

# Insights for the next viral outbreak: An information systems applied research based on lessons from COVID-19

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## Abstract

The COVID-19 pandemic disrupted everything that people had taken for granted, specifically the freedom through which they could interact and engage with others. The COVID-19 vaccines provided the means to earn back the normalcy that people had lost. However not everyone was willing to receive the vaccine. Some wanted to take a chance on their health to wait and see. Others had other ways to defer the vaccine. One of the main reasons they credited for their hesitation was the communication process invoked by authorities at the onset of the pandemic and the uncertainty about the safety and effectiveness of the vaccines. The purpose of this information systems applied research paper is to conduct a phenomenological study and answer a research question that is geared toward understanding what vaccine hesitancy looks like in people with certain behavioral traits; some of these are established components of vaccine hesitancy and were known to underpin vaccine uptake during the 2009 H1N1 epidemic. Through the interview process and the ensuing thematic analysis, this paper hones into six themes with the intent to aid healthcare administrators and policy makers with a clearer understanding in planning effective campaigns against epidemics and pandemics in the future.

**Keywords:** COVID-19, vaccine hesitancy, vaccines, pandemic, qualitative analysis, phenomenology

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