



Proactive Release

The following documents have been proactively released by the Department of the Prime Minister and Cabinet (DPMC):

Annalect Social Media Listening Reports (April 2020 – April 2022)

Early in New Zealand's pandemic response, a critical need was identified to understand how information provided about COVID-19 was being received and understood by the public. Public communications about the pandemic had to be effective to ensure that New Zealanders were able to comply with legal requirements and guidance on COVID-19 in order to stop the spread of the virus.

To this end, the Department of the Prime Minister and Cabinet (DPMC) commissioned regular research focusing on sentiment and behaviours towards COVID-19. As part of this, in April 2020, Annalect, the data analytics division of OMD New Zealand, which is the media buying agency for the COVID-19 response, began undertaking social media analysis for the COVID-19 Group. We did not have this capability ourselves and it would not have been economic or timely to build it in-house. Therefore, external providers were sought. Commissioning this service was undertaken at pace, given the threat of the emerging pandemic in April 2020.

Organisations, including government departments, have monitored social media for many years in order to improve the quality of information they provide to the public

As the pandemic response evolved, tools such as this enabled the COVID-19 Group to be agile and adapt communications to address information gaps and the questions and concerns of New Zealanders about the COVID-19 response.

The analysis compiled by Annalect helped measure the effectiveness of the Unite Against COVID-19 communications and public information campaign as it sought to keep New Zealanders informed through the different phases of the response. It enabled the COVID-19 Group to identify if there were gaps in public understanding about restrictions and public health guidelines, and develop tailored communications to address those gaps.

The analysis also provided valuable insights into the impact of pandemic restrictions, New Zealanders' acceptance of them and their willingness to carry out COVID-19 related health behaviours. In this sense, the insights have been important in ensuring the safety of our communities and maintaining the public trust that is required for an effective response to COVID-19. Robust and easily understood public health information has been a key pillar of New Zealand's success in responding effectively to COVID-19.

In compiling the reports, analysts used the Brandwatch Consumer Research tool to observe prominent themes regarding the COVID-19 Response, analysing social and digital news content on public channels in New Zealand.

The reports provided mostly high-level insights into topics of conversation around COVID-19 online. This includes the volume of social conversation around a given topic and the sentiment of that conversation and how that sentiment changed over time. Annalect also provided analysis and commentary on the most prominent issue(s) of the week – for example, if there was an Alert Level change, they would analyse conversation around this. This analysis was a useful window into the impact of the virus and pandemic restrictions on New Zealanders.

The reports were refined and adjusted over time to reflect the changing language, landscape and focus of the COVID-19 response. In most cases, this was done proactively by Annalect. This included the occasional updating of the topics being tracked (for example, introducing 'Vaccine Rollout' when this became a relevant topic of conversation in New Zealand).

The social conversations that were analysed by Annalect came from two sources. The first was from engagement with Unite Against COVID-19 (UAC) and Ministry of Health (MoH) social media channels, and the second was from content posted publicly elsewhere online, from news media, Facebook pages, Twitter, Reddit and other public blogs and forums in New Zealand, pulled via keyword searches. Annalect also reported on publicly visible engagement with other government pages, such as those of Te Puni Kōkiri and the Ministry for Pacific Peoples, in order to understand the questions and concerns of different audiences.

The data analysed from UAC social media channels was, in large part, from publicly visible comments on UAC social media pages. For two periods in 2020 and 2021, Annalect provided a 'Frequently asked questions' report, summarising the most asked questions about the pandemic and the response online, which included an analysis of questions sent to UAC social media channels via direct messages. This was to understand what gaps in public understanding existed and what questions and concerns New Zealanders had about COVID-19, to improve the information being provided to the public via UAC.

During the initial stages of the COVID-19 Vaccine Campaign between May and August 2021, analysis of direct messages was also performed on MoH channels for the same reason it was on UAC channels, specifically for the vaccine rollout.

In analysing direct messages, Annalect used 'Sprinklr', the system the National Crisis Management Centre and then DPMC used for managing its social media accounts. Annalect were able to generate reports from the system's reporting dashboard to review sentiment and themes from comments and messages being received on the Unite Against COVID-19 and Ministry of Health social media channels.

Annalect summarised the most frequently asked questions, and gave examples of these questions and others which highlighted prominent themes or issues important to the overall response. The analysis of these direct messages to government websites looked at overall themes as a guide on which areas of public health information needed strengthening or clarifying

At no point in the COVID-19 response has DPMC or Annalect been able to monitor or review private conversations or messages between members of the public – nor would we have sought access or have means of accessing that information as part of our remit to provide high quality public health information about COVID-19 to New Zealanders.

The COVID-19 Group acknowledges the Unite Against COVID-19 website and social media channels could have been clearer that communications received may be used for reporting purposes. A disclaimer to this effect has been added to all Unite Against COVID-19 channels.

In places in the reports, screenshot examples of public-facing comments from social media users were provided by Annalect in order to provide context around the data and the themes that were being observed. Good practice required usernames to be redacted, and in later reports, so too were users' profile pictures as part of Annalect's continuous improvement of the reports, which involved refining of the design of the reports and introducing further privacy

measures. Otherwise, Annalect took steps to ensure that all data in the reports was anonymised before it was provided to DPMC.

In New Zealand, Annalect is a division of OMD and sits within OMD's New Zealand office with locally employed analysts. All work is done in New Zealand, by New Zealand-based analysts. In undertaking this work, OMD/Annalect were required to uphold New Zealand privacy laws when analysing and handling information found in the public domain or through direct messages. Annalect analysts all sign individual non-disclosure agreements in relation to this work, and OMD/Annalect have their own company-wide non-disclosure agreement that covered this work.

In their effort to support the Unite Against COVID-19 campaign by providing analysis of conversation online about the pandemic, Annalect made judgement calls as to what to provide in the reports, proactively including information they believed would be useful for officials to know.

In a small number of reports, Annalect included information not directly relevant to the COVID-19 response. On occasion, this included information about politicians and political parties. Information not useful to the COVID-19 response was disregarded and Annalect did not track the social media profiles of politicians or political parties for DPMC.

It may also be noted that the names of politicians and political parties sometimes appear highlighted in the reports. This is because they are listed in the base search query that Annalect uses when analysing issues and topics around COVID-19, and they happen to come up, from time to time, in the examples of conversations they provide in the reports. Annalect did not track mentions of these names for DPMC.

It is important to note the primary use of the reports was internal, informing the COVID-19 Group's communications approach. A summary of overall themes and observations were sometimes included in external updates and in policy documents, but the reports were not provided to Ministers' offices in full.

As it approached two years since the reports were originally commissioned, DPMC undertook a review of the reports and whether they were still required for the next phase of the pandemic response. The reports were discontinued in April 2022, as the insights they provided were considered to no longer be required as we moved to long-term management of the virus. In total, 231 reports were received between April 2020 to April 2022. The total cost of these reports was \$261,974.

Some parts of this information release would not be appropriate to release in full and, if requested, would be withheld under the Official Information Act 1982 (the Act). The information that has been withheld from this document has been withheld under section 9(2)(a) of the Act, to protect the privacy of individuals. No public interest has been identified that would outweigh the reasons for withholding this information.

Unite Against COVID-19: Social Conversation Analysis May 31 – June 1, New Zealand

Proactively Released

Daily Update Summary: Saturday, May 31 – June 1, 2020

FAQs

New Zealanders are asking for guidance around gatherings and are asking when are we moving to Level 1. People have questions about James Cameron and crew being allowed into New Zealand.

Engagement with news stories

New Zealanders are engaging positively to the news of ten consecutive zero-case days.

Conversation analysis

There were increases of volume across 'Enforcing the Rules', 'Aggression' and 'Neighbourhood watch' categories due to content about George Floyd's death at the hands of US police, international riots and Black Lives Matter solidarity rallies held in NZ.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions from users on Ministry of Health's owned pages and conversations on public social channels.
- 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**
Exploring increases of conversation in Enforcing and Aggression categories.

FAQs: May 31- June 1, 2020

Highlighting changes in the top frequently asked questions and concerns raised on:

- Unite Against COVID-19 Facebook page
- Public Facebook pages (news sites)

GATHERINGS (32%)

New Zealanders continue to ask for guidance around hosting and attending social occasions. Major protests in support of Black Lives Matter in Auckland and Wellington prompted questions around the legality of mass gatherings at Level 2.

- What about play dates and sleepovers?
- Can you give me guidance for a work BBQ with less than 100 people?
- Was it legal for thousands of people to attend the rallies in Auckland and Wellington on Monday?
- How many people attended today's protest? Was there contact tracing in place?

ALERT LEVELS (16%)

With only one active COVID-19 case, New Zealanders are asking when we will be moving to Level 1 and what that will look like.

- What's the difference between Level 1 and Level 2?
- When are we moving to Level 1?

OTHER

- TRAVEL: When can we travel to the islands?
- CASES: Which cluster is the one remaining case from?
- CASES: How long is a case considered active?
- CONTACT TRACING: I am having trouble registering with the app.

New Zealanders are asking for guidance around gatherings, when are we moving to Level 1. People have questions about James Cameron and crew being allowed into New Zealand.

QUARANTINE (13%)

News of James Cameron and crew arriving in Wellington has prompted questions about quarantine regulations.

- Will the air crew who have travelled with film crew be isolating?
- Why are film crews allowed in and not America's cup crews?
- How is it ok to let people from a country into New Zealand when we know how much COVID-19 is in the states?

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

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

Stories about ten consecutive days of zero cases received overwhelming engagement. This indicates people are feeling optimistic and positive.

With Black Lives Matter marches taking place around the country, articles about medical advice from Dr Siouxsie Wiles (i.e. physical distancing, wearing masks and self-isolating) for those attending amid COVID-19 restrictions received engagement.

International news continued to interest New Zealanders on Queen's birthday weekend, in particular that the Queen herself was seen for the first time since she began COVID-19 lockdown.

CASES : 57,400

Covid 19 **coronavirus**: Zero new **Covid-19** cases for 10 days in row

By : Derek Cheng - Jun 1, 2020
nzherald.co.nz

15.9K 53 0 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 16K

- Cases: 57,400**
- Medical: 3,719**
- International: 3,507**
- Timeframe: 3,445**
- Financial impact: 3,318**
- Quarantine: 3,270**
- Restrictions: 2,346**
- Government response: 1,149**
- Adapting: 1,605**
- Enforcing: 62**
- Mental health: 9**

MEDICAL : 3,719

Dr Siouxsie Wiles offers advice for attending NZ Black Lives Matter rallies amid **Covid-19**

By League Cricket - Jun 1, 2020
tvnz.co.nz

1.7K 0 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 1.7K

Coronavirus: Dr Siouxsie Wiles wants Kiwi Black Lives Matter protesters to enter 14-day self-isolation

By Rachel Sadler - Jun 1, 2020
newshub.co.nz

1.4K 17 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 1.4K

INTERNATIONAL : 3,507

Queen seen in public for first time since UK **Covid-19** lockdown, riding pony

Jun 1, 2020
mz.co.nz

817 6 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 823

Queen Elizabeth rides pony as **Coronavirus** restrictions to ease in UK

By Reuters - May 31, 2020
newshub.co.nz

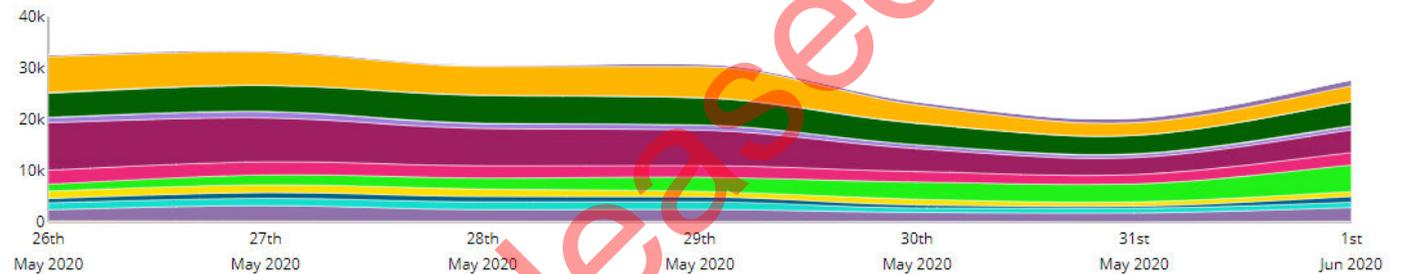
687 3 0 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 690

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



Contact tracing

Health services are using contact tracing to find people who may have been exposed to COVID-19. i.e. What are people saying about contact tracing and the possible use of technology (apps) to do so?

Neighbourhood watch

This category covers conversations people are having regarding themselves and their communities following the rules of lockdown.

Adapting

What are New Zealanders experiencing during different Alert Levels and how are they adapting e.g. working from home or while looking after children.

Timeframe

New Zealanders' conversations about how long it will take before Alert Level restrictions are lifted.

Shopping

How New Zealanders are talking about supermarket/shopping etiquette and related conversations e.g. panic buying and price gouging.

Enforcing the rules

Conversations around the rules and regulations of lockdown, how they are being enforced by the government/police, and how the public are following them.

Mental health

The lockdown is an unprecedented event which will have large repercussions on the mental health of New Zealanders. What conversations are New Zealanders having about their own mental health and that of their families and communities, how are people coping and what are their stresses/anxieties.

Lockdown response

What conversations are New Zealanders having about the government's response, and actions, during different Alert Levels.

Essential services

This category encompasses conversation about essential workers and essential services.

Domestic violence

What conversations are people having about domestic violence and abuse and how are the domestic violence services, agencies and wider community dealing with this during lockdown.

Virus

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

Climate change

What are New Zealanders' conversations regarding climate change and the impact of COVID-19.

Financial impact

This broad category encompasses conversations New Zealanders are having regarding personal or business finances during Alert Level System and the government initiatives set up to support people during this time.

Aggression

Conversations about the aggression, abuse and (potential) violence New Zealanders are suffering from others during the lockdown e.g. essential workers spat on.

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

Category breakdown: Total volume & percentage change in public, social conversation

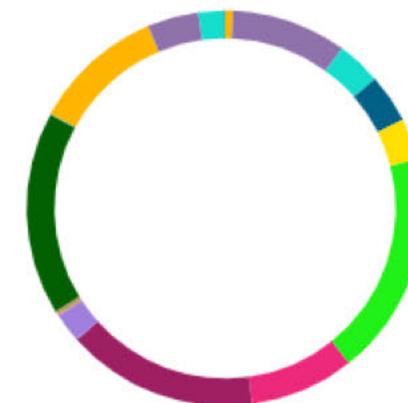
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
 Monday, June 1: 77,490
 Sunday, May 31: 60,271
 Saturday, May 30: 69,123

	Contact tracing		Neighbourhood watch		Adapting		Timeframe		Shopping		Enforcing the rules		Mental health	
Jun 1	176	0.636 %	2,656	9.6%	1,020	3.69%	1,124	4.06%	961	3.47%	5,173	18.7%	2,407	8.7%
May 31	58	0.28%	1,723	8.5%	953	4.7%	392	1.93%	806	3.98%	3,497	17.2%	1,833	9.04%
May 30	138	0.58%	1,752	7.47%	872	3.72%	588	2.51%	1,116	4.76%	3,334	14.2%	2,044	8.71%

	Lockdown response		Essential services		Domestic violence		Virus		Climate change		Financial impact		Aggression	
Jun 1	4,416	16%	693	2.51%	113	0.409 %	4,683	16.9%	18	<0.1%	3,033	11%	1,187	4.29%
May 31	3,306	16.3%	637	3.14%	98	0.483 %	3,596	17.7%	10	<0.1	2,467	12.2%	898	4.43%
May 30	4,475	19.1%	741	3.16%	27	0.11%	4,139	17.6%	102	0.435 %	3,488	14.9%	651	2.77%

Total conversation Monday June 1
 Largest segment: 'Virus' 16.9%



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

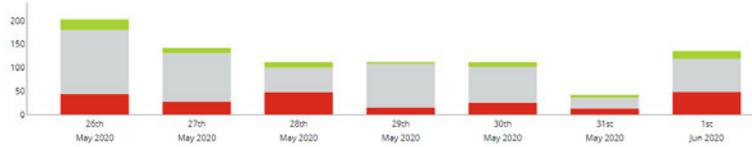
Net sentiment of each category

There have been increases of negative sentiment across of most categories. Neighbourhood watch, Lockdown response remained stable. Shopping and Mental health have become less negative.

