

TRACKING ANTI-VACCINE MOBILIZATION

Understanding online anti-vaccine mobilization
across Scandinavian countries

The report is a collaboration between:

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Facebook pages and groups constitute the core of the anti-vaccine mobilization in the Scandinavian countries

The total number of followers in these groups and pages is

200'000

From March to August 2020, the number of new followers in the 10 largest Facebook groups grew by

100%

KEY FINDINGS

- An anti-vaccine mobilization is currently taking place in Scandinavian countries. We identify a core ecosystem of 37 Facebook pages and groups where debunked anti-vaccine content is regularly shared among its members. While some of the groups and pages are narrowly focusing on anti-vaccine content, most of them have a broader focus and can be defined more vaguely as anti-establishment, alternative media or alternative health.
- The Scandinavian anti-vaccine movement is growing. The core ecosystem has an accumulated number of more than 200'000 followers¹. The 10 largest groups in the core ecosystem have grown substantially during the recent months of the COVID-19 outbreak. Between March and August 2020, these groups saw an increase in new followers by 100 percent.
- Anti-vaccine mobilization generally takes place in groups and communities outside of Scandinavian authorities' and governments' usual media channels. The anti-vaccine mobilization started on the fringe of social media, but recently, we have seen examples of Scandinavian influencers sharing anti-vaccine content and misinformation to a much larger and more mainstream audience.

¹ We expect many people to follow more than one of these pages and groups and therefore the number of unique followers is smaller.

RECOMMENDATIONS

- The mobilization against vaccine programs cannot, and should not, be counteracted by social media moderation alone. It calls for a more proactive health authority approach to digital communication – e.g. by building alliances with civil society actors and influencers and engaging in a more proactive and outreaching dialogue with undecided and skeptic communities outside of the health authorities' own social media channels.
- Further polarization of the vaccine topic will complicate the health authorities' ability to communicate effectively. Therefore, they should work to prevent further polarization and politicization of the vaccine discussion and seek to not marginalize people and communities with fringe or skeptic views to vaccine programs.
- Health authorities should prioritize and prepare clear communication of the approval processes of vaccine programs and seek to create maximum transparency in the steps and processes of vaccine development. Greater transparency and in-depth explanations on the political choices of the COVID-19 strategies and vaccine issues will leave less space for alternative facts, conspiratorial explanations and misinformation – and will thus help prevent undecided citizens from joining the anti-vaccine movement.

SUMMARY

The anti-vaccine movement is mobilizing in the Scandinavian countries by disseminating vaccine skeptic content and vaccine conspiracy theories in loosely connected networks of Facebook groups and pages. In a core ecosystem of 37 groups and pages, anti-vaccine misinformation is continuously shared among a total number of 200'000 followers¹. The 10 largest groups in the network doubled in size from March to August. Recent research suggests that online anti-vaccine communities are more successful in mobilizing support than pro-vaccine movements by engaging more often with the undecided (Johnson et al. 2020). Thus, the outreach potential and potency of anti-vaccine mobilization reach far beyond these 200'000 followers.

What we define as the Scandinavian anti-vaccine movement is not one united community with mutual understanding, common interests and a single ideology. It is a fragmented movement with a continuum of views and perceptions that all fundamentally reject health authorities and have a deeply rooted skepticism towards the general concepts of medical vaccine. In the Scandinavian anti-vaccine movement, we find both posts from anxious parents who worry about vaccinating their kids due to the risk of medical side effects and posts from dedicated anti-vaxxers who believe COVID-19 is a conspiracy initiated by Bill Gates and a satanic elite – and a whole range of views in between. We have categorized the anti-vaccine content into two main categories: Conspiracy theories and vaccine skeptic content. The first often connects anti-vaccine content alongside anti-establishment sentiments, anti-media positions and a deep skepticism towards authorities in general. The latter often emphasizes medical and democratic concerns to a future COVID-19 vaccine and doubts the Scandinavian health authorities' response to the crisis.

We find that anti-vaccine content is often shared in English, but some actors are actively operating as gatekeepers by overviewing, selecting and sometimes translating content to a local audience. In the Danish network, this includes influencers who curate and summarize English language content for their followers. Also, we find examples of Danish content being shared in Swedish groups, Swedish content being shared in Norwegian groups and so on. The anti-vaccine content crosses language borders.

The identified network further relies on Scandinavian alternative media outlets to provide domestic anti-vaccine content, which can spread across Scandinavian language borders, becoming available to the whole network. To avoid censorship from Facebook, the network also uses links to alternative platforms, where anti-vaccine articles, translations and videos are made available. The findings in this report should be seen as an extensive, but inexhaustive, mapping of anti-vaccine mobilization. As such, generalizations and comparisons should be made with caution and the report calls for more systematic research on the Scandinavian anti-vaccine movement.

¹ These are not be regarded as unique followers.

FUTURE PERSPECTIVES

Given the findings in this report, the latest research on the anti-vaccine mobilization and the development of online movements, we believe that the following statements may serve as general predictions for the development of the Scandinavian anti-vaccine movement:

- We believe that the anti-vaccine mobilization has the potential to grow and engage undecided citizens in vaccine skeptic Facebook groups and online communities as vaccine programs approach implementation phases.
- The current anti-vaccine mobilization poses a potential threat to a future COVID-19 vaccination program and thus the countries' ability to combat COVID-19. Critical and fact-based discussions on the benefits and risks of future vaccine programs are important and necessary. However, the spread of anti-vaccine misinformation risks undermining those discussions.
- The vaccine discussion may become further heated and polarized as potential vaccination programs draw near. This could lead to a potential increase in political echo chambers and also possibly an increase in the spread of misinformation, both in pro-vaccine and anti-vaccine communities. The prevention of a further rise in support of the anti-vaccine movement relies on the authorities' ability to engage with undecided citizens online and take their skepticism and concerns seriously.
- The mobilization of anti-vaccine support will primarily be online and take place in groups and communities far from the Scandinavian authorities' and the governments' usual media channels. Consequently, this calls for an online effort that allows authorities and health experts to engage in discussions outside their main online communication channels.
- Authorities should prevent further polarization and politicization of the vaccine discussion and seek to not marginalize people and communities with fringe or skeptic views to vaccines and vaccination programs. A joint effort with stakeholders in civil society is needed.
- The anti-vaccine movement will continue to blend in with other anti-authority and anti-recommendation movements such as anti-mask protesters, thus mobilizing on a general skepticism towards authorities and governments. The anti-vaccine movement will become more active and host offline, physical protests and happenings as we have seen abroad and which we have also started to see locally (Türker 2020).

