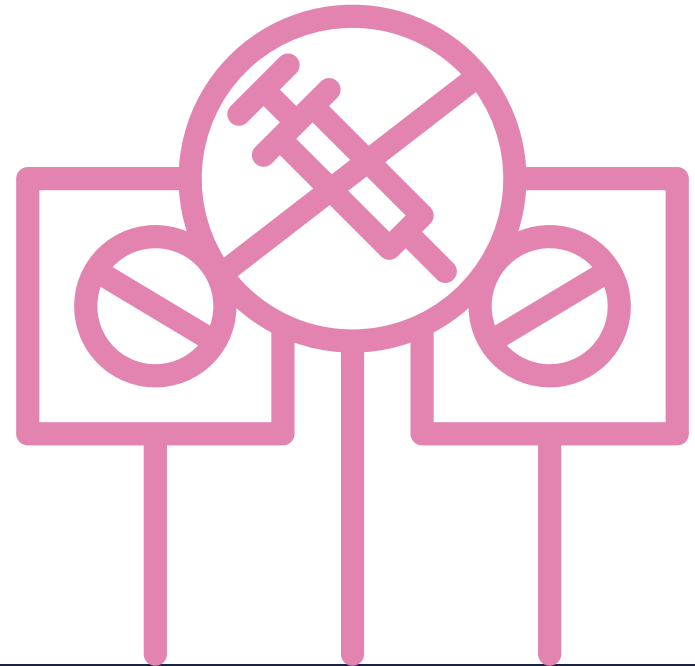


About This White Paper

This white paper tries to address the importance of glimpsing inside the collective narratives about what the contemporary anti-vaccine movements stand for.

We do not try to generate polemic or dissuade groups from thinking differently about what they already do. On the contrary, we consider it is essential to learn about what these groups express to be an urgent matter of global concern as we stand for reciprocity (not tolerance or a contrived form of empathy) as the basis of healthy societies.



OUR STORY

Antropomedia was founded in Mexico in 2011. Since then, we have currently been involved in **more than 500 projects** for clients that include Fortune 500 brands.

OUR CREDO

We define our purpose with this mantra: "No data, no numbers... **people is what we are!**"

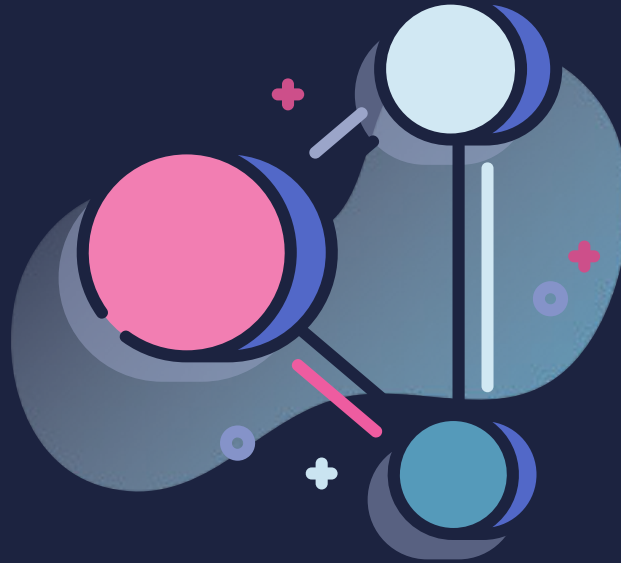
WHAT WE DO

We apply methods of **digital anthropology** and social sciences to give context and human sense to Big Data with the aim of helping you to better understand the people who trust your business, as well as those who are yet to discover it.

WHAT SETS US APART?

PROPRIETARY TECH

We can dig into social media data without depending on third-party enterprises.



PROPRIETARY METHODOLOGY

We are pioneers in applying digital anthropology to business and innovation practices. Our methods had been published in peer-reviewed journals and books.

EXPERIENCE WITH TOP BRANDS

We count Uber, Nikon, Mercedes-Benz, Starbucks, Whirlpool, and many other top brands as our clients.

