

Framing of vaccine messages on key information platforms over time

The case of broadcast media in the Philippines

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BACKGROUND

- TV broadcasts remain one influential source of (vaccination-related) information in various settings.^{1,2}
- Framing of vaccination information can impact individuals' willingness to vaccinate themselves or their children.³
- In the Philippines, the 2017 Dengvaxia controversy led to plummeting vaccine confidence.⁴

AIMS & OBJECTIVES

- To understand how the presentation of vaccination information in media broadcasts has changed over the course of three timeframes:
 - Routine reporting (Pre 2017)
 - Dengvaxia controversy and its fallout (2017-2020)
 - COVID-19 pandemic (2020-2022)

METHODS

Systematic extraction of vaccine-related broadcasts from five dominant Philippine TV channels via API-based YouTube queries

Screening (n=340)	<ul style="list-style-type: none"> Removal of duplicates Screening for broadcasts discussing vaccines or vaccine-preventable diseases
Content analysis (n=108)	<ul style="list-style-type: none"> Inductive and deductive codebook development, piloting, iterative refinement Coding of all included videos
Framing analysis (n=16)	<ul style="list-style-type: none"> Purposive selection and transcription of information-rich videos Analysis following a framing approach⁵

CONCLUSIONS

Analyzing existing media content can serve as a starting point for developing setting-specific, evidence-based guidance, e.g. for medical or political stakeholders frequently featured in broadcasts on what information to communicate to fill reporting gaps, or how to frame communicated information to bolster vaccine confidence.

REFERENCES

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 11. Philippines suspends dengue vaccine program after Sanofi warns of risks. <https://www.youtube.com/watch?v=090428816>

RESULTS

CONTENT ANALYSIS

- The majority of broadcasts were pro-vaccine leaning (n=73, 68%) and were news reports (n=90, 83%)
- A minority of broadcasts explicitly stated that vaccines were effective (n=17, 16%) or safe (n=15, 14%)
- Individual vaccines can overshadow general vaccination reporting in times of highly emotionalized and specific vaccine-related discourses

DOMINANT FRAMES

MEDICAL FRAME

- Broadcasters emphasizing urgency (e.g., showing symptoms, clinic footage) or explaining vaccines and diseases
- Used by medical or political stakeholders to emphasize subject competence and foster understanding for requirements, regulations, and established processes

SOCIAL FRAME

- Broadcasters employing emotionalized images (children's coffins, crying parents, social belonging) to highlight risks (of both vaccinating and not vaccinating) or benefits (especially during the COVID-19 pandemic)
- Used by medical or political stakeholders to emphasize belonging and to convey that population needs and concerns are taken into consideration

POLITICAL FRAME

- Broadcasters relying on interviews, direct quotes, and statistics to set or discuss clear targets, licensing or investigative processes, and to suggest accountability
- Used by medical or political stakeholders to shift accountability and to assure that action is being taken (by oneself/own party/ own institution vs. others)