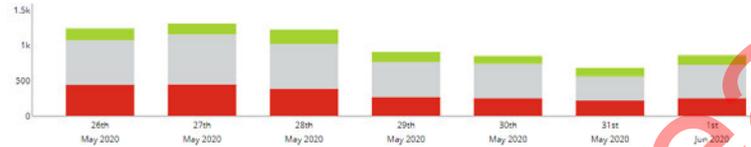


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

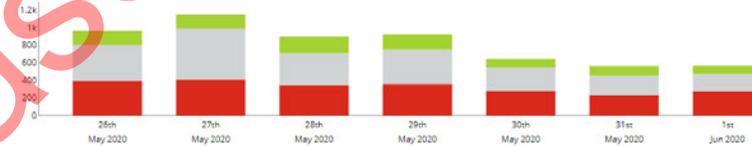
CONTACT TRACING



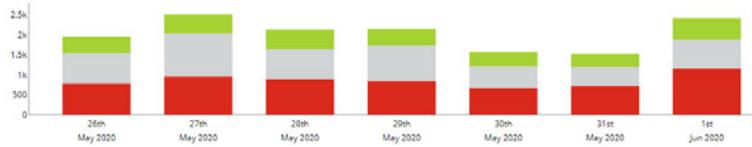
SHOPPING



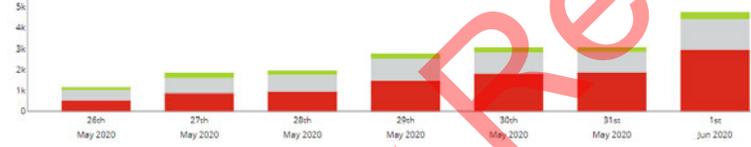
ESSENTIAL SERVICES



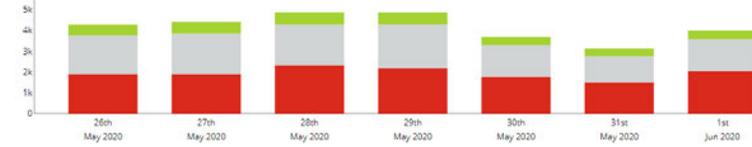
NEIGHBOURHOOD WATCH



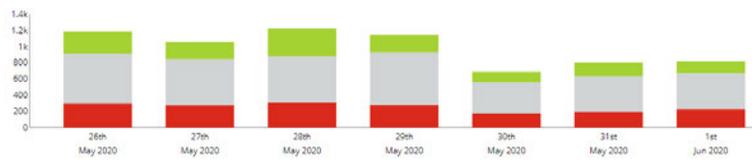
ENFORCING THE RULES



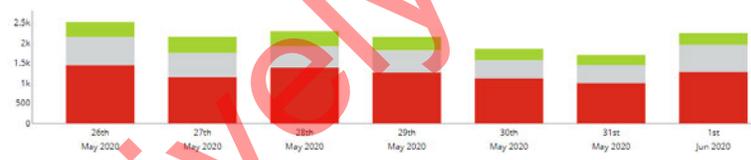
VIRUS



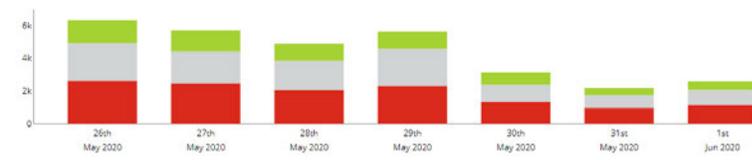
ADAPTING



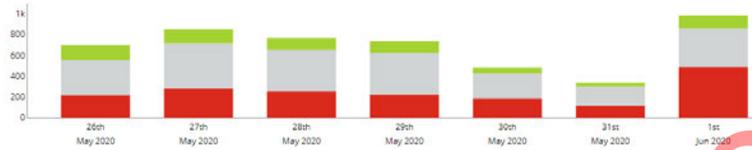
MENTAL HEALTH



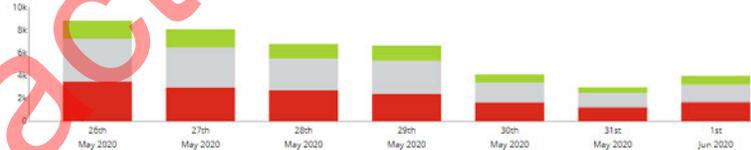
FINANCIAL IMPACT



TIMEFRAME



LOCKDOWN RESPONSE



Please note variations in scale.
Refer to pages 6 and 7 for category volumes.

Categories with typically low volume excluded as sentiment skews.

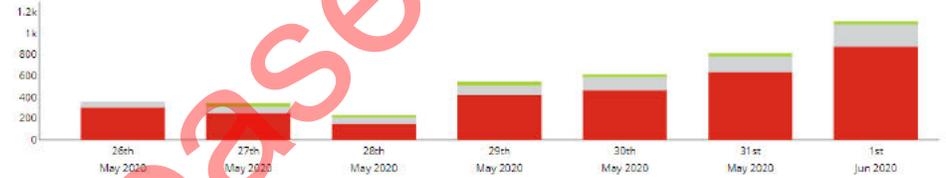
Increases of volume across 'Enforcing the Rules', 'Aggression' and 'Neighbourhood watch' categories due to content about George Floyd's death at the hands of US police, international riots and Black Lives Matter solidarity rallies held in NZ.

Content about protests and riots in America in the wake of George Floyd's death has flooded New Zealand's social media channels.

Major solidarity protests held in New Zealand have made many people angry about the risk of more COVID-19 cases as a result of the large gatherings.

Conversations about racism along with expressed racism online is also contributing to increases in volume and negative sentiment in categories such as 'Aggression'.

Increases in 'Aggression' category throughout the week



Outrage at gatherings taking place that are over 100 people

I am upset this protest has been allowed to happen when the event industry is on its knees, community fundraising events can't be held and yet this is ok. FYI My comment is not against the cause or worried about virus spread. There is a rule against mass gatherings which we all have to comply with at great cost to our communities.

Like · Reply · 20h 74

our whole future could be at jeopardy. After all the hard work has been done and the government has saved us from the hundreds of thousands of predicted deaths. This ridiculous protest could tarnish our reputation for ever.

Like · Reply · 21h 26

Wow one rule for those 4000 and another for the team of 5 million. can you explain how 500 people in a nightclub is not OK but 4000 on the streets of Auckland is ??????

Like · Reply · 3m 5

Confident that new cases can be traced and contained

AMAZING JOB TEAM! and for everyone saying "social distancing" blah blah - we have had 0 cases in 1 week if we all of a sudden get a few cases because of this protest it will actually be a good thing (we can actually trace the virus that might be dormant in some people) - The bigger picture is remembering that although this is NZ we still have huge racism and inequality just like AMERICA - don't bother with your opinions as replies because it's not my job to educate you - anyone commenting against this protest is also a bigot.

Like · Reply · 20h 20

This is America's problem and not ours

Not really. People just frustrated with idiots protesting for the wrong reasons.

Like · Reply · 23h 9

Stand for our own fight Aotearoa, fight against Meth, fight against child abuse, fight against domestic violence. This is not our war.

Like · Reply · 1d 516

Racism in New Zealand

After reading all these comments it's clear the racism in NZ is worse than I thought.

Like · Reply · 1d 99

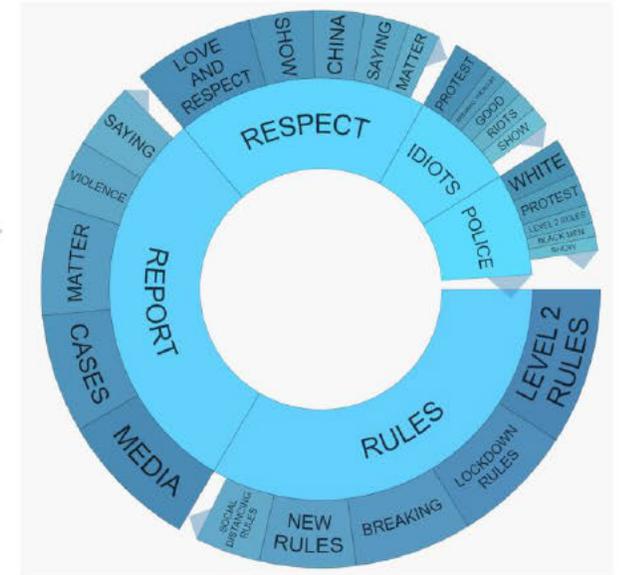
Years ago NZ protested against Racism in South Africa. Racism is still a problem today in NZ. Its only right we play our part. Black Lives Matter.

Like · Reply · 1d 103

Anxiety around safety at the rallies in New Zealand.

To all my friends and family - if you are wanting to march I support that but please also keep yourself safe! Protest strong but without violence.

Like · Reply · 1d 12



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis June 3, New Zealand

Proactively Released

Daily Update Summary: Wednesday, June 3, 2020

FAQs

The volume of questions remains low. New Zealanders are asking questions about Alert Level 1, the necessity for contact tracing and questions about controlling COVID-19 at the border.

Engagement with news stories

Following the announcement about what Alert Level 1 would entail for New Zealanders, news stories about Alert Levels received high engagement.

Conversation analysis

New Zealanders are discussing the anticipated move to level 1. Conversation is increasingly political with some are questioning the motives behind continuing to enforce restrictions and perceive it as a political move to maintain control.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions from users on Ministry of Health's owned pages and conversations on public social channels.
- 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**
Exploring New Zealanders' responses to the protests on Monday.

FAQs: Wednesday, June 3, 2020

Highlighting changes in the top six frequently asked questions and concerns raised on:

- Unite Against COVID-19 Facebook page
- Public Facebook pages (news sites)

ALERT LEVELS (40%)

Following the announcement about what Alert Level 1 will be like for New Zealand. People had questions around the timeline and restrictions.

- Shouldn't we be at Level 1 by now?
- Why do we need to wait until Monday?
- If we open our borders at Level 1 won't we be at risk of a second wave?

CONTACT TRACING (17%)

Some New Zealanders' are questioning the need for contact tracing.

- With such low numbers why do we need to worry about contact tracing?
- Why do we need an app when I can be tracked through payments via Eftpos or credit card?
- Why doesn't my app work when I try to scan a QR code?

New Zealanders are asking questions about Alert Level 1, the necessity for contact tracing and questions about controlling COVID-19 at the border.

QUARANTINE RULES (13%)

New Zealanders are interested in how the borders will be made safe from COVID-19 entering the country.

- Will flight crews be made to isolate?
- Can my friends/family bring clothes/etc to where we have to isolate when we arrive in NZ?

OTHER

- EDUCATION: Is it compulsory to send your child to primary school?
- FINANCIAL SUPPORT: I'm an NZ citizen in quarantine in Australia, am I able to get financial support?
- GATHERINGS: In a private function room, can we move around if distancing is maintained?

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

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

Following the announcement about what Alert Level 1 would entail for New Zealanders, news stories about Alert Levels received high engagement.

News stories about cases continue to receive high engagement.

- Medical: 5,758
- Adapting: 3,335
- Politics: 2,835
- Timeframe: 2,465
- Financial Impact: 2,341
- Government response: 1,459
- Travel: 807
- Education: 574
- Essential Services: 493
- Contact Tracing: 248
- Enforcing: 240
- Testing: 110
- Environment: 13

CASES: 9,501

Coronavirus: Ministry of Health gives **Covid-19** daily update at 1pm

By Georgia Forrester - Jun 3, 2020
[stuff.co.nz](#)

2.9K 2 0 0

Coronavirus: No new **Covid-19** cases for 12th day in a row

By Georgia Forrester - Jun 3, 2020
[stuff.co.nz](#)

2.8K 12 0 0

INTERNATIONAL: 9,389

Cook Islands Prime Minister calls for Pacific bubble as soon as New Zealand enters **COVID-19** alert level 1

By Michael Morrah - Jun 3, 2020
[newshub.co.nz](#)

15K 12 0 0

Coronavirus: Italy opens borders ahead of neighbours, still eyed warily

By Colleen Barry - Jun 3, 2020
[stuff.co.nz](#)

172 0 0 0

ALERT LEVELS: 6,864

Jacinda Ardern confirms all current restrictions 'essentially lifted' at **COVID-19** alert level 1

By Zane Small - Jun 3, 2020
[newshub.co.nz](#)

1.4K 4 0 0

COVID-19: Border tests begin next week for all travellers into New Zealand

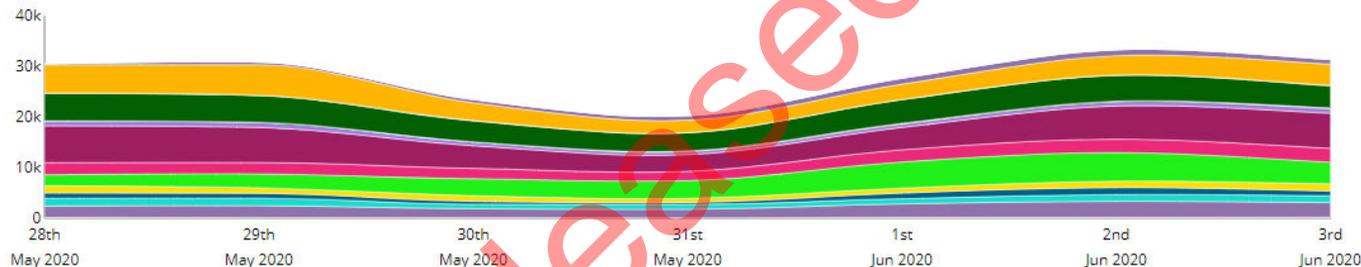
By Rachel Sadler - Jun 3, 2020
[newshub.co.nz](#)

753 54 0 0

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



Contact tracing

Health services are using contact tracing to find people who may have been exposed to COVID-19. i.e. What are people saying about contact tracing and the possible use of technology (apps) to do so?

Neighbourhood watch

This category covers conversations people are having regarding themselves and their communities following the rules of lockdown.

Adapting

What are New Zealanders experiencing during different Alert Levels and how are they adapting e.g. working from home or while looking after children.

Timeframe

New Zealanders' conversations about how long it will take before Alert Level restrictions are lifted.

Shopping

How New Zealanders are talking about supermarket/shopping etiquette and related conversations e.g. panic buying and price gouging.

Enforcing the rules

Conversations around the rules and regulations of lockdown, how they are being enforced by the government/police, and how the public are following them.

Mental health

The lockdown is an unprecedented event which will have large repercussions on the mental health of New Zealanders. What conversations are New Zealanders having about their own mental health and that of their families and communities, how are people coping and what are their stresses/anxieties.

Lockdown response

What conversations are New Zealanders having about the government's response, and actions, during different Alert Levels.

Essential services

This category encompasses conversation about essential workers and essential services.

Domestic violence

What conversations are people having about domestic violence and abuse and how are the domestic violence services, agencies and wider community dealing with this during lockdown.

Virus

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

Climate change

What are New Zealanders' conversations regarding climate change and the impact of COVID-19.

Financial impact

This broad category encompasses conversations New Zealanders are having regarding personal or business finances during Alert Level System and the government initiatives set up to support people during this time.

Aggression

Conversations about the aggression, abuse and (potential) violence New Zealanders are suffering from others during the lockdown e.g. essential workers spat on.