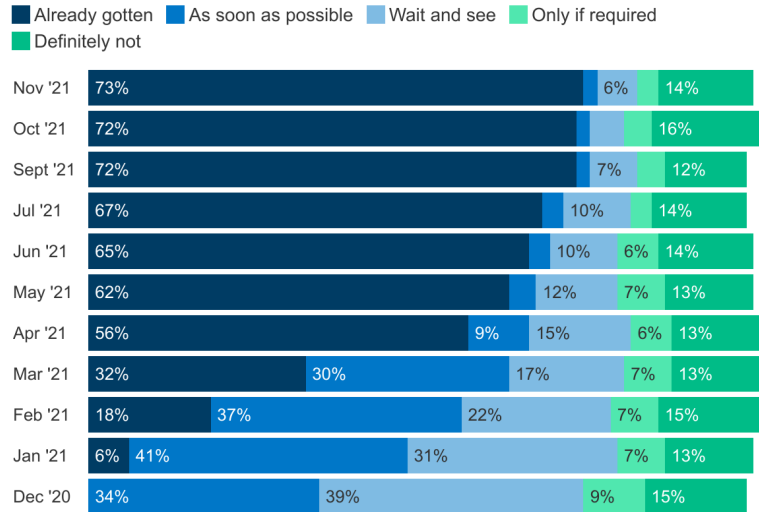
KFF's COVID VACCINE MONITOR

The [COVID-19 Vaccine Monitor](#) is an ongoing project that monitors the US public's attitudes and thoughts about COVID-19 vaccinations. Using a mixed-methods approach, they track the dynamic nature of public opinion as vaccine improvement and distribution unfold, along with vaccine confidence and acceptance.

Figure 1

One In Four Adults Remain Unvaccinated, Including One In Seven Who Say They Definitely Won't Get A COVID-19 Vaccine


Have you personally received at least one dose of the COVID-19 vaccine, or not? As you may know, an FDA-authorized vaccine for COVID-19 is now available for free to all adults in the U.S. Do you think you will...?



NOTE: December 2020 survey did not have an option for respondents to indicate they had already been vaccinated. Jan-Apr 2021 question wording: "When an FDA authorized vaccine for COVID-19 is available to you for free, do you think you will...?" See topline for full question wording.

