

Unite Against COVID-19: Social Conversation Analysis

April 13 - 19, 2021
New Zealand

Released under the Official Information Act 1982

Update Summary:

FAQs:

New Zealanders have questions about the vaccine rollout (50% of questions this week). People are wanting to know details about the trans-Tasman travel bubble. There are questions about the NZ COVID Tracer app's functionality and if those vaccinated will require to undertake MIQ in the future.

Engagement with news stories:

This week the average engagement per story dropped by 288 engagements. New Zealanders were engaged with stories about the trans-Tasman travel bubble. There was interest in the vaccine rollout and COVID-19 news internationally.

Conversation analysis:

Analysts have segmented conversation into categories reflecting New Zealanders' attitudes towards vaccines. This week we looked into Positive Access and Negative Access segments. Positive Access is a small category currently at <1% which we will monitor as the rollout continues. Negative Access is at 3% and this is a drop of 2% from the previous week.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions and conversation from users on Ministry of Health's owned pages.
- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
New Zealanders' attitudes towards the COVID-19 vaccine.

FAQs

April 13 - 19, 2021

VACCINE (50%)

- When will frontline social workers be getting their COVID vaccine?
- I'm going to have the flu jab. Is there a good time to have this bearing in mind I will get the COVID vaccine?
- Why have people had both jabs and still got COVID?
- How many registered vaccinators are there?
- I'm a backpacker from Germany in NZ. Is the vaccination also destined for foreign people or just for NZ residents?

TRAVEL (25%)

- When the trans-Tasman bubble opens are there any issues flying in and out of Brisbane at the moment?
- What form do we need to fill out when going to Australia?
- Would it be possible to get some insights into the rationale behind cancelling all "red" trans-Tasman flights coming from Australia to NZ once the travel bubble opens?
- Is Queenstown now included in the NZ travel bubble?

NZ COVID Tracer app/QR code (7%)

- Have you added a check out option yet, when you leave a place you scanned into?
- Is there no backup facility within the app?
- Can I transfer my data if I upgrade my phone?
- Are tourists coming from Australia being asked to download the app while they are here?

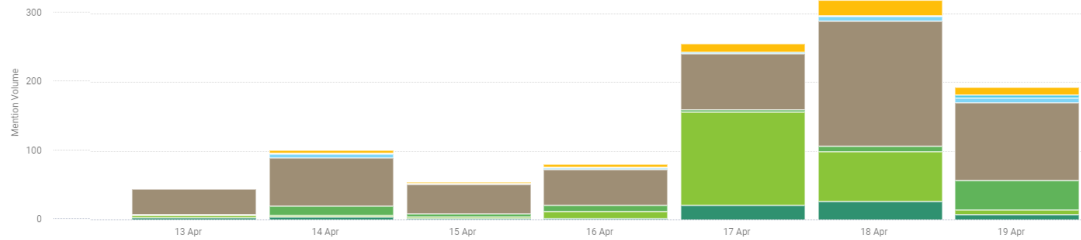
MIQ (3%)

- Are those overseas who will be fully vaccinated against COVID-19 and intend to return to New Zealand still required to stay at MIQ? Any thoughts about this?
- Any plans in the pipeline to update the system for vaccinated returnees?

SUMMARY: New Zealanders have questions about the vaccine rollout. People are wanting to know details of the trans-Tasman travel bubble. There are questions about the NZ COVID Tracer app's functionality and if those vaccinated will require to undertake MIQ in the future.

Conversation on UAC19 Facebook page April 13 - 19, 2021

CATEGORIES OVER TIME



| Time | Total vol. on page | Average posts per day | Highest vol. |
|---------------------------|--------------------|-----------------------|--------------|
| Date range: April 13 - 19 | 2,113 | 301 | April 18 |

| Average vol. on page | Average posts on page per day | Highest vol. on page |
|--------------------------|-------------------------------|----------------------|
| L4 (March 25 – April 28) | 904 | March 25 |
| L3 (April 29 – May 14) | 697 | May 11 |
| L2 (May 15 – June 10) | 349 | Jun 8 |
| L3 (August 12 – 31) | 1,596 | Aug 12 |

Safety

This conversation indicates a call for safety for the nation, and a need to maintain vigilance.

Dobbing, complying, concern, #stayhomeNZ, asking for guidelines on social distancing and operating safely.