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

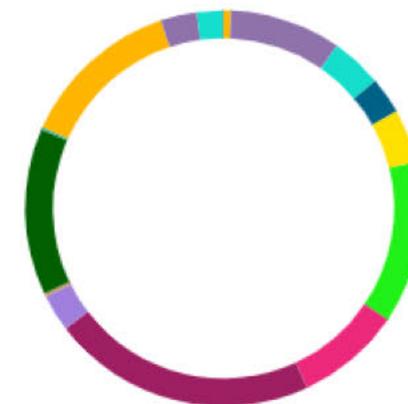
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Wednesday June 3: 97,415
 Tuesday, June 2: 97,246
 Monday, June 1: 77,490

	Contact tracing		Neighbourhood watch		Adapting		Timeframe		Shopping		Enforcing the rules		Mental health	
Jun 3	192	0.61%	2,910	9.27%	1,345	4.28%	955	3.04%	1,400	4.46%	4,278	13.6%	2,740	8.73%
Jun 2	179	0.53%	3,163	9.51%	1,331	4%	1,386	4.17%	1,261	3.79%	5,653	17%	2,630	7.9%
Jun 1	176	0.636%	2,656	9.6%	1,020	3.69%	1,124	4.06%	961	3.47%	5,173	18.7%	2,407	8.7%

Total conversation Tuesday, June 2
Largest segment: 'Lockdown Response', 22%

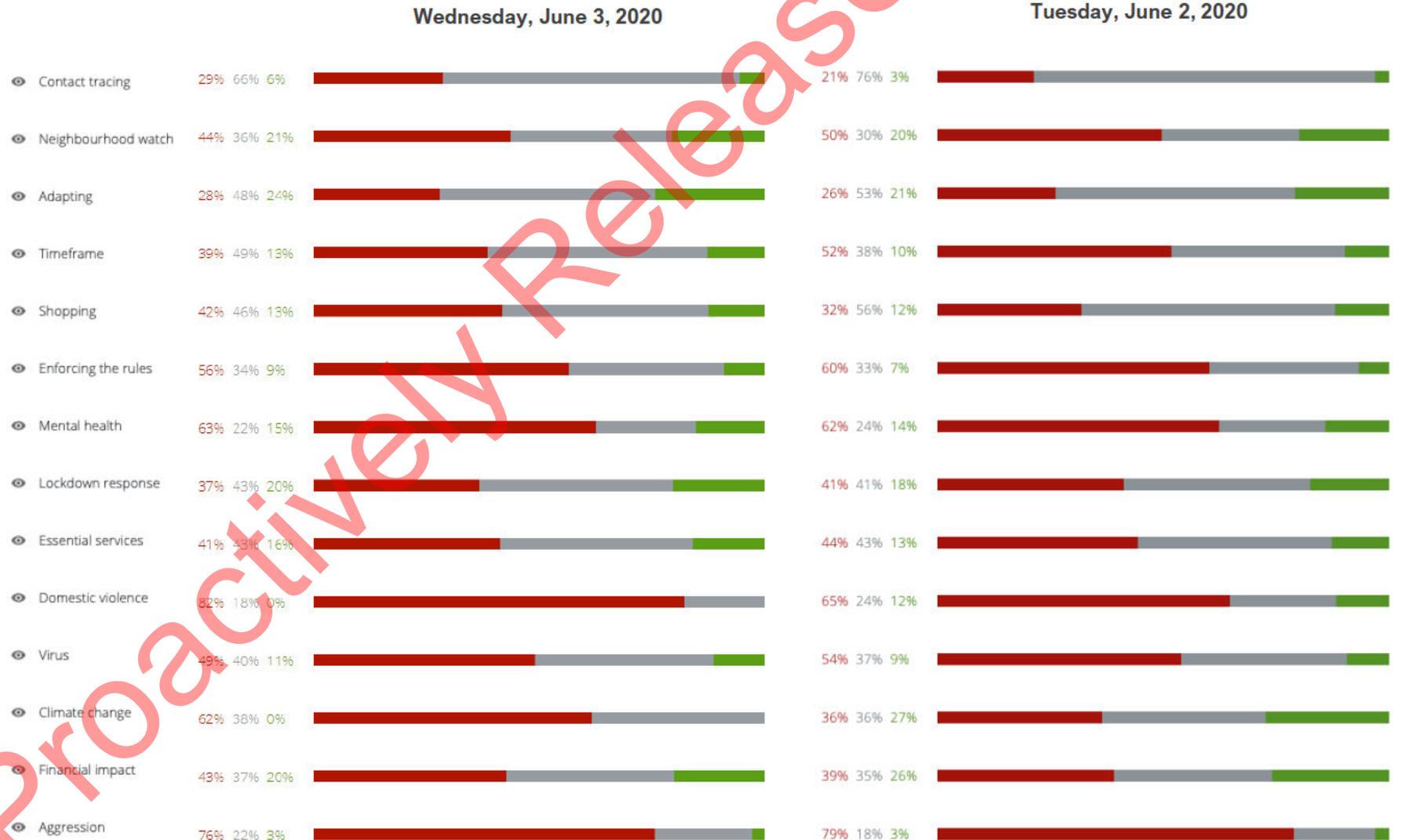


	Lockdown response		Essential services		Domestic violence		Virus		Climate change		Financial impact		Aggression	
Jun 3	6,919	22%	961	3.06%	93	0.29%	4,371	13.9%	71	0.22%	4,217	13.4%	944	3.01%
Jun 2	6,556	19.7%	847	2.55%	92	0.27%	5,087	15.3%	59	0.17%	3,837	11.5%	1,184	3.56%
Jun 1	4,416	16%	693	2.51%	113	0.409%	4,683	16.9%	18	<0.1%	3,033	11%	1,187	4.29%

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

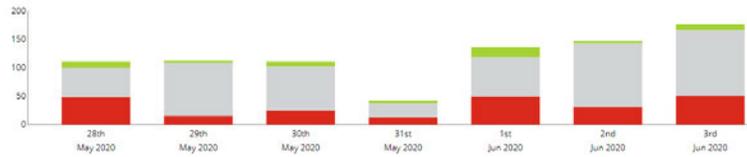
Net sentiment of each category

There was increases in negative sentiment in the Contact Tracing, Adapting, Shopping, Enforcing, Mental health and Financial impact categories. Neighbourhood watch, Timeframe, Lockdown response all became less negative.

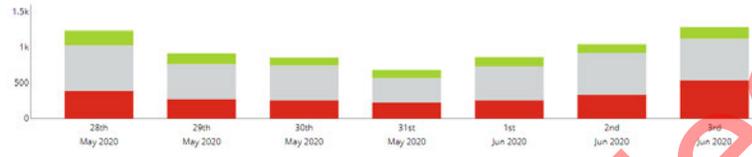


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

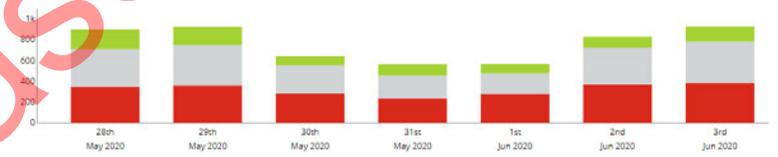
CONTACT TRACING



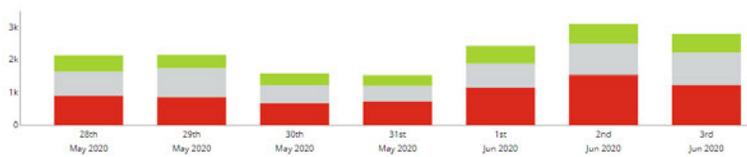
SHOPPING



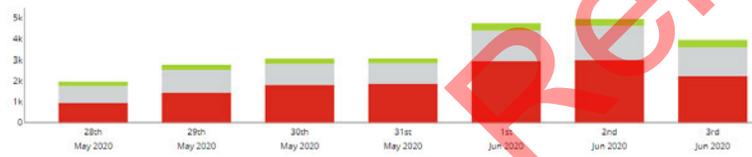
ESSENTIAL SERVICES



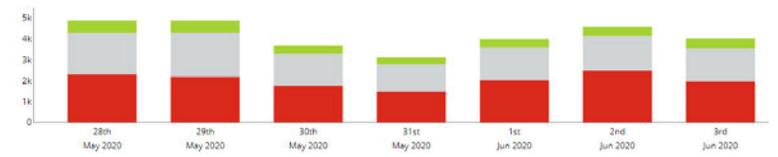
NEIGHBOURHOOD WATCH



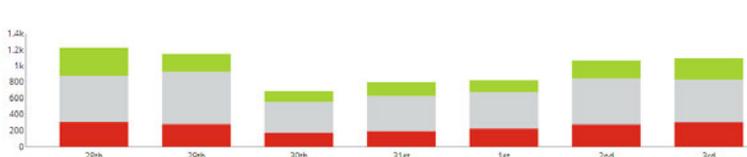
ENFORCING THE RULES



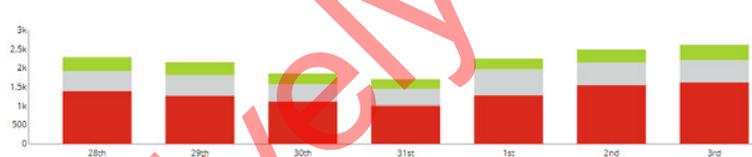
VIRUS



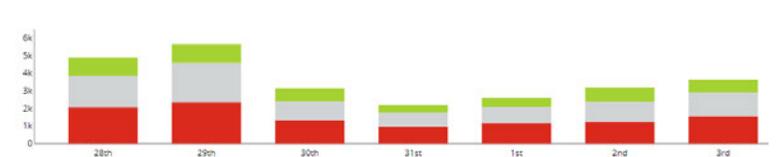
ADAPTING



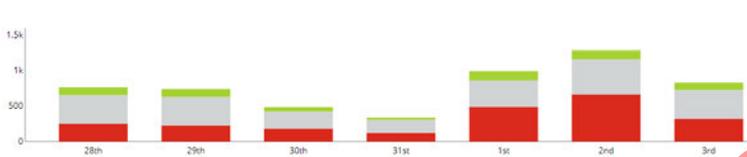
MENTAL HEALTH



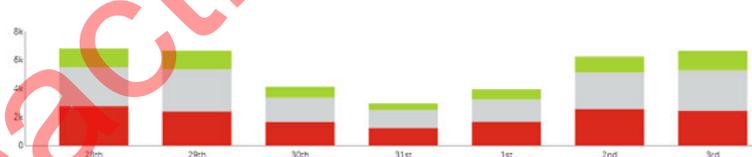
FINANCIAL IMPACT



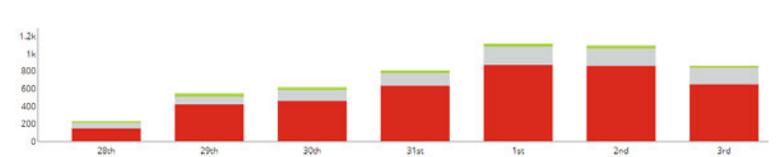
TIMEFRAME



LOCKDOWN RESPONSE



AGGRESSION

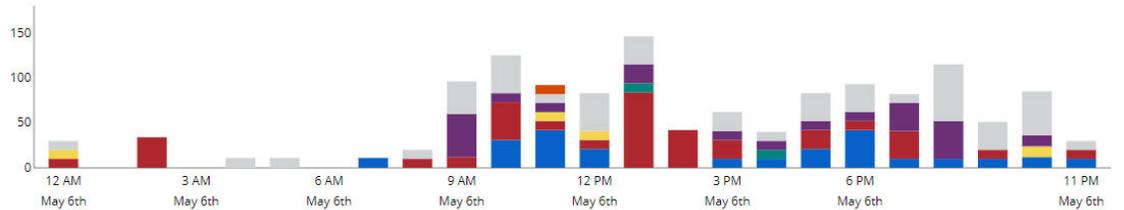


Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 6 and 7 for category volumes.

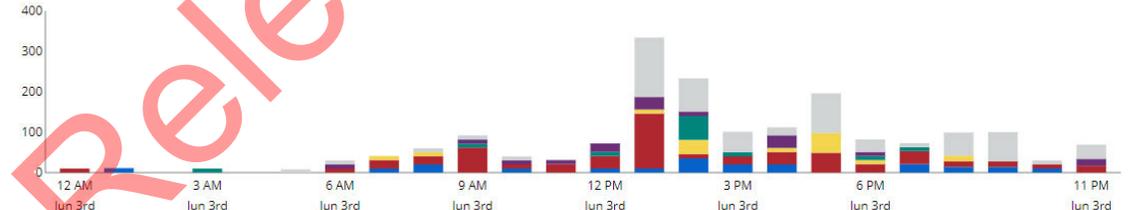
Conversation about Alert Level 1 was 37% greater than conversation about Alert Level 2. Emotion has become more angry and disgusted due to increasing political discourse.

Level 2 description: May 6, 2020



Category	Percent of total	Change over time
Neutral	34%	0% →
Surprise	1%	0% →
Fear	16%	0% →
Joy	3%	-33% ↘
Disgust	1%	0% →
Sadness	18%	33% ↗
Anger	27%	0% →

Level 1 description: June 3, 2020



Category	Percent of total	Change over time
Neutral	36%	51% ↗
Surprise	<1%	0% →
Fear	9%	25% ↗
Joy	8%	0% →
Disgust	6%	0% →
Sadness	11%	0% →
Anger	29%	-75% ↘

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis June 4, New Zealand

Proactively Released

Daily Update Summary: Thursday, June 4, 2020

FAQs

With the anticipated move to Level 1, there is increased focus on testing. Questions seeking guidance on leaving New Zealand are becoming more frequent.

Engagement with news stories

News stories about cases continue to receive high engagement as New Zealanders are keen to be able to say we have no current cases.

Conversation analysis

Volume in the Financial Impact category has increased over the week with political debate driving conversation and contributing to a lift in negative sentiment.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions from users on Ministry of Health's owned pages and conversations on public social channels.
- 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**
Exploring New Zealanders' conversation about the impact to the economy.

FAQs: Thursday, June 4, 2020

Highlighting changes in the top six frequently asked questions and concerns raised on:

- Unite Against COVID-19 Facebook page
- Public Facebook pages (news sites)

TESTING (34%)

With the anticipated move to Level 1, there is increased focus on testing.

- My GP won't allow me to have another test because I had one 6 weeks ago. Can I get a test from another place?
- I am recovered from COVID-19 and my family and I have tested negative. I would like to contact the people who were overseeing our isolation as I have further questions and require support.
- How do I check the status of my test?

TRAVEL (17%)

Questions specific to individuals' situations. Guidance on how to leave New Zealand are more frequent.

- Can I have some advice on visiting a sick friend in Australia?
- Are our borders open to non-Nationals yet?
- I am a visitor to NZ and have a flight home booked in July. Will Emirates be operating then?

CONTACT TRACING (11%)

New Zealanders are interested in how the borders will be made safe from COVID-19 entering the country.

- Why are there so many different QR codes allowed?
- Every time I scan a QR code I'm told it's invalid.
- I'm struggling to get a QR code for my business, can you help me?

OTHER

- CASES: shouldn't the active case be recovered by now?
- CASES: Which cluster is the active case connected to?
- ALERT LEVELS: Will cash be accepted at Level 1?
- ALERT LEVELS: Will buffets be allowed at Level 1?
- CAMPAIGN: I'm sick of seeing these ads, how can I remove them?

With the anticipated move to Level 1, there is increased focus on testing. Questions seeking guidance on leaving New Zealand are becoming more frequent.

Proactively Released

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

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

News stories about cases continue to receive high engagement as New Zealanders are keen to be able to say we have no current cases.

- Travel: 2,991
- Government response: 2,797
- Adapting: 1,432
- Medical: 567
- Politics: 266
- Timeline: 162
- Education: 25
- Enforcement: 13

CASES: 18,861

Covid 19 **coronavirus**: 13 days in a row! No new cases today - Ashley Bloomfield

By : Dubby Henry - Jun 4, 2020
nzherald.co.nz

9.1K 44 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 9.2K

Coronavirus: Ministry of Health to give daily Covid-19 update

By Georgia Forrester - Jun 4, 2020
stuff.co.nz

3.3K 1 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 3.3K

FINANCIAL IMPACT: 4,110

Covid 19 **coronavirus**: Flowers for Jacinda Ardern in protest by Elliott Stables eateries owners

By : Lincoln Tan - Jun 4, 2020
nzherald.co.nz

2.4K 5 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 2.4K

Winston Peters criticises Labour's COVID-19 rent dispute proposal as 'a sledgehammer to smash a nut'

By Zane Small - Jun 4, 2020
newshub.co.nz

778 1 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 779

INTERNATIONAL: 6,347

George Floyd: Floyd had COVID-19 in the month before alleged murder

By Lana Andelane - Jun 4, 2020
newshub.co.nz

3.5K 3 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 3.5K

Covid-19 coronavirus: Kenyan boy, 9, wins national award for hand-washing machine invention

By Nzherald - Jun 4, 2020
nzherald.co.nz

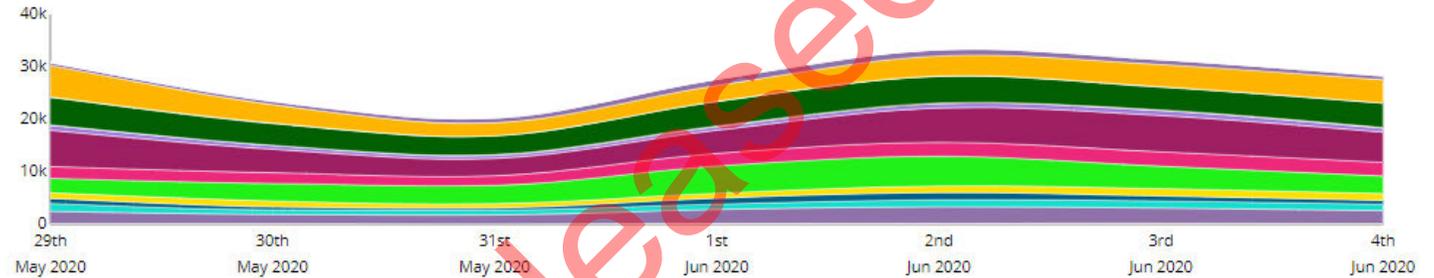
1.8K 4 0 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 1.8K

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



Contact tracing

Health services are using contact tracing to find people who may have been exposed to COVID-19. i.e. What are people saying about contact tracing and the possible use of technology (apps) to do so?

