Unit 2: Lesson 5 – Spread and Accuracy of Online Information: A Case Study Related to Vaccines

Activity 1: Compare and Contrast Social Media Posts

1.	Select one science or vaccine-related social media post from a person on list A and
	one from a person on list B provided by your teacher.

List A person:

List B person:

2. Take a screenshot of the post or write down what the post says as well as the author, day and time it was published, and what platform you found it on.

3. Compare the two posts by completing the table below.

	Post from LIST A	Post from LIST B
Are any references cited? If so, what are they? Is anything being sold on the person's account? If so, what?		
How many followers does the person have?		
How many likes does the post have?		
How many comments does the post have?		
How many times was the post shared by others?		

- 4. Calculate the engagement rates for each post using the steps below. Use the back of the sheet if you need more space for your calculations.
 - a. Calculate the total engagement number (TE) by adding all reactions, comments and shares for the post. TE = R + C + S
 - b. Calculate the engagement rate (ER) by dividing the total engagement by the total number of followers and multiplying by 100. ER = TE/total followers x 100
 - c. Express the ER as a percent.

Post from person on list A:

Post from person on list B:

- 5. Answer the following questions.
 - a. Compare the numbers for followers, engagement (likes, comments), and reach (shares) of the posts as well as the engagement rate. Which of your two individuals is more influential? What brought you to that conclusion? How did the individual's influence and the quality of their posts compare?

b. Write a few sentences describing the tone of post A and post B. Include at least 3 adjectives in each description. How do you think the tone of the post may or may not have contributed to its engagement?

c. Review the comments for post A and post B, and write a few sentences describing the tone of the comments. Include at least 3 adjectives in each description.

d. What did you notice about the tone of the posts and the comments? Was there a difference between post A and post B?