



# Beating vaccination hesitancy: A survey experiment from Norway

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# Motivation

- Immunisation that leads to herd immunity reduces morbidity and mortality from infectious diseases dramatically
- Vaccination hesitancy widespread
- Public health campaigns often lack information about the collective benefits of vaccination
- Survey experiment to find out whether appeals to collective as opposed to individual benefits of vaccination encourage people to vaccinate



# The study



A representative sample of Norwegians was confronted with a hypothetical scenario:

*A new infectious disease is on its way to Norway... How likely is it that you would get vaccinated?*

- Sample was split in three:
  - Control group: information about the hypothetical scenario
  - Group 1: + information about collective benefits of vaccination
  - Group 2: + information about the individual benefits of vaccination
- **Info about collective benefits was the strongest predictor for willingness to get vaccinated**
- **Thus, stressing the collective benefits of vaccination could help us beat vaccination hesitancy**

