

Unveiling the power of Instagram: breaking barriers, building trust - tackling COVID-19 vaccine hesitancy through visual storytelling, influencers, and interactive education among general public

Dr. Muhammad Ali

Virtual University of Pakistan, Islamabad

Ms. Humaira Jamshed

Virtual University of Pakistan, Islamabad

Dr. Muhammad Haris

Assistant Professor, Faculty of Business Administration, The Superior University, Lahore

Abstract

The Covid-19 pandemic has brought the world into a cure stage with the invention and inoculation of various pharmaceutical companies formed vaccines. However, global mass vaccination campaigns have sparked conspiracy theories that spread through both print and social media platforms, resulting in vaccine hesitancy amongst some individuals around the world. Governments and health organizations are working hard to counterbalance this trend by instilling positive attitudes towards vaccinations. Social media platform Instagram is also playing an important role in combatting anti-vaccination propaganda with its influential symbolic posts promoting trustworthiness for vaccines while demystifying safety concerns about them along backed up benefits as well. This study delves into selected Instagram post's semiotic analysis for examining how effectively this social medium is helping to develop awareness among public about a Covid -19 vaccine intake while eliminating hesitations about coronavirus transmission .

Keywords: Covid-19, Hesitancy, Instagram, Semiotics Analysis, Media

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1. Introduction

The advent of technology and visual effect embedding in print and social media has made it an effective tool to impact and influence the psyche, cognitive and behavior patterns of people. McFarland, L. A., & Ployhart, R. E. (2015) studied and observed the change in people's communication and interaction with the advent of digital platforms and social media as it affected the traditional face to face interaction as well as digital contact ways like emails etc., which ultimately resulted in affecting the cognition and behavior of people of any organization through a distinct or setting initiated stimuli. Social media now offers range of application options for use, application like Facebook, tweeter, whatsapp and instagram. One among them is instagram, which allows its users to take and share the photos, videos and other networking items. The use and simplicity of sharing features makes the Instagram the most popular social site among the teenagers and young people. In their study Liao, S. H., Widowati, R., & Cheng, C. J. (2022) emphasized upon using the accurate and appropriate as it is the integral for commerce growth for realizing the modern social media complexities as the online data has social media and network as one-third as its share. The researcher planned to look into the possible role and impact of said medium for shaping the perception and understanding of its audience regarding most burning and life threatening issue of present time i.e. Covid-19 pandemic.

On each day occurring the media reports about the protest and processions of people in Canada, Newzealand, USA, UK and other world countries. These protesters show strong resistant again the Covid-19 related rules and mandatory Vaccine condition implemented by the different governments' policies for making their people and world safe and Covid-19 free. This hesitancy is mostly considered as the result of ignorance of correct scientific information regarding Covid-19 vaccine. Bardosh, K., De Figueiredo, & Et al (2022) comparative set of hypotheses displayed the counterproductive and harmful effects of these Covid-19 by focusing on four domains i.e. Socioeconomic, integrity of science and public health, politics and law and behavioral psychology.

Furthermore, the study focusing the challenges of legitimacy in the implementation of Covid-19 vaccines requirement for on-site workers was conducted by Mercado, R. M. P., & Bayod, R. P. (2022) which