Neighbourhood watch

This category covers conversations people are having regarding themselves and their communities following the rules of lockdown.

Adapting

What are New Zealanders experiencing during different Alert Levels and how are they adapting e.g. working from home or while looking after children.

Timeframe

New Zealanders' conversations about how long it will take before Alert Level restrictions are lifted.

Shopping

How New Zealanders are talking about supermarket/shopping etiquette and related conversations e.g. panic buying and price gouging.

Enforcing the rules

Conversations around the rules and regulations of lockdown, how they are being enforced by the government/police, and how the public are following them.

Mental health

The lockdown is an unprecedented event which will have large repercussions on the mental health of New Zealanders. What conversations are New Zealanders having about their own mental health and that of their families and communities, how are people coping and what are their stresses/anxieties.

Lockdown response

What conversations are New Zealanders having about the government's response, and actions, during different Alert Levels.

Essential services

This category encompasses conversation about essential workers and essential services.

Domestic violence

What conversations are people having about domestic violence and abuse and how are the domestic violence services, agencies and wider community dealing with this during lockdown.

Virus

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

Climate change

What are New Zealanders' conversations regarding climate change and the impact of COVID-19.

Financial impact

This broad category encompasses conversations New Zealanders are having regarding personal or business finances during Alert Level System and the government initiatives set up to support people during this time.

Aggression

Conversations about the aggression, abuse and (potential) violence New Zealanders are suffering from others during the lockdown e.g. essential workers spat on.

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

Category breakdown: Total volume & percentage change in public, social conversation

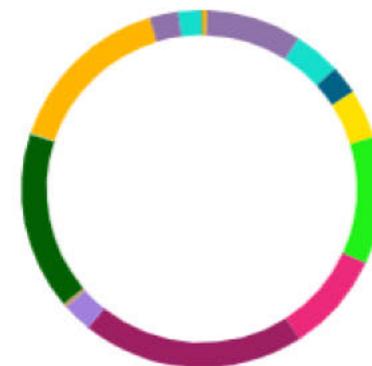
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
 Thursday June 4: 92,280
 Wednesday June 3: 97,415
 Tuesday, June 2: 97,246

	Contact tracing		Neighbourhood watch		Adapting		Timeframe		Shopping		Enforcing the rules		Mental health	
Jun 4	135	0.47%	2,474	8.74%	1,221	4.31%	748	2.64%	1,291	4.56%	3,337	11.8%	2,610	9.22%
Jun 3	192	0.61%	2,910	9.27%	1,345	4.28%	955	3.04%	1,400	4.46%	4,278	13.6%	2,740	8.73%
Jun 2	179	0.53%	3,163	9.51%	1,331	4%	1,386	4.17%	1,261	3.79%	5,653	17%	2,630	7.9%

Total conversation Thursday, June 4
Largest segment: 'Lockdown Response', 20.4%

	Lockdown response		Essential services		Domestic violence		Virus		Climate change		Financial impact		Aggression	
Jun 4	5,769	20.4%	776	2.74%	97	0.34%	4,640	16.4%	43	0.152 %	4,412	15.6%	748	2.64%
Jun 3	6,919	22%	961	3.06%	93	0.29%	4,371	13.9%	71	0.22%	4,217	13.4%	944	3.01%
Jun 2	6,556	19.7%	847	2.55%	92	0.27%	5,087	15.3%	59	0.17%	3,837	11.5%	1,184	3.56%



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

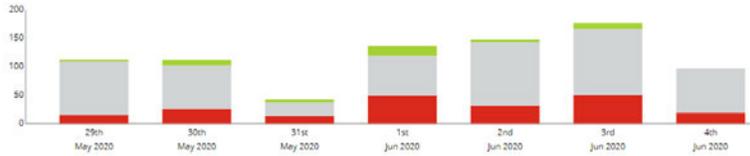
Net sentiment of each category

Decreases in negative sentiment across most categories. Negative sentiment increased by 10% in the Adapting category and 3% in Timeframe category.

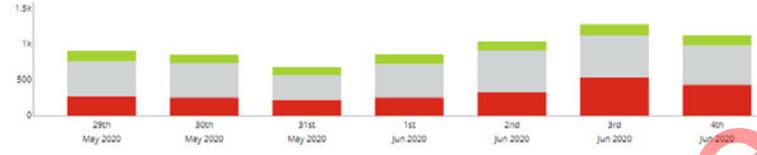


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

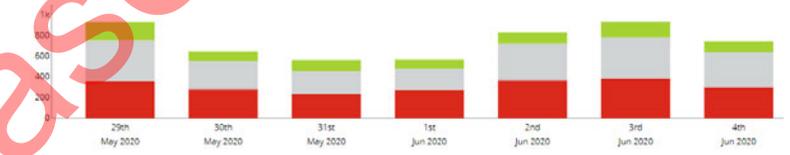
CONTACT TRACING



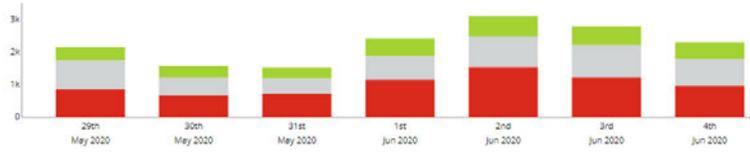
SHOPPING



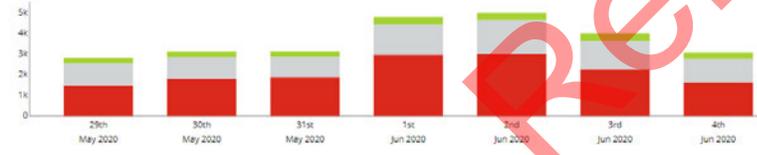
ESSENTIAL SERVICES



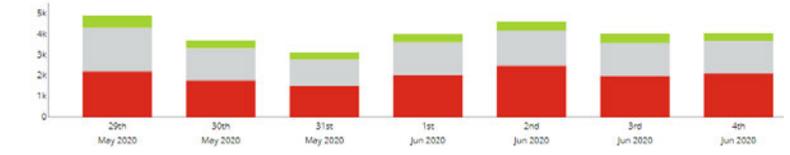
NEIGHBOURHOOD WATCH



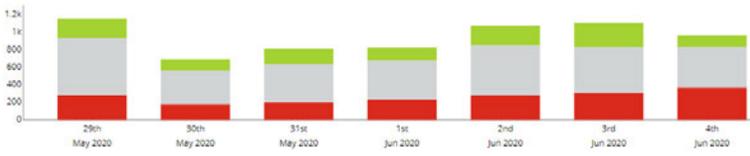
ENFORCING THE RULES



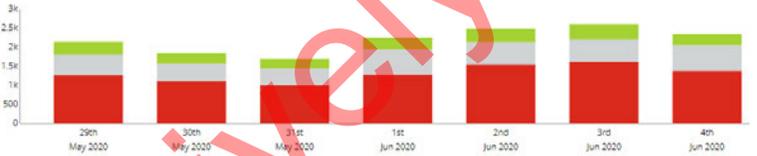
VIRUS



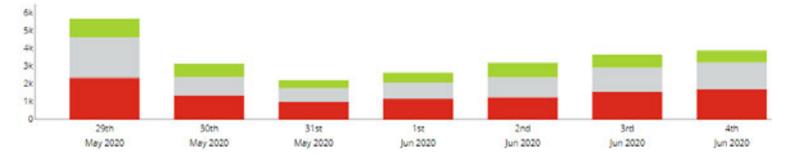
ADAPTING



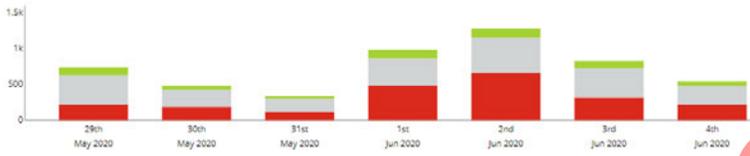
MENTAL HEALTH



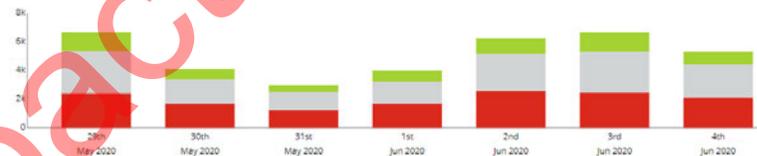
FINANCIAL IMPACT



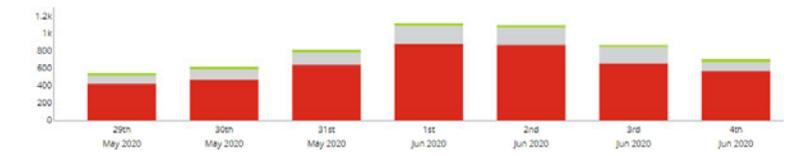
TIMEFRAME



LOCKDOWN RESPONSE



AGGRESSION



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 6 and 7 for category volumes.

Volume in the Financial Impact category has increased over the week with political debate driving conversation and contributing to a lift in negative sentiment.

New Zealanders continue to debate the anticipated move to Level 1 and the impact to the economy.

The conversation can be extreme: economy vs deaths, however there are a significant of comments that acknowledge the difficulty of the decisions that the government has made in its response to COVID-19.

Debate around timeframe: protecting economy against lives.

25000 kiwis have lost their bloody jobs mate!!!
Like · Reply · 20h

Lots of people all over have lost their jobs, something to do with a very bad virus. Lots of people dying every day, we are the lucky ones duh
Like · Reply · 18h

Yes everyone is worried about the economy but for F sake I'd take lives over money any day. We're slowly getting on track, it's better to be safe than sorry..
Like · Reply · 1d

I do think of more than myself but we need to get on with life, so many businesses are suffering, so many people have lost their jobs, are afraid of losing their homes, cannot pay their bills. The list goes on sadly.
Like · Reply · 16h

Eliot stables eatery "Flower protest" asking for compassion for small businesses

The stables are great place to go and eat. Shame this is happening and hope there is relief coming for you all..
Like · Reply · 17h

Not an easy situation, and businesses have suffered badly through no fault of their own..Overall I think the lockdown was necessary and labour has handled a difficult situation well. Businesses need more support, but would we have traded a relative for a different outcome?
Like · Reply · 17h

Sentiment of conversation in Financial Impact category over Thursday June 4



Statements around the NZ economy being on track

More bs from her. How can an economy be on track when billions have been paid out and billions more borrowed....but those with Jacinda tinted glasses on will swallow this garbage too and on and on until NZ wakes up
Like · Reply · 1d

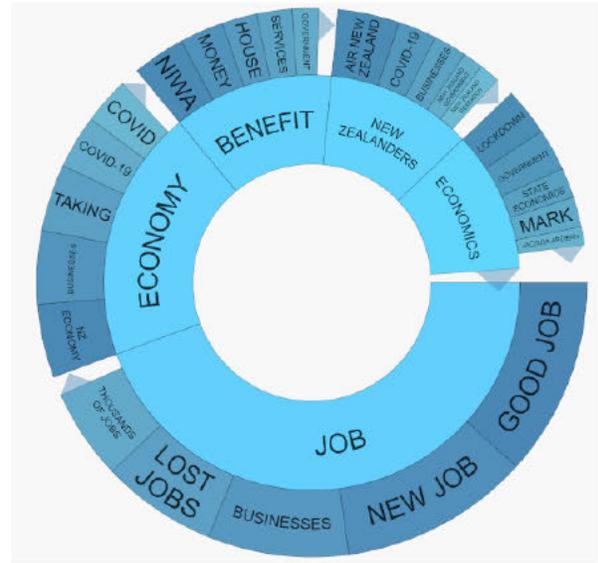
it is not poor management that caused that. The entire world is going through this. Stop politicising it and look around at other nations suffering too. To blame the government is idiotic.
Like · Reply · 1d

I cool, so my son who's lost a third of his income when his industry dropped hours from 45 per week to 32, what strategy is there to help him, specifically? What's the govt plan for heavy fabrication?
Like · Reply · 1d

Wake up jacinda. We are going to be in a long long long recession. Let the business man who knows business get us out of it
Like · Reply · 1d

Commentary around "Two tier benefit system"

The new 2-tier benefit system is deeply racist. Go after that
Like · Reply · 18h



Govt grant to people building or renovating homes.

Social housing. That is where every cent of \$688 million is needed. It would benefit everyone, especially those who actually need the affordable housing. And it would still assist in keeping the building sector afloat. I get that the plan is to incentivise bigger spending, but this programs impact there is arguably going to be minimal.
I'm truly eghast at what is proposed. Recession will see rising homelessness. Yet the govt response is enabling high income earners to smarten up their kitchen/bathroom and build a deck. Lunacy.
Like · Reply · 1d · Edited

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis June 6, New Zealand

Proactively Released

Daily Update Summary: Saturday, June 6, 2020

FAQs

The volume of questions continues to drop significantly. People have questions about cases, the health system and contact tracing.

Engagement with news stories

New Zealanders are engaged with articles about fifteen consecutive day of no new cases.

Conversation analysis

Kiwis are expressing empathy towards the remaining active case while others are asking for more information. People are also comparing the case numbers here with other countries, in particular Australia and the United States.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions from users on Ministry of Health's owned pages and conversations on public social channels.
- 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**
Exploring New Zealanders' conversation about cases.

FAQs: Saturday, June 6, 2020

Highlighting changes in the top frequently asked questions and concerns raised on:

- Unite Against COVID-19 Facebook page
- Public Facebook pages (news sites)

CASES (37%)

New Zealanders are seeking more information about cases and wondering about the current active case.

- If there are 1504 people who had it and 1481 people have recovered, how is there only one active case? Where's the other 12?
- How long already has that lone active case remained active?

HEALTH (25%)

People have questions about New Zealand's health system and what guidelines we are following.

- Are you looking into the new guidelines from WHO re: wearing masks in public places even though we have no community transmission but as a precautionary measure?
- What has been done to strength our health system, how many test kits have we stockpiled and how much PPE do we have in the country?

CONTACT TRACING (25%)

New Zealanders are wondering why business are not using the QR codes provided by the government.

- I have downloaded the NZ tracing app. I have been to local shops and malls in two large Waikato cities. Only one shop displayed the QR code. Why has it been ignored by those who have been waiting for people to return to their shops and malls and cafes? How can we encourage one standard practice across the board to happen?

OTHER

- TESTING: I was not feeling well and I went to get a COVID-19 test and my wife has to have time off work till I get result so do I get pay for that?

The volume of questions continues to drop dramatically. Questions are focused on cases, health and contact tracing.

Proactively Released

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

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

New Zealanders were highly engaged with stories about the fifteenth consecutive day of no new cases.

An article about China warning its citizens not to go to Australia because of racism attracted engagement, along with articles about how other countries are faring.

News stories about the financial impact of the pandemic continues to interest readers.

- Cases: 23,035**
- International: 2,887**
- Financial Impact: 1,033**
- Medical: 792**
- Travel: 666**
- Adapting: 470**
- Testing: 192**
- Government response: 13**

CASES: 23,035

Covid 19 **coronavirus**: 15 straight days of zero Covid cases - but still one stubborn case left

By Ben Leahy - Jun 6, 2020
nzherald.co.nz

9.2K 170 0 0

Number of Links:	-
Evergreen Score:	0
Total Engagement:	9.4K

Coronavirus: No new **coronavirus** cases for 15 days in a row

By Georgia Forrester - Jun 6, 2020
stuff.co.nz

8.2K 12 0 0

Number of Links:	1
Evergreen Score:	0
Total Engagement:	8.2K

INTERNATIONAL: 2,887

Covid 19 **coronavirus**: China warns citizens not to go to Australia because of racism

By Nzherald - Jun 6, 2020
nzherald.co.nz

1.4K 0 0 0

Number of Links:	-
Evergreen Score:	0
Total Engagement:	1.4K

Coronavirus: Brazil's death toll hits a record high, with one death every 58 seconds

By Euan Marshall In São Paul... - Jun 6, 2020
stuff.co.nz

491 11 0 0

Number of Links:	-
Evergreen Score:	0
Total Engagement:	502

FINANCIAL IMPACT: 1,033

Poll: Is the Government doing enough to help our economy recover from **COVID-19**?

