



Using Social Media Listening to Understand Travelers' Health Questioning

Catherine Bravo¹, Roxane Noharet¹, Pauline Letourmy¹, Sébastien Rivas²

¹ Sanofi Pasteur, Global Medical Affairs, 14 espace Henry Vallée, 69007, Lyon, France

² Claude Bernard University, Lyon 1, Institut des Sciences Pharmaceutiques et Biologiques (ISPB), Lyon, France

BACKGROUND

- Social media listening is a powerful new tool to generate insights and understand the patients' perspectives
- Nowadays travelers increasingly rely on social media to collect information in preparation of their trip, including health advices

- OBJECTIVES: 1. Evaluate the volume and content of posts concerning travel health and vaccination on social media
2. Assess the impact of the COVID-19 pandemic on online discussions about travel

METHODOLOGY

- Use of a real-time monitoring lay public & KOL conversations: Brandwatch
- Build the query by including / excluding key words to ensure the most relevant data scope
- Sources : Twitter, Reddit, news, reviews and travel forums or blogs
- Worldwide location and English language only
- Comparison of data obtained between the periods of Sep 01, 2018 – Aug 31, 2019 and Sep 01, 2019 – Aug 31, 2020

QUERY OUTLINE

Travel Indicator [going, travel, vacation, holiday,...]
Vaccine Keywords [vaccine, jab, clinic,...]
Disease Keywords [malaria, hepatitis, typhoid, yellow fever,...]
Destination countries [Thailand, India, China, Mexico,...]

