



MISINFORMATION IN THE NORTH SURROUNDING THE INFLUENZA VACCINE

Evidence suggests that medical misinformation disseminated via social media platforms frequently influences public perception and behaviour concerning health-related decisions. A comprehensive analysis indicates that social media serves as a significant source of health information, with studies showing that a large portion of the population often relies on these platforms for updates on medical topics, particularly during crises like the COVID-19 pandemic. For instance, participants in a study conducted in Jordan reported that social media was the most common source of misinformation regarding COVID-19, highlighting the platforms' critical role in shaping health beliefs (Sallam et al., 2020). Similarly, research by Bridgman et al. argues that misinformation circulating via social media poses substantial public health risks and encourages health professionals to address this issue effectively (Bridgman et al., 2020).

In Northern Ireland, the flu vaccination programme plays a critical role in protecting vulnerable populations and reducing seasonal pressure on healthcare services. Yet, in an era of rapid information exchange, public understanding of the flu jab is frequently shaped - not just by scientific evidence, but by a complex web of media coverage, online discourse, and influencer narratives. Below is a collection of screenshots from popular social media sites demonstrating how misinformation about the influenza vaccine propagates across social platforms, and how these narratives influence public attitudes and vaccination intentions.



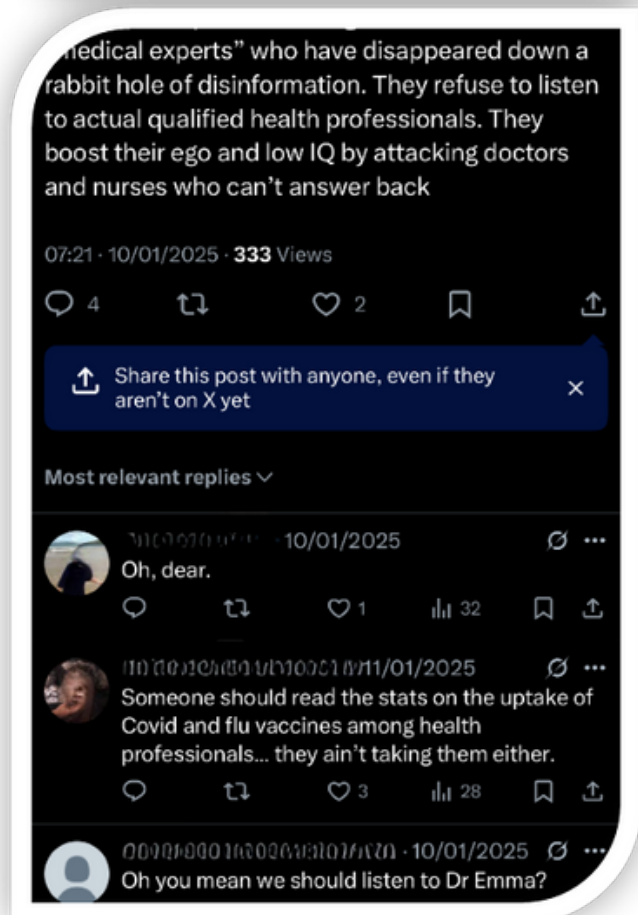
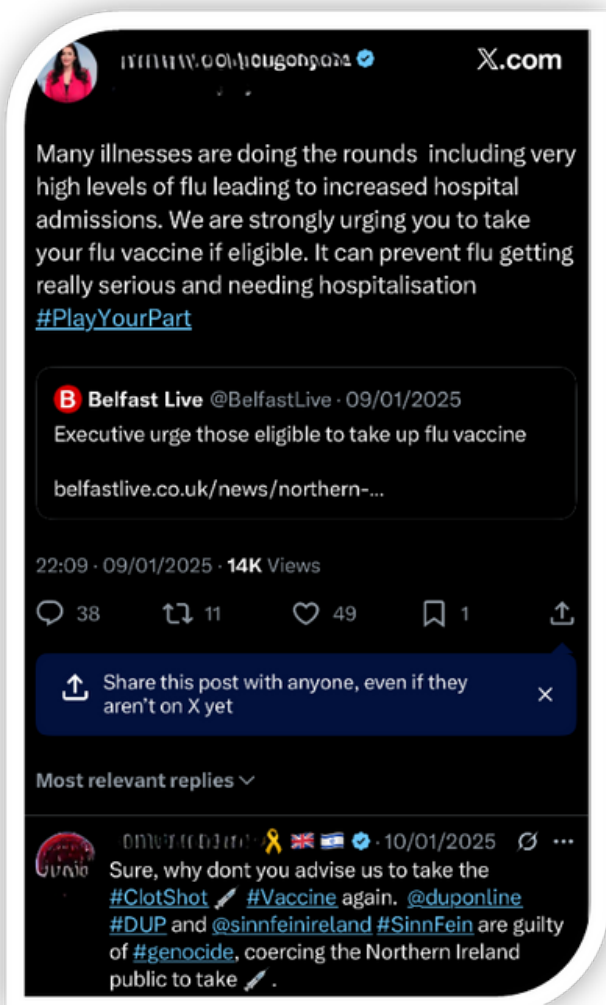
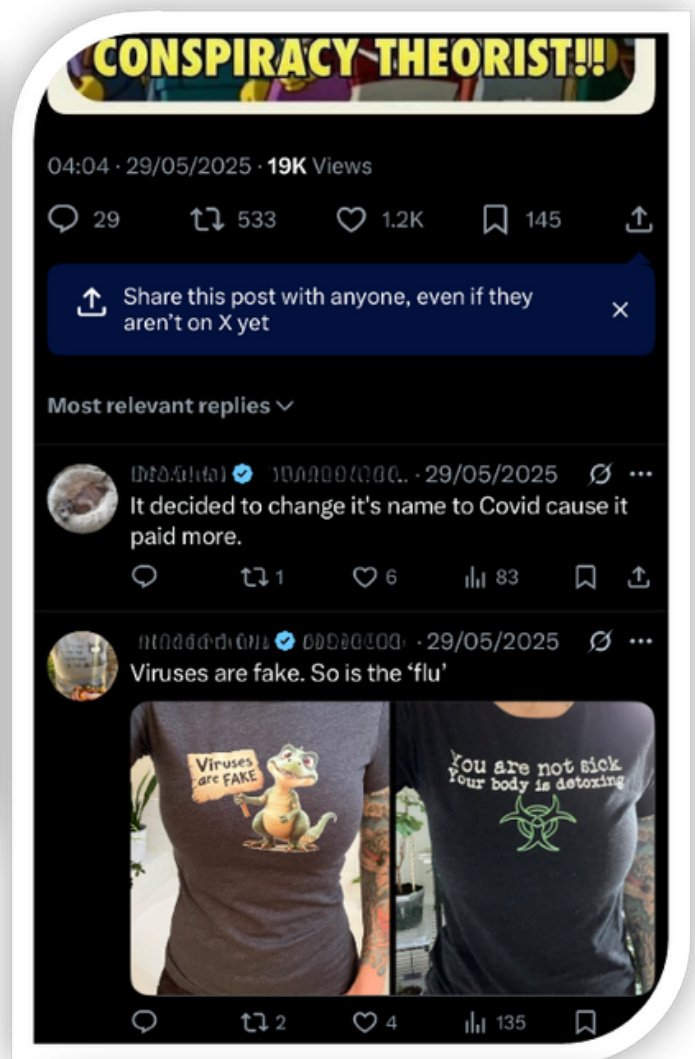
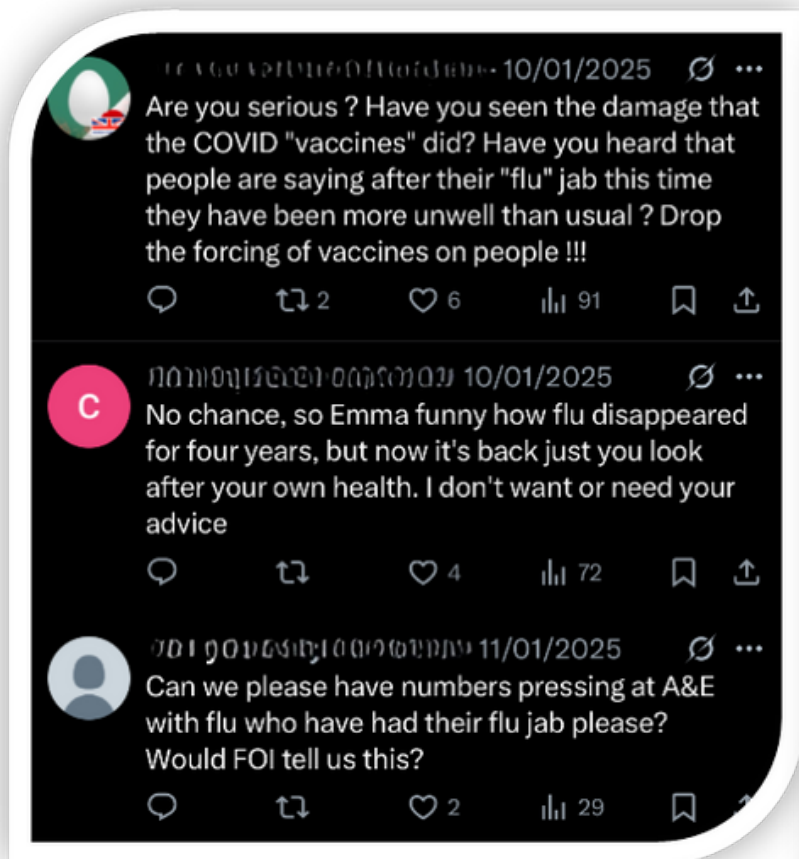
Sallam, M., Dababseh, D., Yaseen, A., Al-Haidar, A., Taim, D., Eid, H., ... & Mahafzah, A. (2020). COVID-19 misinformation: Mere harmless delusions or much more? A knowledge and attitude cross-sectional study among the general public residing in Jordan. *PloS one*, 15(12), e0243264.