By Newshub - Jun 6, 2020
newshub.co.nz

746 12 0 0

Number of Links:	1
Evergreen Score:	0
Total Engagement:	758

Waihi Gold mine gives Hauraki locals jobs following **Covid-19**

By League Cricket - Jun 6, 2020
tvnz.co.nz

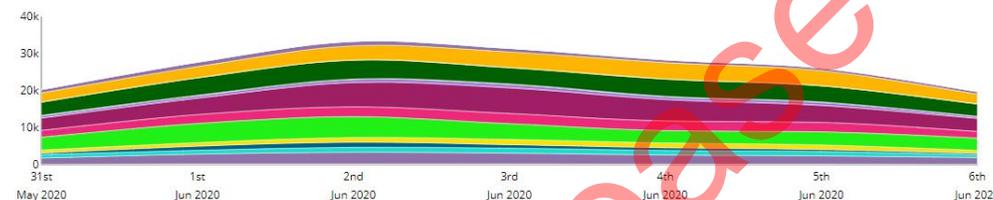
226 0 0 0

Number of Links:	-
Evergreen Score:	0
Total Engagement:	226

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



Contact tracing

Health services are using contact tracing to find people who may have been exposed to COVID-19. i.e. What are people saying about contact tracing and the possible use of technology (apps) to do so?

Neighbourhood watch

This category covers conversations people are having regarding themselves and their communities following the rules of lockdown.

Adapting

What are New Zealanders experiencing during different Alert Levels and how are they adapting e.g. working from home or while looking after children.

Timeframe

New Zealanders' conversations about how long it will take before Alert Level restrictions are lifted.

Shopping

How New Zealanders are talking about supermarket/shopping etiquette and related conversations e.g. panic buying and price gouging.

Enforcing the rules

Conversations around the rules and regulations of lockdown, how they are being enforced by the government/police, and how the public are following them.

Mental health

The lockdown is an unprecedented event which will have large repercussions on the mental health of New Zealanders. What conversations are New Zealanders having about their own mental health and that of their families and communities, how are people coping and what are their stresses/anxieties.

Lockdown response

What conversations are New Zealanders having about the government's response, and actions, during different Alert Levels.

Essential services

This category encompasses conversation about essential workers and essential services.

Domestic violence

What conversations are people having about domestic violence and abuse and how are the domestic violence services, agencies and wider community dealing with this during lockdown.

Virus

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

Climate change

What are New Zealanders' conversations regarding climate change and the impact of COVID-19.

Financial impact

This broad category encompasses conversations New Zealanders are having regarding personal or business finances during Alert Level System and the government initiatives set up to support people during this time.

Aggression

Conversations about the aggression, abuse and (potential) violence New Zealanders are suffering from others during the lockdown e.g. essential workers spat on.

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

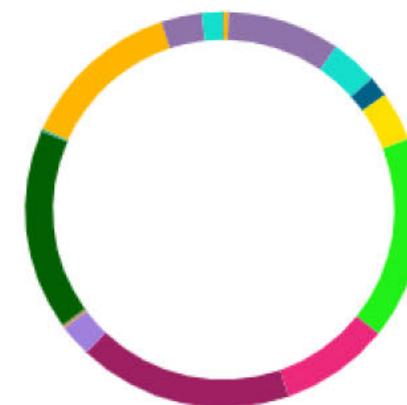
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Saturday, June 6: 60,017
 Friday, June 5: 78,208
 Thursday June 4: 92,280

	Contact tracing		Neighbourhood watch		Adapting		Timeframe		Shopping		Enforcing the rules		Mental health	
Jun 6	78	0.395 %	1,884	9.34%	779	3.94%	336	1.7%	814	4.12%	3,338	16.9%	1,792	9.07%
Jun 5	124	0.47%	2,245	8.61%	1,163	4.46%	559	2.15%	1,239	4.75%	3,537	13.6%	2,535	9.73%
Jun 4	135	0.47%	2,474	8.74%	1,221	4.31%	748	2.64%	1,291	4.56%	3,337	11.8%	2,610	9.22%

Total conversation Saturday, June 6
 Largest segment: 'Lockdown Response' 17.8%

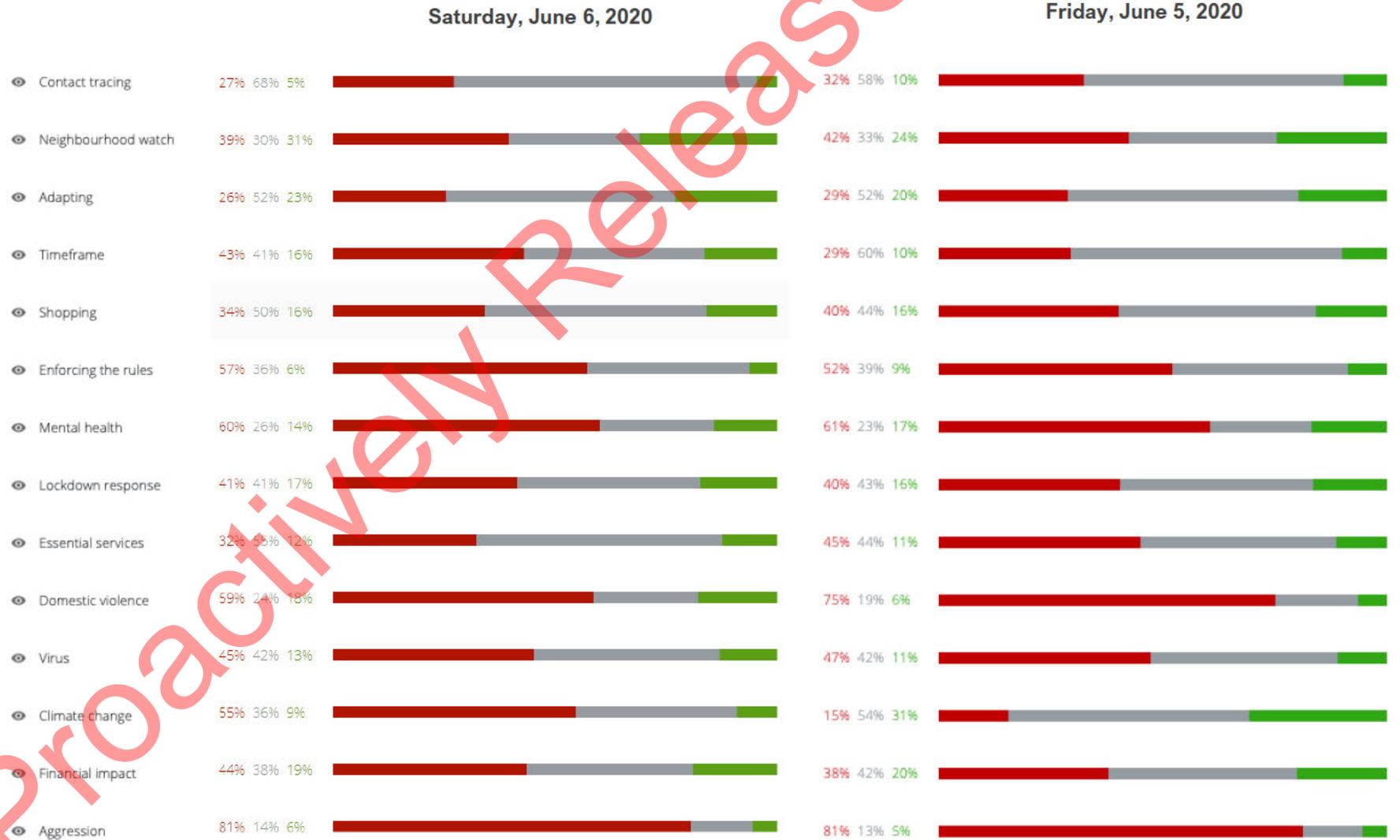


	Lockdown response		Essential services		Domestic violence		Virus		Climate change		Financial impact		Aggression	
Jun 6	3,510	17.8%	535	2.71%	58	0.294 %	3,307	16.7%	37	0.187 %	2,651	13.4%	669	3.39%
Jun 5	4,587	17.6%	861	3.3%	64	0.24%	4,358	16.7%	52	0.2%	4,058	15.6%	668	2.56%
Jun 4	5,769	20.4%	776	2.74%	97	0.34%	4,640	16.4%	43	0.152 %	4,412	15.6%	748	2.64%

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

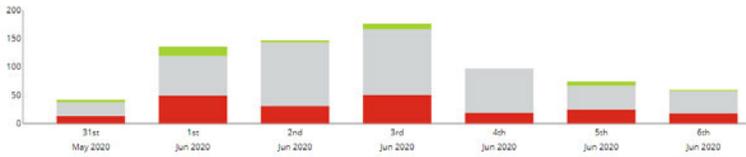
Net sentiment of each category

Negative sentiment is declining in most categories, except for 'Timeframe', 'Enforcing the rules', 'Lockdown response', 'Financial impact' and 'Climate change'.

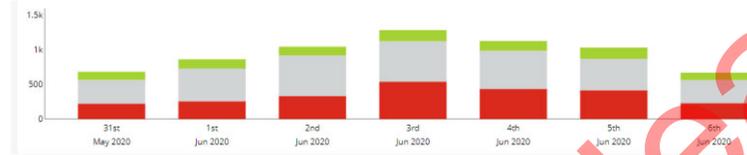


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

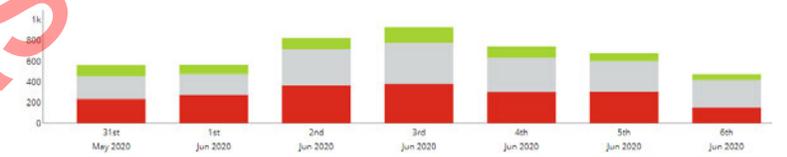
CONTACT TRACING



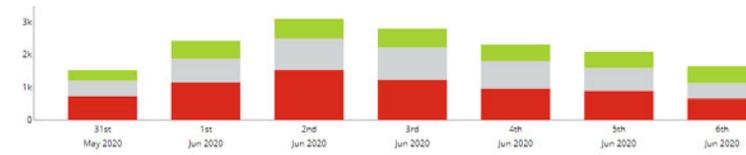
SHOPPING



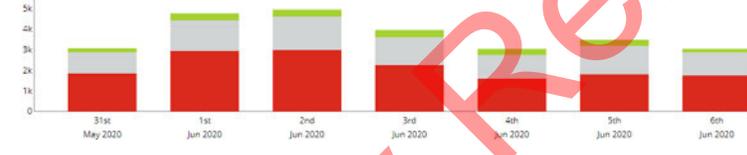
ESSENTIAL SERVICES



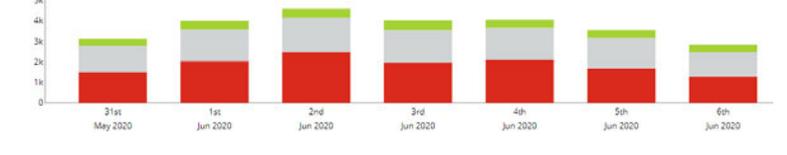
NEIGHBOURHOOD WATCH



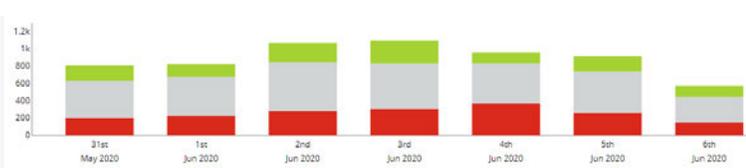
ENFORCING THE RULES



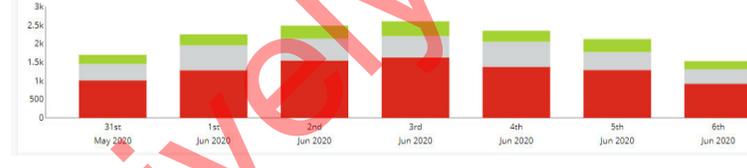
VIRUS



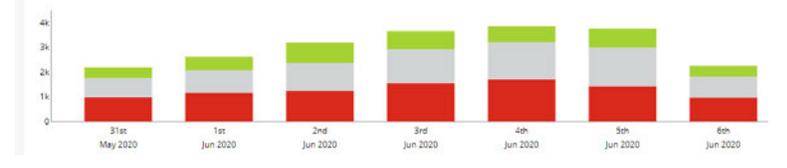
ADAPTING



MENTAL HEALTH



FINANCIAL IMPACT



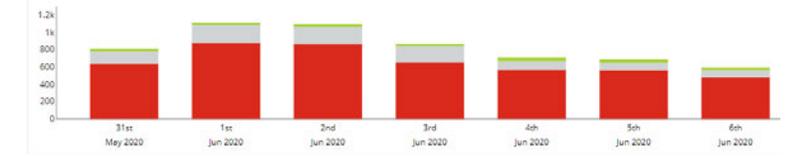
TIMEFRAME



LOCKDOWN RESPONSE



AGGRESSION



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 6 and 7 for category volumes.

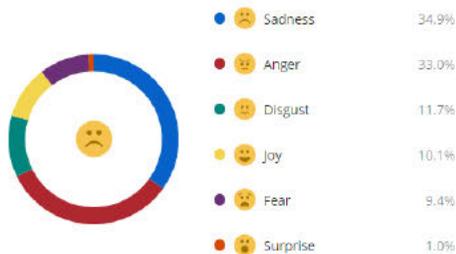
With 15 consecutive days of zero cases, Kiwis are expressing empathy for the last active case and asking for more clarity.

New Zealanders are expressing empathy and sympathy for the remaining active case while others are wanting more information about the case itself.

Some are expressing a belief that the government is withholding information about the number of cases and testing results.

There is conversation comparing the number of cases, and progress, in New Zealand with other countries, in particular Australia and the United States.

Emotion in conversation



* Excludes the 30% of posts that do not contain emotion

Comparing NZ's progress versus Australia and US

have you read the economic reports coming out of Australia they are not looking any better than NZ for not locking down completely and they still have borders closed between states. We are already in a more open for business style at level 2 than they currently and still having new cases everyday

Like · Reply · 1d

what mess? No new cases for 15 days? Would you rather be in the USA? Or is it that you are offended by the Government putting people's welfare before the economy? You have a right to your opinion but you'll find most are happy with Jacinda's management of this crisis compared to the numerous exams of poor management overseas.

Like · Reply · 16h

Kiwis are empathetic to the one remaining active case

No new cases again but man I feel for that person still not recovered. twitter.com/radionz/status...

Rooting for this last COVID-19 case in NZ. It's great to be able to go outside without having to worry about you know... dying. i.stuff.co.nz/national/health...

Wanting more information about the active case

How is that case still considered active? More than 14 days since diagnosis, and that would have been two or three days at least post-infection?

Like · Reply · 22h

There's been one active case for the last month! Thought it only lasted a few days

Like · Reply · 23h

Frustration that the government are withholding information

Why it is still lots of testing each day? Covid-19 related or winter flu? Still no cases of covid-19 for 15 days then why the government don't tell us all the cases related results???

Like · Reply · 19h

I presume you are referring to the woman that died that had 2 negative tests had gone home and died of other causes and they called it a covid death. BS. Just like the 350 probable cases still included they either have it or they don't, more BS

Like · Reply · 1d

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis June 7, New Zealand

Proactively Released

Daily Update Summary: Sunday, June 7, 2020

FAQs

People continue to ask about contact tracing and cases.

Engagement with news stories

New Zealanders continue to engage with content about consecutive days with no new cases. International news and content about the financial impact of the pandemic are also popular.

Conversation analysis

On Sunday several stories and factors contributed to a lift in conversation about mental health.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions from users on Ministry of Health's owned pages and conversations on public social channels.
- 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**
Exploring New Zealanders' conversation about mental health.

FAQs: Sunday, June 7, 2020

Highlighting changes in the top frequently asked questions and concerns raised on:

- Unite Against COVID-19 Facebook page
- Public Facebook pages (news sites)

CONTACT TRACING (22.2%)

Some New Zealanders are still frustrated about using the various contact tracing apps.

- Hi I've downloaded the app and tried to use the code at cafes etc. It only worked once out of seven places. Why would this be?
- When will all the apps be integrated?

CASES (22%)

There is continued interest in the remaining active case.

- Is this still active case due to C-19 only, or underlying medical issues?

OTHER

- TESTING: Is there testing been done at the border? ie: is everyone coming into NZ tested prior to going into the 14 day isolation period?
- TESTING: what about the people who have been refused tests but were feeling unwell?

