

The Role of Social Media Misinformation in Shaping Vaccine Hesitancy Among Pakistani Parents: The Mediating Role of Perceived Vaccine Risk

Iram Soomro¹, Shazia Parveen², Uroosa Magsi³

^{1,2,3} MS Education SZABIST University, Email: uroosam113@gmail.com, iramsoomro544@gmail.com,

DOI: <https://doi.org/10.70670/sra.v4i1.2443>

Abstract

Social media has grown to be a significant source of health information, but it also disseminates false information regarding vaccines. This study looked at how Pakistani parents' vaccine hesitation is influenced by false information on social media, using perceived vaccine risk as a mediating factor. A standardized questionnaire was used for a quantitative cross-sectional survey. In SPSS, descriptive statistics, reliability analysis, correlation, regression, and mediation analysis were used to examine the data. The results showed that false information on social media greatly raises vaccine hesitation and perceived vaccine danger. Misinformation and vaccine hesitation were partially mediated by perceived vaccine risk. In order to increase vaccination acceptability in Pakistan, the study emphasizes the necessity of accurate health communication and practical methods to combat false information. The study focus and contributes to both the academic and practical literature understanding of fake news disinformation in digital age, especially in Pakistan context. In this research showed the relationship between the dependent and independent variables the dependent variable is vaccine hesitancy and independent variable is social media misinformation and also have mediating variable which is perceived vaccine risk. The mediating variable is directly effect on the dependent and independent variable. The findings suggest a strong relationship between the perceived vaccine risk and social media misinformation about vaccine in Pakistani parents. The descriptive findings indicate that the majority of parents frequently came across misinformation on vaccines on social networking sites. Pakistani parents routinely come across vaccine related misinformation on social media, which rise of their perceived vaccine risks and cause to fear, anxiety and vaccine hesitancy. The data were reliable (Cronbach's alpha = 0.839) and correlation showed positive relationship among social media misinformation, perceived vaccine risk and vaccine hesitancy ($p < 0.01$).

Keywords: Social Media Misinformation, Vaccine Hesitancy, Parents Attitude, Perceived Vaccine Risk, Immunization and Pakistan

Introduction:

This chapter discusses a brief introduction to this study. First, background of the study is discussed in which a case is made against the Increase of fake news on new media and behaviors related to such activity. Later in this chapter, the problem statement and significance of this study is discussed along with the objectives of the study and research questions and lastly delimitations of the study are discussed at the end of this chapter.

Background of Study:

One of the best public health strategies for preventing infectious diseases and lowering child mortality is vaccination. In 2019, vaccine hesitancy (VH) was named by the World Health

Organization (WHO) as one of the top-10 threats to global health, following a five-fold global increase in measles, a disease that can be prevented by vaccination. Immunization programs like the Expanded Program on Immunization (EPI) has been useful in vaccinogenic diseases like hepatitis, measles, and polio in Pakistan. In spite of these efforts, parents' vaccine hesitancy is until now a major problem which put the public health objectives and efforts to eliminate diseases. The spread of vaccine hesitancy through social media platforms have been reshaped the way people to access, to consume and to share information. In recent studies the world is interconnected there is individuals are obsolete passive receivers of fake news but they were also actively shares a such type of content, particularly on YouTube, Facebook, twitter, WhatsApp, TikTok and Instagram. While the digitally authorized communication is more democratic, it has also approval of the most pressing challenges of our time: the spread of fake news. Fake news globally spread the fake news about vaccine. Fake news widely mislead or false information presented the unnecessary news is not a new phenomenon. However, its scale, speed, and impact have multiplied with the rise of social media ([Allcott & Gentzkow, 2017](#)). In some countries such as Pakistan, when social media used is increase in youth, the result of spreading fake news could be even more Significant due to religious, political and cultural sensitivity of the population ([Rehman & Hussain, 2020](#)). On social media, false or misleading information about vaccines such as increased side effects, conspiracy theories, and religious or political narratives spreads swiftly and extensively. Such false information can have a significant impact on parental attitudes regarding childhood vaccinations in Pakistan, where digital literacy varies and trust in formal health systems is occasionally low. However, despite this global progress, recent scholarly research has predominantly focused on Afghanistan and Pakistan, as they remain the only two countries yet to achieve polio-free status ([Andrade & Hussain, 2018](#)) ([Taylor, 2017](#)). The childhood vaccination rate in Pakistan is still far below 100%. Just 23% of children was completely vaccinated in 2021, and still 85% of children and persons received their first dose of the measles, mumps, and rubella (MMR) vaccine ([Shahani et al., 2022](#)). According to a UNICEF report, public dissatisfaction with immunization program delivery and false information that, in some cases, spread via social media have caused the percentage of vaccinated children to stagnate and even decline in some areas. The challenge of eradicating polio from its last strongholds in Pakistan has presented unique challenges for the ([GPEI, 2020](#)) ([Ahmad T. K., 2020](#)) ([Saleem, 2018](#)). Therefore, the study examines the ways through which media can uses its potential for more effective diffusion of correct information and reducing of fear regarding the vaccine. media can continue to play a important role in shaping public opinion about vaccination in Pakistan. The any type of vaccine is opposed by the majority of communities in Pakistan, mostly due to fear, doubtful, and myths. The myths staunch from unverified news reports on social media or poor communication from the authorities and doctors. Even the large number of campaigns are being conducted, people remain enigma and mistrust. This study is concerned with the communication strategy gap that results in this confusion. It seeks to learn how misinformation occurs and what type of messaging is effective. The study differs from others because it is concerned with crisis communication from a media perspective rather than a health or medical perspective. Ineffective communication strategies remain a major barrier to polio eradication in Pakistan. The aim is to learn how communication and media professionals can make health campaigns more effective. The research also aims to determine the shortcomings in existing media messaging and to suggest improved means of reaching and persuading the public. The credibility of the message source plays a crucial role in public acceptance of health communication ([Arshad, 2023](#)). Given in this background study, it becomes most important to study the factors behind fake news sharing in the context of Pakistan. While global research has addressed fake news in developed countries, there remains a gap in understanding how such behavior manifests in developing countries like Pakistan, especially among youth populations who are both active on social media and vulnerable to misinformation ([Adnan et al., 2022](#)).

