



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**
Four day period ending
February 20, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined conversation about tests and testing over the past four days. Some are happy with the quick turnaround for COVID-19 test results while others are frustrated and concerned at the long wait times themselves or their family members are experiencing. Some are expressing the belief that teachers, ECE workers and schools should be able to readily access rapid antigen tests.

Measuring categories of conversation:

The total volume of conversation remained stable. The largest category increases were in the Enforcement and Domestic Violence categories with 13%.

All categories rose in neutral sentiment and most dropped in both positive and negative sentiment. The largest shift was in the Financial Stability category which rose 13% in neutral sentiment.

The total dataset sentiment increased 9% in neutral sentiment, decreasing 2% in negative sentiment and 7% in positive sentiment.

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 are frustrated and concerned at the long wait for COVID-19 test results. Some believe teachers/schools/ECEs should be able to readily access rapid antigen tests.

Analysts examined conversation about tests and testing over the past four days (February 17 – 20). There was high neutral sentiment in this discussion (62%).

Some are happy with the quick turnaround for their COVID-19 test results while others are frustrated and concerned at the long wait times themselves or their family members are experiencing.

There are some expressing gratitude towards those who have been to get tested.

Some are expressing the belief that teachers, ECE workers and schools should be able to readily access rapid antigen tests.

Some continue to claim that they won't get tested or that others won't get tested due to self-isolation requirements.

A few are discussing the accuracy of rapid antigen tests.

The current protests at Parliament have impacted this dataset with some people expressing the belief that the protestors will choose to not get tested.

Happy with the excellent testing service and quick turn around for COVID-19 test results.

Good news: Covid test came back negative. Shout out to the staff at the Taranaki St. testing centre, who were fast, smooth and professional. Results back in under 24 hours, too. 🙌🙌

· 1 day ago

Same here. Called my GP, got a same day appointment. Test took no time at all and had the result at 9am the next morning. Excellent service.

· 4 days ago

I had a test 11am today and got results about 6pm. Impressive!

Very pleased to get a negative result. I was all set to wait 4-5 days instead it was about 30 hours. I wonder if the location of the testing centre makes a difference.

#balmoral

3:07 PM · Feb 20, 2022

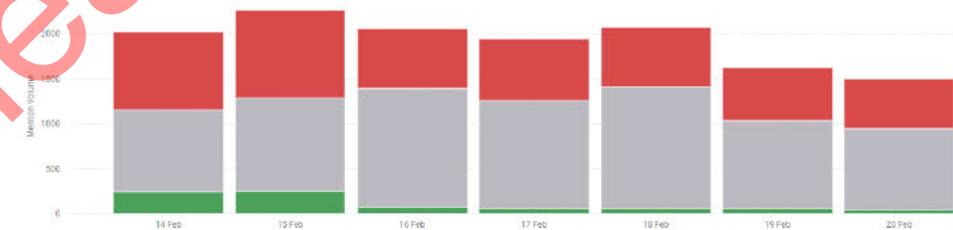
Expressing gratitude towards those who have gone to get tested.

Anyway, I'm glad you're coping and not feeling too unwell; and I hope it doesn't worsen. Thank you for testing and isolating and tracing.

1:55 PM · Feb 17, 2022

Of those tested, 1573 new cases today. Thank you to those who are getting tested to help keep the virus and spread under control and protect those around you ❤️❤️

Total volume of conversation and sentiment about tests/testing, February 14 - 20



Sentiment of conversation 17 - 20
Negative 35%, Neutral 62%, Positive 3%

This commenter found an improved testing procedure at their local testing center.

Great improvements to COVID-19 test procedures from my most recent swab. Fast moving queue for walking patients and a nifty QR/text system for registering bookings and sending post-swab information. All very efficient (though the 30 min call wait-time wasn't ideal)

#COVID19nz

12:37 PM · Feb 17, 2022

Discussing the government's current stance of allocating rapid antigen tests to essential services.

RATs are not banned- they are being allocated to essential services. Huge numbers of our members are using them now- but they aren't being sent to vanity suburbs at the expense of essential workers.

12:53 PM · Feb 17, 2022

Frustrated and concerned at the long wait times for COVID-19 test results.

I did my PCR test on 15 Feb and still haven't received the confirmation text. I had to go find my result myself on the my Covid health website.

1:56 PM · Feb 19, 2022 from Hamilton City, New Zealand

Snap. A full week off school for Mr 12 waiting for Covid test results. Still waiting.

7:48 AM · Feb 18, 2022

· 1 day ago
Covid19 Vaccinated
When will the government understand that waiting 5 days for a test result is unsustainable and that we need RATs for personal use immediately.

The wait for test results is nuts and is such a disincentive to ever get tested again. I'll have to be stupidly sick to ever go get a test....and that's not ideal now is it?! #omicron

Anyone else in Auckland still waiting for their covid test results? Had my test done on Tuesday

11:16 AM · Feb 19, 2022

This commentator is concerned that the testing system is being clogged up by those who don't need to be tested and are just "calming their anxieties".

· 2 days ago
I read an article that 90% of people are coming for no reason and just to calm their anxieties. It really sucks people like you can't get a test because so many people are clogging the system

Believe that teachers, ECE workers and schools should be able to readily access rapid antigen tests.

Why can't teachers sign up for RAT testing. We need to prioritise the work of teachers and schools as an essential part of society. No more so than in a pandemic.

7:29 AM · Feb 17, 2022

If teachers and ECE workers are going to be effectively drafted as front-line workers in our pandemic, perhaps we should be giving them the good masks, RAT access and... high pay of doctors?

10:28 PM · Feb 20, 2022

Teachers absolutely should have access to RATs there are around 200 schools with covid 19 outbreaks already @NZMorningReport

9:04 AM · Feb 17, 2022

Teachers are often older and more vulnerable. What was the point of insisting that teachers, but not students, be vaccinated? Teachers need protection too. RATs should be freely available at all schools.

Some continue to claim they won't get tested or believe others won't get tested due to self-isolation requirements.

Why on earth would you get tested, it means you, close contacts and your family have to lockdown

Don't have the covid tracer app and wont ever get tested. If I'm sick ill stay home and take vitamins. Just like with every other sickness.

7:36 AM · Feb 19, 2022

@radionz I won't test positive because I won't get tested. Why would I?

I think there are now thousands of cases but some people won't get tested because they can't afford to isolate for days.

11:21 AM · Feb 17, 2022

Wanting to know if there is modelling that considers that some New Zealanders will not be interested in getting tested.

Are there any models for estimating the likely actual number of covid cases in the country vs the confirmed cases? i.e. is there any data for how many people likely have it, but are either asymptomatic or just have no interest in getting tested?

10:26 PM · Feb 20, 2022

Discussing the accuracy of rapid antigen testing.

Even if RATs are only 80% accurate, that's potentially stopping 4/5th of the spread DAILY and getting a lot of the 90% who are asymptomatic and not PCR testing. But Nooooo, govt was stuck in Zero Covid mode for WAY too long.

4:46 PM · Feb 17, 2022

Testing negative on a RAT does not mean your negative A negative result has an accuracy below 50%

9:48 AM · Feb 17, 2022

Belief that the protestors at Parliament will most likely not get tested.

Not sure the protestors who get Covid will contribute to the numbers. Can't see them rushing off to get tested.

10:17 PM · Feb 18, 2022

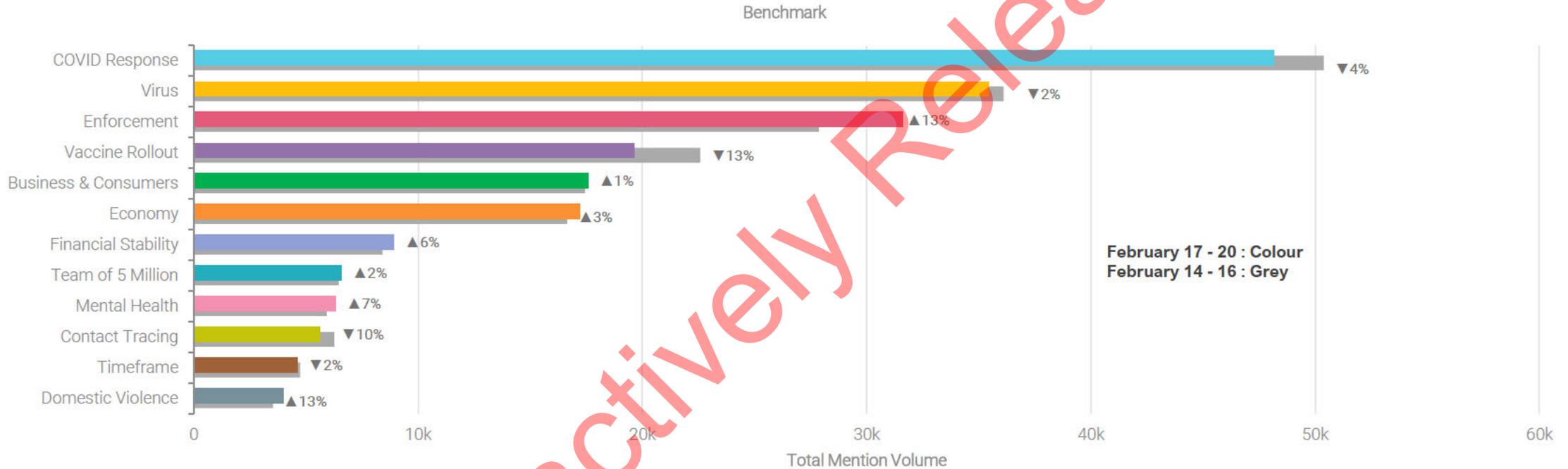
But we won't know for sure how many because you can bet they won't get tested. It'll take someone to end up in hospital.

#GoHomeStayHome

7:13 PM · Feb 18, 2022

Category change: Benchmark

Categories current time period (February 17 - 20) benchmarked against previous time period (February 13 - 16)



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 17 – 20: 142,015

February 13 – 16: 142,032

Total sentiment breakdown:

February 17 – 20: Neg 46, Neu 48, Pos 6

February 13 – 16: Neg 48, Neu 39, Pos 13

Net sentiment of each category

Comparing current period (Feb 17 - 20) with shift from previous day (Feb 13 - 16)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	34	-3	62	+8	4	-5
Enforcement	55	+4	42	+2	3	-6
Virus	43	-4	54	+10	3	-6
COVID Response	49	-2	47	+8	4	-6
Economy	32	-6	65	+11	3	-5
Mental Health	42	-7	55	+11	3	-7
Financial Stability	37	-7	61	+13	2	-6
Team of 5 Million	31	-3	53	+12	16	-9
Contact Tracing	30	-5	66	+9	4	-4
Timeframe	29	-2	65	+9	6	-7
Domestic Violence	64	-4	34	+7	2	-3
Vaccine Rollout	48	-4	49	+12	3	-8

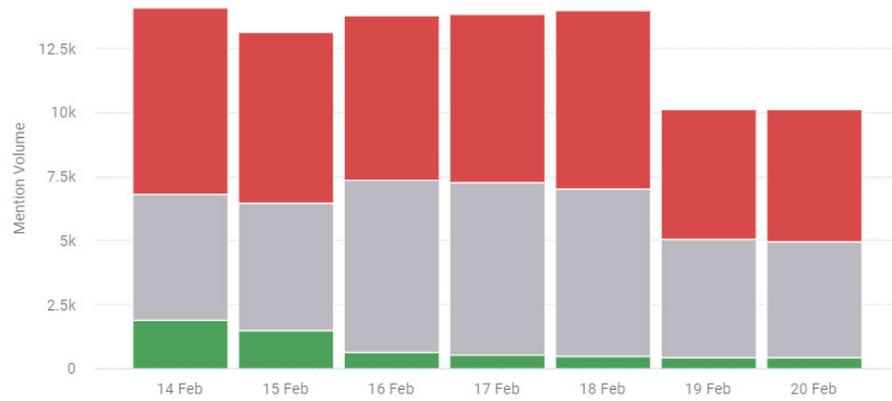
All categories rose in neutral sentiment and most dropped in both positive and neutral sentiment.

The largest shift was in the Financial Stability category which rose 13% in neutral 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.

