I. Examples of Facebook Recommending Anti-Vaccine Misinformation Pages to Users

II. COVID-19 and Vaccine Misinformation Groups and Pages on Facebook

Report for Governments and the WHO
The first part of this report features examples of Facebook recommending anti-vaccine pages to its users.

On July 20, 2021, a NewsGuard analyst began by ‘liking’ a single anti-vaccine Facebook page, upon which a Facebook drop-down suggested several more anti-vaccine pages. The analyst repeated the process by clicking on one of the recommended pages, ‘liking’ the page, and receiving Facebook’s recommendations for more anti-vaccine pages. Within 10 minutes, the analyst was recommended dozens of pages publishing vaccine and COVID-19 misinformation, many with thousands of followers.
When users click the ‘Like’ button on this anti-vaccine Facebook page, a ‘Related Pages’ dropdown recommends more anti-vaccine Pages, as well as Pages that publish misinformation about COVID-19, masks, 5G, and other health topics.
Facebook’s recommendation function funnels users towards a seemingly endless stream of anti-vaccine and health misinformation Pages.
The ‘Related Pages’ function also appears in the form of a static side bar, so that users may be recommended a separate anti-vaccine Page multiple times.
When users click the ‘Like’ button on this anti-vaccine Facebook page, a ‘Related Pages’ dropdown recommends more anti-vaccine Pages, as well as Pages that publish misinformation about COVID-19, masks, 5G, and other health topics.
When users click the ‘Like’ button on this 25,000-follower vaccine misinformation Page, a ‘Related Pages’ drop-down recommends anti-vaccine Pages, as well as Pages that publish misinformation about COVID-19, masks, 5G, and other health topics.
When users click the ‘Like’ button on this vaccine misinformation page, a ‘Related Pages’ drop-down recommends @VaccineEpidemic, a Page publishing anti-vaccine misinformation with 20,000 followers.
When users click the ‘Like’ button on this vaccine misinformation Facebook Page, a ‘Related Pages’ drop-down recommends more another vaccine misinformation Page.
The second part of this report, compiled by a NewsGuard analyst on July 20, 2021, features Facebook pages and groups publishing COVID-19 and vaccine misinformation to large audiences.
Fauci, Gates & Soros to prison worldwide Resistance

Private Group

11.4k members

https://www.facebook.com/groups/1140218829669777
Truth Revolution
Public Group
34.9k members

https://www.facebook.com/groups/216216185397065
Anti-Vaccination Australia

Private Group

17.0k members

*included in June 2021

NewsGuard Report to the WHO

https://www.facebook.com/groups/antivaxaus/
Read about CDC & WHO corrupt financial entanglements with vaccine industry: childrenshealthdefense.org/cdc-who

Children's Health Defense
@ChildrensHealthDefense - Non-profit organisation

This Page posts about vaccines
When it comes to health, everyone wants reliable, up-to-date information. Visit the World Health Organization's website. The website has information that can help answer questions you may have about vaccines.

About
End childhood health epidemics by exposing causes, eliminating harmful exposures, seeking justice for the injured and establishing safeguards.

160,100 people like this
164,093 people follow this
42 people checked in here

https://childrenshealthdefense.org/
Send message
Non-profit organisation - Medical and health

Create Post
Photo/Video
Check In
Tag friends

SIGN UP NOW: In addition to publishing daily and weekly in English, #TheDefender is now publishing a weekly news roundup in Spanish, French, German and Italian.

@ChildrensHeathDefense
164,000 followers

*included in June 2021 NewsGuard Report to the WHO. The page has since gained 2,500 more followers.
The UK Column is an independent news publisher online, in print and on video. The UK Column began with local residents in Devonport, the historic Royal Navy dockyard area of the city of Plymouth in South West England.

Fighting... See more

42,419 people like this
60,165 people follow this
16 people checked in here
http://www.ukcolumn.org/
+44 1752 478050
Send message

@ukcolumn

60,160 followers

*included in June 2021 NewsGuard Report to the WHO. The page has since gained over 4,000 more followers.

ukcolumn.org

Proceed with caution: This website severely violates basic journalistic standards.

