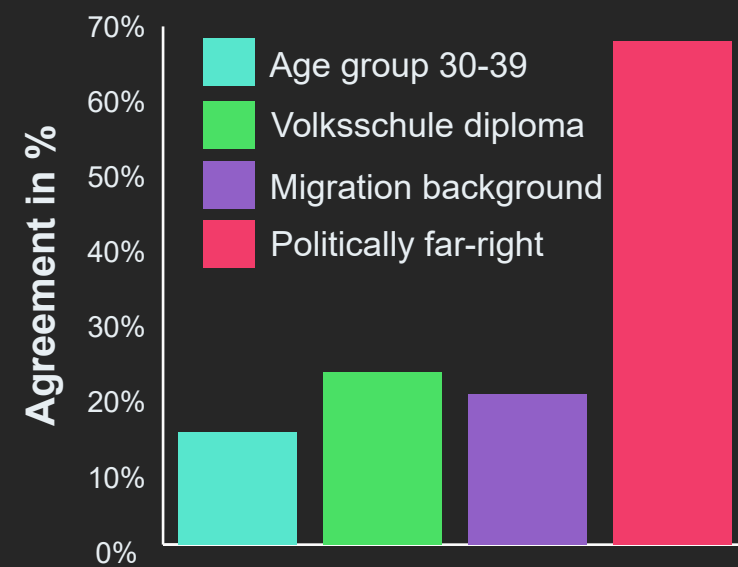


Viral Communication

Susceptibility to Vaccination Conspiracy Beliefs

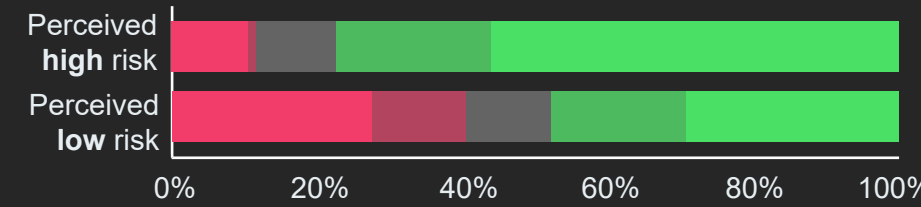
- The following socio-demographic groups are more likely to believe in the vaccination conspiracy:

“The coronavirus (COVID-19) is part of a global effort to enforce mandatory vaccination.”

