

The VSN web analytics project

Intelligence in vaccine safety communication

Alberto E Tozzi



Scenario

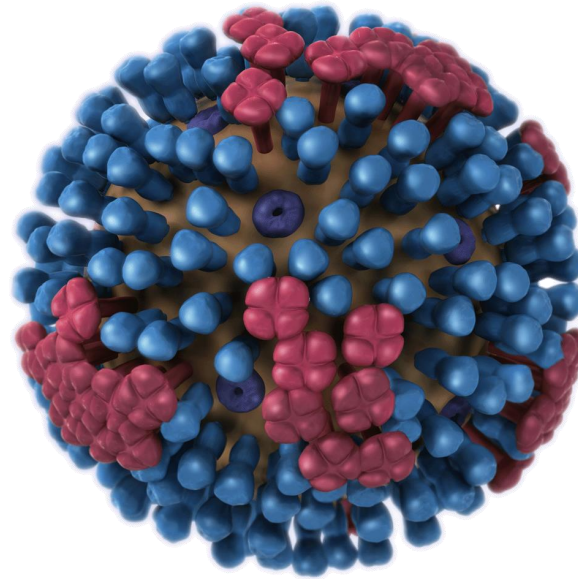
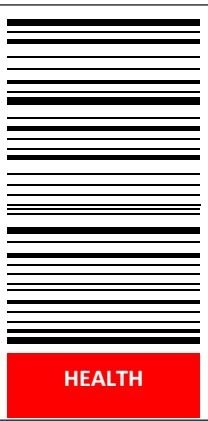
Debunking fake news causes **polarization**

User sentiment after debunking is **negative** regardless of polarization

Alternative news generate **more interactions** than real science in social networks

Alternative news have **different spreading dynamics** compared with real science in social networks

Information sharing in social networks is **independent of quality** of content



FLU

NEW VACCINE RELEASED BUT CONCERNS RAISING ABOUT SIDE EFFECTS

WHO launches an information campaign
The myths about vaccines side effects
Finding the right information online

Jul 11 Issue No. 99



VSN as one single
communication
channel

Geographic outreach
Consistency of information
Impact of digital strategies
Tailoring information
Early detection of signals

Feasibility

Network consolidation
Protocol definition
Preparation of platform

Set up of the platform
Analysis plan
Reporting design

Data streaming

May 2017

August 2017

November 2017

Public health

Epidemiology

Medicine & pediatrics

Behavioral science

Digital marketing

Data science

Journalism

Total VSN websites	56
Participants in VSN analytics	32
• Will provide Google Analytics stream	17
• Will provide data through manual input	15
Already participated in teleconferences	25

• *Geographic outreach:*

- *n. of visitors from each country / country residents*
- *n. of visitors from each country / country internet users*

Web visitors' profile

- *distribution of visiting users by age group and country*
- *distribution of visiting users by sex and country*
- *most used devices by country (proportion)*

Interest of web users towards VSN websites:

- *n. of total visits*
- *bounce rates*
- *total and new users*
- *pages per session*
- *average session durations*

The Vaccine Safety Net's Web Analytics Project

The Vaccine Safety Net Web Analytics project monitors key defined aspects of online visitors of the VSN websites, as if the entire network was a single information channel.



Geographics

Maps describing VSN's geographic outreach: number of visits to the VSN from each country, normalised by country residents and country internet users

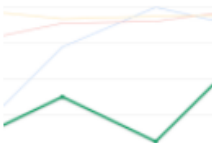
[Display >](#)



Demographics

Description of the average VSN visitor (age, sex and device used for accessing the websites). Data collected by Google Analytics, based on navigation cookies.

[Display >](#)



Metrics

Description of main web analytics metrics obtained by the pooling of Google Analytics and manually inserted data.

[Display >](#)



Manual Data Input

Section dedicated only to users not contributing to the Google Analytics data stream (and providing monthly data through manual input).

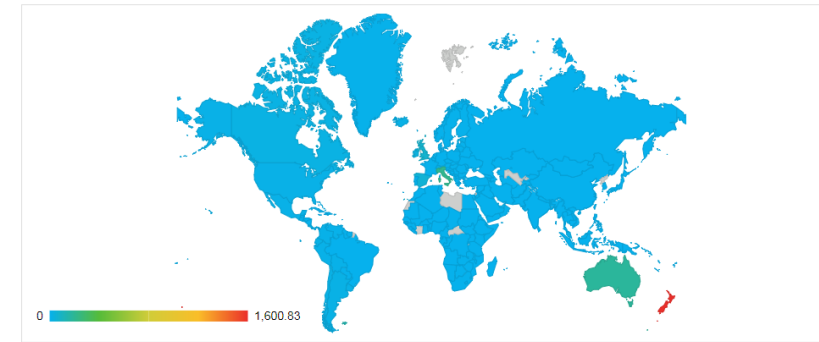
[Enter Data >](#)