Health

This conversation expresses a need for more support around general health and individuals' wellbeing. Mental health, mentions of abuse, violence, concern about suicide.

Households

This category expresses the needs of New Zealanders to maintain a happy and healthy household and home. Includes custody queries, heating and appliance queries, caring for people in your household.

Medical / testing (overlap with Safety)

This conversation is a subcategory of 'Safety' but expresses calls for specific guidance and information. Queries and seeking guidance about testing, symptoms and cures.

Leisure (overlap with Autonomy)

New Zealanders' are expressing their need for leisure activities. Seeking guidance on leisure activities including surfing, fishing, boating and more recently team sports.

Personal finance

This conversation consists of concerns about financial needs. Commentary and questions around individual's financial stability. Wage subsidy guidance.

Business support

This category is a more general conversation about the economy and business-owners expressing a need for more governmental support. Talk about the economy, and support for businesses.

Autonomy

This conversation illustrates New Zealanders' need for freedom and autonomy. Restrictions on way of life. Travel and border restrictions. Questions and comments about what is permissible at different Alert Levels and what the timeframe for shifts might be.

What are people reading, engaging with and sharing on social media?

Analysis is based on the top 100 stories that received highest engagement (likes, comments, shares & reactions on Facebook, Twitter, Pinterest & Reddit in NZ). Content is categorised into themes. This measurement reflects New Zealanders' awareness and interest in a topic.

SUMMARY:

This week the average engagement dropped by 288 engagements. New Zealanders were engaged with stories about the trans-Tasman travel bubble. There was interest in the vaccine rollout and COVID-19 news internationally.

TOTAL ENGAGEMENT PER CATEGORY:

- Travel: 8,356
- Vaccine: 6,719
- International: 6,418
- #NZPOL: 6,395
- Cases: 4,605
- Testing: 3,389
- Virus: 1,014
- Misinformation/conspiracy: 660
- Way of life: 491

TOP CATEGORIES OF INTEREST

TRAVEL

Covid 19 **coronavirus**: Family, friends reunite on day one of transtasman bubble - NZ Herald

By Nzherald Journalist NEW Apr 18, 2021
nzherald.co.nz

3.2K 21 0 0

VACCINE

Coronavirus: New Zealand first to donate COVID-19 vaccines to poor countries at latest fundraiser

By Dan Satherley Apr 15, 2021
newshub.co.nz

1K 20 0 0

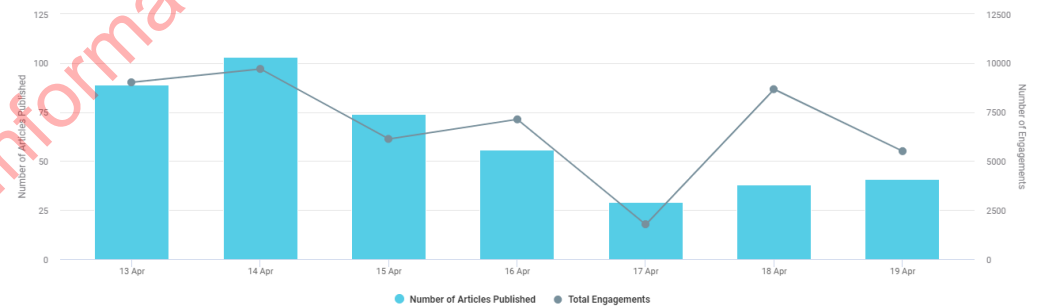
INTERNATIONAL

High-profile Norwegian conspiracy theorist who said **COVID-19** was a hoax dies from the virus after hosting illegal house parties