A MOVEMENT ON THE RISE

For most European countries, the heart of the strategy to limit the outbreak of COVID-19 relies on finding an effective vaccine and carrying out successful vaccination programs. An alliance within the EU has pooled resources for securing 300 million vaccines and additional frameworks are being developed for a pan-European vaccination strategy (European Commission 2020).

Meanwhile, and for years now, an online movement of anti-vaccination views has been on the rise. Centred around the rejection of vaccines, the movement poses a potential threat to the credibility and public support of vaccination programs. The “anti-vaccine movement” has been linked to the resurgence of measles in the UK in 2019, which three years earlier was categorized as measles-free by the World Health Organisation (UK - Department of Health & Social Care 2019; Campbell 2019).

Similarly, vaccine hesitancy has caused trouble for the Danish HPV vaccination program (Hansen & Schmidtblaicher 2018). In 2019, the WHO placed “anti-vaxxers” on the list of the top 10 threats towards global health, along with the global danger of an influenza pandemic (WHO 2019). The anti-vaccine movement is currently mobilizing against future COVID-19 vaccines by spreading debunked anti-vaccine content, which contributes to undermine confidence in health authorities (Crow & Stacey 2020).

While primarily a fringe movement, recent studies have found that anti-vaccine supporters are better at engaging with people, who are undecided on the vaccine issue, than mainstream pro-vaccine activists (Johnson et al. 2020). This could indicate that the anti-vaccine movement does

not need large numbers to outmatch pro-vaccine voices on social media and has actual health impact.

Considering that a Gallup Poll from 2018 found that only 69% of Danes and 83% of Norwegians believe vaccines to be safe, there is a considerable percentage of undecided people in the two countries. In contrast, the number is much higher in Sweden, with 93% (Gallup 2018). In August 2020, a similar YouGov poll for the Danish newspaper B.T. found that 70% of Danes are committed to receiving a vaccine while 20% are still undecided (Weber 2020). In the US, the anti-vaccine moment has gained momentum recently, not only on social media, but also by organizing demonstrations and uttering resistance in public (Bogel-Burroughs 2020). Recent polls suggest that only 41% of Americans are committed to receiving a future COVID-19 vaccine (Nguyen 2020).

During the summer of 2020, demonstrations against governments' COVID-19 measures including future vaccination programs have taken place in Germany, UK and even in Denmark (Gayle & Blackall 2020; Benson 2020; Türker 2020). Consequently, when developing and organizing COVID-19 vaccination programs, potential pushbacks coming from this movement and its online presence should be taken into consideration by the relevant authorities.

This report sets out to explore and describe how the anti-vaccine mobilization manifests itself in the Danish, Swedish and Norwegian groups and pages on Facebook. It does so to understand the potency and structure of the anti-vaccine movement in the Scandinavian countries.

CONTENT-BASED MAPPING

This study focuses on Danish, Norwegian and Swedish language speaking groups and pages on Facebook, where anti-vaccine content is included in discussions about COVID-19. As Facebook is the most popular online platform in all three Scandinavian countries, we consider Facebook to be the most relevant platform to study when trying to understand popular mobilization for the anti-vaccine course.

The method in this report relies on mapping anti-vaccine content through URLs. We use CrowdTangle¹ to map Scandinavian public groups and pages where links to anti-vaccine stories that had been debunked by independent fact-checkers have been shared. We repeated this process with links to similar stories from different URLs but with similar content. The following examples are anti-vaccine content that has been shared and which we have used to identify relevant pages and groups:

- [The Plandemic video](#)
- [May Day: "Robert F. Kennedy Jr. : Vacciner er årsag til kroniske sygdomme"](#)
- [The truth about cancer: "COVID-19: Conspiracies, Vaccines & Bill Gates"](#)
- [Children's health defence: "New Research Study Clarifies Health Outcomes in Vaccinated versus Unvaccinated Children"](#)
- [Londonreal:"THISWORLDISCONTROLLED BY A CULT":How The Secret Government Planned The Coronavirus](#)

Data collection was limited to public groups and pages with more than 500 members/followers, and we categorized the Facebook groups as Danish, Norwegian and Swedish based on the dominating language.

¹ A tool for analyzing interactions and shares of URLs across social media platforms.

The result is a list of 37 Facebook pages and groups where misinformation and vaccine conspiracy content are consistently shared and used to mobilize against vaccines in general and a future COVID-19 vaccine program specifically. The 37 Facebook pages and groups have more than 200'000 accumulated followers in total, however, as we expect people to follow more than one group, the number of unique followers is smaller.

Defining anti-vaccine mobilization

In this study, we define **anti-vaccine mobilization** as *'the sharing and advancement of content promoting a fundamental rejection of internationally recognized health authorities/the health expert community and promoting a deep skepticism towards the health effects and overall purpose of medical vaccines'*.

The definition is based on the research done by Uscinski et al. (2020), Nsoesie & Oladeji, Hill et al. (2020) and particularly MacDonald (2015).

It is important to stress that the identified groups and pages are defined by the content shared in the groups and not by their followers. Therefore, it should be emphasized that not all members of the groups and pages should be considered dedicated anti-vaxxers. Some might be undecided or even curious pro-vaccine followers who want to keep abreast of the anti-vaccine discussion.

Nonetheless, the groups and pages are platforms used by anti-vaxxers to disseminate anti-vaccine stories and push vaccine skeptic narratives on COVID-19 and vaccines in general.

The 38 groups and pages we have identified to be sharing anti-vaccine content are in this report denoted as **the core ecosystem** of the anti-vaccine mobilization in the Scandinavian countries. They are part of a broader international anti-vaccine movement, which this report uncovers a part of by studying these groups and pages.

The anti-vaccine movement is not to be understood as a centrally organized entity, but a diverse and fragmented social and digital phenomenon. We regard the **online anti-vaccine movement** as a continuum of views and perceptions that co-exists in a variety of Facebook groups and pages, but which shares a fundamental rejection of health authorities and promotes a deep skepticism towards medical vaccines in general.