SOURCE: KFF COVID-19 Vaccine Monitor

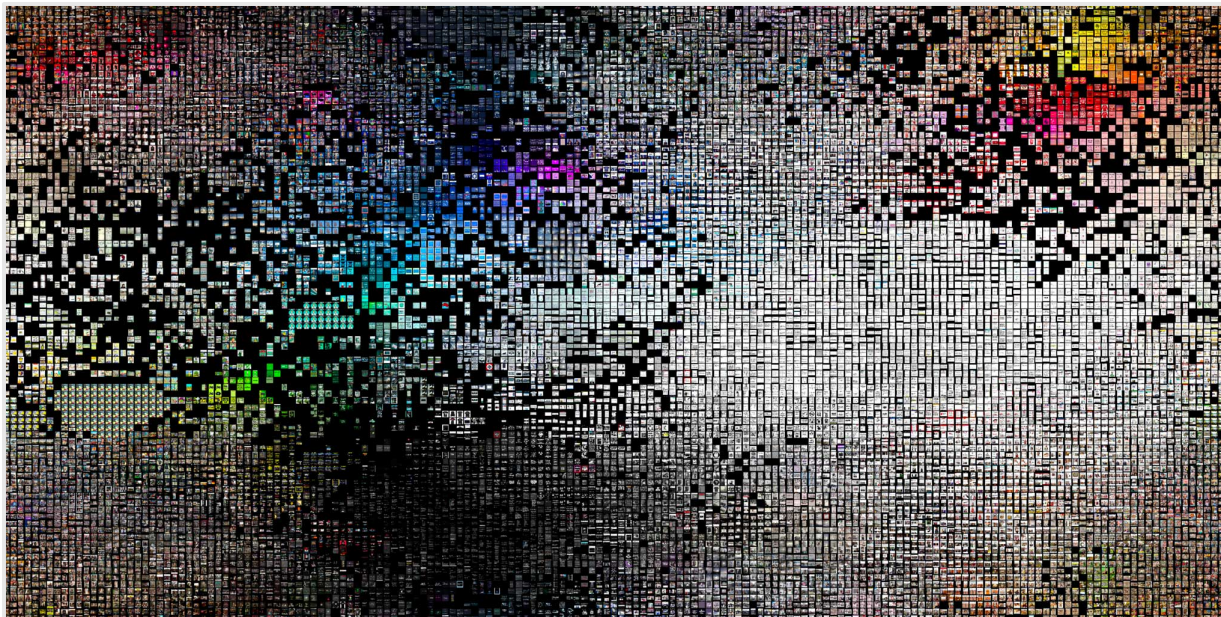
KFF COVID-19 Vaccine Monitor



"The privileging of the tag legitimizes a cultural conception of the world. Tags are networked meaning."

Juliano & Srinivasan

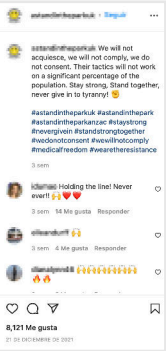
THIS WHITE PAPER IS BASED ON THE ANALYSIS OF **16,978** TAGGED PICTURES



- #wedonotconsent**
- #iwillnotcomply**
- #nomandatoryvaccines**
- #arrestfauci**

MOST ENGAGING POSTS

