THE COVID-19 VACCINE ON FACEBOOK: A STUDY OF EMOTIONS EXPRESSED BY THE BRAZILIAN PUBLIC

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INTRODUCTION

Covid,
public debates on the issues of vaccines and vaccination processes became important topics in various media and social media platforms.
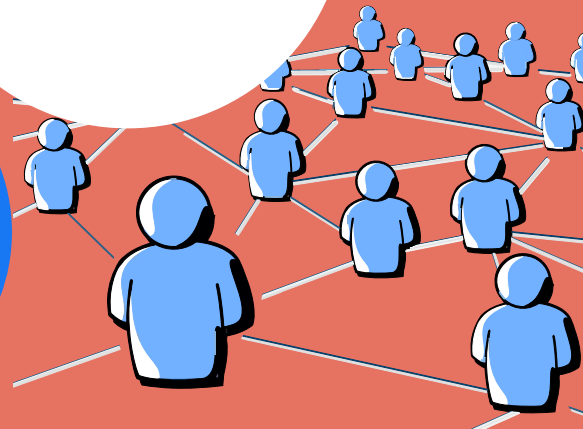
Emociones,
should not be seen as irrational reactions, but as categories that can shed light on certain events.

OBJECT AND MEHOD

Crowdtangle graphical interface

To identify and reflect on the emotions evoked in the Brazilian public regarding the COVID-19 vaccine during 2020 and 2021 on Facebook.

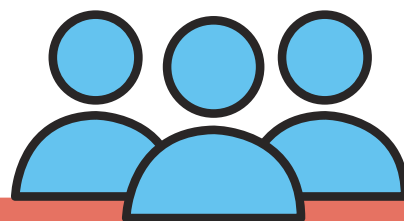Facebook: random sample of 1,067 posts

523 (49%) were classified as "no emotions expressed".

22 (2%) as "expressed but unidentified emotion".

523 (49%) as "expressed and identified emotion".

Study classification

CONCLUSIONES

It revealed that confidence is the most prevalent emotion. While worry is the second most frequently observed emotion by a small percentage difference, followed in third place by disapproval, confidence was specifically directed towards the vaccine.

The results indicate that the vaccine evoked a broad spectrum of emotions with different valences and levels of arousal, demonstrating how sensitive and recurrent the topic was in the public debate. Among the emotions identified were those of positive valence, such as trust, interest and hope.

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