

## “Patterns of mRNA-related skepticism”

The project is a pilot study for the bridging subproject “Communicating emergent therapies for public acceptance” (BP2) of the Excellence Cluster initiative EMTHERA. Using qualitative content analysis methods, the study investigates skepticism of mRNA-based therapeutics as a supra-individual phenomenon that may occur due to many different social factors. It draws on the topical example of COVID-19 vaccines and sets to identify and summarize various patterns of distrust related to mRNA as a constitutive element of these products. To do so, secondary data on existing skeptical interpretative schemes related to this issue will be gathered from a comprehensive literature review. Moreover, primary data will be collected in the course of an exploratory social media analysis. Based on this twofold body of research material, an interview guide will be developed. These outcomes will provide a substantial foundation, important points of reference, and a key methodological tool for the work to be conducted in EMTHERA BP2.