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# TALKWALKER

ONLINE SOCIAL LISTENING TO UNDERSTAND COMMUNITY VOICES

PRESENTER AND OTHER AUTHORS

## VANUATU 3RD HEALTH RESEARCH SYMPOSIUM

Vanuatu Agriculture College, Luganville, Santo

26-28 October 2022



# INTRODUCTION TO TALKWALKER



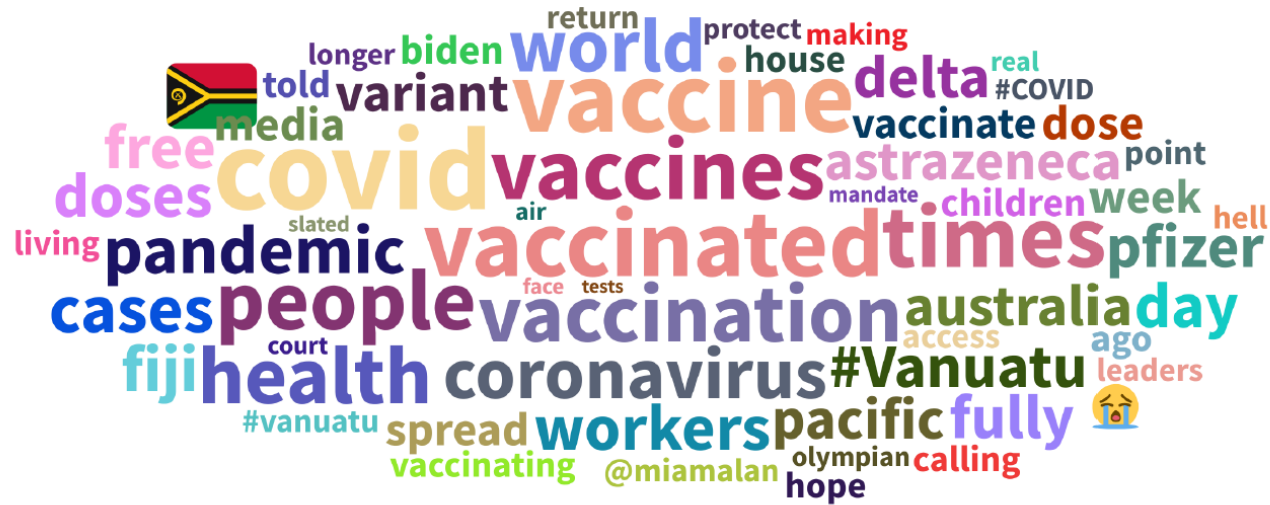
- Online **Social Listening** platform that provides conversational insights on real time discussions
- Anchored in **social listening** approaches which include both online and offline sources
- Talkwalker online platform tracks social media sites (Facebook, Instagram, Tik Tok, etc.) for mentions and conversations based on **keywords** such as **COVID-19**, **Vaccination, Boosters**, etc.
- Particularly important during the COVID-19 pandemic where **misinformation** and **disinformation** were widespread
- Most effective when triangulated with community feedback from other sources (i.e., 119 hotline, community feedback mechanisms).



# METHODS: TALKWALKER DASHBOARD

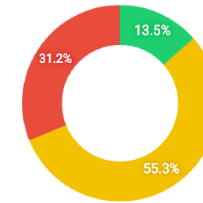
## MOST MENTIONED WORDS

### TOP THEMES

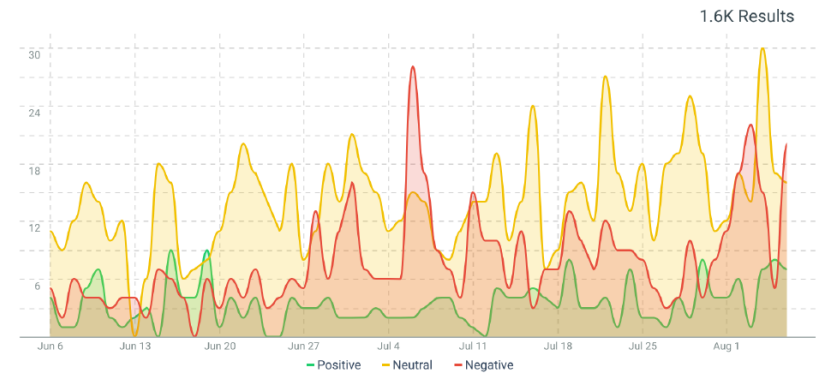


## WHAT IS THE SENTIMENT OF THE CONVERSATION?

SHARE OF SENTIMENT



SENTIMENT OVER TIME



June 6-August 6, 2021



# RESULTS: SHIFTS IN RCCE AND OPERATIONS



- Talkwalker picked up chatter on Social Media around COVID-19 vaccination being linked to 666/mark of beast/devil
- Engaged with Vanuatu Christian Council to facilitate support from faith leaders in communities by ensuring they had accurate information to enable positive promotion of vaccination