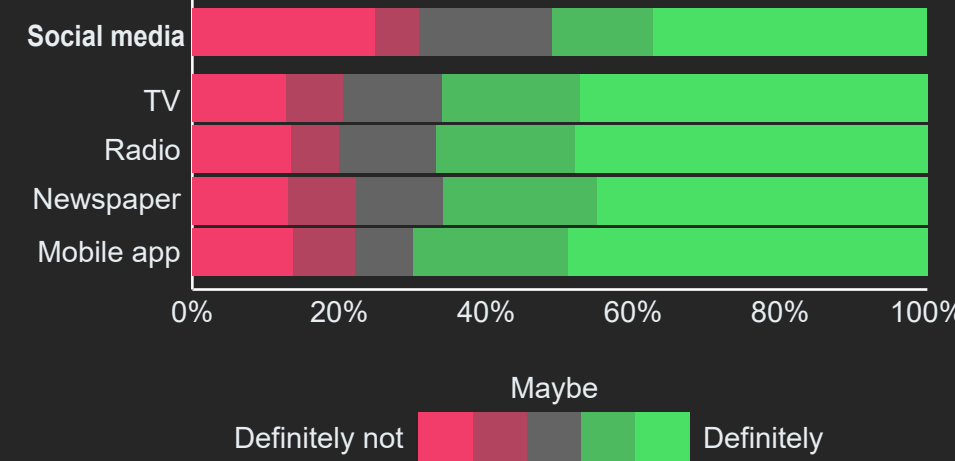


Vaccination Willingness

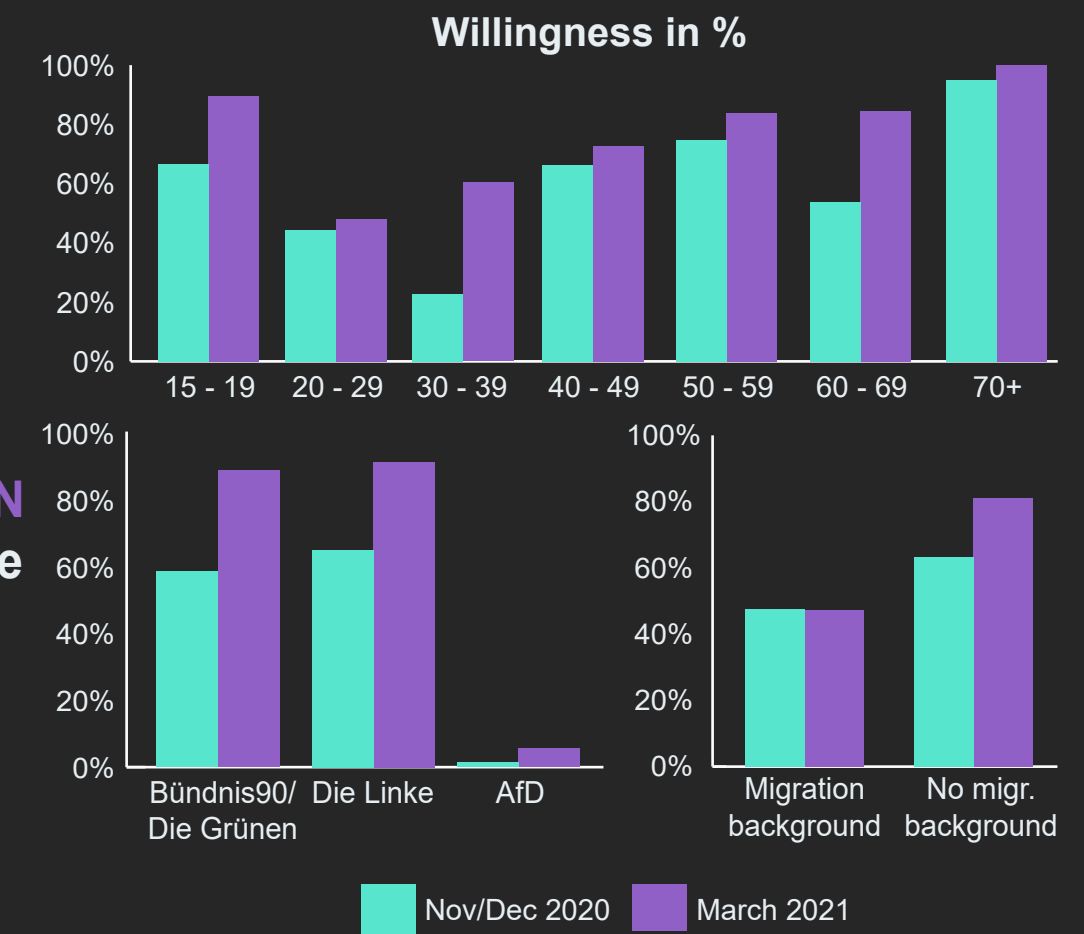
- GREATER** vaccination willingness with higher risk-perception of COVID-19



