

Project Title: Indirect Effects of Vaccine Related Misinformation on Vaccine Intentions during a Pandemic: An exploration into the mediating role of vaccine related normative beliefs

## Abstract

The present study aims to investigate the underlying mechanisms by which vaccine-related misinformation affects individuals' intentions to vaccinate during a pandemic. Specifically, this study aims to examine the mediating role of perception of social norms, i.e., normative beliefs, in the relationship between vaccine-related misinformation on social media and individuals' vaccine intentions. Normative beliefs, comprising both first order and second-order beliefs, are elicited in relation to vaccine safety and effectiveness. The individuals' second order beliefs reflect what is perceived by the individual about most people's beliefs related to the safety and effectiveness of vaccines against infection. The individuals' first order normative beliefs reflect what is perceived by the individual about other people's vaccination intentions/behaviour in a hypothetical pandemic scenario. By elucidating the complex interplay between vaccine-related misinformation, normative beliefs, and individual vaccination intentions, this study seeks to contribute to a better understanding of the underlying causal mechanisms of vaccine related misinformation that shape vaccine uptake during pandemics.