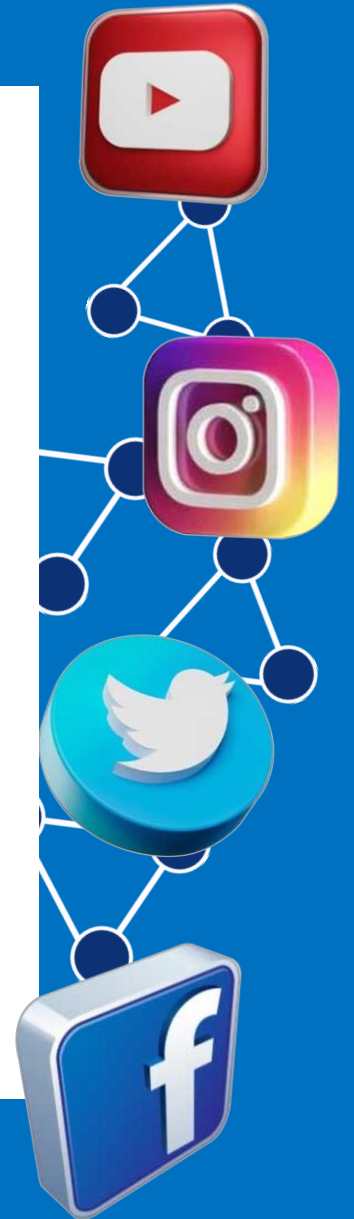


COVID-19 Vaccines Online Social Listening Report in EM/MENAR

This report highlights the latest biweekly online and social media discourse related to COVID-19 vaccines in the Eastern Mediterranean/Middle East and North Africa (EM/MENA) region, primarily monitored using Talkwalker platform.



Content

- Topic analysis
- Sentiment analysis
- Emotion analysis
- Trend analysis
- Key narratives
- Insights to action



Topic analysis

Share of vaccine-related topics and vaccine brands

In the predefined topics for vaccination, 28.2% of the posts were about “vaccine efficiency”, which was the greatest share of all posts, mainly driven by reactions to:

- [Three new studies from the CDC offer evidence](#) that Pfizer and Moderna booster shot is up to 90% effective against Omicron.
- Lebanon government announcement of a mandate for public sector workers to get vaccinated, which resulted in [hundreds of protesters gathering against the decision](#).

Trust and hesitancy occupied 21.3% of the posts, which was the second greatest share, partly driven by reactions to:

- [In Bahrain](#), the Ministry of Health announced the beginning of vaccination for 5–11-year-old children from 19 January.

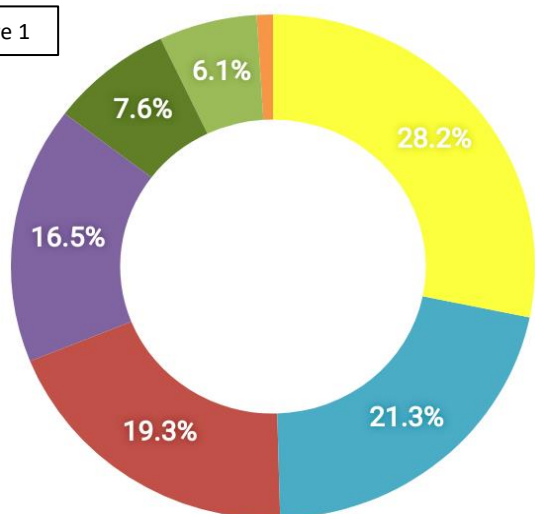
For the predefined topics of vaccine brands, Pfizer had the largest share of results (58.8%), owing to conversations about:

- [The Ministry of Health and Population in Egypt](#) received 3 million Pfizer vaccines from the United States through the Covax mechanism.