In our research, we have excluded content that we consider professional and empirically founded critique of individual vaccines and vaccination programs. Consequently, mere critique of individual institutions, experts or even vaccines is not enough to be considered part of the anti-vaccine movement in the report.

Limitations

The chosen approach has some limitations and implications. Using CrowdTangle to map sharing of URLs on Facebook, the identified network structures and groups will partially be a product of the chosen design. Looking for specific URLs could mean that central groups and pages to the movement could be left out, simply by not having shared the links uncovered in this report.

Secondly, as the CrowdTangle data only includes public groups and pages on Facebook, the study cannot account for private groups.

Thirdly, the report only includes CrowdTangle results on Facebook. This means that anti-vaccine mobilization on other major social platforms such as Twitter, Youtube and Instagram is not included in this report.

Social media platforms have seen a rise in public pressure for more content moderation since 2016 (EU DisinfoLab 2020). This means that movements disseminating misinformation have been forced to avoid censorship and algorithmic filters, using private groups or platforms with more liberal content policies (Ong et al. 2019).

Subsequently, it can be expected that the Scandinavian anti-vaccine movement adopts similar tactics of avoidance, being active on platforms and groups inaccessible to third parties (Dotto et al. 2019).

We describe a few examples of such avoidance tactics below. Further work to map anti-vaccine mobilization should focus on a broader range of social media platforms.

After the data collection period, we have come across examples of anti-vaccine content being shared by influencers on Instagram with substantial follower volume. Two such examples have been included in the report.

Due to these limitations, the presented data should be seen as an extensive but still inexhaustive view of the anti-vaccine mobilization on Facebook in the Scandinavian countries as of August 2020.

FINDINGS

CROSSING LANGUAGE BORDERS

The anti-vaccine mobilization is taking place in all of the Scandinavian countries. There is a general tendency of sharing content from English anti-vaccine sites.

Due to these languages' relatively small sizes, the Scandinavian countries are often seen as less accessible to foreign actors who are spreading misinformation.

Yet due to the countries' high level of English proficiency, domestic audiences do access such content with ease. We have found that some domestic actors operate as gatekeepers, identifying English-language anti-vaccine content and disseminating it into their respective domestic arena.

Also, we see a tendency of spreading content between the three countries, e.g. Norwegian articles being shared in Swedish groups. This could indicate that the likeness between the Nordic languages makes the region less balkanized than expected.

Such interconnectedness could allow misinformation to spread more freely among the Scandinavian countries and allow movements like the anti-vaccine to mobilize more easily across the region.

Swedish anti-vaccine content from Nya Dagbladet being shared within the Norwegian network.



Content from the Danish JFK21-party being shared on a Swedish vaccine-skeptic group



Content from the Norwegian alternative media Steigan being shared in the Danish page of Selvet



DIRECTING TO LESS MODERATED PLATFORMS

Across the three countries, we found a tendency to direct users to lesser known platforms, sharing links to videos and articles found outside of Facebook.

Examples of these are the video hosting sites BitChute and Banned.video, who promote themselves as platforms free of content moderation.

While mainstream platforms such as YouTube and Facebook have adopted more aggressive content moderation policies and use more effective algorithmic

filters, a market of alternative sites marketing themselves on freedom of speech has experienced growth in the last years (Trujillo 2020).

By using Facebook to diffuse links from platforms such as BitChute to content otherwise removed by Facebook's moderation filters, the anti-vaccine movement can avoid censorship and still disseminate information on the largest social media platform in the world.

BitChute and Banned.video are being used as platforms of the anti-vaccine movement



VACCINE CONSPIRACY & SKEPTIC CONTENT

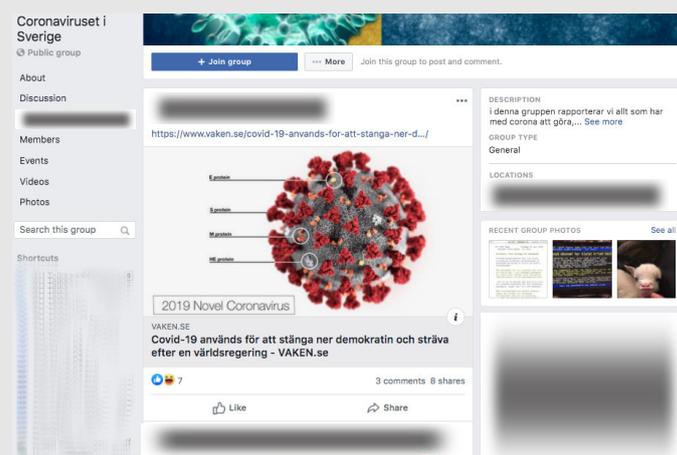
Looking closely into the anti-vaccine content shared, we found two distinct nuances of anti-vaccine content within the movement: Conspiracy theories and general vaccine skeptic content.

While both share a skepticism toward vaccines, content utilizing vaccine conspiracy theories promotes alternative conspiratorial explanations as substitute for official explanations on the corona virus, its counter strategies and the need for a vaccine.

One example of this is the beliefs that COVID-19 was artificially constructed to depopulate or dominate the world. In this category, we find content promoting conspiracy theories about Melinda and Bill Gates Foundation's vaccination programs, postulating the foundation's evil plan of world domination. Also, the Plandemic Documentary, a 26-minute video claiming cover-ups and complot among the political and medical elites surrounding COVID-19 and vaccines.

Meanwhile, the vaccine skeptic content adopts a more inquisitive and anxious approach to both COVID-19 and vaccines. Some are questioning whether the COVID-19 vaccines are being rushed through approval processes and may lead to severe side effects, such as autism. Others focus on democratic side effects of the handling of COVID-19, such as violations of privacy and democratic rights.

Vaccine conspiracy content includes the stories of COVID-19 being used to shut down democracies and creating a world government



Vaccine skeptic content emphasizing the medical side effects

Nyt videnskabeligt studie konkluderer, at vaccinerede børn i langt højere grad er sundere end vaccinerede børn. Resultaterne er baseret på undersøgelser af 2000 børn, som er blevet fulgt i minimum 3 år, og stemmer overens med tidligere forskningsresultater. Bemærk signifikant forskel de første 12 måneder.

