



## 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**  
For the 7-day period ending  
10 January, 2022  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

News coverage of the surge in Omicron cases in parts of Australia, along with articles suggesting that community spread of the variant here at home is inevitable have contributed to discussions about Omicron this week.

Some commenters feel that Omicron will make it past the border very soon, some are actively preparing their households with extra masks and provisions. There continues to be discussion about the risk of the variant to the individual or the community, the protection that vaccination provides and how our current protection framework will fare.

## **Measuring categories of conversation:**

Most categories increased in volume this week apart from Contact Tracing and Timeframe which decreased.

Categories became slightly less positive in sentiment.

The sentiment of the total dataset became slightly more negative.

**Note: Time period differs throughout report, please refer to chart titles.**

# What's in this report:

1. **Social Conversation Analysis p.g. 4 - 5**  
Analysts explored conversation about the Omicron variant.
2. **Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
3. **Total sentiment benchmarks p.g. 13**

Proactively Released

# With news of surging cases of Omicron around the world New Zealanders are considering the threat the variant poses to themselves or their communities.

Recent news articles suggesting that community spread of the Omicron COVID variant in New Zealand is inevitable, along with coverage of surging Omicron cases in Australia have contributed to conversation on our social/digital channels this week.

Conversation surrounds the risk of the variant to the individual and the potential for it to overwhelm New Zealand's health system.

People are discussing the protection provided by each dose of the Pfizer vaccine and the importance of holding Omicron at the border to allow time to vaccinate younger New Zealanders and get people boosted.

Some have indicated that they are actively preparing for Omicron and have been discussing the best masks and other ways to prepare their households.

Some continue to discuss how or if our current protection framework will hold up to the variant.

There are those who would prefer Omicron make it into the New Zealand community sooner rather than later as they feel it would be safer to endure the spread of the variant in summer rather than the colder months.

## Discussing preparations, asking for advice from those outside New Zealand

Great idea to reuse N95. I have been washing my surgical masks in prep for omicron as cloth ones really won't do.



3:12 PM · Jan 7, 2022



People outside New Zealand: what's the best way our household can prepare for a possible Omicron outbreak? We have backup supplies of food and meds in the garage. I'm stocking up on N95 masks. Need to get HEPA air purifier. Anything else? /1

1:26 PM · Jan 7, 2022



No I doubt even a good cloth mask will cut it with Omicron but say one of my cloth masks plus a surgical mask would be impossible to breathe through. I'll just go for the KN85s, easier!

4:26 PM · Jan 7, 2022



## Mentions of Omicron December 11, 2021 – January 10, 2022



## Discussions surrounding the importance of booster shots

3 shots are more effective against Omicron, more people will be boosted the longer it takes for it to get here.

5:55 PM · Jan 8, 2022



I had my booster today. I see that there are already half a million Kiwis who have also had their third shot. This is not enough to keep Omicron quiet. FFS get the boost.

8:45 PM · Jan 10, 2022



## Looking to Australia as an example of what New Zealand may expect from Omicron.



2 days ago

Did you read the article? Omicron's arrival is inevitable. It is likely to leak this month. And once it arrived we will be just like Australia

8 ↑ ↓ Reply Share Report Save Follow

### Pointing out that holding Omicron at the border affords time to vaccinate children and rollout booster shots.

We still have the 5-11 year old kids to vaccinate, and getting booster shots rolled out decently before Omicron gets past the border will be to everyone's benefit.

Also where are you getting your misinformation? There are no "tight lockdowns" here - just 3 levels of restrictions

4:30 PM · Jan 8, 2022

### Explaining the risk due to increased rate of spread of the Omicron variant.

The thing about omicron is that numbers grow so rapidly to such high levels, that the relatively few hospitalisations soon overwhelm the hospital system. This is happening in NSW at present. Why we need to defer it for as long as possible, vaccinate children, get boosters.

3:03 PM · Jan 7, 2022

### Conversation considering protection frameworks. Some are pleased with New Zealand's response so far but unsure how the current framework will hold up to Omicron.

Well, if we forget about Omicron banging at the door on our border, I'd say the transition to the new framework has gone very smoothly! Much better than I had ever dared hope. I definitely did not expect to see cases drop.

Our balanced measures and high vac rates are working

2:16 PM · Jan 7, 2022

reddit.com (Reddit)

#### How do people feel about an Omicron L3 lockdown?

"Most people agree that Red isn't enough to slow Omicron. Traffic Light Framework wasn't made with Omicron in mind"

### Some who are anticipating Omicron getting past border MIQ soon are urging to move to green light to make the most of this window.

Omicron is coming in a big way. Till then, let's get on with our lives. And go GREEN. It may never happen.

Like · 4 d

### Some are keen to see Omicron in the community in the summer rather than the colder months.



Need to face facts . We can't hide away forever. We have low Delta case numbers and we know that Omicron is milder and eliminates Delta. Surely it is better to let it in now. in summer, than wait for winter when we know things get worse. If you prefer to let Delta stay it's you that don't give a rats about other people.

I believe right now is the perfect time to let in Omicron.

No schools, peak vaccination, summer, less people indoors.

1:09 PM · Jan 10, 2022

10 Jan 2022, 04:43

Been talking with my daughter in Melbourne. Omicron is everywhere and people are doing their best to catch it. It's so mild that they just want to get it and put it behind them. What made her very angry today though was reading that Ardern wants to keep the border closed to prevent an outbreak. Then we will all catch it through the winter and it...

### Messages to friends outside of New Zealand that anticipate Omicron arriving imminently.

I'm muddling along but very nice. It's summer and pretty hot here Standing by for Omicron to jump into the community. So far we've kept it out but not for long.

10:52 PM · Jan 10, 2022

Thanks hun. Fam over there are doing what they can with what they've got. NZ is still dodging Omicron on the daily. Ever growing number in MIQ every day. It's going to get out, but we have over a million eligible for boosters, that'll help, meanwhile buying time. Stay safe xx

8:45 PM · Jan 9, 2022

took a long time for delta to get here in strength given where so far from everything. be interesting to see where we are in a few weeks or a month from now

Like · 5 d

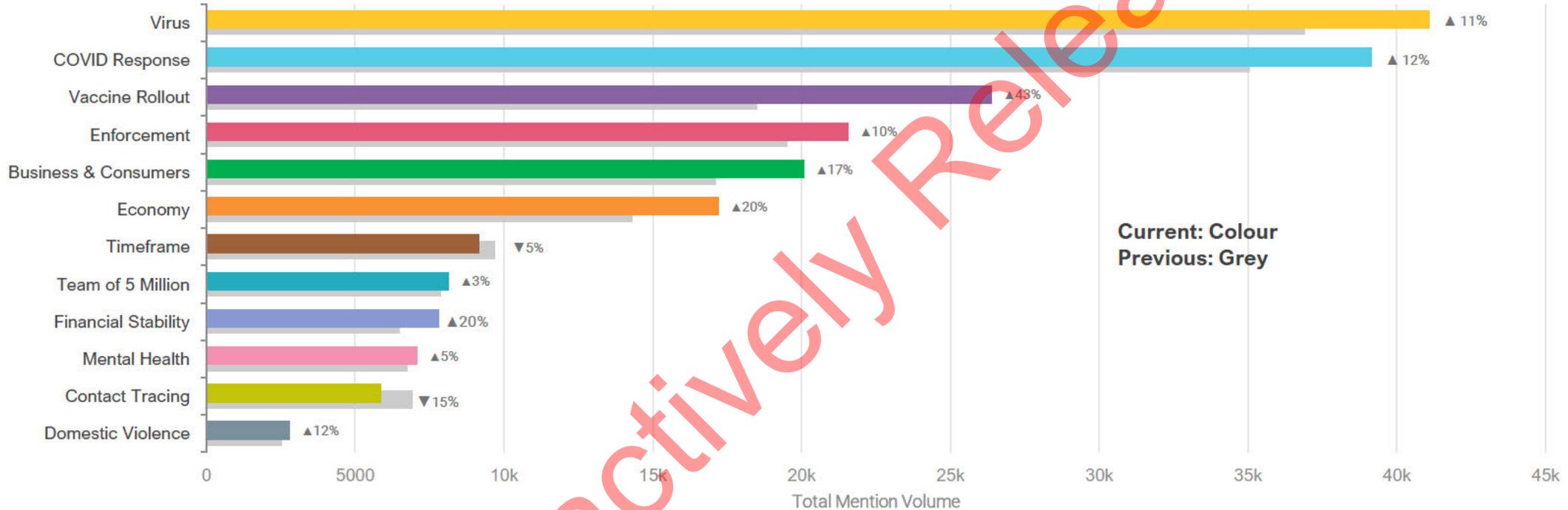
### Some older New Zealanders are feeling unsure about the risks of Omicron.

I feel like that too. "Omicron is milder" but there's not a lot of data on the elderly. We are just a statistic.

8:46 PM · Jan 10, 2022

## Category change: Benchmark

Comparing current 7-day period (Jan 4 – 10) against previous 7-day period (Dec 28 – Jan 3)



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

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

Total volume of conversation rolling 7-day window:

Current: 115,131 (+12%)

Previous: 102,757

Total sentiment breakdown (see pages 12 & 13 for reference).

Current: Neg 44%, Neu 41%, Pos 15%

Previous: Neg 43%, Neu 41%, Pos 16%

# Net sentiment of each category

Comparing current 7-day period (Jan 4 – 10) against previous 7-day period (Dec 28 – Jan 3)

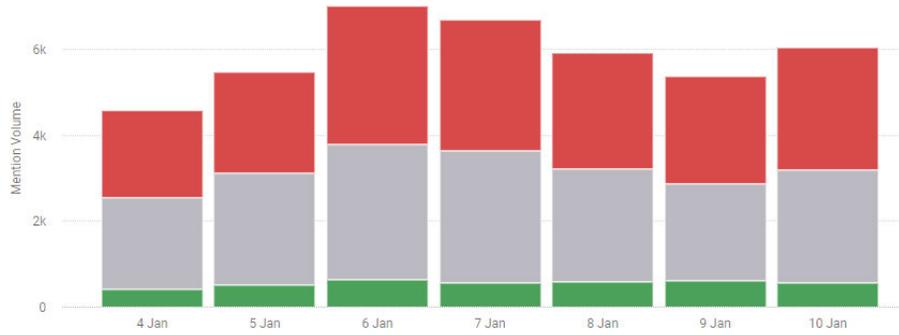
Categories are mostly stable in sentiment, with most becoming slightly less positive and more negative or neutral.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	36	1	56	0	8	-1
Contact Tracing	30	-3	62	4	8	-1
COVID Response	45	1	44	0	11	-1
Domestic Violence	58	5	39	-4	3	-1
Economy	36	-1	54	0	10	1
Enforcement	42	-1	49	2	9	-1
Financial Stability	44	1	49	1	7	-2
Mental Health	48	1	47	2	5	-3
Team of 5 Million	35	-4	41	1	24	3
Timeframe	31	2	59	2	10	-4
Vaccine Rollout	49	2	39	-2	12	0
Virus	45	1	45	-1	10	0

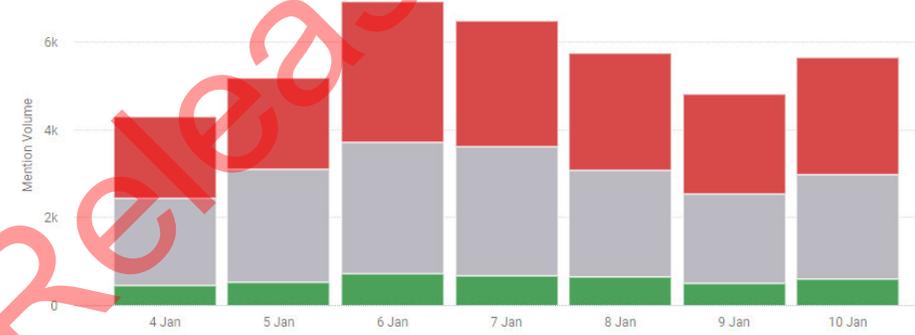
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

- Note this table reflects % of sentiment change relative to the volume of each category and therefore smaller datasets will have more exaggerated sentiment shifts. See previous page for volume.

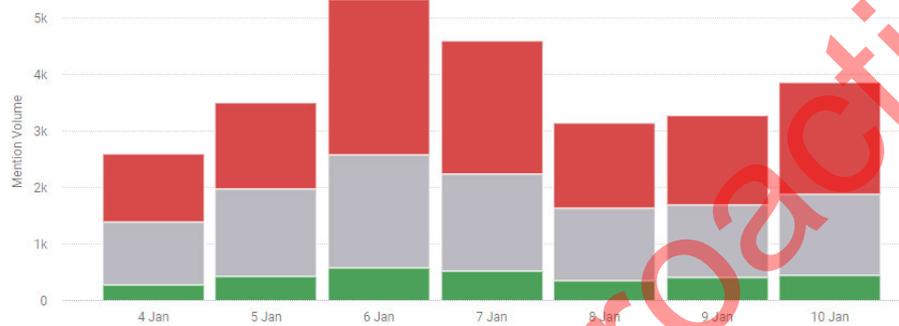
### Virus



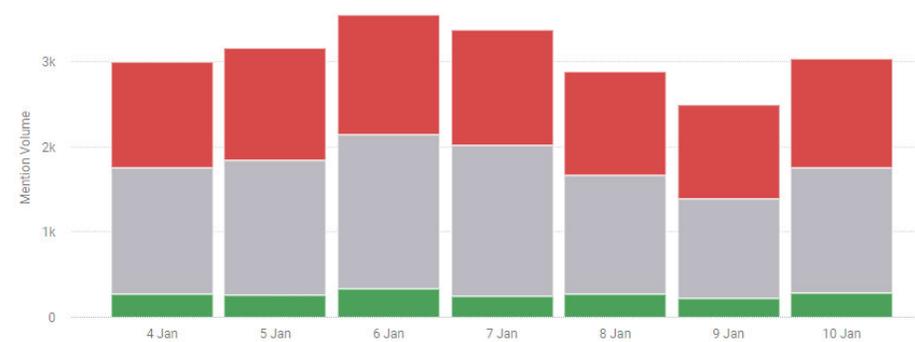
### COVID Response



### Vaccine Rollout

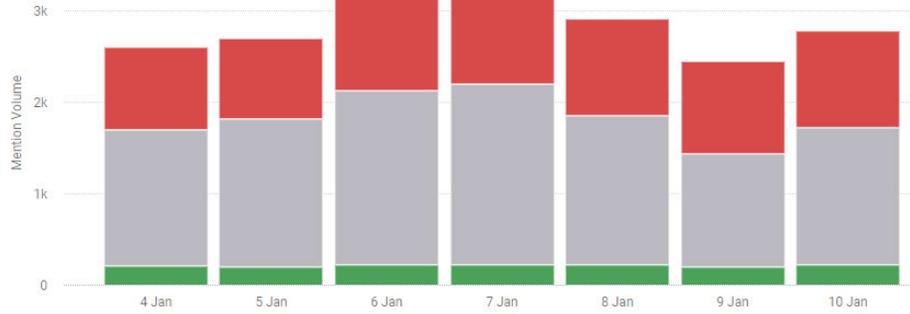


### Enforcement

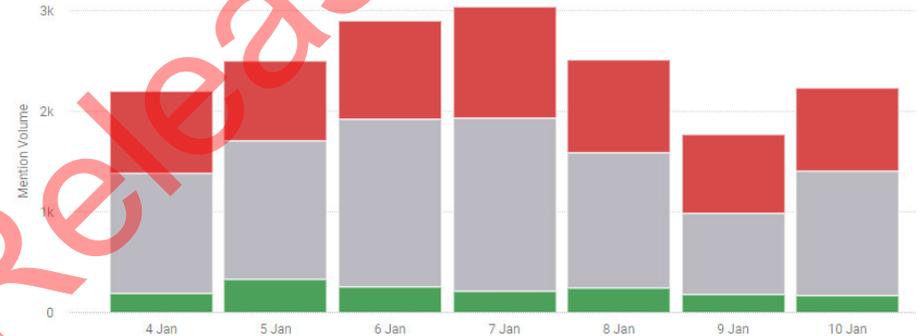


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

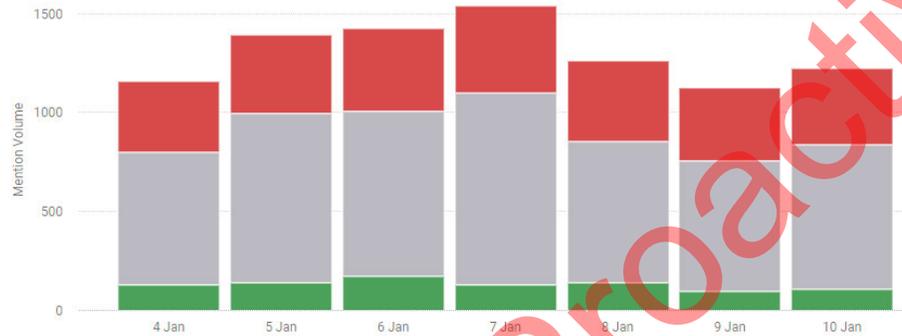
**Business & Consumers**



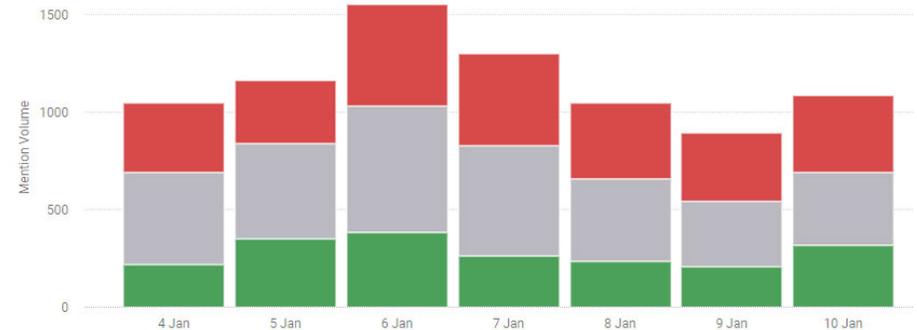
**Economy**



**Timeframe**



**Team of 5 Million**



Proactively Released

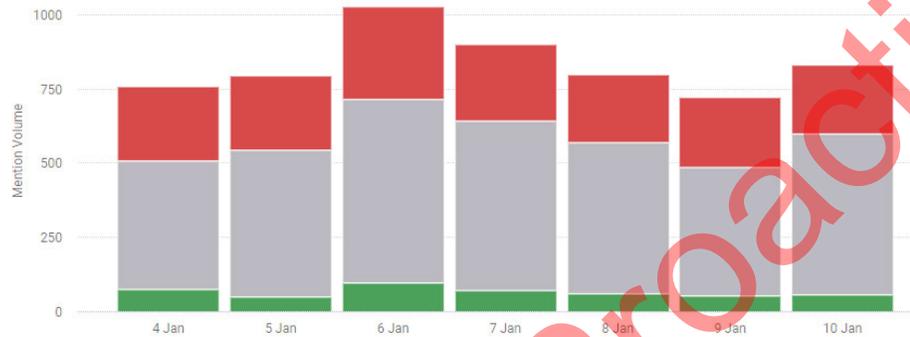
### Financial Stability



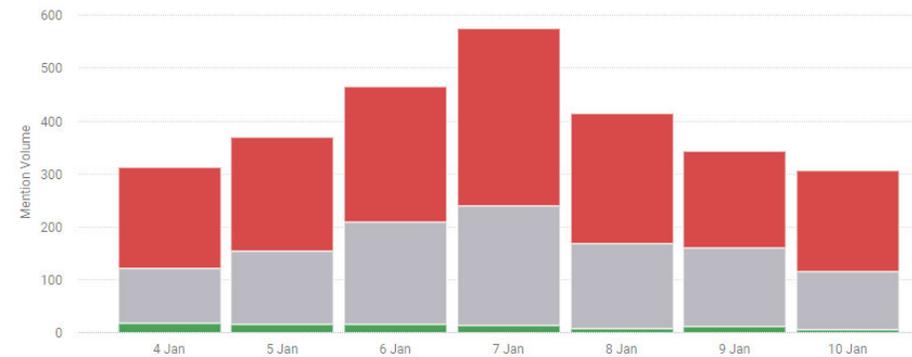
### Mental Health



### Contact Tracing



### Domestic Violence

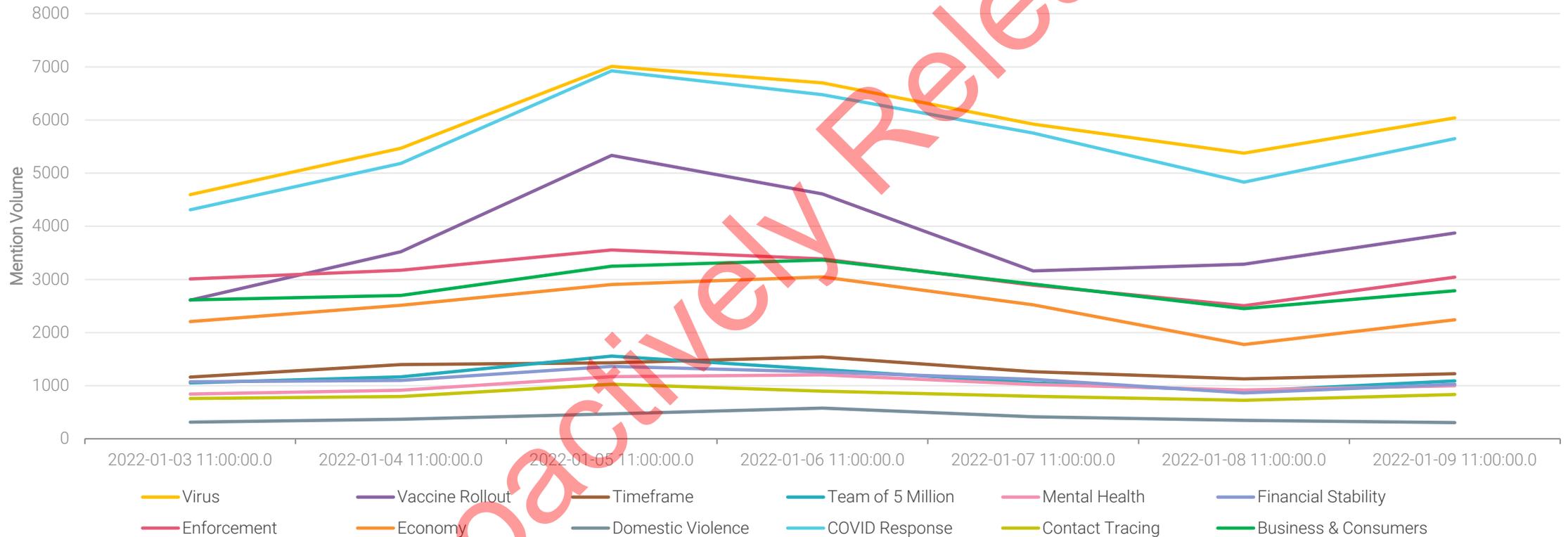


Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

# Categories over time (rolling 7 days)

Categories of conversation over time Jan 4 – 10, 2022



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

# Category Definitions

## Virus

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

## COVID Response

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

## Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

**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.**

Total volume and sentiment of dataset overtime.



**Thank you**

Proactively Released

**Unite Against COVID-19:  
Social Conversation Analysis**  
For the 4-day period ending  
23 January, 2022  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts examined the response to the announcement of Omicron in the community and the move to the red traffic light setting for the whole country. Conversation includes those who are pleased with the government's response and preparation for Omicron being in the community. There are some who are concerned that the red traffic light setting may not hold up to the Omicron variant. With Omicron now in the community, some parents are expressing anxiety about the risk to their children if they are unvaccinated or only partially vaccinated against the virus.

## **Measuring categories of conversation:**

All categories either increased in volume or remained stable over the four-day period. The largest increases were in the Virus category (28%) and Timeframe (26%).

Sentiment became less neutral overall. There was a 2% increase in negative sentiment in the Team of 5 Million and Timeframe categories.

The sentiment of the total dataset remained stable.

**Note: Time period is a 4-day period unless otherwise stated, please refer to chart titles.**

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**  
Analysts examined the response to the announcement of Omicron in the community/moving New Zealand into the red traffic light setting.
- 2. Measuring Categories of Conversation p.g. 6 - 12**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.
- 3. Total sentiment benchmarks p.g. 13**

## Some commentators are concerned that the red traffic light setting may not hold up against the Omicron variant. Some are pleased with the government's response and preparation for an Omicron outbreak.

On Sunday January 23, the government announced that the Omicron variant had been detected in the community and that the whole country would be moving into the red traffic light setting at 11.59pm that evening. Analysts examined the response to the announcement and discussion about Omicron from January 20 – 23.

Some are pleased with the government's response to the Omicron outbreak and their preparation for Omicron being in the community.

Some New Zealanders continue to remind others of the steps they can take to protect themselves and their families e.g, booster shots and mask wearing.

There are some who are concerned that the red light traffic setting may not hold up to the Omicron variant. With Omicron now in community, some parents are expressing anxiety about the risk to their children if they are unvaccinated or only partially vaccinated against the virus.

A few are wondering if there will be updated guidelines for masks/face coverings in light of Omicron.

Some are seeking advice about what symptoms are to be expected with the Omicron variant and how/if they differ from previous variants.

### Pleased with the government's response and level of preparation for Omicron being in the community.

As someone who is immunocompromised, omicron is still a really scary and potentially life-threatening infection. I'm so glad the Aotearoa's government approach continues to be one centred on caring for all, not just those who are healthy able-bodied

Umm Australia dropped nearly every restriction to disastrous effect. As did many other countries. Stop the fear mongering. We are sitting in a better position than most in the face of omicron.

11:17 PM · Jan 23, 2022

### Some are reminding fellow New Zealanders of things they can do to protect themselves and their families to be ready for Omicron.

Vaccination is still our best protection, so get vaccinated! If vaccinated, get boosted to reinforce the vaccine's effectiveness against Omicron. Get ready to be unwell at home.

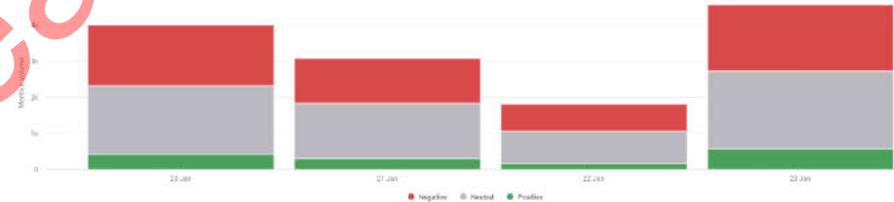
8:51 AM · Jan 21, 2022

Can I please remind you that while Omicron is super contagious it isn't magical. Stop transmission, stop the spread.

- Stay away from people
- Wear N95 or equivalent masks indoors and outdoors near people
- Open windows, turn on fans, filter air indoors
- Get boosted. Vax kids

9:27 PM · Jan 23, 2022

Volume and sentiment of conversation, January 20 - 23



**Sentiment of conversation:**  
**Negative 41%** **Neutral 48%** **Positive 11%**

### While this commentator is saddened by the cancellation of the 2022 Pride Festival, they know it's the "right choice" for the community.

I knew this may be coming but it's gutting 💔 was looking forward to meeting more of Auckland's queer community after only being here for a few months. I know it's the right choice though - we don't want to come together as a community if it could cause Omicron to hit us harder

**Auckland Pride** @AucklandPride

Auckland Pride has made the challenging decision to cancel the 2022 Pride Festival. This decision has not been made lightly, but is consistent with our values and unwavering commitment to keeping Tāmaki Makaurau's rainbow communities safe.

### Some are concerned that the red light traffic setting and restrictions may not hold up against the Omicron variant.

The traffic light 🚦 system is not fit for purpose in the face of omicron. It will run the red light & crash head on into the health system 💡. Letting it do so is a political choice.

5:43 PM · Jan 23, 2022

? Great- but your traffic light system is completely inadequate to deal w Omicron. Caving to special interests over people yet again

### Some parents are expressing anxiety about the risk for children who are not yet vaccinated or partially vaccinated.

Yep. I'm worried about primary schools. I've got a 9 yr old twins booked for first jabs tomorrow but am not feeling great about them being at school not fully vaxxed in the midst of an Omicron breakout. It doesn't seem fair on teachers either.

2:45 PM · Jan 23, 2022

Does anyone know what the protection is from one dose only for kids? Just seen that there is an 8 week wait between doses so looks like all our kids are going into this Omicron storm with one dose.

10:46 PM · Jan 23, 2022

### Discussing if there will be changes to border restrictions/MIQ considering Omicron is in the community.

? If Omicron is mild and manageable at home and if vax numbers are up there why are you not opening borders so we can see family after 2 YEARS?????

· 3 days ago

That's the point as well with MIQ, may as well get rid of it if omicron is in the community

### Some are concerned that people will potentially not follow the updated requirements to self-isolate when infected with Omicron.

Here in NZ when we have omicron widespread in the community cases will have to isolate for 14 days. But their household will have to isolate for a further 10 days beyond that. 24 days potentially..