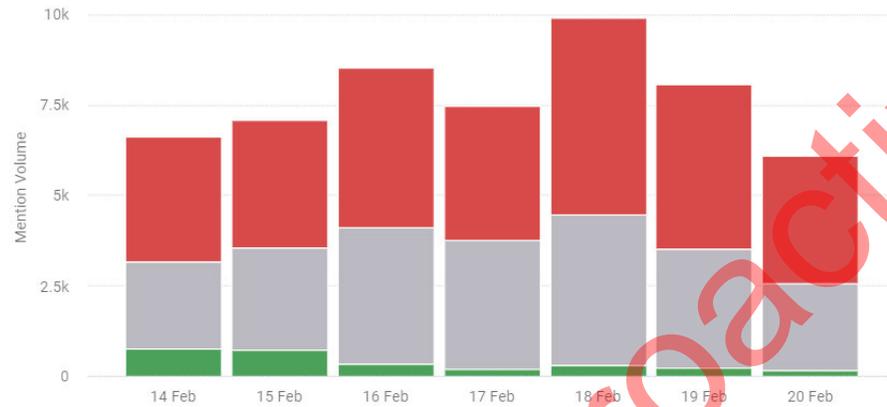
Covid Response



Virus



Enforcement



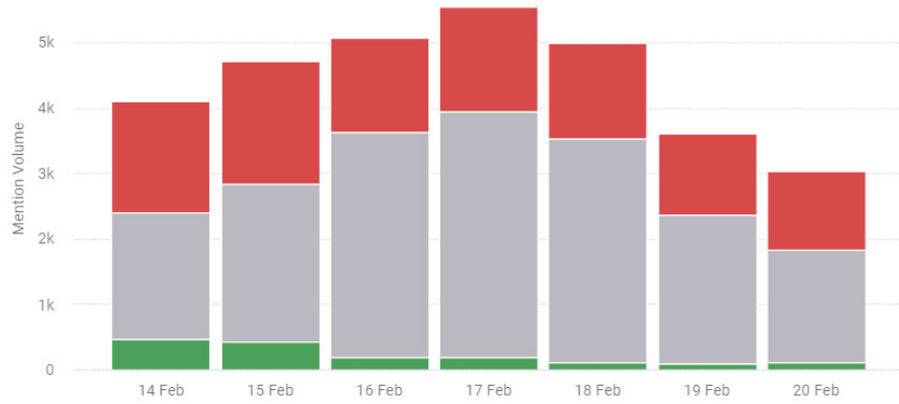
Vaccine Rollout



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.

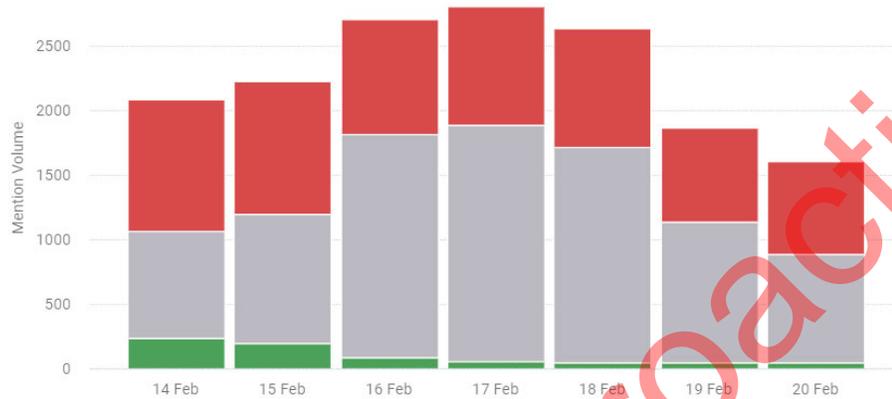
Economy



Business & Consumers



Financial Stability



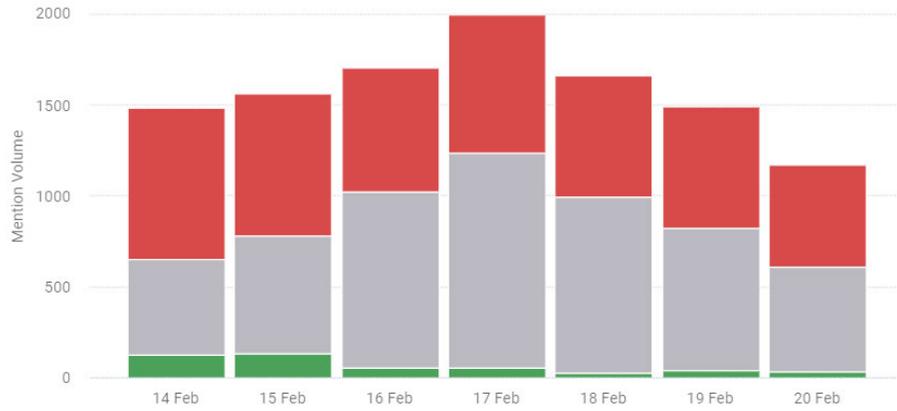
Team of 5 Million



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.

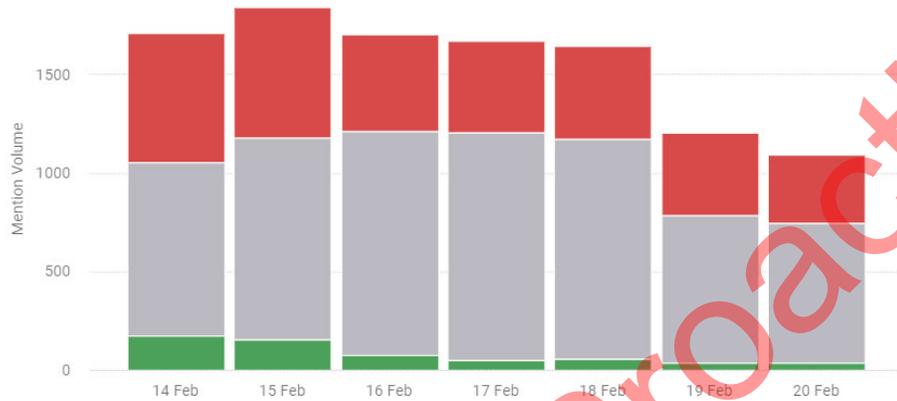
Mental Health



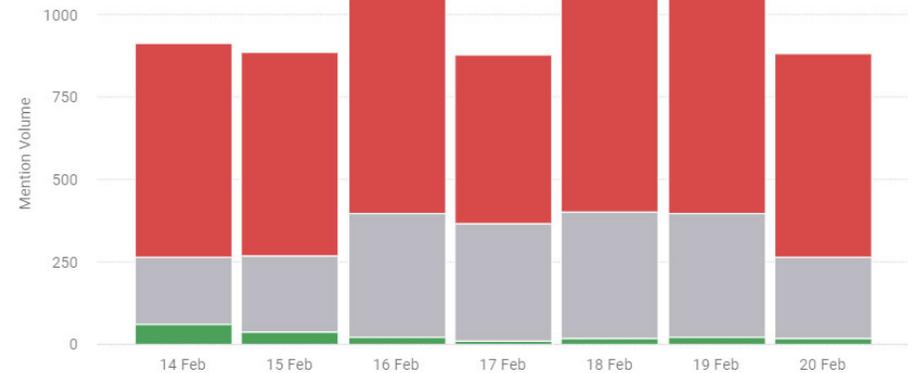
Timeframe



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.

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**
Three day period ending
February 23, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

New Zealanders are discussing the increasing COVID case numbers. Some are asking for clarification on the definition of ‘close contacts’ or length of isolation period and are wanting to know more about when a case becomes infectious.

Measuring categories of conversation:

The total volume of conversation increased by 25%. All categories increased in conversation. The largest category increases were in the Contact Tracing category with 44% and Enforcement category with 41%.

Most categories increased in neutral sentiment and dropped slightly in negative sentiment. The largest shift was in the Financial Stability category which dropped 6% in negative sentiment.

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

What's in this report:

1. Social Conversation Analysis p.g. 4 -5

Analysts examined conversation about COVID case numbers.

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 increasing COVID case numbers. Some are asking for clarification on the definition of 'close contacts' or length of isolation period and are wanting to know more about when a case becomes infectious.

Analysts examined conversation about the increasing number of COVID-19 cases in New Zealand. Sixty-two percent of conversation is neutral sentiment and generally conversational or factual in tone.

Some people are noting that while cases are increasing, they feel pleased at our response so far and believe that the spread of cases has been slowed as a result.

Others might be grappling with the shift to the phased approach and looser restrictions around contact tracing when cases are growing.

There are many people who know someone directly who has caught COVID or have COVID themselves and are taking to social media to discuss this.

Some are asking for clarification around close contacts and isolation periods and wanting to know more about when a case becomes infectious.

Testing and wait-times for PCR test results is a big topic of conversation. Some are thankful to have access to RATs and others are asking how / where to attain them.

Pleased with the government's response and how this has kept cases low so far and prepared for higher cases to come.



NZ has one of the best Covid strategies. Thank you JA! The next 2 months is what we have been preparing for. Totally well communicated expected high case numbers but low hospitalations & deaths. Fantastic communication throughout the whole process.

Happy to have been boosted as case numbers rise.

As the covid-19 Omicron outbreak reached 2365 new cases today, I was happy that Vikki and I got our booster shots this morning.

Get boosted! It could save your life.

12:43 PM · Feb 22, 2022



Grappling with the shift to looser restrictions around contact tracing when cases are growing.

It feels a bit tipsy turvy, single cases - go into lockdown. Thousands cases - open up! I don't disagree with new approach but it's just weird.

10:45 PM · Feb 23, 2022



Gees lock the country down for one covid case now there's a few thousand omicron cases in community will loosen restrictions to phase 3 ???? 😞 doesn't make sense does it??

Total volume of conversation and sentiment about COVID cases and COVID case numbers, February 17 - 23



Sentiment of conversation February 21 - 23

Negative 36%, Neutral 62%, Positive 2%

Parents are receiving updates from their children's schools about cases. Some are commenting on the impact of cases to the running of the school.

Shout out to all the schools in Aotearoa managing this situation we find ourselves in. Just got the message that the third of the three schools my kids attend has a Covid case. Comms from all three have been clear & prompt, and focused on wellbeing. THANK YOU.

12:07 PM · Feb 23, 2022



Pupils at my kids' High School getting sent home left, right and centre because they're close contacts of positive cases. So many teachers self isolating that one of my kids now doing 'distance learning' one day a week. Fucking shambles.

3:24 PM · Feb 21, 2022



Discussion about having COVID symptoms or knowing people who have tested positive.

No result yet. Wondering if I have Covid at the same time as the Queen? I still have a sore throat, fatigue & headache but my heart rate is normal (50 bpm). No fever. Glad I went on a health kick a few weeks ago, focusing on fresh food & sleep, and froze some meals.

9:38 AM · Feb 21, 2022



My nephew tested positive for Covid on Friday. He's vaccinated. Managing symptoms of tiredness mainly. Feel for my sis and her whanau, Isolating with teens and preschoolers.

6:36 AM · Feb 21, 2022



Concern about the recent high rise in case numbers. Some are worried that the official case numbers do not match the actual figures in the community.

Starting to see cases rocket up. This is exponential growth. It's impressive/scary to see with your own eyes. Cases numbers rising literally from shift-to-shift.

Masks and boosters.

7:31 AM · Feb 21, 2022



2365 is the reported number of cases, but I've got friends who tested last Thursday and still don't have results, I got 2 of them RATs this morning and they're both positive.

It's ripping hard.

1:17 PM · Feb 21, 2022



Some are asking for clarification around close contacts and isolation periods and wanting to know more about when a case becomes infectious.

Ok fair enough, do you know how they determine the infectious period? Is it three-five days before the positive test or based off feelings and symptoms etc?

From my own experience as an example: positive case in our whare, tested positive 3 days after leaving, we went into close contact iso as soon as we found out - iso goes from the day they found out they were pos.

I also caught covid off them

7:51 PM · Feb 23, 2022



yes you are correct it has gone to 10days if positive , but if you don't get a result back you would need to assume you are infectious . 10 days is the minimum , any household contacts would need to isolate 10days from the day of positive test , then if you test positive within that 10days you need to do 10days all over again . So in...

Thankful to have RATs for business use. Others are wanting to purchase RATs for their personal use.

Sending positive vibes .. 2 of our staff tested positive today as we have RATs they can use as we are an approved business .. it's been hugely helpful to have the RATs. Quick easy instant result & both at home still working when they can ..we feel lucky

3:26 PM · Feb 23, 2022



My husband's business now has 4 positive Covid cases - does anyone know where he can source some RAT tests to use on the rest of the workforce asap? The queues at the Testing Stations are next level ...

