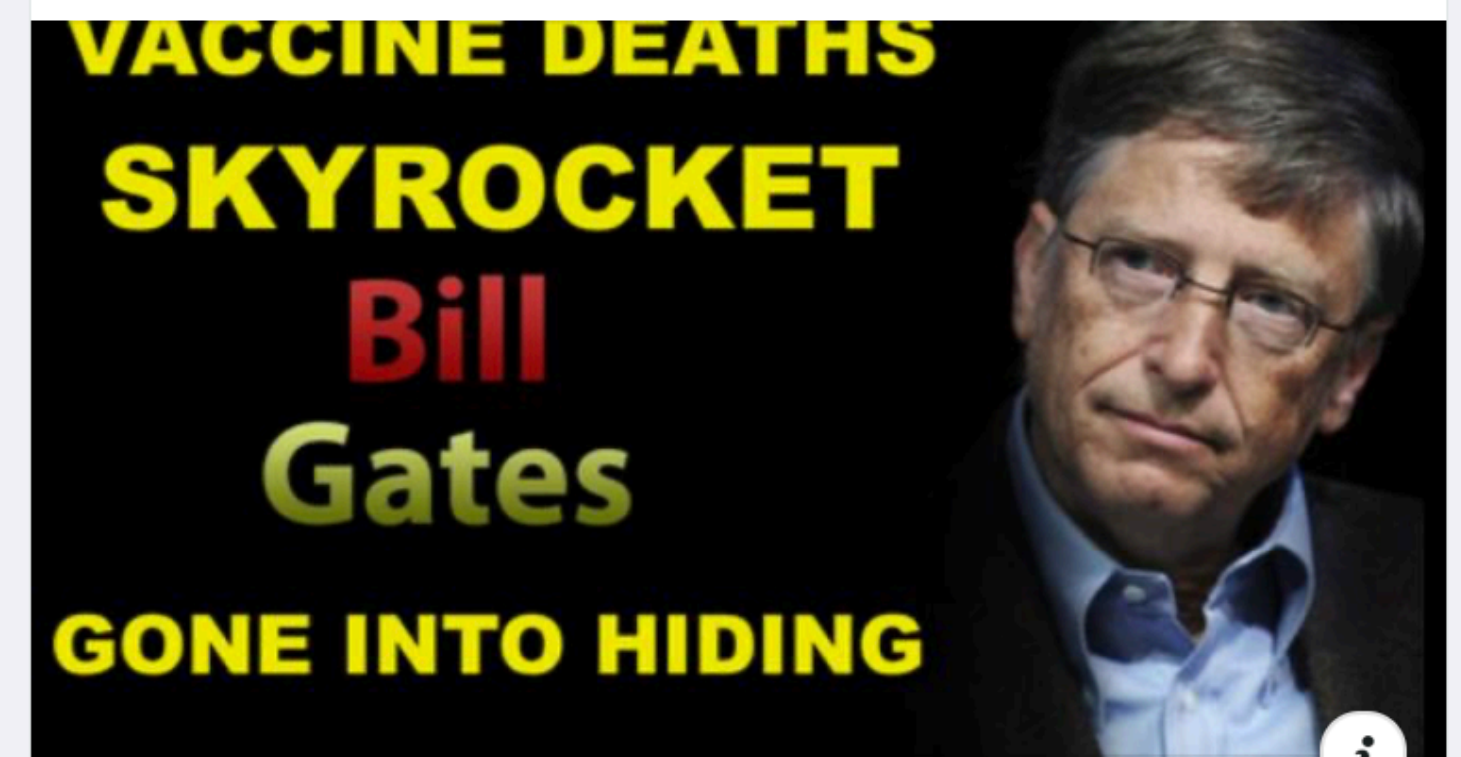
"Time, which sees all things, has found you out."  
— Sophocles, Oedipus Rex

The masks: DON'T WORK.  
The PCR tests: DON'T WORK.  
The lockdowns: DON'T WORK.  
The vaccines: DON'T WORK.

#juststop

Link to post showing the science behind why the work:

Guylaine Lessard shared a link.  
17 July at 07:13



BEFOREITSNEWS.COM

Bill Gates Gone into Hiding as Vaccine Deaths Skyrocket! Boosters Coming in September! - Banned...