Yeah cannot see many doing that .. and when numbers get huge it's unenforceable

3:33 AM · Jan 23, 2022

### This commenter says they will not get themselves tested or isolate in the event of catching Omicron.

If I catch Omicron, no-one will know. I'm not getting tested, isolating or hiding away like a hermit. I can't afford that, my employer can't either, I might just take a sick day or two. I'm getting on with life.

4:47 PM · Jan 23, 2022

### Some are seeking advice about what symptoms are to be expected with Omicron and how/if they differ from previous variants.

Okay so like how am I meant to know if I have Omicron... I'm vaccinated so I hopefully would have mild symptoms, but I also have real real bad hayfever and have symptoms 24/7 that would also be similar to a cold like... am I just meant to wait until I lose my taste?

11:53 PM · Jan 23, 2022

Thanks for this, curious - do you know if this has been updated for Omicron? I have read that the symptoms are different from earlier variants- more sore throat and less loss of smell.... Thanks

11:50 PM · Jan 23, 2022

### Some are sharing that they will be getting boosted.

Getting my booster vaccine next week. 🇳🇿

Just in time, because it looks like Omicron has snuck its way into NZ 🤔🤔🤔

4:06 PM · Jan 23, 2022

### Some want to know if guidelines for masks/face coverings will change due to the Omicron outbreak. Some were already concerned about the level of mask-wearing in their communities.

Where is @minhealthnz guidelines on masks and omicron?

If the Govt's focus is to slow the spread we really need funded masks & ways to distribute.

Families can't afford \$90 packs of KN95, if you can find them.

Funding masks is cheaper than overrun hospitals.

6:52 PM · Jan 22, 2022

So many Aucklanders out with no masks. And Omicron is knocking on the door...

3:59 PM · Jan 20, 2022

### Some New Zealanders are sharing how they are preparing their households with medical/food supplies/masks to be ready for Omicron.

Things I have sorted for omicron:

A bit of Panadol, a pulse ox, thermometers (basic ones, I love them so reliable), additional dog and cat food, loo paper (not apocalypse levels), Powerade (blue). Also dried pasta, rice etc, cup of noodles. Basics.

3:58 PM · Jan 20, 2022

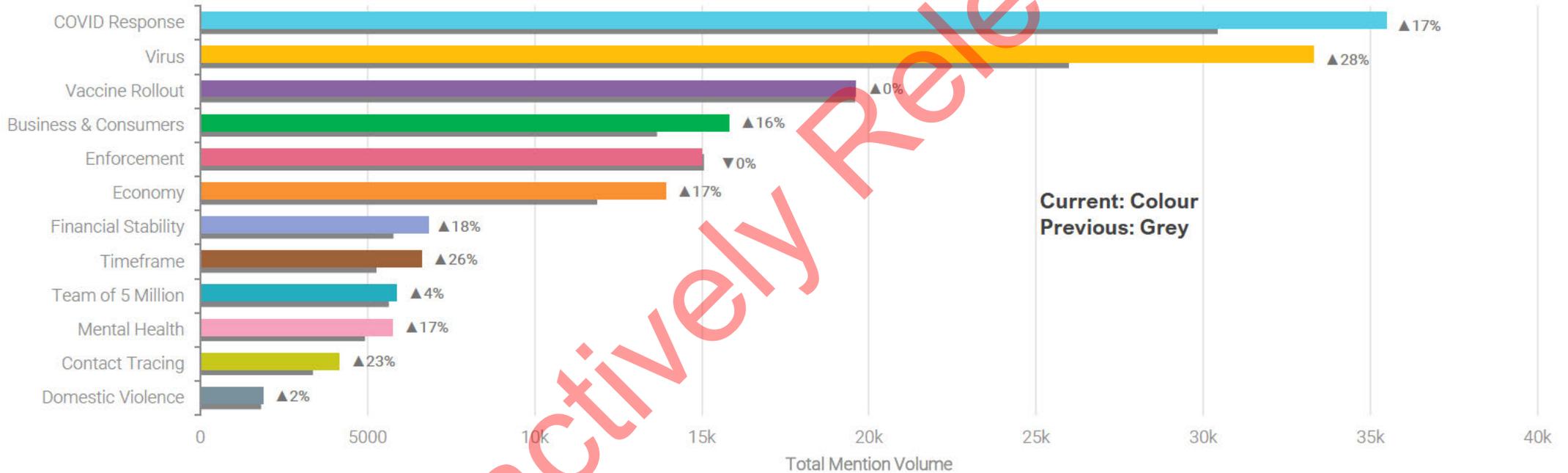
Also fully stocked with N95 masks. I am ready for Omicron.

4:55 PM · Jan 23, 2022

## Category change: Benchmark

Comparing current 4-day period (Jan 20 – 23) against previous 4-day period (Jan 16 – 19)

Benchmark



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

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

Total volume of conversation 4-day period:

Current: 115,364 (+17%)

Previous: 98,912

Total sentiment breakdown (see pages 12 & 13 for reference).

Current: Neg 45%, Neu 40%, Pos 15%

Previous: Neg 45%, Neu 40%, Pos 15%

# Net sentiment of each category

Most categories became less neutral.

There was a 2% increase in negative sentiment in the Team of 5 Million and Timeframe categories. There was a 2% increase in positive sentiment in the Vaccine Rollout and Contact Tracing categories.

Comparing current 4-day period (January 20 – 23) against previous 4-day period (January 16 – 19)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	1	54	-2	9	1
Enforcement	43	0	49	1	8	-1
Virus	47	0	43	-1	10	1
Covid Response	45	0	43	0	12	0
Economy	37	1	54	-2	9	1
Mental Health	50	2	45	-1	5	-1
Financial Stability	43	1	50	-2	7	1
Team of 5 Million	36	2	42	4	22	-6
Contact Tracing	30	-1	62	-1	8	2
Timeframe	32	2	57	-2	11	0
Domestic Violence	53	2	44	-2	3	0
Vaccine Rollout	48	-2	39	0	13	2

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

- Note this table reflects % of sentiment change relative to the volume of each category and therefore smaller datasets will have more exaggerated sentiment shifts. See previous page for volume.

**COVID Response**



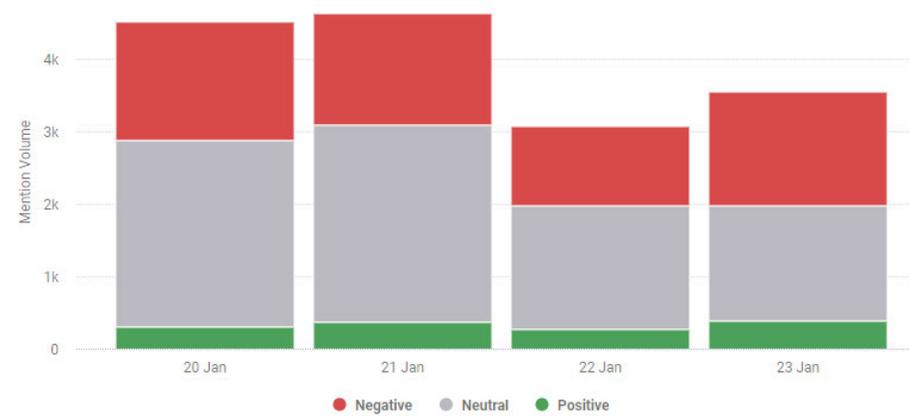
**Virus**



**Vaccine Rollout**

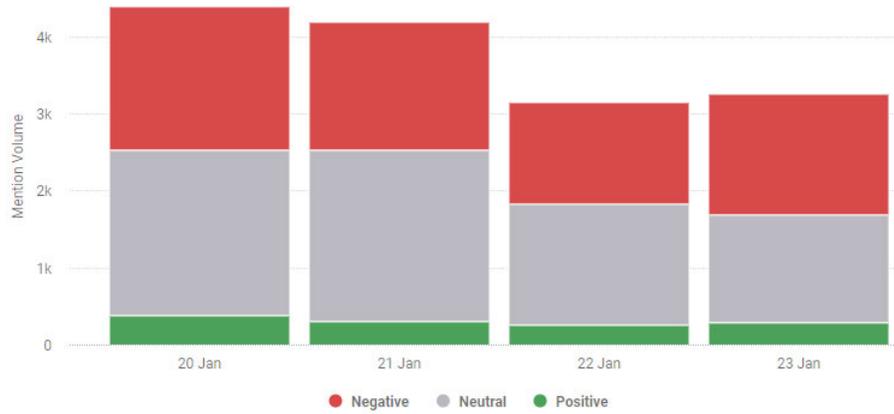


**Business & Consumers**



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

### Enforcement



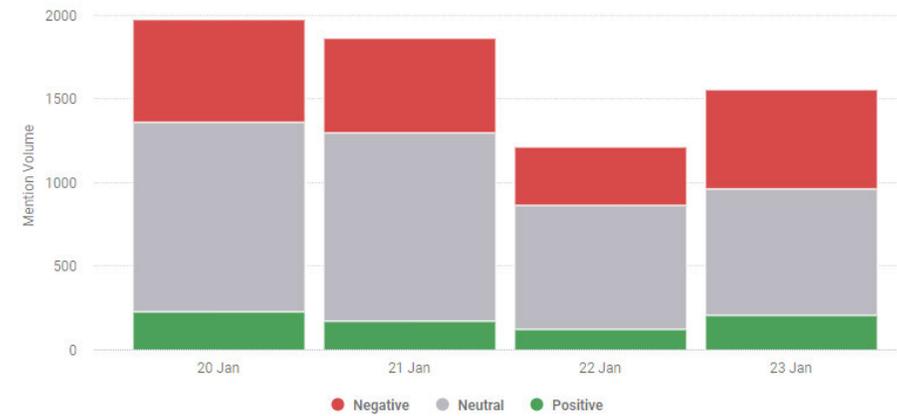
### Economy



### Financial stability

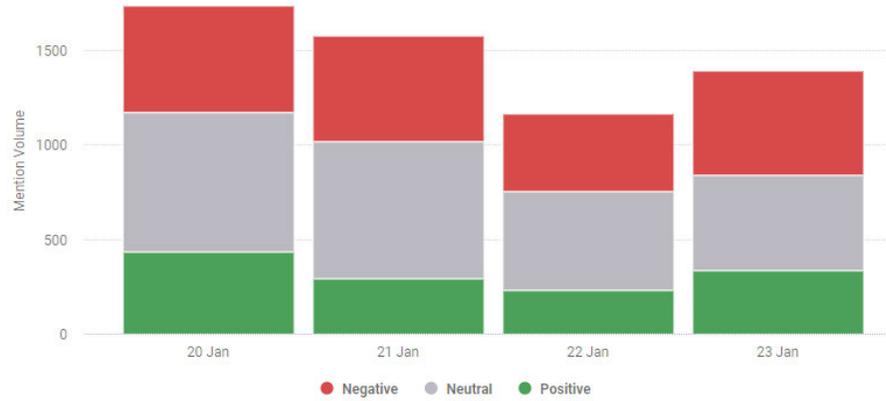


### Timeframe



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

**Team of 5 Million**



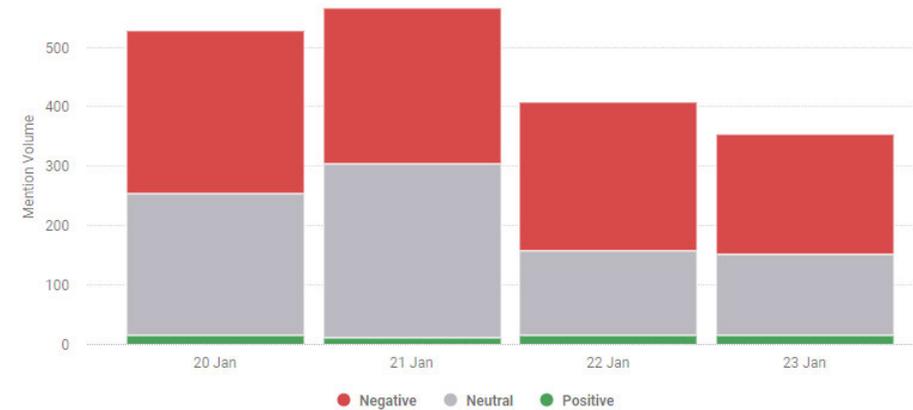
**Mental Health**



**Contact Tracing**



**Domestic Violence**



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.



# Category Definitions

## Virus

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

## COVID Response

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

## Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

**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.**

Total volume and sentiment of dataset overtime:



**Thank you**

Proactively Released

**Unite Against COVID-19:  
Social Conversation Analysis**  
Monday January 24, 2022  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts explored conversation in the Business & Consumers category on Monday. There was high neutral sentiment. Some businesses are reminding customers what is to be expected with the move into the red traffic light setting. Some are discussing the stock levels and supply in their local shops and supermarkets with some finding empty shelves and others seeing well-stocked supplies.

## **Measuring categories of conversation:**

There was a 10% decrease in total volume of conversation. There was a volume increase of 37% in the Financial Stability, 28% in Economy and 15% in the Business and Consumers categories.

Most categories increased in neutral sentiment. Overall total sentiment increased 2% in neutral sentiment, falling 1% in negative sentiment and 1% in positive sentiment.

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**  
Exploring conversation in the Business & Consumers category.
- 2. Measuring Categories of Conversation p.g. 6 - 11**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

# Conversation in the Business & Consumers category increased by 15%. There is high neutral sentiment. Discussion includes stock levels and masks.

Analysts explored conversation in the Business & Consumers category on Monday. This category had risen 15% in volume of conversation from the previous day and had high neutral sentiment (65%).

Some businesses are reminding customers what is to be expected with the move into the red traffic light setting.

Some are discussing the stock levels and supply in their local shops and supermarkets. Some are finding empty shelves with others seeing well-stocked supplies.

A few are sharing experiences of going to businesses that are not ensuring safety precautions e.g, mask wearing. Some are wanting to see businesses enforce these better.

Some are sharing a petition on change.org that is calling for support for live events and adjacent industries unable to work under the 100-person limit in the red light setting.

## Commentary around reminding others to shop responsibly, be kind to staff and adhere to the red traffic light setting regulations.

? All the **supermarket** workers are doing a great **job**. Please do not abuse or disrespect them. Instead thank them for being there for us. They are having a difficult time.

? Be nice to the **staff**, do not **panic buy shop normally wear a mask, scan in** and social distance. If I can do it so can everyone else it is not that hard

? Stop scare mongering 🙄🙄🙄 as **long** as everyone **shops responsibly** it will be ok !! Go to your local **green grocer butcher** etc instead of major **supermarkets** and support **local xx**

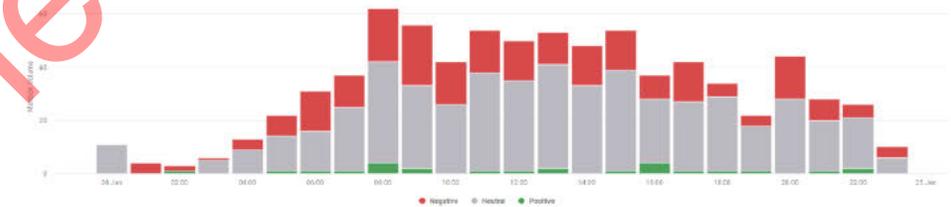
## Discussing their workplaces' work from home policies under the red traffic light setting.

1 day ago  
If it's red avoid the office. We are all wfh. Just as we have for months. I still haven't met any colleagues yet. Was going in this week to meet them, now I can't!

1 day ago  
I'm WFH in red. But I also WFH during alert lv 1, and plan to do so the rest of my life.

Under Red, us employees are told to work from home if possible, but it isn't mandated.

## Sentiment and volume: Businesses & Consumers category January 24, 2022



**Total sentiment breakdown: Positive 4% Neutral 65% Negative 31%**  
Note: sentiment reflects tone of conversation and is not necessarily the subject of the comment.

## Some businesses/organisations are reminding customers of store expectations following the move to the red traffic light setting.



We encourage all customers to play their role and help us all keep safe while we're in RED by nominating **one** person in the **household** to **shop, scanning** in using the **government** app, or signing in at the door - and to nominate a friend or neighbour to **shop** on your behalf if you are **feeling** unwell. ^Nathan

**Discussing stock levels/supply in their local shops/supermarkets. Some are seeing empty shelves while others are finding shelves well-stocked.**

Supermarkets in Timaru are well stocked and I didn't see anyone panic buying. The two I went to just looked like normal end of day shelves. One a bit lower on meat. The other was fresh fruit.

6:49 PM · Jan 24, 2022

Gutted down here in Manukau. I guess 3 days after a snap lockdown would be better for shopping instead of the next morning. Glad I only needed milk and bread.

2:56 PM · Jan 24, 2022

I went to shop some stuff for a bbq yesterday and I got surprised with the huge line and some shelves empty. Why people so crazy and stupid? We have been on this way before and we never ran out of essential supplies.

10:11 AM · Jan 24, 2022

14 hr. ago

New world thornndon looked good. no queues, loads of TP, sugar, flour, yeast etc. only thing empty was the paracetamol shelf

**A change.org petition has been set up for support payments for workers/businesses in the live events and adjacent industries unable to operate under the red traffic light setting.**

@jacindaardern did you know that some people in the industry can't work with 100pax restrictions? Check the Petition for payments for workers and businesses unable to operate under the Red setting [chnng.it/4QL7YS6m](https://chnng.it/4QL7YS6m) via @Change

**Sharing experiences of going to businesses that are not enforcing safety precautions e.g, mask wearing. Some are wanting to see businesses enforce these better.**

I'm at this morning and mask wearing in the gym is optional. I've seen members walking in without masks and not being challenged. Members aren't wearing masks even when moving between equipment. This is a joke. Do better to protect your members.

Jan 24, 2022

I'm seeing this in supermarkets, staff with masks off in the storeroom, customers not covering their noses. Not good enough. One staff member at a supermarket said they haven't had a single vaccination yet. I thought it was mandated.

12:29 PM · Jan 24, 2022

Are supermarkets worried about scaring off customers if they enforce properly worn masks? Do they realise they're losing the rest of us who won't share a room with a bunch of people with masks under their noses?

8:42 PM · Jan 24, 2022

**Businesses and government have been preparing for how Omicron/red traffic light setting will impact on staff/supplies.**

Shout out to @nealejones on @ninetonoon saying that businesses & @MBIEgovt.nz hv been working thru omicron scenario & planning accordingly. I'm sick of people saying the Govts not doing anything. Husband's business has bn working with partners from raw material to...1/2

Jan 24, 2022

2/2...manufacturing to retail to ensure continuity if/when omicron hits.

It's ironic that the people calling for more Govt direction are the same ones who get snippy with Govt rules & regs

8:56 PM · Jan 24, 2022

**Expressing frustration at the supposed impact Omicron isolation rules will have on businesses.**

14 days isolation for cases & 24 days for close contacts - These moronic rules will result in Air NZ & other businesses shutting down operations

#nzpol

10:26 AM · Jan 24, 2022

**Following a tweet where UK TV presenter Piers Morgan criticised the move to the red traffic light setting New Zealanders are defending the current restrictions. People explained that the vaccinated can go to businesses e.g, retail and restaurants under the current framework.**



Piers Morgan @piersmorgan · Jan 24, 2022

Given over 90% of New Zealand's eligible population has had at least 2 doses of covid vaccine, and Omicron is indisputably a significantly less severe strain of the virus, I'm not sure why Jacinda Ardern is implementing draconian new restrictions & cancelling her wedding?



Hardly draconian. We can visit friends an family, visit restaurants, go to the gym etc. People that can work from home are encouraged to do so and schools will open. So which bit do you have a problem with?

6:24 AM · Jan 24, 2022

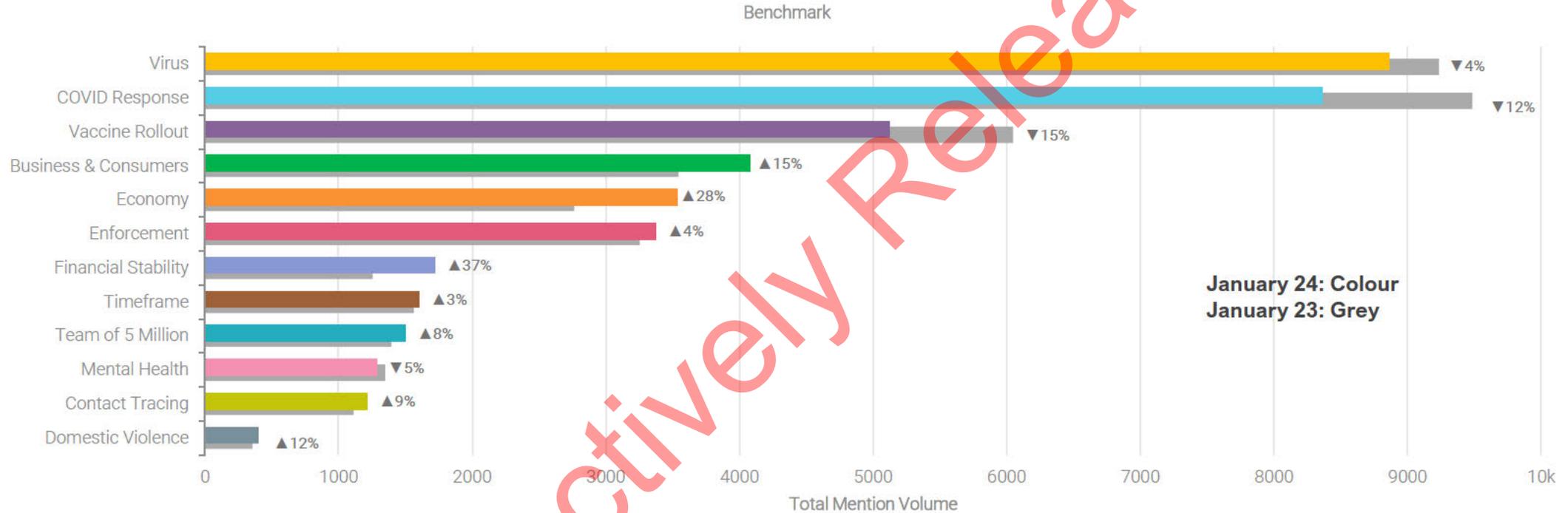


I live in NZ - it's not that different to what we were doing before PROVIDED people are vaccinated. I can still go to work, eat out, go to the gym, hairdresser, shops, see friends. The measures are hardly draconian!

10:09 PM · Jan 24, 2022

## Category change: Benchmark

Categories current time period (January 24) benchmarked against previous time period (January 23)



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

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

### Total volume of conversation:

January 24: 29,900 (-10%)  
January 23: 33,270 (+68%)  
January 22: 19,811 (-31%)

### Total sentiment breakdown:

January 24: Neg 46% Neu 39% Pos 15%  
January 23: Neg 47% Neu 37% Pos 16%  
January 22: Neg 44% Neu 40% Pos 16%

# Net sentiment of each category

Most categories increased in neutral sentiment on Monday, falling in both negative and positive sentiment.

The Timeframe category fell 5% in negative sentiment Business and Consumers fell 4% and Virus fell 3%.

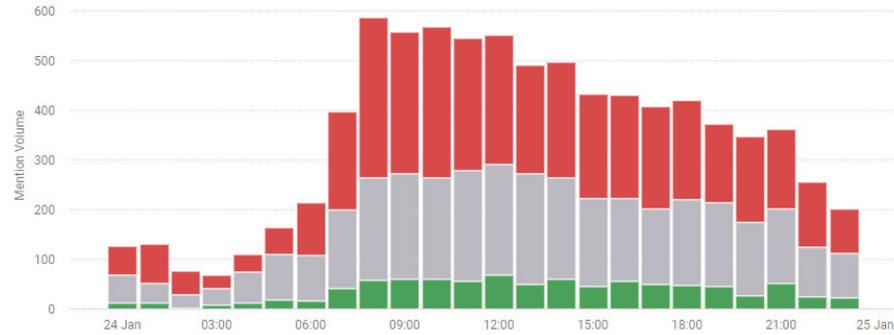
Comparing current period (Jan 24) with shift from previous day (Jan 23)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	40	-4	51	+6	9	-2
Enforcement	42	+6	49	-6	9	0
Virus	48	-3	42	+5	10	-2
COVID Response	48	+1	41	+2	11	-3
Economy	43	-1	48	+3	9	-2
Mental Health	58	+1	37	-1	5	0
Financial Stability	50	-1	43	+4	7	-3
Team of 5 Million	38	-2	39	+3	23	-1
Contact Tracing	35	+2	60	+4	5	-6
Timeframe	33	-5	56	+7	11	-2
Domestic Violence	59	+3	38	-1	3	-2
Vaccine Rollout	49	-1	39	+4	12	-3

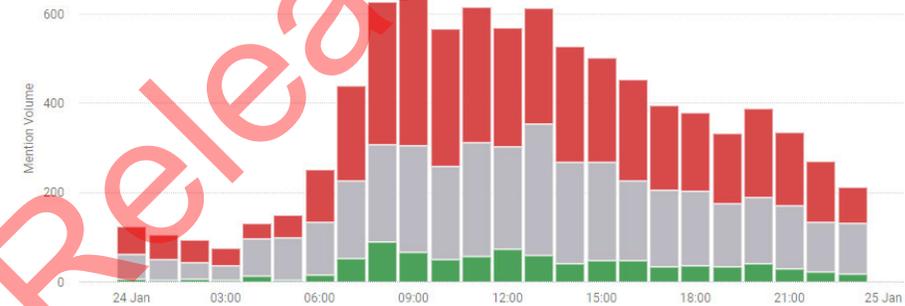
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

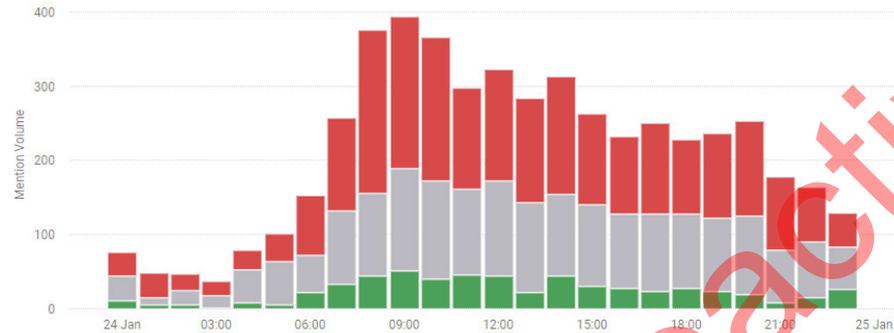
### Covid Response



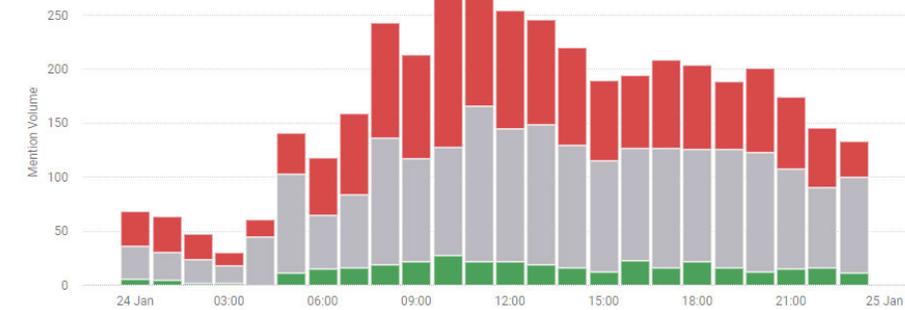
### Virus



### Vaccine Rollout



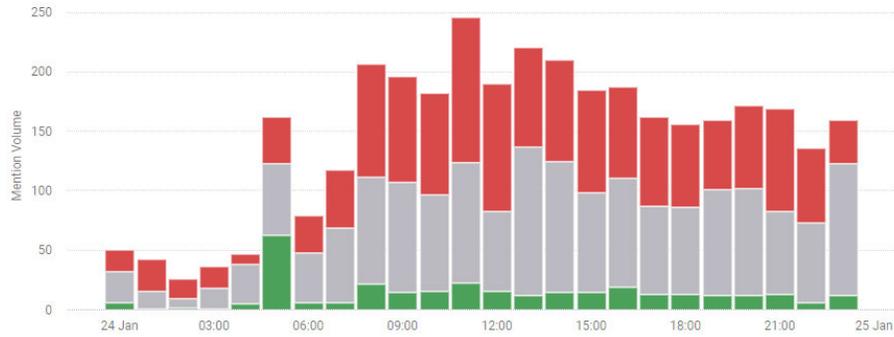
### Business and Consumers



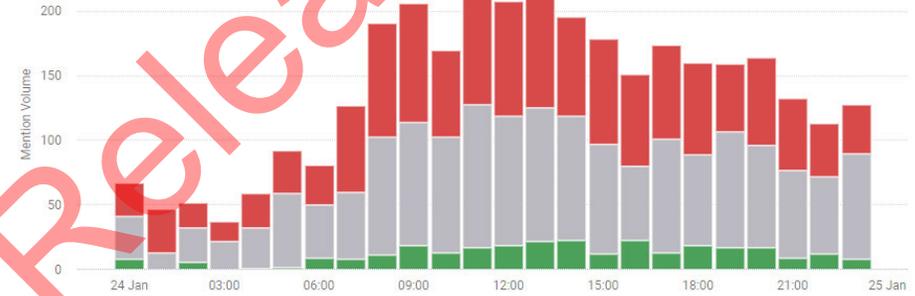
Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