See figure 1 & 2 below:

SHARE OF VACCINE-RELATED TOPICS

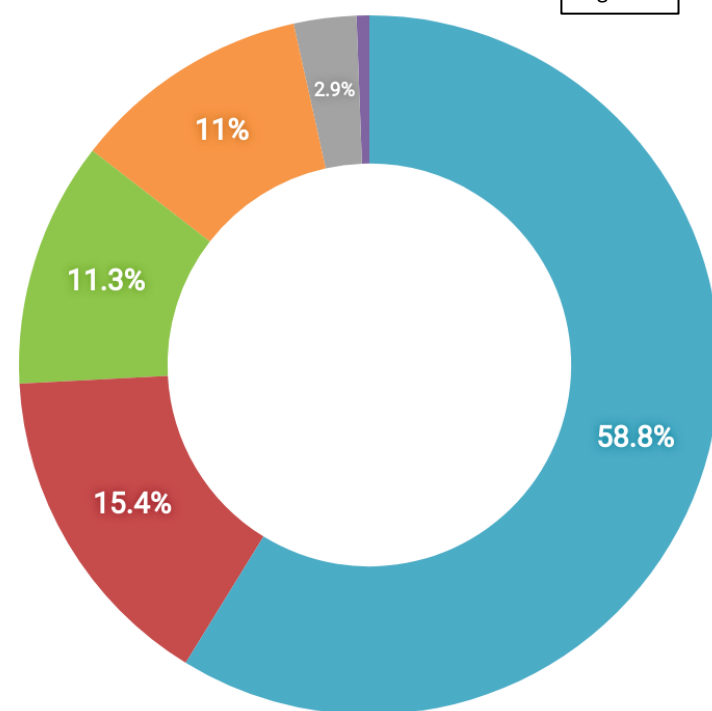
Figure 1



- Vaccination - Efficacy
- Vaccination - Trust/Hesitancy
- Vaccination - Conspiracy theory
- Vaccination - Supply/Distribution
- Vaccination - Side Effects/Safety
- Vaccination - Mandatory/Mandates
- Vaccination - Anti-vaccine

SHARE OF VACCINE BRANDS

Figure 2



- Pfizer
- AstraZeneca
- Moderna
- Sinopharm
- Sputnik
- Johnson&Johnson



Sentiment analysis

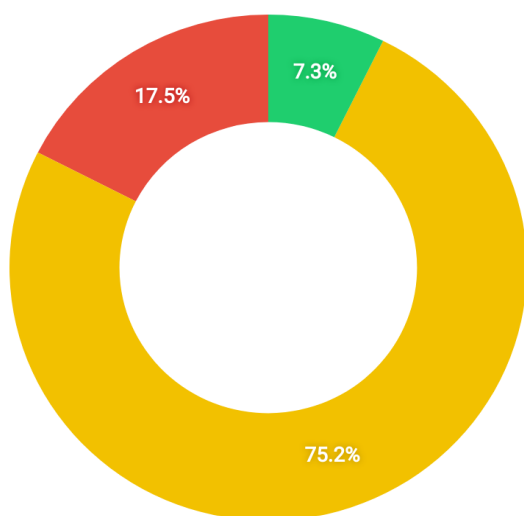
Across the analytical period, most of the sentiments were neutral at 75.2% overall; negative sentiments were 17.5%, while positive sentiments were 7.3%. Both negative and positive sentiments decreased by 1 to 2% compared to the previous period.

Some of the conversations that drove positive sentiments were related to [the Lebanese government announcement about the Moderna vaccine's effectiveness](#), which reflected that Moderna vaccine specifications are like Pfizer's.

Negative sentiment was shaped by the social media discussions about [the concern over continuous vaccine for 4th and 5th dose](#), and [more severe vaccine side effect than 2 doses](#).

Among the specific topics, "Supply and Distribution" had the most positive sentiments (11.3%) partly due to the [U.S. embassy delivering 3 million Pfizer vaccines to Egypt on 16th January](#).

