

Impact of Influential figure taking COVID vaccine on national sentiment



IMT 547: Social Media Data Mining & Analysis

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What is the problem? Why is it hard?

- We constantly see differences in public opinions about issues
- It is sometimes beneficial to clear out the misinformation and encourage masses to believe in a good purpose
- Influential figures (or celebrities) are often seen encouraging audiences towards the same and making their stand clear via social media
- However, does it actually work?
- Is it possible to change public opinion using any public move, for that matter?

What are you trying to do?

1. Aim to measure the impact of influential figures' opinions, actions, words on the masses and their opinions.
 - Wish to understand if such a public bold move was able to sway the national opinion at all.
2. We'll try to analyze the impact on the sentiment of people in the United States with respect to COVID-19 vaccines when an influential figure (here the president of the US, Joe Biden) himself takes the vaccination on camera.

Reference: <https://abc7.com/joe-biden-covid-vaccine-coronavirus-covid-19-gets/9561849/>

How is it done today?

- Sentiment analysis is the automated process where we identify and classify information which is in the form of text.
- This information might be something like a twitter post, and can express an opinion, a judgment, or a feeling about a particular topic or product feature.
- Currently most work is done on analyzing the sentiment that goes behind a particular event, and not really comparing the impact of an event on the sentiment of the people in a particular area.

What is new in your approach?

- The novelty of our approach lies in analyzing the impact of a major event on the sentiment of the people on a particular event.
- Comparing the sentiments of people before and after this event would help us understand the impact of that event.
 - For example, are people more willing to take vaccinations after their president takes one himself?
 - Should there be more such campaigns to encourage the people?

Who cares?

- Political Parties
- Healthcare Organization
- Vaccine Manufacturing & Distributing Companies
- Government Healthcare Units for Public Health

If you are successful, what difference will it make?

What impact will success have?

1. This research will help us gauge people's sentiments around this vaccine as expressed on a social media platform openly.
2. Impact of influential figures actions on people's sentiments towards the vaccines.

How will it be measured?

1. By calculating the percentage of positive, negative, and neutral tweets
2. With the help of wordcloud and barplot visualizations

Data

- The current source of our data is Twitter
- When it comes to whether we can collect sufficiently large data, we already learned in class that we can [bypass the rate limit of Twitter](#), so we are confident that we will have enough data to test this hypothesis.

Plan of Activities

Phase 0

- Project ideation and phase planning
- Framing research questions and methodologies

Phase 1

- Researching data sources
- Extraction of data

Phase 2

- Preprocessing of obtained data
- Analysis and modeling to answer questions

Phase 3

- Visualizations
- Documentation/Presentation

Thanks!