Bridgman, A., Merkley, E., Loewen, P. J., Owen, T., Ruths, D., Teichmann, L., & Zhilin, O. (2020). The causes and consequences of COVID-19 misperceptions: Understanding the role of news and social media. *Harvard Kennedy School Misinformation Review*, 1(3).

X/REDDIT THREADS



- **15.5 million UK adults on Twitter (UMPH, 2025)**
- In Northern Ireland, Twitter threads discussing the flu vaccine (flu jab) reveal a nuanced landscape of messaging, sentiment, and public engagement.
- On one side, we observe consistent, pro-vaccination content from public health authorities, local pharmacies, and NHS trusts, encouraging uptake and providing practical information. These authoritative threads often aim to reassure, explain safety and efficacy, and facilitate access to vaccination services.
- However, beneath these supportive messages, threads were filled with members of the NI public reflecting a spectrum of concerns and distrust.
- Common themes include calls for transparent data (e.g., numbers of emergency department visits related to influenza and post-vaccination cases), requests for visible evidence of vaccine impact, and scepticism about government policies and mandates. Prominent narratives occasionally reference the broader discourse around COVID-19 vaccines, with some users drawing comparisons or expressing apprehension about perceived coercion or "forcing" vaccination.



09/01/2025

There is absolutely no chance I shall be taking any flu jabs now, or in the future, with all trust broken regarding whatever that crap was pushed into many people's arms during the scamdemic.

1

1

25

403

09/01/2025

Stop pushing this shite on people

16

286

10/01/2025

There is not a snowball's chance in hell that I'd take health advice or vaccine recommendations from a Politician ever again.

10

148

10/01/2025

MRNA are not Vaccines. You are pushing experimental gene therapies

6

107

10/01/2025

Last time I took the flu shot years ago, it caused me to develop pneumonia that almost resulted me spending a week in hospital.

6

213

10/01/2025

You screwed it all with covid... you won't get me or anything else I know trusting no government to take vaccines again!

Log In

4y ago

There's a strong link between vaccine hesitancy and and mistrust in authority. In Northern Ireland you have the combination of nationalists mistrusting what they see as a foreign government and unionist not liking how they're representatives have been doing and the general dumbassery of our local government its no wonder there's a large population would rather listen to some toilet seat scientist from youtube.

15

Reply

4y ago

Facebook, the answer is always Facebook

32

Reply

3 more replies

4y ago

Because people here have zero faith in our government and their judgement in what's best for us probably and the government can't really blame them for that lack in faith can they?

