

Segment 1: The 2021 Fluency Report: Health Literacy

Segment 1: Report title slide

Title: The 2021 Fluency Report: Health Literacy

Segment 2: Research Focus and Methodology

Research Focus (on the upper left side)

Our goal was to explore that evolving nature of health discussions on the web and across social media platforms. To that end, we focused on three interrelated aspects of online conversations within the health communication space, including: key topics, sentiment toward topics, and important actors and organizations.

Methodology (on the upper right side)

We used quantitative and qualitative analysis to study health related discussions at scale. Our methods included: social listening, topic clustering, audience segmentation, sentiment analysis.

Image: Word cloud of keywords and hashtags from this year's report (bottom middle).

Segment 3 Audience Fragmentation

Summary of observations

Audience fragmentation continues to grow as users gravitate toward individuals and politicians who aggressively use social media to disseminate their views on topics. Influence is not based on subject matter expertise, instead on social media expertise. Major topics will persist year over year but will fade as new issues and concerns arise. Close attention must be paid to intergenerational differences in trusted sources and topics of interest.

Government agencies, appointed health officials, and corporate organizations are not the dominant voices in online discussions. Online discussions can be shaped by what official organizations are not saying, as well as questions of legitimacy of those same organizations. The short feedback cycle in social media leads to rapidly evolving conversations requiring constant monitoring to stay relevant.

Segment 4: Title: Increasing Trends towards mental health as a top concern across generations

Upper left quadrant Word cloud visualization of most popular hashtags and keywords on social media for 2021 for baby boomers.

Upper right quadrant Word cloud visualization of most popular hashtags and keywords on social media for 2021 for generation X.

Lower left quadrant Word cloud visualization of most popular hashtags and keywords on social media for 2021 for generation Y.

Lower right quadrant Word cloud visualization of most popular hashtags and keywords on social media for 2021 for generation Z.

Segment 5: Important Sub-Topics

Image of topic wheel graphic, laying out keywords under major headings. COVID influenced cancer, vaccine, and health-care related discussions. Mental health and the need for support continued to be important issues for many people. People were less concerned about getting healthcare and more worried about the healthcare system as a whole.

Important sub-topics

- COVID influenced cancer, vaccine, and health-care related discussions.
- Mental health and the need for support continued to be important issues for many people.
- People were less concerned about getting healthcare and more worried about the healthcare system as a whole.

Slide includes a topic wheel graphic, laying out keywords under major headings.

- Health
 - Health COVID
 - Vaccine
 - Public Health
 - Mental Health
 - Health Care
- Cancer
 - Aries, Scorpio
 - Breast Cancer

- Support
- Doctor
 - Vaccine
 - Hospital
- Getting COVID
 - Vaccine

Segment 6: In-Depth Studies

- COVID and vaccinations continue to dominate social media discussion volume but are fading in importance.
- The analysis in this report focused solely on discussions on social media.
- There are clear generational differences in terms of who people are following and what they are talking about.
- In order to develop a richer understanding of health literacy, the Real Chemistry Emerging Insights Lab published several related studies.
- Those studies explored views on vaccinations and social media use in specific subsets of the U.S. population and the full reports are available in the fluency report.