

## Vaccination: Moving the Needle

Medical professionals are deeply concerned by the growing movement away from one of humanity's greatest medical triumphs: vaccination. But motivated reasoning is a powerful thing, and beliefs are difficult to change. In this project, students learn about psychology, advertising, the scientific process, and the incredible power of vaccines as they experiment with different ways to change public perception about vaccination.

The project concludes when students present to your community and the world the findings of their investigation, revealing which techniques of persuasion had the most powerful influence on perceptions about vaccines.



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