



Thembu Dlamini

(Ryan Lenora Brown/For The Washington Post)



The HIV vaccine gives you HIV...

You only need the HIV vaccine if your boyfriend fools around with other women...

The HIV vaccine makes it so you can't have babies...





protect

Inoculating and boosting against HIV vaccine misinformation among adolescent girls and young women in South Africa (R01MH132401, Buttenheim, Maughan-Brown, Thirumurthy, MPiS)



Psychological Inoculation or “Prebunking” to build resistance to misinformation



Psychological Inoculation or “Prebunking” to build resistance to misinformation

Exposure to a weakened form of misinformation...

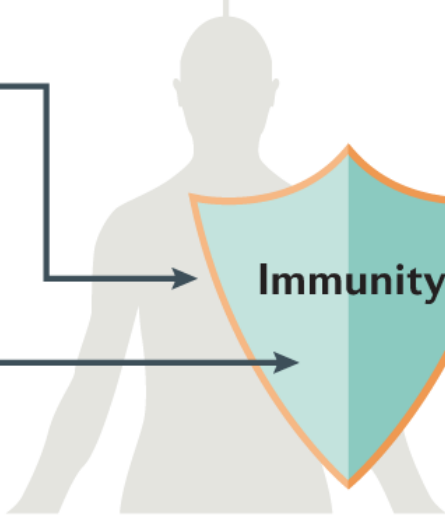
- Neutralized misinformation
- Immunity across topics
- Post-inoculation talk

...builds immunity against later misinformation

Warning of risk of being misled



- Pre-emptive refutations
- Fact-based
 - Logic-based
 - Source-based



Myth

Myth

Myth

Ecker, U.K.H., Lewandowsky, S., Cook, J. *et al.* The psychological drivers of misinformation belief and its resistance to correction. *Nat Rev Psychol* 1, 13–29 (2022). <https://doi.org/10.1038/s44159-021-00006-y>



Psychological Inoculation or “Prebunking” to build resistance to misinformation

Warning of risk of being misled



Pre-emptive refutations

- Fact-based
- Logic-based
- Source-based

“You might hear some things about the HIV vaccine. People might try to mislead you...”

Ecker, U.K.H., Lewandowsky, S., Cook, J. *et al.* The psychological drivers of misinformation belief and its resistance to correction. *Nat Rev Psychol* 1, 13–29 (2022). <https://doi.org/10.1038/s44159-021-00006-y>



Psychological Inoculation or “Prebunking” to build resistance to misinformation

Warning of risk of being misled

“You might hear some things about the HIV vaccine. People might try to mislead you...”

Pre-emptive refutations

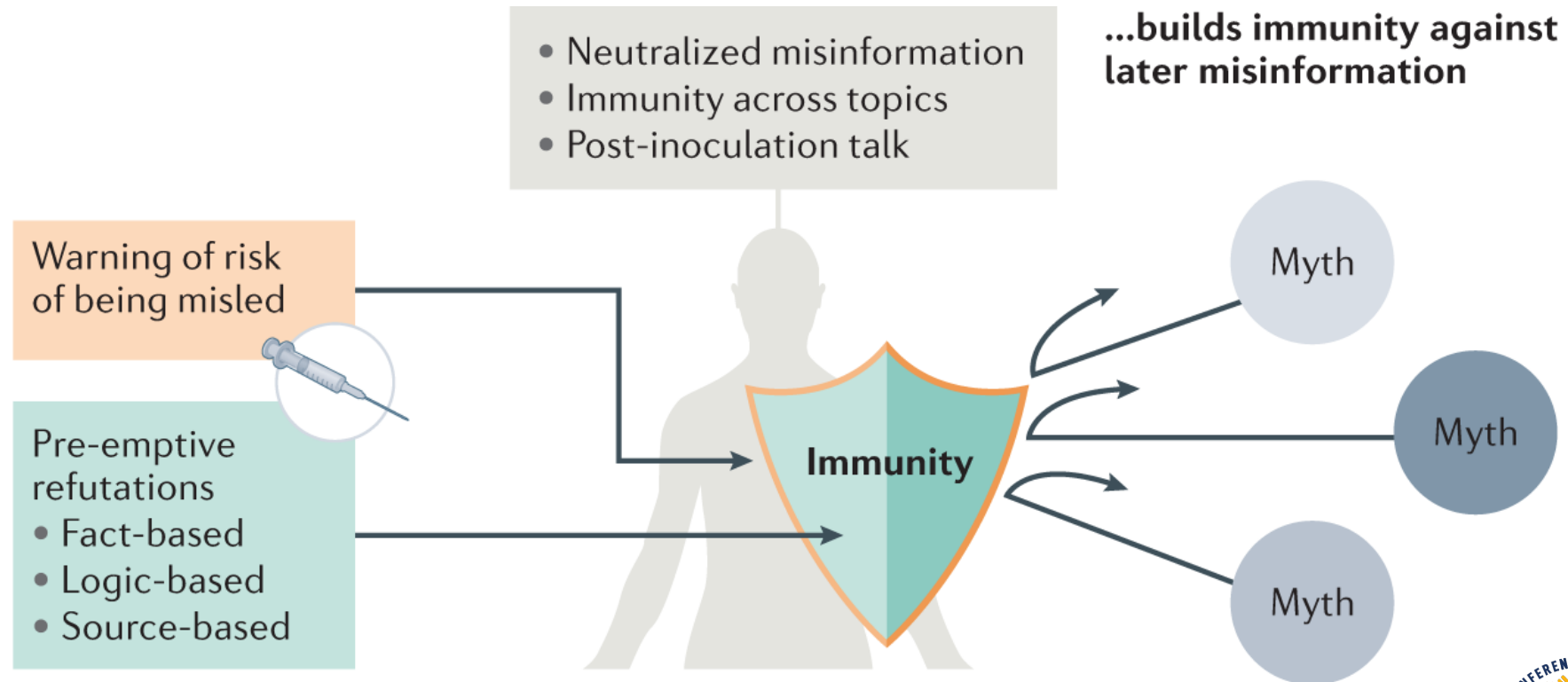
- Fact-based
- Logic-based
- Source-based