8:54 PM · Feb 23, 2022



Some are commenting about the length of time it takes to process a PCR and how this may make a result redundant.

Did a PCR test today and was told it takes 10 days now for results to come in!! If I have covid , in 10 days I won't have it!!

2:34 PM · Feb 22, 2022



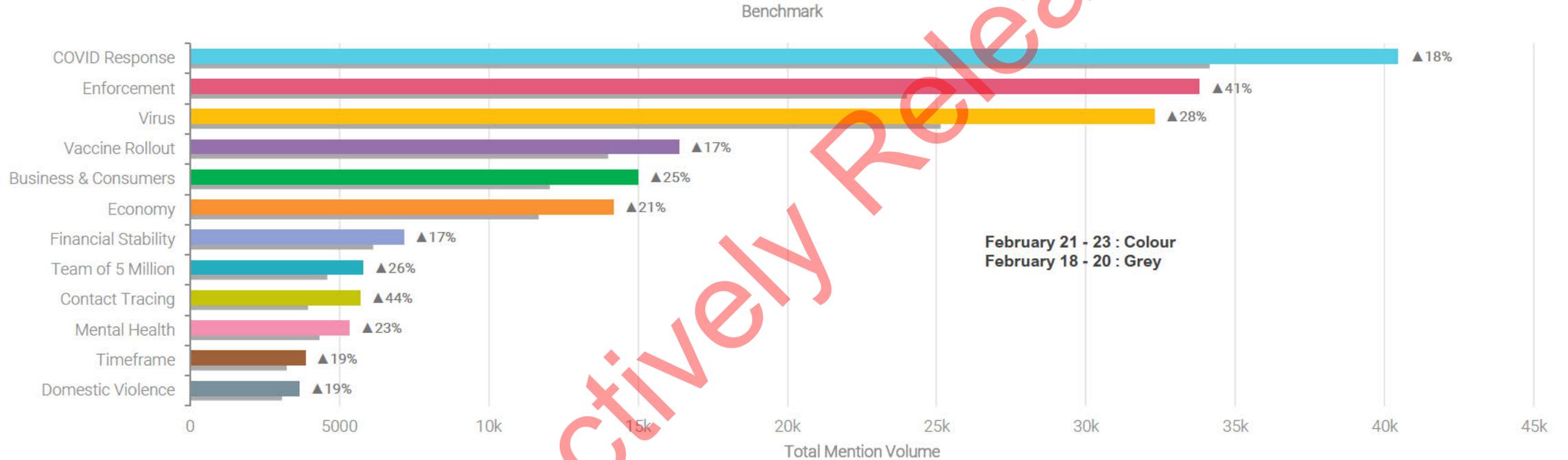
2 days ago

Same here, im already starting to feel recovered and by the time I get my results i will likely have finished my 10 day isolation at this rate 😊

8 Reply Share Report Save Follow

Category change: Benchmark

Categories current time period (February 21 - 23) benchmarked against previous time period (February 18 - 20)



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 21 – 23: 128,957 (+25%)
February 18 – 20: 102,959 (-8%)
February 15 – 17: 112,472 (+16%)

Total sentiment breakdown:

February 21 – 23: Neg 48, Neu 46, Pos 6
February 18 – 20: Neg 47, Neu 47, Pos 6
February 15 – 17: Neg 45, Neu 46, Pos 9

Net sentiment of each category

Comparing current period (Feb 21 - 23) with shift from previous three-day period (Feb 18 - 20)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	35	-1	62	+1	3	0
Enforcement	59	+3	36	-5	5	+2
Virus	43	-1	54	+1	3	0
COVID Response	47	-3	48	+2	5	+1
Economy	30	-3	67	+3	3	0
Mental Health	42	-2	55	+1	3	+1
Financial Stability	33	-6	65	+6	2	0
Team of 5 Million	30	-3	47	-5	23	+8
Contact Tracing	33	+2	64	-1	3	+1
Timeframe	29	0	66	+1	5	-1
Domestic Violence	71	+6	27	-6	2	0
Vaccine Rollout	49	+1	48	-1	3	0

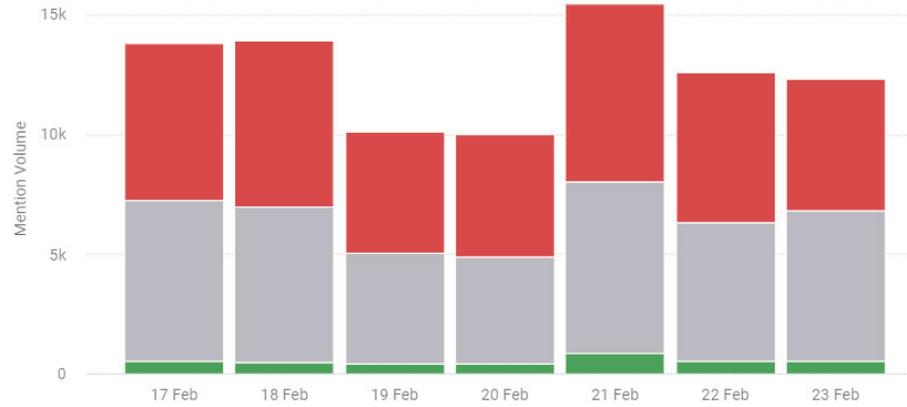
Most categories increased in neutral sentiment and dropped slightly in negative sentiment.

Financial stability dropped 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.

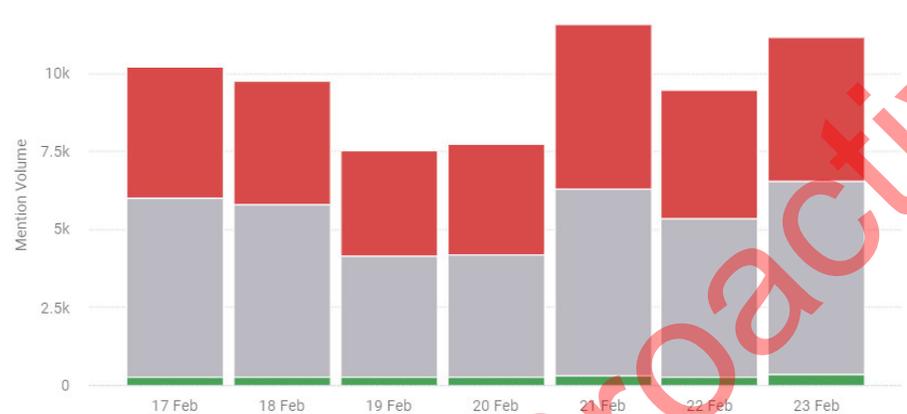
Covid Response



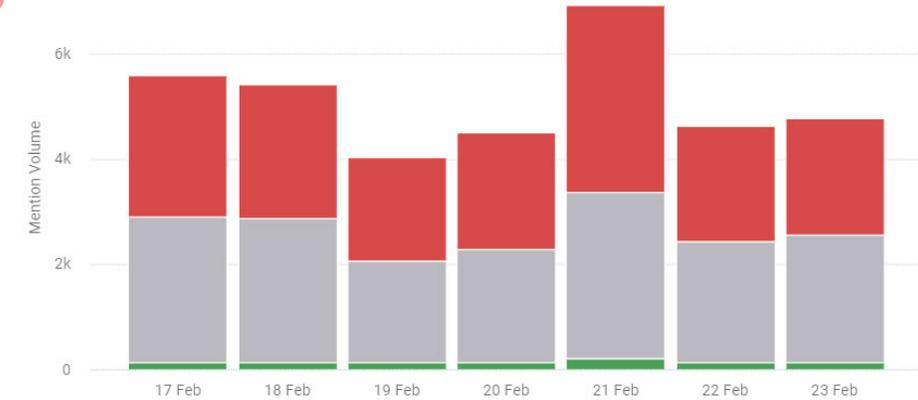
Enforcement



Virus



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.

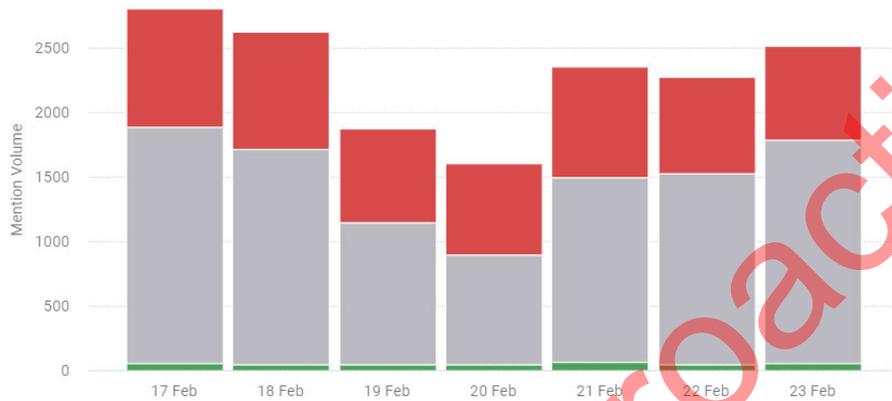
Business & Consumers



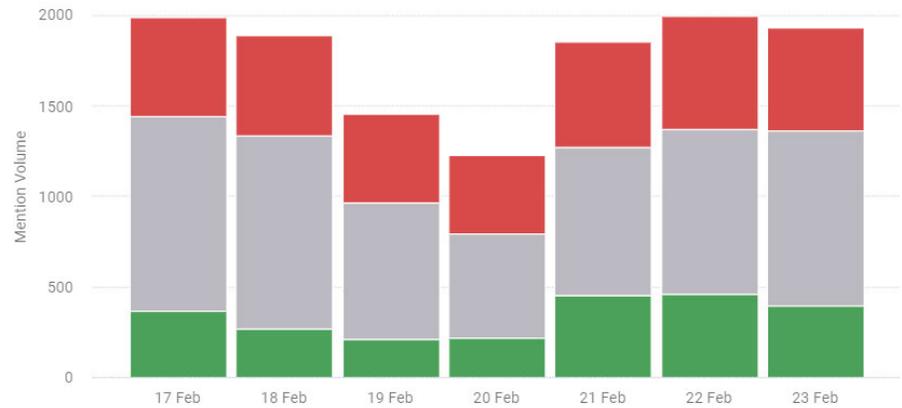
Economy



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.