The unvaccinated are not a threat to society. They are a threat to authority.



8,238 Interactions

Forgot your password:

Wednesday, December 15, 2021

Japan drops all vaccine mandates, places myocarditis warning on label

Written by Press Release

Print

Rate this item ⭐⭐⭐⭐⭐ (68 votes)

16,420 Interactions

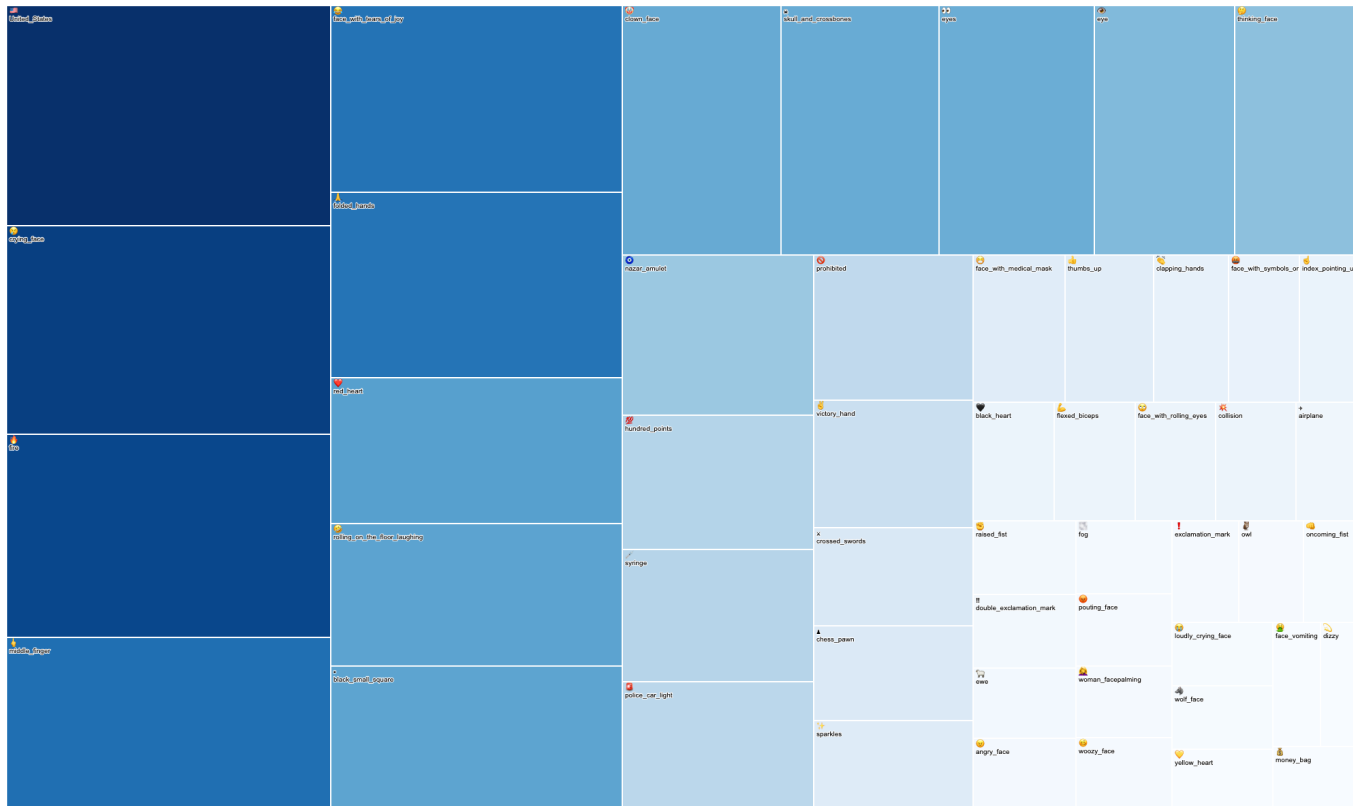
Nothing says "trust the science" like "we can't tell you what's in it and you can't sue us if something goes wrong."



