

Goncharova E. D., Nguyen A. S.

**ANALYSIS OF THE FACTORS THAT INFLUENCE ON THE DEVELOPMENT OF THE
ANTI-VACCINATION MOVEMENT**

Scientific Supervisor Senior Teacher Sayanova G. I.

*Department of Foreign Languages
Belarusian State Medical University, Minsk*

Relevance. Every year the number of parents who refuse to have their children vaccinated increases. This year, the world health organization has defined a lack of confidence in vaccines as a major threat to the world's population.

Aim: to highlight the problem of the existence of the anti-vaccination movement; to assess the factors that influence the idea of the anti-vaccination campaign against the background of increasing number of pseudoscientific contents on the Internet.

The materials and methods. Evaluation of data on the Internet by quantitative analysis of the content related to the development of anti-vaccination movement. An interview of the experimental group of parents who refuse from vaccination on the basis of Google Forms.

Results. In the analysis of the content associated with the anti-vaccination movement there were discovered 7 communities of the social network VKontakte (about 50 000 subscribers in total), 5 communities of the Facebook network (about 112 000 subscribers), 3 blogs on the Instagram network (14 000 subscribers in total). 100% of the interviewed parents have accounts in social networks, the most popular of them are VKontakte and Facebook. 66.7% of parents read articles about vaccination on social networks. 91.7% of the respondents are women aged 30 to 43. 83.3% of parents have higher education. In the course of the study, it has been found out that the majority of the interviewed parents refused from vaccinations for measles, mumps and rubella and BCG. 25% of them were convinced that they faced complications after vaccinations by their personal experience.

Conclusion. The study found out that the anti-vaccination movement is wide-spread and has supporters in almost all countries of the world. Most parents who reject the idea of their children being vaccinated have higher education. About 50% of interviewed parents believe that vaccinations can lead to serious illnesses, including even disability. The vast majority of parents use social media as the main source of information about vaccination.