Children's Health Defense har til dato indsamlet næsten 60 studier, som dokumenterer at vaccinerede børn bliver langt mere syge og lider af kroniske sygdomme end uvaccinerede børn. Del af hjertet tak og hjælp andre...

Referencer:

<https://childrenshealthdefense.org/wp-content/uploads/Vaxxed-Unvaxxed-Full-Presentation-Parts-I-VII.pdf>

<https://journals.sagepub.com/doi/10.1177/2050312120925344>

<https://childrenshealthdefense.org>

https://childrenshealthdefense.org/news/new-research-study-clarifies-health-outcomes-in-vaccinated-versus-unvaccinated-children/?utm_source=salsa?utm_source=salsa&eType=EmailBlastContent&eld=1cc64207-ec38-415f-a21d-c9e23acd7ea3



ANTI-VACCINE MOBILIZATION IS GROWING

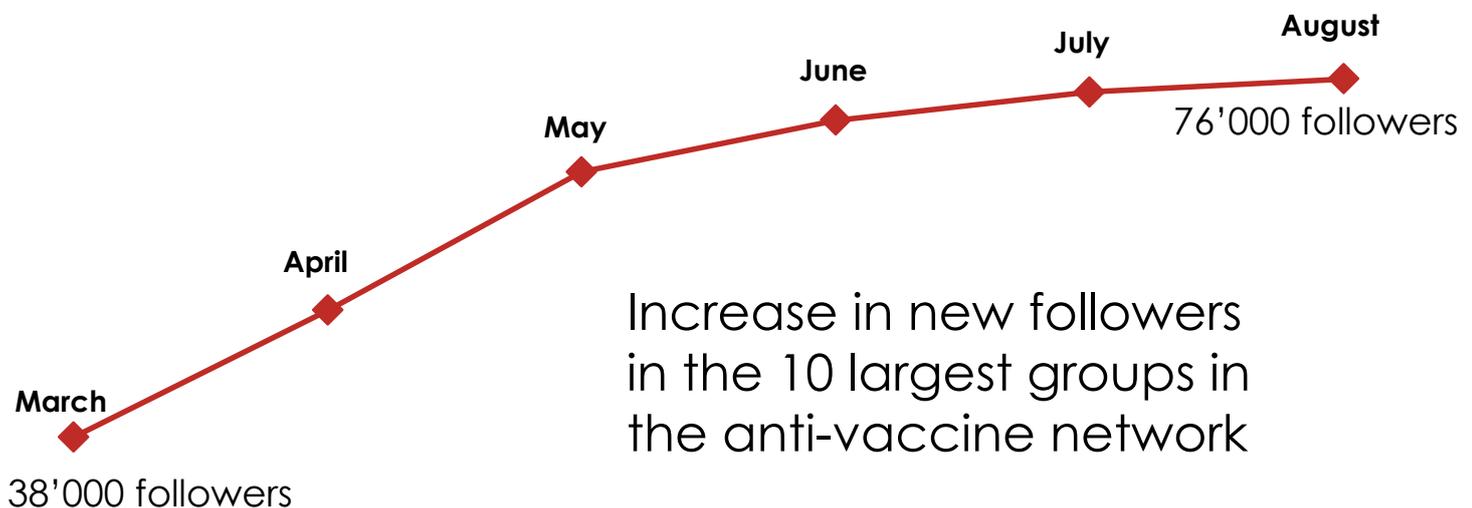
As of August 2020, the 10 largest groups¹ in the Scandinavian anti-vaccine network have an accumulated number of almost 76'000 followers. These should not be mistaken as unique followers, as we expect multiple Facebook users to follow more than one group, the number of unique followers in the 10 groups is lower.

The anti-vaccine mobilization in the core Scandinavian Facebook groups seems to have been quite successful during the past few months.

We have followed the growth in new followers in the 10 largest groups.

As the graph shows, there has been a 100 percent increase in new followers in the 10 largest groups from March to August 2020. Especially from March to May, when Scandinavian countries experienced high rates of people being infected by COVID-19, the number of new followers increased considerably.

Not every new follower might agree on the anti-vaccine agenda. There might as well be a number of curious listeners. However, with a 100 percent increase in new followers, the anti-vaccine mobilization in the Scandinavian countries is successful.



¹ The 10 largest groups in the anti-vaccine network are: Coronavirus (COVID-19) Sverige (SE), Vi som har fått nok av diktaturet på stortinget!(NO), ERNA MÅ GÅ AV! (NO), Coronaviruset i Sverige (SE), Coronaviruset - Folkets förtroende är förbrukat (SE), Alla har rätt till syrgas! (SE), Støt Læger uden Sponsor (DK), De Visionære - Debatgruppen (DK), Stå Upp, Dom Ljuger! (SE), SÖNDAGAR 14 NOLL NOLL (SE)



DANISH CASE

THE DANISH NETWORK

The Danish network consists of 14 groups, pages and influencers with 73'000 followers combined. The page "Selvet" (28'000 followers) was the largest by far, followed by the political party JFK21- Jorden Frihed Kundskab (10'900 followers), while groups such as "De visionære" and "Støt læger uden sponsor" were smaller (less than 6'000).

Unique for the Danish case is the large role of influencers such as Robert Hintze (7'600 followers) and Rikke Louise Andersen (5'800), who function as a platform for anti-vaccine content and help amplify English content.

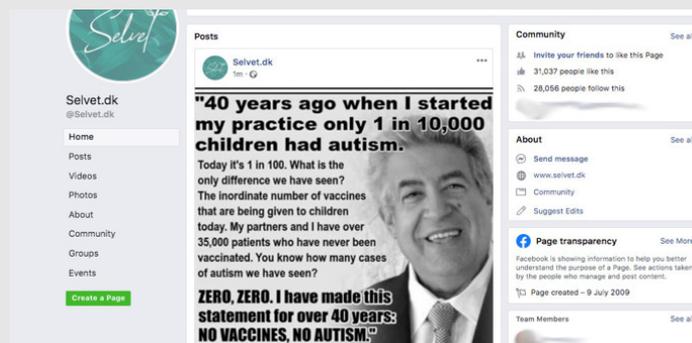
Hintze, a Danish businessman and QAnon-believer¹, has adopted an investigative journalistic approach, curating and summarizing English content in his long posts. Andersen, a business strategist according to her own blog, has adopted a more mainstream influencer approach, posting videos, images and short updates to disseminate anti-vaccine content.