There was fewer than 20 questions on the UAC19 channels Sunday. People continue to ask about contact tracing and cases.

Proactively Released

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

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

Engagements with news stories about COVID-19 continues to drop.

New Zealanders continue to engage with content about consecutive days with no new cases. International news and content about the financial impact of the pandemic are also popular.

- Personal impact: 2,302
- Government response: 1,454
- Alert Levels: 1,230
- Medical: 954
- Adapting: 214
- Enforcing: 172
- Council response: 116

CASES: 18,989

Covid 19 **coronavirus**: NZ's 16th straight day of no new cases

By : Amelia Wade - Jun 7, 2020
nzherald.co.nz

f 10.5K **t** 41 **p** 0 **r** 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 10.5K

Coronavirus: No new cases for 16th day in a row, still one active case

By Dan Satherley - Jun 7, 2020
newshub.co.nz

f 3.5K **t** 32 **p** 0 **r** 1

Number of Links: 1
Evergreen Score: 0
Total Engagement: 3.5K

FINANCIAL IMPACT: 3,169

Covid 19 **coronavirus**: Warehouse Group proposes axing more than 1000 jobs

By : Aimee Shaw - Jun 7, 2020
nzherald.co.nz

f 1K **t** 6 **p** 0 **r** 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 1K

Coronavirus: Up to 120,000 Kiwis predicted to lose jobs - economist

By Patrick Gower - Jun 7, 2020
newshub.co.nz

f 861 **t** 35 **p** 0 **r** 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 896

INTERNATIONAL: 3,129

Covid 19 **coronavirus**: Brazil stops publishing number of virus deaths

By Nzherald - Jun 7, 2020
nzherald.co.nz

f 1.2K **t** 6 **p** 0 **r** 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 1.2K

Coronavirus: Americans have gargled bleach, applied it to their skin, survey shows

By Brian Niemietz - Jun 7, 2020
stuff.co.nz

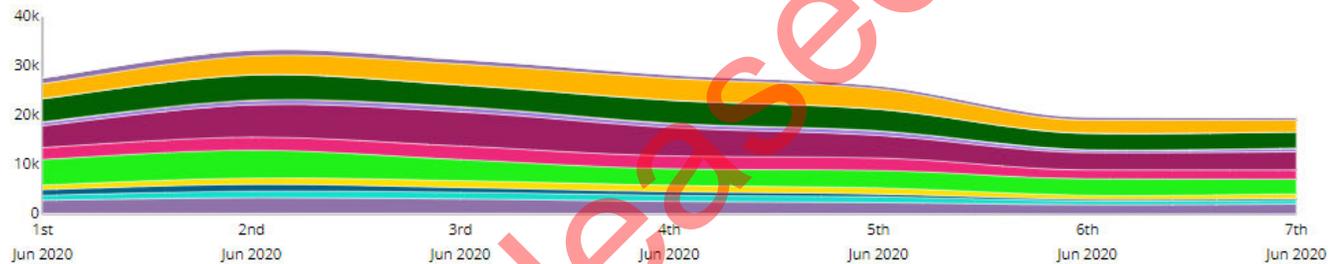
f 481 **t** 0 **p** 0 **r** 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 481

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



Contact tracing

Health services are using contact tracing to find people who may have been exposed to COVID-19. i.e. What are people saying about contact tracing and the possible use of technology (apps) to do so?

Neighbourhood watch

This category covers conversations people are having regarding themselves and their communities following the rules of lockdown.

Adapting

What are New Zealanders experiencing during different Alert Levels and how are they adapting e.g. working from home or while looking after children.

Timeframe

New Zealanders' conversations about how long it will take before Alert Level restrictions are lifted.

Shopping

How New Zealanders are talking about supermarket/shopping etiquette and related conversations e.g. panic buying and price gouging.

Enforcing the rules

Conversations around the rules and regulations of lockdown, how they are being enforced by the government/police, and how the public are following them.

Mental health

The lockdown is an unprecedented event which will have large repercussions on the mental health of New Zealanders. What conversations are New Zealanders having about their own mental health and that of their families and communities, how are people coping and what are their stresses/anxieties.

Lockdown response

What conversations are New Zealanders having about the government's response, and actions, during different Alert Levels.

Essential services

This category encompasses conversation about essential workers and essential services.

Domestic violence

What conversations are people having about domestic violence and abuse and how are the domestic violence services, agencies and wider community dealing with this during lockdown.

Virus

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

Climate change

What are New Zealanders' conversations regarding climate change and the impact of COVID-19.

Financial impact

This broad category encompasses conversations New Zealanders are having regarding personal or business finances during Alert Level System and the government initiatives set up to support people during this time.

Aggression

Conversations about the aggression, abuse and (potential) violence New Zealanders are suffering from others during the lockdown e.g. essential workers spat on.

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

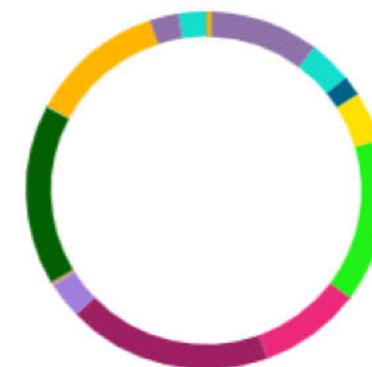
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Sunday June 7: 57,350
 Saturday, June 6: 60,017
 Friday, June 5: 78,208

	Contact tracing		Neighbourhood watch		Adapting		Timeframe		Shopping		Enforcing the rules		Mental health	
Jun 7	100	0.5%	1,962	10%	783	4%	369	1.8%	914	4.6%	2,980	15.2%	1,848	9.4%
Jun 6	78	0.395%	1,884	9.34%	779	3.94%	336	1.7%	814	4.12%	3,338	16.9%	1,792	9.07%
Jun 5	124	0.47%	2,245	8.61%	1,163	4.46%	559	2.15%	1,239	4.75%	3,537	13.6%	2,535	9.73%

Total conversation Sunday June 7
 Largest segment: 'Lockdown Response' 18.8%



	Lockdown response		Essential services		Domestic violence		Virus		Climate change		Financial impact		Aggression	
Jun 7	3,686	18.8%	668	3.4%	67	0.3%	3,276	16.7%	20	0.1%	2,449	12.5%	520	2.5%
Jun 6	3,510	17.8%	535	2.71%	58	0.294%	3,307	16.7%	37	0.187%	2,651	13.4%	669	3.39%
Jun 5	4,587	17.6%	861	3.3%	64	0.24%	4,358	16.7%	52	0.2%	4,058	15.6%	668	2.56%

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

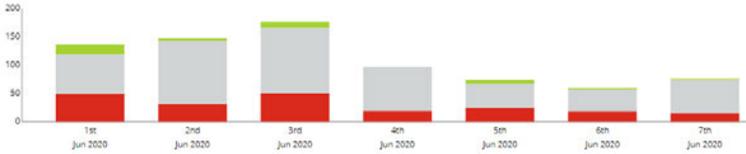
Net sentiment of each category

Slight increases in negative sentiment in Neighbourhood watch, Mental health, Essential services and Virus categories. Adapting, Timeframe and Enforcing the Rules became less negative. Lockdown response remained stable.

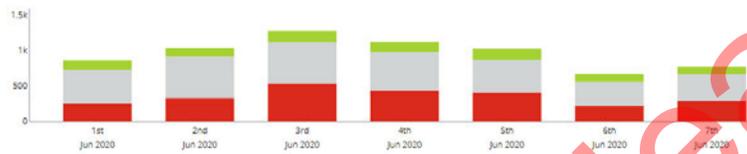


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

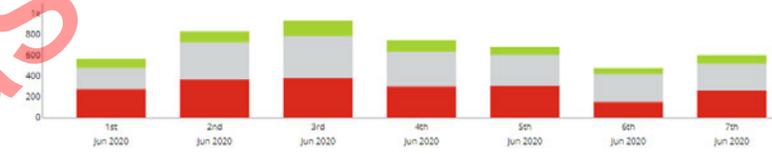
CONTACT TRACING



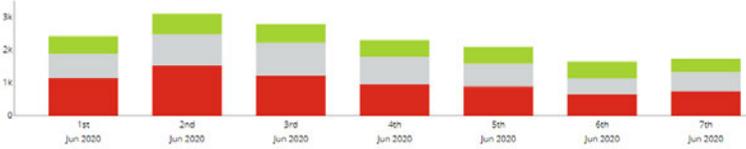
SHOPPING



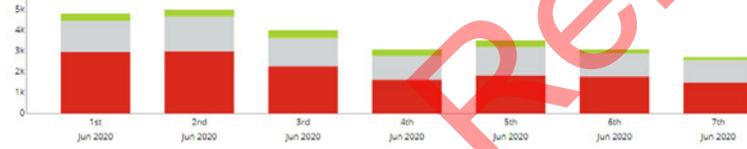
ESSENTIAL SERVICES



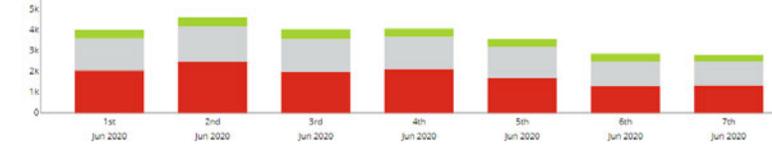
NEIGHBOURHOOD WATCH



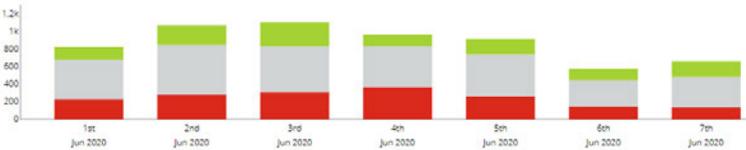
ENFORCING THE RULES



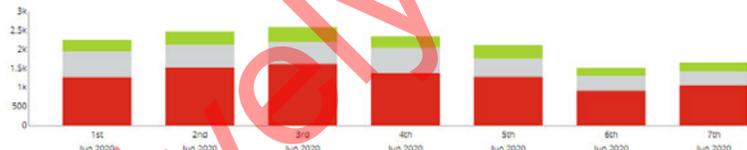
VIRUS



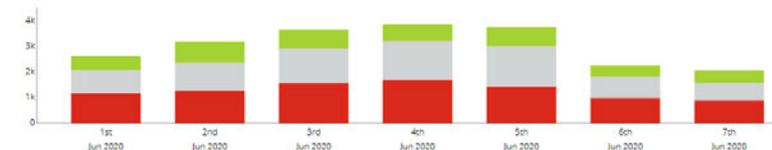
ADAPTING



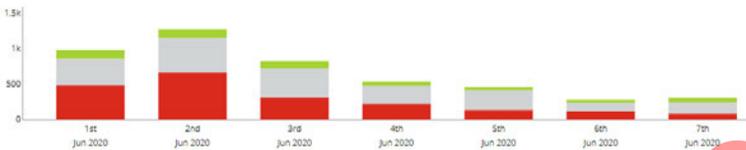
MENTAL HEALTH



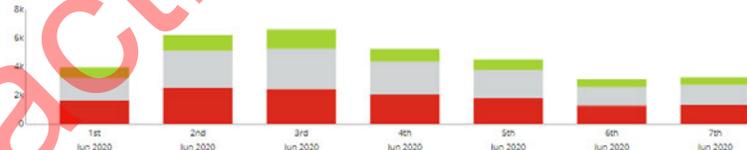
FINANCIAL IMPACT



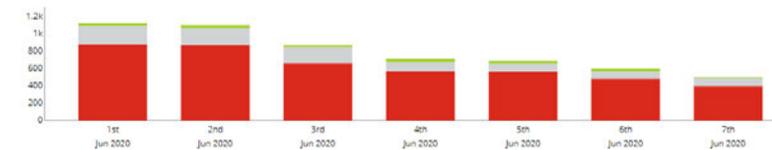
TIMEFRAME



LOCKDOWN RESPONSE



AGGRESSION



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 6 and 7 for category volumes.

How are New Zealanders' talking about mental health?

On Sunday several stories and factors contributed to a lift in conversation about mental health.

International news of BLM protests, and the rising death toll in other countries due to COVID-19 has led to expressions of sadness and shock.

There were several stories about deaths in New Zealand over the weekend, including some that attributed a spike in homicides to the lockdown.

Some New Zealanders' are discussing the upcoming cannabis referendum and the potential negative impacts to mental health that cannabis can cause.

There are also people who are expressing personal mental health stresses on social media.

News stories about a "Spike in homicides following COVID-19 lockdown"

So what was the cause of homicides in NZ before covid lockdown?

Like · Reply · 14h

Same nutbags doing the same nutcase things covid change nothing

Like · Reply · 13h

What the heck is going on in our country. What have we come too, people being murdered this is heartbreaking. Honestly in 1 week there has been so much brutal crimes committed it really is scary to step outside these days. My condolences to the family. RIP xxxx

Like · Reply · 11h

International news is heavy

While the world is dealing with a virus, Brazil is dealing with a virus and a worm. Brazil needs help, the genocide fascist president is destroying the country. Numbers of cases are way higher than the notified, as there are not enough tests being done. The situation is disgusting, sad, terrible.

Like · Reply · 1d

New Zealanders are signaling awareness of personal stresses on their mental health at the moment and those of others

not to be real personal on main at 5am but i think i'm gonna write a long ass note to mum about how i'm 99.9% sure i have depression and that i very much am not okay and that school makes it 10x worse therefore explaining as to why i feel like dropping out or killing myself

♡ 6 5:12 AM - Jun 7, 2020

Yes, that's what I'm doing as well! I'm sorry you deal with this as well but it's nice to know I'm not alone in this ❤️ I just am trying to remind myself that I would be more of a liability than a help to anyone!

Yesss absolutely! We need to look after our mental health otherwise we won't be able to help anyone! Xxx

♡ 1 11:57 AM - Jun 7, 2020

Conversation around the cannabis referendum

Smoking cannabis regularly has proven links to depression and anxiety. Especially schizophrenia! Medical use should be legal but definitely not recreational! The people who really feel the need to smoke it can get it anyway Alcohol is bad enough why make another mind altering substance legal in society.

Like · Reply · 1d · Edited

Perception that there has been a rise in suicide rates recently

or those who've committed suicide due to not being able to run their business and provide for their families. 🥲

Like · Reply · 19h

have heard it is a lot of people. Very sad.

Like · Reply · 17h

Discussion about anxiety due to lockdown

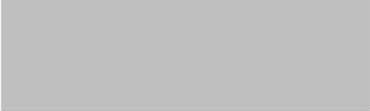
yes worry is the number 1 thing! my son is not even going full days this term due to his anxiety with the lockdown. feel free to add me on messenger or anyone going through these issues with their children. sometimes I even feel helpless with no one who understands what it's like as a parent many tears in silence.

Like · Reply · 11h

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis June 8, New Zealand

Proactively Released

Daily Update Summary: Monday, June 8, 2020

FAQs

People are asking for guidance on keeping at-risk family and friends safe at Level 1.

Engagement with news stories

There was high engagement with stories about cases on Monday after New Zealand was declared free of active COVID-19 cases. Similarly stories about what to expect at Alert Level 1 were popular.

Conversation analysis

New Zealanders' are taking to social media to congratulate PM Jacinda Ardern and Dr Ashley Bloomfield for their leadership. People are expressing pride in the teamwork that the country has demonstrated along with pride in the part they have played as individuals towards this outcome.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions from users on Ministry of Health's owned pages and conversations on public social channels.
- 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**
How are New Zealanders feeling about moving to Level 1?

FAQs: Monday, June 8, 2020

Highlighting changes in the top frequently asked questions and concerns raised on:

- Unite Against COVID-19 Facebook page
- Public Facebook pages (news sites)

ALERT LEVELS (39%)

Following the announcement some New Zealanders are asking if specific activities are permissible at Level 1; in particular people are asking about visiting vulnerable people.

- Will we be able to visit people in greater numbers hospitals now?
- Can we visit rest homes now?
- I'm looking for guidance for vulnerable people at Level 1 and can't find it on your website.
- Will nightclubs be open now?
- Will buffets be open now?

Travel (30%)

Questions about leaving New Zealand are more frequent.

- How do I go about visiting my parents in the UK?
- Can I move to Australia?
- Can pets be moved to NZ from another country?
- Do people still need to isolate for 2 weeks when they arrive in NZ if they are being tested?

CONTACT TRACING (8%)

New Zealanders continue to ask about contact tracing procedures.