Problem Statement

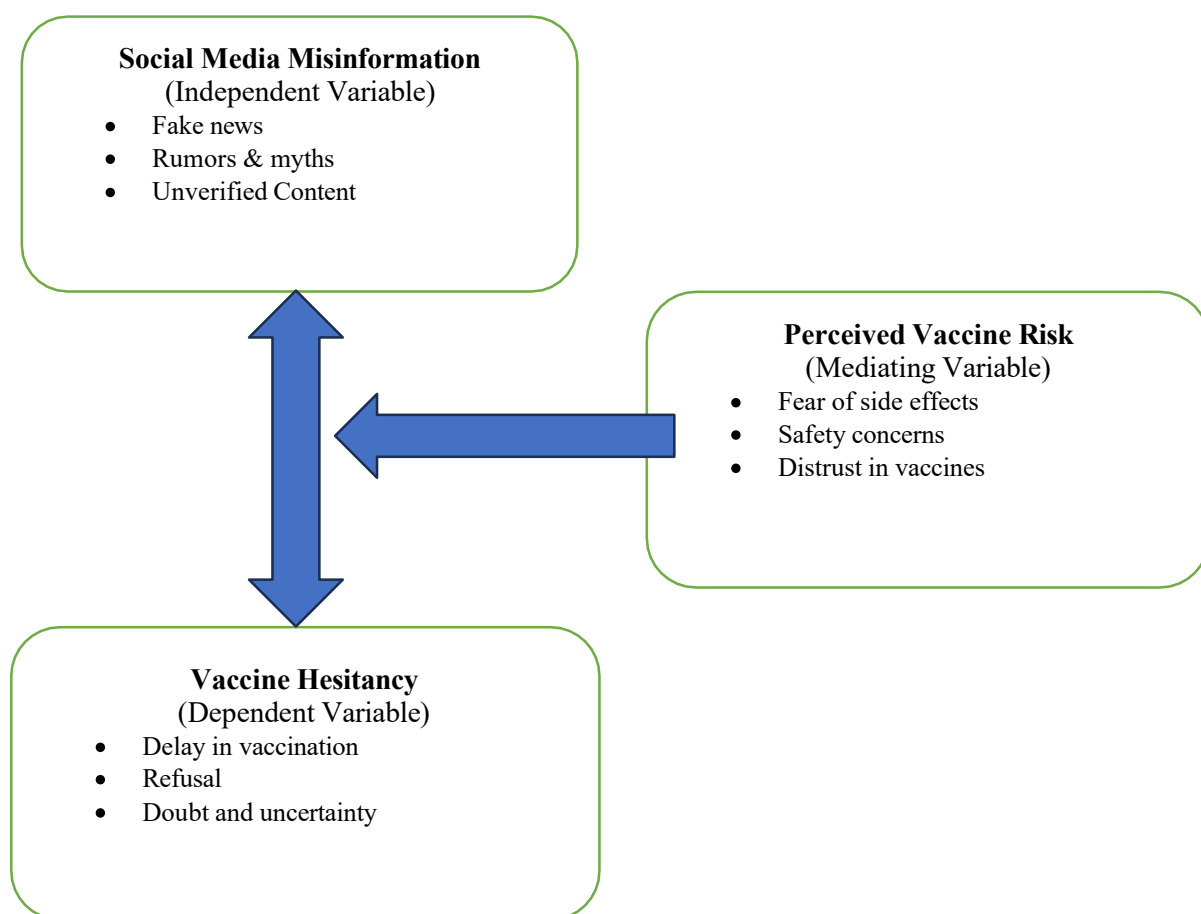
In now a day's digital world, the increase of fake news is a noteworthy challenge, especially on social media platforms. This problem worsens with the fast spread of misinformation, which can entirely affect society. Understanding why and how people share fake news is key to creating effective strategies to address this issue. In today's time, as a social media plays most important role and becomes a main source of news and information that the spread of fake news poses a major global concern. In Pakistan, where digital literacy is still growing and political, religious, and social sensitivities run deep, the uncurbed spread of false information through social media can cause real life problems, including social disruption, health related anxiety and national confusion. School, college and universities students are the most active groups on social media, to share online content about different things. regardless of their education, many of them shares unverified information without critically evaluating its accuracy. While research has looked into factors like religiously, political beliefs, trust in the media, and emotional prompt afterward sharing fake news, there is limited research in Pakistan about this especially concerning about students. This gap shows in this research the necessity to examine the particularly ideological, psychological and social media information that drive fake news sharing among students and parents on social media users in all over Pakistan. determine these factors is mandatory for creating potent measures to reduce misinformation in Pakistani parents. Assessing the level of perceived vaccine risk functions as a mediator could produce insight into how much Pakistani parents' vaccine hesitancy is effect of false information on social media. This study was show the factors that are effects on fake news sharing behavior and impact on parents to share fake information. By the examination of these factors, the aim of this study to suggest a clear understanding about the incentive behind the share of fake news and vaccine hesitancy among Pakistani parents, helping to expand the targeted population to lessen the spread of misinformation.