- LOWER** among those using social media to inform themselves about COVID-19

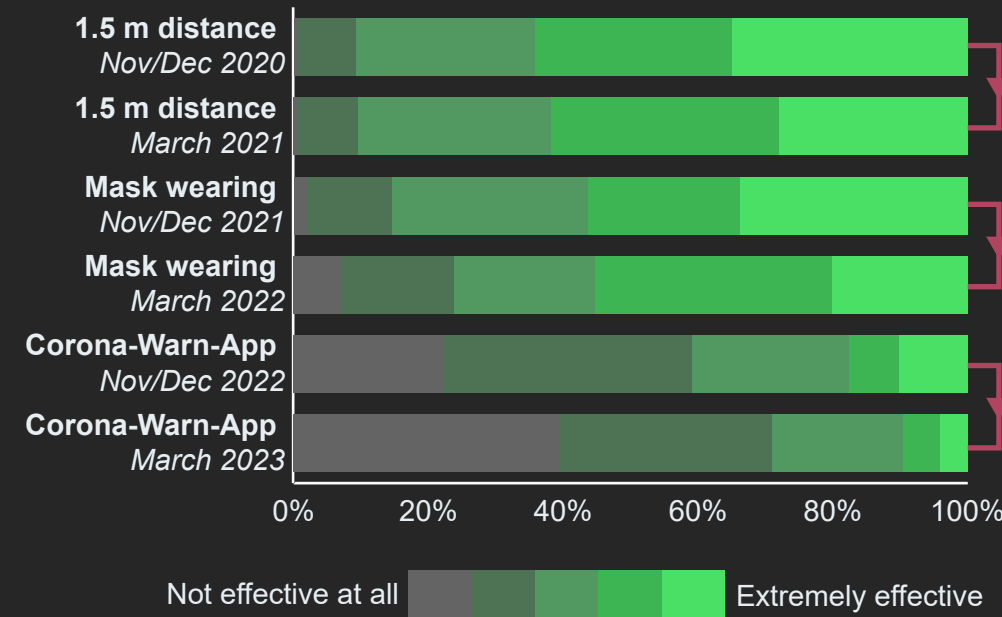


- INCREASE** in willingness with age
Exception: 15 - 19
- INCREASE** among all ages over time
- Far **GREATER** among left political affiliations
- Political **POLARISATION** in willingness over time
- People with migration background **FALLING BEHIND** over time

