

DIGITAL HEALTH SURVEILLANCE

Social Listening Insights on Cholera Misinformation in Nigeria

Track: Generative AI in Healthcare.

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Background:

The rapid spread of misinformation about cholera poses a significant public health threat in Nigeria, fueling panic, hindering effective prevention, and delaying appropriate treatment-seeking behaviours. This study aimed to leverage the innovation of social listening to identify and analyse key themes, misconceptions, and knowledge gaps related to cholera within the Nigerian online discourse.

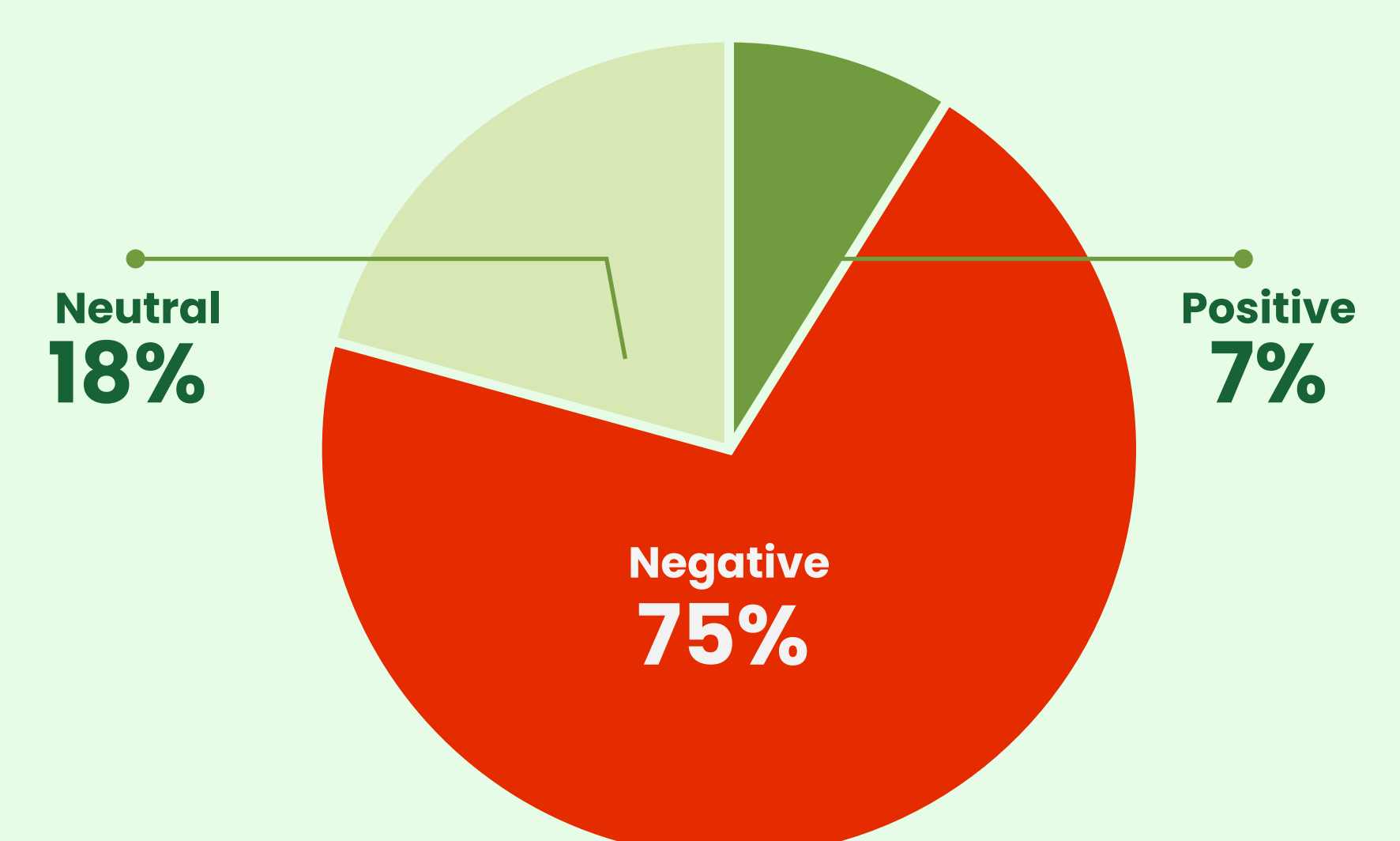
Methods:

From July 11 to 30, 2025, a social listening analysis using Determ software was conducted across digital platforms, including X (formerly called Twitter), web platforms, Facebook, and YouTube. The analysis covered 1,186 publicly accessible posts, reaching over 1.16 million users, and generating 18,902 engagements. Data was categorised by key themes, sentiment (negative, neutral, positive), and a risk matrix was used to prioritise urgent public health communication needs.

Results:

The analysis identified four major themes: widespread misinformation, significant knowledge gaps, high public concern, and numerous unanswered questions. Most of the discussions occurred on the web (301 posts) and X (861 posts), which also accounted for the highest reach and engagement levels. Misinformation, which constituted a high-risk factor, including false claims that cholera is caused by "pure water" or hospital food, and a dangerous trivialization of the disease as a "trend". Negative sentiment dominated 75% of conversations, driven by fear and mistrust. Critical lack of awareness regarding cholera transmission, distinction between cholera and food poisoning was identified.

PUBLIC SENTIMENT ON CHOLERA



Conclusion:

This study demonstrated how social listening serves as an innovative and powerful tool for real-time public health surveillance. The findings highlighted misconceptions and critical knowledge gaps about cholera in Nigeria that directly impact public health. Urgent, targeted interventions are needed, emphasizing relevant messaging on dominant platforms like X. Recommendations include correcting myths about transmission, symptom recognition and promoting trust in health systems by involving targeted social media campaigns, healthcare workers and media influencers to combat misinformation.

Keywords: Social listening, Cholera, Misinformation, Nigeria, Public health communication