

Talking about vaccines

Taking the temperature of the marketplace

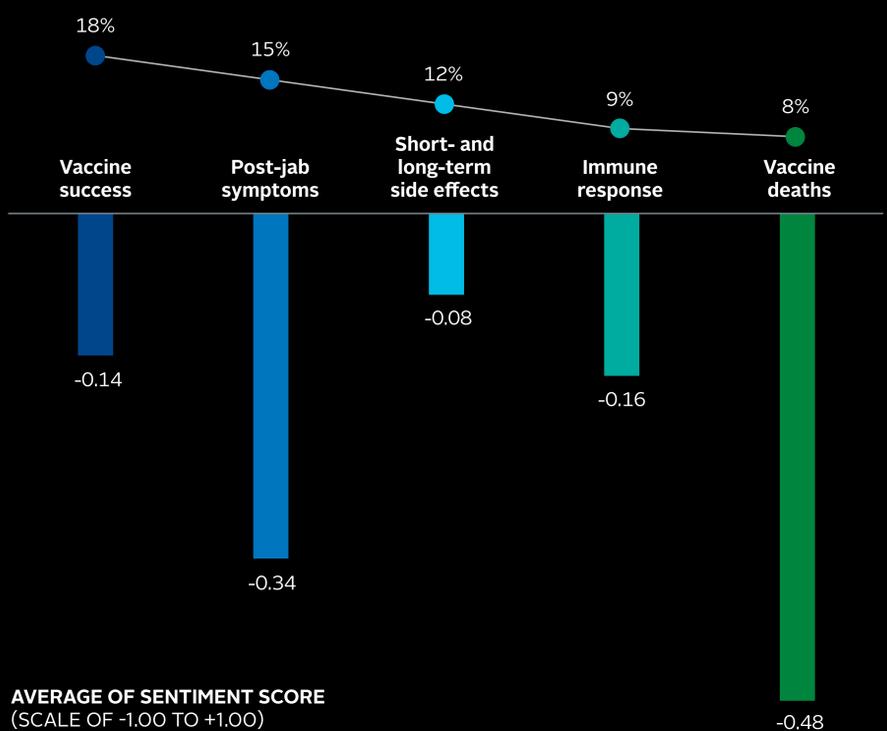
Data science is a tool of extraordinary power and versatility. By measuring sentiment on any topic — not just perceptions directly related to companies — it can uncover hidden insights that ultimately impact brands.

We performed text analytics on five topics related to COVID vaccines, assessing positive and negative mentions related to those topics over time. The net balance yielded sentiment scores that indicate how the public and the media are viewing vaccines and the issues surrounding them.

Top 5 topics

in conversations about vaccines

PERCENTAGE OF MENTIONS



AVERAGE OF SENTIMENT SCORE (SCALE OF -1.00 TO +1.00)

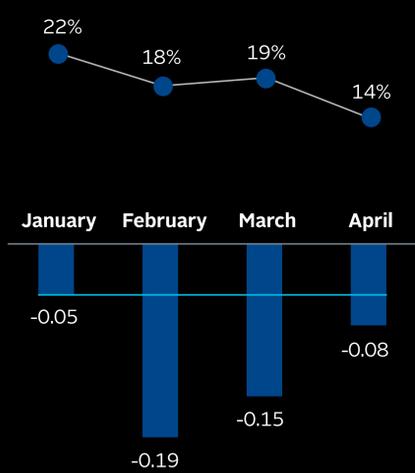
These are the five topics mentioned most often in the samples we collected, indicating that they are at top-of-mind amongst the public and the media.

The combination of mentions and sentiment is revealing. For example, vaccine death mentions show up only 8% of the time but those relatively few mentions skew negative, suggesting strong opinions.

Data for first four months of 2021

Mentions of Vaccine success

PERCENTAGE OF MENTIONS



AVERAGE OF SENTIMENT SCORE (SCALE OF -1.00 TO +1.00)

In conversations about the success of the vaccines, sentiment dropped by 53% from January (when the biggest vaccine push began) through April (when the push had started to slow).

Our takeaway

News of rare blood clot symptoms associated with the Oxford-AstraZenica and J&J vaccines drove the narrative through the late winter and early spring. This focused negative sentiment on these brands and raised concerns over the outlook for vaccination programs worldwide.

Top issues in mentions of Post-jab symptoms

- 1 Arm soreness at the injection site
- 2 Overall feelings of sickness
- 3 Significant fatigue
- 4 Headaches of differing intensity
- 5 COVID symptoms

Our takeaway

Social media platforms give anyone with an Internet connection the ability to share their experience with the whole world, but they also tend to distort the true picture because people who aren't having problems don't post as a rule. It's not surprising, therefore, that sentiment over symptoms is strongly negative.

Mentions of Immune response

PERCENTAGE OF MENTIONS



AVERAGE OF SENTIMENT SCORE (SCALE OF -1.00 TO +1.00)

In conversations about immune system response, sentiment (while still negative) increased by 9% from January to April.

Our takeaway

The uptick in mentions from their low point in March combined with improving sentiment suggests a positive trend in the perception that the vaccines are working. If that trend continues, it's good news for vaccine makers.

Mentions of Vaccine deaths

8%
of the concept mentions

-0.48
average Sentiment Score

Discussion around death and vaccines trailed the top five topics, but the average sentiment was strongly negative.

Our takeaway

The negative sentiment score suggests that the "vaccines are safe" narrative put forth by health experts continues to encounter resistance. The narrative shows a lack of trust in reporting related to the true cause of death that has been difficult to overcome. This is a key challenge for vaccine manufacturers.

Stay informed