## Truth Revolution

Public group · 34.9K members



Joined

+ Invite

About Discussion Announcements Rooms Topics Members More

## Truth Revolution

### Public Group

34.9k members

<https://www.facebook.com/groups/216216185397065>

John Thor shared a post.  
Admin · Yesterday at 06:41 ·

**WHEN SOCIETY CHOOSES BLOOD CLOTS, NERVE DAMAGE AND HEART PROBLEMS OVER COLD AND FLU SYMPTOMS, OR EVEN NO SYMPTOMS AT ALL.**

**YOU KNOW CRITICAL THINKING IS IN**

John Thor shared a post.  
Admin · Yesterday at 09:16 ·

Cures don't kill people.  
Cures don't injure people.  
Cures don't make magnets stick to you.  
Cures don't segregate people.  
Cures don't bribe people.  
Cures don't need liability clauses.  
Cures don't need PR campaigns  
Cures don't need censorship.

if you tolerate this then your children will be next

John Thor  
Yesterday at 09:14 ·

if you tolerate this then your children will be next



# Anti-Vaccination Australia

## Private Group

17.0k members

\*included in June 2021  
NewsGuard Report to the WHO

<https://www.facebook.com/groups/antivaxaus/>

Group by Anti-Vaccination Australia

### Anti-Vaccination Australia

Private group · 17.0K members

Joined + Invite

About Discussion **Announcements** Rooms Topics Members More

**Anti-Vaccination Australia** Admin · 9 April 2018 ·

SCIENTIFIC STUDIES LIST ...

Please add and share all your research articles from credible sources here to support our claims. Feel free to follow and update your own resources as other members contribute.

This is not a discussion post, please refrain from commenting unnecessarily as comments that aren't relevant will be removed to make it a simple go to list.

165 136 comments

Like Comment

Write a comment... Press Enter to post.

**Anti-Vaccination Australia** Admin  
**Bronwyn Hancock**  
Like · Reply · 2 y

**Sarah Hadfield**  
This is abit different, but court determined his injuries were from vaccines.

**About**

WARNING: Before you request to join, this group has trolls (as do all anti-vaccine groups) and if you are a nurse, doctor, chiropractor, naturop... **See more**

**Private**  
Only members can see who's in the group and what they post.

**Visible**  
Anyone can find this group.

**General**

**Popular topics in this group**

#BeInformed  
1 post

**Recent media**

WORLDWIDE  
VAERS COVID Vaccine Data



# @ChildrensHeathDefense

## 164,000 followers

**\*included in June 2021 NewsGuard Report to the WHO. The page has since gained 2,500 more followers.**

childrenshealthdefense.org NewsGuard

**Proceed with caution: This website severely violates basic journalistic standards.**

The website of an anti-vaccine nonprofit chaired by Robert F. Kennedy Jr., which has published false and unproven scientific and health information, including about the COVID-19 pandemic.

Score: 12.5/100 [See the full Nutrition Label →](#)

CREDIBILITY	TRANSPARENCY
✗ Does not repeatedly publish false content	✗ Website discloses ownership and financing
✗ Gathers and presents information responsibly	N/A Clearly labels advertising
✗ Regularly corrects or clarifies errors	✓ Reveals who's in charge, including any possible conflicts of interest
✗ Handles the difference between news and opinion responsibly	✗ The site provides names of content creators, along with either contact or biographical information
✗ Avoids deceptive headlines	



**UKC** UK Column  
@ukcolumn · Media/news company

Sign Up  
ukcolumn.org

Home About Photos Events More

Liked Message

**About** See all

Unit A2, Phoenix Mill  
Business Park PL6 7PY  
Plymouth

The UK Column is an independent news publisher online, in print and on video

The UK Column began with local residents in Devonport, the historic Royal Navy dockyard area of the city of Plymouth in South West England.

Fighting ... See more

42,419 people like this

60,165 people follow this

16 people checked in here

<http://www.ukcolumn.org/>

+44 1752 478050

Send message

UK Column was live.  
20h · 🌐

Latest news from the UK Column.

BRIAN GERRISH @briangukc MIKE ROBINSON @mikeukc

UKCOLUMN 1:00 PM LIVE FACEBOOK: facebook.com/ukcolumn

1.9K 2.3K comments 1.5K shares

Like Comment Share

Most relevant

Write a comment... Press Enter to post.

Andrea Johnson · 49:01  
So it's an admission that if u are elderly, or have underlying health conditions, dont take the vaxx

Like · Reply · 19 h 43

@ukcolumn

60,160 followers

**\*included in June 2021 NewsGuard Report to the WHO. The page has since gained over 4,000 more followers.**

ukcolumn.org NewsGuard

Proceed with caution: This website severely violates basic journalistic standards.

