Social Media Monitoring
15 May 2022 – 12 Jul 2022

Focus on misinformation shared by ordinary Afghan social media users

Total Rumours Collected: 537

- Facebook: 534
- Instagram: 3
- English: 0.7%
- Pashto: 33.9%
- Dari: 65.4%
What are the rumors about?

COVID-19 General 25.5%
COVID-19 Vaccines 3.0%
General Health 71.5%
Sub-themes Distribution

COVID-19
Sub-themes Distribution

- Monkeypox: 90.00%
- Polio: 10.00%
- Cholera: 0.00%
- Measles: 0.00%
- Access to healthcare: 0.00%
- Other: 0.00%
- Non-COVID-19 Vaccines: 0.00%
- Disease Outbreak: 0.00%
## Health Sub-themes Over Time

<table>
<thead>
<tr>
<th>HEALTH</th>
<th>2022-May</th>
<th>2022-Jun</th>
<th>2022-Jul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monkeypox</td>
<td>236</td>
<td></td>
<td>74</td>
</tr>
<tr>
<td>Polio</td>
<td></td>
<td>41</td>
<td>12</td>
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<tr>
<td>Cholera</td>
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<td>4</td>
<td>13</td>
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<tr>
<td>Measles</td>
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<td>2</td>
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<tr>
<td>Access to healthcare</td>
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<tr>
<td>Other</td>
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<td>Non-COVID-19 Vaccines</td>
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<tr>
<td>Disease Outbreak</td>
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</tbody>
</table>
COVID-19: Recent weeks’ trends
Hoax, Endemic, Disease Severity

What’s behind it?
• Lack of trust in international community/authorities
• True numbers of cases not captured or reported
• Less deaths reported globally
• Perception that COVID-19 is not a threat or severe

You [WHO] are doing wrong [with starting COVID-19 vaccination campaign in Afghanistan]. Alhamdolillah there is no Corona here. You ugly sinisters, don’t come here

Nowadays, Corona is considered a common disease among people, not a deadly one...

No worries, Corona had power only at a time [in the past, not now].
COVID-19 Vaccines: Recent weeks’ trends: Safety, Efficacy, Death

Those who were vaccinated [COVID-19] mostly have been affected with health problems such as shortness of breath, stress and physical weakness...

These [COVID-19] vaccines don’t have any positive effect except harm...

The Pfizer and Moderna vaccines cause more killings. Be careful.

What’s behind it?

• Continued lack of understanding and faith in vaccines
• Campaign including J&J: vaccine side effects
• General distrust and anti-American sentiment
• Blame on vaccines for illnesses
Health: Recent weeks’ trends
Monkeypox, Polio, Cholera

What’s behind it?
• Suspicion of international community and vaccines – intermittent routine vaccine campaigns (polio) in Afghanistan
• Polio vaccine campaign and ongoing beliefs
Health: Recent weeks’ trends

Monkeypox

This [Monkeypox] is also a lie [by the Taliban] to gain the international community’s aid.

This type of disease [Monkeypox] is caused by the close relationship between humans and animals...

Corona has ended and now this one [Monkeypox] came. It is all result of biological weapons lab tests

What’s behind it?

• Monkeypox cases in various countries
• Suspicion of authorities, perceived corruption and anti-West/international sentiment
• Lack of transparency about funding
Why it matters

• Afghans not seeing COVID-19, MPX, polio and other infectious diseases as posing serious risks
• Continued cases and outbreaks of vaccine preventable illnesses notably AWD/cholera
• Burden on healthcare system
• Lack of trust in vaccines

How should humanitarians respond?

• Increase public communication campaigns from trusted sources
• Understand what is behind the rumors - beliefs, traditions, as well as current issues: access to healthcare teams; information channels; need to improve AAP and funding transparency
• **Risk communications** and prioritizing face to face information sharing: address perceptions, answer questions about how vaccines work, debunk rumors and share information about risks posed by COVID-19, measles et al
• Outreach and information through: community and religious leaders; healthcare workers; pharmacies; local media; other?
• Low literacy and vulnerable groups - using diverse methods and not discounting public perceptions: eg hotlines, illustrations.
Discussion

- Diversifying and improving information channels - working closer with media and other WGs

- Understand **what risk communications activities exist** currently by RCCE actors, and agencies not in RCCE SWG

- **Preparedness** for future outbreaks and epidemics: health/illnesses and aid will continue to circulate in social discourse - simulation and preparedness roundtable

**We’d love to talk to you and get your inputs!**

**Social Media Research – urgent request for key informants**

- Research considering social media (SM) use by ordinary Afghans, media and the humanitarian community

- To provide insights and recommendations for the humanitarian community to utilize SM for engaging with community

- Organizations who utilize SM platforms and who may engage with Afghan communities via social media platforms and messaging apps
Any questions or you wish to share community engagement feedback and rumor data or to collaborate in other ways please contact Mary Menis – mmenis@internews.org

Thank you