7,930 Interactions



79.0 967.0



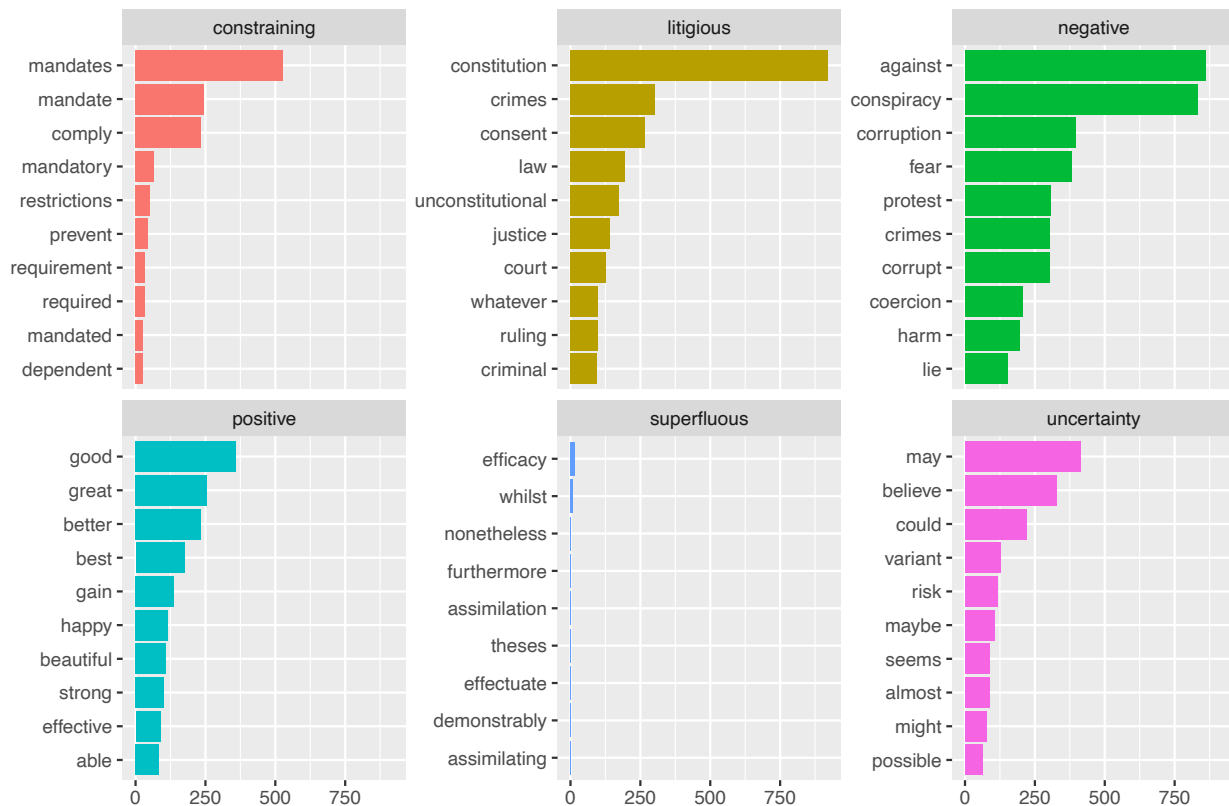
Emoji use

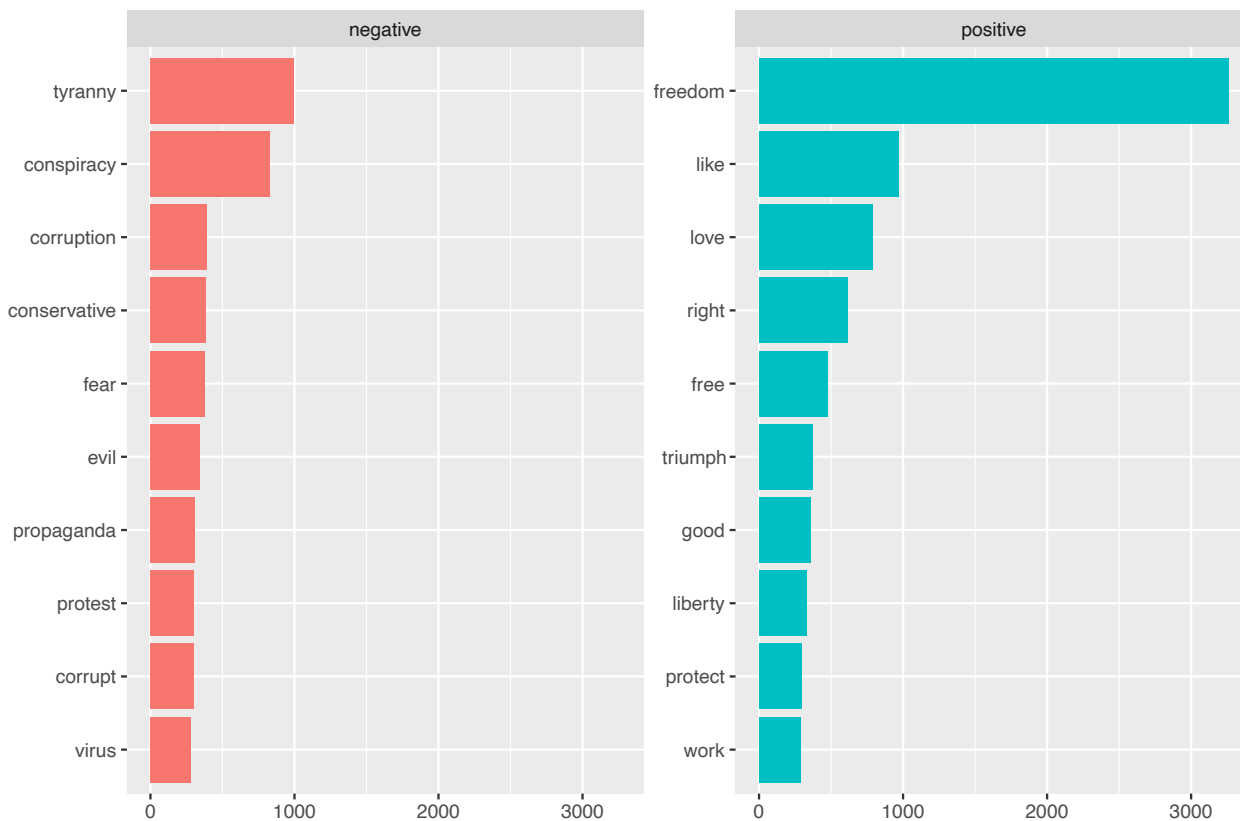
A text description may appear on each post from the 16,978 image corpus. In some cases, there are even emojis that enable a different connotation to the post meaning.

emoji	alias	frequency
United_States	🇺🇸	967
crying_face	😭	917
fire	🔥	890
middle_finger	🖕	753
face_with_tears_of_joy	😂	739

Opinion Mining


A Natural Language dictionary helps us to capture the tone of different opinions within a text-based corpus.





