



COVID-19 Vaccination Strategy in Global: Communication, Media and Misinformation

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Message from the Guest Editor

Communication has played a fundamental role in COVID-19 vaccination, with news media especially being critically involved in the social perception of vaccines throughout the creation of narratives and frames aiming to shape public opinion. In addition, social media has allowed the circulation of all kinds of content about vaccination, from humorous messages and positive calls to support the immunization process to the dissemination of fake news and conspiracy theories. Additionally, anti-vaccine groups have acted through digital platforms to spread vaccine hesitancy, refusal and boycotting. In turn, governments and international organizations have used communication networks to create campaigns and circulate strategies to promote vaccination of the population, which has been shown to be the most efficient way to control and combat the pandemic. In all these cases, communication plays an important and prominent role. Therefore, this Special Issue aims to gather together high-quality research that empirically analyzes the links between COVID-19 vaccines and communication. Our hope is that this Special Issue will bring new insights and evidence related to this crucial topic.





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Message from the Editor-in-Chief

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