



Generating Value from Data

# COVID-19 VACCINE TWEETS

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# CONTEXT



Total Number of Tweets Considered

# 2,351

Worldwide as of 12th Dec 2020 to 5th Jan 2021

As a response to the launch of the Covid-19 Vaccine worldwide, people have tweeted their opinions and thoughts regarding the subject. This analysis aims to explore the main trends in these tweets.



# RESEARCH QUESTIONS

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- 1** What is the general sentiment towards the Vaccine for Covid-19, found by analysing positive/negative words in their tweets.
- 2** What is the distribution of vaccine-related tweets per source?

# MOST COMMON WORDS

Vaccine brands and positive vaccine-related words are the words most present in the tweets

The findings of this analysis are in line with what was expected of vaccine-related tweets. Furthermore, the findings prove to be valuable to analyse the overall sentiment of the tweets (see next slide) since there is a clear presence of seemingly positive words (i.e. great, effective, happy, grateful).

Chart 1. Most common words present in vaccine-related Tweets from 12/12/2020 to 05/01/2021



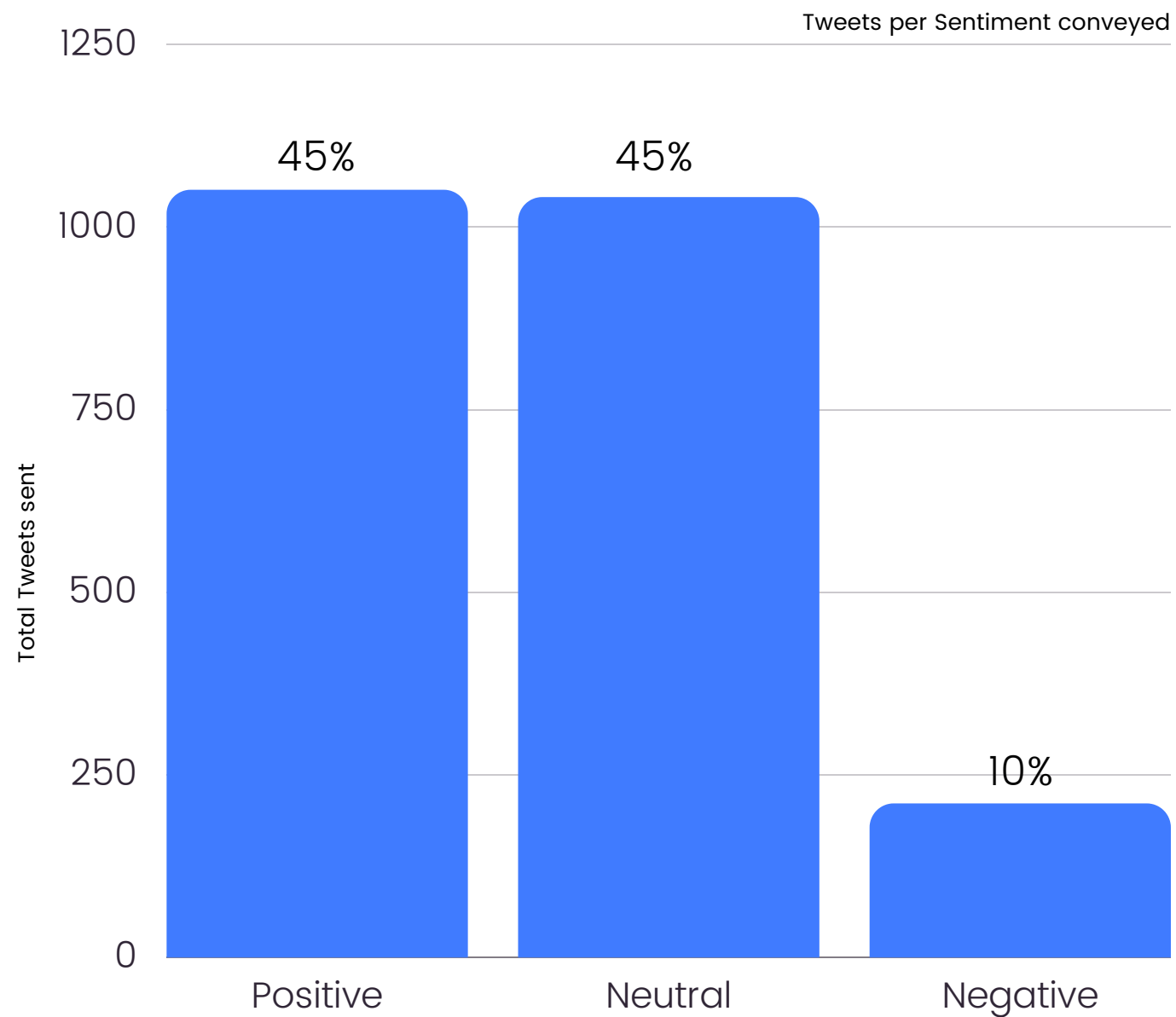


Chart 2. Number of Positive, Neutral and Negative Tweets from 12/12/2020 to 05/01/2021

# GENERAL SENTIMENT

## Positive overall reaction

According to the analysis, there seems to be a very similar percentage of positive and neutral tweets, which may reflect the uncertainty and doubt toward the vaccine despite the general positive sentiment, since it is seen as an innovation and novelty in the world.