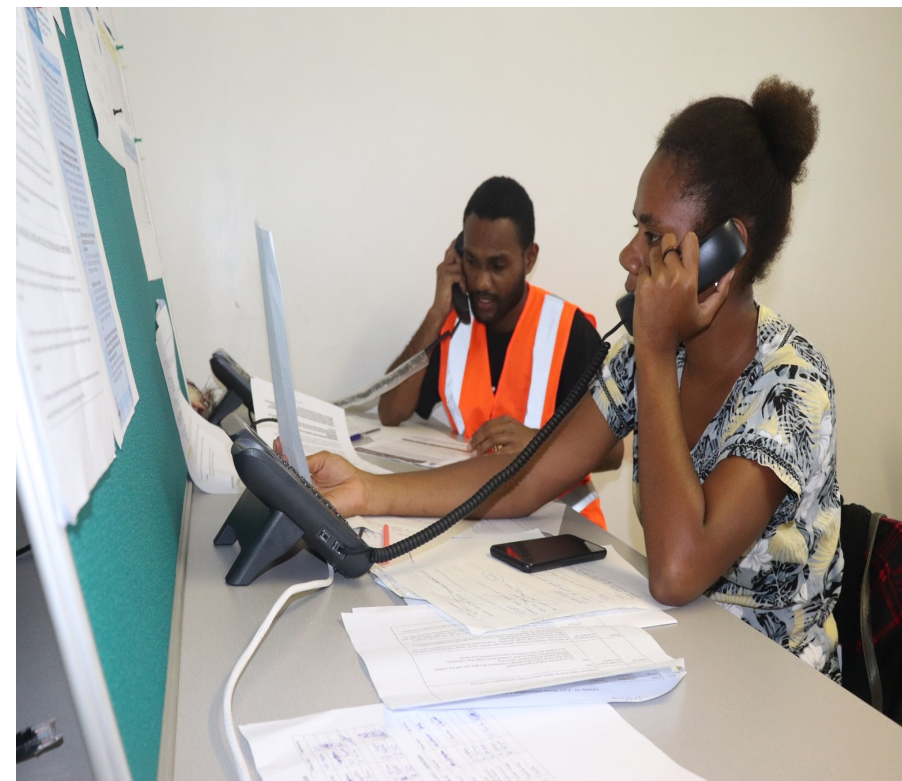
## RESULTS: SHIFTS IN RCCE AND OPERATIONS

- Conspiracy theory that pharma companies developed virus to profit from vaccine sales
- Perception that traditional medicine was sufficient to prevent and/or treat COVID-19
- Engaged Malvatumauri National Council of Chiefs through dialogue to present the science in a digestible way, ensure they had accurate information, and reinforce accurate and trusted sources of information (HPU FB page, 119 hotline, MOH Covid-19 website)



# RESULTS: SHIFTS IN RCCE AND OPERATIONS

- Concerns about side effects
- Addressed this through, Press conference, Press release, Mass media awareness, development of FAQs, updated MOH website with accurate information on potential side effects, the whys and their management
- Community Engagement Activities ( AEFI awareness)
- 119 staff trained and updated daily



## RESULTS: SHIFTS IN RCCE AND OPERATIONS

- Onset of outbreak – people complained of COVID-19 vaccine access issues – long lines of people waiting to be vaccinated
- Vaccination site moved to convention center to improve crowd management and cater for increased demand



## DISCUSSION & RECOMMENDATIONS / IMPLICATIONS

- Talkwalker was useful for Risk Communications and Community Engagement (RCCE) to better understand misinformation/disinformation at critical periods during the COVID-19 response and vaccine launch
- This enabled the HPU and partners to get ahead of rumors and develop RCCE activities to address them
- Also has relevance beyond the COVID-19 response and can be programmed to identify conversations related to like other topics such as HPV and routine immunization





# ACKNOWLEDGEMENTS

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