Significant of study

The research described here is essential for multiple factors. It assists us determine why the people geminate bogus news. By recognizing and analyzing the variables driving this actions, the study proposes insights into the intellectual and social justifications for disseminating disinformation. The study enhances social media literacy by emphasizing the need for meditation and vital thinking when viewing and posting stories on internet. This would lead to the evolution of instructional initiatives that increase the digital comprehension of school students and the general population. Implementing the survey in Pakistan conveys an exclusive cultural viewpoint on unverified media coverage. Cultural influences strongly impact how people acts and feel about transferring news. This study will give illuminated a particular cultural factors encountered in Pakistan, especially considering The research extends to the existing discourse about disinformation by giving testimony from a group that has been scrutinized less. This can stimulate more research in analogous cultural situations and expand our worldwide awareness of whether misleading news circulates. By knowing what causes the spread of bogus news, organizations may better resist misinformation. This can improve people adaptability, keeping users less highly susceptible to incorrect misinformation and well equipped to make educated decision-making process. The results will assist politicians, schools, and social media websites build focused strategy to minimize the widespread dissemination of bogus news Through analyzing unique reasons like devoutness, political prejudice, generosity, and trust in the media, these methods can be modified to successfully address these difficulties. In brief, this work is essential since it solves an essential issue in today's technological world. It includes significant observations and practical techniques for fighting the extend of deceptive news. It influences to academic education and delivers genuine advantages for society, especially in Pakistan.

Conceptual Framework:

The study of conceptual framework used to perceive vaccine risk as a mediator to describe the Pakistani parents' vaccine hesitancy and social media misinformation. Under empirical examination, education constantly appears as the most important human capital investment. One important reason is that education is thought to promote health and nutrition ([Kivunja, 2018](#)). Secondly, more empirical and significant reason is that education can be quantified in terms of dollar costs and years of tenure ([Asad et al., 2023](#); [Kivunja, 2018](#)). Whereas, it identifies the factors that are important to the research and hence, show how they might be related. Before you start collecting data, you need to create a conceptual framework. It's frequently depicted in a visual format ([Salkin et al., 2018](#)). The conceptual framework has been developed to show the flow of the study. According to the conceptual framework, parents' perception of vaccination risk is higher when they were come beyond false information about vaccines on social media, which truly concerns about side effects and safety. higher vaccine hesitancy is one of the effects of risk compensation. Thus, misinformation about vaccine hesitancy on social media is mediated by perceived vaccine risk. Here, in this conceptual frame work show the mediating effect on the dependent and independent variables.



Research Objectives:

1. To examine the constitute of social media misinformation interaction among Pakistani parents.
2. To determine the extent of vaccine hesitancy among Pakistani parents.
3. To investigate the immediate effect of social media misinformation on vaccine hesitancy.
4. To explore the mediating role of perceived vaccine risk in the relationship between vaccine hesitancy and social media misinformation.

Research Questions:

1. What is the level of exposure to social media misinformation among Pakistani parents?
2. What is the level of vaccine hesitancy present among Pakistani parents?
3. Does social media misinformation significantly influence vaccine hesitancy among Pakistani parents?
4. Does perceived vaccine risk mediate the relationship between social media misinformation and vaccine hesitancy?