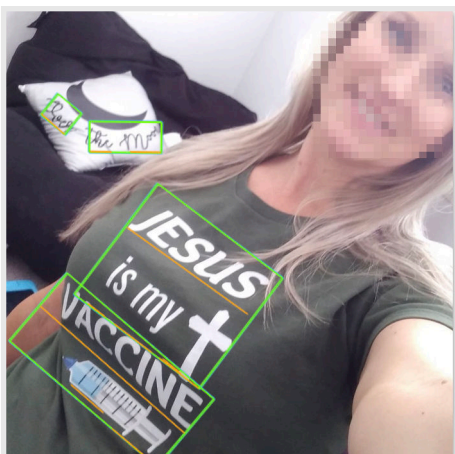
Emotional Analysis

An emotion-based lexicon lets us address the topic of emotional analysis (do not be confused with sentiment analysis). This lexicon categorizes words in a binary style, either positive or negative.



Joy	<div style="width: 100%; height: 10px; background-color: #e91e63;"></div>	Likely
Sorrow	<div style="width: 10%; height: 10px; background-color: #e91e63;"></div>	Very Unlikely
Anger	<div style="width: 10%; height: 10px; background-color: #e91e63;"></div>	Very Unlikely
Surprise	<div style="width: 10%; height: 10px; background-color: #e91e63;"></div>	Very Unlikely
Exposed	<div style="width: 10%; height: 10px; background-color: #e91e63;"></div>	Very Unlikely
Blurred	<div style="width: 10%; height: 10px; background-color: #e91e63;"></div>	Very Unlikely
Headwear	<div style="width: 20%; height: 10px; background-color: #e91e63;"></div>	Unlikely

Roll: 45° Tilt: -9° Pan: -2°



+Paragraph 1
JESUS is my +

+Paragraph 1
VACCINE

Applied AI

This visual methodology uses API-based networks for studying online images. By blending AI with Optical Character Recognition technology, we can "read" the content of thousands of photos and their metadata to unveil hidden patterns and trends.



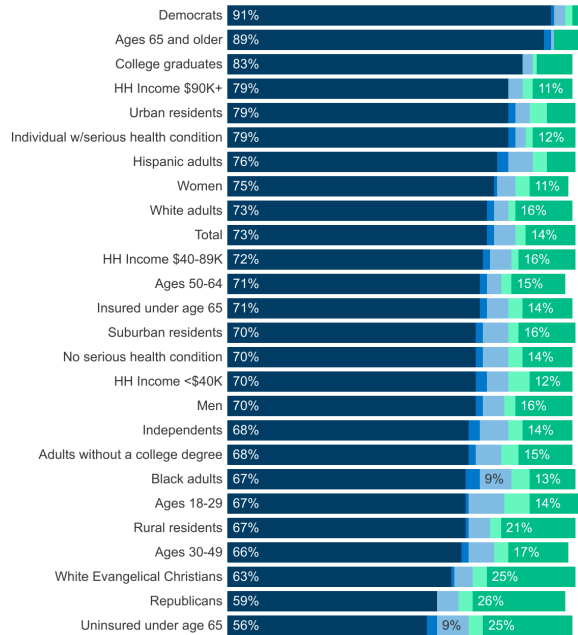
5 INSIGHTS

Figure 2

Uninsured Adults, Republicans, White Evangelicals Continue To Lag In Vaccine Uptake With One In Four Saying They Definitely Won't Get The Vaccine

Have you personally received at least one dose of the COVID-19 vaccine, or not? As you may know, an FDA-authorized vaccine for COVID-19 is now available for free to all adults in the U.S. Do you think you will...?