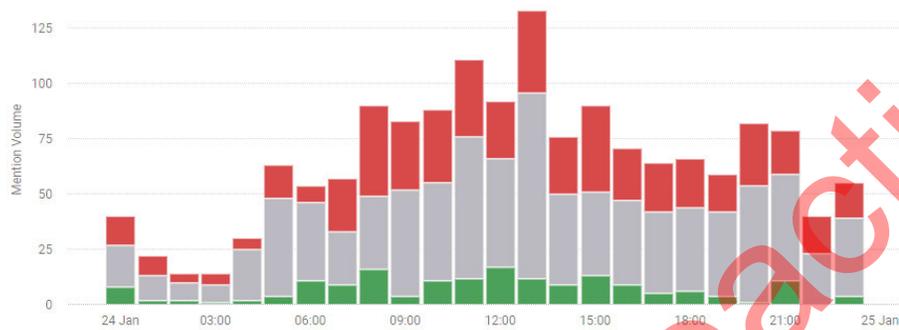
### Economy



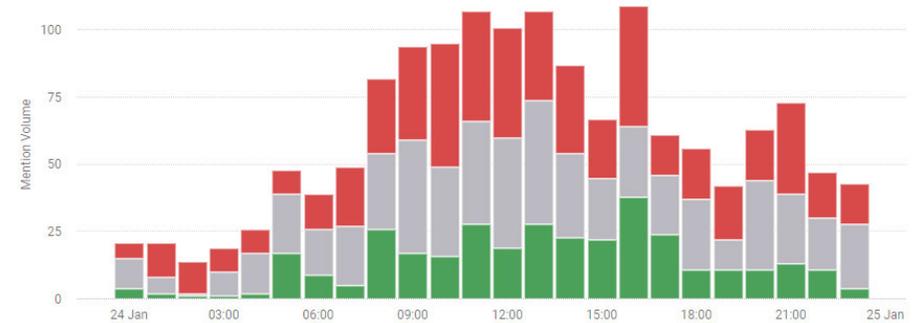
### Enforcement



### Timeframe



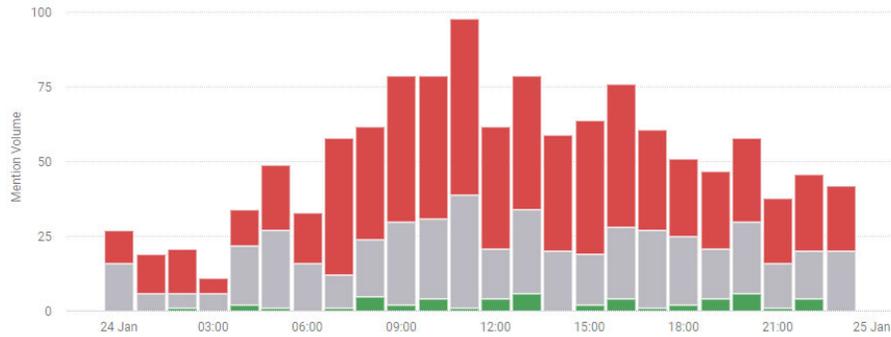
### Team of 5 Million



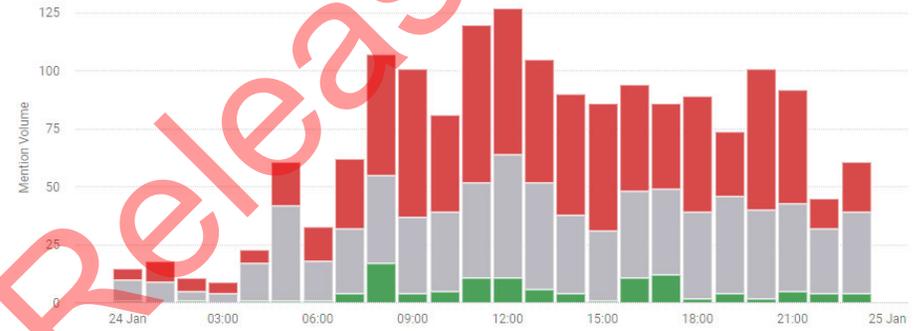
Proactively Released

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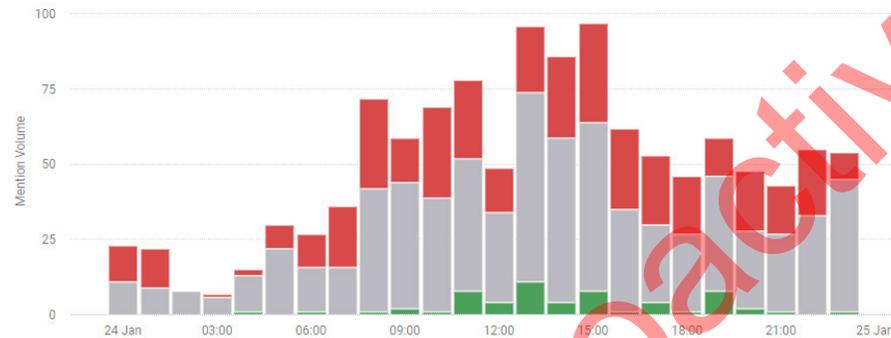
### Mental Health



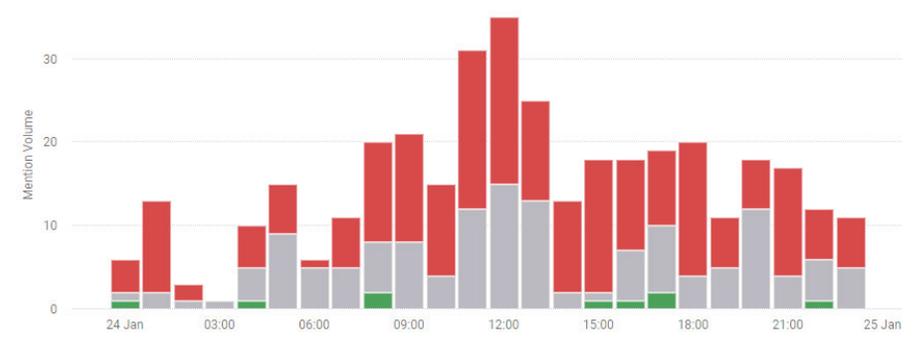
### Financial Stability



### Contact Tracing



### Domestic Violence

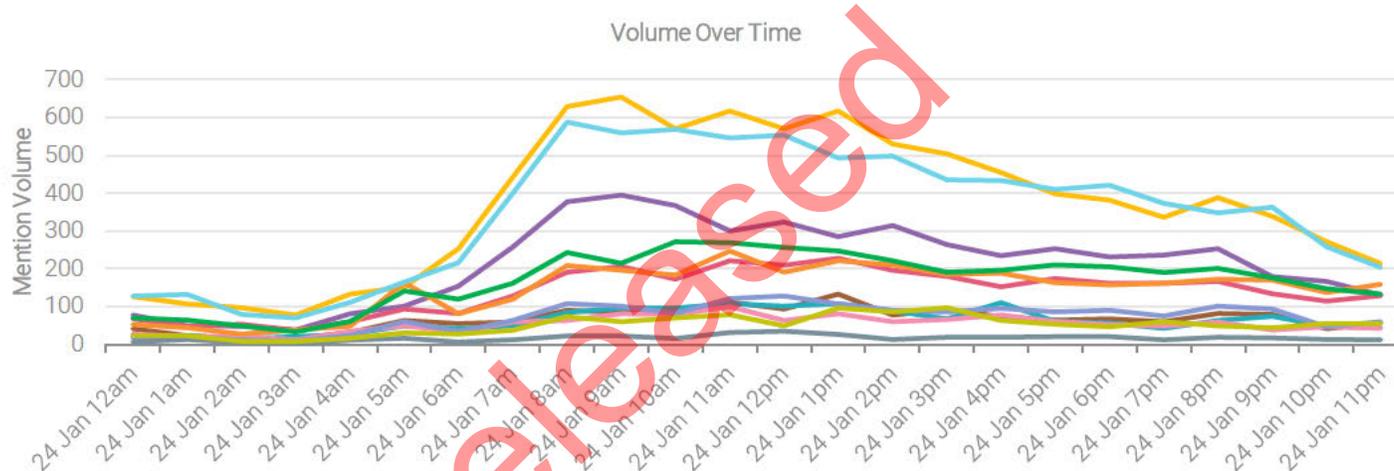


Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

# 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.



## Virus

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

## #NZPOL Decisions

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

## Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

**Thank you**

Proactively Released

**Unite Against COVID-19:  
Social Conversation Analysis**  
Tuesday January 25, 2022  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts looked at New Zealanders' anxiety about Omicron/COVID on Tuesday. Topics include people limiting their own, and their families, exposure to other people, choosing to forgo some social occasions, avoiding public spaces or working from home to keep safe. With the government's change to mask wearing requirements some are anxious about affordability, compliance and supply.

## **Measuring categories of conversation:**

There was a 10% increase in total volume of conversation. There was a 67% increase in volume of conversation in the Domestic Violence category with and 41% in the Enforcement category.

Most categories continued to increase in neutral sentiment. The overall total sentiment increasing 1% in neutral sentiment, falling 1% in negative sentiment and remained the same for positive sentiment.

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**  
Exploring New Zealanders' anxieties about Omicron/COVID.
- 2. Measuring Categories of Conversation p.g. 6 - 11**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

# New Zealanders are discussing how they can be prepared or stay safe in the lead up to further Omicron spread in the community

Analysts looked at New Zealanders' anxiety about Omicron/COVID on Tuesday.

Topics include people limiting their own, and their families, exposure to other people, choosing to forgo some social occasions, avoiding public spaces or working from home to keep safe.

There is concern about supply chains and household supplies. Some are concerned how their households will manage in the event of an entire household catching COVID and needing to isolate.

With the government's change to mask wearing requirements some are anxious about affordability, compliance and supply.

There is some discourse around giving people with underlying health conditions a voice in the conversation about COVID.

A few are sharing ways that their anxieties and stressors are being addressed.

**Some commentors are sharing that due to anxiety around catching Omicron they will taking steps to minimize their own, and their families, potential exposure e.g., avoiding social occasions and activities.**

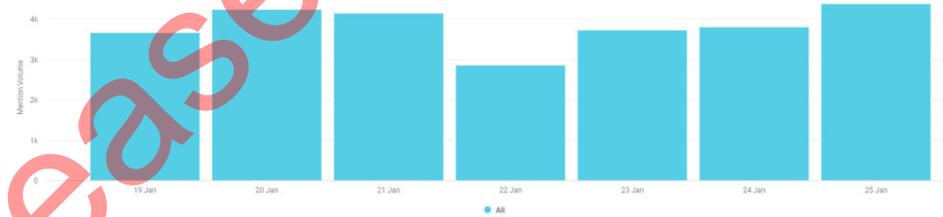
I'm already planning to avoid cafes and eating out until omicron has done its thing- as they seem to be often seen as close contact places. I can't afford to end up with multiple isolation stints. As a relieving teacher, if I don't work I don't get any sick leave.  
10:56 PM · Jan 25, 2022

Starting off my week by actively avoiding every public place because of the risk of Omicron and I don't trust people to mask, scan and pass.  
8:28 AM · Jan 25, 2022 from Upper Hutt City, New Zealand

We decided tonight that the kids won't be doing their extra curricular activities in term 1. The amount of infection vectors it opens them up to is just too much. We're basically putting the kids into lockdown. And level 3 for us. I've accepted we will get Omicron at some point.  
8:19 PM · Jan 25, 2022

Will try to avoid, but I'm a teacher. If it gets too severe, I might try to work from home or take some sick leave (I have loads). I'm immunocompromised but relatively healthy at the moment, and triple primary vaxxed (and will boost in about 3 months when eligible) so 🙌  
10:45 PM · Jan 25, 2022

Total conversation about anxiety and concern about Omicron/COVID 19 – 25 Jan.



**Total emotion breakdown Tuesday 25th January: Anger 22%, Disgust 13%, Fear 18%, Joy 9%, Sadness 38%, Surprise 0%**

Note: BCR uses Natural Language Processing to identify content along different frameworks. This can be sentiment, emotion or a custom framework. Anxiety is often reflected in high “fear”.

**This commentor is expressing their anxiety about having watched COVID hit around the globe the past two years and is worried about what it yet to happen in New Zealand with Omicron.**

1 day ago  
Covid19 Vaccinated  
I don't know why countries only facing the peaks in the future havnt looked at those who already have.

We are looking and that is what is so stressful for a lot of people here. Yes, we are highly vaccinated and have had some time to prepare. Yes, the omicron variant is milder and overall the death toll will be much lower than it otherwise could've been. But we are not used to a daily death count. We are not used to our ICUs full of Covid patients. Most of the world seems to have become numb to it all.

Imagine if you had spent the last two years living your life as if it was 2019 whilst watching 2020 and 2021 play out around the world. It has been like watching a never-ending disaster movie.

Then imagine being told that it is your turn next.

With the government's change to mask wearing requirements some are anxious about being unable to afford masks for children or are wondering if masks will be provided at schools.

? So Pathetic kids having to wear them at school will the government be paying for masks at school 😞 a extra cost I cannot afford for my three kids

? Some kids dont go to school because they dont have lunches or even sanity items now parents have to provide disposable masks? I see alot of kids not going to school unless the government provide these masks

Wanting to be compliant with mask wearing but would like further guidance.

I keep seeing "you're wearing the wrong mask" discourse and like... I have to choose. Do I risk covid or do I risk an allergic reaction? I can't avoid both because the masks that do both aren't available here. I'm not the only one making choices like that.

8:49 PM · Jan 25, 2022



We support calls by public health experts such as [redacted] to give Kiwis robust, science-based mask guidance. Many of us offshore have been using N95s for some time now, esp in high risk situations. Our whānau deserve clear, accurate advice.

This commentor does not qualify for sick leave from their employers yet and is worried they aren't covered.

I'm hoping I don't get covid or any sickness until after I've been at my new job long enough to get actual sick leave 😞😞😞

9:29 PM · Jan 25, 2022



Concerned about how families will cope when whole households need to isolate.

? Kids go to school, catch Covid give to family, stay home two weeks more get sick another 10 days plus. Who is paying the bills? Who is feeding family that we help? Seriously stressful n the over run hospitals that can't keep up now? We r all screwed

Some are concerned about supply chain issues and panic buying supplies.

? Maybe people shouldn't panic buy when supply chains are already having trouble getting stock to supermarkets. And with the recent traffic light change I am sure the government didn't tell everyone to panic buy just to stock up on pain relief. If you catch omicron u can still do online shopping and get someone to pick up and leave on ur doorstep...

6 hr. ago

I don't get the toilet paper part, but really it's understandable people are panic buying when the government has told the entire country to stock up. It's stupid to say shop normally but also stock up 2 weeks of supplies. I've been warned to buy extra by several people that never panicked before.

This commentor is anxiously waiting for their PCR test result to be returned to them.

reddit.com (Reddit) 20h  
/r/Wellington daily chat on Tuesday, January 25, 2022  
"Thanks! I just get quite anxious about covid so I'm really looking forward to the all clear text! Hopefully in the next day or so..."

There is some discourse around giving people with underlying health conditions a voice in the conversation about COVID.

This whole thread. The health privilege is real and who "good" are willing to risk to get on with their own lives is tragic.

People with underlying conditions can live long full lives. I will never ever understand or accept the let Covid rip mentality.

Some commentors are mentioning ways that their anxiety or stressors are being addressed.

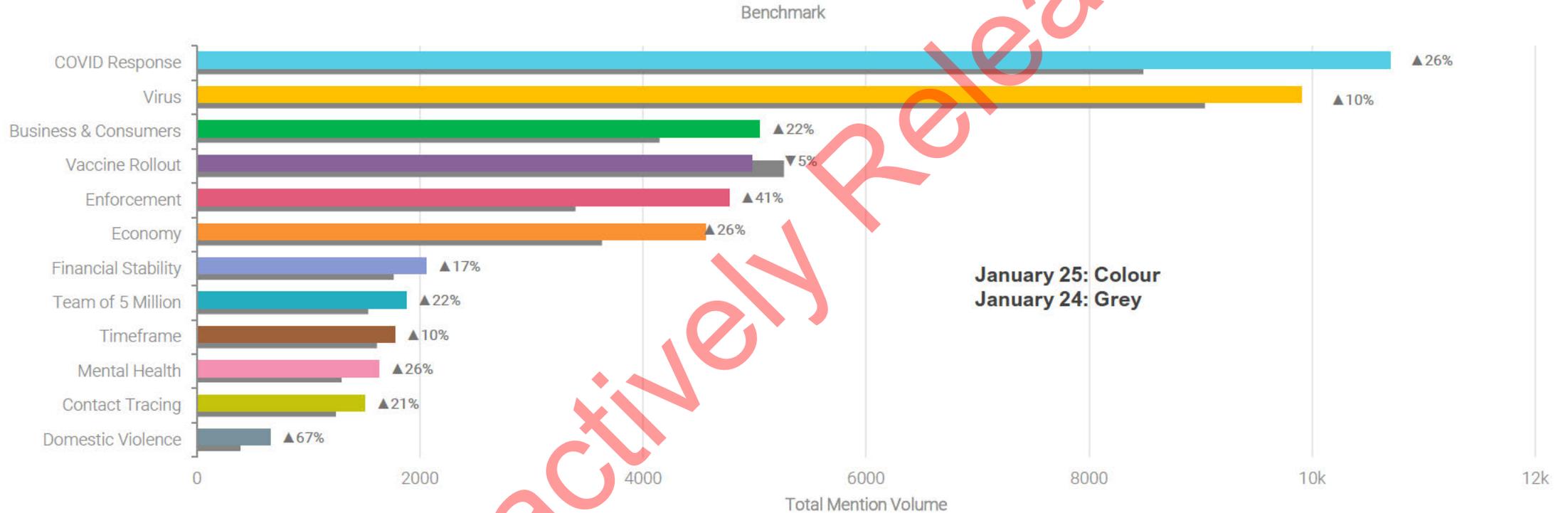
SHOUT OUT and a big pakipaki to the #OraToa vaccination centre on Lynley Place in Porirua. 4 fast efficient, positive vibes, caring & calm nature towards Tamariki getting the jab. My son is scared of needles, he was put as ease.  
8:29 PM · Jan 25, 2022

Your Government has set up Covid checklists for Businesses, home, shopping etc?

They make things very easy during stressful times. ❤️  
3:59 AM · Jan 25, 2022

# Category change: Benchmark

Categories current time period (January 25) benchmarked against previous time period (January 24)



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

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

### Total volume of conversation:

January 25: 33,474 (+10%)  
January 24: 29,900 (-10%)  
January 23: 33,270 (+68%)

### Total sentiment breakdown:

January 25: Neg 45% Neu 40% Pos 15%  
January 24: Neg 46% Neu 39% Pos 15%  
January 23: Neg 47% Neu 37% Pos 16%

# Net sentiment of each category

Most categories continued to increase in neutral sentiment on Tuesday, falling in both negative and positive sentiment.

The Financial Stability category fell 9%, the Economy category fell 7% and the Mental Health category fell 6% in negative sentiment.

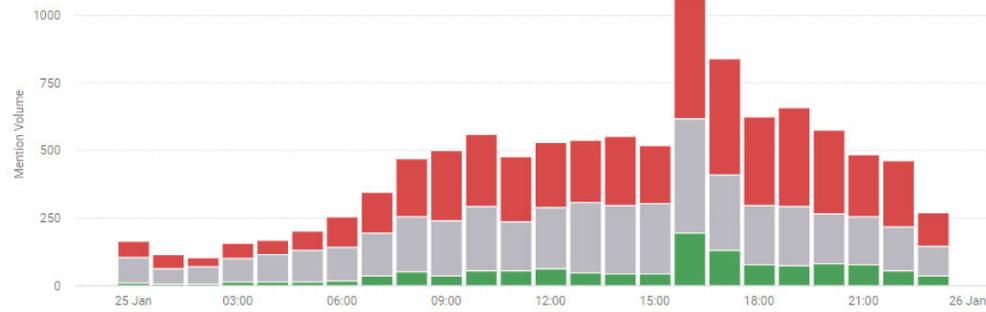
Comparing current period (Jan 25) with shift from previous day (Jan 24)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	36	-4	56	5	8	-1
Enforcement	42	0	49	0	9	0
Virus	46	-2	44	2	10	0
COVID Response	47	-1	41	0	12	1
Economy	36	-7	56	9	8	-2
Mental Health	52	-6	43	6	5	0
Financial Stability	41	-9	51	8	8	1
Team of 5 Million	35	-3	43	5	22	-2
Contact Tracing	33	-2	60	0	7	2
Timeframe	31	-2	57	1	12	1
Domestic Violence	59	-1	38	0	3	1
Vaccine Rollout	47	-2	42	3	11	-1

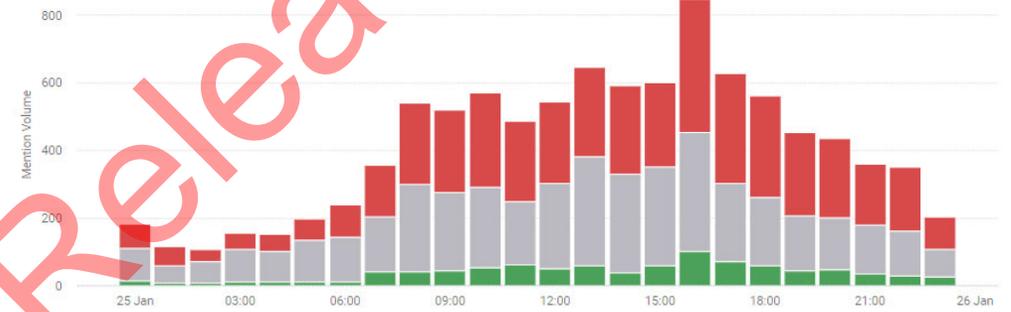
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

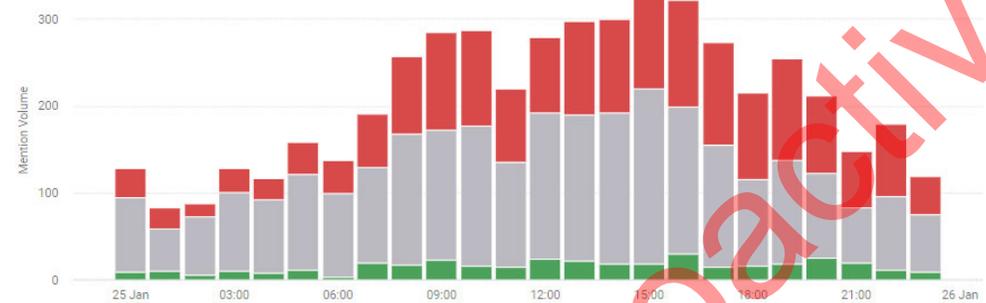
### Covid Response



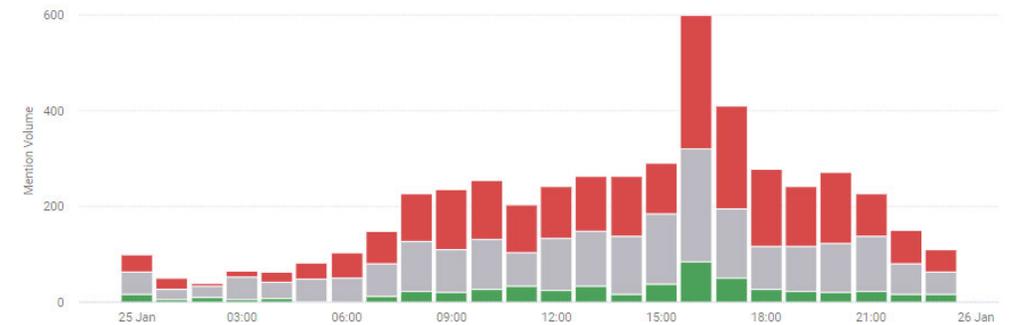
### Virus



### Business and Consumers



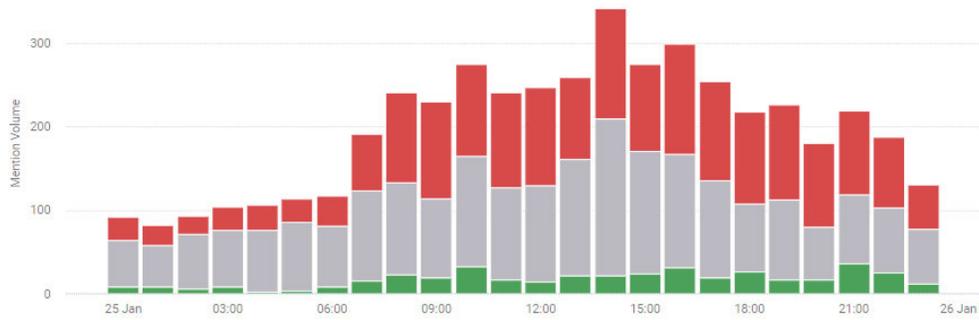
### Vaccine Rollout



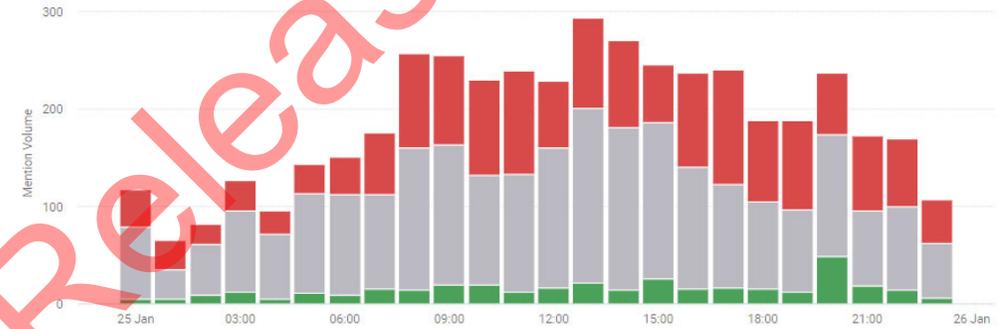
Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

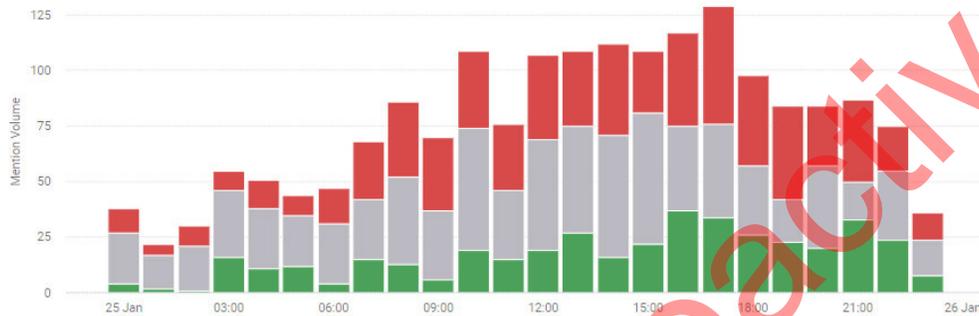
**Enforcement**



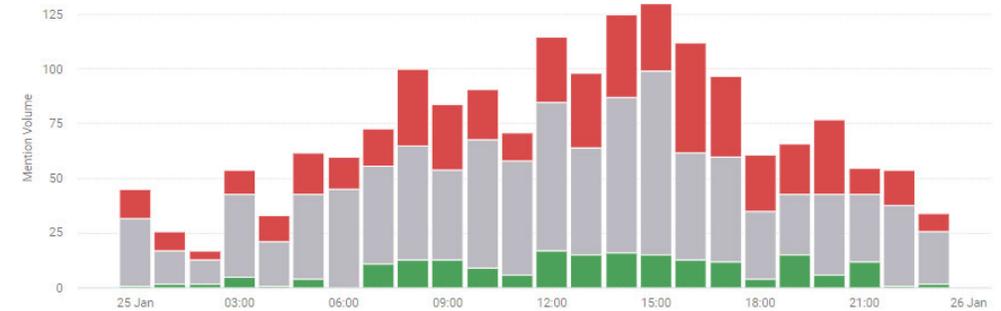
**Economy**



**Team of 5 Million**



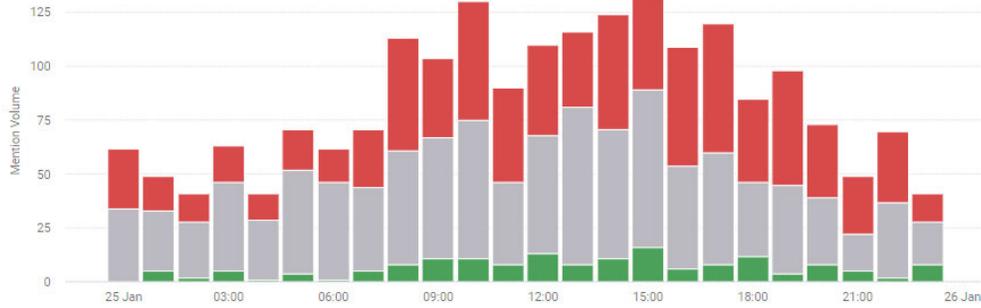
**Timeframe**



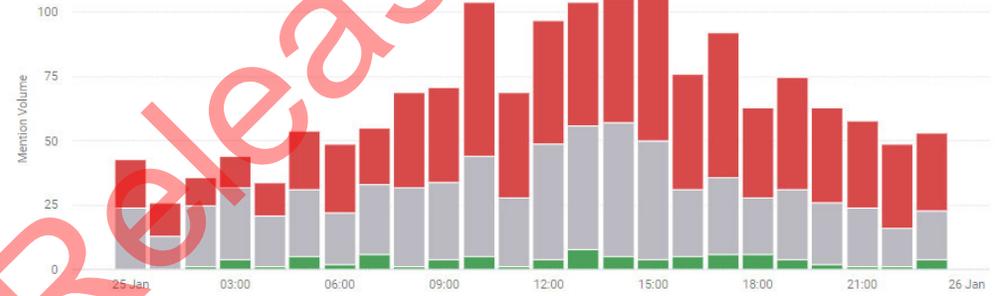
Provisionally Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

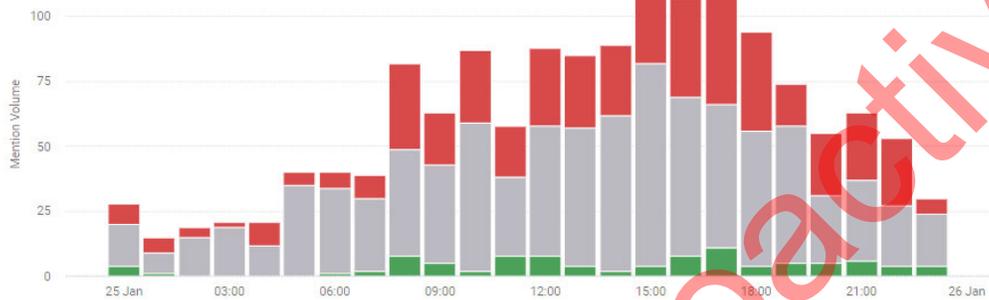
### Financial Stability



### Mental Health



### Contact Tracing



### Domestic Violence



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

# 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.

## Virus

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

## #NZPOL Decisions

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

## Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

## Timeframe

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

COVID-19 Awareness Study / Confidential / Annalect 2022

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

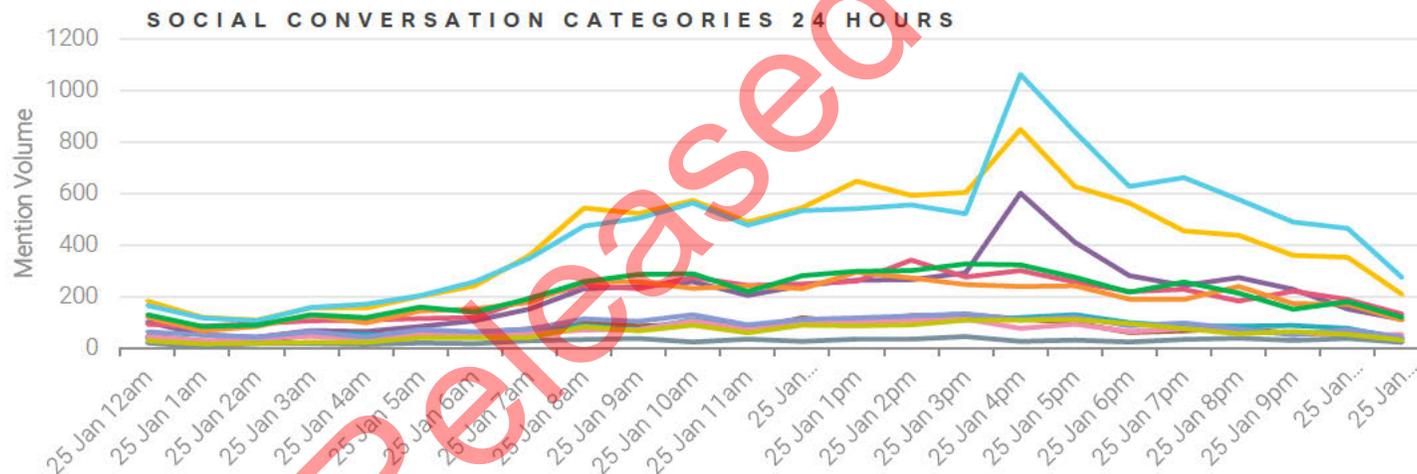
What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

## Financial stability

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

## Domestic violence

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



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

Total volume and sentiment of dataset overtime.