Research Hypothesis:

Direct Effects

- H1: Social media misinformation is positively associated with vaccine hesitancy among Pakistani parents.
- H2: Social media misinformation is positively associated with perceived vaccine risk.
- H3: Perceived vaccine risk is positively associated with vaccine hesitancy.

Mediation Effect

- H4: Perceived vaccine risk mediates the relationship between social media misinformation and vaccine hesitancy among Pakistani parents.

Methodology

The study's background and a review of relevant literature were covered in the earlier chapters. The research design serves as the foundation for this chapter's discussion of the research methodology. The study's population and sampling strategy are then covered. Next, the study's variables are defined and their operational definitions are given. The research instrument is then covered, followed by a briefing on the data collection method, the data analysis technique, and finally the ethical considerations. The data collection and analysis are also covered at the end of this chapter.

Research Design:

The purpose of this study was to find out the effect of select factors on the fake news sharing behavior of social media users. The study is based on a quantitative cross-sectional survey research design that examines the association between social media misinformation, vaccine perceived risk and parental vaccine hesitancy in Pakistani parents. This design is acceptable as it can quantify associations between variables and accommodate mediation analysis. Cross-Sectional design This is when data are collected on a single occasion, one point in time It's a very quick way to measure the relationships between variables. Moreover, the quantitative approach enables us to test direct and mediating associations in terms of regression-based methods within mediation analysis. SPSS was used to analyse the datasets. Descriptive statistics were conducted to present the data and Partial Least Squares Structural Equation Modeling (PLS-SEM) was utilized to investigate the relationships between variables. Whereas the philosophical stance is a positivist approach and the survey research design has been used in this study. The survey research design is most widely used in academia for researchers instead in quantitative research ([Dannels, 2018](#)). The purpose of this study to show the misinformation about the vaccine.

Population:

The targeted population of the study are parents from Pakistan, having at least one child is eligible for routine vaccinations according to the national vaccination schedules. Furthermore, we were taken those parents whose should be active users of social media such as WhatsApp, Facebook, TikTok, or YouTube, as discover to vaccine-related information on these platforms is crucial to this study. Parents taken from both urban and rural areas, included to ensure broader context.

Sampling Technique:

A convenient simple random sampling technique which is used in this research. This approach is

suitable because the research focuses on parents who use social media regularly and, hence, are more likely to be exposed to vaccine-related misinformation. Vaccine hesitancy is not uniformly distributed across the population, so this kind of sampling can capture subjects who meet the study's criteria. Participants are sourced through a variety of channels in order to increase diversity and ensure representation: schools, health clinics, social media groups focused on parents, and community centers.

Sample Size:

There was a sample size of 110 participants, which will be apt for doing Regression and Mediation tests through the PROCESS Macro in the SPSS program. This sample size provides enough power to identify relationships between various variables, at the same time remaining practicable as per time limitations.

Research Instrument:

After the data was collected using google forms, a spreadsheet of the responses was retrieved from the google forms and statistical analysis software namely SPSS. In social science research, SPSS is a popular program for quantitative data analysis. Its user-friendly interface makes it possible for researchers to carry out descriptive and inferential statistical analyses with efficiency. Accurate data management, analysis, and research findings presentation are made possible by SPSS.

Ethical Consideration:

Ethical principles are strictly observed throughout the study. Informed consent is obtained from all participants, and they are informed of their right to withdraw at any stage without any negative consequences. No personal or identifying information is collected, ensuring participant anonymity and confidentiality. All data are securely stored and used solely for academic purposes. Ethical approval for the study is obtained from the relevant institutional review committee prior to data collection. While conducting this study the author took utmost care with regard to the safety and privacy of the subjects of the study. The participants of this study were briefed about the purpose of the study and all the participants willingly, voluntarily participated in the study with diligent consent. Every step taken throughout the study was to ensure minimize potential harm or discomfort to the participants of the study.

Data Analysis:

Previous chapters of the study discussed the introduction of the study followed by the detailed review of the related literature and then the research design applied in the study. In this chapter, we talk about the data we collected during research. As earlier after reviewing the related literature on the said topic and after selecting affordance theory to be applied in this study the author after studying more than a dozens of factors affecting fake news sharing behavior, selected five independent variables for this study which were namely, altruism, religiosity, trust in media, political biasness and socialization. The independent variable of this study is fake news sharing behavior. A structured self-report questionnaire will be used to collect the data, which will be divided into four sections.

Section A will tap social media information about misrepresentations, rated on ten items through the use of a Likert scale regarding frequency, perceived authenticity, and interaction levels with vaccine-related misrepresentations.

Section B will tap through ten items about perceived risk of vaccines on issues regarding side effects, long-run health impacts, and vaccine safety.