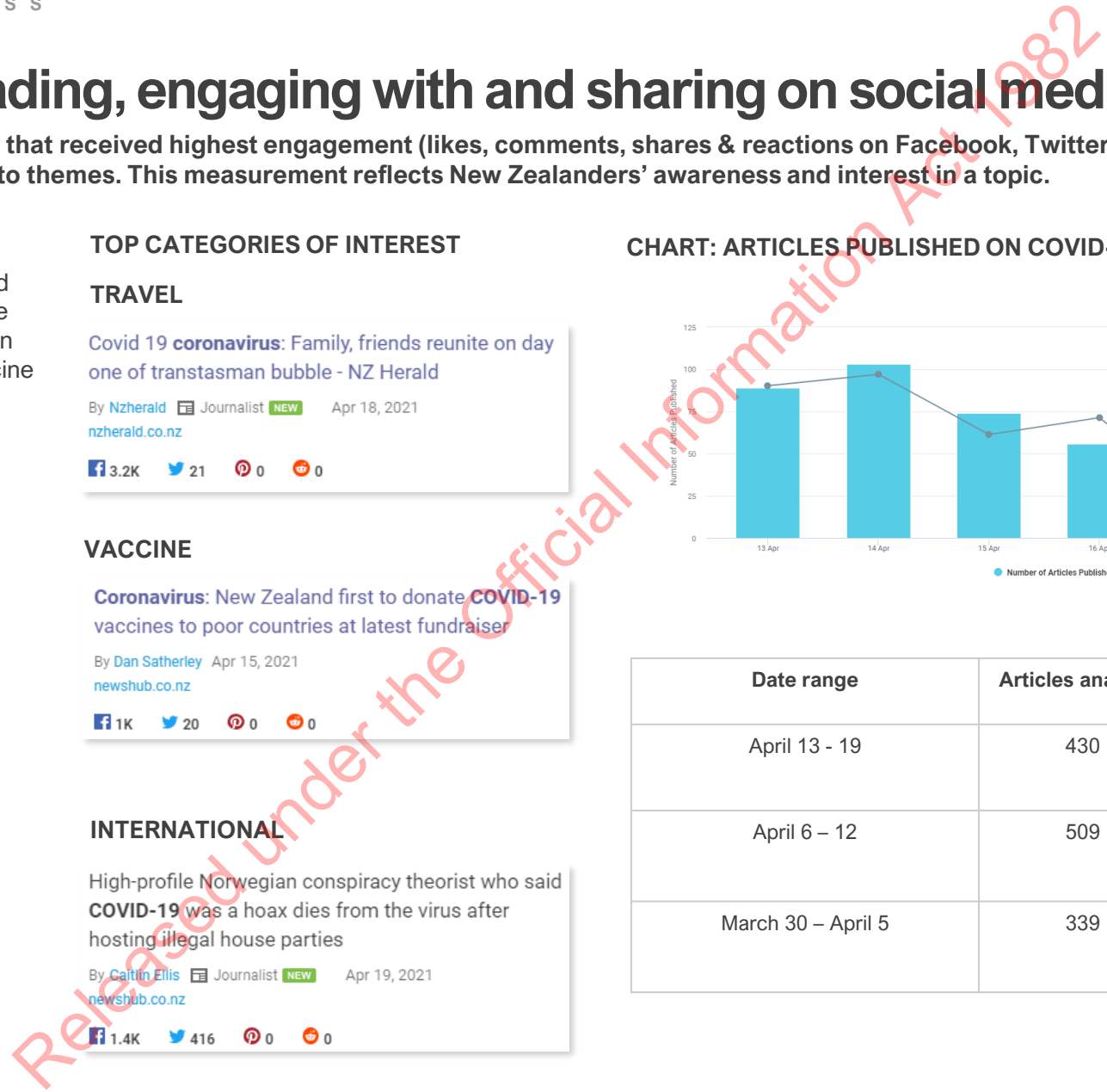
By Caitlin Ellis Journalist NEW Apr 19, 2021
newshub.co.nz

1.4K 416 0 0

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)



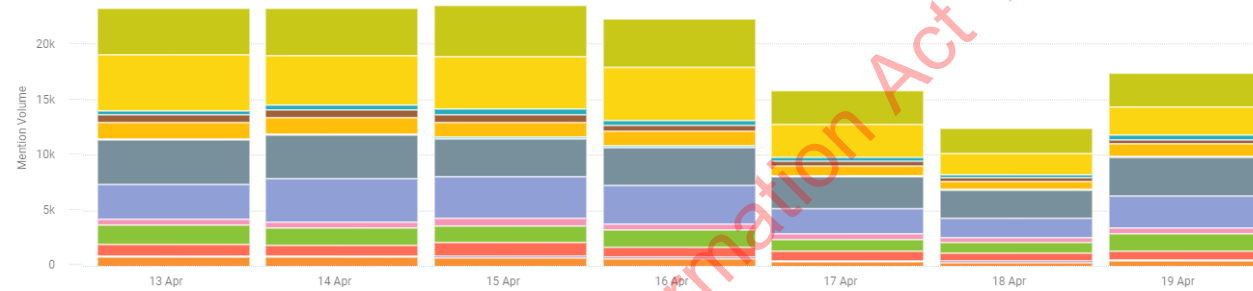
| Date range | Articles analysed | Total engagement | Average engagements |
|--------------------|-------------------|------------------|---------------------|
| April 13 - 19 | 430 | 47,917 | 111 |
| April 6 - 12 | 509 | 203,265 | 399 |
| March 30 - April 5 | 339 | 52,372 | 154 |



Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



Business & consumers

The impact COVID-19 has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

Environmental issues

How are we talking about environmental issues including pollution, sustainability/waste and water preservation during this time.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods.

Virus

This conversation looks at the virus itself. This may include discussion about vaccination, medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Way of life

The impact COVID-19 has had on New Zealanders' everyday life, including remote working and schools, socialising, and changes that people have made to adapt to life in the pandemic.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

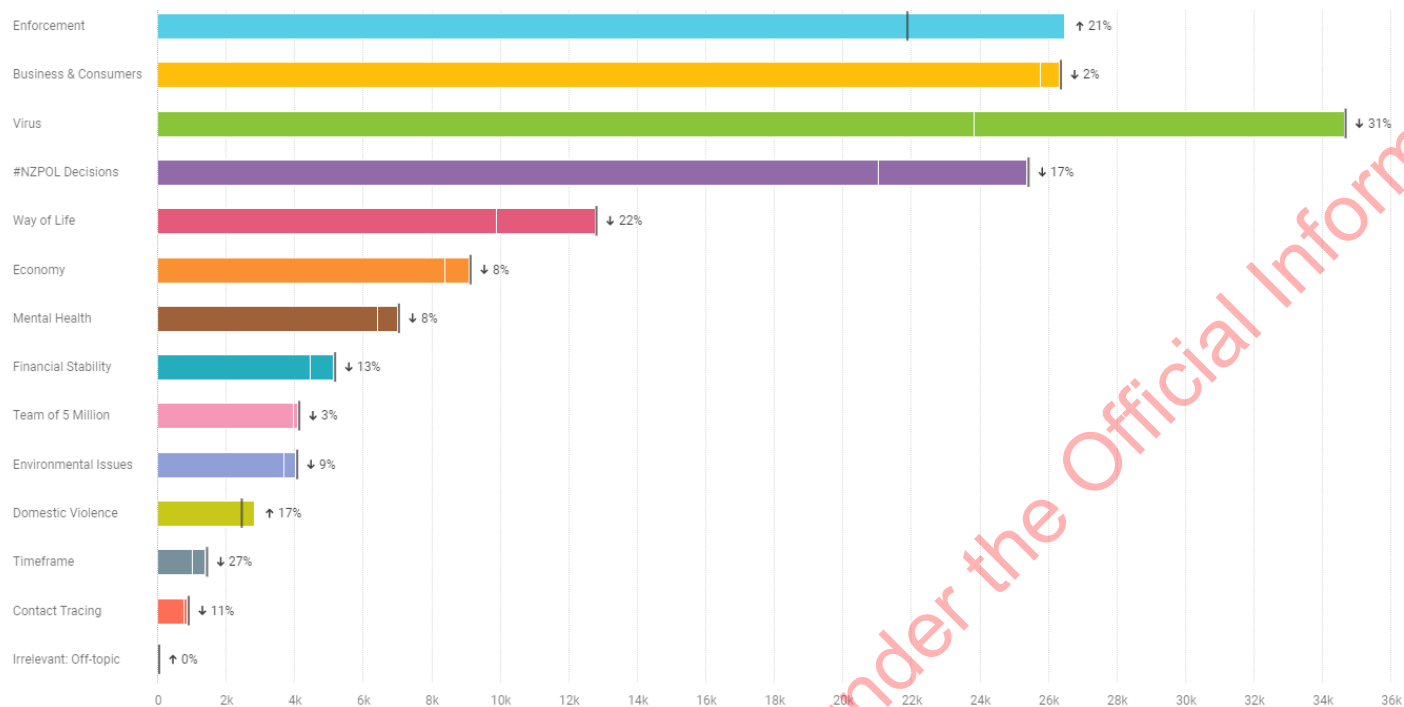
Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Category change: week on week