**Thank you**

Proactively Released

**Unite Against COVID-19:  
Social Conversation Analysis**  
Wednesday January 26, 2022  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Analysts examined conversation about tests and testing. People are discussing test results, types of tests, test access and test result wait times.

## **Measuring categories of conversation:**

There was a 2% increase in total volume of conversation on Wednesday. Most categories increased in volume with the largest increase in the Economy category with 11%.

Most categories increased slightly in negative sentiment with the largest increase in Contact Tracing at 5%.

The total overall sentiment increased by 1% in neutral sentiment, decreasing by 1% in positive sentiment.

Proactively Released

# What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**  
Analysts examined conversation about tests and testing.
2. **Measuring Categories of Conversation p.g. 6 - 11**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

## Some New Zealanders continue to discuss test result wait times and testing experiences. Some are concerned about potential testing hesitancy due to lengthy self-isolation requirements.

Analysts examined conversation about tests and testing.

People continue to discuss their own test results and testing experiences as well as test result wait times.

The government announcing that it plans to increase its supply of rapid antigen tests (RATs) has caused debate over New Zealand's use of RATs in its COVID response.

Some are concerned PCR testing will be overwhelmed with an Omicron spread.

There was commentary on testing hesitancy. Some are concerned that the 24-day self-isolation period will put New Zealanders off getting tested.

Some are using social media to encourage those who have been at locations of interest to get tested.

### Discussing their own tests results/experiences and test result wait times.

Jan 26, 2022

How long did you have to wait for your result?

less than 24 hrs! tested at about 330pm yesterday and result back at 7am this morning - i went to a gp rather than a testing station thing tho so might vary???

2:03 PM · Jan 26, 2022

Shit night's sleep. Still waiting on Covid test results for the 8yo which means both of us trying to wfh with kids at home. Expect more sparkling content from me today.

7:10 AM · Jan 26, 2022

wtf I just got my first COVID test and I thought it was just supposed to be a bit uncomfortable but that HURT I just started weeping out of one eye? is that normal, did they just stab my brain

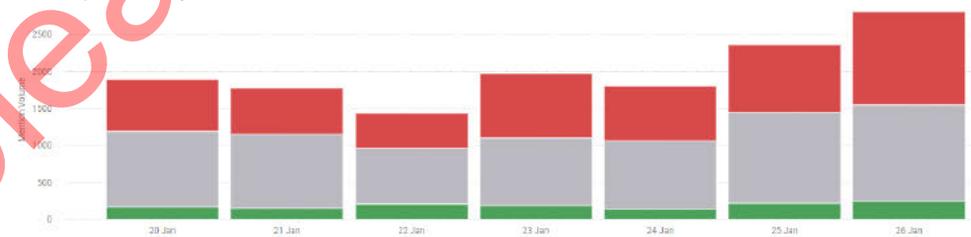
Well, I've got some good news and some bad news:

Good news: My COVID test came back negative, so I don't have the 'Rona.

Bad news: I still feel like I've been run over by a truck by whatever this is. Presumably just a bad case of the flu or something. If not, I've got no clue.

10:57 AM · Jan 26, 2022

### Total conversation and sentiment about tests and testing January 20 - 26



Sentiment of conversation January 26:  
**Negative 45%, Neutral 46%, Positive 9%**

Reminding others that all COVID-19 tests in New Zealand – be it PCR or RATs – are free.

You don't have to pay for any #COVID19 test in #NewZealand be it RAT's or PCRs they are free and will remain free that's the tweet don't get sucked into paying for a single one #NewZealand.

**With the government ordering in more rapid antigen tests, some are relieved businesses will not profit off the sales and understand the global demand for the tests. Others are expressing the belief that the government has been poorly organized or orders are being taken away from the private sector.**

Great to see this govt supplying much appreciated RAT products - this is a time to support public health not to profiteer.

Reliant on RATs spreads covid yet the government has taken priority orders off private business? How come its not ok For National to promote but ok for Govt to nick them?

I understood the explanation perfectly at the conference. As the RATs are being produced they are bring delivered. There is world demand for RATs. The Government had orders in for tests as did all the private Nz companies. The Gov bought in bulk.

@CheckpointRNZ it's quite irritating hearing people have a go at the government for taking priority on RAT orders. The public good should always trump the needs for private profits, especially in a global pandemic. #COVID19nz

Considering the lockdown measures gave us opportunities to look at how other countries dealt with the pandemic, you'd think they would have been organised.

They spent months discounting any talk of RAT by the opposition, then now are scrambling LATE

**Commentary on test/testing hesitancy. Some feel the potential 24 days of isolation will put New Zealanders off getting tested. A few are saying they will not get tested if they show symptoms.**

Hmmm. This piece of info has only just sunk in. Whilst I'm thankful to not be in another lockdown I can't help feeling households having to isolate for 24 days or more might lead to some serious testing hesitancy? The impact for large households will be particularly big.

People simply won't get tested. I'm feeling under the weather but there's no chance I'm signing up to 24 days of isolation. Would prefer to keep on living my life, albeit with silly restrictions

If we can work with a bad cold then this is not problem and people won't get tested if they know are going to lose income

Do you really think people who are unvaccinated are gonna get a test for a cold that may make them housebound for 24 days?

**Concerned that PCR testing will be overwhelmed with the spread of Omicron.**

PCR tests were completely overwhelmed when Delta hit here last August. That only lasted a few days. A bit concerned it'll be worse with Omicron though since the gov't still won't allow widespread use of RATs. Well, we'll see how this develops...

**Encouraging those who were at locations of interest to get tested.**

Let's hope being outside has helped reduce the spread. But this is obviously concerning.

Encourage your friends and whānau who were at soundsplash to follow the health advice out tomorrow, to watch out for symptoms or get a test if they have concerns.



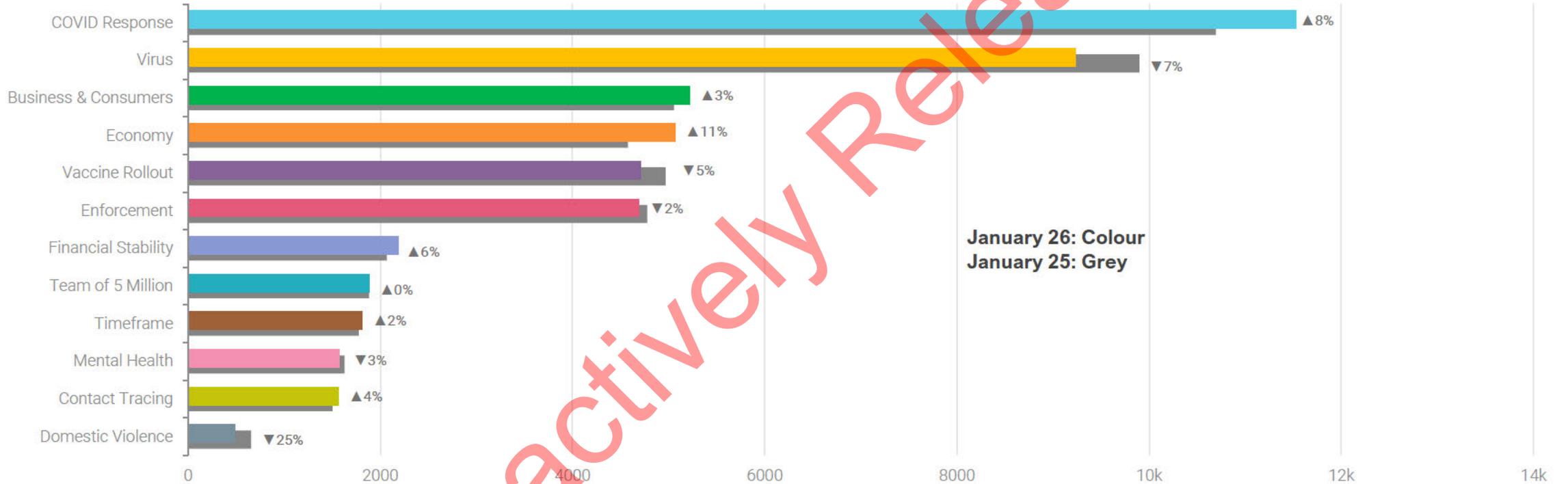
Wellington NZ domestic airport & Jetstar check-in listed as #Covid19NZ locations on 6.30am to 9.40am Monday 24 Jan. Please monitor for symptoms for next 8 days. Anyone with symptoms get tested & stay home they get a -ve result. @covid19nz @minhealthnz

**This commenter will take extra precautions by isolating longer than the government's recommendation if they test positive.**

If my partner or I test positive for COVID-19, I will isolate for however long the government advises plus an extra week. I don't want to spread anything to anybody and with my chronic condition, I'm not sure I'll be able to tell when symptoms are over.

# Category change: Benchmark

Categories current time period (January 26) benchmarked against previous time period (January 25)



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

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

**Total volume of conversation:**  
January 26: 33,958 (+2%)  
January 25: 33,474 (+10%)  
January 24: 29,900 (-10%)

**Total sentiment breakdown:**  
January 26: Neg 45% Neu 41% Pos 14%  
January 25: Neg 45% Neu 40% Pos 15%  
January 24: Neg 46% Neu 39% Pos 15%

## Net sentiment of each category

Most categories increased slightly in negative sentiment on Wednesday with the largest increase in Contact Tracing at 5%.

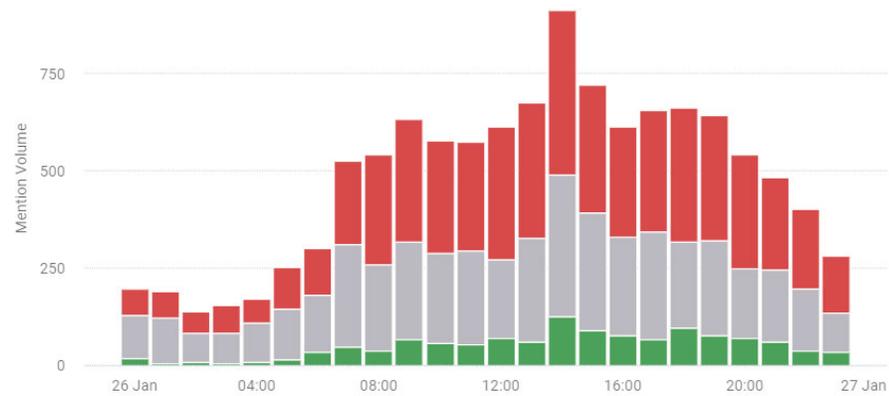
Comparing current period (Jan 26) with shift from previous day (Jan 25)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	1	54	-2	9	1
Enforcement	42	0	48	-1	10	1
Virus	45	-1	45	1	10	0
COVID Response	48	1	41	0	11	-1
Economy	40	4	52	-4	8	0
Mental Health	54	2	41	-2	5	0
Financial Stability	45	4	48	-3	7	-1
Team of 5 Million	35	0	42	-1	23	1
Contact Tracing	38	5	55	-5	7	0
Timeframe	30	-1	62	5	8	-4
Domestic Violence	60	1	36	-2	4	1
Vaccine Rollout	48	1	40	-2	12	1

- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

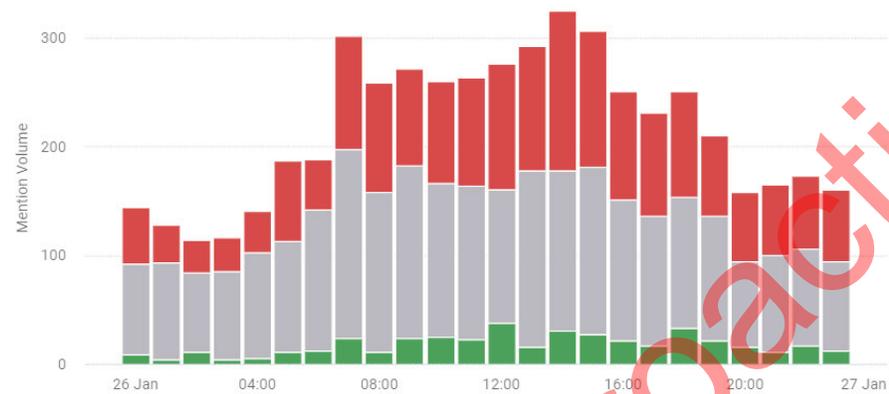
### Covid Response



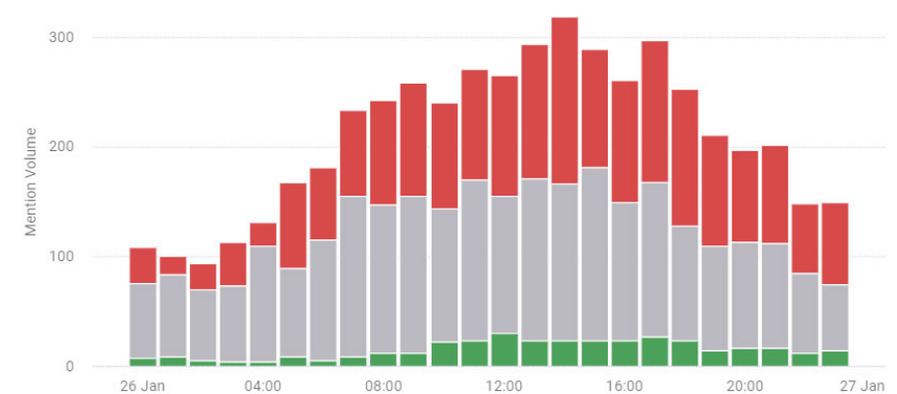
### Virus



### Business and Consumers



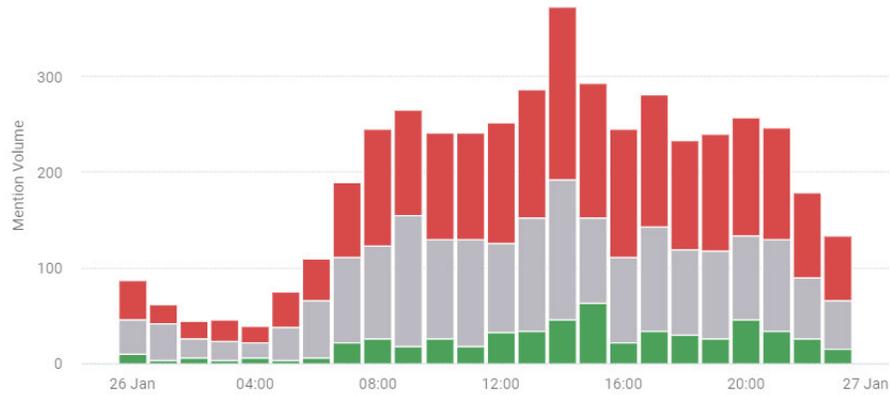
### Economy



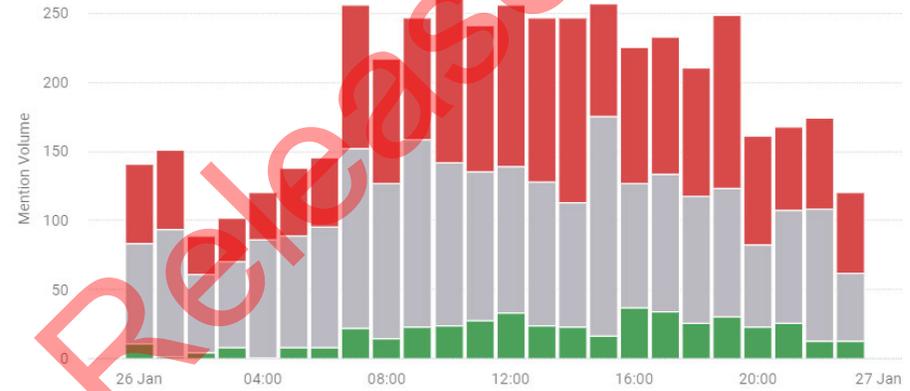
Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

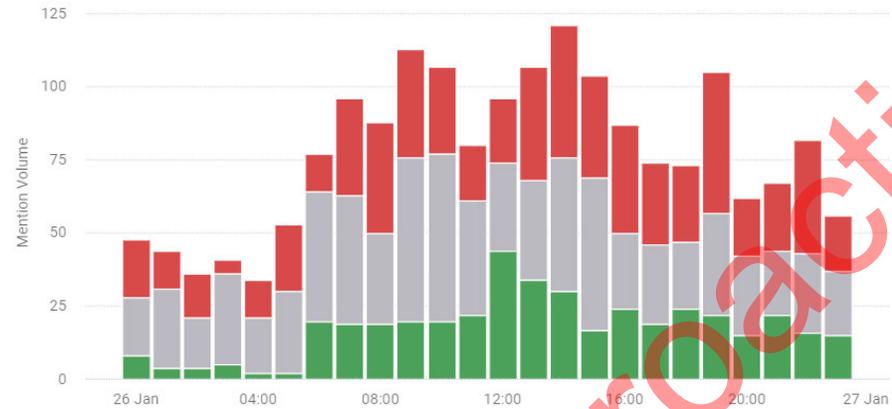
**Vaccine Rollout**



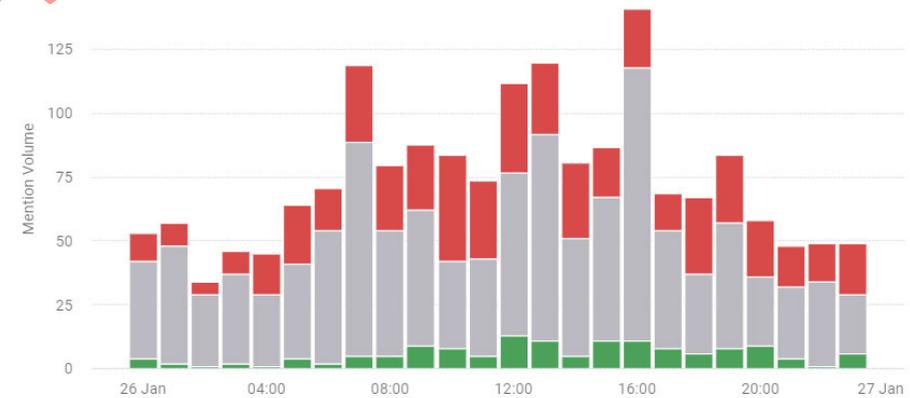
**Enforcement**



**Team of 5 Million**

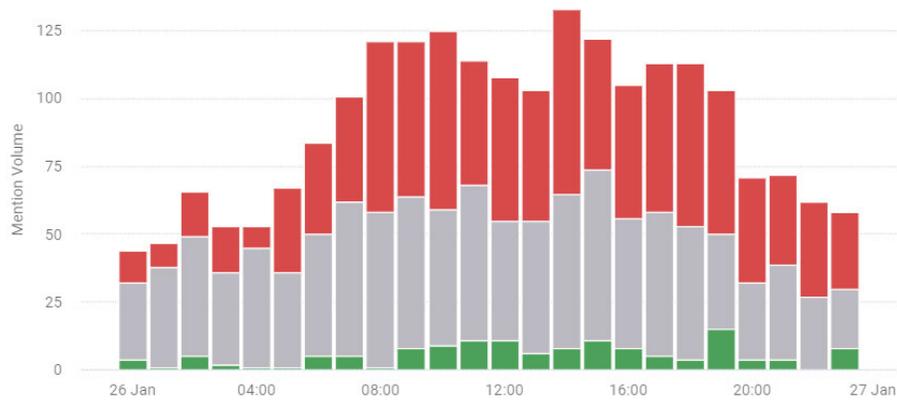


**Timeframe**

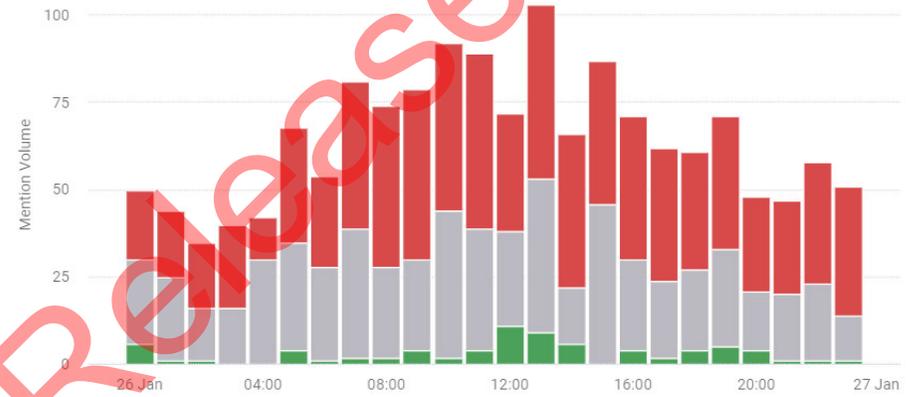


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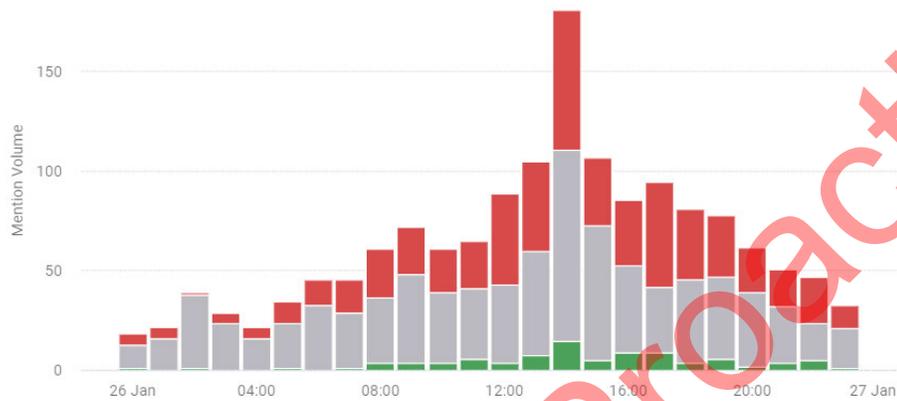
**Financial Stability**



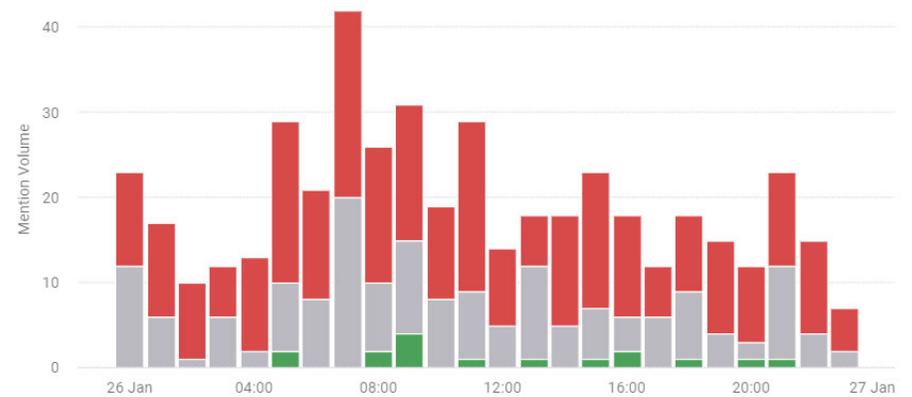
**Mental Health**



**Contact Tracing**



**Domestic Violence**



**Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.**

# 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.

## Virus

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

## COVID Response

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

## Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

## Timeframe

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

COVID-19 Awareness Study / Confidential / Annalect 2022

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

SOCIAL CONVERSATION CATEGORIES 24 HOURS



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

Total volume and sentiment of dataset overtime:



# Thank you

Proactively Released

**Unite Against COVID-19:  
Social Conversation Analysis**  
Thursday January 27, 2022  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

New Zealanders are discussing the new rules for using masks including where to find N95 masks, should young children wear masks and how to upgrade a cloth mask to make it more effective.

## **Measuring categories of conversation:**

There was a 2% increase in total volume of conversation on Thursday. All categories increased in positive sentiment, with the greatest increase in the Financial Stability category by 5%.

The overall sentiment increased by 2% in positive sentiment, decreasing in both negative and neutral sentiment.

Proactively Released

# What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**  
Analysts examined conversation about masks.
2. **Measuring Categories of Conversation p.g. 6 - 11**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

# New Zealanders are discussing the new rules for wearing masks including where to find N95 masks, should young children wear masks and how to upgrade a cloth mask to make it more effective.

Some people are sharing their experiences of changing the masks they use to N95 or P2 masks. Some have been able to source the masks they want, others are commenting about increased prices, or expired stock. Some intend to adapt their cloth masks with filters.

Following an article about new rules for mask use in New Zealand that included Professor Michael Baker's suggestion that children as young as 2 could be provided masks (to align with the US CDC guidance) people have been discussing about getting younger children to wear masks.

Opinions include that it would be impractical or impossible undertaking or that the risk to a child from Omicron is minimal anyway. Others are urging parents to get children to wear masks.

There is some discussion about the added protection of requiring masks at gatherings being undone by them being removed to eat or drink.

Some are urging parents to get their younger children to wear masks.

#NZ #nzpol #COVIDNZ For those worried about their kids wearing masks, \*please\* see the risks (which are contentious at best) in the context of getting Covid19. Covid don't take no mess. Your kids will be safer if they wear a mask.