revealed the findings that governments are not in the position to impose the compulsion of vaccination intake legitimately as it will hamper the basic human rights, freedom and liberty to make free choice, yet government can offer certain incentives along imposing the nominal health protocols of facemask use obligation, social distancing as standard health safety rules for general public. We can educate and make people aware of factual data and authentic scientific information regarding the safety of Covid-19 vaccine through media generally and through Instagram specifically. Skafle, I., Nordahl-Hansen, Et al. (2022), in their research focused 3 main themes of misinformation including vaccine development, and conspiracies and medical misinformation found the twitter, Facebook, YouTube and Instagram as most studied media platforms. Also they noted the social media is a big source of spreading misinformation and creating negative effect on generating vaccine hesitancy and intake. Furthermore, Wawrzuta, D., Klejdysz, J., and Et al (2022) observed the accusations of receiving monitorial benefits or the belief that vaccination is a personal issue not meant for public sharing are often encountered by Instagram users who promote vaccine adoption. As diverse social media platforms exhibit varying inclinations towards vaccinations, ongoing research and educational efforts should cater to these differences across multiple digital avenues. This includes taking into consideration socio-demographic variations as well as divergent susceptibilities among platform-specific anti-vaccine sentiments which will prove crucial in comprehending societal attitudes regarding immunization practices. In this study through the semiotic analysis of shared posts of Instagram we tried to observe the probability and effectiveness of educating and influencing general public about the Covid-19 Vaccine intake. Also, we can analyze the aptness of Instagram for providing the authentic scientific information related to vaccine for eliminating the misconceptions present in the minds of people which can result in reducing the Covid-19 vaccine intake hesitancy rate as we are witnessing the greater increase in the 'hesitancy attitude' from the people around the globe.

Research Objectives

- To exhibit the role of social media in creating public awareness for diminishing the COVID-19 vaccine hesitancy in world
- To analyze the semiotic functioning of INSTAGRAM in influencing and educating people for avoiding COVID-19 vaccination hesitancy

Research Questions

- How social media (Instagram) is educating general public about COVID-19 vaccine hesitancy?
- What media techniques are involved in convincing the general public to overcome the Covid-19 hesitancy?

2. Literature Review

The global medical fraternity has declared Coronavirus disease 2019 a pandemic due to its extensive and widespread transmission. As Covid-19 vaccine hesitancy poses a significant threat to containing the current outbreak, it is crucial that efforts are made at all levels by local and international organizations and societies to increase acceptance of vaccinations among the general population. Measures must be administered as an urgent priority in order for effective containment strategies against Covid-19 could succeed. In their study Patterson, N. J., Paz-Soldan, Et al (2022) noted that majority of participants acknowledged the possibility of contracting COVID-19 and made efforts to prevent infection in themselves as well as others. For those who were unsure about their susceptibility, rules regarding wearing masks in specific locations proved helpful. Surprisingly, there was little correlation between acknowledging potential risk from COVID-19 and being inclined towards getting vaccinated against it. The acceptability rate for vaccines remained low due to concerns that outweighed perceived benefits among these individuals. Consequently, health education material outlining preventive actions should focus on addressing worries related to personal protection and protecting loved ones since this approach might be more effective given how risks are often viewed through such a lens. The unexplored knowledge areas and trepidations focusing the safety and effectiveness of vaccine in lowering the severe illness chances can be mapped out through different medical and social trainings of associated professionals.

Mudena, S. (2021) noted the increased vaccine hesitancy and apprehension among the general public as analyzed the narrative review of 67 articles published between January-June 2021 focusing the vaccination and hesitancy issue. It has been observed that studies discerning vaccine hesitancy in Africa were quite limited and alarming level of 84.6% was highest reported rate. The reason of such adverse effects' concerns was based on lack of proof of vaccine effectiveness was all due to propaganda, spread by the politicians which influenced various socio-demographic background communities. Mudena suggested measures like involving prominent political and religious leaders to encourage masses for vaccine intake. Also educational

campaigns focusing vaccine intake benefits can help in calming the doubts and fear along reducing the Covid-19 vaccine intake hesitancy in public. All countries around the world implement the focused strategies by involving all stakeholders for empowering masses to make informed decision about Covid-19 vaccine intake by without influencing from the societal fears or medical misinformation beyond their comprehension.

Jain, J et al (2021) piloted a survey for assessing the Covid-19 vaccine hesitancy's reasons and attitudes among medical students of India. As the pandemic was at its initial stage, so government prioritized and made healthcare professional vaccination mandatory, yet, a visible hesitation was recorded giving 10.6% percentage figure of hesitancy and the primary reason recorded was lack of awareness of vaccination process and concerned government agencies related trust issues.