Categories current week (April 13 - 19) benchmarked against previous week (April 6 - 12)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

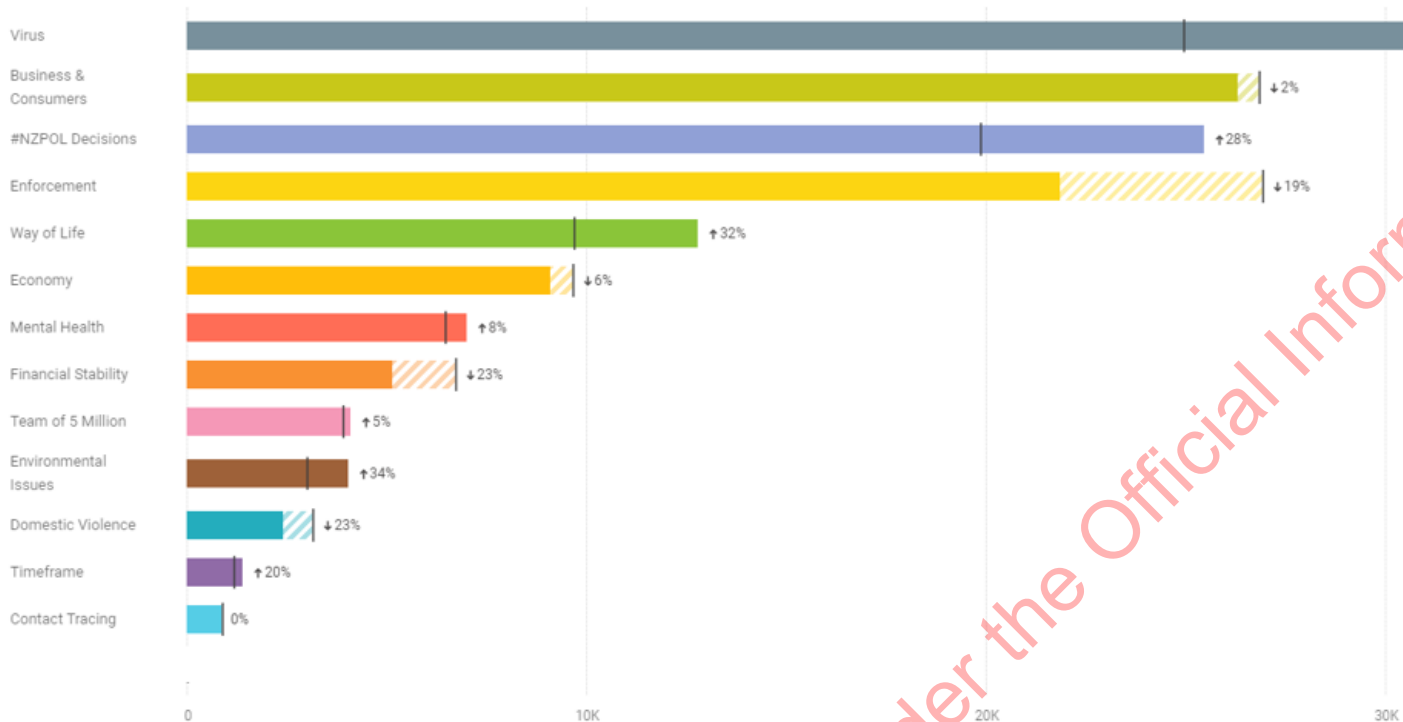
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
 April 13 – 19: 368,452
 April 6 – 12: 435,487
 March 30 – April 5: 363,732

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Category change: week on week

Categories current week (April 6 - 12) benchmarked against previous week (March 30 – April 5)



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Total volume of conversation:

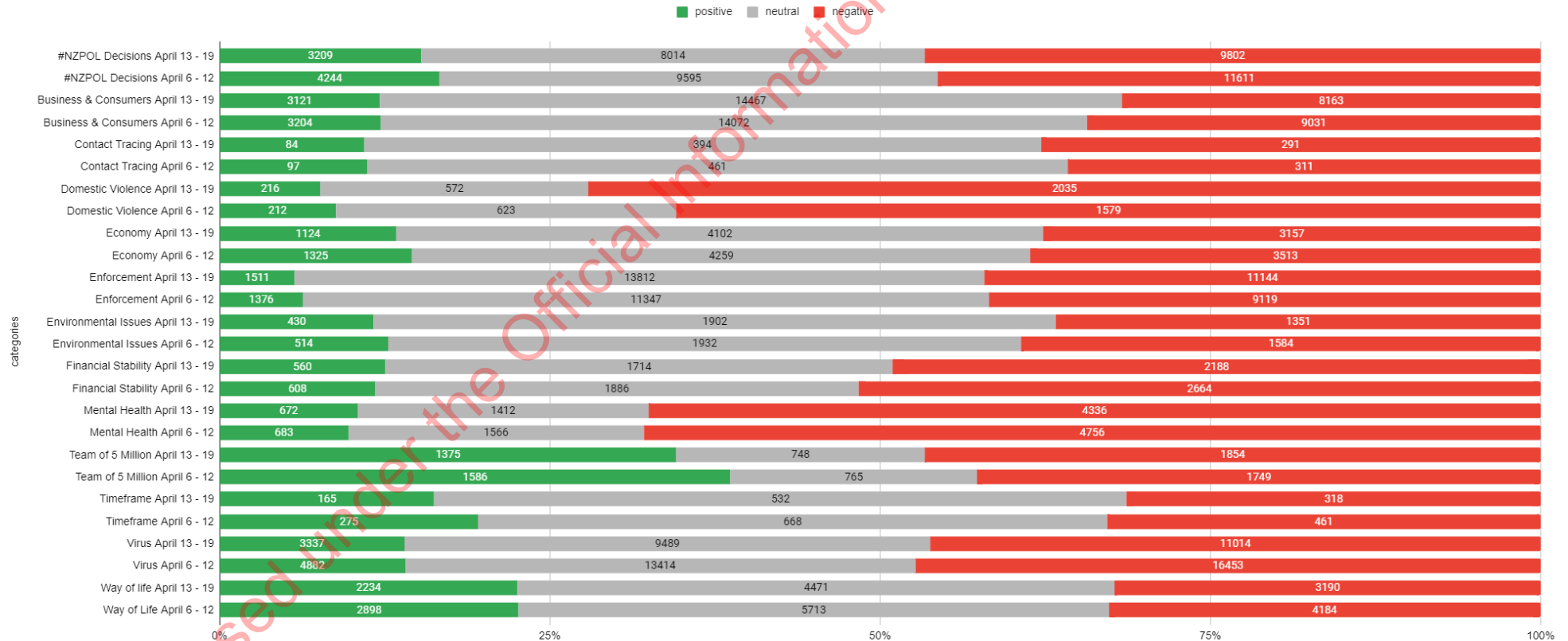
April 6 – 12: 435,487
March 30 – April 5: 363,732
March 23 – 29: 438,036

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Net sentiment of each category per week.

All categories decreased in negative sentiment aside from Team of 5 Million, Enforcement and Domestic Violence.

Comparing current week (April 13 - 19) & previous week (April 6 - 12)



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Vaccine Attitudinal segmentation:

Analysts have segmented social conversation into categories that reflect New Zealanders' attitudes towards the COVID-19 vaccine.

Segments we have defined:

Positive

Vaxx advocate = Advocating for New Zealanders to have the vaccine.

Back to normal = Motivated by returning to a sense of normality.

Positive Access = The ease and accessibility of getting vaccinated, having a positive experience of vaccination.

Negative

Vaxx sceptics = Hesitancy or distrustful of the vaccine.

Rushed development = Uncertainty due to the speed the vaccine was created.

Conspiracy and misinformation = Anti-vaxx and conspiracy theories.

Negative access = Barriers and blockers to accessing the vaccine, having a negative experience of vaccination.

Neutral

Vaxx development and approval news = Development and approval of the vaccine

Politics = conversation about how governments are dealing with the vaccine.

Roll out and planning discussion = How the vaccine rollout is progressing.

Vaccine conversation summary:

For April 13 -19 we have looked further into Positive Access and Negative Access conversation. Both of these segments represent a small percentage of the total conversation about vaccines. Analysts will monitor these categories as the rollout progresses.

The Positive Access category volume was stable from last week, remaining at <1% of the total vaccine conversation. People are sharing positive experiences of receiving the vaccine.