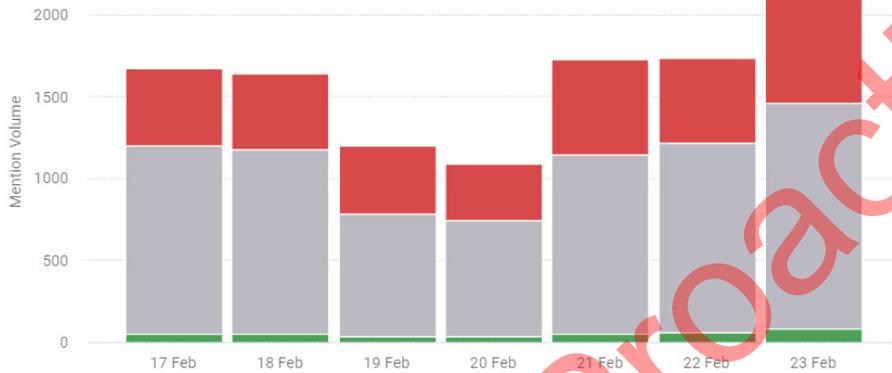
Mental Health



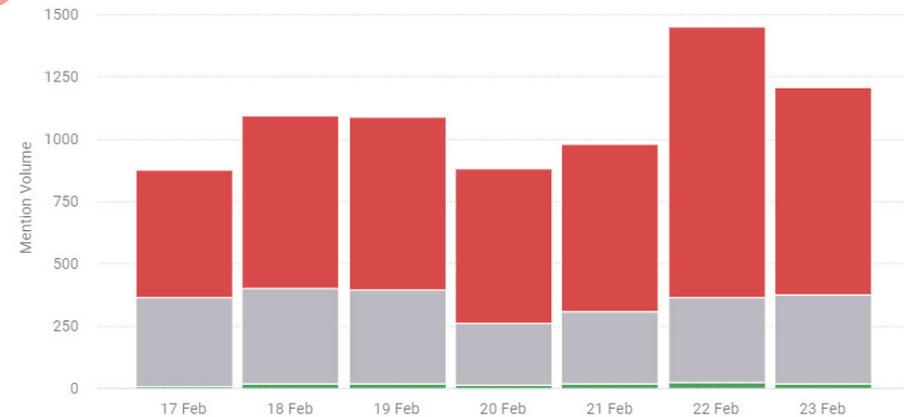
Timeframe



Contact Tracing



Domestic Violence

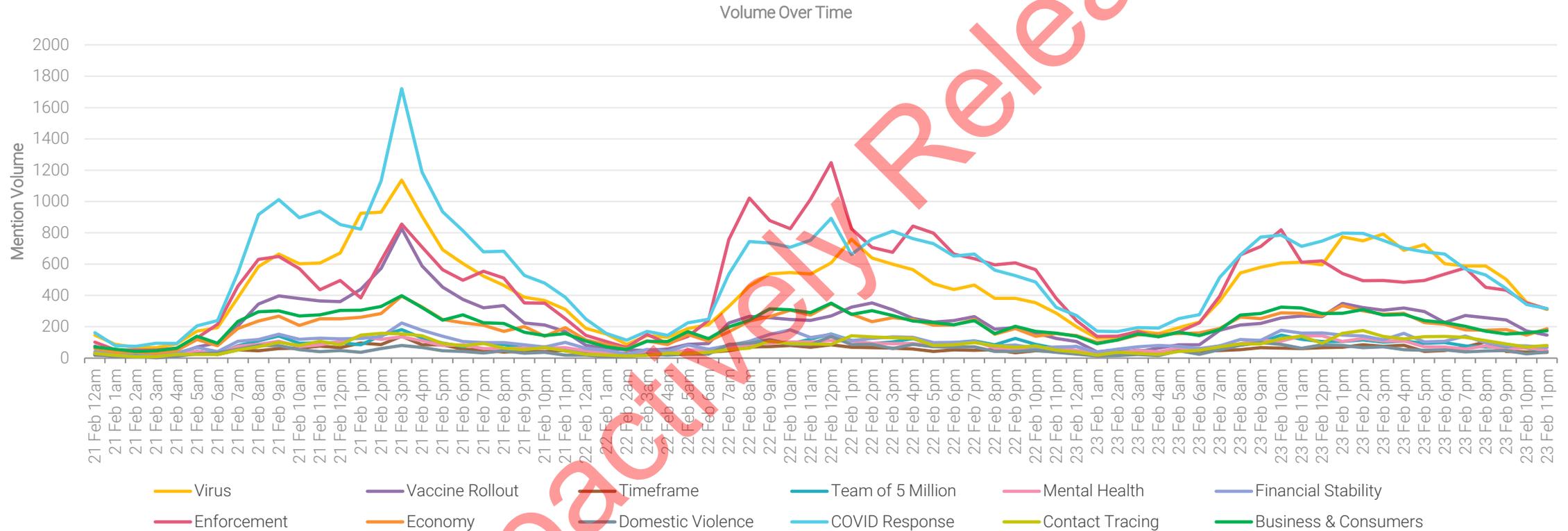


Proactively Released

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 3 days)

SOCIAL CONVERSATION CATEGORIES 21 - 23 FEB



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**
Four day period ending
February 27, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined conversation about self-isolation over the past four days. Some New Zealanders were seeking information and clarity around self-isolation as the country moves to Phase 3. Topics included the isolation time frame and when/if the isolation period should reset if other household members test positive. There was discussion around self-isolation requirements for returning New Zealanders. Some believe that with the current high level of COVID-19 case numbers in the community their isolation period should be lowered or removed.

Measuring categories of conversation:

The total volume of conversation decreased by 24%. All categories decreased in conversation. The largest decrease was in the Enforcement category with a 43% drop and the Domestic Violence category with a 40% drop.

All categories bar Timeframe increased in neutral sentiment and dropped slightly in negative sentiment. The largest shift in sentiment was the Domestic Violence category with 17% drop in negative sentiment and the Enforcement category with a 10% drop in negative sentiment.

The total dataset sentiment increased 4% in neutral sentiment and 1% in positive sentiment, dropping 5% in negative sentiment.

What's in this report:

1. Social Conversation Analysis p.g. 4 -5

Analysts examined conversation around isolation/self-isolation.

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 seeking clarity and advice around self-isolation requirements. Some believe the isolation period for those returning to New Zealand should be lowered or removed.

Analysts examined conversation about self-isolation over the past four days. Sixty percent was neutral sentiment and generally factual/conversational in tone.

Some New Zealanders are seeking information and clarity around self isolation as the country moves to Phase 3. Topics included the isolation time frame and when/if the isolation period should reset if other household members test positive.

There was discussion around self-isolation requirements for returning New Zealanders. Some believe that with the high level of COVID-19 case numbers in the community their isolation period should be lowered or removed.

Some are expressing concern at the loosening of restrictions around isolating. Others are happy with the changes to the requirements.

Some continue to express the belief that others will not follow the self-isolation requirements.

A few are sharing that they are having some issues getting supplies for themselves or their loved ones while isolating.

Talking about self-isolation after testing positive to COVID-19.

Can confirm both myself and my son have tested positive for Covid-19. Retested ourselves and a faint positive line appeared 20 minutes after doing the tests.

Woot, 10 days at home isolating! At least I am WFH and feel well enough to work.

11:24 PM · Feb 27, 2022

Welp I tested positive for covid. Time to sit in my room doing nothing 😞

10:16 PM · Feb 27, 2022

Happy at the changes to self-isolation requirements.

It really does feel good though to have more autonomy and responsibility. I don't have household contacts so no isolating yay 😊

3:55 PM · Feb 24, 2022

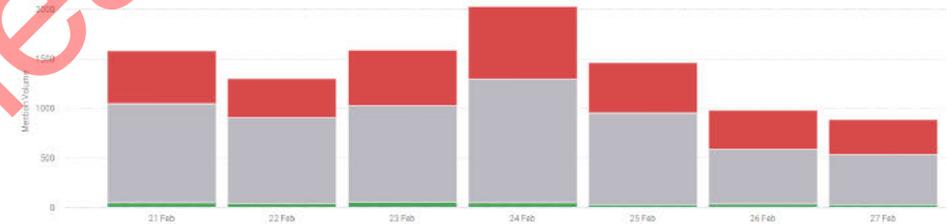
? I know right. Found out today I'm a close contact and must isolate for 7 days but because of the changes coming into effect tonight I no longer need to isolate. Lucky me.

Prepared for self-isolation with supplies/COVID care kit.

I should be okay - have been prepared for this. Have Covid care kit: pulse oximeter, blood pressure machine, electrolytes, cough medicine, inhalers, painkillers & Sustagen powder. Will let you know if I need anything but my amazing team at work have stepped in to help 🙌

11:31 PM · Feb 27, 2022

Total volume of conversation and sentiment about isolation/self-isolation, February 21 – 27.



Sentiment of conversation February 24 – 27.

Negative 37%, Neutral 60%, Positive 3%

Discussion around self-isolation requirements for returning New Zealanders. Some believe that with the current high levels of case numbers the isolation period should be lowered or scrapped.

Sorry but you are wrong. Most people coming back to visit don't have that long. They have jobs to go back to. So forcing them to spend 7 days at home does impact them. It was fine to ask them to isolate when it was making a tangible difference. Now it is not.

8:18 PM · Feb 27, 2022

Hopefully the isolation won't be required by then. Seems like no point when we're already having 15k cases a day! Would love to see you no matter how brief.

6:01 PM · Feb 27, 2022

Seeking information around self isolating including the isolation time frame and when/if isolation should reset if a household member tests positive.

So the flatmate has covid. She has been isolating since Tuesday. When is it safe for me to go home? 10 days? When she's non symptomatic? 14 days?

4:01 PM · Feb 27, 2022

Hi Siouxsie, quick question which I'm struggling to find an answer to. Does the household clock reset to a new 10 days if a household close contact in the home tests positive? I assume yes?

10:50 PM · Feb 24, 2022

So those of us already isolating as a home contact waiting for a day 8 test (phase 2 rules), now should shift that to a day 10 test?

2:28 PM · Feb 24, 2022 from Wellington City, New Zealand

I presented with symptoms on Monday night/ Tuesday morning then tested positive on Wednesday.

- How many days is isolation (7 or 10)?
- Do I need to have a second test to prove I am negative?
- At what point can I return to work? 7 or 10 days from the day I presented with symptoms or 7 or 10 days from the day I tested positive? Or only once I test negative?

All the information I find seems to be conflicting and has left me rather confused.

Many thanks 😊

Expressing belief that some people will not follow the self-isolation requirements.

Hate to say it but you must be really naïve if you think people are going to self isolate. I work in retail and customers are blatantly telling us while they buy panadol and throat lozenges "oh we're a close contact of so and so" we should be at home isolating

Discussion around when positive cases and/or household contacts can leave/stop isolation. Some are expressing confusion around requirements.

I am not 100% sure but I'd say you can leave isolation after your 10 days. Because you're not a "close contact" you're the primary covid case. I am in the same situation as I got covid on Friday and now my wife has it. I also note it seems there's a lot of varying information put there, because somewhere I read it's 7 days isolation but when I double checked the covid website did say 10 days. Hope you're doing Ok

no. For household contacts it's 10 days from the day that the result comes through.

7:31 AM · Feb 24, 2022

No one asked but if you're a positive case, your release date/day isn't on your day 10, it's the next day. Meaning, you still have to isolate on your day 10 & can only leave/go out the next day. Too many mixed messages & it's confusing people

11:25 AM · Feb 26, 2022 from Auckland, New Zealand

Healthline: isolation starts 10 days from the day of your test

Me: but the website says 10 days from the positive result?

Healthline: haha jk it's 10 days from the positive result

Local COVID nurse: oh you tested negative a few days before the positive contact? Just go with that

4:25 PM · Feb 27, 2022

This commenter has been isolating for several weeks.

this is my third week isolating bc i was a close contact, then a household contact, and then finally tested positive if i come out of iso tmrw and contract covid again, im actually gna die

12:21 AM · Feb 24, 2022

Concern at the loosening of restrictions around isolation e.g., the removal of close contacts.

It's truly incredible that as we pass 6000 cases, the definition of a close contact becomes virtually non-existent as soon as I'm what I consider a close contact, I'll be isolating regardless - my own safety and that of others is more important than being out and about.

3:41 PM · Feb 24, 2022

I'm not happy with the loosening of the isolation rules etc. I'm pretty much staying at home at present. Not venturing out.

10:08 PM · Feb 24, 2022

Impact of covid/self-isolation on supermarkets in Auckland.

Countdown checkout operator in Auckland just said 50% of their staff are self-isolating with covid-positive family members and the rest are working 7 days a week to cover for them.

12:10 PM · Feb 26, 2022

Sharing on social media that they are having a few problems getting supplies while isolating or for their isolating/COVID positive loved ones.

· 21 hr. ago · edited 20 hr. ago

DUNEDIN- is there a PHARMACY in Dunedin that will deliver? My kiddo has covid - is isolating, he's run out of meds, pilldrop, bargain chemist 5-10 days delivery now.