Covid-19 vaccine hesitancy among general public of Pakistan as studied by Ahmad Kamboh, S., et al (2021) focuses the local Urdu newspapers dissemination of misleading and confusing news trends. The focal point of study was conspicuously frequent journalistic practices promoting the reader's negative attitude towards Covid-19 vaccination. 'Idiosyncratic news sources routine' journalistic practice of amalgamating the foreign media report with the local story lacking the substantial evidences administered the completeness principle of journalistic field. This ultimately leads to misinformation and flawed interpretation of target information.

The effects of anti- vaccination of Covid-19 conspiracy theories floated at online through social media which ultimately fueled the vaccine hesitancy was studied by Wilson SL and Wiysonge C. (2020). Large-n cross-country regression framework was employed to analyze the working of social media propaganda which was impacting not only the vaccine intake rate but also influenced the public perceptions about safety of vaccine. The acquired results confirmed the safety of vaccine is highly questioned by public due to misinformation's' widespread. Another reason of global vaccine intake rate is foreign social media negative activity in form of misinformation as well as disinformation spread. Foreign media disinformation promoting false 'not safe vaccine' for each country is recorded to be resulted in 15% increase in negative views about vaccination laden tweets. So, a clear correlation can be seen showing the external forces damaging caused within world countries due to vaccine's effectiveness discouraging advertising campaigns which adversely affect the local public's confidence in safety of vaccine as elaborate side-effects were enlisted and propagated through such propaganda. It all heppend due to lack of sophisticated educational campaigns related to vaccine intake and absence of credible sources for providing authentic, factual and scientific based un-biased information for convincing public systematically about Covid-19 vaccine intake.

Johnson (2019) employed Kress and Van Leeuwen's multimodal discourse analysis framework to observe the association of social media with disseminating health based news and underuse of Instagram for sharing medical information associated to vitro fertilization health condition. He found hashtag clipped along images as appealing and catchy practice to attar the audience attention. The significance of visual images in text in order to communicate multiple meaning to impact audiences differently was investigated by Berger (1972). They specifically used hashtag #ttc (trying-to-conceive) and examined comments from followers regarding medical expertise during treatment including protocol ranges involved, side effects experienced by patients undergoing treatment procedures etc., Finally they analyzed how successful pregnancies were confirmed or diagnosed after fertility treatments had been completed using this approach.

Yang, Y. (2016) explained the ideographic function of visual imagery and literal expression represented by the school badge of Xi' of Jiaotong University as a sample data. Yang, Y by using the visual communication grammar of Kress & Van Leeuwen based on Halliday's systemic functional linguistics as the theoretical framework has tried to analyze the representative and composition meaning aspects of selected school badge. The findings confirm the presence of deeper implicit connotations attached to the institutional somatic representative emblems. Further, the author has emphasized the need of developing ability in general public for interpreting such social semiotics to understand the multimodal discourse appropriately as it has become the integral part of modern society discourse.

In their study, Payuk, E. E. T., & Zakrimal, Z. (2020) have explored the Instagram logo semiotic. As Instagram has become a modern day popular social media application so people are using it to share and express their social life through picturesque images. Author has based his theoretical framework on Sudaryanto (1993) for analyzing the qualitative description and representation concerning Instagram. Author has taken the Instagram and its associated features as text and analyzed them by applying semiotic theory to extract out the explicit and implicit connotative and denotative meanings associated with Instagram. The findings confirm the compatibility of logo of Instagram with its function and mirrors its meaning as well. Hence validating the fact that the logo of instagrams and its features icons themselves are true directors of the functions they can perform.

Poulsen, S. V., & Kvåle, G. (2018) article, explored a social semiotic frame depicting the logical subtleties of the multimodal meaning possibilities presented by digital media innovation and associate these to multimodal message making and semiotic practices while highlighting the technology's role. The structure is coordinated around seven interrelated and innately educated aspects of multimodality, practice, social,

medium, material, historical and critical. This schematization could be related to various forms of semiotic advancements, however here it is produced for representing online media advances, and its feasibility will be outlined from Instagram examples. By fostering this framework, the author has aimed for expounding the hypothetical premise and investigative means of social semiotics, and along these lines adding to present expanded comprehension of how online media innovation empowers managing and endorsing the meaning as well as meaning making. This study takes into account scientific depictions of the multimodal meaning possibilities of web-based media associated with social practice, as well as recognizing the material, historical and social construct of web-based media technologies.