Section C will tap on ten items regarding vaccine hesitancy levels with likert scales regarding indicators such as vaccine distrust, procrastination, refusal, and fear attitudes. Each of these items will be rated on a Likert scale ranging between 1 (Strongly Disagree) to 5 (Strongly Agree).

Descriptive Statistics Interpretation:

Table 01: Social Media Misinformation

The descriptive findings indicate that the majority of parents frequently came across misinformation on vaccines on social networking sites. Most parents reported coming across posts questioning the safety of vaccines on a frequent basis (Mean = 3.67, SD = 0.96) as well as messages on WhatsApp/Facebook related to vaccines on a frequent basis (Mean = 3.66, SD = 1.10). Many also came across posts containing claims related to severe long-term side effects on a frequent basis (Mean = 3.57, SD = 1.12) as well as reported that they found it difficult to identify whether the vaccine information on social sites was correct (Mean = 3.90, SD = 0.99). The average trust in influencers is moderate (Mean=3.26,SD=1.123) with moderate variability among respondents. Sharing without verification is relatively low to moderate, averaging (Mean=2.94, SD=1.403) showing considerable variation in responses. Moreover, they frequently came across posts containing religious/cultural arguments against vaccines (Mean = 3.71, SD = 1.04) as well as reported that social networking sites increased their concerns against vaccines on a frequent basis (Mean = 3.73, SD = 1.05). Though the degree to which they trusted influencers on social networking sites was moderate (Mean = 3.35, SD = 1.1) but they agreed on a large scale that misinformation related to vaccine information spread through social networking sites (Mean = 3.95, SD = 0.89). Overall, the findings indicate that social media plays a strong role in shaping parents' vaccine-related concerns.

Table 01: Descriptive Statistics

	N	Minimum T	Maximum	Mean	Std. Deviation
Vaccine Safety Misinformation	110	1	5	3.67	0.963
Social Media Vaccine Exposure	110	1	5	3.66	1.103
Perceived Vaccine Side Effects	110	1	5	3.57	1.117

Information	110	1	5	3.90	.986
Uncertainty	110	1	5	3.26	1.123
Trust in Influencers	110	1	5	2.94	1.403
Sharing Without Verification	110	1	5	3.71	1.044
Religious/Cultural Misinformation	110	1	5	3.73	1.048
Vaccine Hesitancy	110	1	5	3.35	1.230
Influence	110	1	5	3.95	.892
Social Media	110	1	5		
Influence	110	1	5		
Misinformation	110	1	5		
Perception	110	1	5		
Valid N (listwise)	110				

Table 02: Perceived Vaccine Risk

With the reference of table 2, which is shown below the results indicate that parents showed moderate to high discuss about vaccine safety and danger risk. Many of the parents reported about adverse effects (M=3.36, SD=0.95) and uncertainty about long-term effects (M = 3.44, SD = 0.97). Immunity Concerns (M=3.31, SD=1.11), allergic Concern (M = 3.55, SD = 0.97), and unsafe ingredients (M = 3.57, SD = 1.04) were also remarkable. Fear regarding testing of new vaccines is enough (M = 3.43, SD = 1.10) and pressured to vaccinate even when safety concerns (M = 3.56, SD = 1.04) were detectable. Parents also Show the mistrust on government transparency about vaccine side effects (M = 3.49, SD = 1.07) and believed certain vaccines may cause more harm than good (M = 3.33, SD = 1.12). the media reports increase fear about vaccine safety (M = 3.85, SD = 0.89). Overall, these findings are recommended to perceived vaccine risk is important factor which influence on parents attitudes toward vaccination.

Table 02: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Fear of Side Effects	110	1	5	3.36	.946
Immunity Concerns	110	1	5	3.13	1.110
Uncertainty About Long-Term Effects	110	1	5	3.44	.972
Allergy Concerns	110	1	5	3.55	.973
Unsafe Ingredients Concerns	110	1	5	3.57	1.036
Insufficient Testing Concerns	110	1	5	3.43	1.104
Pressure to Vaccinate	110	1	5	3.56	1.036
Mistrust in Government	110	1	5	3.49	1.073
Harm vs. Benefit Concerns	110	1	5	3.33	1.118
Media-Induced Fear	110	1	5	3.85	.890
Valid N (listwise)	110				