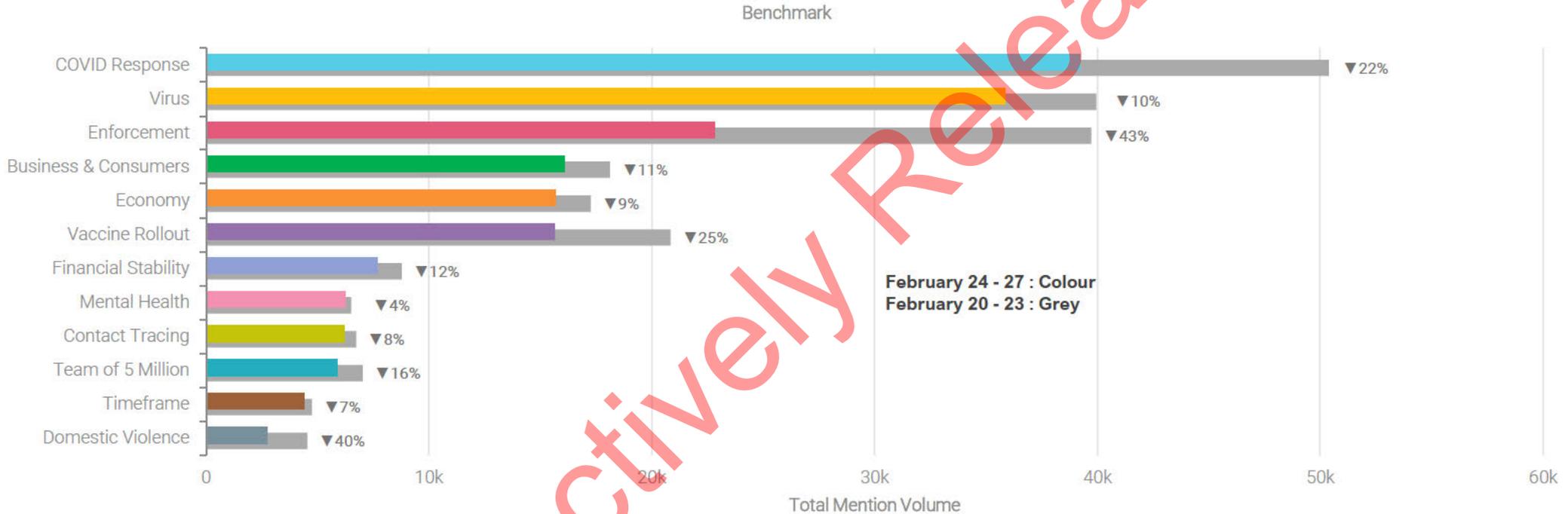
Edit: just to clarify, he's at a residential college, so they're pretty locked down in their rooms, he's doing the "I'm fine, mom" thing but he looks and sounds awful, so not critical but I'd like to get more meds to him if I can.

Heads up - supermarkets in Auckland are no longer able to deliver groceries. If you're isolating or sick, you'll need to find someone not sick or isolating to shop for you 🙄 #ThisIsFine

9:43 AM · Feb 24, 2022

Category change: Benchmark

Categories current time period (February 24 - 27) benchmarked against previous time period (February 20 - 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:

February 24 – 27: 120,087 (-24%)
February 20 – 23: 158,331 (+6%)
February 16 – 19: 148, 836 (+11%)

Total sentiment breakdown:

February 24 – 27: Neg 43, Neu 50, Pos 7
February 20 – 23: Neg 48, Neu 46, Pos 6
February 16 – 19: Neg 45, Neu 49, Pos 6

Net sentiment of each category

Comparing current period (Feb 24 - 27) with shift from previous three-day period (Feb 20 - 23)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	31	-5	65	4	4	1
Enforcement	49	-10	47	11	4	-1
Virus	42	-2	54	1	4	1
COVID Response	46	-2	50	3	4	-1
Economy	29	-3	68	3	3	0
Mental Health	41	-2	56	2	3	0
Financial Stability	31	-4	66	3	3	1
Team of 5 Million	29	-2	54	7	17	-5
Contact Tracing	31	-2	65	1	4	1
Timeframe	29	0	65	0	6	0
Domestic Violence	54	-17	43	16	3	1
Vaccine Rollout	46	-3	51	3	3	0

All categories bar Timeframe increased in neutral sentiment and dropped in negative sentiment.

The largest shift in sentiment was the Domestic Violence category with 17% drop in negative sentiment and the Enforcement category with a 10% drop 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



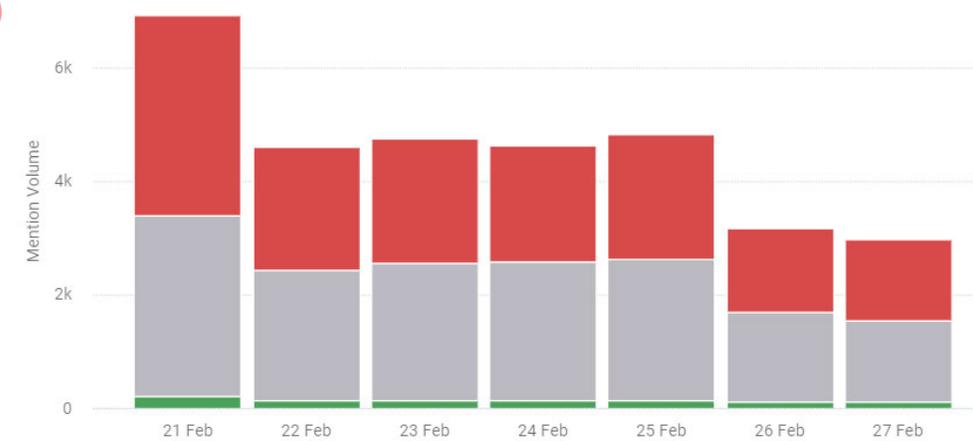
Enforcement



Virus



Vaccine Rollout



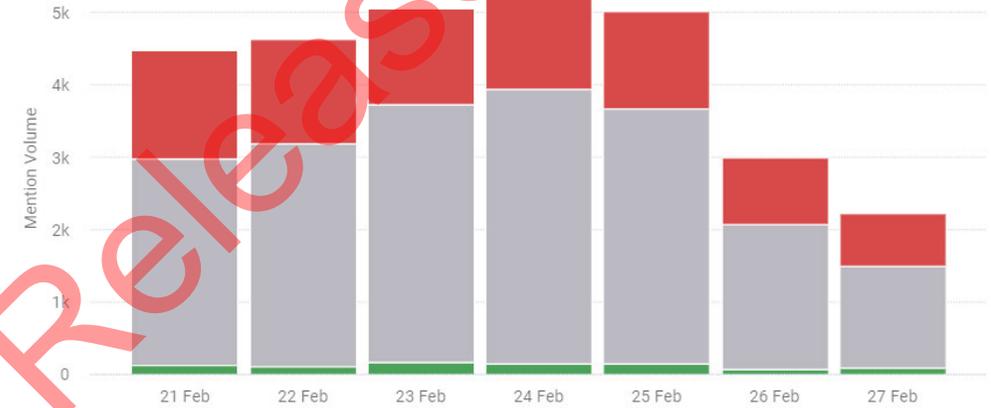
Proactively Released

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.

Business & Consumers



Economy



Financial Stability

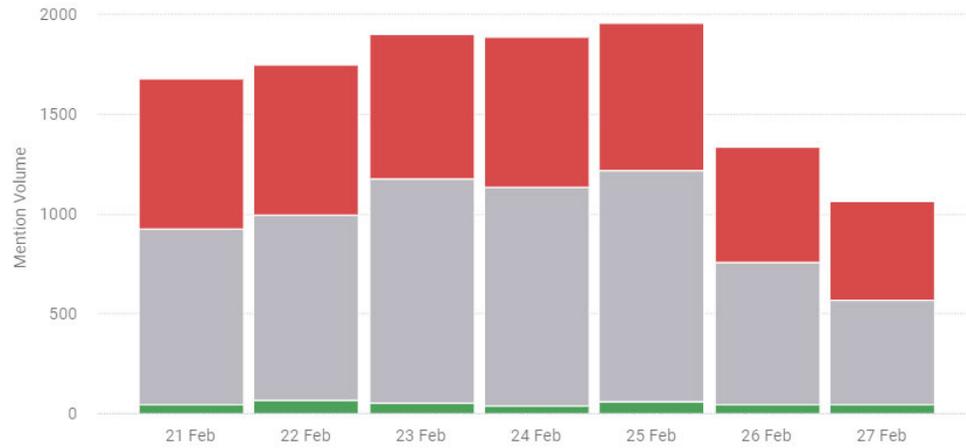


Team of 5 Million



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.

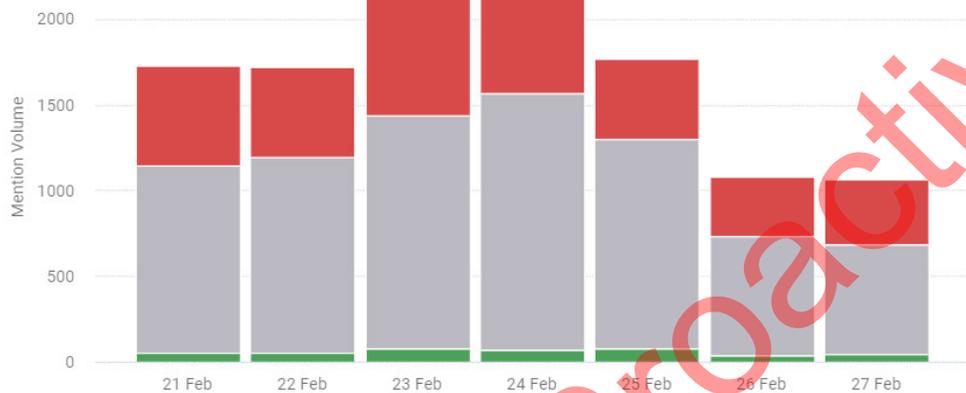
Mental Health



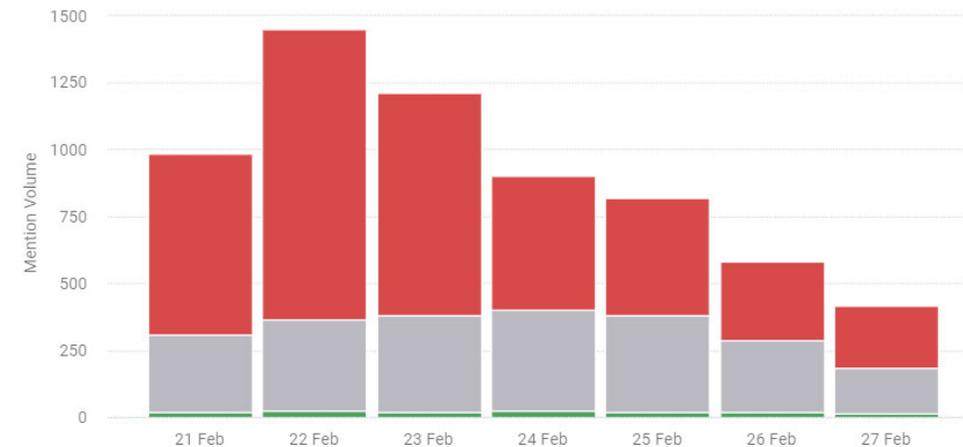
Timeframe



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.

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:



Proactively Released

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Three day period ending
March 2, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

New Zealanders are offering support or advice on how to access support for those who have COVID and need to isolate at home. Some people are preparing for the possibility of home isolation while others are sharing that they have just found out and are organising supplies.

Measuring categories of conversation:

The total volume of conversation increased by 54%. The largest category increases were the Enforcement category with 145% and the Domestic Violence category with 143%.

Many categories have become less neutral with the largest shifts Team of 5 Million category with a 12% increase in positive sentiment and the Enforcement category with a 9% increase in negative sentiment.

The total dataset increased 3% in negative sentiment and 1% in positive sentiment, decreasing 4% in neutral sentiment.

What's in this report:

1. Social Conversation Analysis p.g. 4 -5

Analysts examined conversation around accessing support while isolating at home.

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 offering support or advice on how to access support for those who have COVID and need to isolate at home.

Analysts examined content about accessing support when isolating. Sentiment was largely neutral in tone.

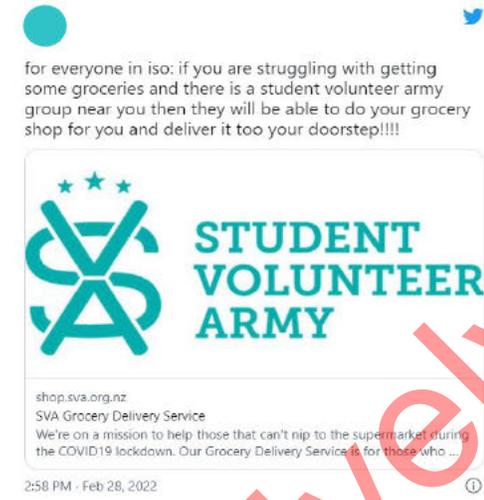
Conversation included individuals offering to support friends and families with grocery or pharmacy runs. There were also others offering advice on where to access support for food deliveries or financial support from central and community agencies.

There were people who do not have COVID currently but were seeking information on how best to prepare for a period of home isolation. Others were sharing that they just received a positive test result and were seeking advice.

There are discussions about how the wage subsidy for those who need to isolate and can not work from home can or should be applied.

Disruption in deliveries of food due to supply chain issues is causing some stress who are isolating at home.

Sharing options for support from organisations while isolating with COVID.



Call 0800labplus. For food call 0800512337

0 Reply Share Report Save Follow

From a practical point of view, WINZ can help w food, and there's also a list of food parcel providers I saw recently that I can hunt down if you need.

