Study to Understand Myths and Misconceptions around the Covid-19 Vaccination among communities

A study was conducted to understand the conversations, myths, and misconceptions around the COVID-19 vaccine at the household and community level across 20+ states in India. Policymakers and implementing agencies (including UNICEF and the government) used the study's findings to refine Risk Communication and Community Engagement (RCCE) strategies. The study's objectives were to

- identify the key myths and misconceptions around the Covid-19 Vaccination through various communication channels theories,
- develop an understanding of the various factors, barriers, attitudes, perceptions, and concerns that drive hesitancy among the most marginalized communities, and
- identify effective motivators of behavior change regarding the Covid-19 vaccination and renewed demand for essential services (health, nutrition, and education).

The study used an exploratory-descriptive approach while leveraging the offline 'social listening' methodology. The study comprised six rounds of data collection through regular telephonic interviews over one year. The respondents were drawn from households engaged with Sambodhi Panels using purposive sampling. The interviews were conducted using a semi-structured tool with open-ended and close-ended questions coded onto CSPro.

Each interview, typically 25-40 minutes, was recorded, transcribed, and translated before analysis. The analysis included:
(i) descriptive quantitative analysis of close-ended questions,
(ii) inductive and thematic qualitative analysis of open-ended questions, and
(iii) triangulation of quantitative and qualitative findings with each other and secondary literature.

Each round culminated in an extensive presentation-based report with key findings and a brief descriptive report for various stakeholders.