Table 03: Vaccine Hesitancy

In table 3, describe the vaccine hesitancy among parents showed the moderate with, mean scores from M=3.40 to 3.67 and Standard Deviations between SD = 0.98 to 1.18. in this descriptive statistics showed how parents having moderate level of vaccine hesitancy. Parents reported delay

vaccination due to doubts ($M = 3.40$, $SD = 0.98$), unsure whether vaccines are necessary ($M = 3.62$, $SD = 0.99$), refused or considered refusing a recommended vaccine ($M = 3.58$, $SD = 1.04$), natural immunity (letting the child get sick) over vaccination ($M = 3.55$, $SD = 1.14$), awkward with new vaccine ($M = 3.56$, $SD = 1.07$), trusted vaccines only when recommended by people parents personally know ($M = 3.66$, $SD = 1.09$), belief on vaccines should be optional instead of required ($M = 3.55$, $SD = 1.15$), hesitate to vaccinate about child when heard negative stories about vaccine ($M = 3.76$, $SD = 1.07$), uncertain about vaccinating in split of medical reassurance ($M = 3.44$, $SD = 1.15$), and avoid vaccination because fear the possible risks ($M = 3.52$, $SD = 1.18$) that is indicating the doubts about vaccine perceived risk, parents hesitancy and social media misinformation which were collectively contribute in our society.

Table 03: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Delaying Vaccination	110	1	5	3.40	.979
Vaccine Necessity Doubts	110	1	5	3.62	.986
Vaccine Refusal	110	1	5	3.58	1.035
Preference for Natural Immunity	110	1	5	3.55	1.138
Discomfort with New Vaccines	110	1	5	3.56	1.071
Trust Based on Personal Recommendation	110	1	5	3.66	1.094
Vaccines Should Be Optional	110	1	5	3.55	1.146
Influence of Negative Stories	110	1	5	3.76	1.066
Persistent Vaccine Uncertainty	110	1	5	3.44	1.146
Fear of Vaccine Risks	110	1	5	3.52	1.183
Valid N (listwise)	110				

Validity and Reliability

The reliability of a research instrument pertains to the stability of data obtained. The reliability for this research was determined using Cronbach Alpha. It was used to determine the internal consistency of a subject scale. From the table, it is seen that Cronbach Alpha for 3 items was 0.839, which is an appropriate value, as a value above 0.70 is considered good. It has a stable subject scale. Validity is the accuracy or appropriateness of the measuring instrument to the task. Though in this table reliability is shown, in most instances, validation is done by an expert or by pilot-testing or comparison to already validated scales. “A reliable scale with consistent items helps validate an instrument because consistent items are generally good measures of the concept”

Reliability Statistics

Cronbach's Alpha	N of Items
0.839	3

Correlation Analysis

The Spearman correlation analysis outcomes depict that there are significant positive correlations among all variables considered in this study. The correlation between social media misinformation and perceived vaccine risk is strongly and positively related ($\rho = 0.597$, $p < 0.01$), suggesting that as levels of misinformation increase, perceptions of risk associated with vaccines also increase, particularly among parents, and this can result in reduced vaccinations among children. The correlation between social media misinformation and vaccine hesitancy is also positively related ($\rho = 0.515$, $p < 0.01$), suggesting that as levels of misinformation increase, vaccine hesitancy among parents also increases, and as a result, fewer vaccinations occur among children. The correlation between perceived vaccine risk and vaccine hesitancy is also strongly and positively related ($\rho = 0.727$, $p < 0.01$).

Correlations		Social media misinformation	Perceived vaccine risk	Vaccine hesitancy
Social media misinformation	Correlation Coefficient	1.000	.597**	.515**
	Sig. (2-tailed)	.	.000	.000
	N	110	110	110
Perceived vaccine risk	Correlation Coefficient	.597**	1.000	.727**
	Sig. (2-tailed)	.000	.	.000
	N	110	110	110
Vaccine hesitancy	Correlation Coefficient	.515**	.727**	1.000
	Sig. (2-tailed)	.000	.000	.
	N	110	110	110

Correlation is significant at the 0.01 level (2-tailed).

Discussion:

Previous chapters of this study shed light on the introduction of the study followed by the literature review and then research methodology and after that data analysis is discussed. This chapter, being the last chapter of the study, talks about discussions of data analysis including the discussion of the research questions of this study with respect to the analysis results and after that conclusion of this study is presented. At the end of this chapter limitations and future recommendations of this study are discussed. The core purpose of this study was to find the factors or motives which make a social media user share content (news) on social networking sites that is fake/false. What are the reasons or the motivations which make a user share such content either deliberately or mistakenly? After reviewing the literature, the author found more than a dozen factors which were studied to be affecting such behavior. Out of those factors the author picked the factors most related with the Pakistani society. Those factors were the independent variables of the study is Social Media Misinformation. The dependent variable, the core of this study was Vaccine Hesitancy among Pakistani parents. The population of this study are university students as university being the young population are a major users of social media platforms. This generation is digitally connected but may lack critical media literacy skills, making them vulnerable to unknowingly contributing to the spread of fake news. Hence, their behaviors and motivations are essential to study and understand. The study used quantitative survey method as a research tool. A total of 135 survey responses qualified were analyzed using statistical software like SPSS and their results are below.