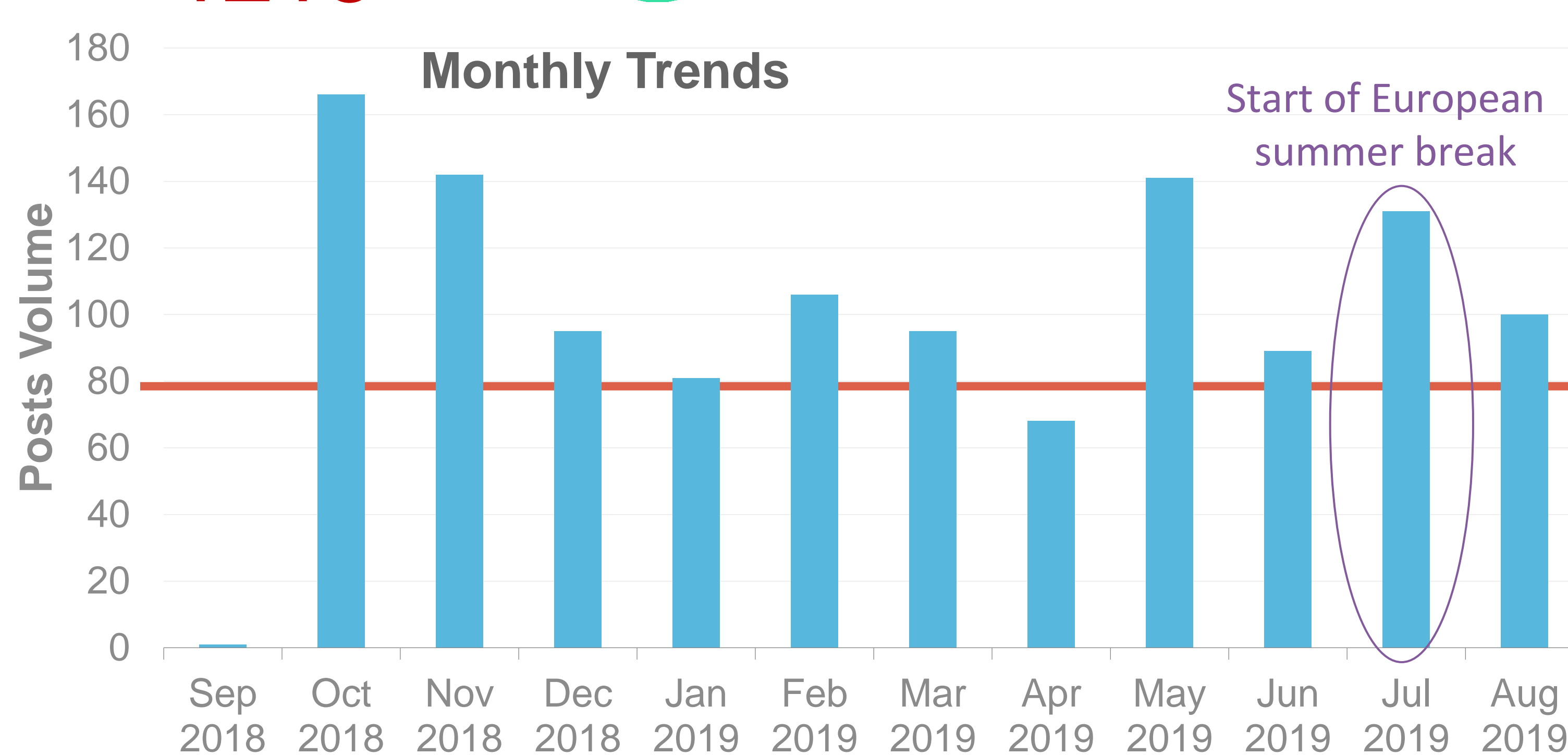
RESULTS & OUTCOMES

Sep 01, 2018 - Aug 31, 2019

Total Posts
1215

Top Site
Tripadvisor: 423 posts

Monthly Trends

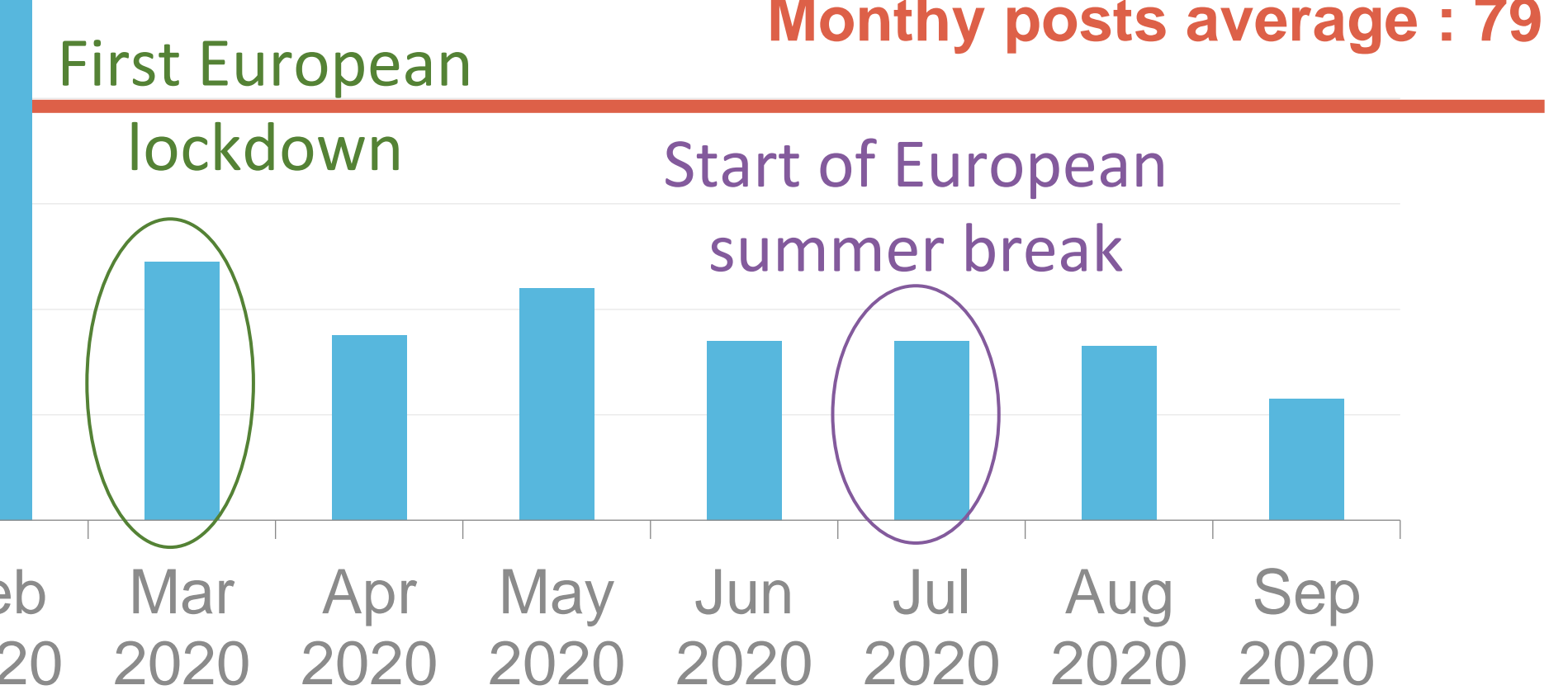


Sep 01, 2019 – Aug 31, 2020

Total Posts
748

Top Site
Tripadvisor: 232 posts

Monthly posts average : 79



Top Hashtags

Trending topic

632 | posts using 'Yellow fever' key words

#infectiousdiseases #travelers
#yellowfever #traveltips
#rabies #stjosephs #garc
#bali #vaccines #kenya
#travelhealth
#securetheborder #newport #hepatitisa
#travel #hepatitis #pride2019
#hepa #vaccineswork #cdc
#immigrationreform #dogbite
#travel411 #vaccination

Top Hashtags

Trending topic

454 | posts using 'Yellow fever' key words

#travelvaccination
#vaccineswork
#useproperly #medicines
#bringitback #malaria
#pharmacist #pharmacy
#rabies #vaccines
#holiday #dengvaxia
#monkeying
#vaccination #travel
#medication

- Decrease by 38,4% posts between the first and the second period
- Decrease by 74% posts between July, 2019 and July, 2020

- Since March 2020, an emergence of posts about COVID-19 was observed
- Between March and August 2020, COVID-19 posts accounted for 25% (n=58) of the overall posts screened (n=231)
- Most of them were related to questions about vaccinations and certificate needs

Top 3 of sites



Sample posts

"Going to Bali in 8 weeks... do I need travelers injections ? I've heard mixed things [...] some say Hep A and Typhoid and others say don't need to get them. #bali #travellerinjections" 13th February 2019

"I'm thinking about travelling to Zanzibar, from UK, next month via Nairobi. Would I need Yellow fever vaccination? 8th February 2020

[...] you can get hepatitis A contaminated food or water in Belize, regardless of where you are eating or staying. Tyroid is recommended, [...] » 7th February 2020

« [...] Which vaccination is mandatory or recommended for Kenya? [...] » 1st March 2020

"Travel will be a mess after Corona. You'll probably need a vaccination certificate as yellow fever. Or maybe just some document to prove you are corona free like what EA states are requiring of truck drivers." 14th May 2020

CONCLUSION

- Social media listening provides a good overview of the volume and content of posts concerning travel health
- However, the tendencies can be biased because a post is duplicated by the number of comments, reposts, sharing that it generates
- This project identified that travelers are using social media channels specific to travelers but as well not specific ones to collect information on travel health needs
- Currently, reliability of answers provided may be questioned as recommendations are not validated by healthcare professionals

CONFLICT OF INTEREST

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CONTACT

Roxane NOHARET
Global Medical Coordinator, Sanofi Pasteur, France
roxane.noharet-ext@sanofi.com