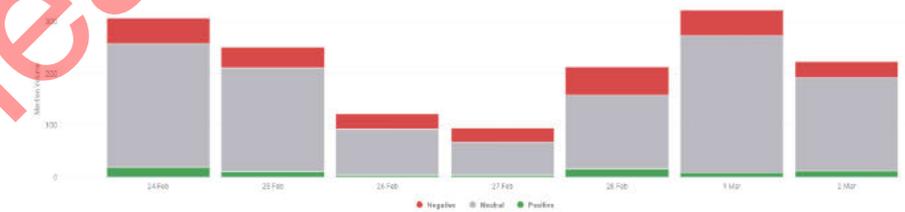
Go see your GP for meds if you haven't (I presume you have).

Life is stupidly hard at the moment. Just do today, and tomorrow do tomorrow.

ETA: also zero family contact or friends (wheeeeeee)

10 Reply Share Report Save Follow

Volume and sentiment of conversation about 'accessing support while isolating' 24 Feb – 2 March, 2022



Sentiment of conversation 3 day period (Feb 28 – Mar 2).
Negative 18%, Neutral 77%, Positive 5%

Offers of support with collecting groceries for friends who need to isolate at home.

Crikey! Hope you get better soon. Have you got support for groceries?

10:15 AM · Mar 2, 2022

Offering advice about which items to have in the home for isolation. Also suggesting lining up a support person to help with supplies.

Apparently this 🙋. I'd also suggest just confirming a someone who can support you during that time that you don't live with - to do things like grocery or chemist runs etc if you can't get things delivered. Or vice-versus if you can help someone.

This person, having lined up support is holding some apprehension at potentially compromising the health of other family members.

Worrying. We're over 65 am no car. Walking distance might be a problem if we're sick and there's no walk-in testing nearby. If we get sick we may not get tested or counted. Our family could help with food but we wouldn't compromise our wee grandchildren.

Researching options for support ahead of time. This commenter has a query about dietary requirements.

Hey have you used this welfare line? I haven't had covid but I was just wondering do they just send you a box of stuff that you may not even want (I have food intolerances). I have some ideas of where I can order from if I do come down with covid but just wondered whether that gov line would be a waste of time and food for me?

2 Reply Share Report Save Follow

Disruption in normal deliveries of food due to supply chain issues is causing some stress who are isolating at home.

Sorry to hear that's happened to you. Unfortunately this is the new normal with supply chain disruption and people getting covid. If you're stuck because you're self isolating and can't go out to get groceries, call health line or maybe a local church or mosque and see if someone can help you out by dropping you off some essentials.

25 Reply Share Report Save Follow

Some are asking for clarification, fact finding and discussing the detail of how the wage subsidy for those who can't work from home is/can be applied

I think IRD COVID-19 Support Payment pays out \$4k + \$400 per full-time employee on a fortnightly basis for six weeks, and max payout is \$13,200? And yup, can only apply for one of the schemes.

9:16 AM · Feb 28, 2022

Im kinda in tge same situation as you. So i worked Monday and Tuesday this week and today i found out i have covid. So Im currently isolating but im wondering if ill get the \$600 included with my 2 days of work this week. Anyone know? TIA

1 Reply Share Report Save Follow

Depends on the conversations you have had with your boss. They need to apply for the subsidy in order to pay it to you. What you qualify for while be dependent on your contracted hours etc.

1 Reply Share Report Save Follow

Some immuno-compromised people who are anxious about the current high case numbers may be feeling unsupported.

Yup, left to fend for ourselves in society and also no financial support from the government to support our self isolation.

11:42 AM · Feb 28, 2022

A university managing the spread of COVID in dorms/student accommodation.

Uni doing the best they can from accounts. Meals delivered to rooms, iso buddy system so people stay connected etc. Initially safety protocols weren't well policed (who wants to be the party kill joy?). As soon as one breaks a rule others follow. It only takes a few spreaders..

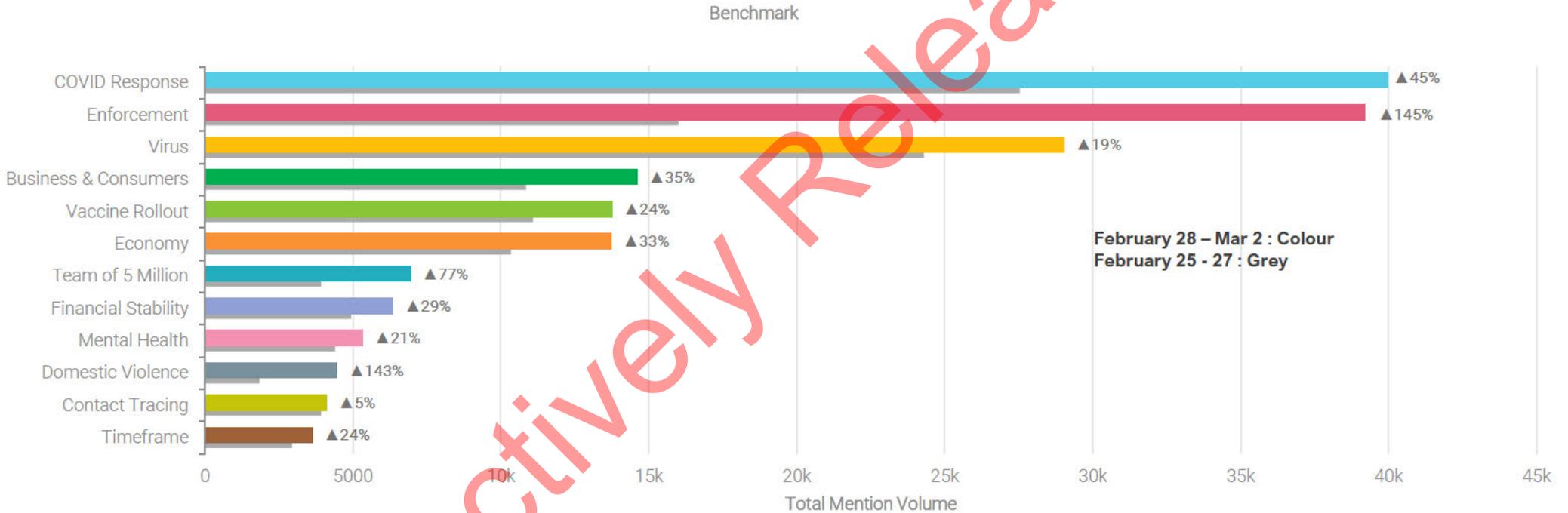
12:29 PM · Mar 2, 2022

Discussing future support for Long COVID sufferers.

Hey #NZ, this is an important from a #LongCovidNZ sufferer. Please be aware this could happen to you too & there's inadequate support available if it does. The first Omicron L.C. cases are now emerging as its 3 mths since Omicron appeared. It's not 'mild' if you never recover.

Category change: Benchmark

Categories current time period (February 28 - Mar 2) benchmarked against previous time period (February 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:

February 28 - Mar 2: 127,935 (+54%)
February 25 - 27: 83,065
February 20 - 23: 158,331

Total sentiment breakdown:

February 28 - Mar 2: Neg 47, Neu 45, Pos 8
February 25 - 27: Neg 44, Neu 49, Pos 7
February 20 - 23: Neg 48, Neu 46, Pos 6

Net sentiment of each category

Comparing current period (Feb 28 – Mar 2) with shift from previous three-day period (Feb 25 - 27)

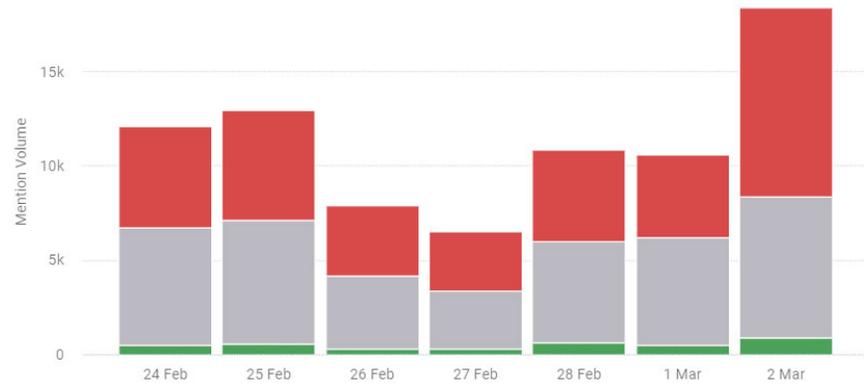
Many categories have become less neutral. The largest shifts in sentiment were the Team of 5 Million category with a 12% increase in positive sentiment and the Enforcement category with a 9% increase in negative sentiment.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	33	1	63	-1	4	0
Enforcement	59	9	33	-13	8	4
Virus	41	-2	55	2	4	0
COVID Response	48	2	47	-2	5	0
Economy	28	-2	69	2	3	0
Mental Health	40	-1	57	2	3	-1
Financial Stability	32	0	66	1	2	-1
Team of 5 Million	28	-2	43	-10	29	12
Contact Tracing	29	-2	66	1	5	1
Timeframe	27	-3	67	3	6	0
Domestic Violence	71	18	27	-17	2	-1
Vaccine Rollout	45	-1	51	1	4	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.

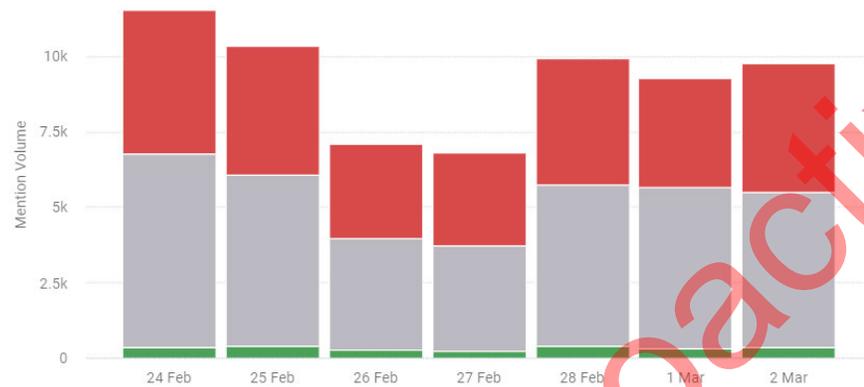
Covid Response



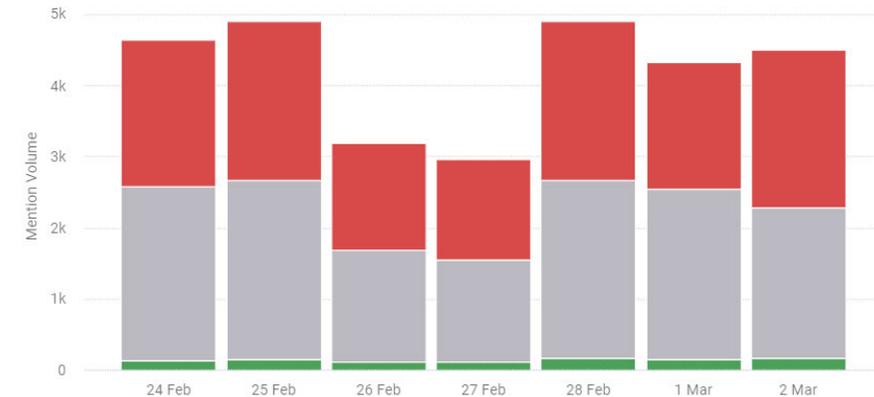
Enforcement



Virus



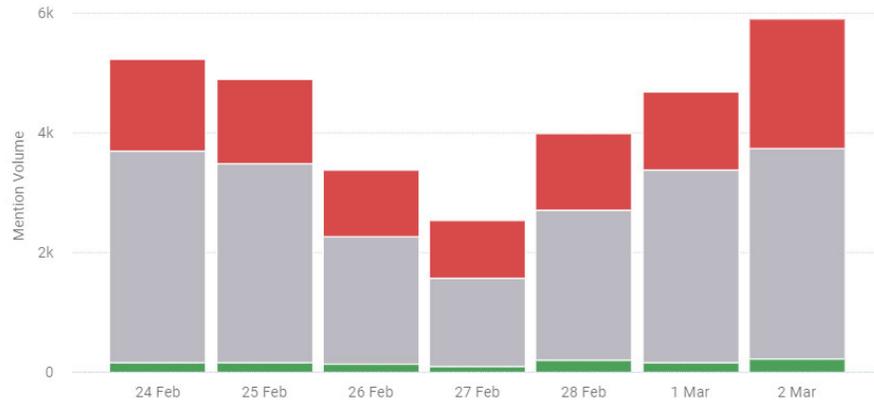
Vaccine Rollout



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.