The discussed studies have focused on the different aspects of use of social and print media for influencing people for different social, medical and academic causes, yet the study on the impact of Instagram in educating and influencing general public regarding Covid-19 seems to be an unexplored area. So, the researcher has decided to focus her study to analyze the role and impact of Instagram in educating and influencing general public to avoid Covid-19 vaccine hesitancy.

3. Research Framework

This study is framed on the 'Semiotic analyses' of selected Instagram post. Semiotic analysis deals with the analysis and interpreting the meaning of sign, symbols, images and pictorial descriptions. At the broader level we can relate this analysis with an attempt to extract meaning from the everyday things surrounding us (Kuzu, 2016).

The basics of this study is linked to the Saussure's Theory of sign (1916), where sign stands for the high level entity in the system of signification having language and images (Martin Irvin (1998-2010)) whereas the sign has meaning due to relational system of code having the organization of meaning into socially accepted binary oppositions, hierarchy and disparity systems (Martin Irvin, 2010). On the basis of motivational implications Saussure preferred the 'sign' over the 'symbol' by declaring sign as more motivating entity. According to Saussure sign is arbitrary as it has usually arbitrarily endorsed meanings and this concept is also accepted by the western Linguistics and philosophy (Roland Barthes, (1999).

Furthermore, the 'Connotation and Denotation' concepts of Semiotics proposed by Roland Barthes (1961) while explaining the 'Saussure's model of the sign' are also taken into consideration while analyzing the data of this study. These are the essential concepts in semiotics and other related fields like structuralism, cultural studies, Marxism as well as cultural and literary theory. Denotation deals with the primary meaning of the reference, which can be a literal definition or obvious meaning of a sign mostly provided by the language dictionaries. On the other hand, connotation deals with the associative meanings in context of socio-cultural and personal ideologies and emotions associated with the sign. These meanings are based on the class, age, gender and ethnic segregation of the interpreter. In context of connotative interpretations Signs are considered more polysomic and open as compared to denotative interpretations.

In connotative interpretation of Instagram post, the researcher has focused on the meaning making features like figurative, signified, inferred, suggested meaning and realm of myth aspects. While for the denotative interpretation the aspects of sign like literal, signifier, obvious, describes and realm of existence has been taken into account.

4. Research Methodology

The data designated for this study is based on carefully selected 12 INSTAGRAM posts, which are extracted from the Instagram account walls of organizations having the creditable and legitimate national and international recognition for providing the facts based authentic information related to global medical, health, social and culture fields. These organizations include World Health Organization, UNICEF, Red Cross, OECD, CIDRAP, Gavi Alliance, European External Access Service and Google. As the study is focusing on analyzing and describing and untimely extracting the findings from the Instagram posts through semiotic interpretations, so, it falls under the domain of qualitative descriptive research type. Purposive sampling has been focused for this study. The researcher has tried to find out the connotative and denotative meaning conveyed in the selected INSTAGRAM posts by providing the Covid-19 and vaccine related information.

5. Analysis and Findings

The selected INSTAGRAM posts are analyzed under the light of selected theoretical framework and

further finds and conclusion have been extracted out for answering the proposed research questions.

Instagram Post 1



Post 1

Instagram wall of OECD is loaded with this semiotic description of Covid-19 vaccine related information. This international organization aims at building substantial policies for fostering prosperity, equality and welfare of better life for all people around the world. The different shades of blue colour is giving the impression of tranquility and peaceful environment. The most prominent image is of world globe. The two-medical personal, where male wearing the medical doctor's lab-coat is holding the magnifying glass and showing the harmful corona viruses. On the other hand, the female is wearing the medical nurse uniform and she is injecting the vaccine through syringe. The bottle holding 'vaccine' label is occupying the central place is giving the obvious meaning of a sign related to the Covid-19 vaccine. This is showing that how medical professionals are saving the world population from pandemic by using the Covid-19 vaccine. At right upper side of post we can see the calendar, which symbolizes the limited days and months we have to administer the vaccine for containing the pandemic. The top left side bears a small first aid bandage strip which points towards the fact that taking vaccine should be our first priority for saving ourselves from any bigger pandemic disaster.