7

Reply

Freedom Podcast

@FreedomPodcast1

X.com

Northern Ireland Excess Deaths, 2020

Jan-March. No Lockdown, No Excess Deaths

April-May. Lockdown, huge Excess Deaths

June-Aug. No Lockdown, No Excess Deaths

Sep-Nov. Flu vaccine, Excess Deaths

December. Covid vaccine, spike in Excess Deaths

2,056 Excess Deaths AFTER Lockdown

No lockdown

No Excess

Lockdown

Excess Deaths

Flu vaccination

Excess Deaths

COVID vaccine

Excess Deaths

Northern Ireland 2020

Table 3a Excess deaths by month, January to December 2020 (numbers)

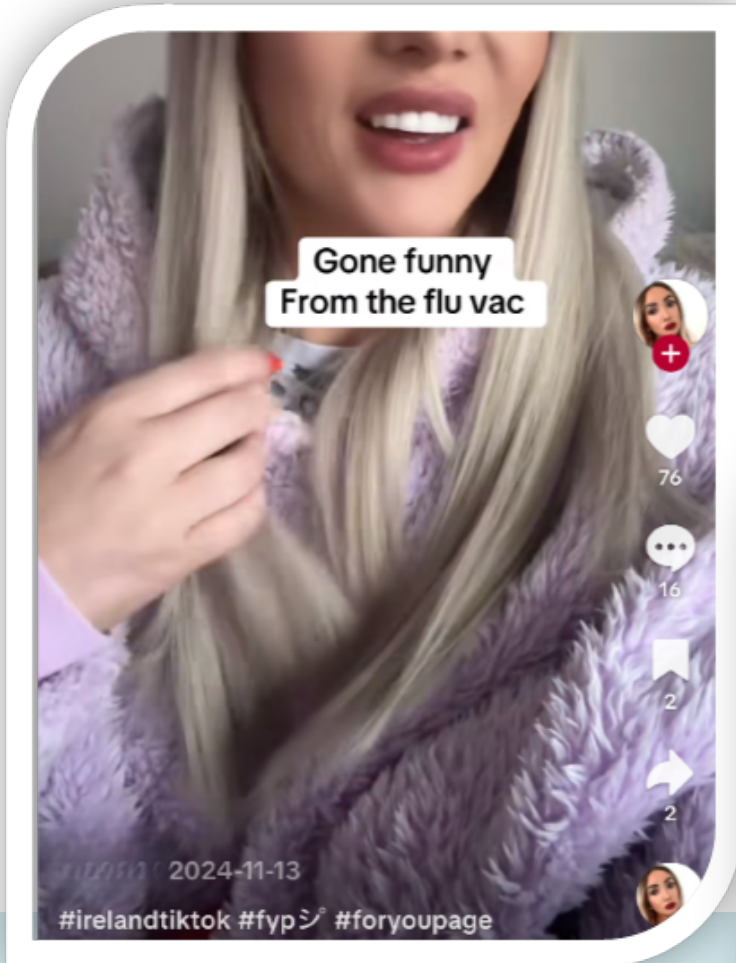
Month	Excess Deaths using previous 5-year average (2015-2019)	Males	Females	0-9	10-19	20-29	40-64	65+
January	-48	-7	-41	1	-1	-12	-37	
February	-93	-28	-65	4	4	-32	-69	
March	-40	-12	-28	-1	3	6	-49	
April	673	361	311	-2	14	81	579	
May	195	54	141	-6	3	-11	210	
June	81	40	40	-3	2	23	59	
July	77	14	64	4	9	48	16	
August	10	-8	18	-9	-2	14	8	
September	185	167	18	1	11	31	141	
October	204	128	77	10	-15	3	206	
November	302	144	158	-3	-9	16	298	
December	329	181	148	-5	1	51	282	

12:23 · 21/04/2025 · 4.6K Views

TIK TOK INFLUENCE



- TikTok dominated the UK digital landscape in 2025, ranking as the top mobile app. On average, users spent 42 hours and 2 minutes per month on the platform—the highest usage among social media apps. In the UK, 24.8 million adults (18+) use TikTok, with 52% identifying as female and nearly 55% of users aged between 18 and 35.
- TikTok is a space where personal experiences, anecdotes, and public health messaging about the flu vaccine intersect, creating a distributed narrative that travels quickly across diverse audiences.
- Content creators from Northern Ireland have posted videos featuring a mix of firsthand accounts, peer-to-peer advice, and reflective posts that can shape perceptions of vaccine safety, necessity, and care-seeking behavior. A subset of posts highlight adverse effects or side effects after vaccination (for example, reports of feeling unwell or leg pain), which can amplify perceived risk even when events are rare or unverified. Some creators share guidance on whether to vaccinate children, and some posts describe delaying or canceling appointments due to uncertainty or fear. Overall, content ranges from empathetic caution to scepticism toward healthcare systems, which can influence trust in public health communications.