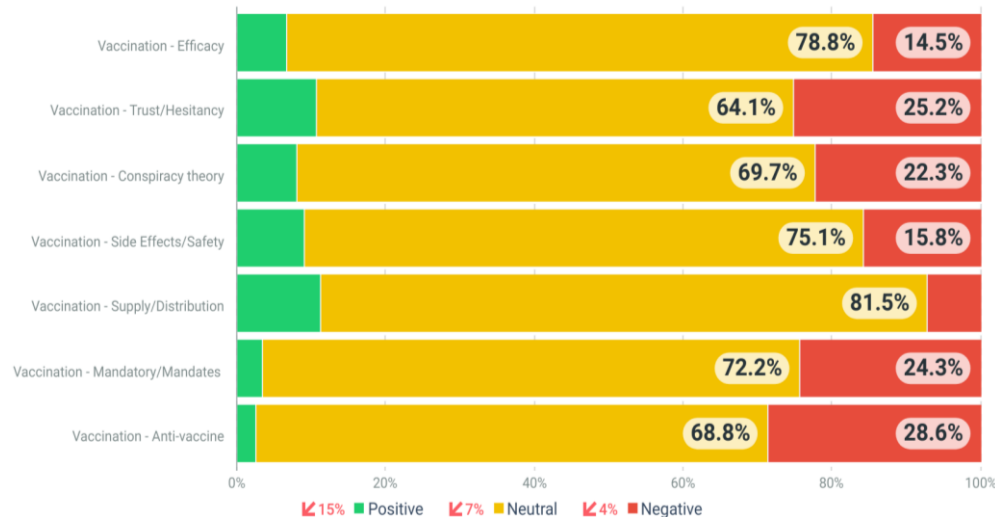
Among the vaccine brands, Sinopharm had the most positive sentiment (8%). This was partly due to [China donation of 80,000 Sinopharm vaccines to Jordan on 12th January](#).