Posts categorized as vaccine skeptic content and vaccine conspiracy content were evenly identified in the Danish network. However, in the vaccine skeptic content, there was a majority of concerns for medical side effects. Here, a recurring theme was the Danish broadcasting company TV2's HPV vaccine documentary "De Vaccinerede Piger" from 2015.²

¹ QAnon is a conspiracy theory alleging that a cabal of Satan-worshiping pedophiles running a global child sex-trafficking ring is plotting against President Donald Trump, who is battling them.

² In English, "The vaccinated girls"

Selvet.dk and JFK - Jorden Frihed Kundskab are some of the largest groups and pages in the Danish network



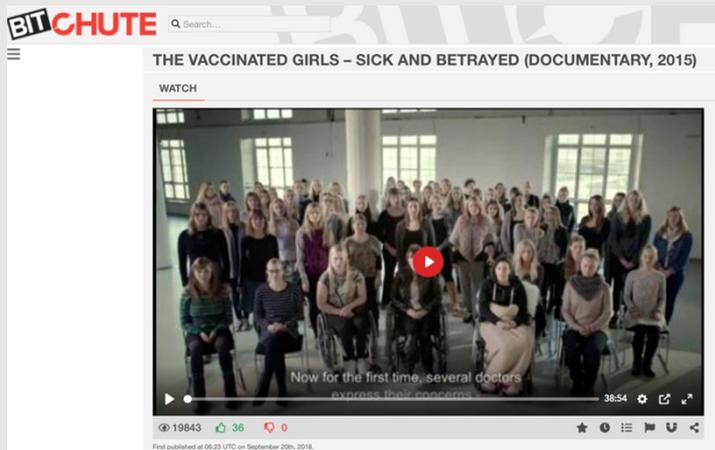
Hintze & Andersen are two anti-vaccine influencers within the Danish network





DANISH CASE

Examples of anti-vaccine content within the Danish network



This documentary has been heavily criticized for its cherry picking of cases and undocumented claims of HPV vaccines causing severe side effects. The documentary has later been found to boost the anti-vaccine movement in Denmark and undermine the health authorities' HPV vaccination program (Hansen & Schmidtblaicher 2018).

Among the posts expressing concern for democratic rights, the recurring theme was claims of the forthcoming introduction of an EU vaccine-passport indirectly making vaccination compulsory. Another claim was that the authorities were working to delegitimize anti-vaccine supporters as terrorists to remove their opposition.

Among the vaccine conspiracy theory content, the Plandemic Documentary, the Bill Gates Conspiracy theories, and the conspiracy theorist Ben Swann (a self-proclaimed investigative journalist) were reoccurring. Swann is a former news anchor from the US criticized for promoting conspiracy theories like PizzaGate, 9/11, the Sandy Hook Massacre, MH-17 and for working for the Russian media outlet Russia Today (Collins 2017).

Swann currently hosts Truth in Media, a conspiratorial YouTube show with high quality visual effects, promoting a variety of conspiracy theories, including anti-vaccine content.

Denmark has recently seen a couple of cases where anti-vaccine misinformation has been shared by mainstream influencers with substantial follower volume. In August 2020, the former lead singer of S.O.A.P, Saszeline Sørensen, faced heavy criticism after she shared debunked anti-vaccine content to more than 90'000 followers on Instagram.



DANISH CASE

Additionally in August, online football coach and mental trainer, Kim Boye, reshared a video featuring Del Bigtree, a CEO of the anti-vaccination group, "Informed Consent Action Network", and warned his 61'000 Facebook followers "to think before unconsciously harming themselves and their children". Del Bigtree is a leading character in the international anti-vaccine movement and his company produced the film 'Vaxxed: From Cover-up to Catastrophe', which is based on the now discredited views of Andrew Wakefield that vaccines can lead to autism.

While most analyzed anti-vaccine content was written in English, evidence suggests a tendency of systematic translation into Danish, making foreign material more accessible to a broader audience.

One example is from the group "Matthew Kanaliseringerne • Kanaliseringer fra Himlen" – a meditation group centred on the canalizations of Matthew, a deceased boy speaking to his mother from heaven. Matthew's canalizations is routinely published on matthewbooks.com in English and subsequently translated into Danish and published on the digital platform Mailchimp by group members. The other site is the "May Day" website, which offers alternative medical and vaccine misinformation. They translated a speech given by Robert Kennedy Jr., a renowned vaccine skeptic, whose organization "The Truth About Cancer" has previously been identified as a "super-spreader" of medical misinformation by the fact-checking organization NewsGuard (2020).

Danish translation of the Matthew Canalizations

Spændende "lige ud af posen" besked fra Matthew denne gang, værsgo!

Matthew taler bl.a. om GESARA og Corona virussen og stiller følgende logiske/intelligente spørgsmål:

🔥 *Hvorfor bliver muligheden for, at corona-virussen blev lavet i et laboratorium i USA og overført til Kina, ganske enkelt afvist som konspirationsteori i stedet for at blive undersøgt?*

🔥 *Hvorfor er der ikke den samme interesse for at gøre en ende på dødsfald, som kan forebygges og som skyldes fejlernæring, sygdomme forårsaget af dårlig levestandard, stofafhængighed og selvmord, når antallet af disse dødsfald langt overstiger antallet af døde pga. COVID-19?*

...

OBS: Planlægningen af en ny større "stjernefrø" masse meditationen er også i gang fra lysets styrker -- dato kommer snart!

Kærlige hilsener

Danish translation of Kennedy Jr.'s speech published by May Day

BARE FOR DET TILFÆLDE AT NOGEN DERUDE STADIG TROR PÅ AT VACCINER IKKE ER DESIGNET TIL AT ØDELÆGGE DINE BØRN

ROBERT KENNEDY JR TRANSKRIPTION af hans tale Maj 2019 i New York

Robert F. Kennedy Jr (foto fra Twitter @robertkennedyjr)

"Tak til alle for at være fremmødt på sådan en regnfuld dag. Apotekeren kom forbi og jeg bebrejder ham ikke hans vrede, for dette udgør den største trussel mod deres forretningsplan.