Threats/bribe suggestions for parents welcome.

**Prof. Jose-Luis Jimenez** @zjjcolorado  
Of course children need masks. COVID is not a cold. It is a neurotropic virus, can go into the brain and lots of other organs. 1000 children dead in US, millions of kids w/ #LongCovidKids, millions have lost parents.

Some feel it is cruel to ask a 2-year-old to wear a mask or state it's impractical or impossible.

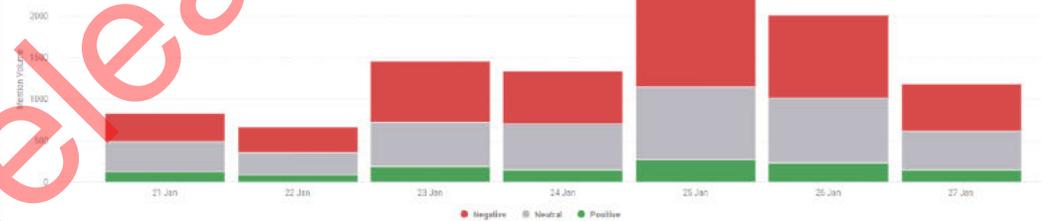


Two years old is way too young to make wear a mask. That's cruel.

2:43 PM · Jan 27, 2022

could you imagine.. 1. Trying to get mr 2 to wear a mask without him immediately pulling it off and 2. Even if we managed to get him to wear it the amount of times he would touch and fiddle with it would completely defeat the purpose of wearing said mask

Total conversation and sentiment about masks and mask use Jan 21 – 27, 2022



Sentiment of conversation January 27, 2022:  
Negative 48%, Neutral 39%, Positive 13%

## Looking at how masks have been used internationally



my niece teaches in Surrey in England. Neither she nor her six year old students have had to wear masks in the classroom. Their class was the bubble and still is. She has to wear one to common areas in the school and staffroom and on duty. No vaxes for 5-11 year olds and not mandatory for 12+ or teachers. She has been vaxed and...



Believe that children are at low risk anyway and this is too much.



and what putting masks on kids over the mildest variant when they're at zero risk from covid isn't an over reaction

Some are commenting on their experience of attaining masks. Some have managed while others have observed price increases, or expired stock.



Yay, our KN95 and P2 masks arrived today! Given how infrequently we leave the house, they'll probably last for years!

12:54 AM · Jan 27, 2022



Doubled down is right you can't buy them unless you're paying ridiculous costs

Like · Reply · 6 h



1 day ago

I bought a box of these last week from here. \$45 plus shipping. Once I bought them, I refresh and price had already gone up to \$55.

7 ↑ ↓ Reply Share Report Save Follow



12 hr. ago

I purchased a 0ack of 10x KN95 Masks yesterday from a trade supplier, they arrived today with a 10/21 EXP date, I contacted the supplier and this was their response.

Discussions around to effectiveness of cloth masks. Some are keen to upgrade cloth masks with filters. Some are explaining the difference in protection between cloth and other masks



27th Jan

Well-fitting cloth mask with PM2.5 filter is claimed to be close to N95 (90% filtration of fine ) and tested using same criteria Name is misleading and refers to smallest air pollution particles This webpage is from a mask manufacturer <https://t.co/rug1f9xDlu>

geekzone.co.nz

27 Jan

2019 Novel Coronavirus Covid-19 Discussion

Oblivian: debo: Sure n95 and P2 masks reduce the chance but not cloth masks. It is like wearing a wooly hat as a substitute for a motorcycle crash helmet and thinking you are safe. Doesn't really matter in the current context for whatever reason. Not being enforced. Only recommend if you go material to at least make it min 3 layers (like most of...

This commenter is concerned about the environmental impact of disposable masks.



Our next environmental disaster 😞 Just look at how many of these bloody things end up in our oceans and nature...

Like · Reply · 5 h



2

Discussions around guidance for mask use. And when it is permitted to remove your mask.

If you are sitting across from a covid positive person while having a coffee you are going to catch covid. Having a piece of material over your mouth while waiting for your coffee is not going to change the situation. If you don't want to kill grandma then don't go to a cafe during a pandemic.

Not everyone who sits next to a covid person will catch it.

But based on your thinking then if you don't want grandma to catch covid don't visit her during a pandemic.



11 hr. ago

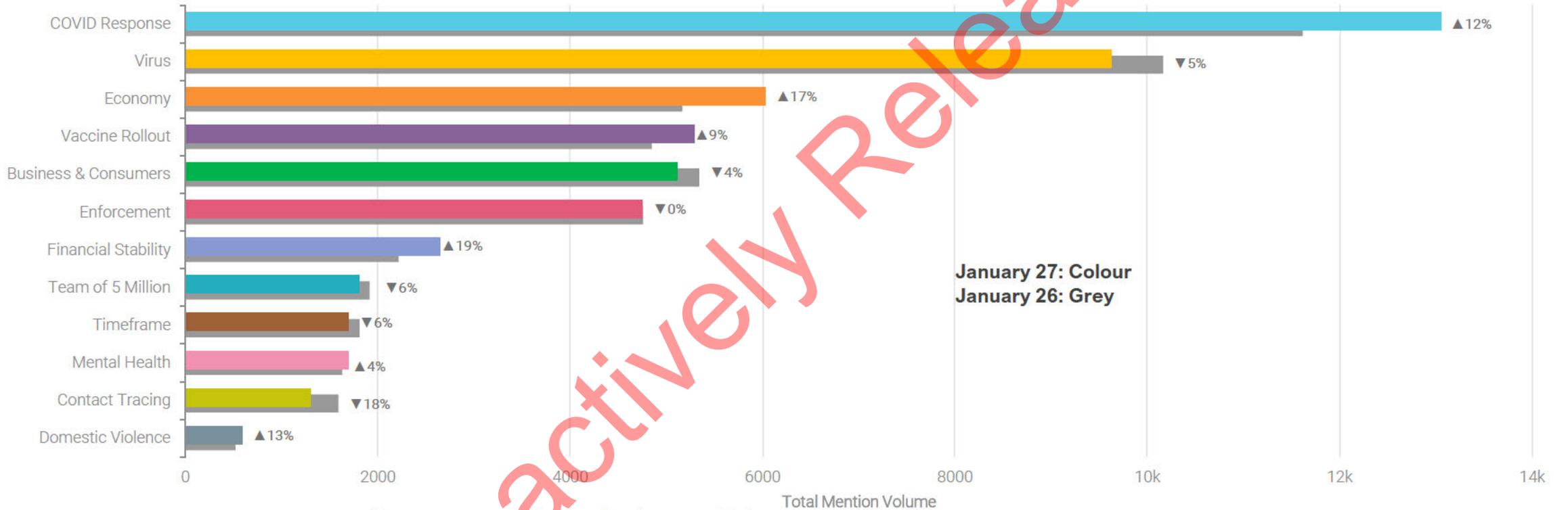
I'm getting married in 4 weeks.

So I'm fine sitting inside with 60 people with masks off while drinking and eating all night, but I can't take photos with a mask off earlier in the day with the exact same fucking people?

31 ↑ ↓ Reply Share Report Save Follow

# Category change: Benchmark

Categories current time period (January 27) benchmarked against previous time period (January 26)



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

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

**Total volume of conversation:**

January 27: 35,453 (+2%)  
January 26: 33,958 (+2%)  
January 25: 33,474 (+10%)

**Total sentiment breakdown:**

January 27: Neg 44% Neu 40% Pos 16%  
January 26: Neg 45% Neu 41% Pos 14%  
January 25: Neg 45% Neu 40% Pos 15%

# Net sentiment of each category

Comparing current period (Jan 27) with shift from previous day (Jan 26)

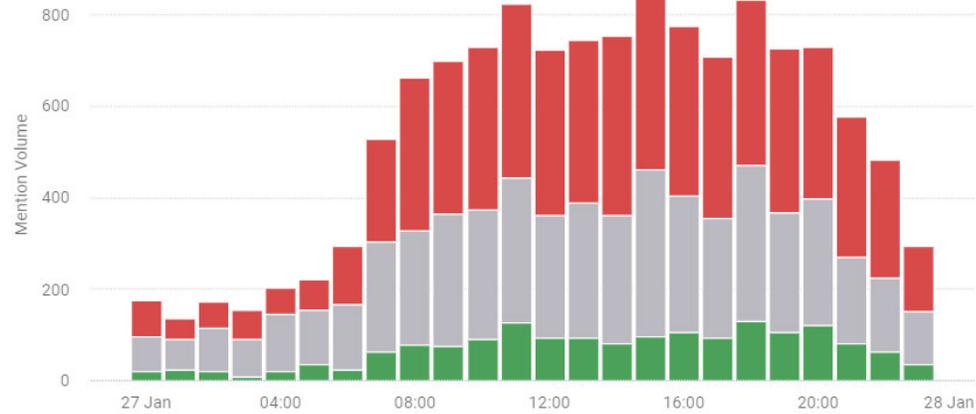
All categories increased in positive sentiment on Thursday. The largest shift was the Domestic Violence category with 11% decrease in negative, moving 7% increase in neutral and 4% in positive.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	-2	53	-1	12	3
Enforcement	39	-3	49	1	12	2
Virus	43	-2	45	0	12	2
COVID Response	47	-1	40	-1	13	2
Economy	40	0	48	-4	12	4
Mental Health	50	-4	41	0	9	4
Financial Stability	44	-1	44	-4	12	5
Team of 5 Million	33	-2	43	1	24	1
Contact Tracing	35	-3	54	-1	11	4
Timeframe	31	1	58	-4	11	3
Domestic Violence	49	-11	43	7	8	4
Vaccine Rollout	46	-2	41	1	13	1

- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

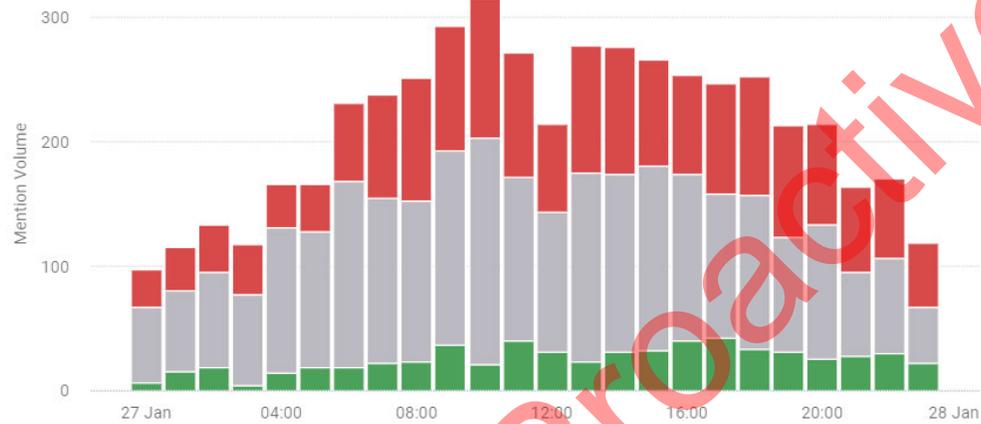
### Covid Response



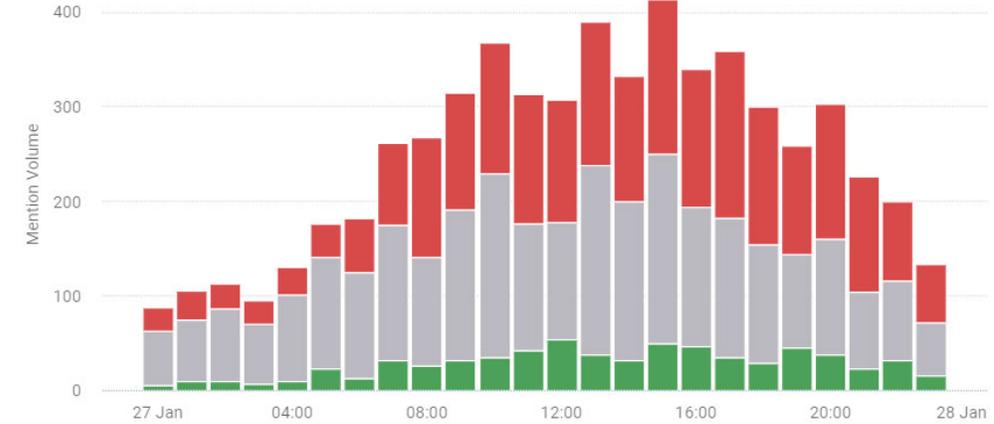
### Virus



### Business and Consumers



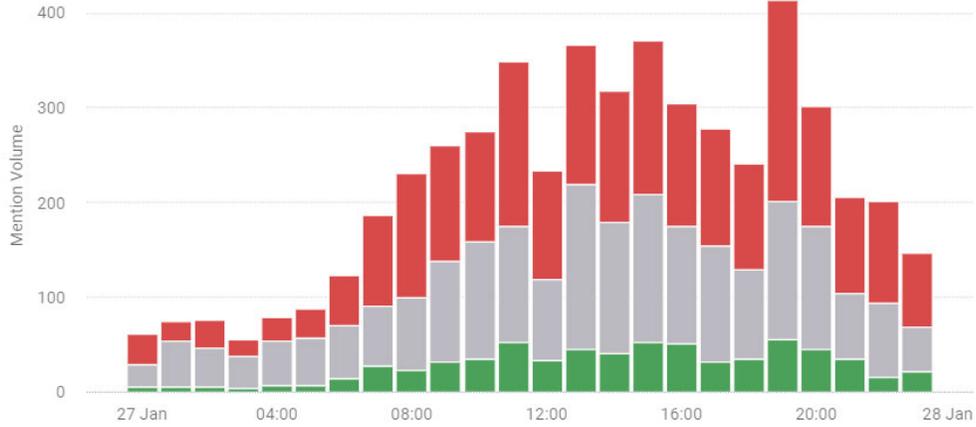
### Economy



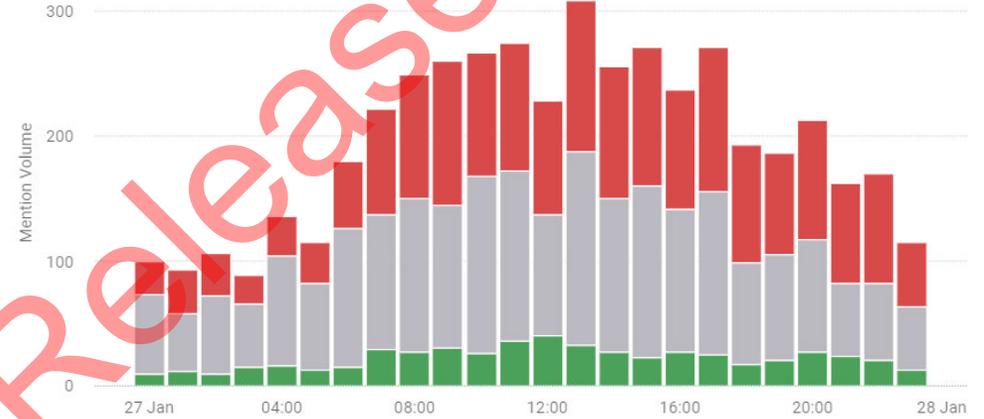
Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

**Vaccine Rollout**



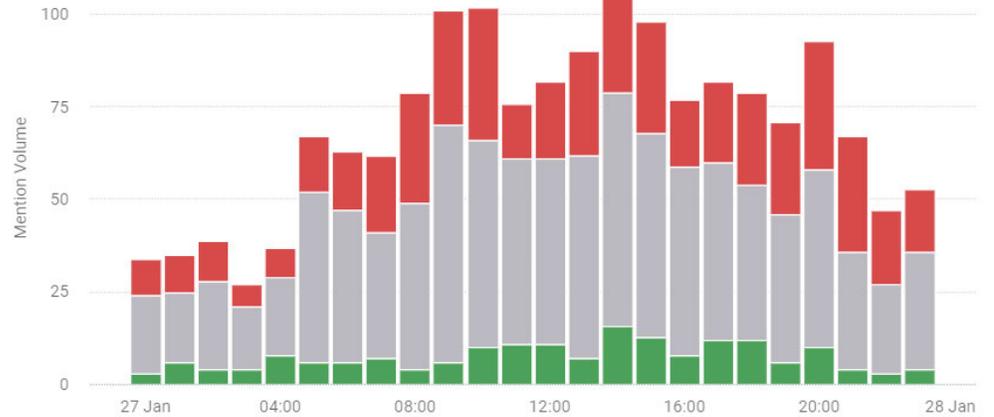
**Enforcement**



**Team of 5 Million**



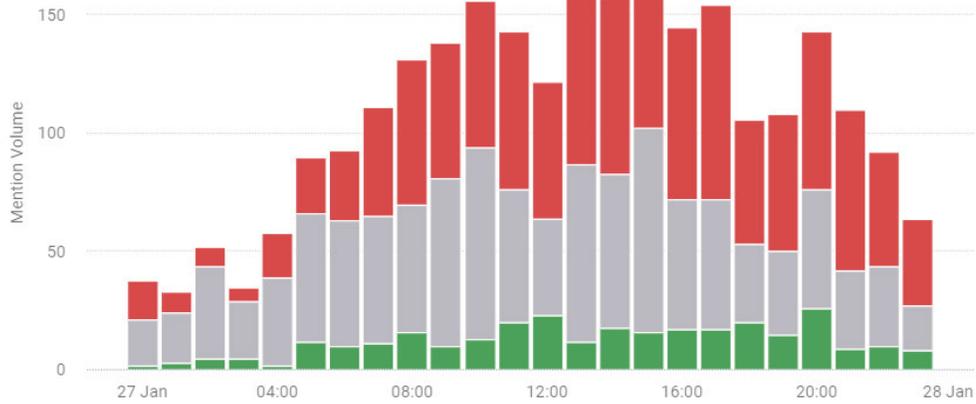
**Timeframe**



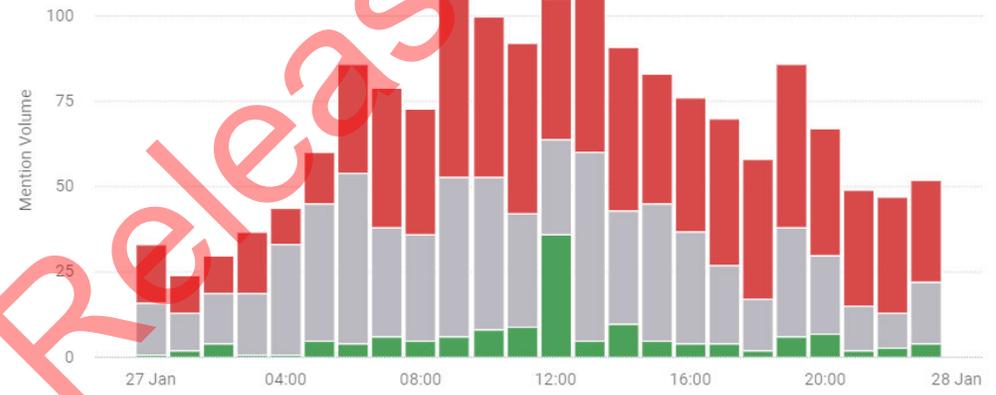
Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

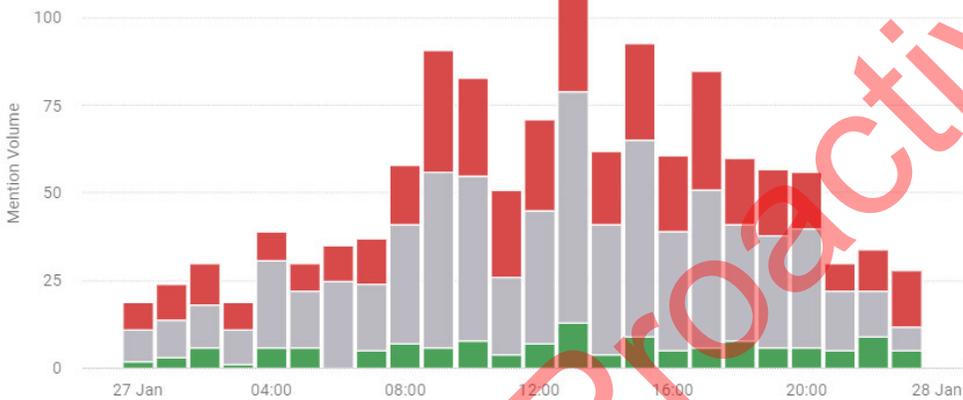
**Financial Stability**



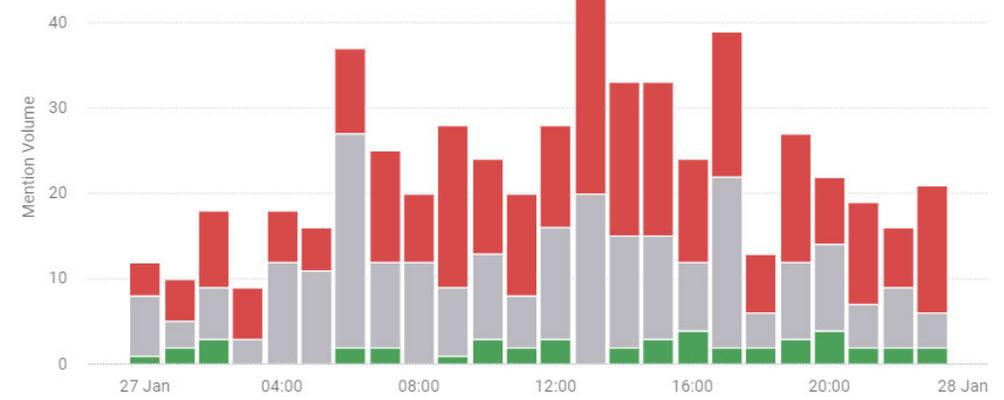
**Mental Health**



**Contact Tracing**



**Domestic Violence**



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

# 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.

## Virus

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

## COVID Response

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

## Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

## Timeframe

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

COVID-19 Awareness Study / Confidential / Annalect 2022

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

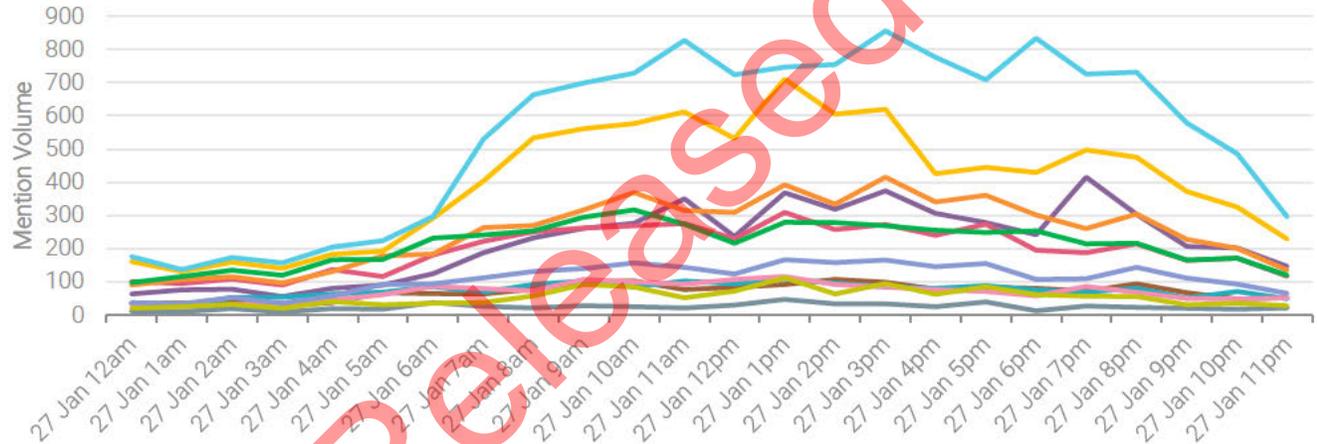
## Financial stability

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

## Domestic violence

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

SOCIAL CONVERSATION CATEGORIES 24 HOURS



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

Total volume and sentiment of dataset overtime:



# Thank you

Proactively Released

**Unite Against COVID-19:  
Social Conversation Analysis**  
Friday 28 – Sunday 30  
January, 2022  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

The announcement of positive cases from the SoundSplash festival has some New Zealanders concerned about a 'super spreader event'. With schools returning this week some are anxious about the enforcement of masks for students as well as the expectation to wear a mask for long periods of time. There is concern about children returning to school without being able to be fully vaccinated.

## **Measuring categories of conversation:**

The total volume of conversation fell 24% from the previous three-day period. All categories decreased in volume with the largest decreases in the Domestic Violence (39%) and Business & Consumers (38%) categories.

All categories bar Contact Tracing and Timeframe increased in negative sentiment. The largest shift was in the Domestic Violence category which increased 12% in negative sentiment.

Total overall sentiment rose 2% in negative sentiment, dropping 1% in neutral sentiment and 1% in positive sentiment.

**Time period: rolling 3 days unless otherwise specified.**

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**  
Analysts examined conversation about what is driving anxiety/concern.
- 2. Measuring Categories of Conversation p.g. 6 - 11**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

## New Zealanders were looking at case numbers following the SoundSplash festival. With schools returning this week some parents are concerned about mask requirements and the vaccination status of children.

Analysts examined conversation across January 28 – 30 in relation to what prominent drivers of concern or anxiety New Zealanders may be voicing on social media.

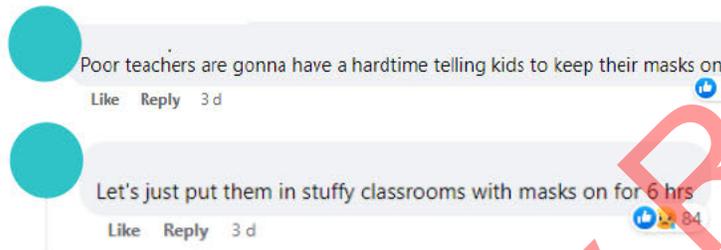
With school back for some this coming week, some are anxious about the enforcement of masks as well as the expectation for children to wear a mask for long periods of time. There is concern about children returning to school without being able to be fully vaccinated.

Following the news that several people who attended the SoundSplash festival have tested positive for COVID, some people are anticipating an acceleration in case numbers from what could be a super-spreader event.

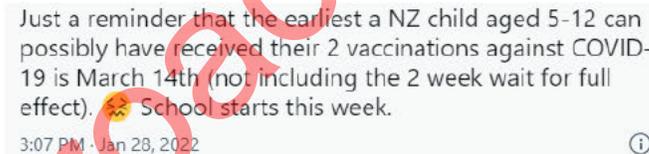
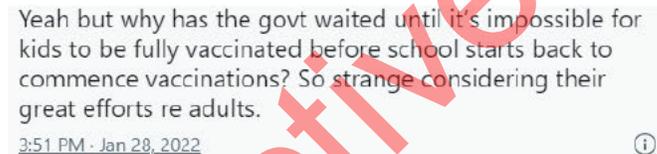
Some people are considering the risks of returning to the office to work and perhaps are happier to WFH for the time-being.

Some are choosing to only leave home for essential purposes and are intending to live like they are in lockdown for the upcoming period.

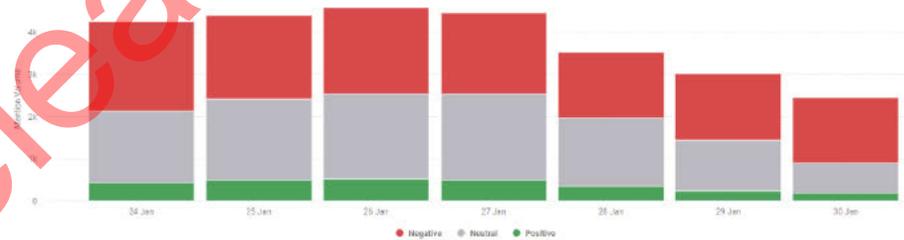
**Anxieties regarding masks at school. Some are worried for teachers having to enforce mask wearing. Others are concerned about children having to wear masks for long periods of time.**



**Worried about children returning to school before being able to be fully vaccinated.**



**Total conversation and sentiment about anxieties/concern about Omicron/COVID, January 24 - 30**

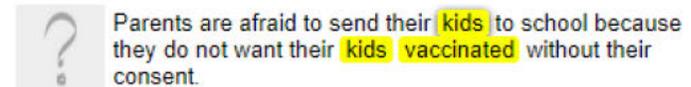


**Sentiment of conversation January 28 – 30:**  
**Negative 52%, Neutral 39%, Positive 9%**

**Concern for teachers getting sick and not having enough sick leave.**



**Worried about children being vaccinated at school without parental consent.**



### Expressions of concern after several people who attended the SoundSplash festival tested positive for COVID.

 · 3 days ago  
Shit, our situation is going to be very different this time next week

↑ 119 ↓ Reply Share Report Save Follow

 · 3 days ago  
This time next week will be my students' first day back to school. Perfect timing.

↑ 68 ↓ Reply Share Report Save Follow

### Voicing general anxiety and concern about the future.

I don't remember feeling this anxious in my life (I'm in my 50s). Closest was once when I was in a job where I burnt out. I know why I feel like this though - going back to school this week feels incredibly risky.