Geographics

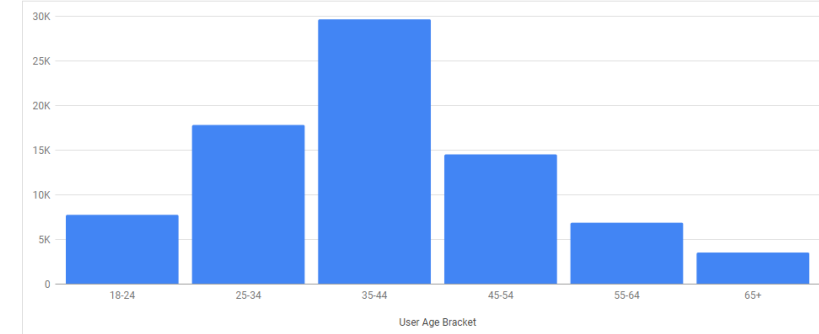
From year: 2017 From month: August To year: 2017 To month: November Metric: Sessions* Region: World [Apply](#)

* Per 100,000 population

Map



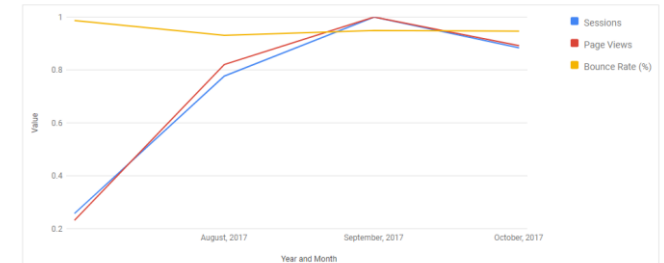
Age



Metrics

Sessions [Delete](#)
 Page Views [Delete](#)
 Bounce Rate [Delete](#)
[Add Metric](#)

Chart



Host

murciasalud.es ▾

Month

January ▾

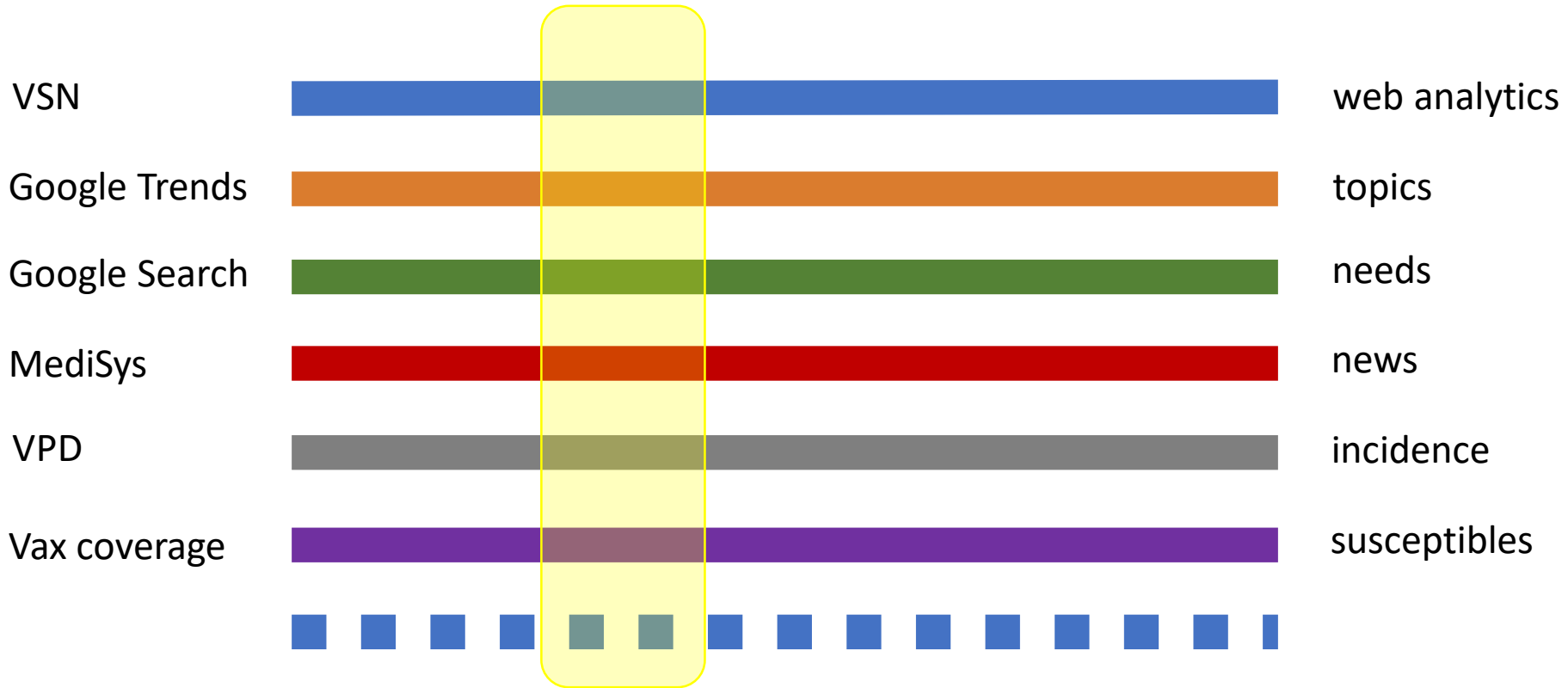
Year

2017 ▾

Sessions**Page views****Avg session duration****Bounce rate****New users****View per session**

	Varicella	Measles	Pertussis	Rubella	Tetanus	Influenza	...
English							
French							
Spanish							
Italian							
Russian							
Chinese							
Arabic							
Portuguese							
...							

Interpretation of data and recommendations



Side effects of the project

Enthusiasm

Willing to participate in a collaborative endeavour

Ideas and suggestions for future initiatives

