

## SENTIMENT ANALYSIS AND SENTIMENT CHANGE BCC CAMPAIGN

### INTRODUCTION

The COVID-19 pandemic is an unprecedented health and development crisis and boosting vaccination is one of the core strategy of the Government of India's response plan. Large population base, diverse socio-demographic settings, inadequate public infrastructure and variable level of vaccine confidence across states and districts are some of the key challenges for COVID 19 Vaccination program in India. As vaccination rates in country will increase, the proportion of remaining unvaccinated population who are also resistant to vaccination will also increase. It is also critical to undertake measure for improving vaccination coverage especially for second dose in the coming months for restricting the COVID-19 transmission and effectively managing subsequent waves of the pandemic.

Through its strategic approach, USAID RISE bring unrivaled expertise towards catalyzing Government of India's efforts for boosting COVID-19 vaccination for advancing evidence-based programming to scale for sustainable, self-reliant, and resilient health system in the country through key strategies like system strengthening based on hub-and-spoke approach for tertiary and secondary level health facilities and teaching institutions; partnership-based mentorship to the facility staff for building skills and addressing urgent requirements; engaging with professional associations and CBO/FBO for seeking their participation and support; implementing innovative digital solutions for improved reporting and artificial intelligence (AI) based social media listening to identify vaccine related misconceptions and guide communication strategy and messages. "The WHO has learned that one of the most impactful ways to tackle misinformation and influence user behaviors is through "flooding the market" with accurate and credible content that comes from trusted sources"

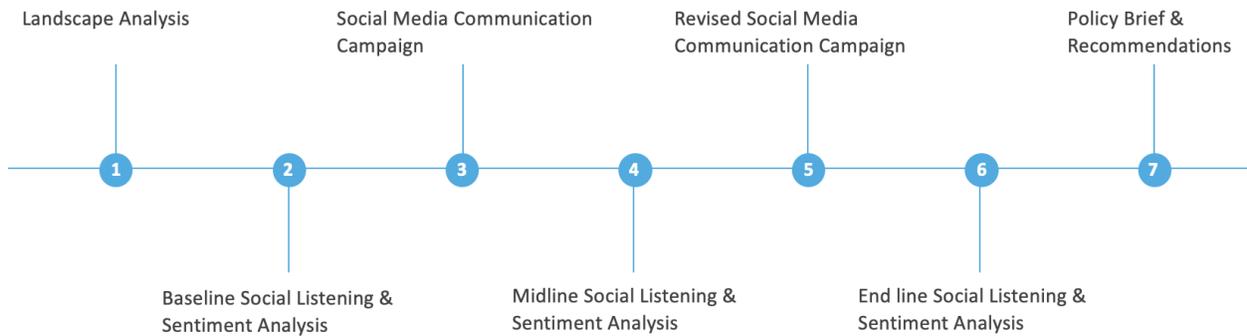
### OBJECTIVES

The USAID-RISE project intends to improve COVID-19 vaccination acceptance, improving COVID-19 appropriate behavior pre & post vaccination and better understanding related to COVID-19 testing and care seeking behavior in seven cities/towns of India. Specific objectives to achieve this include: Using advanced algorithms and Artificial Intelligence, by targeting **OPINION LEADERS (MICRO & NANO INFLUENCERS)** with unprecedented accuracy, utilizing their **TRUST NETWORKS** to drive **RELATABLE AND AUTHENTIC CONVERSATIONS** that ignite **BEHAVIOUR CHANGE**.

### THE PROCESS

To measure a city's baseline sentiment towards the COVID-19 vaccine, COVID-19 appropriate behavior and COVID-19 testing and care seeking behavior and to identify the best positioned micro-influencers on social media (via AI-powered platform) and run a campaign aimed at changing the sentiment around COVID-19 vaccine hesitancy using their personal social media accounts.

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- Landscape Analysis: Desk-research based landscape analysis to understand digital and social media based communication activities currently implemented in each state.
- Social Listening & Sentiment Analysis: AI-based extraction tools to retrieve publicly available posts on social media to understand current sentiments and community perceptions around COVID-19 over **6 week periods** (baseline, midline, endline).
- Social Media Communication Campaigns: Micro and nano influencers in each city will post and discuss key topics on Social Media platforms for **8 week periods** (2 phases).
- Policy Brief and Recommendations: Share insights from the program and provide recommendations for future implementation and adaptation for other health subjects.