10:24 PM · Jan 30, 2022



### Some are suggesting that they are going to live like they are in lockdown and only leave home for essential trips.

  
Yes I'll be going into a kind of lockdown too. Only very essential outings. I'm lucky not be alone. I feel very sad for all the older and at-risk people living alone and facing an indefinite period of isolation. And everyone who'll get sick.

10:11 AM · Jan 29, 2022



### Some are considering the risks of returning to the office to work and perhaps are happier to WFH for the time-being.

 · 3 days ago  
Welp, happy to have made my call to work from home, we've been "encouraged" to come into the office. Told my team leader that I won't be coming in under red, no regrets.

↑ 122 ↓ Reply Share Report Save Follow

 · 3 days ago  
**Covid19** **Vaccinated**  
Yep, me too. My team lead was totally supportive. I'm higher **risk** for serious **illness** and there's no point moving to **WFH** only after **cases** pop up in our city - by then it's probably already circulating and public transport constantly shows itself to be a **transmission** route.

↑ 5 ↓ Reply Share Report Save Follow

### There is some discussion about the potential risk of catching COVID within an MIQ facility (or the risk of catching COVID while travelling to New Zealand) and requiring a lengthy MIQ.

yup but I'm choosing not to 😊 I have **worked** really hard to remain **covid** free, and at this point feel there's too much **risk** to walk through the hotel and potentially encounter others. If I was to contract **covid** at this point, my time resets and I would have to **stay** another 12 days!

 · 3 days ago  
It is not because **MIQ** is full of people coming **home** who unfortunately and not their own fault, ended up bringing **covid** back even with pre departure **tests**, so they have ended up **staying** in **MIQ** **longer** leaving less space for others to come in. What to do, let them out sooner and a percentage break the **rules** and we have **omicron** **spread** worse than it...

### Some are concerned about a perceived lack of compliance of mask wearing in the community.

  
We have rule breakers everywhere. I have seen several employees of both Pack and Save and Countdown with chin diapers.

Omicron is here and we can't take the risk.

2:55 PM · Jan 30, 2022

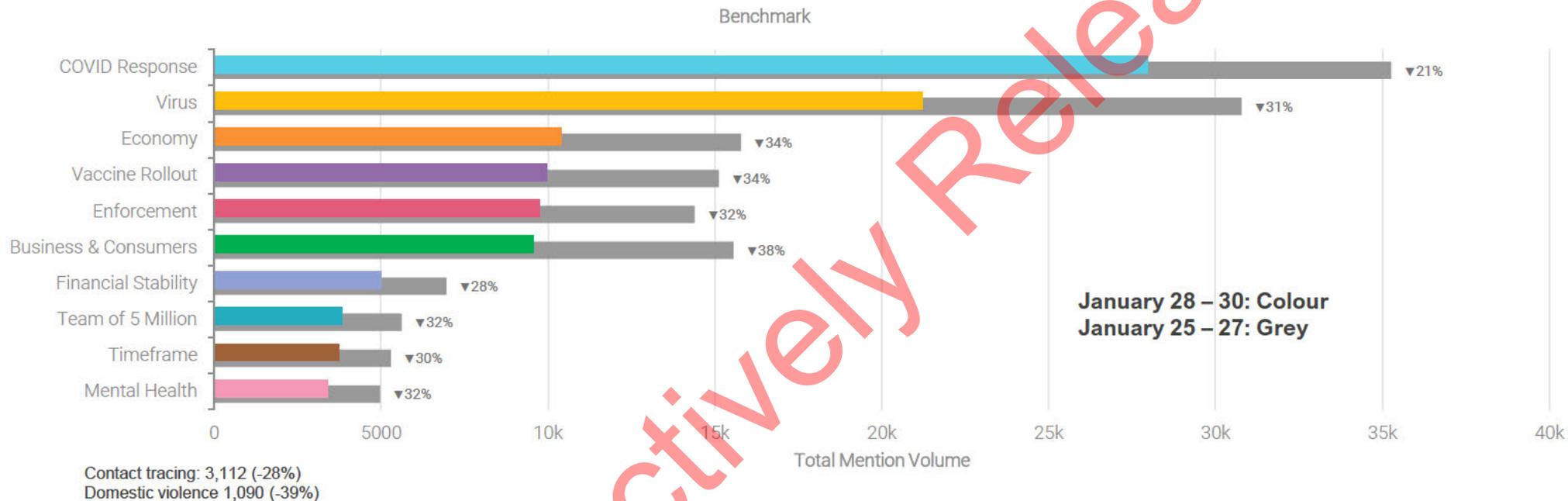


### Some have concerns about poor ventilation in cafés and restaurants.

 Provide consistent copious ventilation, even the rest rooms and PROMOTE this...many will not **gather** if its a **risk** of stale air no matter how **good** their mask is...the places that look busy are the ones with windows and doors flung wide open

## Category change: Benchmark

Categories current time period (January 28 – 30) benchmarked against previous time period (January 25 - 27)



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

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

### Total volume of conversation:

January 28 – 30: 78,600 (-24%)  
January 25 – 27: 103,625 (+20%)  
January 22 – 24: 85,997 (-7%)

### Total sentiment breakdown:

January 28 – 30: Neg 46% Neu 39% Pos 15%  
January 25 – 27: Neg 44% Neu 40% Pos 16%  
January 22 – 24: Neg 44% Neu 39% Pos 17%

# Net sentiment of each category

Comparing current period (Jan 28 - 30) with shift from previous day (Jan 25 - 27)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	37	+3	53	-1	10	-2
Enforcement	43	+3	46	-2	11	-1
Virus	48	+4	41	-3	11	-1
COVID Response	50	+4	39	-2	11	-2
Economy	44	+6	46	-5	10	-1
Mental Health	54	+6	39	-4	7	-2
Financial Stability	51	+9	40	-7	9	-2
Team of 5 Million	37	+4	36	-6	27	+2
Contact Tracing	31	-2	61	+5	8	-3
Timeframe	29	-2	60	+4	11	-2
Domestic Violence	62	+12	34	-7	4	-5
Vaccine Rollout	49	+4	38	-3	13	-1

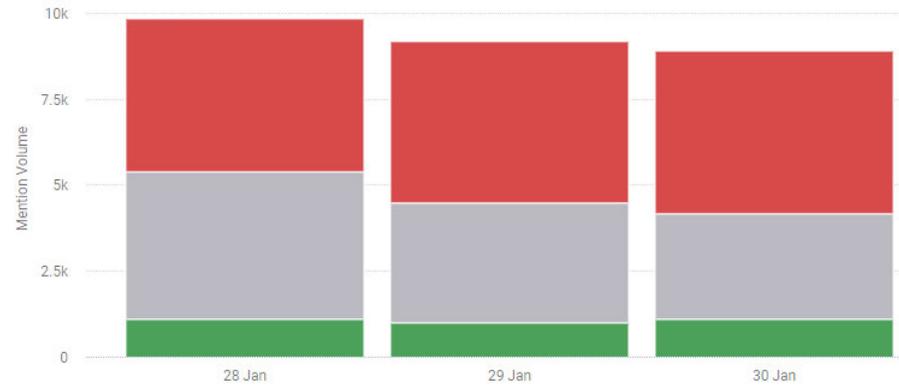
All categories bar Contact Tracing and Timeframe increased in negative sentiment.

Financial stability increased 9% in negative sentiment and Economy and Mental Health also increased 6% in negative sentiment.

- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

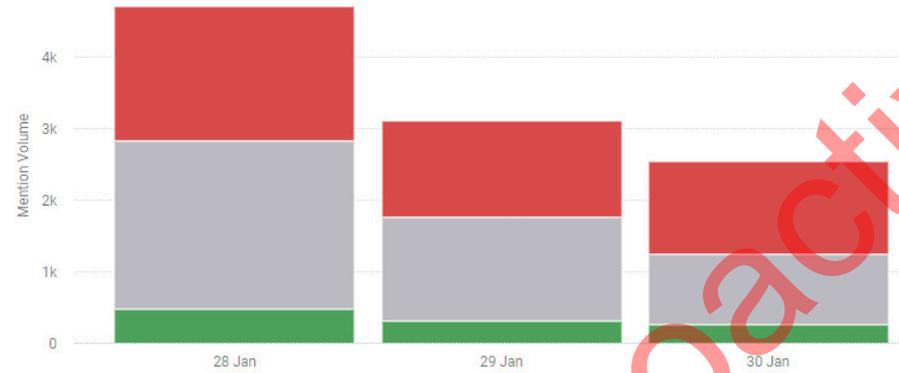
**Covid Response**



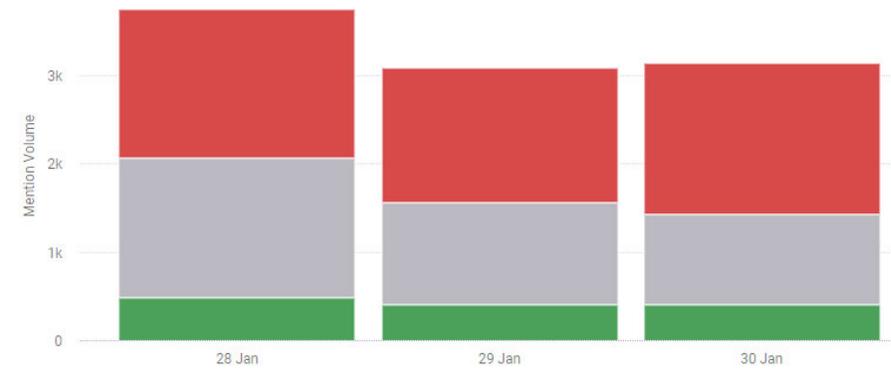
**Virus**



**Economy**



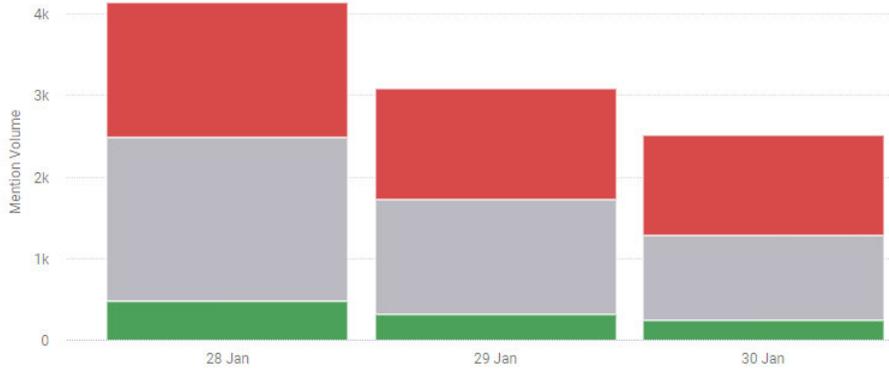
**Vaccine Rollout**



Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
 Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

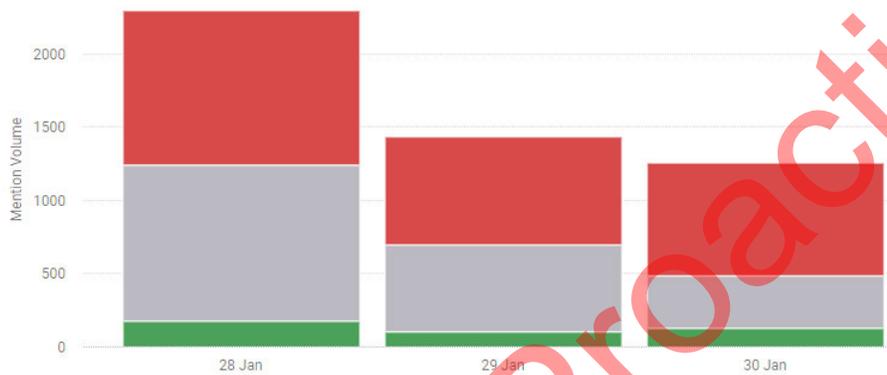
**Enforcement**



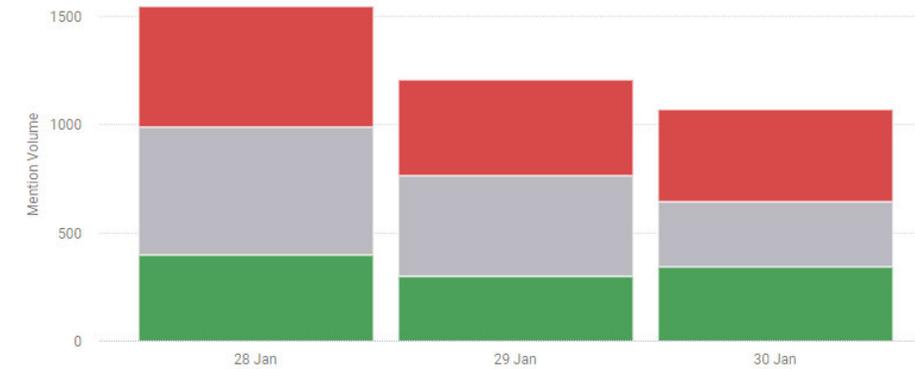
**Business & Consumers**



**Financial Stability**



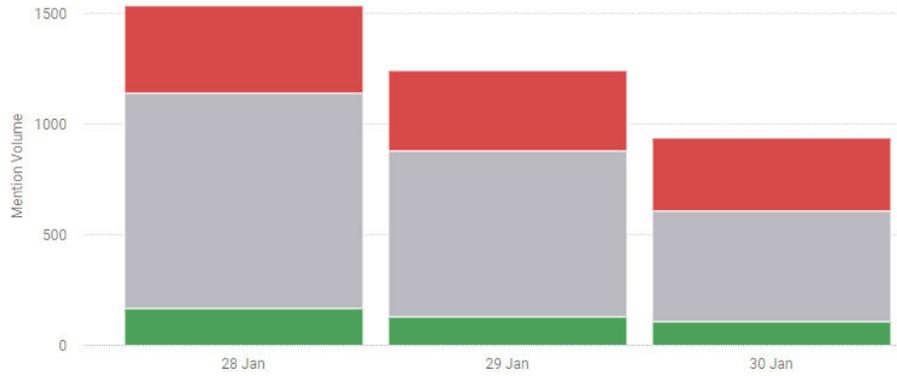
**Team of 5 Million**



Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

**Timeframe**



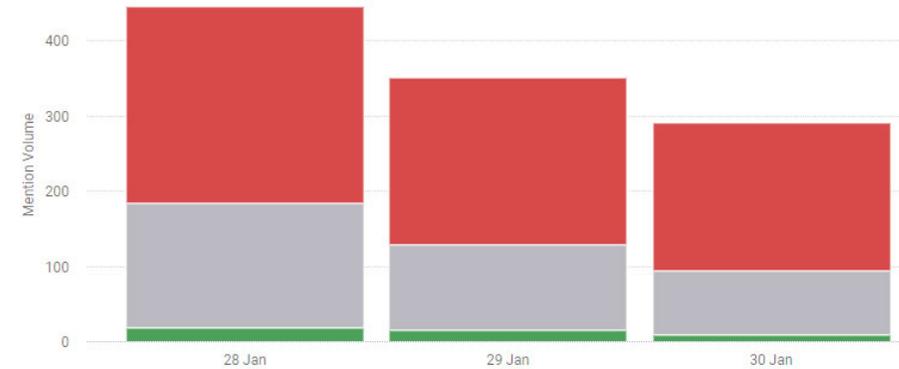
**Mental Health**



**Contact Tracing**



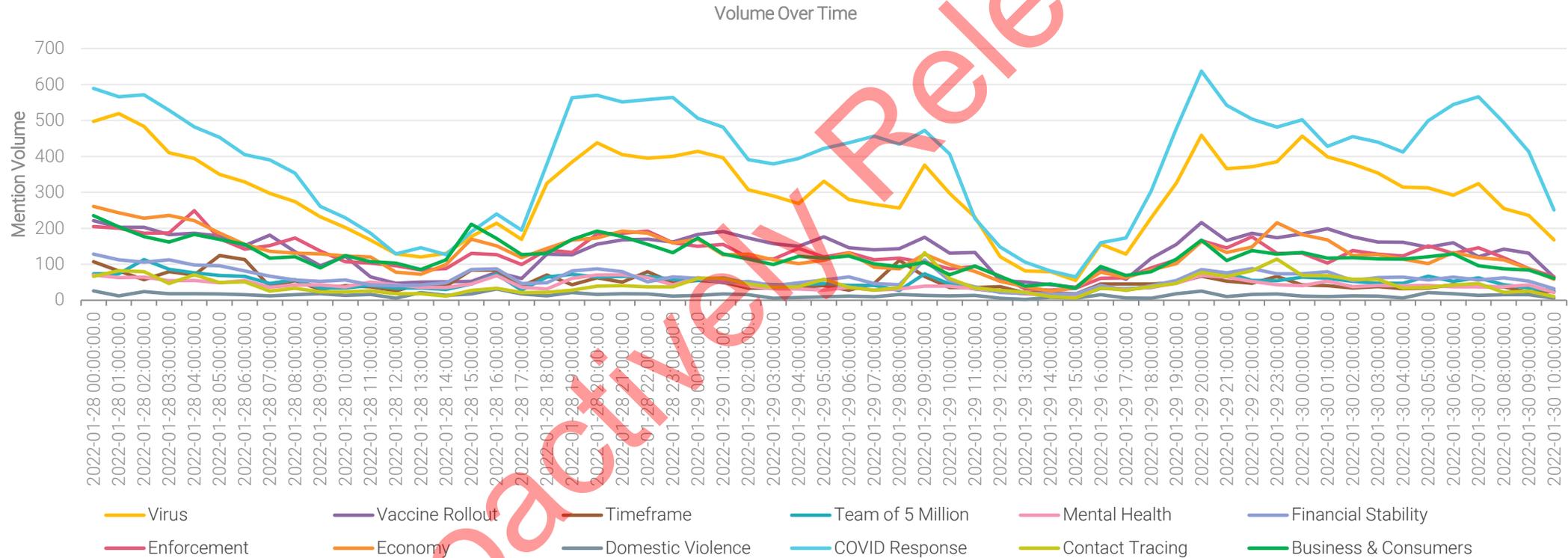
**Domestic Violence**



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

# Categories over time (3 -day period)

Categories of conversation over time January 28 - 30, 2022



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

# 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.

## Virus

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

## COVID Response

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

## Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

## Timeframe

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

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

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

Total volume and sentiment of dataset overtime:



# Thank you

Proactively Released

**Unite Against COVID-19:  
Social Conversation Analysis**  
Monday January 31, 2022  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

Discussion about New Zealand's border and MIQ process has increased over the previous three days. Some believe that MIQ as it stands is out of date with our current circumstances and New Zealand needs to rethink how we manage our borders. Some continue to point out the importance of protecting the health system from excessive pressure. Some are seeking clear information. They are aware that there have been developments or changes but unsure of the specifics.

## **Measuring categories of conversation:**

The volume of conversation increased by 22% with increases in the Financial Stability category (48%) and the Enforcement category (45%).

The Contact Tracing category increased in negative sentiment by 7%.

Sentiment of the total dataset remained stable.

# What's in this report:

- 1. Social Conversation Analysis p.g. 4 -5**  
Analysts examined conversation New Zealand's borders and MIQ process.
- 2. Measuring Categories of Conversation p.g. 6 - 11**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

## Discussion about New Zealand's borders and MIQ system has increased over the past 3 days due to several news articles about overseas Kiwis attempts to gain an MIQ space to return home.

Analysts examined conversation about New Zealand's borders and MIQ process for returning travelers.

Conversation in this category has been driven by a series of news articles and is generally charged in sentiment (61% Negative).

Some believe that MIQ as it stands is out of date with our current circumstances and New Zealand needs to rethink how we manage our borders.

There are some who believe the borders are causing more harm than good as some people are not able to return when they wish or connect with family overseas with ease.

Others are pointing out how the country's 'hard borders' have done a great job in protecting our health system and its workers, or prevented wider COVID spread in our community.

Some people are confused about what is permitted and the timeline for border changes and are seeking clarification on details.

### Belief that the MIQ system is out of date with our current circumstances and should be adapted.

While I agree with the author about the points she makes, I think Charlotte has done a great job highlighting the failings of the MIQ. It served us really well, but it has lasted far too long. More Omicron community cases now than at the border! Why persist any longer??

11:05 PM · Jan 31, 2022

21 hr. ago

There does at this point need to be alternatives to MIQ

1 Reply Share Report Save Follow

16 hr. ago

No there doesn't.

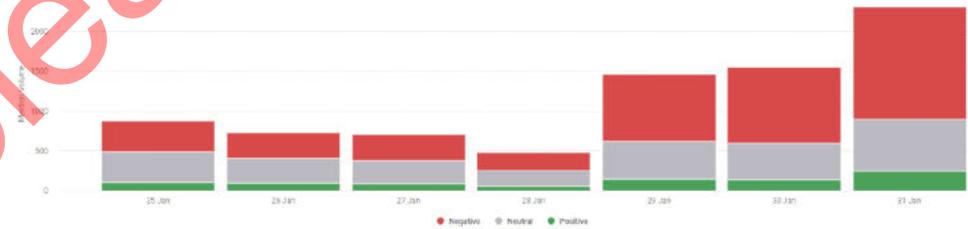
There needs to be an alternative to MIQ in about 10-14 days, when Omicron is ubiquitous.

-1 Reply Share Report Save Follow

Why have we still got MIQ. We should be isolating at home. Honestly we need to stop being scared of every little thing and start living again. This has gone on long enough

Oh really ?? NZers overseas have experienced enormous nastiness and vitriol from citizens within nz for daring to highlight miq issues. And you say 'we never run down our own!'

### Total conversation and sentiment about New Zealand's border policies and MIQ January 25 – 31, 2022.



Sentiment of conversation January 31:  
**Negative 61%, Neutral 28%, Positive 11%**

Some are seeking clear information. They are aware that there have been developments or changes but unsure of the specifics.

But what happened last time? They announced a border opening with Australia on Jan 17. Many cancelled their MIQ (say in Dec) and rebooked after this date trusting the govt only to have the govt tear it up leaving people stranded

9:38 PM · Jan 31, 2022



21 hr. ago

Hey!! Just a question, what is this home isolation about? Do you think overseas travellers with NZ citizenship who come to nz will be able to isolate at home rather than MIQ? I can't find any resources about this "home isolation" 😊 sorry

1 Reply Share Report Save Follow

**Some continue to point out the importance of protecting the health system from excessive pressure.**

Strangely there isn't an overwhelming amount of health workers pushing for open borders. I wonder why that is? Will these people asking for open borders be volunteering at their nearest hospital I wonder?

Like Reply 1 d

42

No one's saying it's easy, but the government has the responsibility here to keep the health system intact. If someone's elderly parent can't get a hospital bed when they need one, or someone else's child has to wait a ridiculous amount of time to be treated for a broken bone, it's not Shaun Johnson they're going to blame.

Like Reply 1 d

9

**Some are sharing their own experiences of successfully passing through MIQ despite challenges.**



My family and I have been through the MIQ process, and my partner also isn't a citizen, and we had a new born with us (him being born in the Middle East was part of the reason we couldn't get back to NZ earlier). The system can work, it's called planning in advance, and we also dealt with flight cancellations, changes etc.

**Understand people's frustrations but thankful there has been fewer COVID cases than there would have been with open borders.**

My dad never got to meet my 3 yr old cos of the border closure. It's really shit. I totally understand peoples frustrations with MIQ - but from the inside, we're damn lucky to not have had to deal with covid like other countries have. we'd have all lost someone by now. 😞

4:21 PM · Jan 31, 2022

**Anti MIQ arguments include the opinion that the virus needs to burn through the community eventually.**

What's the plan? Keep us locked up and isolated from the rest of the world until the omicron passes, the next variant and the following and so forth? Open the borders and let people live or die ffs.

10:12 AM · Jan 31, 2022

**Suggesting that the MIQ process/hard borders protect vulnerable lives, while only inconveniencing people attempting to return to New Zealand.**

It's a sad day when the privileged want those with less to shoulder the burden of the pandemic, so they aren't inconvenienced.

Like Reply 2 h

**There are some who believe the borders are causing more harm than good as some people are not able to return when they wish or connect with family overseas with ease.**

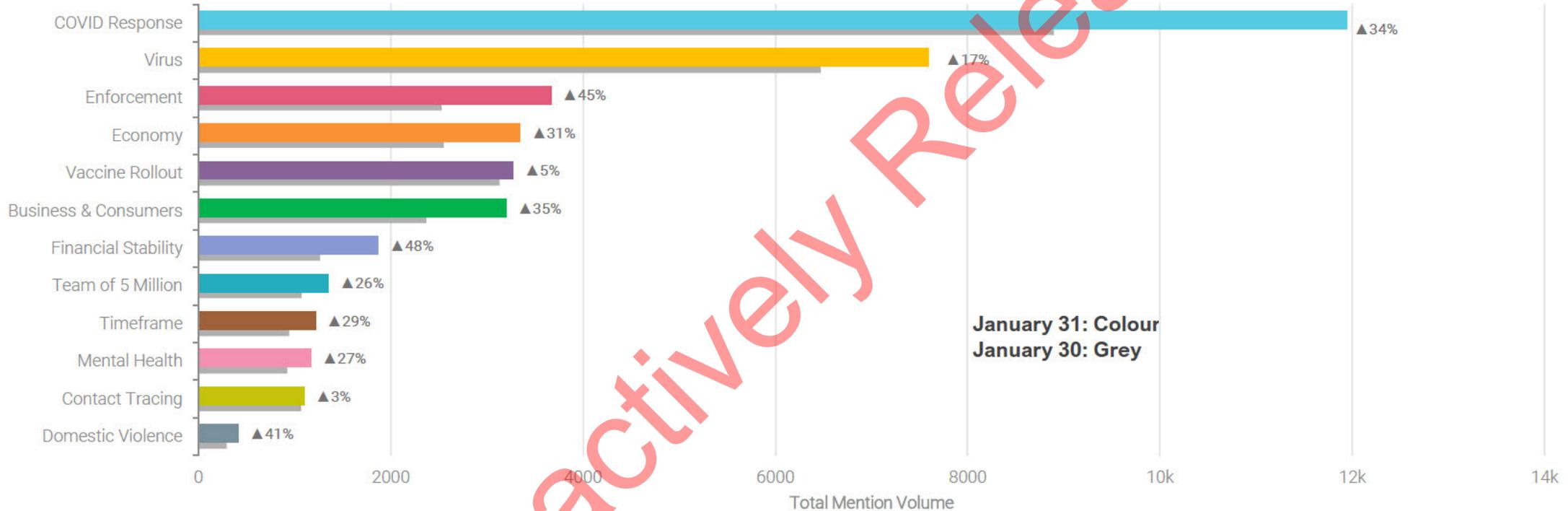
Many people agree with him, the restrictions are doing more damage than good

Like Reply 1 d

27

# Category change: Benchmark

Categories current time period (January 31) benchmarked against previous time period (January 30)



January 31: Colour  
January 30: Grey

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

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

**Total volume of conversation:**

January 31: 30,374 (+22%)  
January 30: 24,809 (-1%)  
January 29: 25,071 (-12%)

**Total sentiment breakdown:**

January 31: Neg 49%, Neu 36%, Pos 15%  
January 30: Neg 49%, Neu 36%, Pos 15%  
January 29: Neg 46%, Neu 39%, Pos 15%

# Net sentiment of each category

Comparing current period (Jan 31) with shift from previous day (Jan 30)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	45	1	46	0	9	-1
Enforcement	46	-3	40	-1	14	4
Virus	53	0	37	0	10	0
COVID Response	55	2	34	-1	11	-1
Economy	48	-3	41	3	11	0
Mental Health	61	-4	33	3	6	1
Financial Stability	57	-4	34	6	9	-2
Team of 5 Million	40	1	31	2	29	-3
Contact Tracing	40	7	53	-3	7	-4
Timeframe	35	0	53	0	12	0
Domestic Violence	65	-3	29	0	6	3
Vaccine Rollout	53	-1	34	1	13	0

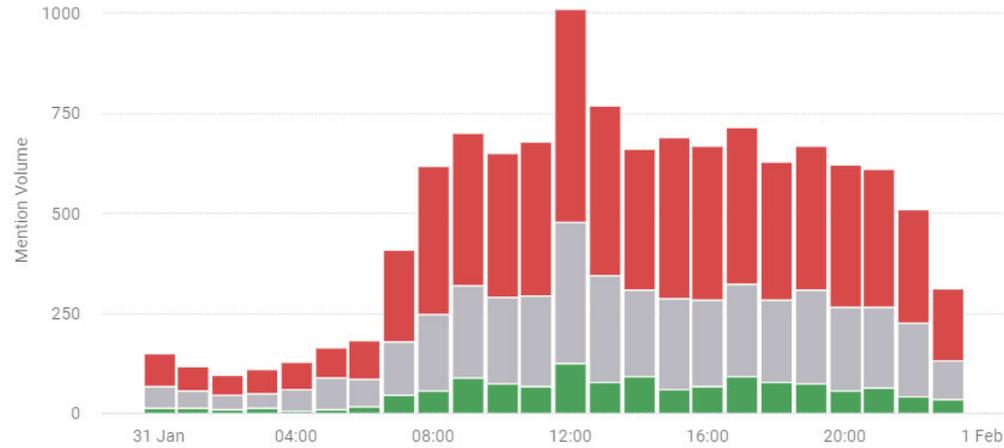
Most categories became slightly more neutral.