The website for an anti-establishment political pamphlet published in Devon, England. The site has posted false and misleading health information, including about COVID-19.

Score: 17.5/100 See the full Nutrition Label →

CREDIBILITY	TRANSPARENCY
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Avoids deceptive headlines	

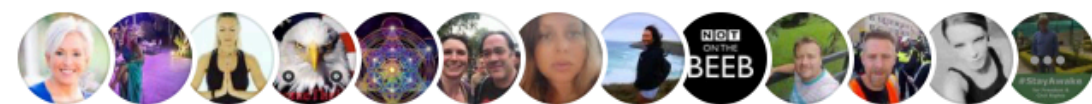




**COLLECTIVE ACTION  
AGAINST BILL GATES  
UNITED WE CAN!**

## Collective Action Network

Public group · 7.4K members



Joined

+ Invite

About Discussion Announcements Rooms Topics Members More



Create a public post...



Live video



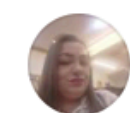
Photo/Video



Poll

Announcements · 9

See all



Nadia Zotiades

29 September 2020 ·



**SHARE THE HELL OUT OF THIS.....**

**Robert Illes**

**THIS INFORMATION IS VITAL TO EVERY PERSON ALIVE!**

**"The so-called 'latest generation' mRNA vaccines intervene directly in the patient's genetic material and thus change the individual genetic material!"**

### About

Public

Anyone can see who's in the group and what they post.

Visible

Anyone can find this group.

