**Table 1: Extent of social media outreach for Zika and Dengue by ministries and ministers of health at Center and Gujarat State**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Entities | Source | **Total** | | **Zika** | | **Dengue** | |
| Preparedness | Response | Preparedness | Response | Preparedness | Response |
|
| MoHFW-C | Twitter | 2328 | 3490 | 7 | 1 | 336 | 47 |
| JPN | Twitter | 1181 | 3096 | 5 | 1 | 18 | 10 |
| MoHFW-G | Twitter | 4 | 144 | 0 | 2 | 0 | 0 |
|
| SC | Twitter | 574 | 981 | 0 | 2 | 0 | 0 |
| JPN | Facebook | 510 | 369 | 1 | 1 | 9 | 4 |
|
| SC | Facebook | 285 | 482 | 0 | 1 | 0 | 0 |

**Table 2: Comparison of public response to social media outreach for Zika and Dengue by ministries and ministers of health at the Center and Gujarat State**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Total Means** | | **Zika Means** | | **Dengue Means** | |
| Preparedness | Response | Preparedness | Response | Preparedness | Response |
|
| *Favourites (Twitter)* | | | | | | |
| MoHFW-C | 32.44 | 36.79 | 14.00 | 0.00 | 17.97 | 44.19 |
|
| JPN | 93.64 | 75.24 | 35.40 | 80.00 | 146.67 | 64.90 |
|
| MoHFW-G | 0.00 | 0.19 | 0.00 | 0.00 | 0.00 | 0.00 |
| SC | 73.04 | 149.79 | 0.00 | 0.00 | 0.00 | 0.00 |
| *Retweets (Twitter)* | | | | | | |
| MoHFW-C | 29.09 | 75.06 | 15.00 | 19.00 | 21.74 | 41.74 |
|
| JPN | 66.15 | 353.65 | 39.20 | 75.00 | 136.28 | 72.20 |
|
| MoHFW-G | 72.00 | 118.94 | 0.00 | 81.00 | 0.00 | 0.00 |
| SC | 353.30 | 705.10 | 0.00 | 81.00 | 0.00 | 0.00 |
| *Likes (Facebook)* | | | | | | |
| JPN | 975.27 | 1304.53 | 156.00 | 417.00 | 585.00 | 1203.25 |
| SC | 1245.04 | 2745.87 | 0.00 | 682.00 | 0.00 | 0.00 |
| *Comments (Facebook)* | | | | | | |
| JPN | 33.39 | 43.55 | 10.00 | 12.00 | 19.33 | 28.75 |
| SC | 49.05 | 78.95 | 0.00 | 27.00 | 0.00 | 0.00 |

**Table 3: Top five most frequently used words in each of the social media handles**

|  |  |
| --- | --- |
| Word | Count |
| *MoHFW-N (Twitter)* | |
| 1. SwasthaBharat | 1223 |
| 1. JPNadda | 1218 |
| 1. Health | 1186 |
| 1. NHP\_INDIA | 390 |
| 1. mDiabetes | 315 |
| *MoHFW-G (Twitter)* | |
| 1. ChaudhryShankar | 125 |
| 1. Gujarat | 31 |
| 1. Health | 13 |
| 1. Hospital | 12 |
| 1. medical | 12 |
| *JPN (Twitter)* | |
| 1. JPNadda | 934 |
| 1. narendramodi | 528 |
| 1. MOHFW\_India | 344 |
| 1. health | 309 |
| 1. India | 296 |
| *SC (Twitter)* | |
| 1. narendramodi | 96 |
| 1. Shri | 81 |
| 1. Gujarat | 53 |
| 1. India | 46 |
| 1. Ahmedabad | 34 |
| *JPN (Facebook)* | |
| 1. Health | 246 |
| 1. India | 89 |
| 1. Modi | 81 |
| 1. Narendra | 78 |
| 1. Pradesh | 75 |
| *SC (Facebook)* | |
| 1. Gujarat | 142 |
| 1. Shri | 121 |
| 1. Ahmedabad | 99 |
| 1. Banaskantha | 93 |
| 1. Narendra | 81 |

Table 4: Indian urban adults’ preferences of health information seeking from media sources