INSTAGRAM

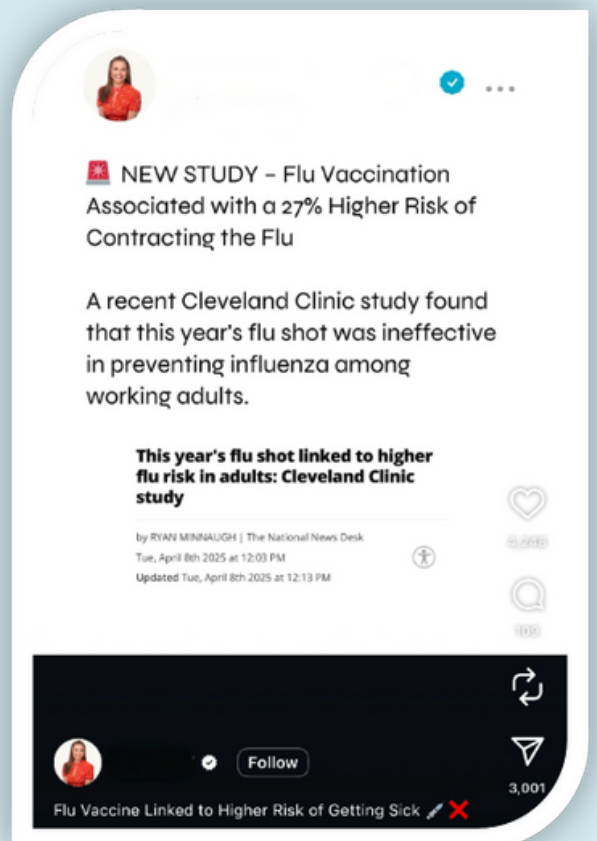
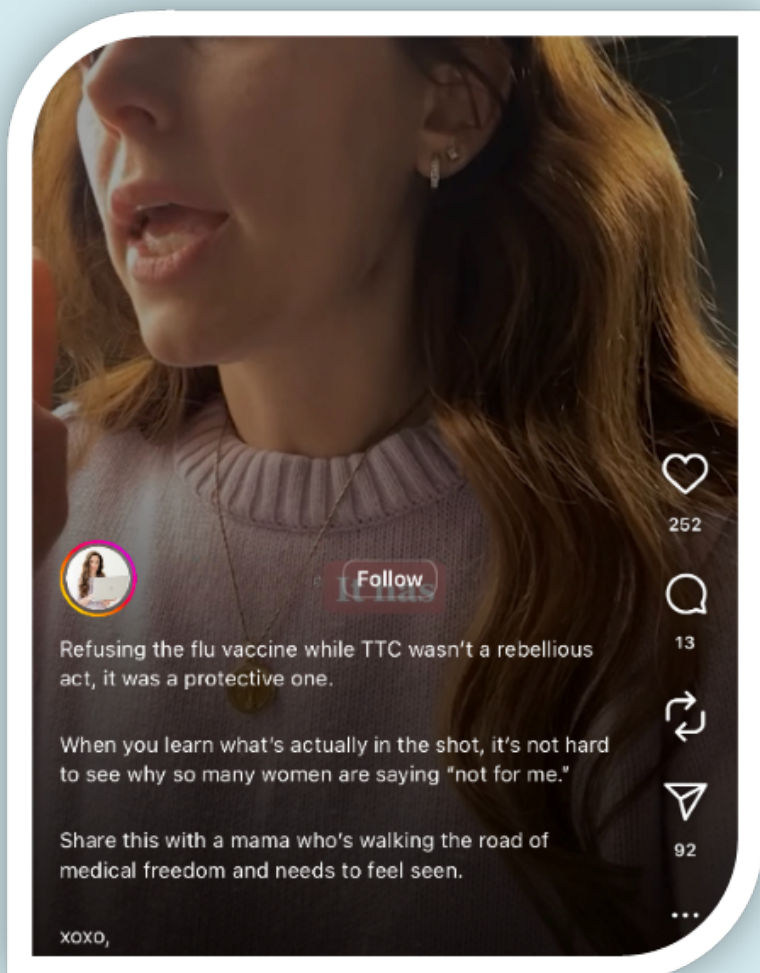
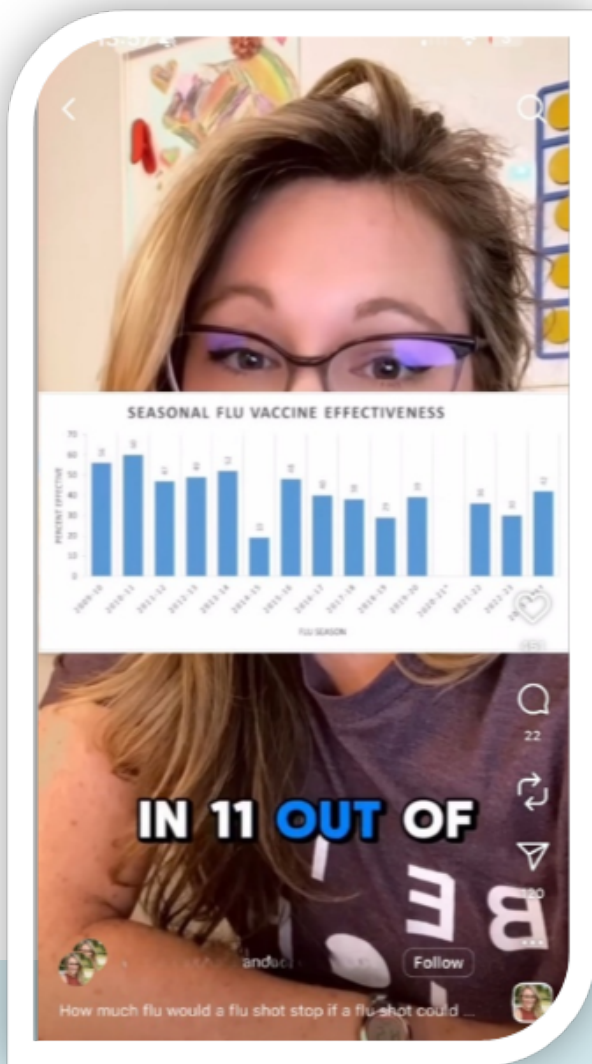