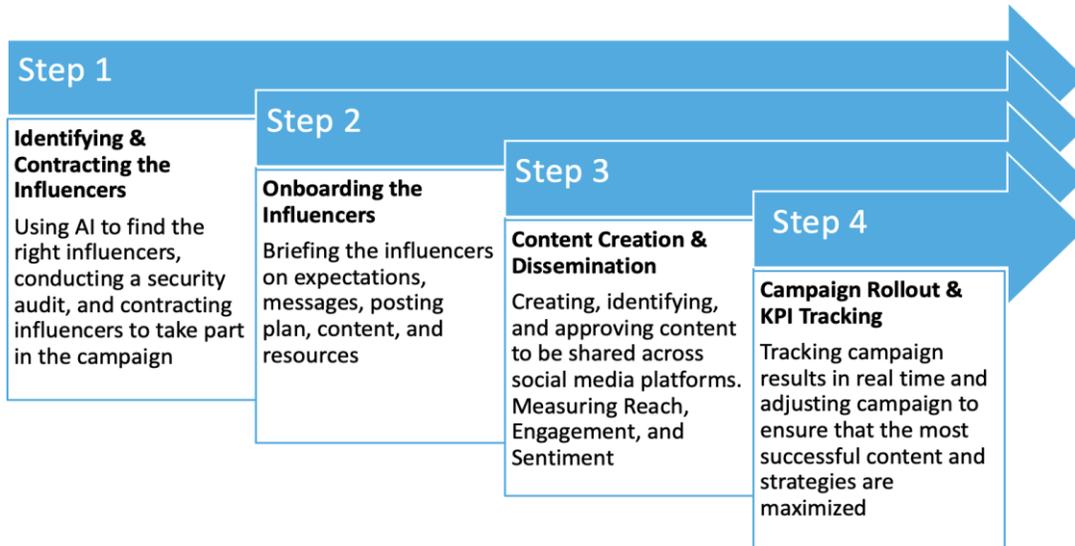
## PROJECT AREAS

STATES	CITIES/ TOWN AREAS	TARGET POPULATION	SOCIAL MEDIA PENETRATION
Assam	Goalpara, Sonitpur	2,14,900	37%
Maharashtra	Aurangabad, Malegaon	15,00,000	61%
Haryana	Mewat	6,75,800	52%
Telangana	Hyderabad	26,00,000	50%
Kerala	Malappuram	11,00,000	37%

## SOCIAL LISTENING & SENTIMENT ANALYSIS

The project will use AI-based research tools to analyse publicly available social media, news, and blog posts to understand current sentiments and community perceptions and practices around COVID-19. This phase will develop insights within each of the five states to understand attitudes towards COVID-19 vaccination, COVID 19 appropriate behavior (for both vaccinated and unvaccinated people), and COVID-19 testing and care-seeking behavior. By understanding what topics are trending, we will build a content dissemination strategy incorporating key COVID-19 subjects that will be communicated by the influencers in the social media SBC campaign.

## COMMUNICATION CAMPAIGN PROCESS



## KEY CAPABILITIES

The identified micro & nano influencers are uniquely placed to create an ecosystem of trust within which the campaign messages can be disseminated. Some of the key capabilities of this campaign include:

- **Social Media Platform Flexibility:** Influencers can post on Facebook, Twitter, Instagram, Youtube, Tiktok, or all of the above, wherever they are the most active they can communicate to their followers.
- **Hypertargeting:** Work with target populations in the RISE facility catchment areas using pincode
- **Polling and Surveys:** Influencers can launch social media polls and online survey tools to collect real time feedback from the target community.
- **Local Languages:** Influencers are encouraged to speak in their own local languages to better connect and share content with their followers and community. There is no limit to which languages they can communicate in.

## KEY DELIVERABLES

- Start Up Phase: Landscape Analysis, Inception Report, Methodology Report
- Research Phase - State-level Social Listening Reports (1 per round, 3 overall rounds), Combined Listening Report (3 overall), End of Report Policy Brief
- SBC Phase - Fortnightly reports per city (4 reports per state per phase, 40 total reports), Overall Campaign Report (2 reports total).