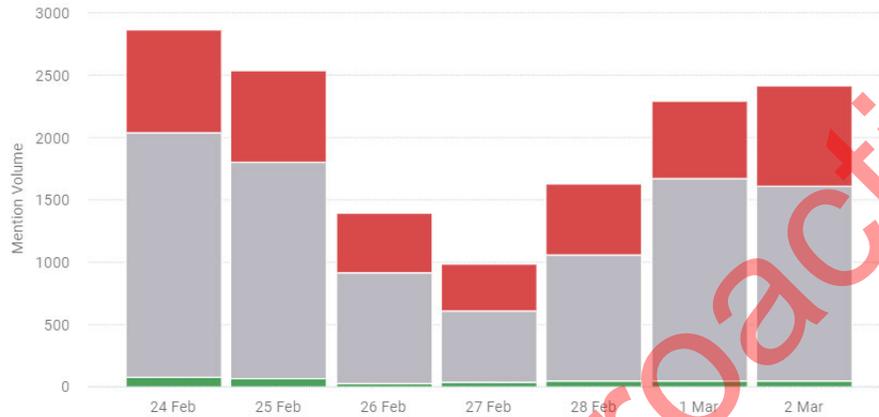
Business & Consumers



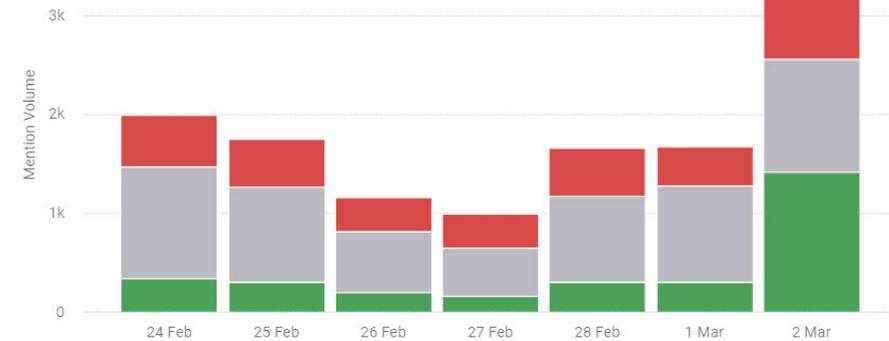
Economy



Financial Stability



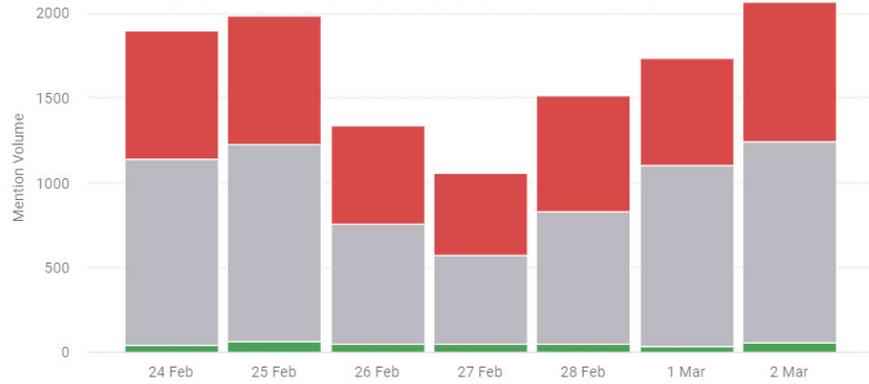
Team of 5 Million



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.

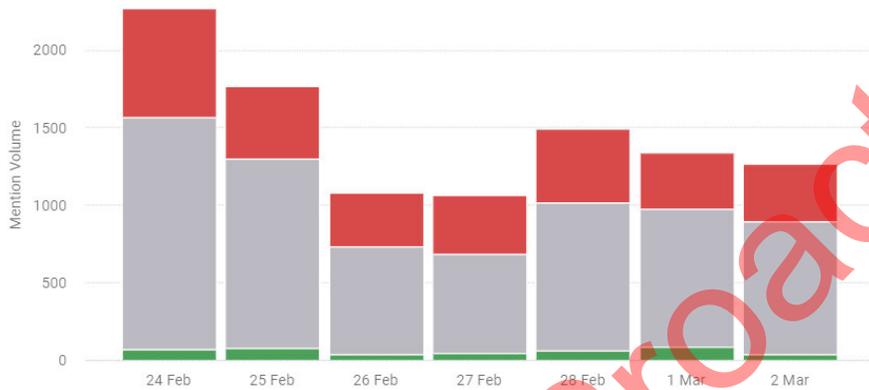
Mental Health



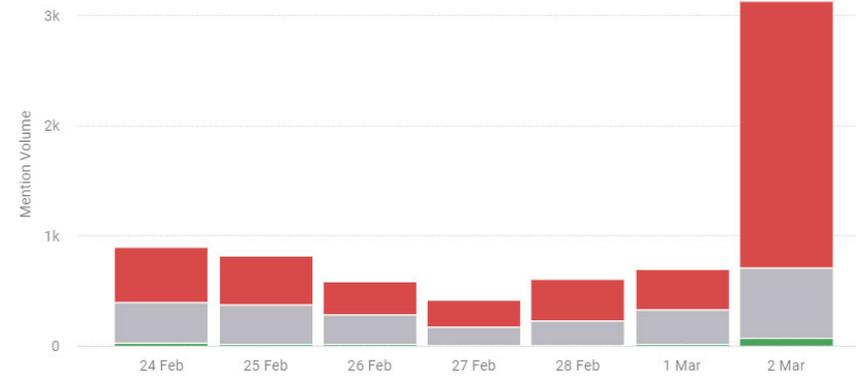
Timeframe



Contact Tracing



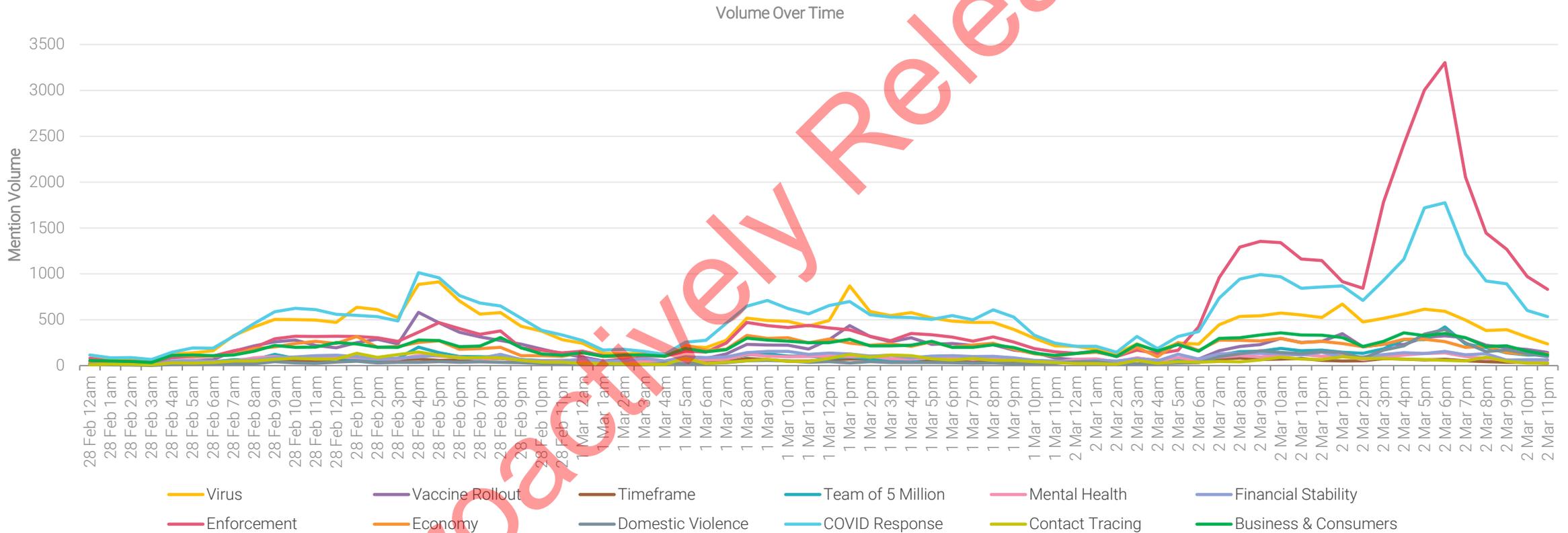
Domestic Violence



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 (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES 28 FEB - 2 MAR



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**
Four day period ending
March 6, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined conversation about rapid antigen tests (RATs) over the past four days. Some New Zealanders have had seamless experiences accessing and obtaining RATs in their area. Others have had some difficulty ordering RATs either online or via the 0800 number or picking them up at collection points. There is discussion around people potentially not reporting their positive or negative RAT results.

Measuring categories of conversation:

The total volume of conversation decreased by 17%. The largest category increase was in the Domestic Violence category by 23% and largest decrease was in the Contact Tracing category at 33%.

Most categories either dropped slightly in negative sentiment or remained stable. The largest increase in negative sentiment was in the Financial Stability category which rose 3%.

Sentiment of the total dataset rose 1% in negative sentiment and dropped 1% in positive sentiment.

What's in this report:

1. Social Conversation Analysis p.g. 4 -5

Analysts examined conversation around rapid antigen tests (RATs).

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 discussing accessing or obtaining rapid antigen tests. There is discussion around people not reporting positive or negative test results.

Analysts examined conversation about rapid antigen tests (RATs) over the past four days. There was high neutral sentiment at 62%.

Some New Zealanders have had seamless experiences accessing and obtaining RATs in their area. Others have had some difficulty ordering RATs either online or via the 0800 number or picking them up at collection points.

There is discussion around people potentially not reporting their positive or negative RAT results. Some are seeking clarity on whether negative RAT results need to be reported to the Ministry of Health.

Some are expressing the belief that RATs are not giving entirely accurate or consistent test results. There are some who have had symptoms of COVID-19 yet they or their household members are testing negative on RATs.

A few are concerned about the affordability of RATs.

Some had seamless experiences ordering and collecting RATs in their area.

For anyone slating the system for ordering RAT tests, it literally took me two minutes. Eternally grateful to live in a country with such a top class COVID response.

8:58 AM · Mar 6, 2022

And like that we've received 2 tests each for all 5 members of my household.

- Ordered this morning
- Received order number straight away
- Picked up RAT's from testing centre

Easy as 🍌

No longer need to go in on Monday (Day 10).

It was super easy to order and collect our RATs today! Ordered via website, 5 min wait in (car) line, a few quick questions and done.

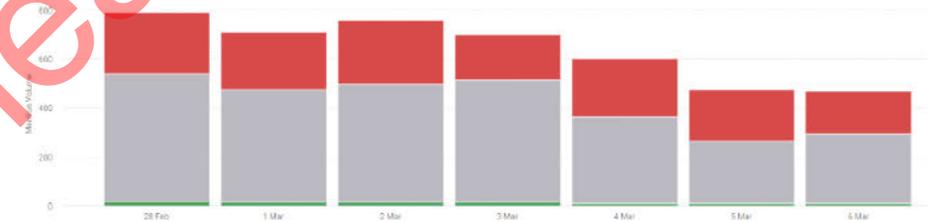
All negative tests too. Phew!
[#COVID19](#) [#covidnz](#)

5:32 PM · Mar 6, 2022

PPS we have had amazing support from Tauranga Moana health services since we tested +ve; ordering free RATs, phone calls from GP, scripts filled & delivered free of charge by local pharmacy, kai & supplies from friends. Realise we have postcode luck. Still grateful.

7:12 PM · Mar 5, 2022

Volume and sentiment of conversation about rapid antigen tests/testing, February 28 – March 6



Sentiment of conversation March 3 - 6
Negative 36%, Neutral 62%, Positive 2%

Some are sharing tips on social media about where RATs are available or how to get them.

There are a few RAT collection centers in Auckland. The closest one to East Auckland is Fair Mall in Otara.