Legend: ■ Already received at least one dose ■ Get vaccinated ASAP ■ Wait and see ■ Only if required ■ Definitely not



NOTE: See topline for full question wording. SOURCE: KFF COVID-19 Vaccine Monitor (November 8-22, 2021)

KFF COVID-19 Vaccine Monitor

1) IDENTITY + IDENTIFICATION

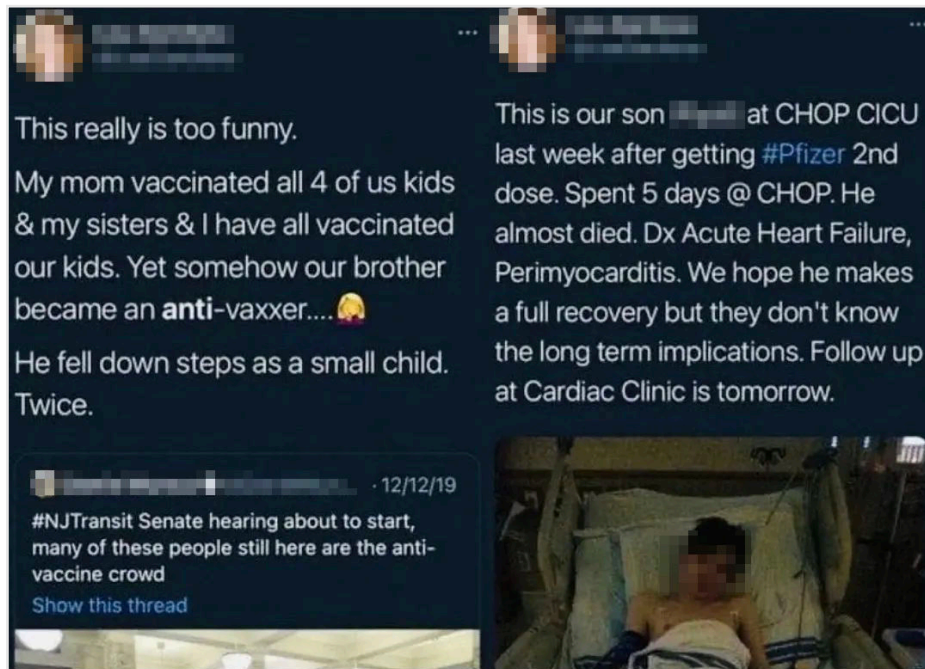
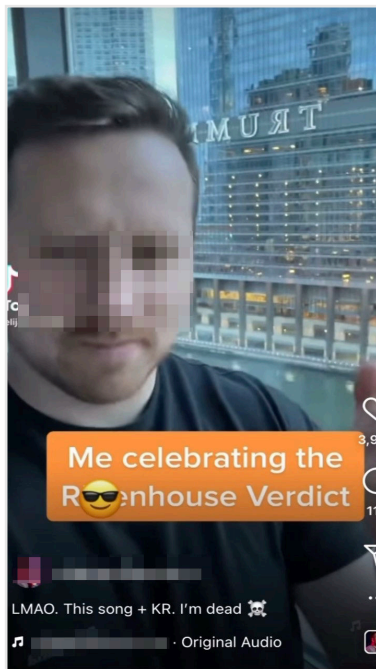
There is a discursive match between demographic segments pointed out by KFF as unvaccinated and the users that identify and portray themselves (performatively) in social media as being part of these groups. The effort to build an identity and create a sense of belonging then gets acted upon through the engagement and interaction with political memes and anti-vaccines narratives to achieve affinity with others.



MATCH

2) TRANSMEDIA FLOW OF CONTENT

There is a lot of content against Covid-19 vaccines being spread on Instagram but taken primarily (re-posted) from Twitter and TikTok.



3) COMMON FEARS

Common suspicions about anti-vaccine movements involve fears of freedom being threatened and vaccination side effects (myocarditis at the top).