26% Positive 4% Neutral 2% Negative

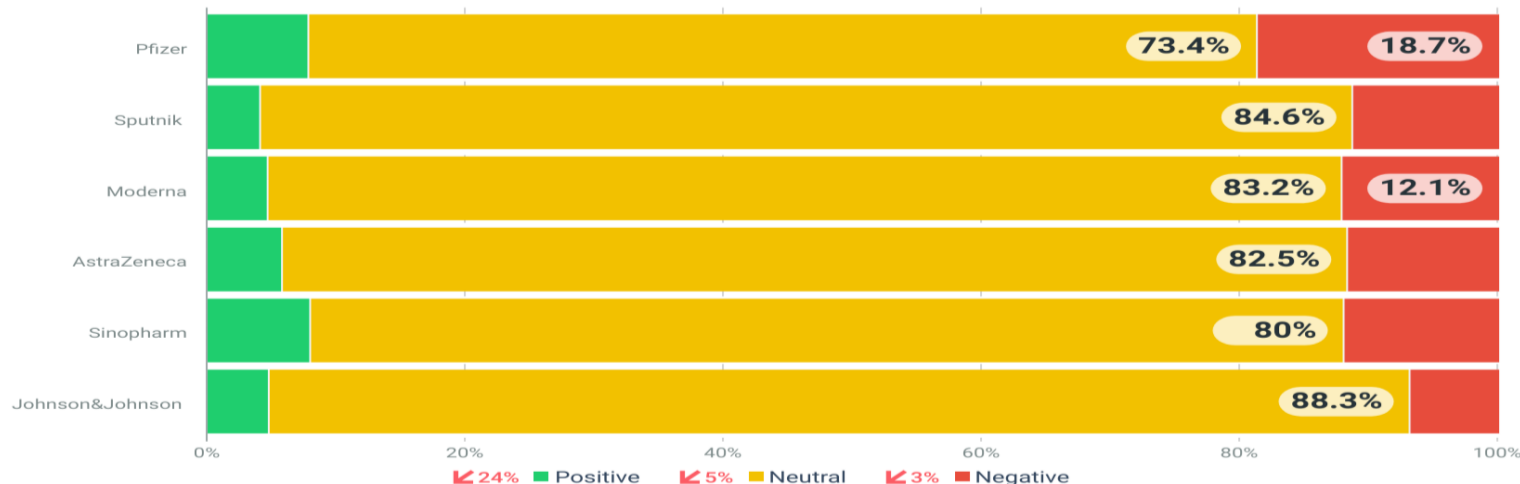
SENTIMENT BY TOPIC

95.6K Results



SENTIMENT BY VACCINE BRAND

31.3K Results





Emotion analysis

SHARE OF EMOTIONS

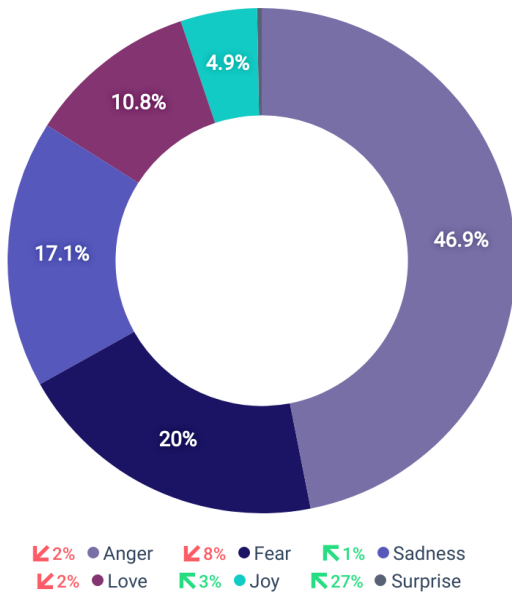


Figure 5

For the share of emotions, the topic “Conspiracy theory” contributed the most to the emotion “anger” (46.9%). On social media, some users are falsely claimed about a high number of deaths linked to taking vaccine.

The emotion of “fear” (20%) was driven by the topic of “Supply and Distribution”, partly because of reactions to reports elsewhere, such as in some countries such as Australia and Japan reported lack of antigen and PCR test.

Among the vaccine brands, “Moderna” gathered the emotion of “anger” partly because of destroying of expired vaccines elsewhere (Uganda).

Also, “Johnson & Johnson” mostly gathered “fear” emotion partly because European Medicine Agency (EMA) added a bleeding disorder and blood clots as a new severe side effect of Johnson & Johnson COVID-19 vaccine.

EMOTIONS ANALYSIS

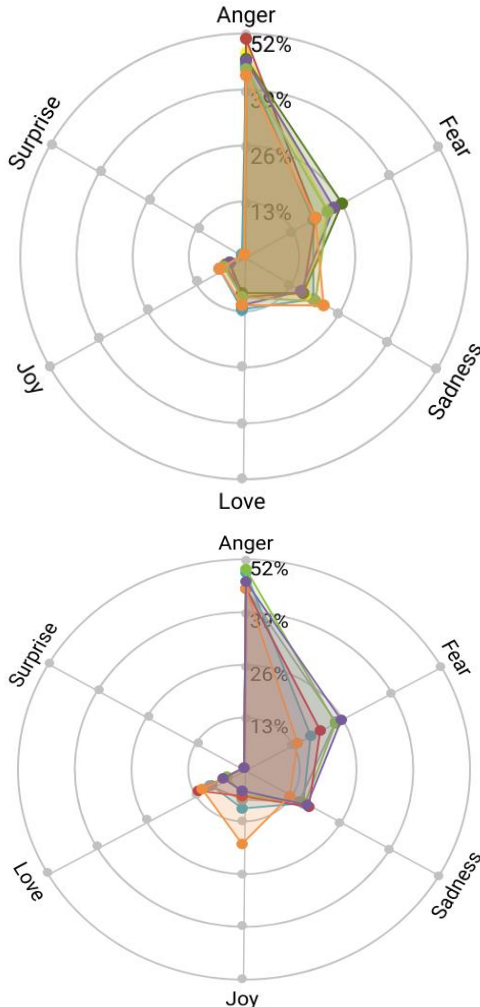


Figure 6

- Vaccination - Efficacy
- Vaccination - Trust/Hesitancy
- Vaccination - Conspiracy theory
- Vaccination - Supply/Distribution
- Vaccination - Side Effects/Safety
- Vaccination - Mandatory/Mandates
- Vaccination - Anti-vaccine

- Pfizer
- Moderna
- AstraZeneca
- Sinopharm
- Sputnik
- Johnson&Johnson



Vaccine conversations trends

For the analytical period, COVID-19 conversations occurred due to the booster shot announcement.
See Figures 7 & 8 below