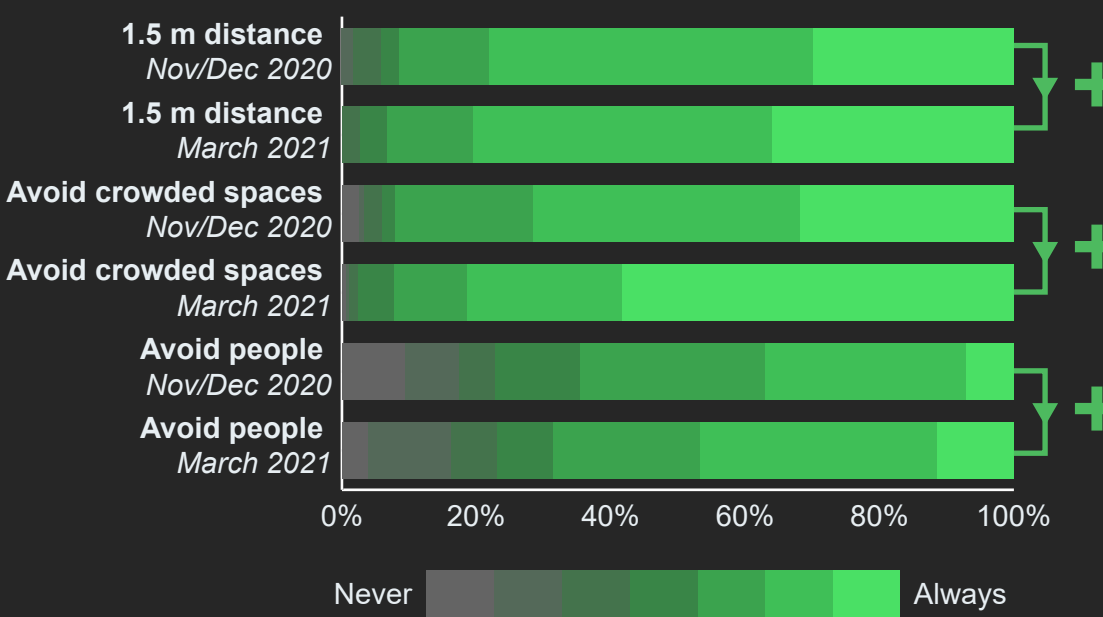


Commitment to Mitigation Efforts

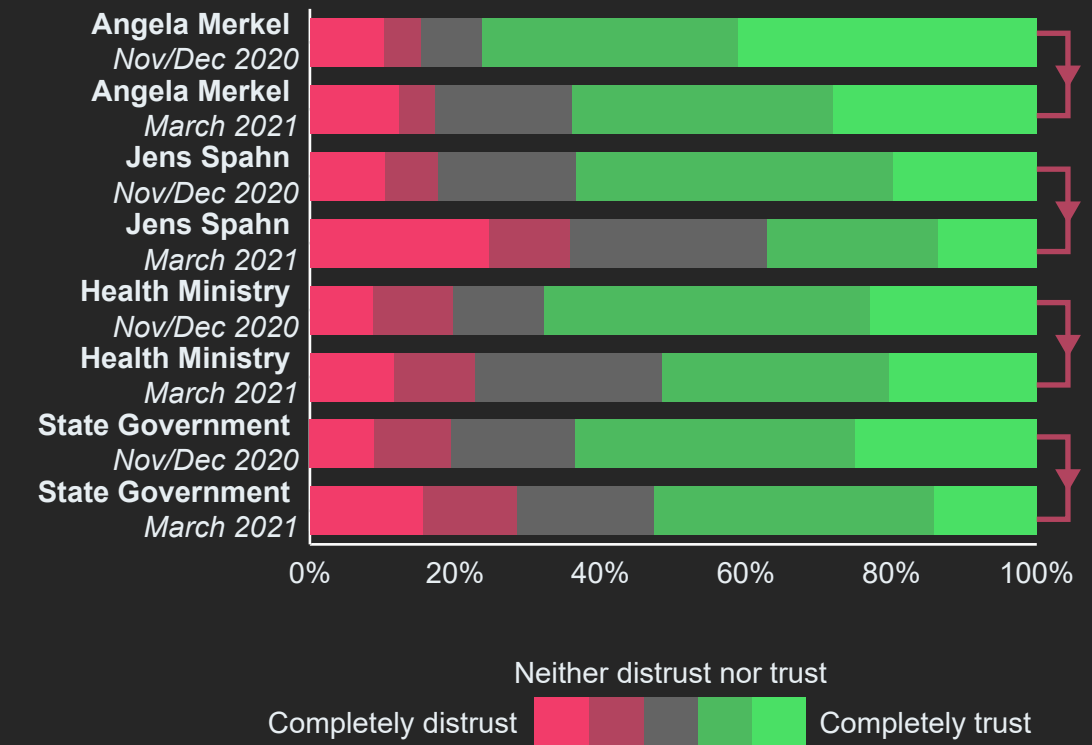
- DECREASE** in perceived effectiveness of voluntary measures



