

// STATUS · MAY 2026

STATUS	LAG (L)	PEAK	CURRENT	MONTHS ABOVE
■ <b>OBSERVATION</b>	~126 mo	100/100	17/100	9

ZORTHEX SIGNAL REPORT #001

# mRNA Cancer Vaccines — Public Attention Status

May 2026 · Preliminary. Not peer reviewed.

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// 1. EXECUTIVE SUMMARY

**We are at month 9. The structural threshold is 12. May 2026 changed the picture.**

After a sustained peak of 9 consecutive months above Google Trends threshold (August 2025 – April 2026), public attention to mRNA cancer vaccines dropped below 25/100 in May 2026. Three independent sources — Google Trends, Wikipedia Pageviews, and Reddit — converge on the same timeline. Whether this is a temporary dip or the beginning of a decline will determine if this technology enters structural mainstream attention or becomes a Structural Bubble.

*The next 8–12 weeks are the most informative window available. Act accordingly.*

// 2. THE DATA — THREE CONVERGING SOURCES

## 2.1 Google Trends

Query: "mRNA cancer vaccine" — Worldwide — January 2015 – May 2026

Period	Score	Note
Jan–Jul 2025	Below 25	Pre-threshold. Low public visibility.
Aug 2025	93/100	Breakout month. First sustained crossing.
Sep 2025	<b>100/100</b>	Peak. Maximum normalized interest.
Oct–Dec 2025	29–64/100	Sustained above threshold. Structural signal.
Jan–Apr 2026	28–64/100	Continued consolidation. 9 months above 25.
May 2026	17/100	Below threshold. Critical inflection point.

## 2.2 Wikipedia Pageviews

Page: "mRNA vaccine" (en.wikipedia.org) — January 2025 – May 2026

August 2025: 894 views/day (peak). September 2025: 734 views/day. Both months significantly above the 2025 baseline average of 418 views/day. From October 2025 onward, consistent decline to current 239 views/day.

*Key observation: Wikipedia pageviews peaked one month before Google Trends. Wikipedia measures deeper interest — people reading to understand, not just searching. The earlier Wikipedia peak may indicate that informed interest peaked before general public attention.*

### 2.3 Reddit — Community Discussion

Top posts by vote count align with the August–October 2025 window. Posts exceeding 30,000 votes cluster in this period, confirming peak community engagement. One important caveat: a significant portion of Reddit attention (est. 40–50% of high-vote posts) was politically driven — RFK Jr. funding cuts, anti-vaccine debates — rather than purely scientific interest.

*This political amplification is a confounding factor. The August 2025 spike may partially reflect political controversy rather than scientific consolidation. This is declared as a methodological limitation.*

#### // 3. INTERPRETATION — STRUCTURAL OR BUBBLE?

**The honest answer: not yet determinable.**

The Zorthex framework defines structural consolidation as 12 consecutive months above 25/100 on Google Trends. mRNA cancer vaccines have reached 9 months. May 2026 dropped below the threshold.

**Three scenarios:**

Scenario	Condition	Classification
Structural consolidation (most optimistic)	May 2026 is a temporary dip. June–July return above 25.	L ≈ 126 months t_peak: Aug 2025
Delayed consolidation	Technology oscillates around threshold for 6–12 months.	Decision window remains open
Structural Bubble (most pessimistic)	May 2026 marks start of sustained decline.	L uncalculable Bubble classification

**Current classification: OBSERVATION. Neither confirmed structural nor confirmed bubble. Active monitoring required.**

#### // 4. THE OPERATIONAL WINDOW — WHAT TO DO NOW

Actor	Current Status	Recommended Action
Biotech PR agencies	Alert phase. 9 months above threshold.	Rein in short-range plans. Do not scale. Monitor June–July.
Oncology comms teams	Consolidation uncertain.	Preserve content pipeline. Avoid major campaign launches until confirmation.
Early-stage investors	Below threshold in May.	Reassess in 60 days. Political noise may have distorted signal.
Regulators / policy	Science advancing regardless of public attention.	Public attention does not reflect clinical progress. Separate tracks.

#### // 5. WHAT WE DON'T KNOW

**This section is not a disclaimer. It is the most operationally useful part of the report.**

→ Google Trends measures search interest, not clinical adoption. A drug can enter standard of care with minimal public search activity. The two tracks are independent.

→ Wikipedia pageviews measure depth of public interest, not scientific validity. A technology can be widely read about and still fail trials.

→ Reddit attention in this case was significantly politically amplified (RFK Jr. funding cuts, anti-vaccine debates). This creates upward bias in the August–September 2025 signal. The true scientific attention may have been lower.

→  $t_{\text{start}}$  for mRNA cancer vaccines is set at January 2015 (first therapeutic trials). Alternative candidates exist — the 2020 BioNTech/Moderna COVID vaccine public breakthrough could be argued as a more relevant starting point for cancer application awareness.  $L$  would change significantly.

→ May 2026 data may be incomplete. Google Trends monthly data for the current month is often underreported until the month closes.

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#### // 6. WHAT TO MONITOR — JUNE–AUGUST 2026

The next 90 days will answer the structural question. Three signals to track:

**Google Trends:** Does "mRNA cancer vaccine" return above 25/100 for June and July? If yes, the 9-month window resumes and structural classification becomes likely. If no, Structural Bubble classification applies.

**Wikipedia Pageviews:** Does daily average return above 400 views/day? This is the baseline that preceded the August 2025 breakout.

**Clinical news:** BioNTech and Moderna Phase 3 results for melanoma and lung cancer are expected in this window. A significant positive trial result would likely trigger a new attention spike, potentially restarting the 12-month clock.

*Signal Report #002 will be published in August 2026 with updated data on all three signals.*

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#### // 7. METHODOLOGY & REPLICATION

This report applies the Zorthex Public Attention Diffusion Lag framework v1.1. All data, definitions, and pipeline steps are publicly available.

**Framework:** doi.org/10.5281/zenodo.20072999 (v1.1, May 2026)

**Code and data:** github.com/zorthex2026/zorthex-diffusion-lag

**Google Trends query:** "mRNA cancer vaccine" — Worldwide — 2015-01-01 to 2026-05-08

**Wikipedia Pageviews:** en.wikipedia.org — "mRNA vaccine" — 2025-01-01 to 2026-05-07

**Reddit:** Manual search, sorted by top, last 12 months

**Threshold:**  $\geq 25/100$ , 12 consecutive months (v1.1 definition)

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*If you follow this pipeline and obtain different results — that is a contribution, not a problem.*

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