Results from this study reveal that social media misinformation has a significant effect on vaccine hesitancy in Pakistani parents, with the same observations evidenced in previous studies, which demonstrated that the effect of social media misinformation on health information has a significant impact on the increased fear and doubts surrounding vaccines. The correlation study showed the significantly positive relationship among variables and Spearman correlation analysis outcomes depicts that there are significantly positive among the dependent and independent variables. The findings is showed that the trust on social media and online content is sometimes valid and sometime is not valid. there is not totally reliable on online content. Furthermore, the parents were reveal the arguments based on cultural, religious positive and negative experiences which hesitant regarding vaccine.

Conclusion:

The main objective of the current investigation, "Motives In the background the Transmission to False Information through the Internet: Addressing an Users' Perspective," occurred to provide insights into the subject of fabricated information and identify the elements leading to its dissemination. With particular emphasis on Pakistani parental authority, the examination focused toward the interpersonal, cultural, and behavioral variables which influence the spreading misleading information on social networks. Knowing the reasons for the dissemination of misleading news is not only associated but also indispensable at a time when information is created and disseminated quickly. The research's conclusions offer important new information. examines how the dissemination of fake data on social media sites is influenced by individual ideals and dependability. The investigation used a method based on statistics, distributing the organized survey through the internet to a random selection of 110 parents throughout Pakistan. SPSS was used to examine the information collected for descriptive statistics. Among the primary Findings revealed that a highly common and statistically significant factor was religion element that affects the spread of false information. This suggests that those who are extremely spiritual might feel more inclined to distribute information that confirms their ideas without initially veracity. A deep sense of ethical accountability, trust in foundations of religion, or a desire to Spreading what they believe to be spiritually beneficial may be the root reason of this behavior. A significant recognizing of ethical responsibility, believed in religion credible sources, or an interest to extend what people think to be philosophically useful could all be the causes of this behavior.

The findings reveal how strongly rooted belief systems affect online behavior in the nation's traditionally and voluntarily demanding surroundings. Trust in media also revealed an important beneficial association with incorrect information dissemination. Respondents who expressed higher levels of trust in specific news outlets or social media sources were more ready to share news from those sources without evaluating its accuracy.

The following emphasizes the significant problems of dependency on individual platforms or channels without critical scrutiny, particularly in a stage where even established updates sources may regularly propagate misleading. From a conceptual context, the analysis was founded on Affordable Concept, which supported to understand how it was constructed. Key benefits that social media networks allow various user interactions.

The hypothesis indicated how features like fast dissemination, convenience of accessibility, and transparency generate a circumstance where disinformation may circulate rapidly and easily. By connecting human motives to the framework aspects of online communities, our study offers a sophisticated knowledge of how misleading information attitude is not merely an issue of individual decision but is also impacted by platform design.

This knowledge supports to equally the educational information and professional awareness of unverified news propagation in the online age, specifically inside the Pakistani setting. The findings provide substantial negative effects for administrators, government officials, and technological service designers. There was a critical demand for media and technology education initiatives, including designed for young people, to stimulate analytical thinking, verifying the truth practices, and accountable material spreading. Moreover, an understanding initiatives that have significance contextually relevant systematically responsive may assist focus on problems influenced by closely associated principles of faith.

Though this inquiry delivers vital perspectives, it also has certain drawbacks. The sample was limited to Parent from Province of Pakistan, which could not effectively reflect the diversity The population includes Pakistani Parents. Further, the focus on freely described information adds the prospect of social acceptability skewed results Ongoing investigation could increase the geographic and demographic breadth, using the qualitative methodologies, or uncover mediating and moderating characteristics such as media literacy, peer influence, and emotional triggers.

In conclusion, the research reveals that false data circulating attitude is a complicated and

multifaceted phenomenon, impacted by a diversity of cognitive systems, perceived dependability and structure parameters. Studying these processes is crucial to building improved efficiency approaches for minimizing disinformation and creating more pleasant, more educated social discourse in Pakistan and globally. The outcome attained in this research endeavor is that social media disinformation is a main factor for vaccine reluctance in parents in Pakistan, especially due of their children. It is crucial for policy makers as well as health experts to engage on strategies to prevent such hazards connected with vaccines and ensure parents aware throughout health awareness. By eliminating such dangers, it is possible to get higher vaccine acceptability in Pakistan.