- INCREASE** in compliance with voluntary measures

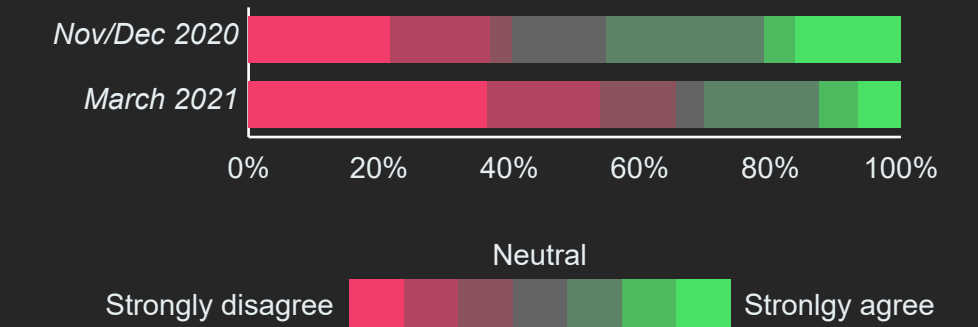


Attitudes Towards the Government



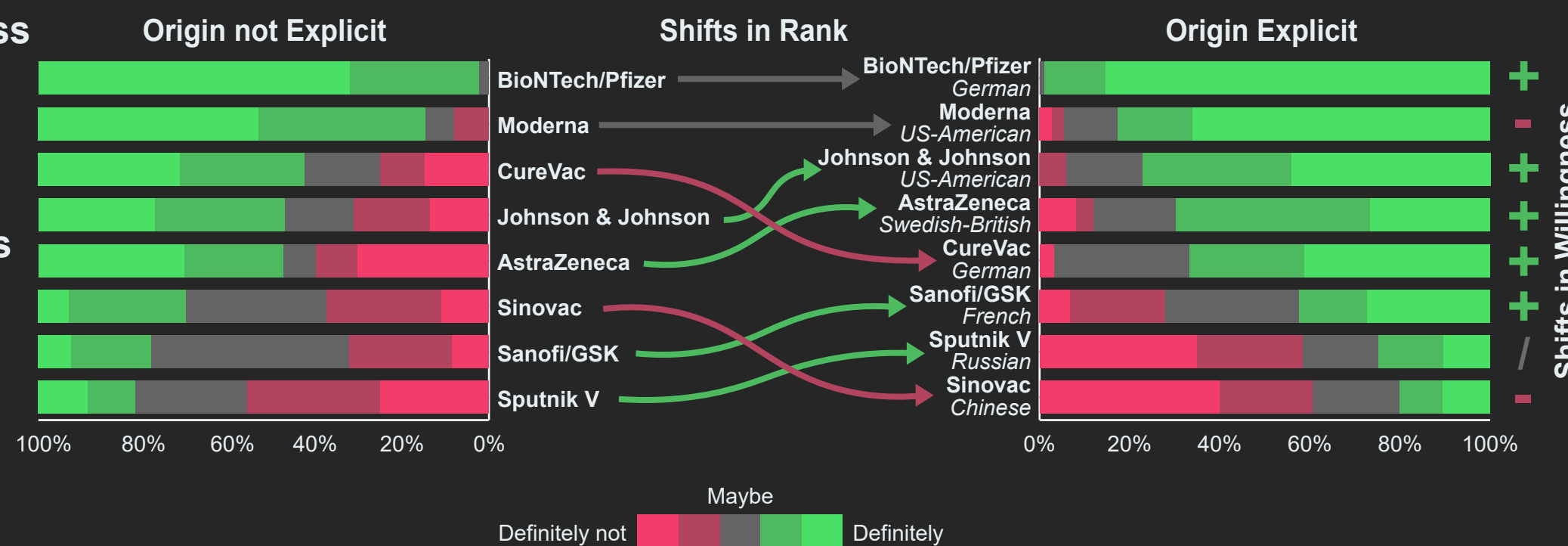
- LOWER TRUST** in government officials and government bodies
- INCREASED ANGER** over COVID-19 regulations

“The Corona regulations anger me.”



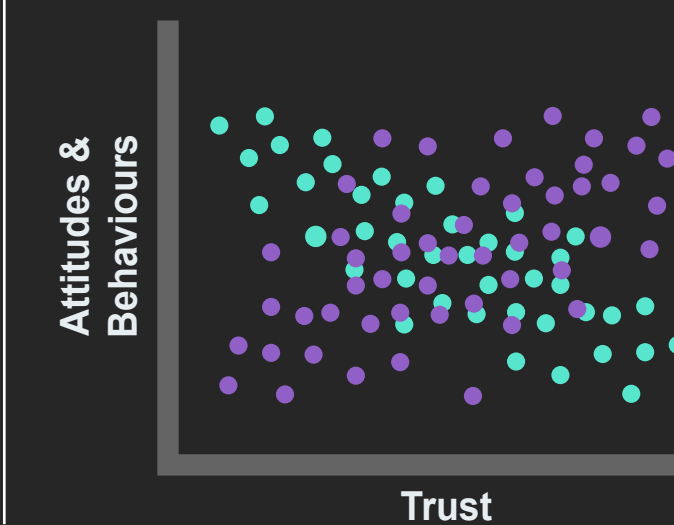
Vaccination: Scientific Nationalism

- SHIFTS** in vaccination willingness when vaccine origin explicit
- BioNTech/Pfizer and Moderna remain top-ranking vaccines
- European/US-American vaccines strongly preferred over Russian/Chinese vaccines



Trust in Science & Government

An important factor for...



- ...**PREVENTING** conspiracy beliefs
- ...**INCREASING** vaccination willingness
- ...**INCREASING** compliance with health guidelines