

IAN GOLD

COVID-19

Vaccine Hesitancy

→ Despite long confinements, people prefer to stay indoors

Why?

Soln: try explaining [DOES NOT WORK]

Rejection of Science

According to recent literature: 4 Psychological predictors of hesitancy

Death of expertise

① Blood fear (Trivial !)

Western View of Experts

② Conspiracy Theorists

Important

Lack of trust (fear of harm)

③ Non-Conformists

④ Individualism

"Vaccine hesitancy reflect mistrust rather than misinformation" - People think Scientists

as threats.

Scientists are more concerned on the advancement of knowledge

To win people's trust, no need to find more truths but make people believe/understand Scientists do good!

D. RAGSDALE

Degeneration of Confidence in Institutions (N.A)

Why are people drawn into Conspiracy thinking?

① Digital Age - "Machines taking over" - Facebook ads tracking, Google, ...

② Science getting more difficult to explain/understand to laymen.

Big tech line

↳ Corporations like Big Pharma having back track-records

Facebook too - ads

↳ They seem to "represent Scientific advancements"

Chain of concepts needed to explain a new one.

People do not trust them and they

Academic Institutions

represent Science ⇒ People do not

despite providing "direct Science" cannot eliminate mistrust!

trust Science.

Why?

- Science is usually conveyed in Journal Articles

↳ Difficult, Obscure terms - Not for laymen

But not very accessible

The papers sometimes debunk Big bad Corpo

e.g.

↳ Philip Morris funded "Study of tobacco on health" debunked!

papers.

Make academic papers

more accessible

↳ add "the human touch"

- Science Popularisers - Bill Nye, Neil Tyson, even maybe TV shows like Big bang Theory
- Youtube Channels - Kurzgesagt (In a nutshell)
- Drop habit of using "obscure" scientific-lingo in papers

Conspiracy Theorists

↳ Not Scientists but they think like them (Research, hypothesis, debate)

(Hard Thinkers)

Making ^{more} Science easier will allow them to "find the truth by themselves"

not just a single topic

only like mRNA vaccines

Less mistrust

"more human touch to Science"

↳ Promotes introspection allowing

Cartesian Epistemology to operate

↳ Solid Foundation of knowledge

Popularising Science :

e.g.

↳ In ways which pleases

the mass e.g. BBT

TV show

More people interested

in Science (the mass

will eventually drag

everyone)

more people with solid foundation of

Science → mistrust broken