

## **THE DISINFORMATION DOZEN**

**WHO WE ARE:** CCDH is a UK/ US non-profit that disrupts the spread of digital hate and misinformation. Anti-Vax Watch is an alliance of concerned individuals who are seeking to educate the American public about the dangers of the anti-vax industry.

**THE DISINFORMATION DOZEN** reveals that just twelve individuals and their organizations are responsible for the bulk of anti-vaxx content shared or posted on Facebook and Twitter. The majority of the Disinformation Dozen remain on major social media platforms, despite repeated violations of their terms of service.

### **KEY FINDINGS**

Analysis of a sample of anti-vaxx content that was shared or posted on Facebook and Twitter showed up to 65% of anti-vaccine content can be traced to the leading online anti-vaxxers, who we label the Disinformation Dozen.

- Individuals were selected based upon their high social media followings and high volume production of anti-vaccine content.
- Our sample of anti-vaccine content was shared or posted on Facebook or Twitter a total of 812,000 times between February 1 and March 16 2021, with 65% of that sample attributable to the Disinformation Dozen.
- In the last two months, our analysis of anti-vaxx content posted or shared to Facebook 689,000 times shows that up to 73% of that content originates from the leading anti-vaxxers included in this report.
- Analysis of 120,000 anti-vaccine tweets and shares during this period finds that up to 17% feature the Disinformation Dozen.

Deplatforming repeat offenders is the most effective way of stopping the proliferation of dangerous misinformation.

- The Disinformation Dozen -- including Robert F. Kennedy Jr., Joseph Mercola, and Ty and Charlene Bollinger, among others -- continually violate the terms of service agreements on Facebook and Twitter. While some anti-vaxxers identified by CCDH have been removed from a single platform, comprehensive action has yet to be taken, and most remain active on Facebook, Instagram and Twitter.
- CCDH's ongoing tracking of 425 anti-vaxx accounts finds that the total following across platforms reached 59.2 million in December 2020, an increase of 877,000 since June.

To read the full report go to [www.counterhate.com/disinformationdozen](http://www.counterhate.com/disinformationdozen)

For more information, contact CCDH at [info@counterhate.com](mailto:info@counterhate.com).