Vaccineindustrien udgjorde 270 millioner dollars da jeg var dreng. Jeg fik tre vacciner og var fuldstændig lydlig. I dag er det en industri på 50 milliarder dollars, hvilket er 20% af medicinalindustriens indtægter. Men det er kun overfladen. Derudover er der alle de kroniske sygdomme som FDA mener hænger sammen med vacciner. Nu er der en liste på 50 sygdomme i indlægssedlen. Grunden til at de nævnes der er at FDA har fastslået at disse skader højst sandsynligt skyldes en vaccine. Dette er de kroniske sygdommes epidemi.

Jeg har seks børn. Jeg havde elleve søskende. Jeg havde over halvtreds fætre og kusiner. Jeg kendte ikke en eneste med jordnødderallergi. Hvorfor har alle mine børn fødevarerallergier. Fordi de blev født efter 1989. Hvis du er født før 1989, er din risiko for at have en kronisk sygdom ifølge HHS (Health and Human Services) 12.8%. Hvis du derimod er født efter 1989, er din risiko for at få en kronisk sygdom 54%. FDA har sagt til vaccine firmaerne at de er nødt til at tage et kig på disse sygdomme. Og hvad er det så for nogle sygdomme? Det er neurologiske udviklingsforstyrrelser som ADD, ADHD, sproglige og talemæssige begrænsninger, tics, Tourette Syndrom, ASD og autisme. De auto-immune sygdomme, Guillain-Barre, multipel sklerose, ungdomsdiabetes, gigt, anafylaktiske sygdomme, fødevarerallergier, rhinitis, asthma og eksem. Alle disse eksploderede i 1989.

Kongressen beordrede EPA (Environmental Protection Agency) at undersøge hvilket år denne sygdoms-epidemi begyndte. Og de foretog dette studie. De sagde det startede i 1989. Der er mange skyldige. Mange nye ting. Tag for eksempel Mobiltelefoner. Tag PFOA. Ultrafyld. Glyfosat. Der er mange andre ting. Vores børn svømmer i en giftig suppe. Vi skal ikke påstå alle disse sygdomme stammer fra



NORWEGIAN CASE

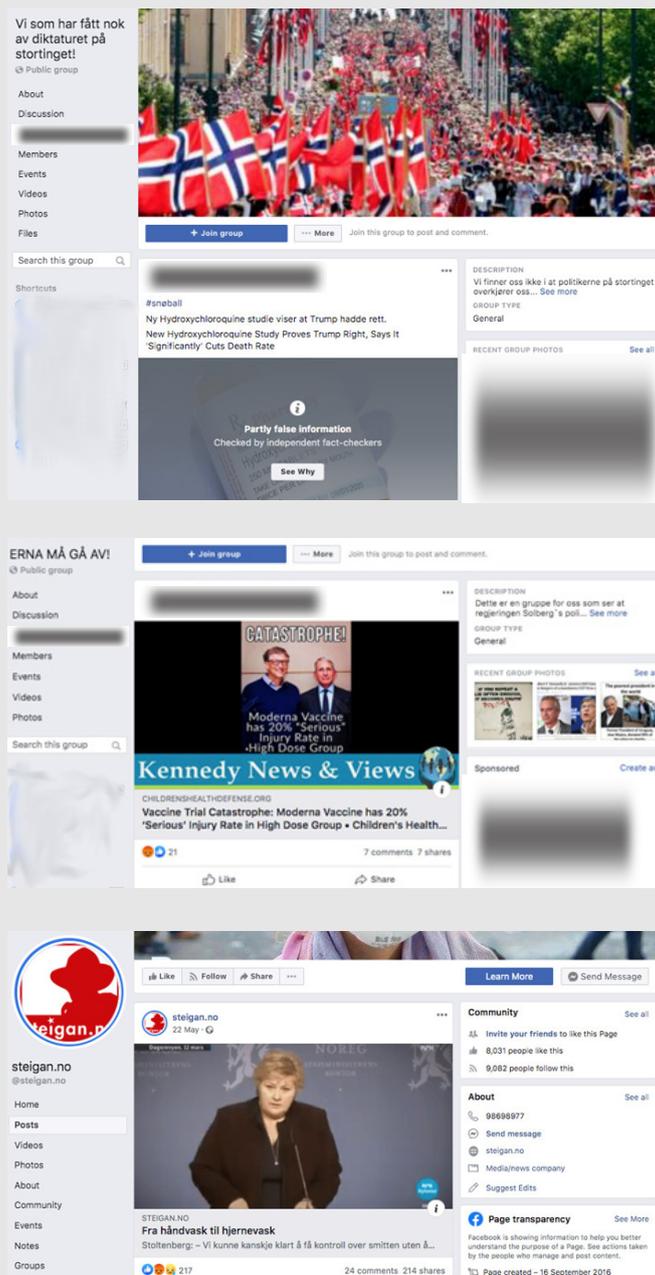
THE NORWEGIAN NETWORK

The Norwegian network consists of 8 groups and pages with 40'000 followers combined. While the two largest groups were "Vi som har fått nok av diktaturet på stortinget!" and "ERNA MÅ GÅ AV!"¹ (10'000 and 10'600), the Norwegian network relies more on anti-vaccine content from domestic online media. One example is the alternative media site Steigan.no (9'000), whose articles are a regular source in the other groups. The smaller groups, such as "SPEAKERS CORNER - Oppmøte for livet" and "Rett til å bestemme over egen helse" have less than 2'700 followers.

Similar to the Danish case, vaccine skeptic content and vaccine conspiracy theory content are evenly identified in the Norwegian network. Among the vaccine skeptic posts, the medically concerned are most dominating claiming the danger of COVID-19 to be overstated and the reaction to the virus to be hysteric.

Concerns about the democratic side effects of the pandemic are mainly launched against the Norwegian government, who has been accused of brainwashing its citizens to take away their rights. Though not an EU-member state, within this network an online petition to reject compulsory vaccination to travel within the EU has been shared. At the time of writing it has more than 330'000 signatories.

Two of the largest groups within the Norwegian Network and the often cited Steigan.no



¹ Erna refers to the Norwegian Prime minister Erna Solberg.



