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Assessing COVID-19 Vaccines Confidence and Public Engagement from Social Listening Study in Macao

Angela CHANG¹, Xuechang XIAN²

Abstract

Guided by the Extended Parallel Process Model, Elaboration Likelihood Model and Social Judgement Theory, this study aims to understand the communication strategies used in vaccine messages, and the dynamic relationship between public engagement and the tactics using Macao as a case study. Facebook posts in Macao mentioning the COVID-19 vaccine between January 2020 to August 2022 were crawled. With panel vector autoregression (PVAR) modeling analysis, our results primarily showed that negative vaccine messages are prevalent, creating a positive feedback loop in vaccine communication. Moreover, communicating with diverse tactics predicts positive public engagements in the form of likes, shares and comments. Implications from the results were further discussed.

Keywords: vaccine; communication strategy; social media; automated content analysis; panel vector autoregression (PVAR) modeling

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¹ Associate Professor of University of Macao

² PhD Candidate of University of Macao; Acknowledgement: Both authors contribute equally to this study.