“Here’s why this claim is wrong. They are using an emotional appeal and a fake expert to fool you...”

Ecker, U.K.H., Lewandowsky, S., Cook, J. *et al.* The psychological drivers of misinformation belief and its resistance to correction. *Nat Rev Psychol* 1, 13–29 (2022). <https://doi.org/10.1038/s44159-021-00006-y>



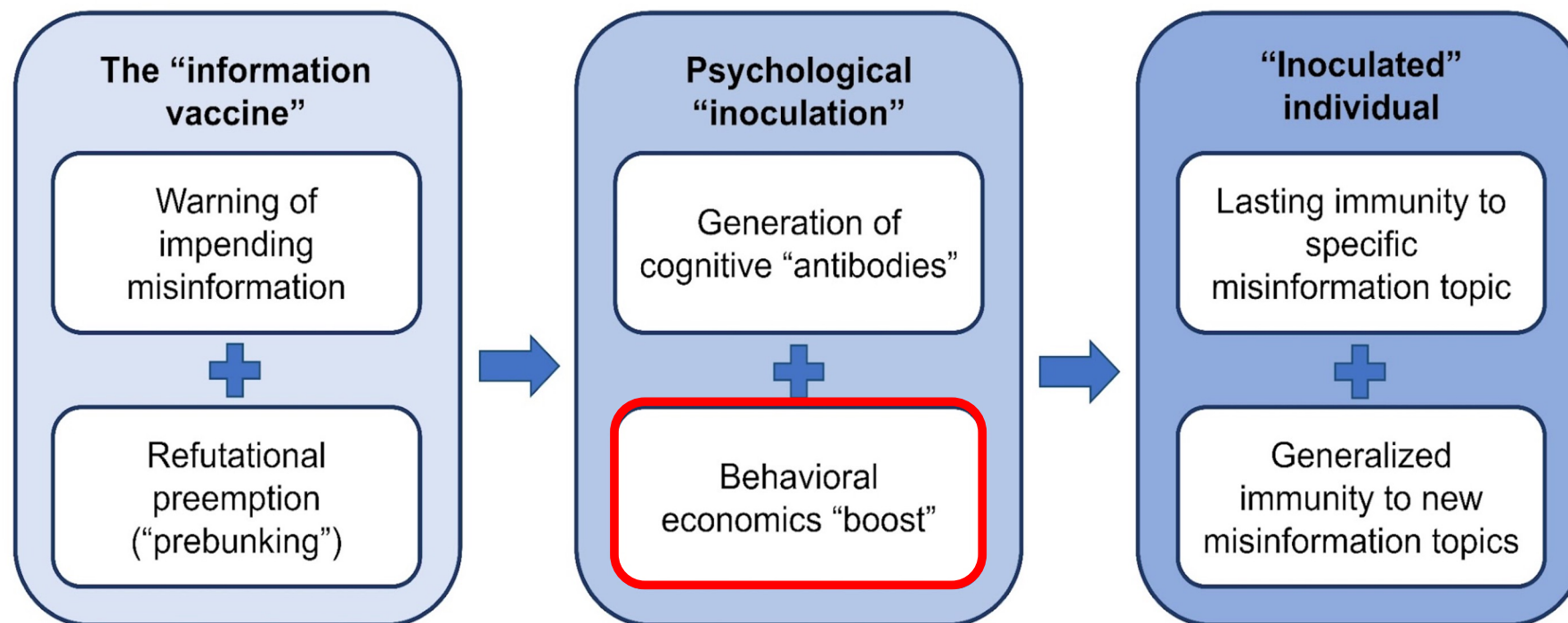
Psychological Inoculation or “Prebunking” to build resistance to misinformation



Ecker, U.K.H., Lewandowsky, S., Cook, J. *et al.* The psychological drivers of misinformation belief and its resistance to correction. *Nat Rev Psychol* 1, 13–29 (2022). <https://doi.org/10.1038/s44159-021-00006-y>



Psychological Inoculation or “Prebunking” to build resistance to misinformation



Inoculating and boosting against HIV vaccine misinformation among adolescent girls and young women in South Africa (R01MH132401, Buttenheim, Maughan-Brown, Thirumurthy, MPis)





**“Misinformation can acquire
power through repetition,
creating an illusion of **truth.**”**



**Election
Integrity
Project**

