

TIGER C19

Timely Integration of User
Generated Responses about C19

Introduction and Approach

WHAT: TIGER C19 is an ongoing collaboration between the Burnet Institute and the University of Melbourne that combines big data analytics of social media postings with qualitative research methods.

WHY: TIGER C19 can inform public health and health information responses by examining local COVID-19-related issues of current interest as both a supplement and complement to other research (notably the longitudinal “Optimise” study). The focus is on Melbourne and Victoria, though the emerging themes have broader resonance and application to other jurisdictions in Australia and overseas.

HOW: Using a sophisticated data analytics tool, TIGER C19 extracts posts containing selected key words and themes from two social media platforms – “Reddit” and “Twitter” – that are then subjected to thematic analyses.

Summary of results

Table 1 below summarises findings for the key words, focusing on the top 20 URLs and the most popular upvoted (Reddit) or retweeted (Twitter) posts using the following key words: **appointment, vaccine, vaccination, hesitancy/hesitant, lockdown, quarantine.**

Data collection period: 5 August – 20 August 2021

Total number of hits/posts: 87,429

Table 1: Summary of Reddit and Twitter ‘captures’ by key words

Key word	Hits
Appointment	Reddit: 439 hits
	Twitter: 1,784 hits
Hesitancy/Hesitant	Reddit: 543 hits
	Twitter: 4,139 hits

Key word	Hits
Lockdown	Reddit: 8,594 hits
	Twitter: 17,932 hits
Vaccination/Vaccine	Reddit: 9,969 hits
	Twitter: 28,149 hits
Quarantine	Reddit: 1,715 hits
	Twitter: 14,165 hits

Emerging themes

We analysed the most popular posts (and repost trails) to determine emerging key themes.

1. Highlighting Federal and NSW Government failures

- Federal gov is responsible for limited vaccine supply
- Federal gov has mismanaged the vaccine roll out
- Federal gov is responsible for ongoing lockdowns
- Poor communication from those in leadership positions
- Failure of the NSW gov to control the outbreak
 - Lockdown restrictions should be tighter
 - NSW outbreak is leaking into other states
 - Frustration from Victorians in extended lockdowns
- Need for purpose-built quarantine facilities
- Need for greater financial support for casual workers

2. Sharing encouragement, information and support Political mixed messaging has created vaccine hesitancy in the community

- Encouraging others to get vaccinated
- Personal stories of getting vaccinated/ booking in to get vaccinated
- Sharing information on how to access vaccinations
- Promoting the safety and efficacy of COVID-19 vaccines
- Promoting the efficacy of lockdowns in controlling outbreaks
- Optimistic about achieving vaccination target of 80%
- Sharing information on support services during lockdowns

3. Misinformation and anti-lockdown/anti-vaccination comments

- Opposed to lockdown restrictions to control the outbreak
- COVID-19 vaccines are unsafe
- Highlighting deaths from AstraZeneca
- Against COVID zero policies
- Promotion of anti-lockdown protests

4. Criticism of those not following lockdown rules

- Anger and criticism of those breaking lockdown rules and/or not getting vaccinated
- Criticism of anti-lockdown protests
- Discussing who is to blame for anti-lockdown protests

5. Difficulty accessing vaccination

- Long wait lists for vaccine appointments
- Vaccine appointments cancelled by providers
- Vaccine eligibility criteria confusing/ refused vaccination at health service
- Need to make getting vaccinated more convenient
- Need to provide incentives to get vaccinated

6. Concern that health care workers are not vaccinated / vaccine hesitant

- Vaccination should be mandated for health care workers
- Nurses and midwives are vaccine hesitant

7. The role of the workplace in vaccinations

- Discussing businesses mandating COVID vaccinations for employees
- Against employers mandating vaccination for employees
- Worry if being vaccinated will impact ability to continue to work from home
- Mandating vaccinations for work will increase vaccine uptake
- Workplaces should provide paid leave to get vaccinated

8. Impact of the pandemic on young people

- Young people are bearing the economic costs of lockdowns
- Young people want to get vaccinated but are ineligible
- Vaccinations should be open to all ages
- Young people shouldn't be pressured into getting AstraZeneca

9. Vaccine decision making

- Deciding whether to get AstraZeneca when young and female
- Discouraged from getting AstraZeneca from GP
- Confusion about the safety of AstraZeneca
- The decision to get AstraZeneca or wait for Pfizer or Moderna
- Greater vaccine choice will improve uptake
- Over 60's want Pfizer

10. Inequitable access to vaccines and implementation of quarantine rules

- Inconsistent application of quarantine rules for the wealthy
- Inequitable vaccine allocation / allocation should be transparent
- Barriers to vaccinating First Nations people living in remote and regional areas
- Discussing who should get access to Pfizer