# Behavioural Insights into H1N1 and Seasonal Flu Vaccine Refusal

What specific behavioural factors can be identified as predictors of H1N1 and seasonal flu vaccine refusal among different demographic groups, and how can this information be used to develop targeted interventions to increase vaccine uptake?

What are the underlying psychological and social mechanisms that drive vaccine uptake behaviour among individuals who choose to receive H1N1 and seasonal flu vaccines, and how can this information be used to design more effective communication strategies to increase vaccine acceptance even further?

## 1-Summary of the characteristics of the data such as distribution/mean of the data

## 2-Patterns in the data that can generate hypotheses

## 3-Hypothesis generated compared and tested to a different dataset (potentially COVID-19)

## 4-A predictive question such as such as if X can predict Y

## 5-Find a causal relationship in the data such as if old age can cause

## Resources:

<https://www.cdc.gov/h1n1flu/vaccination/public/vaccination_qa_pub.htm>

<https://towardsdatascience.com/converting-data-to-a-numeric-type-in-pandas-db9415caab0b>