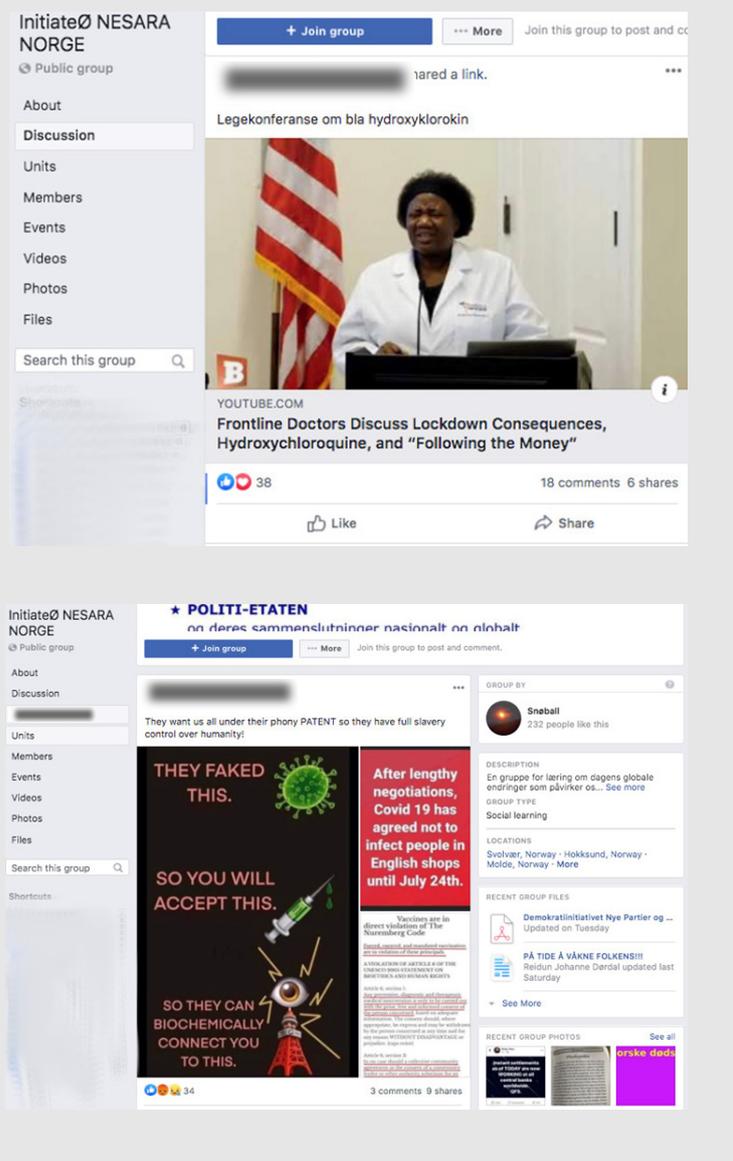
NORWEGIAN CASE

The conspiratorial posts are the Plandemic Documentary, the Gates foundation paying Norwegian journalists and cooperating with the Norwegian government and sharing of a heavily criticized and debunked Norwegian study, claiming that the corona virus was manmade (Dahlback et al. 2020). The study first caught attention when the Norwegian national broadcasting

company NRK published an article on it¹, which was shared extensively within the network. The article was later corrected, but remains online.

Norway has also seen cases of mainstream influencers engaging in the vaccine discussion with a clear anti-vaccine sentiment. In March 2020, Norwegian actor Henriette Lien shared a post from a retired doctor, Heiko Santelmann who, on several occasions, has shared misinformation on corona virus, according to the independent Norwegian fact-checking organisation, Faktisk.no (Skiphamn 2020). The post, which was later removed, claimed that “it had long been planned to enforce mandatory vaccines” and that “vaccines can contain nano-chips” using an article from the blog “Bitcoinwarrior” to substantiate the claim.²

Examples of the anti-vaccine content in the Norwegian network



Later in the summer, there was a surge in conspiratorial content centred on a rally in Washington by “America’s Frontline Doctors”, where COVID-19 was argued to be overstated, that despite hydroxychloroquine being an effective treatment, authorities refused to use it and kept censoring alternative views on the pandemic. The rally has been criticized by fact-checkers for spreading medical misinformation (Benkelman & Mantas 2020).

¹The article was later updated and corrected with information labelling. It can be found here: <https://www.nrk.no/norge/norsk-for-sker-skaper-strid-om-virusets-opphav--dette-viruset-har-ikke-en-naturlig-opprinnelse-1.15043634>

²The article can be found here: <https://bitcoinwarrior.net/2020/03/bill-gates-suggestion-of-embedding-people-with-micro-chips-spooks-privacy-advocates/>



SWEDISH CASE

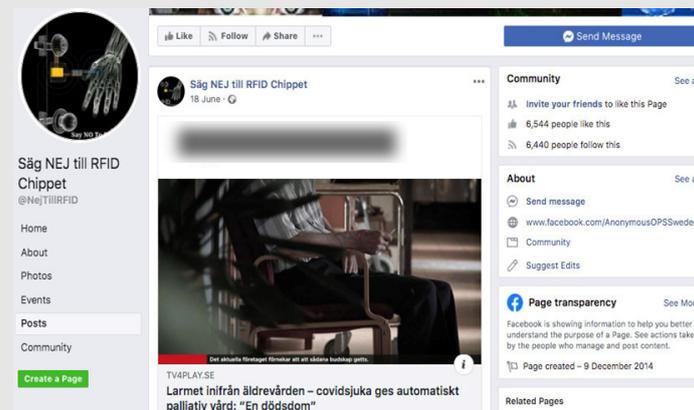
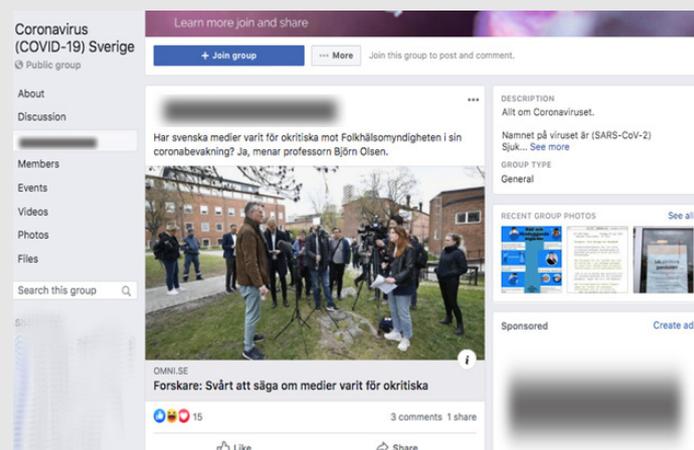
THE SWEDISH NETWORK

Before describing the findings of the Swedish network, we must discuss the unique Swedish COVID-19 strategy and the potential effect this may have on the online presence of a Swedish anti-vaccine movement. Keeping society more open, relying on voluntary social distancing and seeking herd immunity, the Swedish strategy has been far more relaxed than that of Denmark and Norway, both implementing lockdowns and seeking to keep the infection rate as low as possible until a vaccine is available.