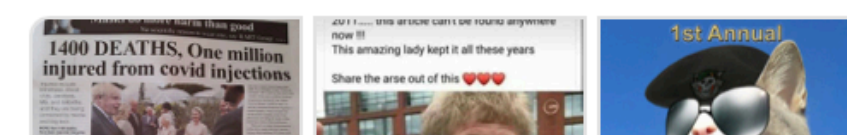
General

### Popular topics in this group

#OccupyTheGetty

5 posts

### Recent media



## Collective Action Network

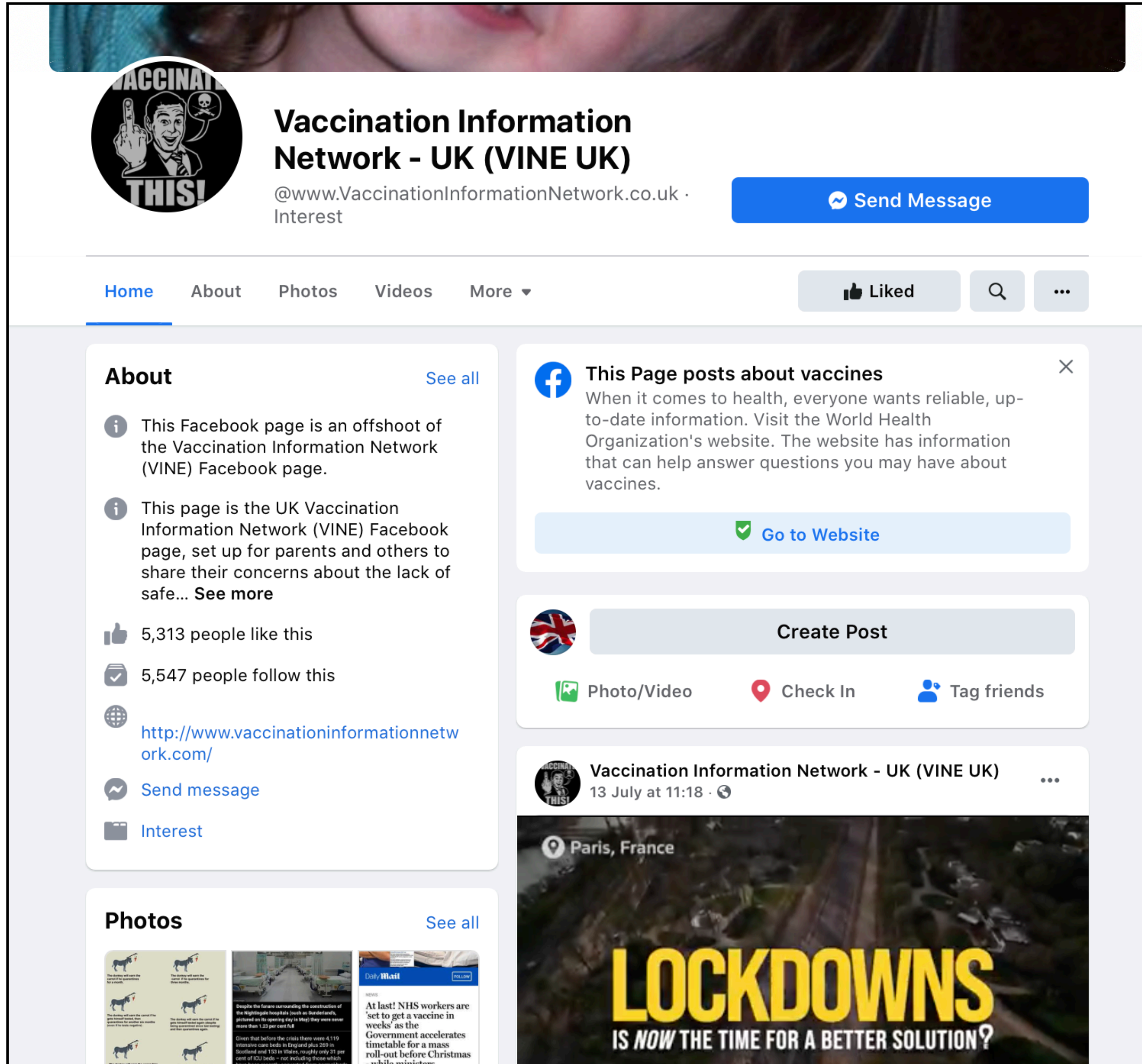
### Public Group

7.4k members

**\*included in June 2021 NewsGuard Report to the WHO**

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





# Vaccine Information Network-UK (VINE UK)

5,500 followers

\*included in June 2021 NewsGuard Report to the WHO

[https://www.facebook.com/  
www.VaccinationInformationNetwork.co.uk/](https://www.facebook.com/www.VaccinationInformationNetwork.co.uk/)



# @ICANdecide

## 50,570 followers

### \*included in June 2021 NewsGuard Report to the WHO

**Informed Consent Action Network**  
@ICANdecide · Charity organisation

Home Videos Photos About More

Liked Message

**About** See all

- ICAN
- At the Informed Consent Action Network, we're dedicated to investigating our food, our air, our water, our drugs and our vaccines, with the mission of... [See more](#)
- 47,493 people like this
- 50,572 people follow this
- <http://www.icandecide.org/>
- [Send message](#)
- Charitable organisation · Non-profit organisation
- [@icandecide](#)
- [icandecide](#)

**PHINED POST**

**Informed Consent Action Network** · 5 June · 🌐

"The Informed Consent Action Network...has just obtained thousands of new emails to and from Tony Fauci. They show, among other things, Fauci knew perfectly well his own directives often had no basis in science."

To read the new round of Anthony Fauci emails and how ICAN obtained them, go to: <https://www.icandecide.org/.../ican-obtains-nearly-3000.../>

[#icanfauciema...](#) See more

**PHOTOS** See all

THE ICA... FAUCI EM... ICA... #ICANFAUCI... AN INTRODUCTION TO VACCINE SAFETY... FORMED CONSENT ACTION NETWORK... L OF TRANSPARE...

**LORD FAUCI EXPOSED**

**ROUND 2: 3000 MORE FAUCI EMAILS RELEASED**

FOX NEWS channel TUCKER CARLSON TONIGHT

icandecide.org NewsGuard

**Proceed with caution: This website severely violates basic journalistic standards.**

The website of Informed Consent Action Network, an anti-vaccine nonprofit that has repeatedly promoted false claims about the safety of vaccines, including COVID-19 vaccines.