The Contact Tracing category increased in negative sentiment by 7% and the COVID Response category increased by 3%.

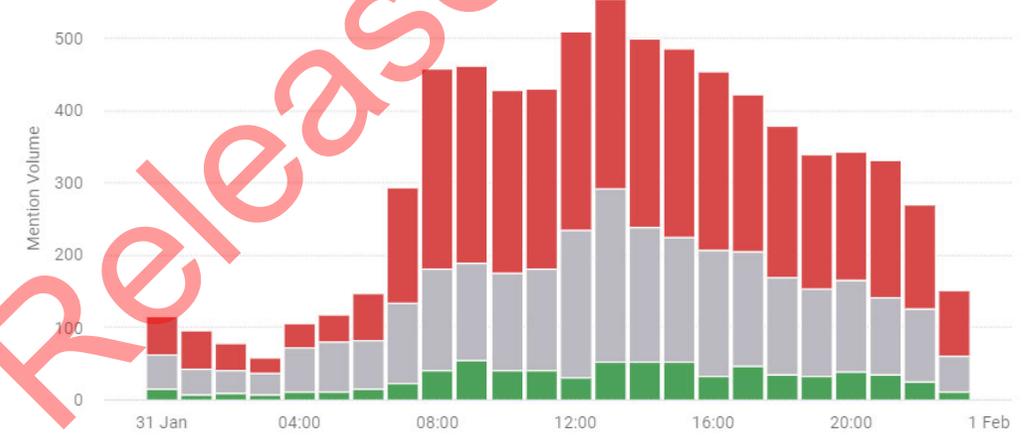
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

### Covid Response



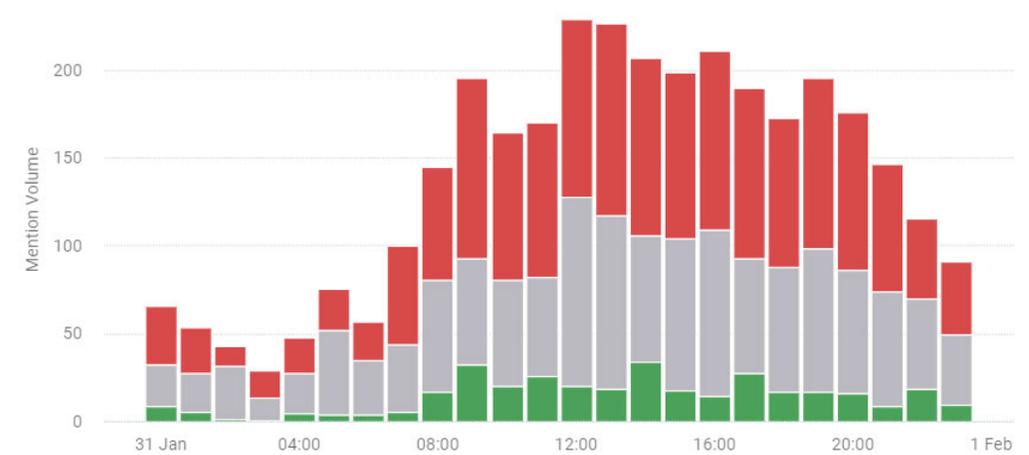
### Virus



### Business and Consumers

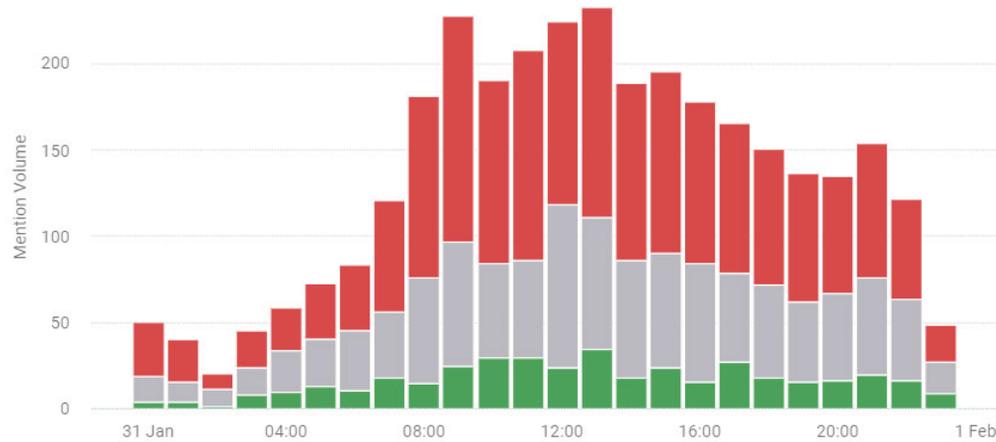


### Economy



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

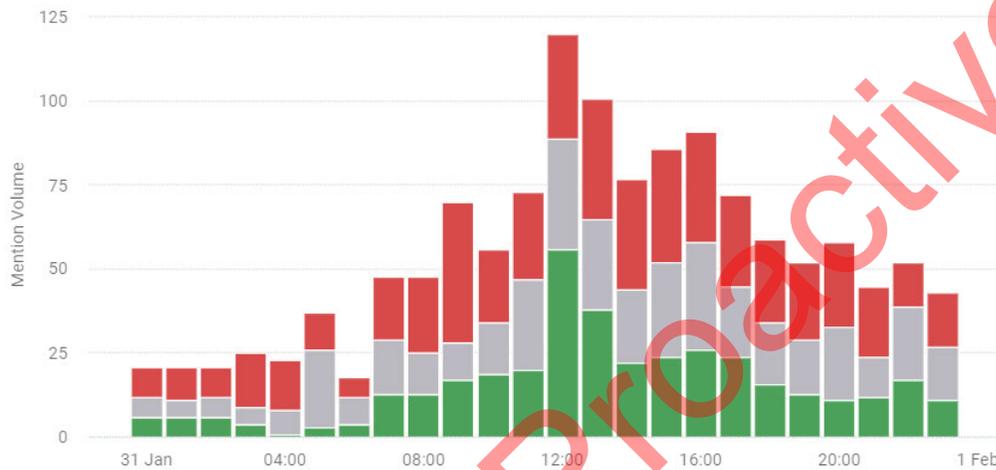
### Vaccine Rollout



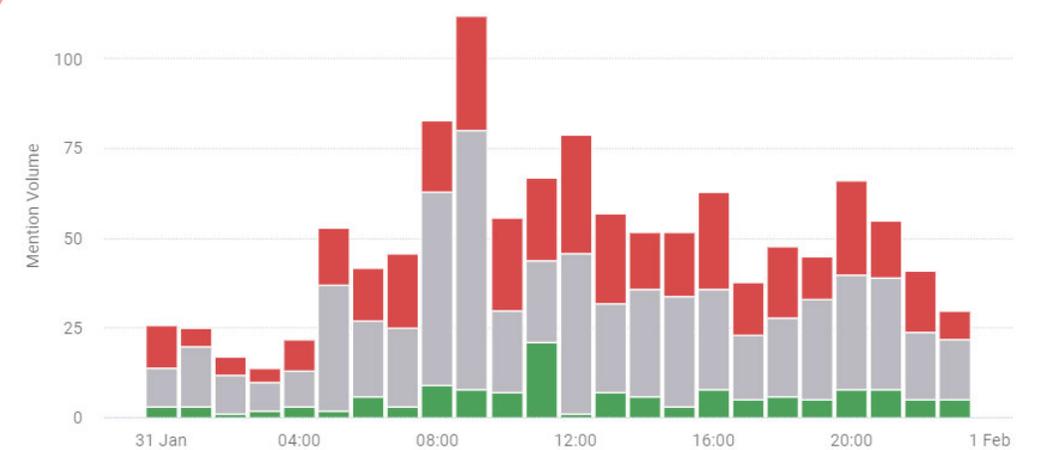
### Enforcement



### Team of 5 Million



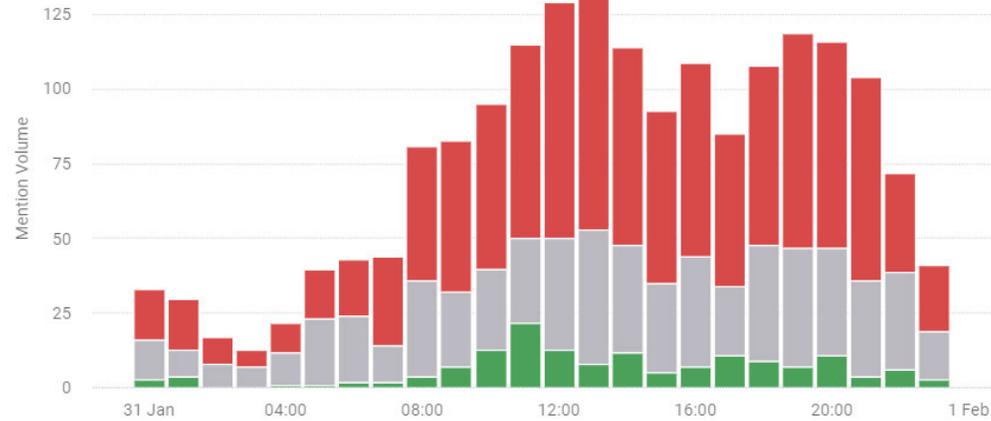
### Timeframe



Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

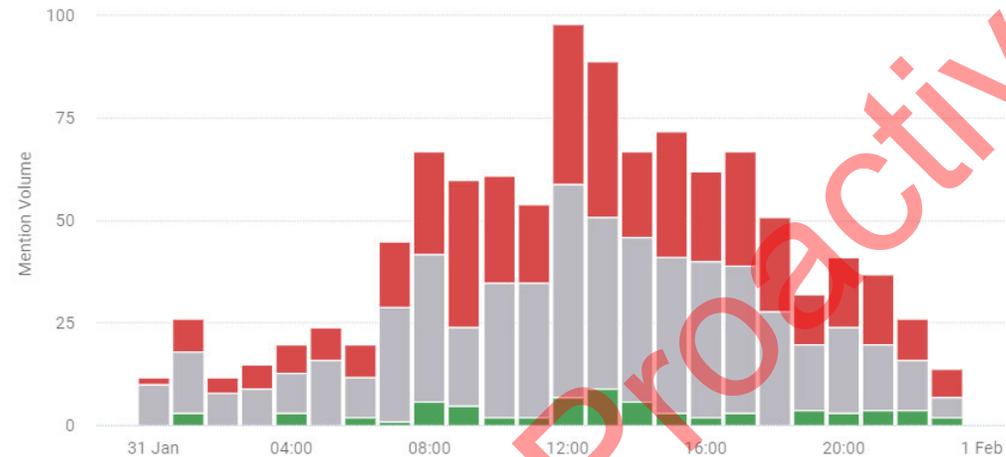
**Financial Stability**



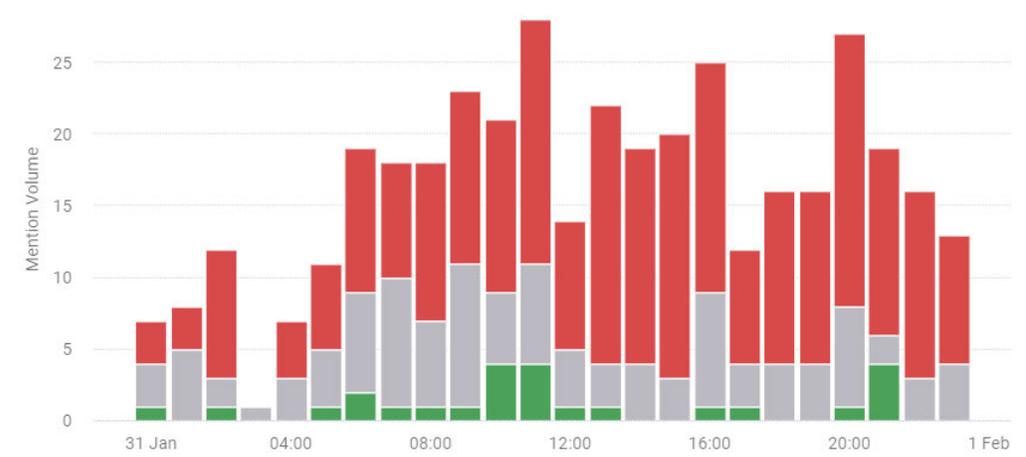
**Mental Health**



**Contact Tracing**



**Domestic Violence**



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

# 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.

## Virus

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

## COVID Response

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

## Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

## Timeframe

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

COVID-19 Awareness Study / Confidential / Annalect 2022

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

SOCIAL CONVERSATION CATEGORIES 24 HOURS



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

Total volume and sentiment of dataset overtime:



# Thank you

Proactively Released

# Unite Against COVID-19: Social Conversation Analysis

Tuesday February 1, 2022  
New Zealand

Proactively Released

# Update Summary:

## **Conversation analysis – organic, public social channels:**

New Zealanders are discussing getting tested for COVID19, PCR test processing times and when and how individuals could access RATs.

## **Measuring categories of conversation:**

Total conversation increased by 32%. All categories increased in volume with Financial Stability seeing the highest increase of 65% followed by Covid Response with a 48% increase.

Most categories shifted towards neutral sentiment and decreased in negative sentiment. Team of 5 Million decreased in positive sentiment by 5%.

The total dataset became slightly more neutral.

Proactively Released

# What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**  
Analysts examined conversation about testing.
2. **Measuring Categories of Conversation p.g. 6 - 11**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

# New Zealanders are discussing PCR test processing times and how/if RATs should be accessed and used by the public.

Analysts looked at conversation surrounding tests and getting tested for COVID19 in New Zealand on Tuesday Feb 1, 2022. Conversation is generally factual in tone with 50% neutral sentiment.

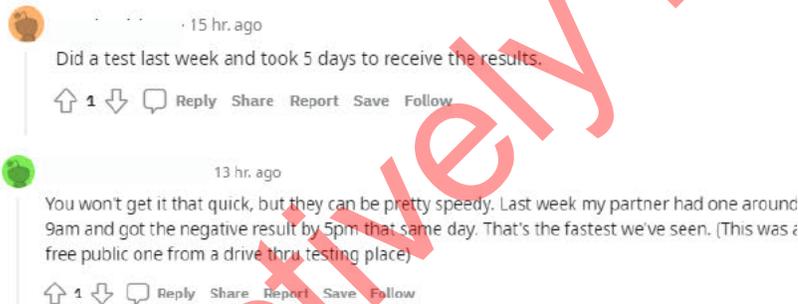
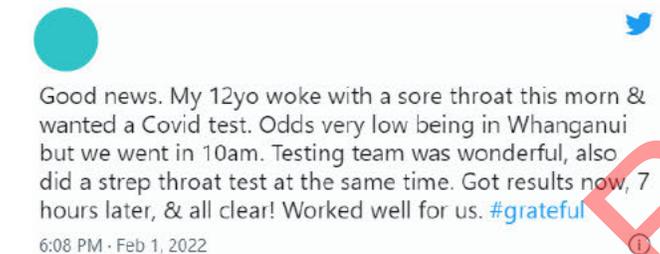
People are sharing how long they waited to receive their PCR test results, with some receiving their results within 24 hours and others waiting several days.

Some are suggesting than an individual might choose not to get tested at all - due to needing to isolate to await test results, the isolation process/requirements for confirmed cases or are questioning the severity of Omicron.

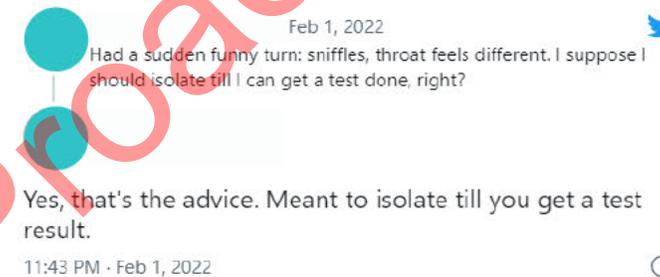
Some are discussing rapid antigen tests. Conversation includes how New Zealanders should be able to access RATs and what role they should/could play in a COVID response.

There are those who would like to be able to purchase RATs for personal use and also those who are happy for the Government to manage their distribution and use.

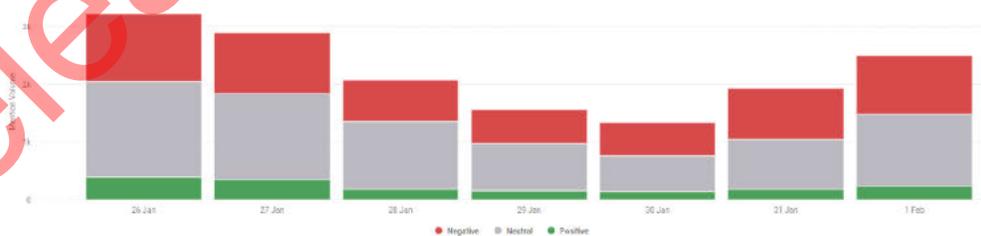
## Sharing experiences of getting tested and the (varied) wait times for results.



## Using social media to share the intention to get tested.



## Total conversation and sentiment about testing January 26 - February 1st, 2022.



Sentiment of conversation February 1st  
Negative 40%, Neutral 50%, Positive 10%

## Conversation about sourcing where to pay for a PCR test for travel or other reasons.

Could anybody recommend the cheapest place to do a pre-departure Covid test in Wellington CBD area? Been quoted \$316, just wondering if there is another cheaper alternative. I need this for entry to Australia. Thanks!

I have a laser operation tomorrow afternoon and the staff told me this morning that I needed a covid test if I wanted the operation. If I go tomorrow morning for testing, is it possible to get the results before 3pm on the same day?



Some are suggesting than an individual might choose not to get tested at all - due to needing to isolate to await test results, the isolation process/requirements for confirmed cases or are questioning the severity of Omicron.

? Why would anyone get a test? If you have symptoms just stay home. No advantage in getting tested.

? No one will go and get tested if it takes to long to get results back.

What sort of fool would turn up for a test? You'll face a long time in isolation if you test positive and your result will just feed the hysteria sweeping this country. It's just putting a noose around your neck and building a gallows for the rest of us.  
4:46 PM · Feb 1, 2022

Discussion around the accuracy of a RATs and how they could/should be utilized.

? The longer we can wait until we have to use RATs the better. They are not accurate enough at the beginning of an infection and some people are having two or three negative results before a positive one and have unknowingly been in the community for a length of time before the virus has been picked up. If we get over run we will have no choice but...

they aren't accurate so why waste money on them  
Like Reply 15 h

Sharing accounts of friends/family's experiences of testing with RATs in other countries

Example - my friend's family just had covid last week. All 5 were sick but only the dad tested positive on a RAT. For my aunt's family all 3 are sick but only one has tested positive for covid. Now are they false positive or a false negative? In Canada they can't get PCR tests.

9:15 PM · Feb 1, 2022

Wanting access to much faster test results via RATs.

· 16 hr ago  
The problem is not capacity, it is PCR. RATs give a result on the spot, in a short time, like half an hour or less. PCR takes a day or two, and when you have a small increase in the rate of infection, your PCR time becomes a week or two. Meanwhile you return negative. You have been shitting your self and locked in your room for a week. Clearly a RAT is better if you just want to know what to do today

↑ · 2 ↓ Reply Share Report Save Follow

Some would like to be able to purchase RATs themselves whilst others are happy that the Government are managing the use of them.

? Better getting this via the Government rather than private enterprise like in Oz where they (private industry) charge ludicrous prices for RAT tests

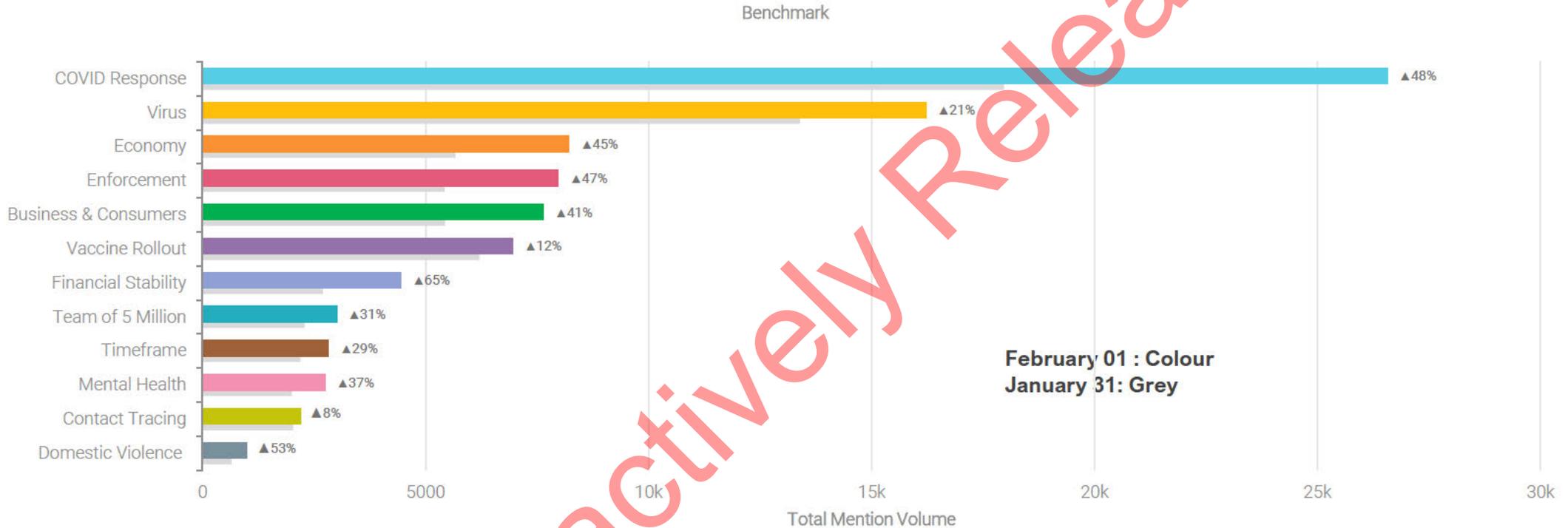
They want control of everything, they don't want people to have the option to manage their own health, right from the beginning, in everything they have done its been about oversight and control.  
Like Reply 3 h

Pointing out that the PCR test results are managed by the MOH and therefore directly support contact tracing.

Do people not understand that it's really important at the moment to test with PCR? The results go to health agencies who can both help you and ensure that you are isolating. If RATs are used nobody knows who's positive #chaos  
6:26 PM · Feb 1, 2022

# Category change: Benchmark

Categories current time period (February 01) benchmarked against previous time period (January 31)



February 01 : Colour  
January 31: Grey

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

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

**Total volume of conversation:**  
February 1: 65,069 (+32%)  
January 31: 30,374 (+22%)  
January 30: 24,809 (-1%)

**Total sentiment breakdown:**  
February 1: Neg 48%, Neu 38%, Pos 14%  
January 31: Neg 49%, Neu 36%, Pos 15%  
January 30: Neg 49%, Neu 36%, Pos 15%

## Net sentiment of each category

We saw majority of conversations in categories shifted towards neutral sentiment and decreased in negative sentiment.

The category that demonstrated the biggest change was Economy with 6% increase in neutral sentiment and 4% decrease in negative sentiment Team of 5 Million decreased in positive sentiment by 5%.

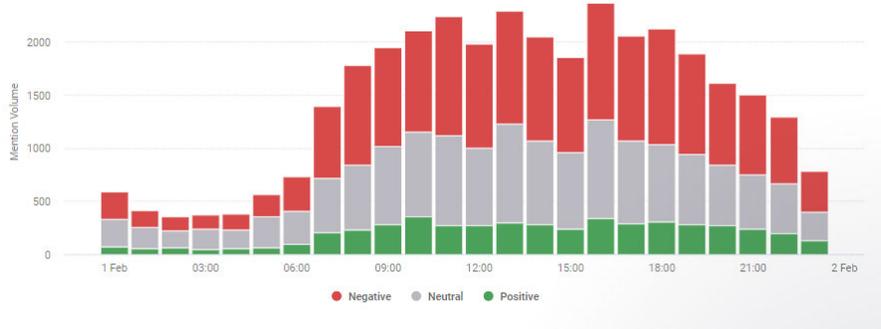
Comparing current period (Feb 01) with shift from previous day (Jan 31)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	41	-4	50	4	9	0
Enforcement	45	-1	44	4	11	-3
Virus	51	-2	39	2	10	0
COVID Response	54	-1	35	1	11	0
Economy	44	-4	47	6	9	-2
Mental Health	57	-4	37	4	6	0
Financial Stability	53	-4	39	5	8	-1
Team of 5 Million	40	0	36	5	24	-5
Contact Tracing	37	-3	55	2	8	1
Timeframe	32	-3	53	0	15	3
Domestic Violence	65	0	30	1	5	-1
Vaccine Rollout	51	-2	37	3	12	-1

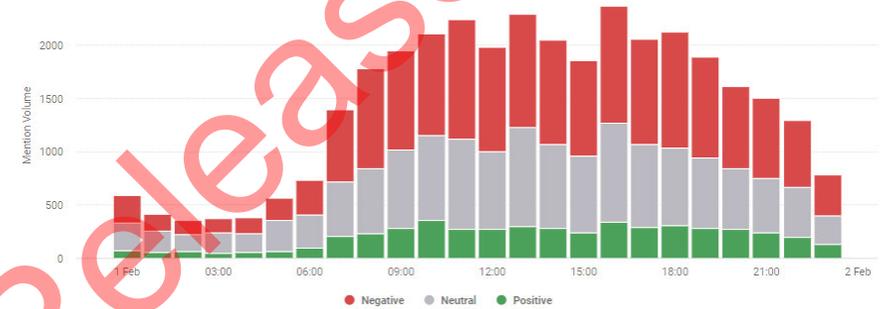
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

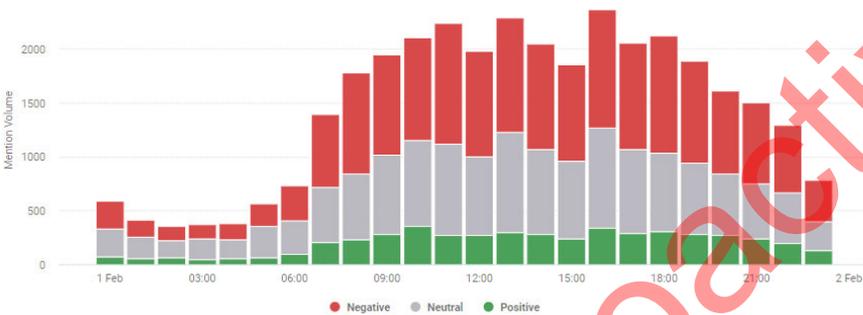
### Covid Response



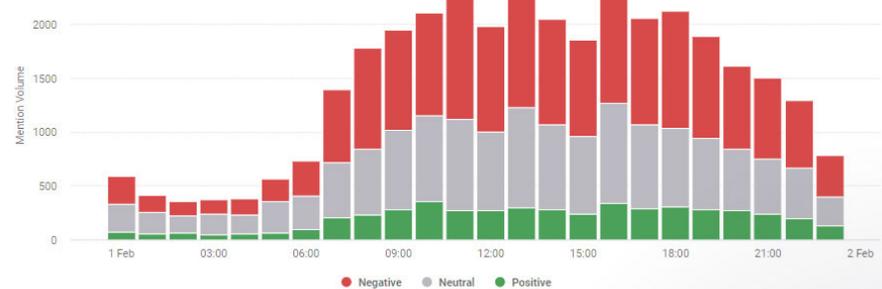
### Virus



### Economy

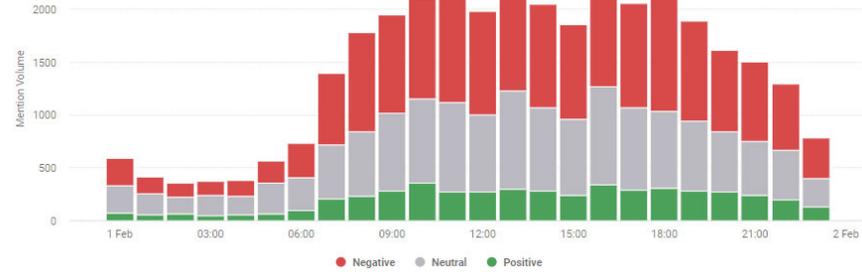


### Enforcement

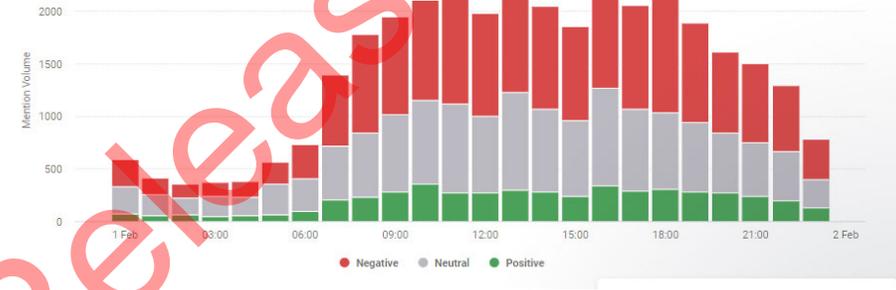


Proactively Released

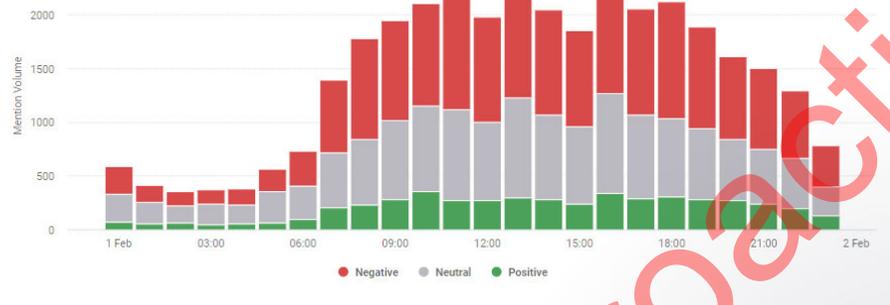
### Business and Consumers



### Vaccine Rollout



### Financial Stability



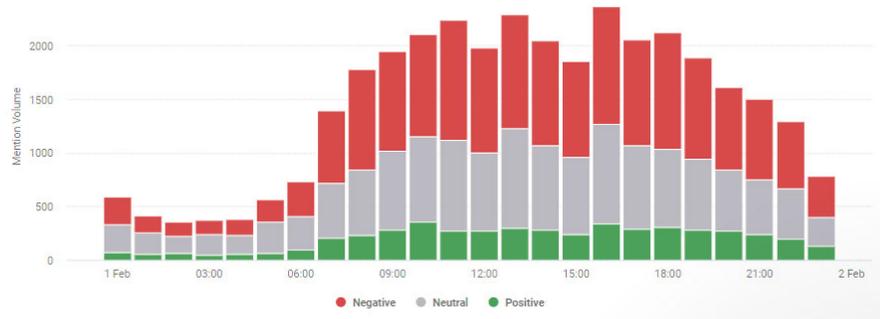
### Team of 5 Million



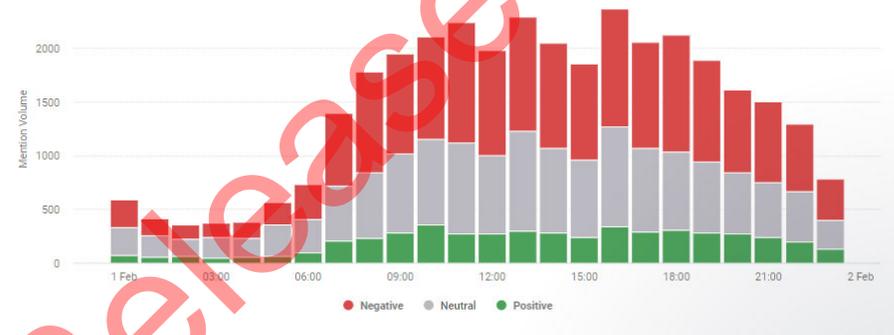
Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand. Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

