HEALTH IN SOCIAL MEDIA
DATA COLLECTED BY SOCIAL PHARMA

Leipzig, Germany
The third person infected with Ebola is repatriated to Germany from Africa
A 56-year-old UN employee (of Sudanese origin) was moved to try to be cured of Ebola. After being treated, he finally passed away on 14 October 2014.

Skopje, Macedonia
A British citizen, suspected of having contracted Ebola, dies in Macedonia
A British man, on suspicion of having contracted Ebola, died in Macedonia and a second British citizen shows symptoms of the virus.

Cairns, Australia
A nurse that was working in Sierra Leone showed symptoms
Sue Ellen Kovack, a 57-year-old volunteer showed symptoms of Ebola after returning from Sierra Leone. Fortunately, the tests results were negative.

Texas, Dallas, US
Second infection of Ebola out of Africa, and the first one in US
The healthcare professional who treated Thomas Eric Duncan (the patient who recently died from the Ebola virus), was confirmed to have the disease. Currently around 50 people are isolated and more than 130 are being monitored.

Madrid, Spain
The first infection with Ebola outside of Africa
A female nurse who treated one of the Spanish patients repatriated is diagnosed with Ebola on 6 October. The nurse herself, her relatives, friends and all those that had been in contact with her are isolated. In addition, public institutions decide to sacrifice her dog to avoid possible infections.

The African continent
Ebola is getting more resilient every day
According to the WHO, the CDC and “El País”, ebola is growing considerably, having almost 4,000 infected in the African continent, distributed mainly among Liberia (1,698), Sierra Leone (1,216) and Guinea (771).

IMPACT ON SPAIN

After the case of the nurse infected with ebola in Spain, numerous comments have appeared on Social Media, especially on Twitter. Different public and political organizations, as well as common users share their opinions online regarding this issue and the way the Spanish government has dealt with it.

In this sense, the majority of the comments refer to the hospitalized patient and the differences in terms of management between the US and Spanish governments. There is also a great variety of opinions regarding the sacrifice of the patient’s dog, although most of them express that he should have gone through diagnostic tests before being sacrificed.

TOPICS WITH THE BIGGER IMPACT

WHEN EBOLA IS MENTIONED (NUMBER OF TIMES)

- EBOLA PATIENT: 30%
- DIFFERENCES BETWEEN US AND SPAIN: 18%
- NEW CASE IN US: 13%
- CUBAN DOCTORS TRAVEL TO AFRICA: 12%
- MINISTER FOR HEALTH RESIGNATION: 11%
- MANAGEMENT OF THE EBOLA CRISIS: 10%
- SACRIFICE OF EXCALIBUR: 6%

THE MOST RETWITTED TWEETS......

9,792
Social media are bursting with the dog. But not for the thousand people dying like dogs in Africa due to #ebola

6,981
Please do not create or transmit unjustified alarm: only pay attention to official sources #ebola

5,935
Children death in Africa in the last 6 months: Pneumonia: 298,000 Diarrhea: 193,000 Malaria: 288,000 #Ebola 3,000 people The real epidemic is POVERTY

3,030
I profoundly admire the 200 Cuban physicians that have flown to Sierra Leone to fight against #Ebola. Heroes.

2,612
#Ebola is transmitted through direct contact with bodily fluids (blood, saliva, urine) of infected people #EbolaMadrid #EbolaEnEspana

MAIN REASONS FOR PUBLISHING

- INDIGNATION
- CAUTION
- CONCERN
- INFORMATION
- EMPATHY

- EXAMPLE

The cuerpo nacional de policía (National Police Force) has a Twitter account (@policianacional), and uses it to inform population about important events. During the ebola case, they published tweets encouraging population to get information from the appropriate sources in order to be well-informed and not generate unnecessary social alarm.

OTHER THEORIES ABOUT EBOLA

Besides what has been mentioned above, numerous tweets are found where some people believe that the ebola outbreak is a worldwide conspiracy. Some media covered this topic, as for instance, “La se” radio channel mentions it in their Twitter account (@La_SEC). They try to use it to promote the TV program “The mystery ship”, that it is broadcast on Cuatro at midnight.

Twitter users have many theories regarding this topic and there are several blogs around it, being the main ones:

http://garnimisteno.org/2014/10/06/esta-george-soros-detras-del-ebola/
http://blogminadrid.com/ebola-la-conspiracion-final/
http://laverdadconspiracion.com/2014/10/07/ebola-virus-de-la-conspiracion/

For more information please contact info.spain@kantarah.com

KANTAR-HEALTH

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