Figure 7

VACCINE CONVERSATIONS TRENDS – VACCINE BRANDS

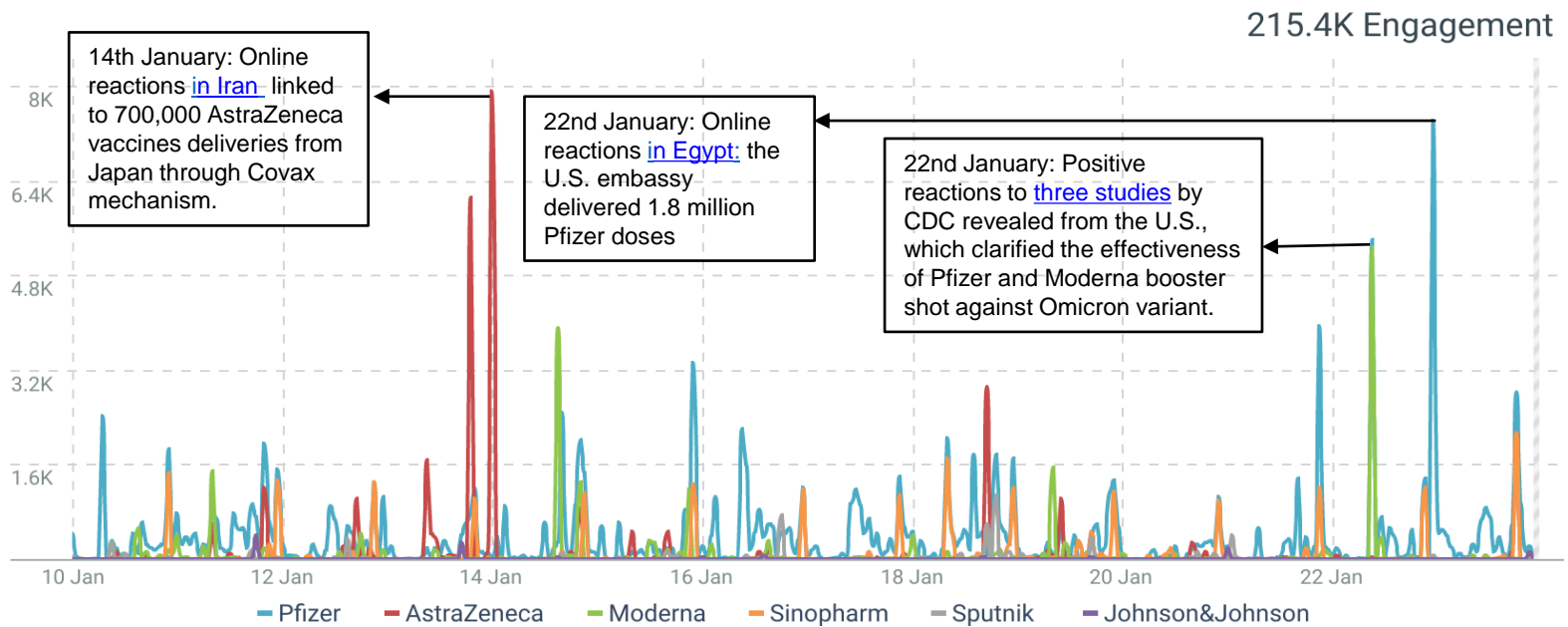
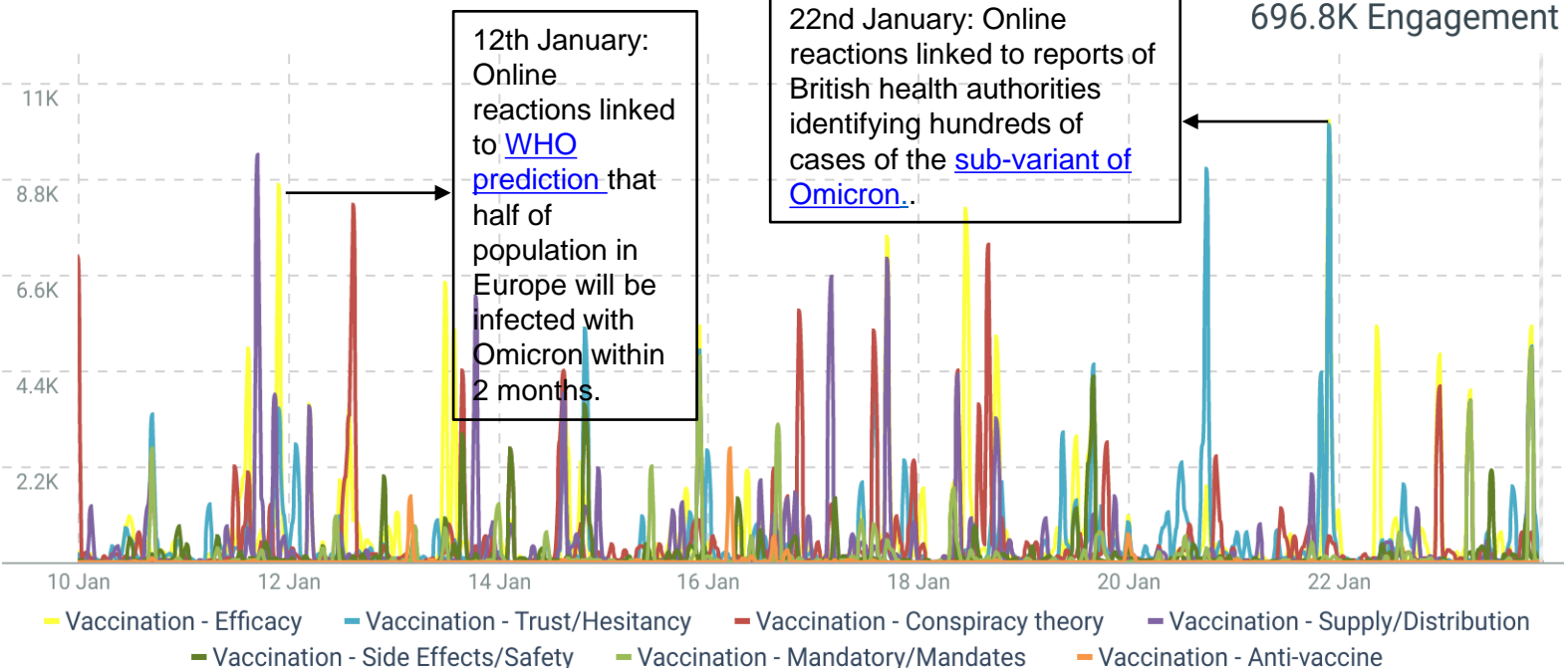