- Why doesn't the app show me where I have visited?
- Is there step by step guidance for creating the QR code for organisations?
- Why do half of the QR codes not scan?

OTHER

- GATHERINGS: Is there still a limit on people for funerals at Level 1?
- TESTING: How can I get tested for COVID-19?
- WORKPLACES: Why isn't it compulsory to have hand sanitizer at all establishments that serve food?

The volume of questions was up slightly on Monday due to the announcement of the imminent move to Level 1. New Zealanders were asking for guidance on at risk and vulnerable people.

Proactively Released

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

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

There was high engagement with stories about cases on Monday after New Zealand was declared free of active COVID-19 cases. Similarly stories about what to expect at Alert Level 1 were popular.

People were also interested in stories about what the world thinks of New Zealand's COVID-19 response.

- Government response: 8189**
- Politics: 2945**
- Medical: 1602**
- Adapting: 1436**
- Financial Impact: 1003**
- Travel: 296**
- Alert Levels: 280**
- Education: 148**
- Shopping: 63**

CASES: 564,012

Coronavirus: New Zealand's last known active COVID-19 case recovers, no new cases for 17 days

By Lana Andelane - Jun 8, 2020
newshub.co.nz

f 172.5K **t** 622 **p** 0 **r** 547

Number of Links: 3
Evergreen Score: 0
Total Engagement: 173.7K

No active cases and no new cases of **Covid-19** in NZ

Jun 8, 2020
rnz.co.nz

f 14.1K **t** 702 **p** 0 **r** 110.8K

Number of Links: 8
Evergreen Score: 0
Total Engagement: 125.7K

ALERT LEVELS: 22,835

Covid 19 coronavirus: Jacinda Ardern reveals when NZ will move to alert level 1

By : Amelia Wade - Jun 8, 2020
nzherald.co.nz

f 34.5K **t** 535 **p** 0 **r** 0

Number of Links: 19
Evergreen Score: 0
Total Engagement: 35K

Jacinda Ardern confirms move to **COVID-19** alert level 1 in New Zealand from midnight

By Zane Small - Jun 8, 2020
newshub.co.nz

f 14.2K **t** 92 **p** 0 **r** 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 14.3K

INTERNATIONAL: 14,263

In awe of NZ: How world media reacted to New Zealand eliminating **Covid-19**

By Nzherald - Jun 8, 2020
nzherald.co.nz

f 10.6K **t** 371 **p** 0 **r** 0

Number of Links: 4
Evergreen Score: 0
Total Engagement: 10.9K

Covid 19 coronavirus: The 8 other countries that beat the virus

By : Jamie Morton - Jun 8, 2020
nzherald.co.nz

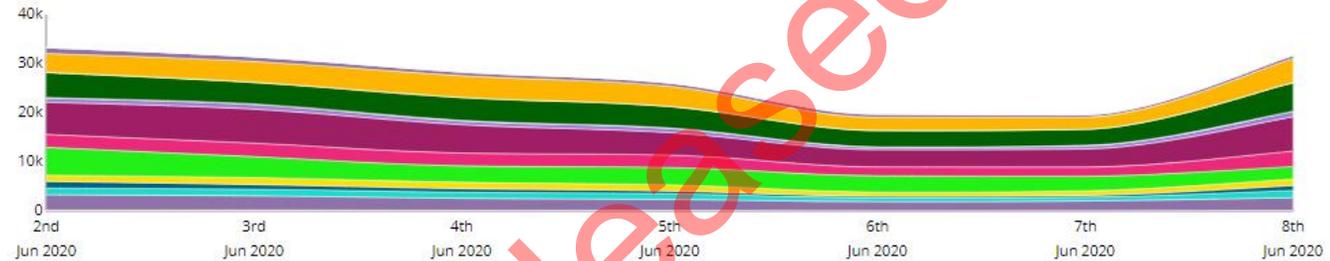
f 4.2K **t** 102 **p** 0 **r** 0

Number of Links: 2
Evergreen Score: 0
Total Engagement: 4.3K

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



Contact tracing

Health services are using contact tracing to find people who may have been exposed to COVID-19. i.e. What are people saying about contact tracing and the possible use of technology (apps) to do so?

Neighbourhood watch

This category covers conversations people are having regarding themselves and their communities following the rules of lockdown.

Adapting

What are New Zealanders experiencing during different Alert Levels and how are they adapting e.g. working from home or while looking after children.

Timeframe

New Zealanders' conversations about how long it will take before Alert Level restrictions are lifted.

Shopping

How New Zealanders are talking about supermarket/shopping etiquette and related conversations e.g. panic buying and price gouging.

Enforcing the rules

Conversations around the rules and regulations of lockdown, how they are being enforced by the government/police, and how the public are following them.

Mental health

The lockdown is an unprecedented event which will have large repercussions on the mental health of New Zealanders. What conversations are New Zealanders having about their own mental health and that of their families and communities, how are people coping and what are their stresses/anxieties.

Lockdown response

What conversations are New Zealanders having about the government's response, and actions, during different Alert Levels.

Essential services

This category encompasses conversation about essential workers and essential services.

Domestic violence

What conversations are people having about domestic violence and abuse and how are the domestic violence services, agencies and wider community dealing with this during lockdown.

Virus

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

Climate change

What are New Zealanders' conversations regarding climate change and the impact of COVID-19.

Financial impact

This broad category encompasses conversations New Zealanders are having regarding personal or business finances during Alert Level System and the government initiatives set up to support people during this time.

Aggression

Conversations about the aggression, abuse and (potential) violence New Zealanders are suffering from others during the lockdown e.g. essential workers spat on.

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

Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:

Monday June 8: 91,043

Sunday June 7: 57,350

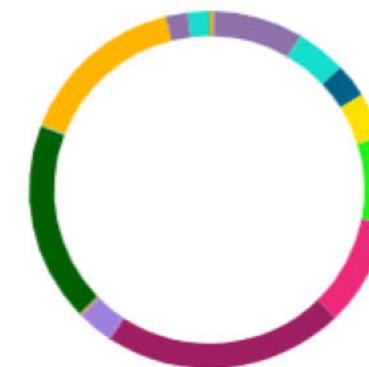
Saturday, June 6: 60,017

	Contact tracing		Neighbourhood watch		Adapting		Timeframe		Shopping		Enforcing the rules		Mental health	
Jun 8	131	0.4%	2,600	8.2%	1,468	4.6%	984	3.1%	1,337	4.2%	2,537	8%	3,122	9.86%
Jun 7	100	0.5%	1,962	10%	783	4%	369	1.8%	914	4.6%	2,980	15.2%	1,848	9.4%
Jun 6	78	0.395%	1,884	9.34%	779	3.94%	336	1.7%	814	4.12%	3,338	16.9%	1,792	9.07%

Total conversation Monday June 8

Largest segment: 'Lockdown Response' 22%

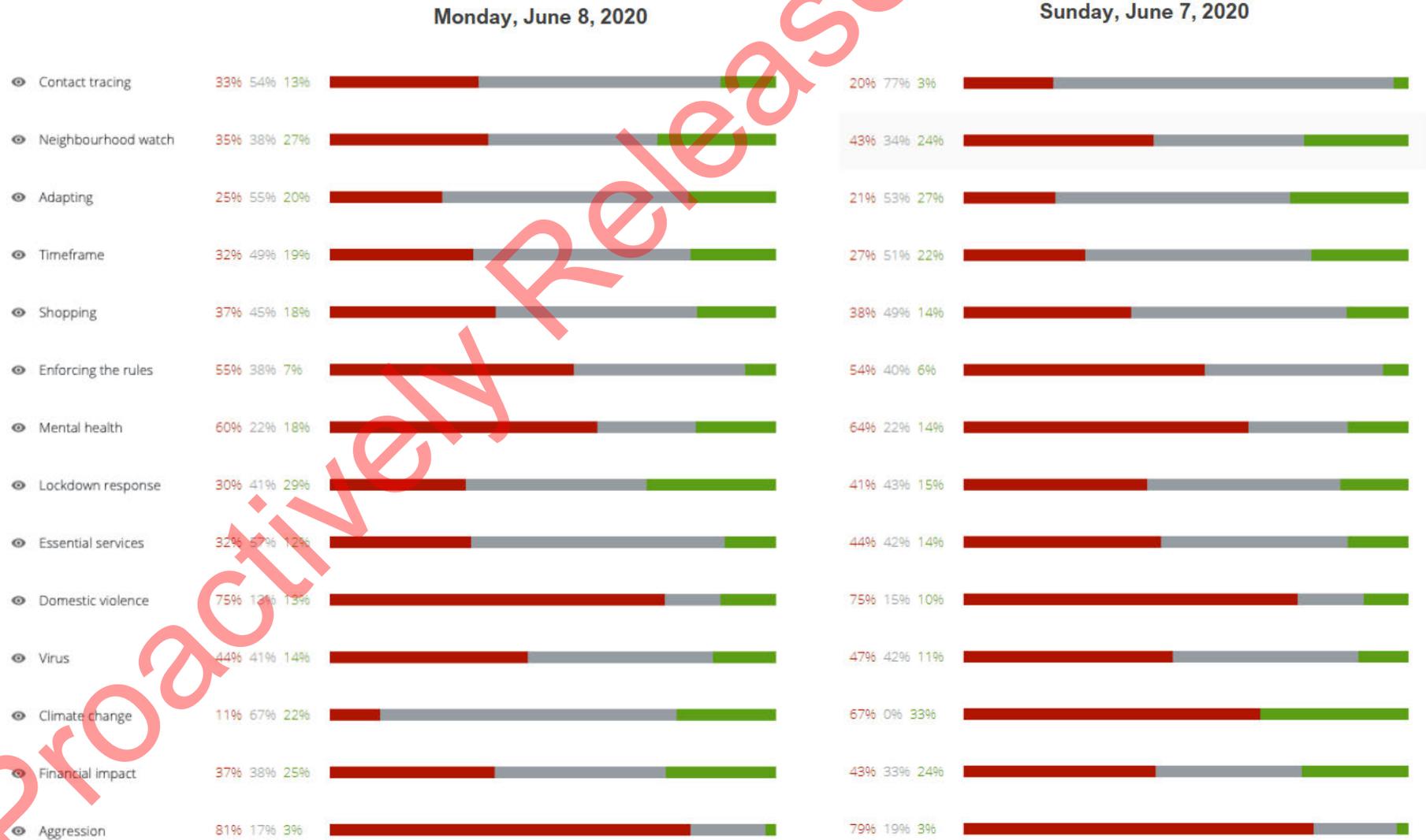
	Lockdown response		Essential services		Domestic violence		Virus		Climate change		Financial impact		Aggression	
Jun 8	6,970	22%	1,047	3.3%	84	0.2%	5,796	18.3%	52	0.1%	4,906	15.5%	637	2.01%
Jun 7	3,686	18.8%	668	3.4%	67	0.3%	3,276	16.7%	20	0.1%	2,449	12.5%	520	2.5%
Jun 6	3,510	17.8%	535	2.71%	58	0.294%	3,307	16.7%	37	0.187%	2,651	13.4%	669	3.39%



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

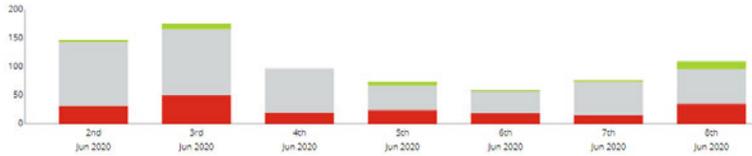
Net sentiment of each category

Decreases in negative sentiment across most categories. Lockdown response positive sentiment increased 14%. Timeframe and Adapting increased in negative sentiment slightly.

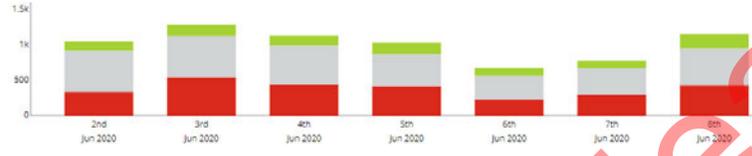


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

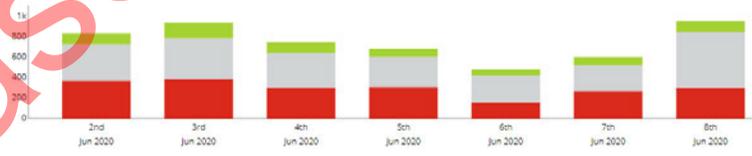
CONTACT TRACING



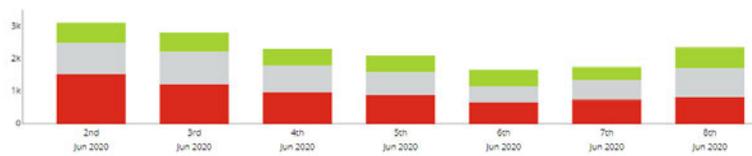
SHOPPING



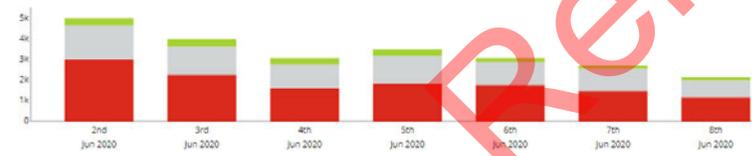
ESSENTIAL SERVICES



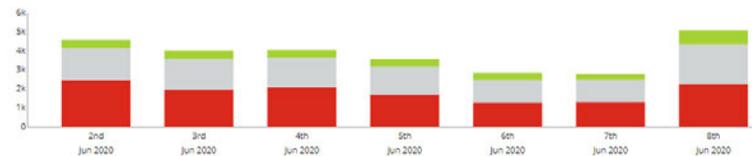
NEIGHBOURHOOD WATCH



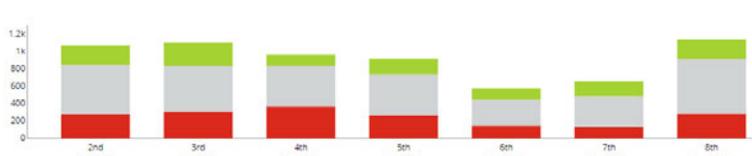
ENFORCING THE RULES



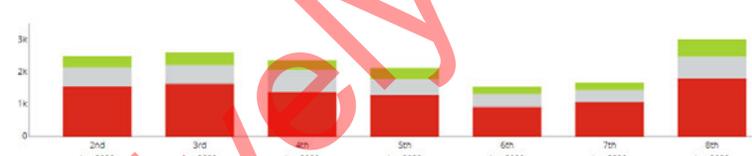
VIRUS



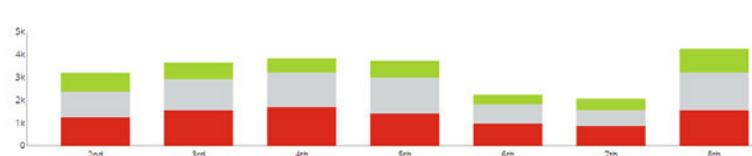
ADAPTING



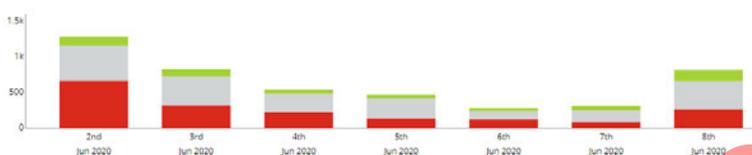
MENTAL HEALTH



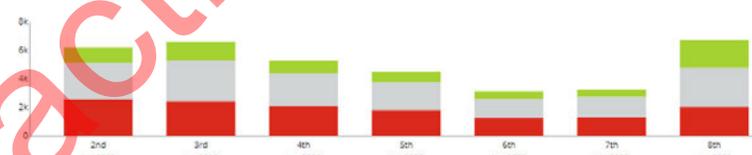
FINANCIAL IMPACT



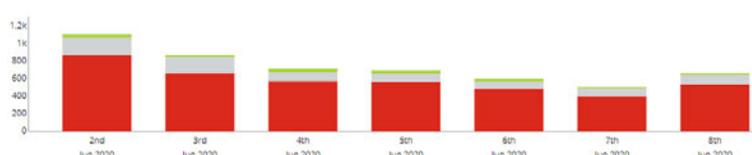
TIMEFRAME



LOCKDOWN RESPONSE



AGGRESSION



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 6 and 7 for category volumes.

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis June 10, New Zealand

Proactively Released

Daily Update Summary: Wednesday, June 10, 2020

FAQs

The volume of questions was low on Wednesday. People are asking about travel, the wage subsidy and accessing financial assistance.