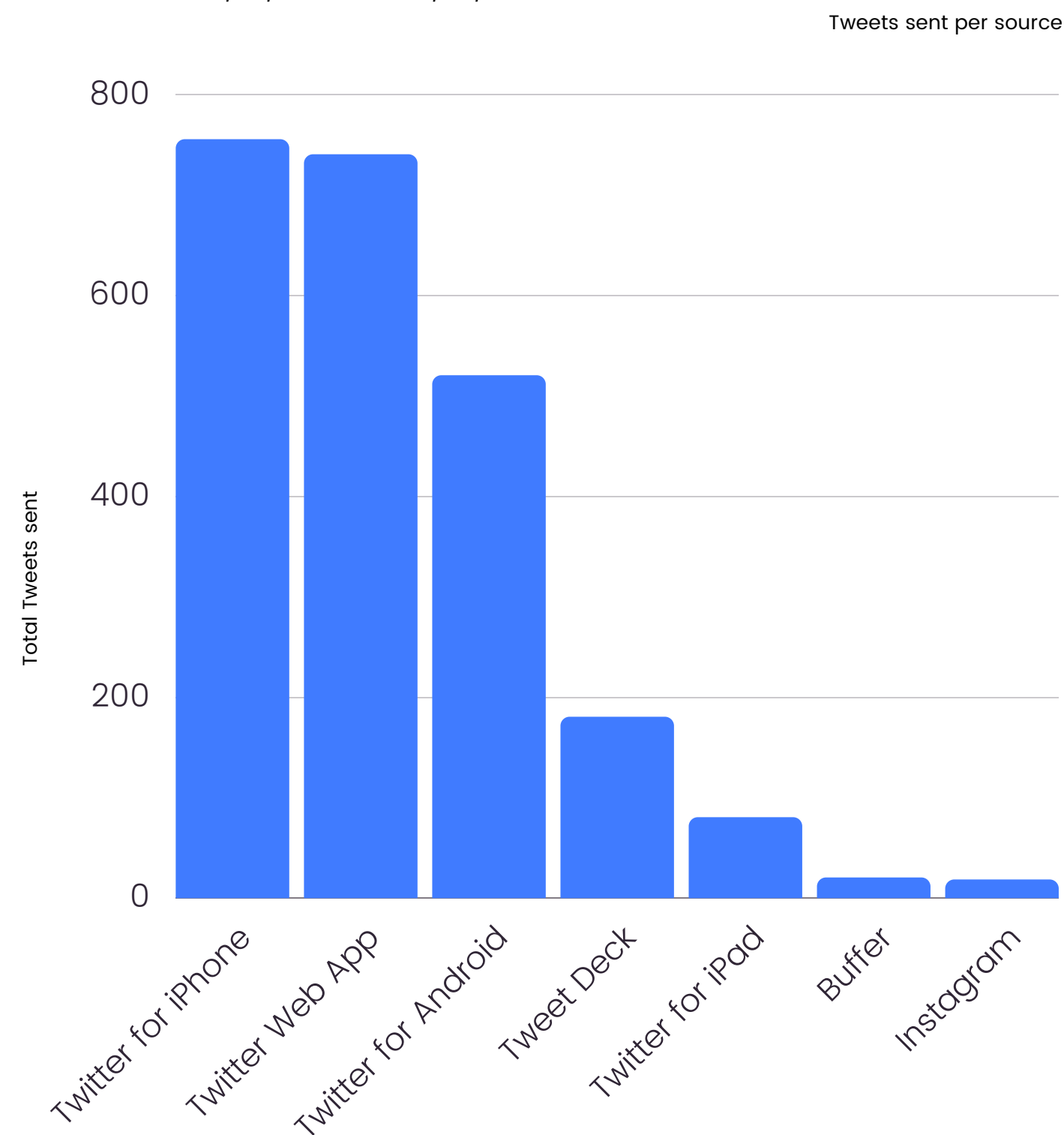


# DISTRIBUTION PER SOURCE

**Twitter for iPhone and Web  
App are in the lead**

Unlike expected, there are more tweets sent by Web App than sent by Android mobile devices. This is probably a reflection of the confinement and work from home. The fact that people are more at home leads them to use their computers more and use less smartphones as usual on the street.

Chart 3. Number of vaccine-related tweets sent by each source  
from 12/12/2020 to 05/01/2021







# FINAL REMARKS



Based on the data, there seems to have been an overwhelming non-negative twitter response to the vaccine

Twitter use has increased significantly in alignment with the impact it has on the way people express their views, especially at a time when social contact decreases.

Tweets regarding this topic came from a variety of sources other than Twitter itself, which shows the different paths and preferences in which people voice their opinion

Since only a small data sample was used in the analysis (time-frame: 12-12-2020 till 05-01-2021), a possible bias towards more positive Tweets is likely to be observed, given the fact that vaccinations started in mid-December.





**THANK  
YOU!**