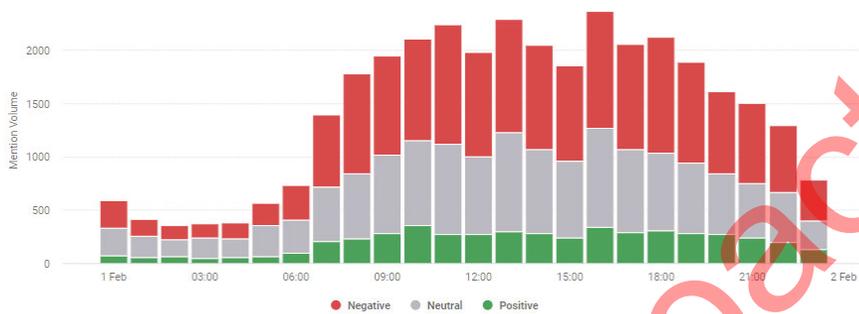
### Timeframe



### Mental Health



### Contact Tracing



### Domestic Violence



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

# Category Definitions

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

COVID-19 Awareness Study / Confidential / Annalect 2022

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

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

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

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

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

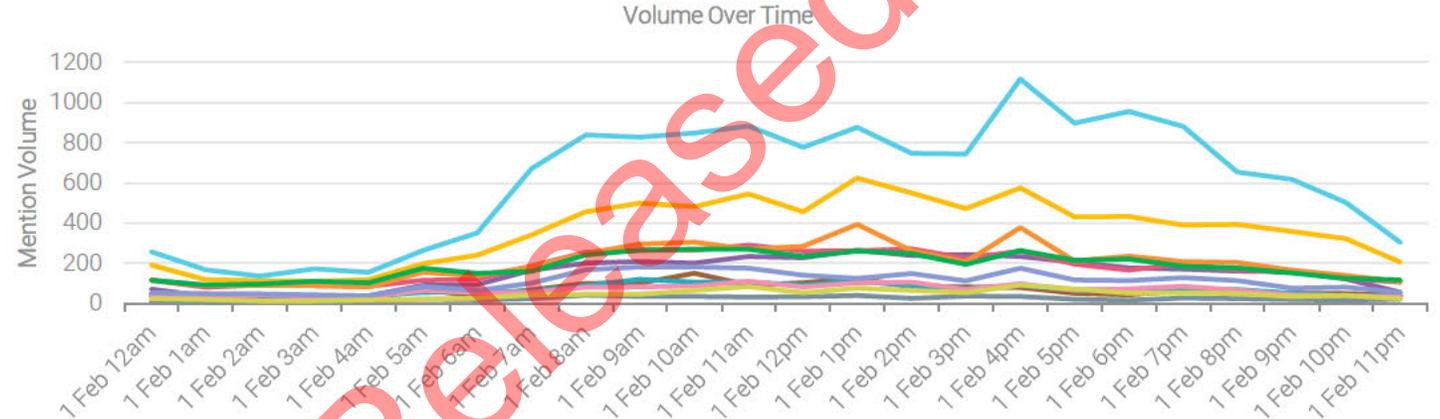
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How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

SOCIAL CONVERSATION CATEGORIES 24 HOURS



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

Total volume and sentiment of dataset overtime:



# Thank you

Proactively Released

**Unite Against COVID-19:  
Social Conversation Analysis**  
Wednesday February 2, 2022  
New Zealand

Proactively Released

# Update Summary:

## Conversation analysis – organic, public social channels:

Analysts looked at conversation around vaccine boosters. Some are happy and relieved that the length of time between the second vaccine and the booster has been reduced. Some are seeking information on how the booster will impact the expiry date of the My Vaccine Pass. Others are wanting to know if one needs a booster to be able to have a Vaccine Pass.

## Measuring categories of conversation:

The total volume of conversation remained stable on Wednesday. Most categories decreased in conversation however the Vaccine Rollout category increased 58% and the Financial Stability category increased 24%.

Most categories increased in neutral sentiment. The largest shifts were the Business & Consumers, Enforcement and Virus categories with a 4% increase in neutral sentiment.

The total dataset increased 1% in neutral sentiment, dropping 1% in negative sentiment.

# What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**  
Analysts examined conversation about the vaccine booster.
2. **Measuring Categories of Conversation p.g. 6 - 11**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively released

## Some New Zealanders are pleased with the shorter interval of three months between the second vaccine and booster. Some are seeking information about the impact of the booster on the expiry date of the My Vaccine Pass.

Analysts looked at conversation around vaccine boosters. On Wednesday, the government announced that the gap between second and third doses would be shortened from four months to three.

Some are happy and relieved that the length of time between the second vaccine and the booster has been reduced.

Some are seeking information on how the booster will impact the expiry date of the My Vaccine Pass. Others are wanting to know if one needs a booster to be able to have a Vaccine Pass.

Some are expressing concern at potentially needing to get a booster shot every few months.

There are some New Zealanders who are choosing to live cautiously until they can get their booster vaccine.

**Pleased that the shorter interval of three months for the booster has been announced.**



Another great announcement from our government. My worries of having to wait another month for a booster have left the building. #ChurArdern

2:09 PM · Feb 2, 2022



1 day ago

This is good news as I wasn't due for the booster until the 16th of this month at the earliest. I'm very eager to get it earlier.

**Total conversation and sentiment about boosters, January 27 – February 2**



**Sentiment of conversation February 2**  
 Negative 42%, Neutral 48%, Positive 10%

**Have booked in their booster appointment.**

It's not quite been 4 months since my second covid vaccine dose, but it's been more than 3 months.

Get those boosters in! I've booked in mine for Friday.

3:34 PM · Feb 2, 2022

**This commenter is encouraging others to get the booster after having a smooth experience.**

? People get the boosters.. save your life & others.. I had mine and had no symptoms at all.. it's just that easy..

Some are seeking information on how the booster will impact the expiry date of My Vaccine Pass. Others are wanting to know if one needs a booster for a Vaccine Pass.

? Jacinda Ardern needs to let us know about the vaccine pass, especially if those under 18 can't get boosters, what happens to their Vaccine Pass?

? received my booster and it only added an extra month onto my covid pass which was originally due to expire May - now expires in June 😊 Edit - it added 11 days onto my pass not a month. Wtf!

? Ministry of Health - Manatū Hauora Chris Hipkins just said today that it is likely that you will need your booster to keep your vaccine pass. Can you please get your stories straight?

Understanding the rational/science behind the decision to move the booster shot to three months to ensure protection and a lower risk for New Zealanders.

? No you still get good protection at 2 months. The booster at 3 or 4 months brings it back up to well over 90%. Originally the recommendation was 6 months before a booster but Omicron is here now and we need people protected so they aren't sick for long, if at all.

· 14 hr. ago  
So we're talking about the booster shot. The reasoning behind reducing it is that we are having this outbreak now. The booster shot gives more protection against omicron (as the shot wasn't made for omicron, so it's not perfect against it).  
By reducing the interval, they get more people to a higher level of protection. The science hasn't changed, the situation has. There is no point waiting until after the omicron outbreak has peaked (as we would be if we kept it at 6 months) as many people would not be eligible, and we would have more cases and the health service likely buckle.  
Even if you yourself wouldn't likely get overly sick from covid, enough people would that it would affect other hospital activities, meaning more people would be put at risk.

Some who are fully vaccinated are expressing concern at potentially having to get boosters every few months.

? I got my 2 jabs because of the vaccine pass, which I've never once had to use...I don't mind a yearly booster, but every few months? Nah I'm done

I'm happy to be vaccinated and even get an annual booster like the majority of Europe are doing but every 3/4 months seems ridiculously excessive. Controlling even. Especially when WHO are recommending a 6 month period between 2nd doses and boosters. Maybe this is why we are seeing so many reactions to the boosters compared to the first 2 jabs: People's systems are being overloaded? 🤔👍

Like Reply 18h

· 19 hr. ago

I sympathise. I'm all for boosters but I can also understand how the chopping and changing of the time frame may create uncertainty, or even be confused as knee jerk.

· 21 hr. ago

Is there an end goal or are we just going to get boosters until whenever covid ends? covid isn't going to end for a while

↑ 2 ↓ Reply Share Report Save Follow

· 20 hr. ago

I imagine it would be rolled into the yearly flu jab.

This commentator wants to know if Novax is available as a booster option.

? Can we have Novavax for our booster option? I know the government has ordered 5+ Million doses and planned to use it as the booster! This is the safest vaccine manufactured for humans atm!

Discussion around pregnancy and getting the booster.

Just wondering what advice you would give you a pregnant woman due for booster at start of second trimester (4 months from 2nd shot). Best to do it ASAP or hold off to 3rd trimester so baby gets more antibodies?

I would get the booster now if you are due. Given omicron is now in NZ community it is best to ensure you have built your highest covid immunity fortress possible B4 meeting the virus. Your bub will get the antibodies regardless & also via breastfeeding. Wishing you all the best!

9:56 AM · Feb 2, 2022

Wanting information on the efficiency of the booster.

? Be really helpful for me if I could see the evidence that supports your claims that vaccine and booster have high efficacy against covid19

Some are living cautiously until they can get the booster.

My booster Vax is booked for this weekend so I'm being extra careful till at least mid-Feb. No dine-in and double masking when I go in shops.

10:51 PM · Feb 2, 2022

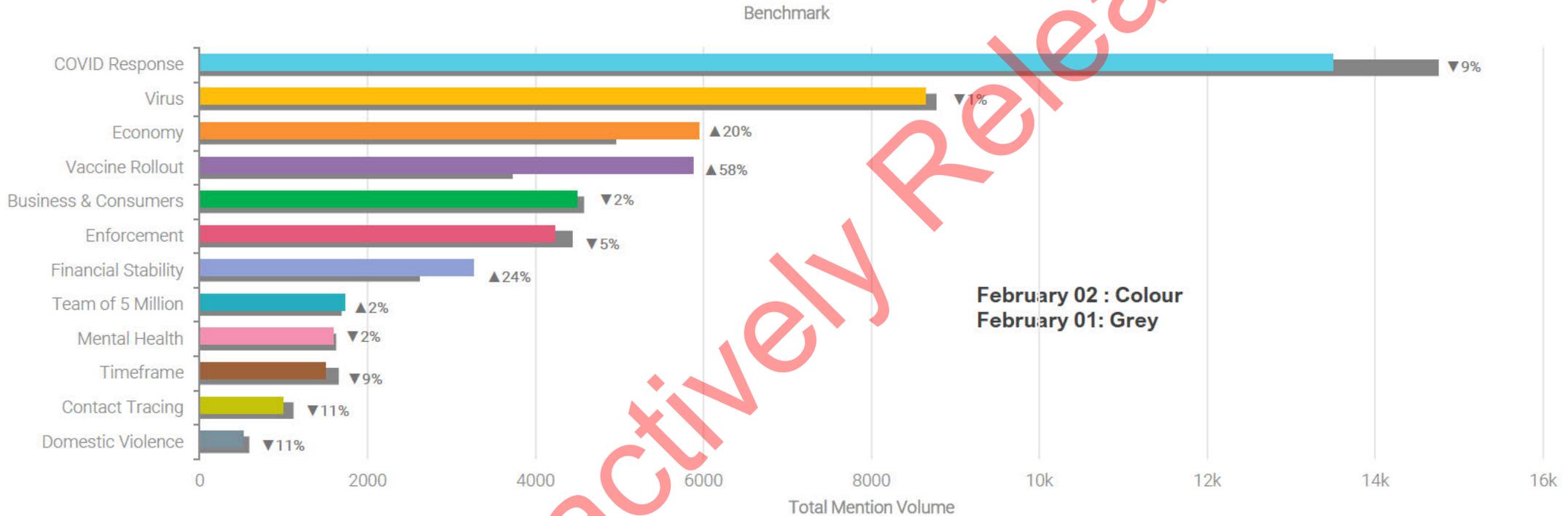
get the distinct impression those who can are informally locking themselves down??

As much as I can. When I'm out, using N95s, lots of sanitiser, have all shopping delivered, WFH most of the time. Will review once I've had my booster - about to bring my appt forward now I can!

6:52 PM · Feb 2, 2022

## Category change: Benchmark

Categories current time period (February 02) benchmarked against previous time period (February 01)



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

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

### Total volume of conversation:

February 2: 34,780  
February 1: 34,886 (+16%)  
January 31: 30,166 (+23%)

### Total sentiment breakdown:

February 2: Neg 47% Neu 39% Pos 14%  
February 1: Neg 48%, Neu 38%, Pos 14%  
January 31: Neg 49%, Neu 36%, Pos 15%

# Net sentiment of each category

Comparing current period (Feb 02) with shift from previous day (Feb 01)

We saw an increase in neutral sentiment across the categories, decreasing in both negative and positive sentiment.

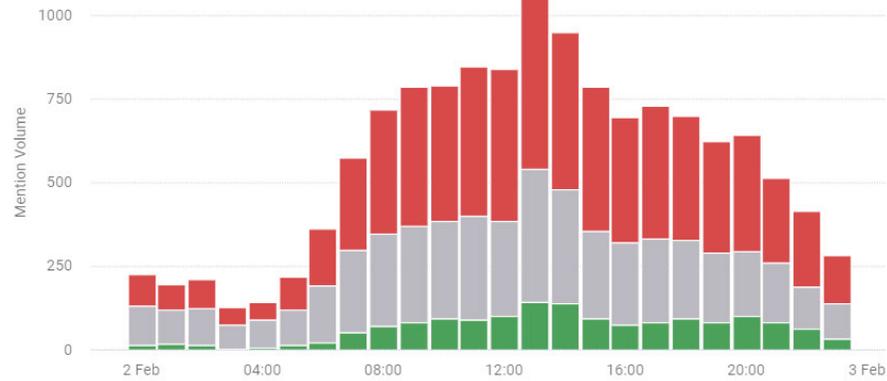
The largest shifts were the Business & Consumers, Enforcement and Virus categories with a 4% increase in neutral sentiment.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	38	-3	54	4	8	-1
Enforcement	43	-2	48	4	9	-2
Virus	48	-3	43	4	9	-1
COVID Response	51	-3	37	2	12	1
Economy	46	2	46	-1	8	-1
Mental Health	54	-3	40	3	6	0
Financial Stability	56	3	37	-2	7	-1
Team of 5 Million	38	-2	38	2	24	0
Contact Tracing	37	0	58	3	5	-3
Timeframe	33	1	56	3	11	-4
Domestic Violence	73	8	25	-5	2	-3
Vaccine Rollout	48	-3	40	3	12	0

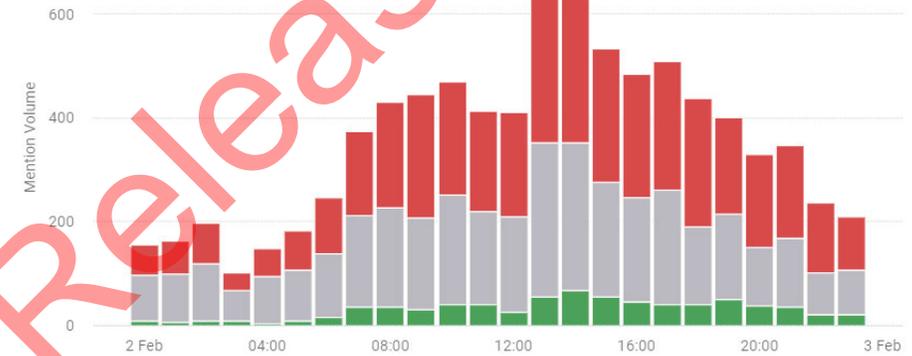
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

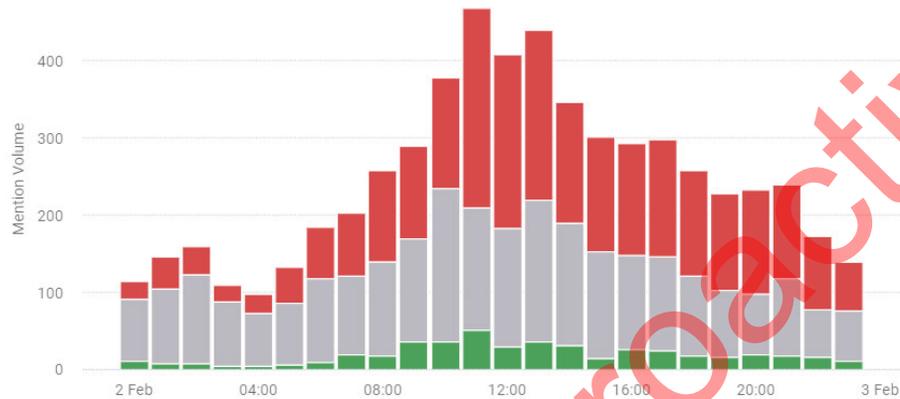
### Covid Response



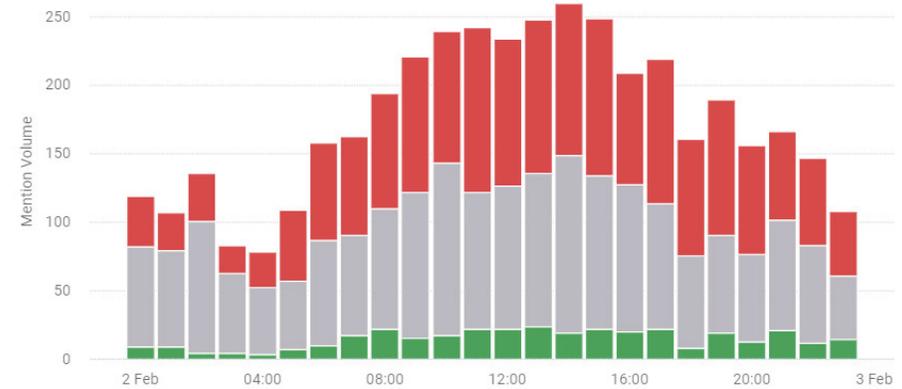
### Virus



### Economy



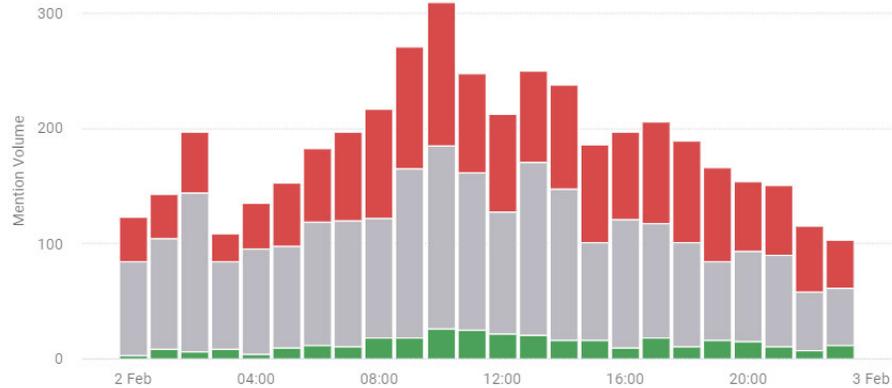
### Enforcement



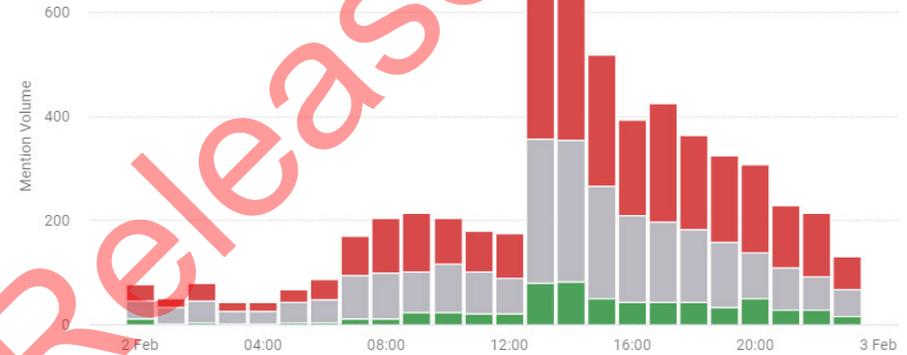
Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

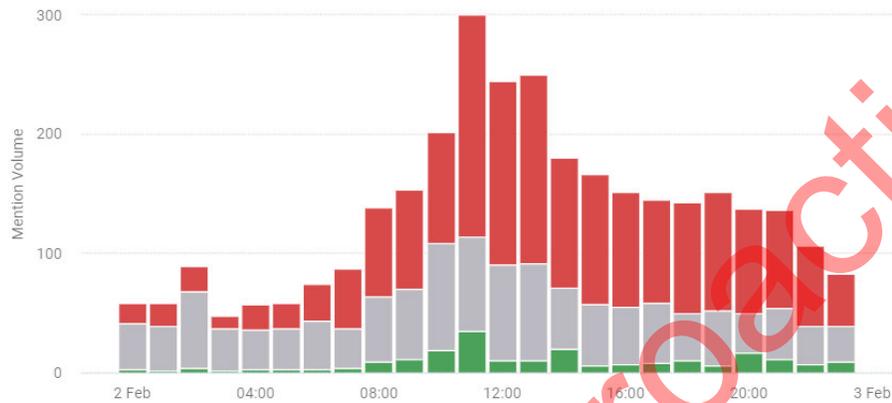
**Business and Consumers**



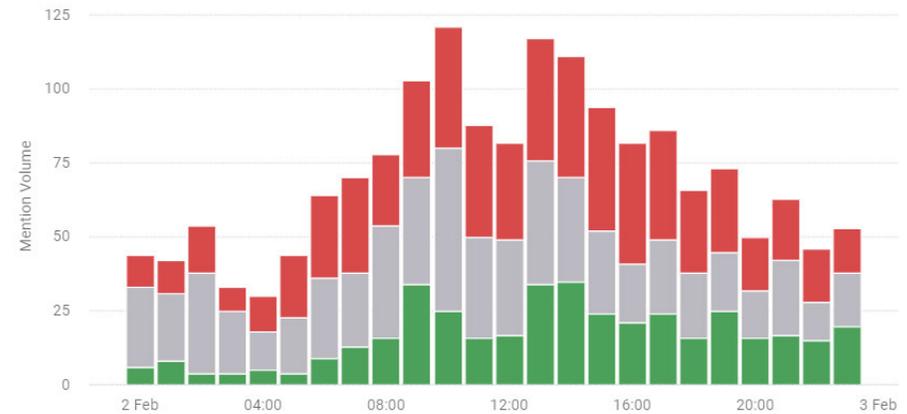
**Vaccine Rollout**



**Financial Stability**



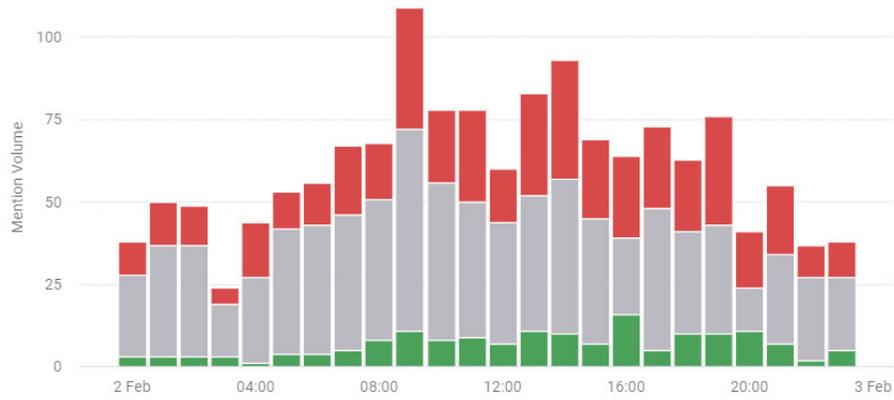
**Team of 5 Million**



Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

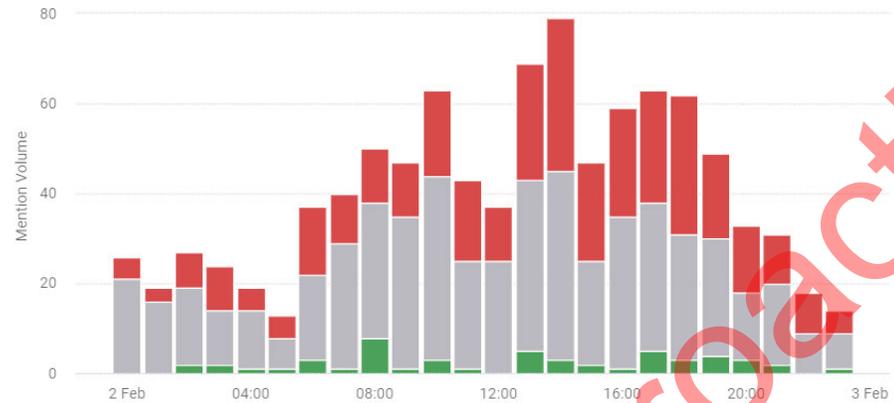
**Timeframe**



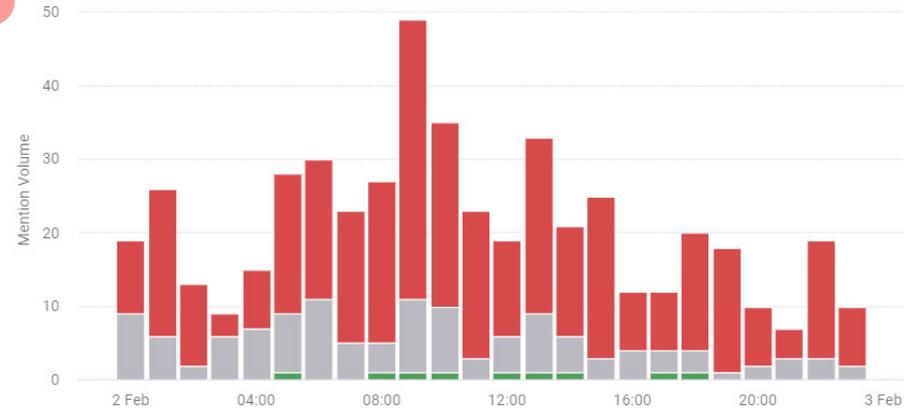
**Mental Health**



**Contact Tracing**



**Domestic Violence**



Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.  
Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

# 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.

## Virus

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

## COVID Response

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

## Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

## Timeframe

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

COVID-19 Awareness Study / Confidential / Annalect 2022

## Business & consumers

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

## Enforcement

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

## Economy

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

## Team of five million / Unite against virus

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

## Contact tracing

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

## Mental health

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

## Financial stability

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

## Domestic violence

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

SOCIAL CONVERSATION CATEGORIES 24 HOURS



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

Total volume and sentiment of dataset overtime:



# Thank you

Proactively Released