Instagram is one of the most popular social media sites with 50.4% of the entire UK population having an account, 553% identifying as female and people aged 25 to 34 were the largest user group.

There is an array of posts regarding the flu vaccine, with content that blends professional authority, personal testimony, and disruptive claims. While not NI-specific, these posts reach broad audiences and can shape perceptions that travel across platforms.

What these posts reveal

- Presence of authoritative voices: Verified accounts, including healthcare professionals, share content that questions vaccine safety, efficacy, or timing, which can lend undue credibility to misinformation due to perceived expertise.
- Mixed claims about safety and efficacy: Posts allege vaccines cause severe outcomes (e.g., links to SIDS), claim reduced effectiveness, or imply timing issues between vaccine campaigns and flu season without robust evidence.
- Perceived personal risk and anecdote framing: Testimonials about side effects (e.g., long-lasting arm pain, pregnancy-related hesitations) emphasise personal experience over population-level data.
- Tactics around timing and campaign cycles: Questions suggesting that flu season and nasal spray rollouts are coordinated to drive vaccination campaigns, aiming to sow scepticism about public health scheduling.
- Myths about shedding and transmission: Claims that recipients of certain vaccines shed or infect others, leveraging fear of contagion to discourage vaccination.



Did you have long lasting issues from a flu vaccine?



Contact me for info at Gaylekirschenbaum.com



Follow

I had a flu vaccine in September. Two hours later I ...

THE FLU VACCINE
WAS CREATED 80
YEARS AGO AND
WE STILL HAVE
THE FLU.

JUST SAYING.

@raisinghansnotsheep



tos · Big Pharma Big Scam

Follow

The flu shot has been around for nearly 80 years, and yet—surprise—we still have the flu. Every single year ...



21.4K



676



1



5,905



RFK JR:
**CDC COVERED UP AN 1135%
"ELEVATED RISK OF AUTISM" IN**
CHILDREN VACCINATED FOR HEP.

HHS SECRETARY HOPES TO MAKE DATABASES ON VACCINE RESEARCH
PUBLICLY AVAILABLE FOR USE BY INDEPENDENT SCIENTISTS

**ABOUT THE
HEPATITIS B VACCINE
CAUSING**



Follow

If you've given the Hepatitis B vaccine to your child ...



Promote

Did you get the flu vaccine this year? If so, you
have a 27% HIGHER chance of contracting
influenza. LOL.

The flu vaccine doesn't prevent you from getting
the flu. It makes you MORE LIKELY to get the flu.

If it weren't so corrupt & harmful, it would almost
be hilarious.



10.8K



297



5,970



tos ·

Follow

If you got the flu vaccine, you're more likely to contract
influenza. 🗡️