

## Methodology (Social Media Tracker for COVID-19)

July-Dec 2021

### Facebook Analysis

#### Objective of Tracker:

- (1) To track developing themes of COVID-19 communication on social media
- (2) To identify potential knowledge gaps/misinformation in posts or at least map specific potential areas of misinformation
- (3) To facilitate learning and discussion with Pacific media on inform addressing COVID-19 information gaps and needs

#### Technical

A customised Python program was written to (1) identify HTML tags in source Facebook pages (2) Scrape all posted content under relevant HTML tags on sampled Facebook pages. As a form of data triangulation, ParseHub was used to ensure scraping accuracy.

#### Sampling (24 active Facebook Pages across 146,378 posts)

Sampling was based on identifying the most reached Facebook pages in each Pacific country. The Socialbakers 2020 report was used to filter an initial list. This was subsequently followed up with PACMAS country coordinators in each of the listed countries (where available) for a list of most engaged Facebook pages.

The sampled Facebook pages are listed below.

Vanuatu	Fiji	Tonga	Solomon Islands	Samoa	Palau	Niue	Kiribati
Yumi Tok Tok Stret and Yumi Tok Stret (News)	Fijian Made	Tonga News Hub	Solomon Star	Samoa Mo Samoa	Pacific Note	Niue Foou Hospital	Humans of Kiribati
Wan Smalbag	Fiji Village	Must be Tongans	Solomon Islands Broadcasting Corporation	Samoa Observer	Island Times	Office of the Secretary	Radio Kiribati
Vanuatu Dialogue Live	Fiji One News	Loop Tonga	Today Solomons	Loop Samoa	Office of the President, Palau	Broadcasting Corporation of Niue	

#### Analysis (1<sup>st</sup> July to 31<sup>st</sup> December 2021)

Data gathered from the Facebook pages were automatically stored in a common independent .txt file. Data files are then run through a customised concordance software for an initial thematic analysis detailing the frequency of occurrence for each theme based on key words in context (KWIC).

## **Limitations**

- Trends are highly volatile from week-to-week so findings will differ considerably based on period selected
- The analysis covers English posts only. No other language content was included as part of this analysis.
- Defined sample of popular Facebook groups analysed based on reach numbers and recommendations from in-country coordinators: findings cannot be extrapolated to the population.
- Facebook comments were only analysed for posts with higher engagement rates (<100 comments) and as such not all follow-up discussions were tracked in this analysis.