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| *Media Type* | Kolkata  (a)  (n=200) | Chennai  (b)  (n=200) | Delhi  (c)  (n=200) | Hyderabad (d)  (n=200) | Mumbai  (e)  (n=200) | *F* |
| *Broadcast* | | | | | | |
| Radio  *SD* | 3.43 b, c, d, e  (0.79) | 4.31 a, c, d, e  (0.65) | 1.23 a, b, d, e  (0.58) | 2.79 a, b, c, e  (0.95) | 2.44 a, b, c, d  (1.10) | 377.52\*\*\* |
| Television  *SD* | 4.44 b, d  (0.50) | 4.74 a, c, d, e  (0.45) | 4.48 b, d  (0.68) | 4.27 b, c  (0.55) | 4.37 b  (0.61) | 19.49\*\*\* |
| *Print* | | | | | | |
| Newspapers  *SD* | 4.07 b, c, d  (0.83) | 4.57 a, c, d, e  (0.61) | 3.34 a, b, d, e  (1.44) | 3.61 a, b, c, e  (0.84) | 3.95 b, c, d  (0.68) | 50.38\*\*\* |
| Magazines  *SD* | 3.61 b, c, d, e  (0.79) | 4.15 a, c, e  (0.61) | 1.90 a, b, d, e  (1.21) | 2.76 a, b, c, e  (1.04) | 4.10 a, c, d  (0.71) | 229.00\*\*\* |
| Posters / pamphlets  *SD* | 3.20 b, c, d, e  (0.76) | 4.00 a, c, d  (0.69) | 1.58 a, b, d, e  (1.02) | 2.69 a, b, c, e  (1.15) | 4.12 a, c, d  (0.73) | 276.64\*\*\* |
| *Digital* | | | | | | |
| Internet via computers  *SD* | 3.48 c, d, e  (0.92) | 3.79 c, d, e  (0.93) | 2.35 a, b, e  (1.67) | 2.04 a, b, e  (1.18) | 3.06 a, b, c, d  (1.24) | 73.89\*\*\* |
| Mobile phones  *SD* | 3.97 b, c, d, e  (0.78) | 4.62 a, c, d, e  (0.54) | 2.32 a, b, d, e  (1.18) | 2.78 a, b, c, e  (1.15) | 4.29 a, b, c, d  (0.65) | 245.74\*\*\* |

*Statistical test: One-way ANOVA with p<0.05 and Tukey’s post-hoc for between-group differences*

Between-group differences: Each city has been assigned a letter, for e.g. Kolkata (a). Superscripted letters within rows indicate a statistically significant difference (at p<0.05) with the respective city.

Table 5: Indian urban adults’ preferences of seeking health information from social connections

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| *Variable* | Kolkata  (a)  (n=200) | Chennai  (b)  (n=200) | Delhi  (c)  (n=200) | Hyderabad (d)  (n=200) | Mumbai  (e)  (n=200) | *F* |
| Family members  *SD* | 4.46 b, d, e  (0.64) | 4.78 a, c, d, e  (0.45) | 4.50 b, d, e  (0.66) | 3.44 a, b, c, e  (1.12) | 3.75 a, b, c, d  (0.85) | 106.13\*\*\* |
| Friends  *SD* | 4.30 b, c, d, e  (0.61) | 4.61 a, c, d, e  (0.51) | 3.90 a, b  (0.61) | 3.81 a, b, e  (0.95) | 4.02 a, b  (0.79) | 42.24\*\*\* |
| Doctors  *SD* | 4.39 c, d  (0.57) | 4.53 c, d, e  (0.53) | 4.83 a, b, d, e  (0.45) | 4.02 a, b, c, e  (1.04) | 4.28 b, c, d  (0.79) | 35.59\*\*\* |
| Traditional medicine practitioners  *SD* | 3.22 b, c, d, e  (0.79) | 4.40 a, c, d, e  (0.67) | 1.38 a, b, d, e  (0.81) | 2.49 a, b, c, e  (1.30) | 3.32 b, c, d  (0.80) | 310.44\*\*\* |
| Pharmacist / local medical store  *SD* | 3.13 b, c, d  (0.95) | 4.23 a, c, d, e  (0.56) | 2.23 a, b, d, e  (1.27) | 3.79 a, b, c, e  (0.54) | 3.22 b, c, d  (1.07) | 134.85\*\*\* |
| Religious leaders  *SD* | 2.82 b, c, d  (0.86) | 4.27 a, c, d, e  (0.75) | 1.24 a, b, d, e  (0.57) | 1.83 a, b, c, e  (0.94) | 2.89 b, c, d  (1.18) | 345.67\*\*\* |
| Local government authorities  *SD* | 4.02 b, c, d  (0.73) | 4.53 a, c, d, e  (0.52) | 1.41 a, b, d, e  (0.85) | 3.36 a, b, c, e  (1.22) | 3.94 b, c, d, e  (0.81) | 400.14\*\*\* |

*Statistical test: One-way ANOVA with p<0.05 and Tukey’s post-hoc for between-group differences*

Between-group differences: Each city has been assigned a letter, for e.g.Kolkata (a). Superscripted letters within rows indicate a statistically significant difference (at p<0.05) with the respective city.