Engagement with news stories

Engagement with news stories continues to be low. There was positive engagement about zero cases, and also interest in the financial impact on local businesses.

Conversation analysis

As New Zealand's borders remain closed, some people are asking that they are only reopened to COVID-free nations. Others are expressing fear at the idea of the border opening at all.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions from users on Ministry of Health's owned pages and conversations on public social channels.
- 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**
How are New Zealanders feeling about border restrictions.

FAQs: Wednesday, June 10, 2020

Highlighting changes in the top frequently asked questions and concerns raised on:

- Unite Against COVID-19 Facebook page
- Public Facebook pages (news sites)

TRAVEL (35%)

New Zealanders and travelers are wondering when the borders will be open.

- Can I travel from the USA to NZ?
- When will New Zealand expand its bubble to Apia?
- I need to return to work in Australia, can I do this please? I am a NZ citizen and my work is requesting I return in July.

FINANCIAL SUPPORT (35%)

Users have questions about the wage subsidy and financial assistance.

- If my boss has claimed full wage subsidy for his full-time staff and have cut our hours down to under 25 does this mean we are paid the same full wage subsidy?
- Curious about those of us on maternity leave and supposed to start back in August. Not sure my business will be able to reopen (am a sole trader) Do you know if I'll be eligible for some kind of assistance or is it a case of talking to WINZ?

OPERATIONS (14%)

People are wanting information about COVID-19 recovery resources.

- Just wondering if you'll be creating some digital resources for the Unite for Recovery?

OTHER

- CONTACT TRACING: Regarding the COVID-19 tracker app, it's simple and works well. However it doesn't seem possible to sign out, this is a major issue for self tracking. Will there be an update to rectify this?

New Zealanders are asking about **travel and border rules**. A few users have questions about **financial support and operations**.

Proactively Released

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

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

Engagement with news stories continued to be low. Kiwis continued to engage positively to stories about zero cases.

New Zealanders were interested in the financial impact of COVID-19 on local businesses, in particular St John Ambulance and fashion designer Ingrid Starnes.

There was engagement with stories regarding travel situations, in particular one about a man who was deported from New Zealand for overstaying his visa who is now able to apply for a border extension and another about Singapore Airlines crew who were not allowed to leave their hotel rooms while in New Zealand on layover.

CASES: 9,711

Covid 19 **coronavirus**: NZ is still virus free, no new cases for 19 days

By Nzherald - Jun 10, 2020
nzherald.co.nz

4.6K 51 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 4.6K

FINANCIAL IMPACT: 9,254

Jobs will be lost as St John Ambulance looks to slash \$30m due to **Covid-19**, CEO says in memo

By League Cricket - Jun 10, 2020
tvnz.co.nz

5.5K 8 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 5.5K

TRAVEL: 4,709

Covid 19 **coronavirus**: Deported dad of three given chance to return to NZ with family

By : Lincoln Tan - Jun 10, 2020
nzherald.co.nz

2.3K 0 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 2.3K

- Cases: 9,711**
- Financial impact: 9,254**
- Travel: 4,709**
- Enforcement: 1,427**
- Medical: 925**
- International: 665**
- Adapting: 578**
- Contact Tracing: 241**
- Economy: 70**
- Government response: 46**
- Election: 15**
- Councils: 1**

COVID-19: New Zealand designer Ingrid Starnes shutting up shop after a decade

By Sarah Templeton - Jun 10, 2020
newshub.co.nz

393 33 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 426

Covid 19 **coronavirus**: Singapore Airlines crew 'kept like prisoners' during NZ layover

By : Lincoln Tan - Jun 10, 2020
nzherald.co.nz

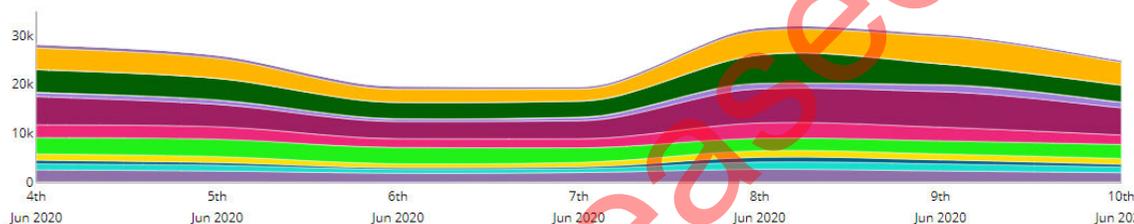
1.4K 39 0 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 1.5K

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



Contact tracing

Health services are using contact tracing to find people who may have been exposed to COVID-19. i.e. What are people saying about contact tracing and the possible use of technology (apps) to do so?

Neighbourhood watch

This category covers conversations people are having regarding themselves and their communities following the rules of lockdown.

Adapting

What are New Zealanders experiencing during different Alert Levels and how are they adapting e.g. working from home or while looking after children.

Timeframe

New Zealanders' conversations about how long it will take before Alert Level restrictions are lifted.

Shopping

How New Zealanders are talking about supermarket/shopping etiquette and related conversations e.g. panic buying and price gouging.

Enforcing the rules

Conversations around the rules and regulations of lockdown, how they are being enforced by the government/police, and how the public are following them.

Mental health

The lockdown is an unprecedented event which will have large repercussions on the mental health of New Zealanders. What conversations are New Zealanders having about their own mental health and that of their families and communities, how are people coping and what are their stresses/anxieties.

Lockdown response

What conversations are New Zealanders having about the government's response, and actions, during different Alert Levels.

Essential services

This category encompasses conversation about essential workers and essential services.

Domestic violence

What conversations are people having about domestic violence and abuse and how are the domestic violence services, agencies and wider community dealing with this during lockdown.

Virus

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

Climate change

What are New Zealanders' conversations regarding climate change and the impact of COVID-19.

Financial impact

This broad category encompasses conversations New Zealanders are having regarding personal or business finances during Alert Level System and the government initiatives set up to support people during this time.

Aggression

Conversations about the aggression, abuse and (potential) violence New Zealanders are suffering from others during the lockdown e.g. essential workers spat on.

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

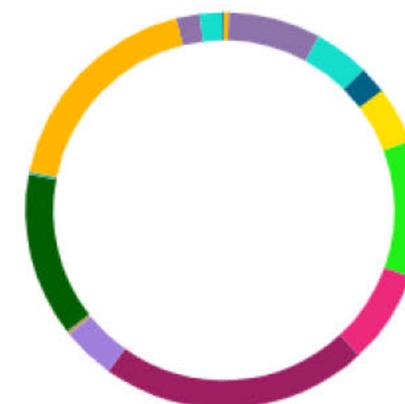
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Wednesday, June 10: 77,534
 Tuesday, June 9: 87,756
 Monday, June 8: 91,043

	Contact tracing		Neighbourhood watch		Adapting		Timeframe		Shopping		Enforcing the rules		Mental health	
Jun 10	99	0.395 %	1,927	7.69%	1,150	4.59%	573	2.29%	1,191	4.75%	2,857	11.4%	1,936	7.73%
Jun 9	110	0.36%	2,274	7.49%	1,447	4.76%	806	2.65%	1,217	4.01%	2,684	8.84%	2,780	9.15%
Jun 8	131	0.4%	2,600	8.2%	1,468	4.6%	984	3.1%	1,337	4.2%	2,537	8%	3,122	9.86%

Total conversation Wednesday, June 10
Largest segment: 'Lockdown Response' 22.2%



	Lockdown response		Essential services		Domestic violence		Virus		Climate change		Financial impact		Aggression	
Jun 10	5,56	22.2%	1,119	4.47%	67	0.267 %	3,421	13.7%	58	0.232 %	4,603	18.4%	487	1.94%
Jun 9	7,253	23.9%	1,337	4.4%	115	0.37%	4,222	13.9%	60	0.19%	5,540	18.2%	530	1.7%
Jun 8	6,970	22%	1,047	3.3%	84	0.2%	5,796	18.3%	52	0.1%	4,906	15.5%	637	2.01%

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

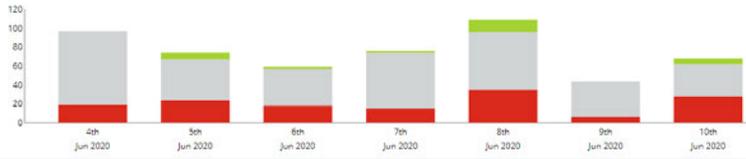
Net sentiment of each category

Negativity has increased slightly in conversation around 'Adapting', 'Shopping', 'Enforcing the rules' 'Lockdown response' and 'Essential services'.

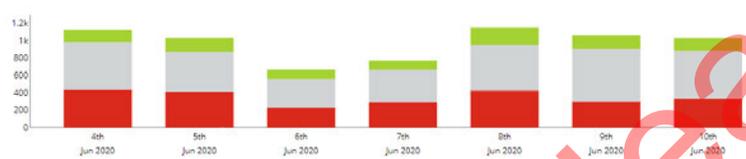


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

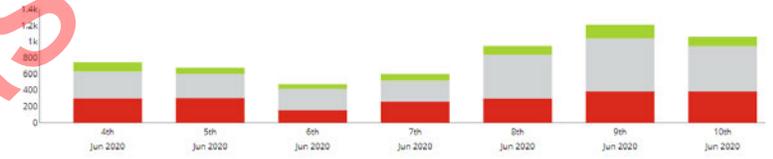
CONTACT TRACING



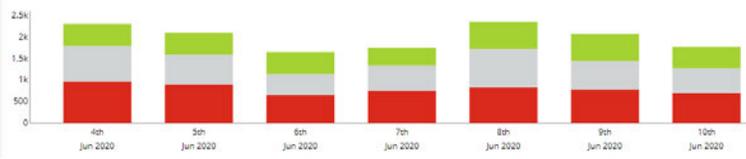
SHOPPING



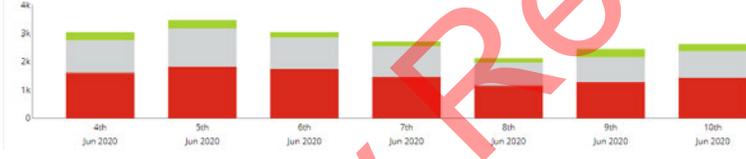
ESSENTIAL SERVICES



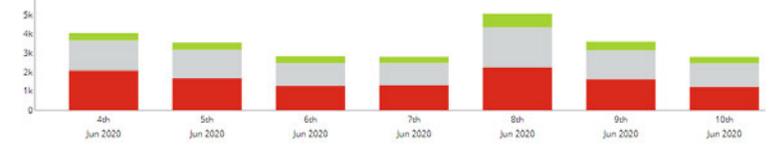
NEIGHBOURHOOD WATCH



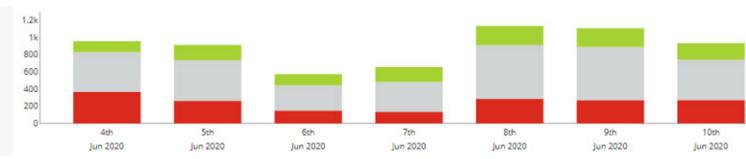
ENFORCING THE RULES



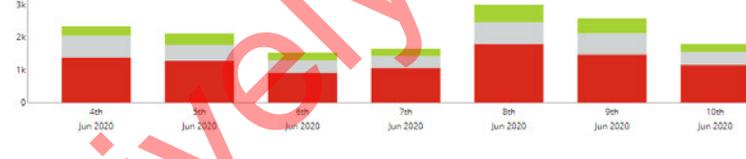
VIRUS



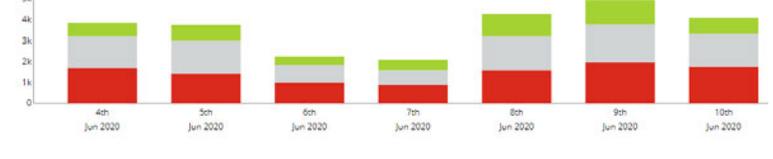
ADAPTING



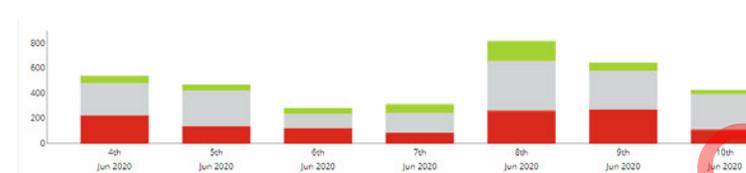
MENTAL HEALTH



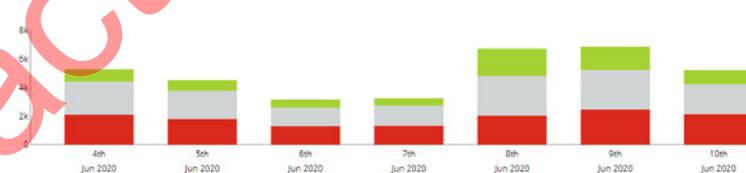
FINANCIAL IMPACT



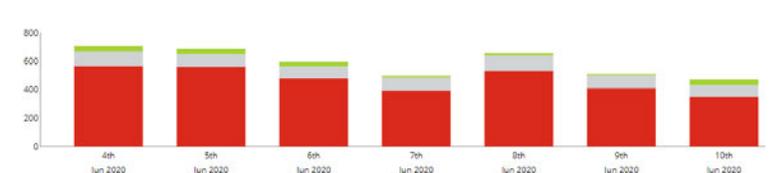
TIMEFRAME



LOCKDOWN RESPONSE



AGGRESSION



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 6 and 7 for category volumes.

Some New Zealanders are calling for borders to be opened only to COVID-19 free nations, others are expressing fear at opening the borders at all.

Tight border controls remain in New Zealand under Alert Level 1. Despite this, some people are asking when the New Zealand border will be open and they will be able to enter the country or travel internationally.

Others are expressing fear that COVID-19 will return to our shores and want borders to remain closed.

Following the announcement that Air New Zealand is set to restart passenger flights to Japan later this month, some people are expressing the opinion that New Zealand should only open its borders to countries that are COVID-19 free.

There is gratitude being expressed towards the government for keeping our borders shut while others are expressing anger and frustration that the government did not make the decision early enough.

People want to know when borders will be open

Does anyone know when I will be able to enter NZ. I have a working Visa from the UK and am ready to leave ASAP?

You wont see this post but do u think the border to the cook islanda will be open by august? No cases there and I have booked a trip its taken me 10 years to get to and am so stressed im not gana make it

Like · Reply · 1d

Grateful for keeping borders closed

Job well done! We do care about our beautiful country NZ. Keep borders closed I hope until other countries are Covid-19 free as well. ❤️ miss families overseas as well. Better to be safe than sorry.

Like · Reply · 1d

Comparing NZ to other countries' situations

New Zealand did not have community transmission like the united states. The virus was stopped at our borders by way of quarantine and controlling the suspected clusters. No comparison to the united states situation

Like · Reply · 1d

Calling for border to be opened only to nations who are COVID-19 free

Doesn't Japan still have covid Cases? if yes why are we opening the border to them the Pacific islands are covid free start with the islands first

Like · Reply · 21h

asmania still have 13 active cases. Would have thought Winston would be better informed on opening borders, especially when there are other parties to consider

Like · Reply · 1d

Frustration with government waited too long to close

I would have been 0 deaths if she had closed the borders earlier. With the economy still ticking over

Like · Reply · 18h

personally we knew that the only way this virus was going to get in was over the borders I wouldn't of waited for one case she waited for 100 times that by how many contacts each had - sorry she didn't close the borders soon enough. And then when she closed it was a soft close when you close borders you shut the borders down - nobody moves in or out

Like · Reply · 17h

Expressing fear about the return of COVID-19 to NZ

Keep the borders SHUT full STOP this nation is not going through this again. it will not come from with in

Like · Reply · 1d

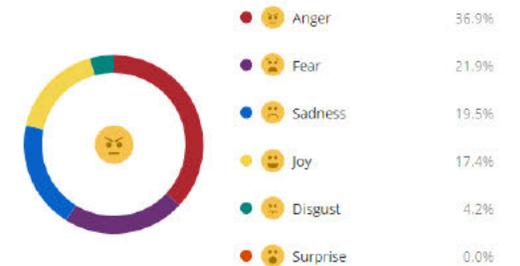
Are your borders going to be open! Yikes. I'd be worried. Our borders are still closed, some can come for work etc, but have to quarantine for 2 weeks when they arrive.

11:30 AM - Jun 10, 2020

Nz will be fine if we keep our borders closed.

Like · Reply · 1d

Emotion in conversation



* Excludes the 49% of posts that do not contain emotion

Thank you

Proactively Released

Contact