Instagram Post 2



Post 2

This post is selected from CIDRAP Center for Infectious Disease Research and Policy. It works under University of Minnesota USA, and focuses on research work related to prevention of infectious disease by transforming the scientific information into real-world policies making to implement feasible solutions. CIDRAP conducted a general public survey related to Covid-19 vaccine and the significant increase in the skepticism and hesitancy about COVID vaccine. The colour scheme of post is showing Mauve and Marjanda colors hues along the blue soothing colour. These colours are usually associated with uncertainty and fear. The people raising slogans having picture of Covid-19 vaccine within a circle with diagonal line representing the rejection or stopping. The protesters, are from different ethnicities due to different skin colours and they

are staging demonstration against the covid-19 vaccine in USA. Also, the post shows the lady in sitting position and having baby in her lap and she seems like trying to stop the medical technician from injecting the vaccine. By raising her hand. This shows that high- level of vaccine hesitancy by the mother who is ignoring the safety of her child as Covid is highly infectious disease.

Instagram Post 3



Post 3

Above post is taken from the Official UNICEF Instagram account. United Nations Children's Fund (UNICEF), world recognized social organization which provides the developmental and humanitarian aid to the children around the world. The post is showing the picture of BTS a famous Korean band's visit in October 2021 as part of 'LOVE MYSELF' week organized by UNICEF all around the world. In the background the logo of UNICEF is prominent as this picture is taken in Network head office of UNO. BTS is the most popular Singing band of modern time having the 59,763,400 followers on BTS official Instagram account. BTS has huge fan following, estimated around 90 million fans, who hold the title of 'BTS Army' and mostly teenagers and young people enthusiastically follow the trends and messages launched by BTS. So, here UNICEF is making an attempt to disseminate the Covid-19 vaccine intake message through 'Teen Idols', to break the hesitancy attitude among young people worldwide.

Instagram Post 4



Post 4

Post 4, has been taken from the World Health Organization (WHO) Instagram account wall. The background colour of post is green, which is the symbol of peace, prosperity and life. The images of people belong to different age groups and genders are visible which gives an impression of an African family. The family is semi-circled by some crescent shaped liquid splash along the text message about the 'safety of vaccine'. The elderly, young and children of family seems happy and healthy as three stars are shining around them. Generally African people are considered quite conservative for accepting the scientific innovation yet here the post is showing that the African family has taken covid-19 vaccine as it was just like the other epidemic and deadly diseases (measles, cholera, polio etc.) curing vaccines which they have taken in the past years. Hence, it is encouraging the Covid Vaccine intake instead of showing hesitancy.

Instagram Post 5



Post 5

Gavi alliance put this post from UNICEF Philippines, at its Instagram wall. It is mainly a vaccine alliance which works as a global public-private health partnership. It works for making the immunization possible for the poor countries' population. Here, in this post, the dressing and medical identity card is showing the identity of female as a medical doctor and it seems like she has just taken the vaccine shot as the bandage strip can be seen at her shoulder muscle. As, high level covid-19 vaccine hesitancy was reported in Philippines, so through the picture of 'doctor who took vaccine shot' they want to give message to general public, that medical professional are the most suitable person to judge the effectiveness or harmfulness of vaccine, so, if a medical doctor is taking Covid-19 vaccine shot it shows that it is safe and effective for all people.

