INSY 669-076 - Text Analytics

Group Proposal

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Chosen Topic: Media vs Public Opinion
Summary & Problem Introduction
GLP-1 weight-loss drugs such as Ozempic and Wegovy have become extremely visible in both healthcare and popular media, and they are strongly shaping the market for obesity and diabetes-related treatments. At the same time, public trust and adoption is dependent on how these drugs are framed in the media versus how people describe their real experiences using them. Businesses and stakeholders such as pharma companies, clinicians, payers, and healthcare systems have a practical need to understand whether media coverage emphasizes different benefits, risks, and controversies than what patients and consumers report directly. If media narratives diverge from consumer sentiment and lived experience, that gap can affect demand, brand perception, prescribing behavior, and policy discussions.

In this project, we will create two collections of text. One will be from media coverage and one from public discussions about Ozempic and Wegovy. Using basic text analytics, we will compare how each group talks about the drugs by measuring overall sentiment, whether it is in a positive or negative tone, and identifying the most common themes and keywords in each collection. If feasible, we will also highlight frequently mentioned side effects in public discussions and check whether those same concerns appear in media coverage. The goal is to summarize similarities and differences in narratives between media sources and real user experiences.

Possible Data Sources
Public
- Reddit: r/Ozempic, r/medicine, r/Semaglutide, r/WegovyWeightLoss
- WebMD (Reviews):
  - Ozempic
  - Wegovy

Media
- NewsAPI.org (headlines from various media sources)
- Google News API (Google News healines)
- YouTube Data API (Transcriptions of news channels)
- Specialized newspaper in medical science such as:
  - https://www.medicalnewstoday.com/