This strategy does not demand the same from its citizens, nor is it as dependent on vaccination programs as the Danish and Norwegian strategies.

As the anti-vaccine movement is energized by the demands of medical authorities, this relaxed strategy does not create the same pressure to reject such authorities and their demands. Consequently, collecting data from Swedish groups, pages or individuals emphasizing anti-vaccine content proved more challenging. Though anti-vaccine content could be found, it appeared in groups alongside critique of the Swedish COVID-19 strategy for being too relaxed and calls for a more proactive strategy.

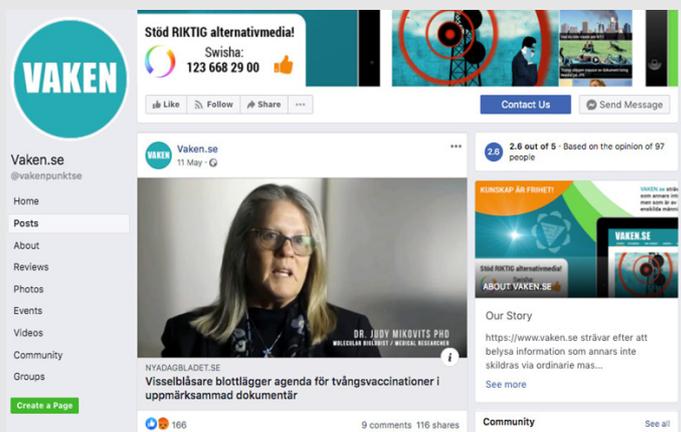
Examples of anti-Tegnell content found in the Swedish network





SWEDISH CASE

Some of the largest groups and pages in the Swedish network



We label this sentiment as anti-Tegnell¹ critique and we found it to be present in more than half the identified groups. Apart from criticizing the strategy of high death rates, the anti-Tegnell posts condemn a lack of protection of elderly citizens who are overrepresented in the death statistics and what they see to be a use of triage.²

This is exemplified in the "Syrgas åt alla" ("Oxygen for everyone") campaign, calling for proactive leadership and condemning the triage's rejection of oxygen-treatments to elderly patients. Recurring content is the documentary "Larmet inifrån Äldrevården"³ by the broadcasting company Tv4, documenting systematic use of palliative care of COVID-19 patients within the Swedish elderly care system.⁴ This campaign is especially centred around Doctor Jon Tallinger (2'400 followers), a self-proclaimed whistleblower, and the group "Alla har rätt til syrgas" (6'400 followers), while posts are present in six other groups.

Looking at the Swedish anti-vaccine network it is more loosely connected than the Norwegian and Danish networks, consisting of 15 groups with 90'000 followers combined. Similar to the Norwegian network, the Swedish network is centred around the alternative media and anti-establishment sites, such as "Vaken.se" (22'000) and "Nya Dagbladet" whose content is shared among the rest of the network. The largest group within the network is "Coronavirus (COVID-19) Sverige" (16'100), spreading a mix of anti-Tegnell and anti-vaccine content.

¹ Named after Dr. Anders Tegnell, the Swedish state epidemiologist leading the effort.

² A medical praxis often deployed in the military in which patients are prioritized based on their individual chance of survival and the resources available to treat them.

³ In English: The alarm from within the Elderly Care.

⁴ The documentary can be seen here: <https://www.tv4.se/nyheter/klipp/larmet-inifr%C3%A5n-%C3%A4ldrev%C3%A5rden-co-vidsjuka-ges-automatiskt-palliativ-v%C3%A5rd-en-d%C3%B6ds-dom-13279189>



SWEDISH CASE

Within the identified anti-vaccine content spread in the Swedish network, we find an even distribution of vaccine skeptic content and vaccine conspiracy theory content. Among the medically concerned posts were warnings of vaccines by Robert J. Kennedy and critique of the medical company Astra-Zeneca, which has been criticized for developing a COVID-19 vaccine that does not work.

The democratically concerned posts include claims of the lockdown to be the end of democracy and complaints over censorship of critique of the Swedish COVID-19 strategy. Linked to these concerns are claims of Bill Gates aiding this downfall of democracy by offering mass-surveillance through vaccination programs and that the Deep State started the spread of the virus. The Plandemic Video is also shared within this network.

Examples of the anti-vaccine content in the Swedish network

The first screenshot shows a Facebook group page for "Wake Up Sweden...". The main image features the text "IN THE AGE OF INFORMATION IGNORANCE IS A CHOICE". Below it is a video thumbnail with the text "2025 IS WHEN THE WHOLE PROCEDURE FINISHES".

The second screenshot shows a Facebook post from the group "Stå Upp, Dom Ljuger! www.domljuger.nu". The post includes a video thumbnail with the text "BILL GATES ON CORONAVIRUS VACCINE TRIALS" and a caption: "Bill Gates Tells Viewers To Ignore Life Threatening Side Effects of His...".

The third screenshot shows the Facebook page for "VAKEN". The page has 123,668,290 likes and 22,617 followers. A post from June 9th features a video of Robert F. Kennedy Jr. with the caption: "Robert F. Kennedy Jr. om medicinskt tyranni & övervakning - VAKEN.se".

AUTHORS

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Common Consultancy is a team of strategy advisors specializing in digital and social media. Founded in 2019, we aim to use data science and strategic communications to the benefit of democracy and contribute to responses to online polarization, hate and misinformation.



Analyse & Tal (Analysis & Numbers)

Analyse & Tal is a digital research bureau with offices in Denmark and Norway. Our expertise lies in combining classical sociological methods with novel digital ones. We prioritize projects that contribute to a more transparent, democratic and equal society.



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