Instagram Post 6



Post 6

Pan American Health Organization (PAHO) has posted this vibrant colour post. An African family can be seen encircled by the yellow heart drawn through the liquid vaccine came out from injection syringe. The heart is showing the sign of love and care for the family, and out of this love and care the whole family took

the Covid vaccine. The benefits of taking Covid-19 vaccines has been enumerated by using very simple language. It shows that vaccine helps in developing the immune system stronger against the Covid -19 infectious disease. This will safe the whole family from getting severely sick and avoid the risk of getting hospitalized. The multi-colour numerous hearts are showing the safe, healthy and caring surrounds we can create for our families.

Instagram Post 7



Post 7

The post pasted on the Instagram wall of European External Access Service is presenting systematic authentic information about the Covid-19 vaccine in 6 steps. The information is displayed through the icons along textual description. The first step, icon shows the serenity and calmness of mind through a flower index within human head and emphasizing to not get panicked or anxious about Covid-19 vaccine related conspiracy theories. The second step urge us to understand the facts by considering love for our self and people around us. Step 3 demands us to relate our experiences and information with the people and sources who can actually understand us and make us understand about the vaccination process in authentic way, the handshake is showing the gesture of benefactors who actually wants our welfare. Step 4 emphasized upon only getting connected to reliable sources, and the cyclic connected is showing the well-connected network of authentic reliable information sources of Covid vaccination. In step 5, the icon of machine bearings indicates the critical thinking which helps us in looking into the all aspects and dimensions of any matter to make well informed wise decision. The step 6, is standing hand icon representing to stop from believing and spreading misinformation regarding vaccination. The extreme ringside of post shows the icon of man standing along two question marks lingering his both sides, it shows his confusion and skepticism about the covid-19 vaccine.

Instagram Post 8



Post 8

Again, by using icons and textual description in the Instagram post, the Covid-19 Public education Campaign by HHS organization has made an effort that people may get vaccination intake related information easily. The icon of magnifying glass is showing the search feature for finding government designated vaccine centers. The SMS dialogue icon is highlighting the number for getting information through mobile phone. The calling mobile icon is giving the universal landline number for making registration for Covid-19 vaccine intake.

Instagram Post 9



Post 9

Center of Advance Palliative Care USA have this post at its Instagram wall. The post gives the message of Covid-19 vaccine being safe for the elderly citizens. This post encourages the old and other age group people having serious underlying illness to take vaccine as soon as possible. It shows the elderly lady taking the vaccine dose effortlessly and saving herself from the adverse effect of Covid.

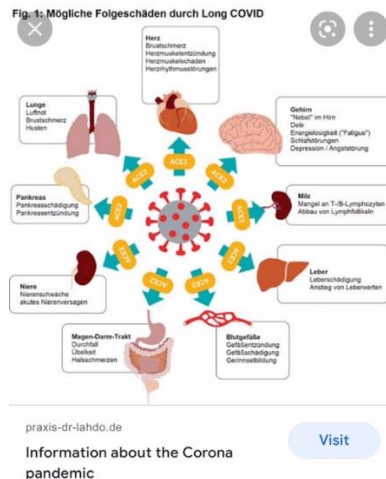
Instagram Post 10



Post 10

Google is the most popular and widely used search engine in whole world. They have also played their part in posting the picture of their search engine page. Here, all alphabets of 'Google' are shown wearing the masks and maintaining the social distance. Also, all alphabets can be seeing having one first-aid bandage strip attached to their hands signifying that they all got vaccinated. The extreme right side is showing the vaccine bottles placed on the table also the heart sign at the top right is showing the love and care we can towards life by getting vaccinated against covid-19.