The Negative Access category volume dropped 2% from last week to 3% of total vaccine conversation. Themes of conversation remain the same with people and employers expressing difficulty in making appointments and finding out information.

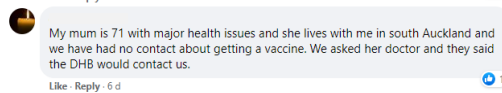
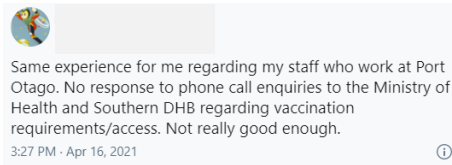
Note: Analysts have checked in on conversation about the **Travel Bubble**. Sentiment about the trans-Tasman bubble has remained stable with slight changes in sentiment from the previous week.

People are sharing personal experiences of receiving the COVID19 vaccine with others expressing frustration at trying to organize vaccinations.

The volume of conversation in the Positive Access remained stable from last week at <1%. In this category there are people talking about getting the vaccine or discussing family members' receiving the vaccine. There was a small amount of conversation where people shared information that may help others be able to access the vaccine.

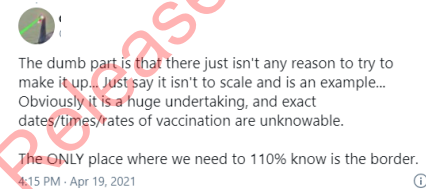
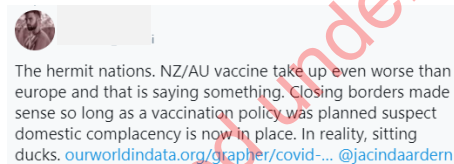
The Negative Access category dropped 2% this week to 3% of total conversation. Noted themes are people are expressing frustration and confusion at pace of the rollout and finding it hard to find out how and when people will be able to have vaccinations.

Sharing frustrated experiences of trying to access the vaccine for themselves/family/colleagues

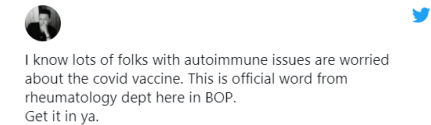
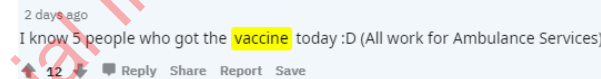
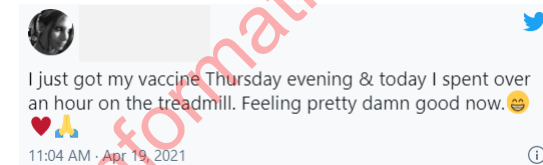


Why does the graph show vaccines begin for group 3 in mid April, yet your rollout plan indicates we cannot get vaccinated until mid May?

Concern about NZ vaccine rollout/uptake



Sharing experiences of having the vaccine or others who have received the vaccine

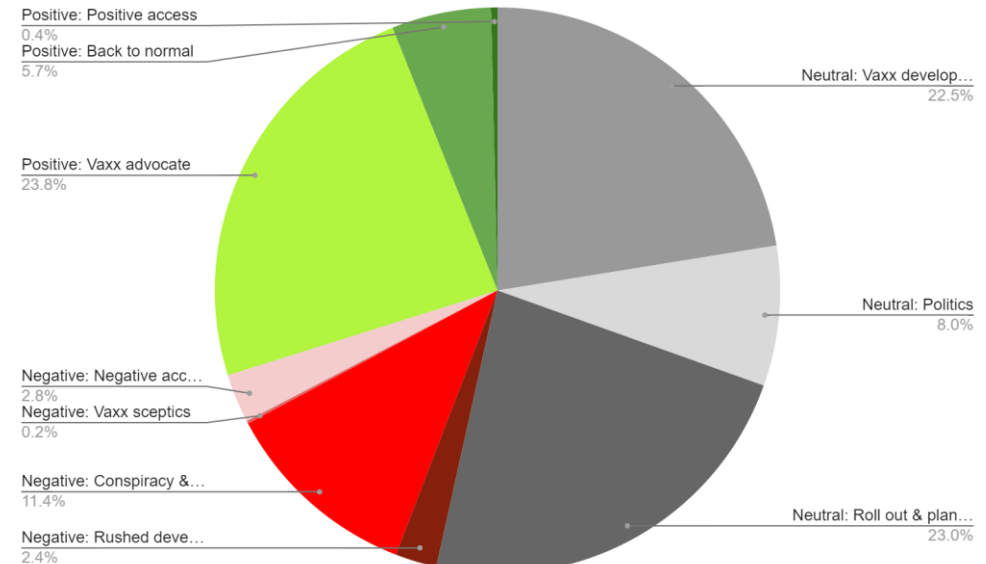


In summary:

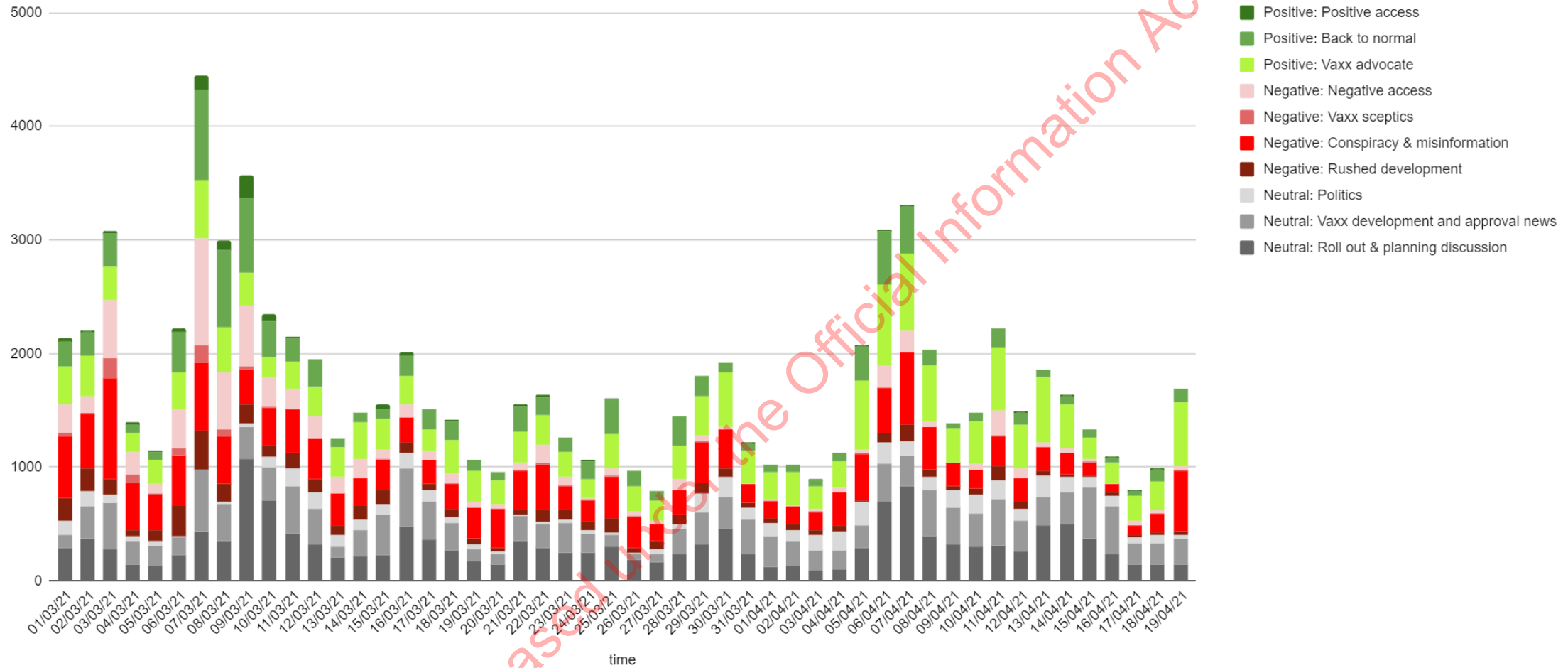
1. All patients should receive the Covid vaccine. It is not a live vaccine.
2. Patients on methotrexate should consider skipping the methotrexate dose immediately following each vaccine shot.
3. Patients on rituximab should attempt to receive their Covid vaccination in the fifth month after their infusions (i.e. one month before their next infusion)

11:44 AM · Apr 15, 2021

Total vaccine conversation, April 13 - 19



Graph illustrating vaccination segments over time March 1 – April 19, 2021



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Thank you

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