Figure 8

VACCINE CONVERSATIONS TRENDS – VACCINE TOPICS





Selected key narratives from online conversations

Important themes emerged from qualitative analysis of the nature of the actual comments that people post online, find a few below:

- **New: Positive reactions to expanding vaccination drive:** Amidst new evidence of vaccine effectiveness against Omicron and its safety among children, there is a sustained sense of positivity in online and social media conversations
- **Recurring: Worries over high levels of new cases:** Amidst reports that Qatar, and other countries elsewhere (France and Canada) registered the largest number of positive cases than ever, stimulating some level of worry in online conversations.
- **Recurring: More supply and delivery of vaccines enhancing positive attitude towards COVID-19 vaccine:** Online conversations showed positive views of vaccination as the vaccine shipments and deliveries reached the MENA region.



Selected top engaging posts

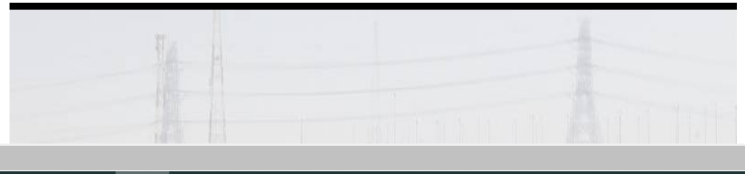
Omicron 'sub-variant' throws up new virus questions

British health authorities have identified hundreds of cases of the Omicron variant dubbed BA.2.



Abu Dhabi requires Covid-19 booster shot or 96-hour PCR for entry to emirate

► Third dose necessary to keep Al Hosn Green Pass active - and without it travellers need a recent negative PCR result to enter





Evidence-to-Action

Social listening insights are part of the evidence base to inform programmatic action to drive vaccine acceptance by addressing multi-level factors.