The website for an anti-establishment political pamphlet published in Devon, England. The site has posted false and misleading health information, including about COVID-19.

Score: 17.5/100

CREDIBILITY

- Does not repeatedly publish false content
- Gathers and presents information responsibly
- Regularly corrects or clarifies errors
- Handles the difference between news and opinion responsibly
- Avoids deceptive headlines

TRANSPARENCY

- Website discloses ownership and financing
- Clearly labels advertising
- Reveals who’s in charge, including any possible conflicts of interest
- The site provides names of content creators, along with either contact or biographical information
Collective Action Network

Public Group

7.4k members

*included in June 2021 NewsGuard Report to the WHO

https://www.facebook.com/groups/230040138059037

SHARE THE HELL OUT OF THIS.......
Robert Illes
THIS INFORMATION IS VITAL TO EVERY PERSON ALIVE!
"The so-called 'latest generation' mRNA vaccines intervene directly in the patient's genetic material and thus change the individual genetic material!"
Vaccine Information Network - UK (VINE UK)

5,500 followers

*included in June 2021 NewsGuard Report to the WHO

Informed Consent Action Network
@ICANdecide - Charity organisation

About
ICAN
At the Informed Consent Action Network, we’re dedicated to investigating our food, our air, our water, our drugs and our vaccines, with the mission of... See more

47,493 people like this
50,570 people follow this
http://www.icandecide.org/
Send message
Charitable organisation - Non-profit organisation
@icandecide
icandecide

Photos

PINNED POST
Informed Consent Action Network
5 June
*The Informed Consent Action Network...has just obtained thousands of new emails to and from Tony Fauci. They show, among other things, Fauci knew perfectly well his own directives often had no basis in science.*
To read the new round of Anthony Fauci emails and how ICAN obtained them, go to: https://www.icandecide.org/.../icann-obtains-nearly-3000...
#icancfauciema... See more

icandecide.org

Proceed with caution: This website severely violates basic journalistic standards.

The website of Informed Consent Action Network, an anti-vaccine nonprofit that has repeatedly promoted false claims about the safety of vaccines, including COVID-19 vaccines.

Score: 12.5/100
See the full Nutrition Label

CREDIBILITY
Does not repeatedly publish false content
Gathers and presents information responsibly
Regularly corrects or clarifies errors
Handles the difference between news and opinion responsibly
Avoids deceptive headlines

TRANSPARENCY
Website discloses ownership and financing
N/A: Clearly labels advertising
Reveals who's in charge, including any possible conflicts of interest
The site provides names of content creators, along with either contact or biographical information
AWAKE LIKE ME
Public Group
28,000 members

(Antivax group, administrator shares COVID and vaccine misinformation)

*first included in a September 2020 NewsGuard Report to the WHO

https://www.facebook.com/groups/918890171535718
This report was produced using two proprietary datasets from NewsGuard.

The **Misinformation Fingerprints** dataset, a catalogue of data about top misinformation narratives, contains related keywords and search terms for all of the top misinformation and disinformation narratives spreading online—produced using human intelligence but designed for use with AI/ML/NLP tools to identify content matching specific false claims. NewsGuard analysts used the Misinformation Fingerprints dataset to identify relevant searches related to misinformation narratives about COVID-19 and other topics.

The second dataset used was the **News Website Reliability Ratings**, which consists of credibility ratings for over 6,000 news and information website that account for 95% of online engagement with news in the U.S., U.K., France, Germany and Italy. Each site’s rating is based on nine basic, apolitical journalistic criteria. Based on the criteria, each site receives an overall designation of green (generally trustworthy) or red (generally not trustworthy) and a trust score of 0-100. NewsGuard's analyst used the News Website Reliability Ratings dataset to identify misinformation sources that appeared in the results for searches conducted as part of the analysis.

For the purposes of this analysis, we focused on searches for which the searcher's intent could reasonably have been to search for accurate information about a topic. The analysis used the same searches across all search engines analysed to ensure parity. Examples selected for the report represent an illustrative, but by no means exhaustive, list of search results that contain misinformation sources. Both the Misinformation Fingerprints and the News Website Reliability Index are available to be licensed for research and other purposes.