References:

- Ahmad, S., & Irshad, M. (2025). Impact of social media fake news on social, political and ethical behavior by considering the moderating role of hostile attribution bias. *Journal of Information, Communication and Ethics in Society*. <https://doi.org/10.1108/JICES-09-2024-0140>
- An, Y., Huang, Y., Danjuma, N. U., Apuke, O. D., & Tunca, E. A. (2023). Why do people spread fake news? Modelling the factors that influence social media users' fake news sharing behaviour. *Information Development*, 02666669231194357. <https://doi.org/10.1177/02666669231194357>
- Shahani, R., Chu, J., Hafeez Rufai, O., Zawar, A., Muhideen, S., Dilawar, S., & Simeon Amosun, T. (2022). Understanding the Role of Psychosocial Factors in Pakistani Parents' Hesitancy to Vaccinate Their Kids: The Mediating Role of Knowledge and Mistrust of Science about the COVID-19 Vaccine. ncbi.nlm.nih.gov
- Adnan Rehmat, W. N. (2022). Countering Disinformation in Pakistan.
- Ahmed, S., Rasul, F., & Cho, H. (2022). *Social media news use induces COVID-19 vaccine hesitancy through skepticism regarding its efficacy: Evidence from a two-wave longitudinal study*.
- Pennycook, G., & Rand, D. G. (2021). The psychology of fake news. *Trends in Cognitive Sciences*, 25(5), 388–402.
- T. Nair, A., Rajasekharan Nayar, K., Fazaludeen Koya, S., Abraham, M., Lordson, J., Grace, C., Sreekumar, S., Chembon, P., Swarnam, K., Marthanda Pillai, A., & Kumar Pandey, A. (2021). Social media, vaccine hesitancy and trust deficit in immunization programs: a qualitative enquiry in Malappuram District of Kerala, India. ncbi.nlm.nih.gov
- Ittefaq, M., Abwao, M., & Rafique, S. (2021). Polio vaccine misinformation on social media: Turning point in the fight against polio eradication in Pakistan. *Human Vaccines & Immunotherapeutics*, 17(8), 2575–2577. <https://doi.org/10.1080/21645515.2021.1894897>
- ussain, S. F., Boyle, P., Patel, P., & Sullivan, R. (2016). Eradicating polio in Pakistan: An analysis of the challenges and solutions to this security and health issue. *Globalization and Health*, 12(1), 63. <https://doi.org/10.1186/s12992-016-0195-3>
- BBC, N. (2020). Coronavirus: Outcry after Trump suggests injecting disinfectant as treatment. BBC News. <https://www.bbc.com/news/world-us-canada-52407177>
- Allcott, H., & Gentzkow, M. (2017). *Social Media and Fake News in the 2016 Election*. *Journal of Economic Perspectives*, 31(2), 211–236. Available as an open-access PDF here: <https://oa.mg/work/10.1257/jep.31.2.211> (open-access version)
- Rehman, H. U., Hussain, S., & Durrshahwar. (2020). Social media, democracy and fake news in Pakistan: An analysis. **Global Political Review*, V*(I), 84–93. [https://doi.org/10.31703/gpr.2020\(V-I\).10](https://doi.org/10.31703/gpr.2020(V-I).10)
- Andrade, G. E., & Hussain, A. (2018). Polio in Pakistan: Political, sociological, and epidemiological factors. **Cureus*, 10*(10), e3502. <https://doi.org/10.7759/cureus.3502>
- Shahani, R., Chu, J., Rufai, O. H., Zawar, A., Muhideen, S., Dilawar, S., & Amosun, T. S. (2022).

- Understanding the role of psychosocial factors in Pakistani parents' hesitancy to vaccinate their kids: The mediating role of knowledge and mistrust of science about the COVID-19 vaccine. *Vaccines*, 10*(8), 1260. <https://doi.org/10.3390/vaccines10081260>
- Ahmad, T., Khan, M., Musa, T. H., & Hui, J. (2020). Polio vaccination campaign in Pakistan: a step towards eradication or still a challenge in hand? **Human Vaccines & Immunotherapeutics*, 16*(6), 1444–1445. <https://doi.org/10.1080/21645515.2020.1717152>
- Ali, A., Liaqat, A., Shah, M., Khan, N., Shafee, M., & Khaliq Jan, S. (2018). Polio vaccination: An analysis of cultural and traditional barriers. **The Professional Medical Journal*, 25*(01). <https://doi.org/10.29309/TPMJ/2018.25.01.540>
- Hussain, S. F., Patel, P., & Sullivan, R. (2016). Eradicating polio in Pakistan: an analysis of the challenges and solutions to this security and health issue. **Globalization and Health*, 12*, 63. [https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5059991/pdf/12992_2016_Article_195.p df](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5059991/pdf/12992_2016_Article_195.pdf)
- Arshad, A. (2023). As cited in **Analyzing the role of crisis communication in mitigating polio vaccine hesitancy: A media perspective on misinformation and effective messaging in Pakistan**. Qlantic Journal of Social Sciences. Retrieved from <https://qjss.com.pk/index.php/qjss/article/view/348>
- Ahmed, S., & Rasul, M. E. (2022). *Social media news use and COVID-19 misinformation engagement: Survey study*. *Journal of Medical Internet Research*, 24(9), e38944. <https://doi.org/10.2196/38944>