

# Vaccine Persuasion Dashboard

Most Improved Persona

**Brian** +50%



Largest increase in willingness to get vaccinated

Most Resistant Persona

**Sarah** +20%



Smallest change in vaccination acceptance

Conversion Rate

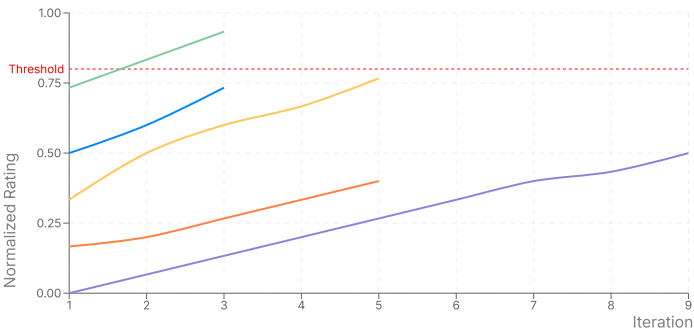
**20%**



Personas reaching high acceptance threshold

## Impact of News Types on Persona Vaccine Attitudes

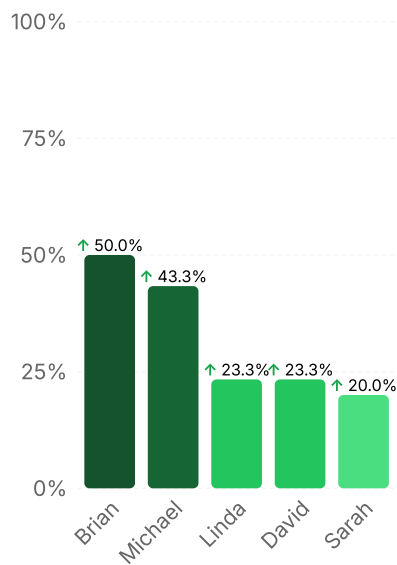
All News    Only Fake News    Only Real News



Red line at 0.8 represents the threshold where personas would decide to take the vaccine.

## Conversion Trajectory

↑ Positive change | ↓ Negative change



↑ Positive change (lower → higher impact)  
↓ Negative change (lower → higher impact)

## News Type Impact Analysis

### News Exposure Overview

Real News Exposures

**25**

Fake News Exposures

**0**

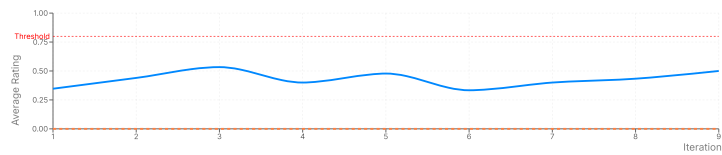
### Average Attitude Change

Real News Impact

**+0.320**

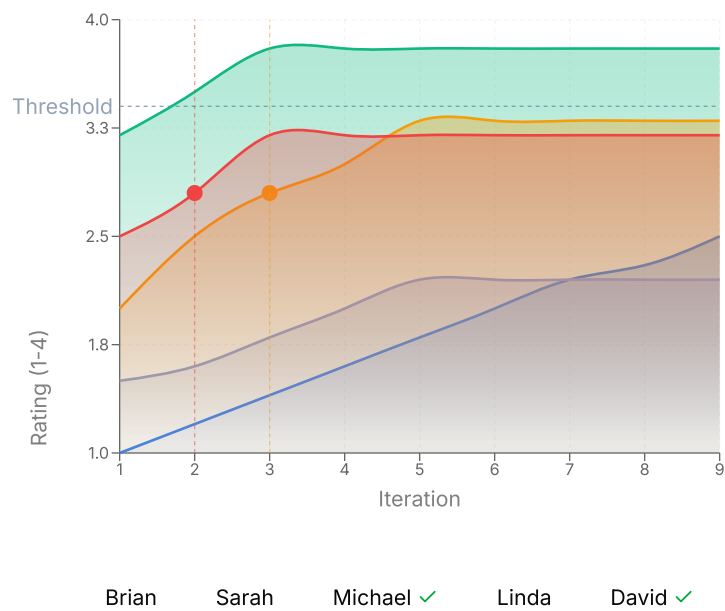
Fake News Impact

**+0.000**

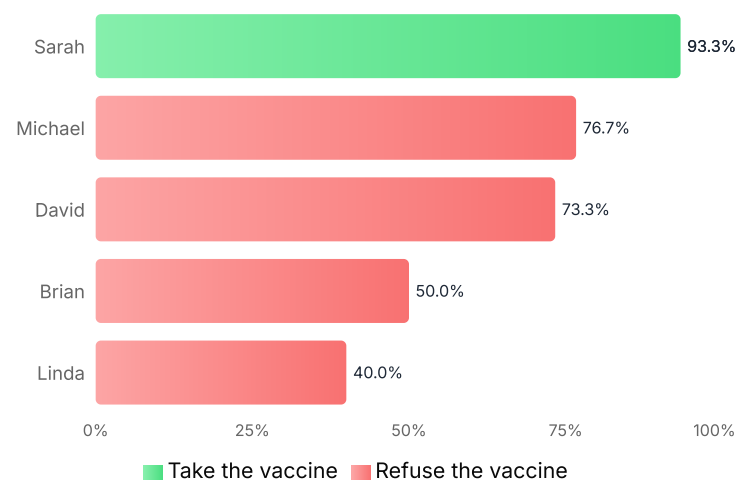


○ Fake News Avg    ● Real News Avg

## Reaction Sentiment Shift



### Final Vaccination Ratings by Persona



### Persona Rating Changes Across Iterations

PERSONA	ITERATION	RATING	CHANGE
Brian	1	0.0%	Initial rating
Brian	2	6.7%	+6.7%
Brian	3	13.3%	+6.7%
Brian	4	20.0%	+6.7%
Brian	5	26.7%	+6.7%
Brian	6	33.3%	+6.7%
Brian	7	40.0%	+6.7%
Brian	8	43.3%	+3.3%

PERSONA	ITERATION	RATING	CHANGE
Brian	9	50.0%	+6.7%
David	1	50.0%	Initial rating
David	2	60.0%	+10.0%
David	3	73.3%	+13.3%
Linda	1	16.7%	Initial rating
Linda	2	20.0%	+3.3%
Linda	3	26.7%	+6.7%
Linda	4	33.3%	+6.7%
Linda	5	40.0%	+6.7%
Michael	1	33.3%	Initial rating
Michael	2	50.0%	+16.7%
Michael	3	60.0%	+10.0%
Michael	4	66.7%	+6.7%
Michael	5	76.7%	+10.0%
Sarah	1	73.3%	Initial rating
Sarah	2	83.3%	+10.0%
Sarah	3	93.3%	+10.0%