

The impact of large-scale social media advertising campaigns on COVID-19 vaccination: Evidence from two randomized controlled trials

AUTHOR DISCLOSURE STATEMENT

for

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The study received IRB approval from MIT (Protocols 2106000397 – US and 2111000508 - France) and was registered in the AEA registry of social experiments (AEARCTR-0008711 – US and AEARCTR-0008902 - France). Facebook provided financial and logistical support by running the COVID-19 related ads free of charge, as well as by hiring a marketing company (Code3 Creative) to manage the ad campaign. This research was also supported by an administrative supplement to National Institutes of Health, National Institute of Aging award number P30AG064190-03 Sub: Project-001: 349273. APHP provided financial and logistical support for the French part of the study with administrative permissions and video production.

Besides this, the author declares that he is now an employee of Meta Platforms Inc. (Facebook). He had no relevant financial or material interests at the time he made contributions to this research.