	Insights	Actions To Promote Uptake (Recommendations)	Responsibility	Regional Ongoing Response Actions
Thinking	<ul style="list-style-type: none"> Positive sentiment towards booster shots – as effective against the Omicron vaccine 	<ul style="list-style-type: none"> Reinforce completing the recommended vaccines (whether it includes boosters) as a social norm - Utilise ambassadors and lay people to provide short form and long form examples showing ‘social proof’ and reinforcing the social norm that getting the recommended vaccinations is ‘normal’ – people like to me are completing their vaccinations; and people I like/admire/follow are completing their vaccinations 	RCCE Actors	Dissemination and operation of the <i>Little Jab Aids</i> to support teachers and health workers, and women to be vaccinated, by UNICEF, Common Thread, Busara, Save the Children, Anthrologica, GAVI
	<ul style="list-style-type: none"> Worries over high levels of new cases 	<ul style="list-style-type: none"> Reinforce the fact that vaccines are most effective for preventing severe illness & hospitalization and death; but we must continue to adhere to PHSMs because the latest variants are more infectious. Consistently share with the population in the most accessible channels and format, key updates and perspectives on the pandemic and how vaccines are critical to prevent severe COVID-19 outcome Break down the cases wherever possible to consistently show that most of the people who are in hospital or have died, are unvaccinated, have underlying co-morbidities or are elderly. Avoid reporting high COVID numbers without explanation of the most vulnerable groups. 	RCCE Actors	<p>Joint WHO/UNICEF/IFRC health care worker vaccine confidence training being rolled out.</p> <p>Social Listening and Community Feedback regional training and ongoing support (3 rounds)</p>
Feeling, Motivations and Intent	<ul style="list-style-type: none"> Unenthusiastic regard for booster shots Negative reactions to news of registered new side effects for Johnson and Johnson vaccines 	<ul style="list-style-type: none"> Where available and recommended by government, encourage people at most-risk (the elderly, etc.) to receive booster shots where offered. Reinforce completing the recommended vaccines (whether or not it includes boosters) as a social norm – Utilise ambassadors and lay people to provide short form and long form examples showing ‘social proof’ and reinforcing the social norm that getting the recommended vaccinations is ‘normal’ – people like to me are completing their vaccinations; and people I like/admire/follow are completing their vaccinations Promote vaccine success stories through ambassadors and lay people who represent the sub-populations who most need to be vaccinated. 	RCCE Actors	



Evidence-to-Action

	Social Listening Insights	Actions To Promote Uptake (Recommendations)	Responsibility	Regional Ongoing Response Actions
Social Processes	<ul style="list-style-type: none"> Resistance against vaccine mandates (e.g. Lebanon) Children vaccination not fully embraced Expanding vaccination drive and campaign warmly welcomed Different sub-populations have different views on vaccination 	<ul style="list-style-type: none"> Conduct qualitative interviews (in-depth individual interviews or focus group discussions) to understand current views, beliefs, attitudes, social norms towards mask compliance and other public health measures – this understanding will be essential to refining your SBC strategies Reinforce that mandates are in place for two main reasons (i) to protect people who are otherwise at risk, and (ii) to protect others. Mandates are generally considered as the last resort and should always be used in concert with other nudges and strategies. Where most people are already vaccinated, make it known – such that the mandate mainly applies to the few who are still unvaccinated. Engage communities in collaborative, supportive actions towards vaccine mandates On children – make the link with routine vaccination. MENA region is traditionally a well vaccinated region, with many infant deaths avoided because of vaccination in recent decades (quantify this where possible). 	COVID-19 response actors (<i>multisectoral</i>)	<p>Dissemination and operation of the <i>Little Jab Aids</i> to support teachers and health workers, and women to be vaccinated, by UNICEF, Common Thread, Busara, Save the Children, Anthrologica, GAVI</p> <p>Joint WHO/UNICEF/IFRC health care worker vaccine confidence training being rolled out.</p> <p>Social Listening and Community Feedback regional training and ongoing support (3 rounds)</p>
Structural/ systems level	<ul style="list-style-type: none"> Expanding vaccination drive and campaign warmly welcomed Different sub-populations have different views on vaccination Competing priorities – People have concerns beyond COVID 	<ul style="list-style-type: none"> Ensure teachers are prioritised for vaccination and encourage them as advocates – where feasible. Make schools a community hub for vaccination information and support Schools should remain open, even without full vaccination. Disaggregate systems data on vaccination uptake to understanding who is coming for vaccination, and who is not – where do they live, work... Develop a clear picture of the sub-groups that need more attention (personas) and tailor programs to them specifically (localize) Enlist private sector to tailor programs, including and beyond campaigns e.g. “Ladies day” or specific vaccination centres, times and conditions for women; Bundle vaccination with other incentives/valued commodities Engage private sector (fast moving everyday products) to include messaging with their products e.g., milk containers 	COVID-19 response actors (<i>multisectoral</i>)	