Score: 12.5/100 See the full Nutrition Label →

CREDIBILITY	TRANSPARENCY
✗ Does not repeatedly publish false content	✗ Website discloses ownership and financing
✗ Gathers and presents information responsibly	N/A Clearly labels advertising
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✗ Handles the difference between news and opinion responsibly	✗ The site provides names of content creators, along with either contact or biographical information
✗ Avoids deceptive headlines	



# AWAKE LIKE ME

Public group · 28.0K members

Joined + Invite

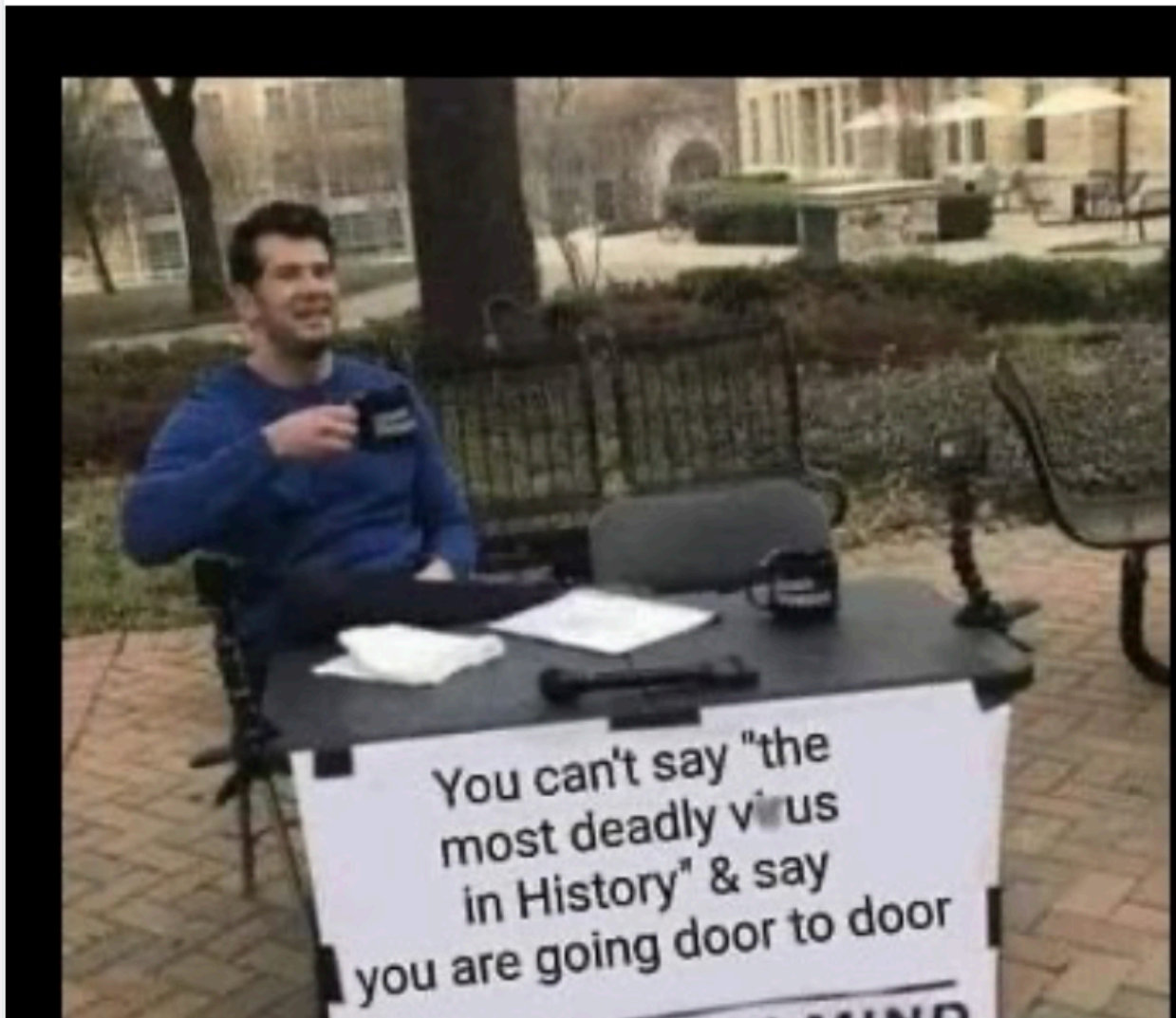
About Discussion Announcements Topics Members Events Media Files

Write something...

Live video Photo/Video Poll

New activity

Michael FEkirk shared a post. Admin · 7h



## About

crit-i-cal think-ing noun the objective analysis and evaluation of an issue in order to form a judgment.

Public Anyone can see who's in the group and what they post.

Visible Anyone can find this group.

General

## Recent media



See all

# AWAKE LIKE ME

## Public Group

28,000 members

(Antivax group, administrator shares COVID and vaccine misinformation)

\*first included in a September 2020 NewsGuard Report to the WHO

<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 websites 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.