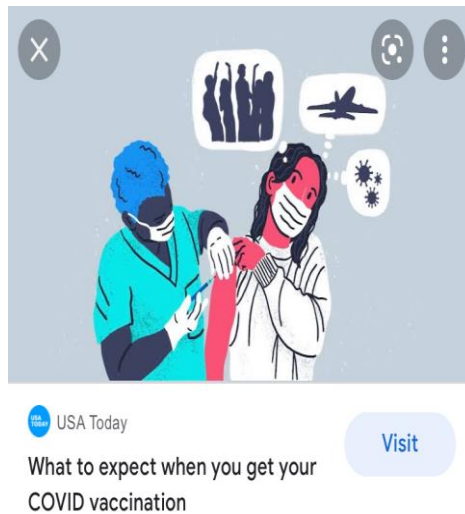
Instagram Post 11



Post 11

Different renowned medical practitioners like Dr. H. Lahdo Clinic in Germany is using his Instagram wall to create awareness among general public about getting vaccinated to avoid portrayed health complications caused by Covid-19. This post, through the diagrams of human body organs and the textual description is providing the instant yet authentic information. Information concerning the kind of malfunctioning and complication a liver, kidneys, brain and other body organ can experience after getting infected with Covid. Such information can also help in motivating the people to get themselves vaccinated to avoid these health issues.

Instagram Post 12



Post 12

The USA Today, daily newspaper Instagram wall post is presenting the benefits of Covid-19 vaccine intake through very simple and effective a pictorial display. In the post a medical technician is injecting a person with Covid-19 vaccine and the person is imagining the benefits of getting vaccinated. The first imaginative bubble shows the group of people symbolizing the normal social life, in second bubble we can see the image of aero plane which symbolizes the getting eligible for 'Air Travel'. In the third imaginative description bubble, we can see the floating corona virus bodies which means that getting vaccinated will also save us from getting infected and prevent the easy reinfection from covid-19. So, all these benefits should convince the viewer to opt for covid-19 vaccination intake.

6. Findings

This semiotic analysis application over Instagram post helps us in observing and analyzing the visual and textual language and discourses involved in selected post to express the Covid-19 vaccine related culture. All posts are aiming to convey the different yet Covid-19 vaccine associated information through pectoral and textual description. Whether the information is related to the Covid-19 hygiene preserving protocols, Vaccine administering process, harmful effects of Covid-19 or benefits of vaccine intake, each post has fulfilled the individual responsibility cautiously to avoid any misinformation or disinformation by providing the most authentic and updated scientific and social facts. The pectoral images and language diction used in these post are very simple and of basic level which enables the viewer to associate themselves with the information provided in these posts, hence this 'affinity of association' makes these posts more appreciated and acceptable form of communication for getting authentic information about Covid-19 vaccine intake. The image to image systematic portrayal of whole phenomenon can shape the perception and infuse the desired data's understanding to public belonging to different strata of society. Be it be a child, a grown-up person and literate or illiterate person everyone get benefitted from this medium of information successfully. The denotative and associative representations within these Instagram posts help in understanding the desired information as the viewers see it as everyday real life events and practices, hence viewer can cognate and digest the provided information by following and practicing it in their own lives. Covid-19 information through these Instagram posts can help us in shaping the mind and behavior of general towards positive perception of Covid-19 vaccinate intake and avoid the hesitant behavior.

7. Conclusion

This study has made us realized that there is a significant assemblage of social media organization with the public hesitancy about Covid-19 vaccine intake and safety of vaccine. Observations shows that usually the vast majority of people hesitant to have vaccine are not following any social and political agenda or any anti-scientific campaign; the reason is their hesitance in taking the injection due to spread of misinformation and disinformation as well as lack of authentic information related to Covid-19 vaccine intake.

The visual media aspect is primarily dominating the modern day social media. Different social media applications like Facebook, tweeter and instagram etc. are working hard to fulfill the diverse user range by considering their socializing behaviors and patters as well as their social, emotional and educational needs and demands. Henrik Ibsen has rightly coined that, "A picture is worth a thousand words". Instagram is working effectively is creating awareness and educating its users about different social, scientific and technology related phenomenon and aspects through its pictorial and image creating ability. Study shows that it is considered as the natural platform for influencing the masses in the desired direction and estimated nine out of ten organizations preferred it for influencing campaigns (Relatabe, 2019). Hence, keeping in mind the trend the world leading organizations like WHO and UNICEF etc. is making use of instagram as a medium to disseminate authentic and fact based Covid-19 vaccine related information to every national, international level focusing the every strata of society.

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