TO THE REBELS

This is for ones that see the through the deception and lies. That actively resist tyranny and live a life which is lead by their own intuition and heart. They are owned by no one.

To the brave Women and Men who courageously risk their reputation and relationships to stand up for what they believe in. Although they may be courageous, they are also selfless, intuitive, and conscious. They care. They love. They fight. Not only for their freedom, but for everyone's freedom.

To the rebels of the world.

KEEP ROARING!!

forgot your password?

Wednesday, December 15, 2021

Japan drops all vaccine mandates, places myocarditis warning on label

Written by Press Release

Print

Rate this item ★★★★★ (68 votes)

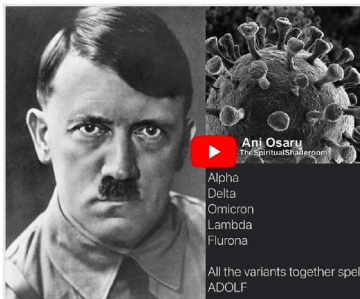




"Everyone thinks they're gonna "be this guy" when the time comes. But the time came and they aren't"

"YOU HAVE ENEMIES? GOOD. IT MEANS YOU'VE STOOD UP FOR SOMETHING IN YOUR LIFE."

- WINSTON CHURCHILL



Anj Osaru
TheSpiritualAdversary

Alpha
Delta
Omicron
Lambda
Flurona

All the variants together spe
ADOLF

"Stop the COVID Holocaust!"

Open letter signed by Concentration Camp survivors, their sons, and daughters, and grandchildren, including persons of goodwill and conscience



Christmas in 1944...

So you can have a Christmas in 2021.



4) A BLAST FROM THE (TRAGIC) PAST

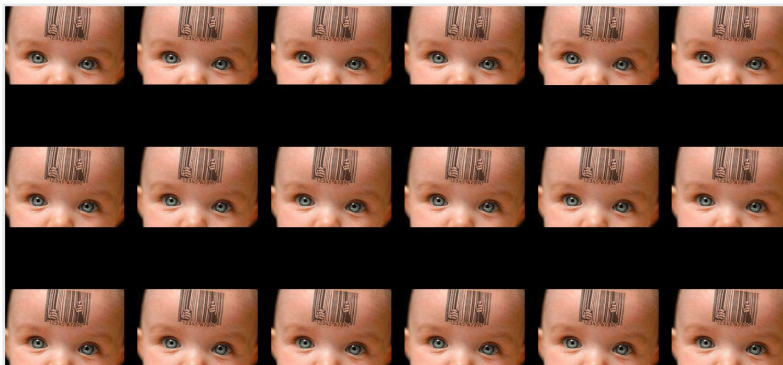
A significant number of pictures (mainly memes) refer to historical events where freedom and peace were not granted, such as during WWII.

If you're collaborating with the systematic segregation, demonization, and persecution of "the Unvaccinated," despite the lack of any scientific justification therefor, you could at least have the integrity to admit what you are ... and spare us the pseudo-medical gobbledegook.



8:13 AM · Oct 18, 2021 · Twitter Web App





When George Soros was 14 he had "the happiest year of his life--a very positive experience." The Nazi Occupation of Hungary was a formative time as Soros confiscated property from Jewish friends and neighbors. "No feeling of guilt, no."



"NORMAL" PEOPLE




"CONSPIRACY THEORISTS"



5) CONSPIRACY THEORIES

From the collective point of view, conspiracy theories reinforce the group's cohesion with which the networked selves identify; therefore, they're instrumental in mobilizing the faithful and polarizing with others.

Research by social psychologists (Butter & Knight, 2020) shows that belief in a conspiracy theory is often associated with a sense of lack of control over one's own life. People who feel at the mercy of fate are much more likely to believe in them. There is a gigantic enemy (a threat to freedom, for example) and the conspiracy theory allows them to identify it and regain control.



“I see the praxis of digital culture as an expression of individualization, postnationalism, and globalization”

Mark Deuze



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2022