12:35 PM · Mar 3, 2022 · Twitter for Android

PSA that if you have symptoms you can now order RATs online through the COVID site and someone can pick them up for you from the closest site 🍌

Hamilton friends: if you've requested RATs from the MoH you can walk up to the exit of the Founders Theatre testing station on Tristram St (across road from Frank cafe) and get them there without having to queue in your car for hours.

2:10 PM · Mar 3, 2022

Some are having trouble getting through online or to the 0800 number to get RATs. Others are discussing wait times to collect RATs.

SIL in a huge queue in Chch had to travel across town for pre-ordered RATs. @CDHB suggest getting RATs out into the community for those without cars or time. I accept that being rural I have to travel, but only 2 pickup sites in Canterbury is ridiculous. #CDHB #COVIDNZ

11:56 AM · Mar 3, 2022



What a mission to get a test! Yesterday, my son started with symptoms. I tried to use your new online RAT request service. I tried 2 phone numbers, with and without the zero, I tried different browsers, different devices, no text received to verify my phone number, no go.

2:05 PM · Mar 5, 2022



Had to pick a RAT for my daughter in NGA/Waikato. They were closed for an hour for lunch while the queue kept growing. Can they not have rotating staff to do the screening or a separate line for pickups, esp if you have already ordered from MoH website? Very inefficient!!!

2:52 PM · Mar 3, 2022



Can you feedback that the distribution system for RAT tests is still really difficult and not accessible? I ordered on the new website but it still requires queuing in an enormous line of cars to collect. This is not practical when you have children, sick people and work.

9:06 AM · Mar 3, 2022



Concerned about the affordability of RATs tests.

Just ordered some through Chemist Warehouse online. "Receipt for your 3x 5 Pack OrientGene B22399 Rapid Antigen SARS-CoV-2 RAT - \$134.97". Is this expensive? Who will be able to afford to get tested regularly?

7:03 AM · Mar 3, 2022



Some are expressing the belief that RAT results aren't entirely accurate or consistent. Some have COVID-19 symptoms yet they or their household members are testing negative.

SOOOOOOOOO many people "with symptoms" in close (household) contact with +tive covid cases getting -tives from RATs, for days and days, and then suddenly getting a +tive.

RATs are REALLY inconsistent and dangerous.

It really worries me that we've gone all in on a coin toss.

2:21 PM · Mar 4, 2022



Mar 03, 2022 02:07:19 AM

Me and my husband both have symptoms of covid since Sunday. Monday we had RAT test. Both negative. Still have symptoms so another RAT test today negative again. We both still feel like crap. Still have to isolate???? Starting to wander about these RAT test????

4 days ago

RATs aren't very accurate either.. Partner and I have negative RATs and the next day our symptoms got way worse, healthline suggested retest, testing station tried to turn us away as we had recently tested. Managed to convince them to let us test again and sure enough, covid positive.

1 day ago

One kid tested positive last week, and even though almost everyone else is sort of miserably symptomatic all other household members are testing negative (day 3). Really giving the RATs a side eye here. I mean I guess I can assume we all have it.

Some are feeling grateful that they are boosted.

I feel like I've dodged a bullet. Everyone in my work place has tested positive for covid. Except me, I'm still testing negative on RAT after exposure on Saturday. I've never been so grateful for vaccinations and getting my booster 3weeks ago and being a vigilant mask wearer.

9:58 AM · Mar 3, 2022



I'm in a household of four that's spent the last week living with a confirmed positive case. The rest of us continue to RAT-test negative. We're all boosted.

2:49 PM · Mar 4, 2022



Discussion around people not reporting their positive or negative RAT results. Some are seeking clarity on whether negative results need to be reported.



I bet you case numbers are triple what they are reporting atm. Most in Counties Manukau where the virus is at it's worst won't register their results on the My Covid App & getting a hold of someone on Healthline to register their rats test result is near impossible so why even bother

1 day ago

I am across the media, socials and general whoopla of covid, but last week I honestly didn't know I needed to report my positive RAT online until my health care worker housemate said so. I reckon there are thousands of positives going unreported each day due.

People won't be uploading their RATs there will be so much more out there than we know...I'm running a register at work which records who has taken a box of tests and what the results are - also telling them to report any positives.

1:17 PM · Mar 6, 2022



23 hr. ago · edited 23 hr. ago

I swear I heard either Ashley Bloomfield or Chris Hipkins say on one of the pressers last week that reporting negative RATs was not that useful. But now they want that?

(Or am I imagining that??? Serious question!)

Do you think this is partly community testing fatigue resulting in not getting tested with mild symptoms and/or not reporting results of RAT? Starting to hear murmurings of this here already... especially with barriers to reporting positive RATs already

8:46 PM · Mar 4, 2022



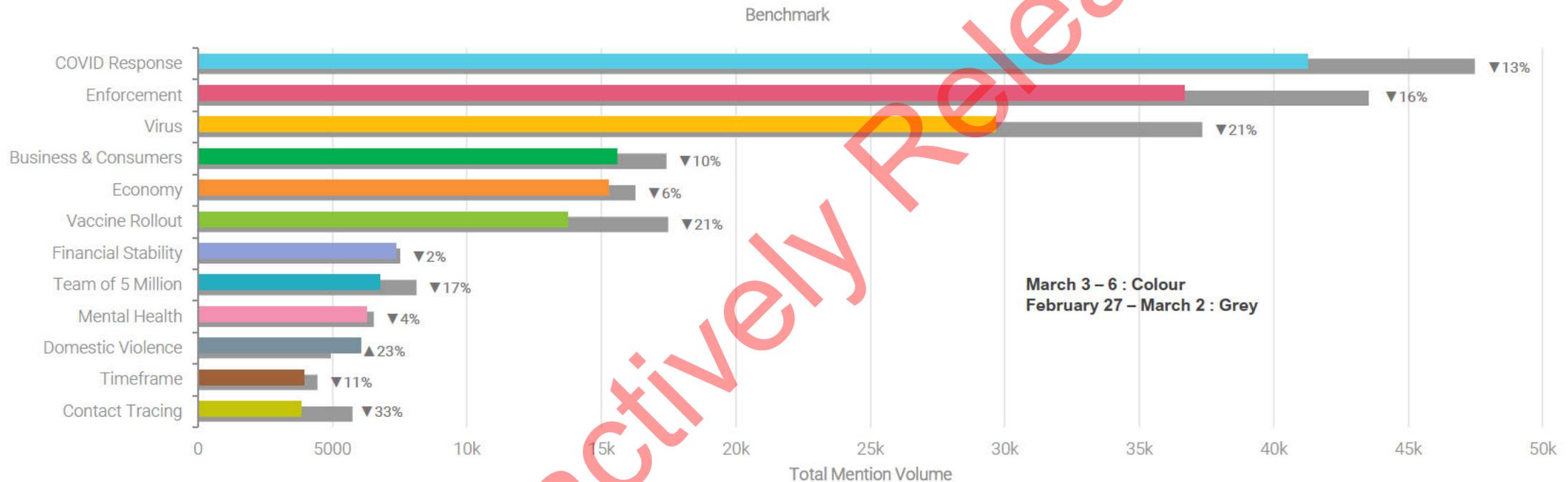
Some continue to say they will not do a rapid antigen test/get tested.



What a joke! It's simple, don't test then you don't need to isolate or stay home and you definitely don't need to waste your time or money on RATs tests!

Category change: Benchmark

Comparing current period (Mar 3 – 6) with shift from previous three-day period (Feb 27 – Mar 2)



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:

March 3 – 6: 127,513 (-17%)
Feb 27 – March 2: 153,132 (+9%)
February 23 – 26: 140,890 (-8%)

Total sentiment breakdown:

March 3 – 6: Neg 47, Neu 46, Pos 7
Feb 27 – March 2: Neg 46, Neu 46, Pos 8
February 23 – 26: Neg 44, Neu 50, Pos 6

Net sentiment of each category

Comparing current period (Mar 3 – 6) with shift from previous four-day period (Feb 27 – Mar 2)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	32	-1	64	+1	4	0
Enforcement	60	+2	34	0	6	-2
Virus	42	0	54	0	4	0
COVID Response	48	0	47	0	5	0
Economy	29	0	68	0	3	0
Mental Health	39	-2	58	+2	3	0
Financial Stability	35	+3	62	-3	3	0
Team of 5 Million	29	+1	46	+2	25	-3
Contact Tracing	28	-2	68	+3	4	-1
Timeframe	27	-1	67	+1	6	0
Domestic Violence	69	-1	28	0	3	+1
Vaccine Rollout	47	+2	49	-2	4	0

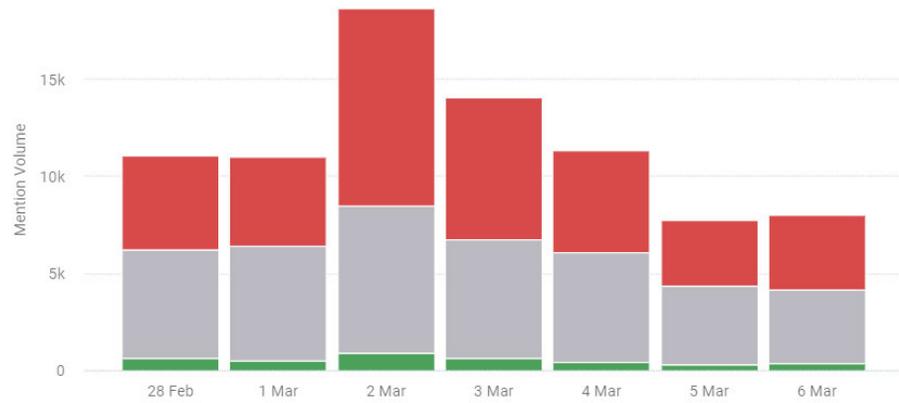
Most categories either dropped slightly in negative sentiment or remained stable.

The largest increase in negative sentiment was in the Financial Stability category which rose 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.

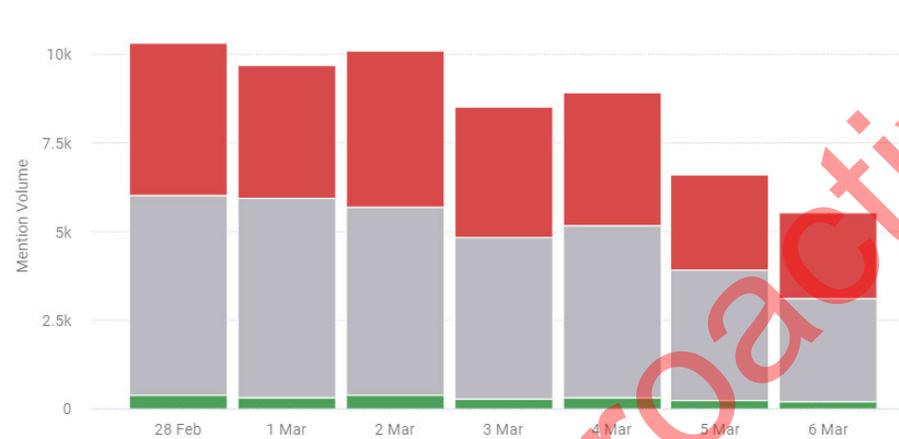
Covid Response



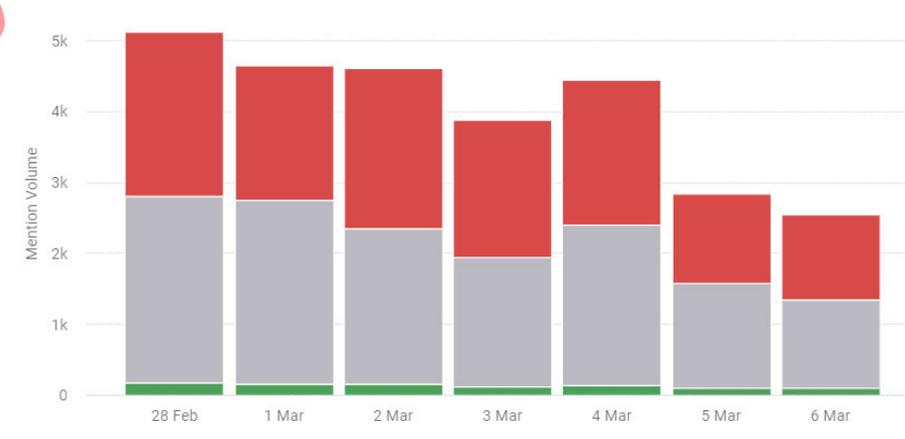
Enforcement



Virus



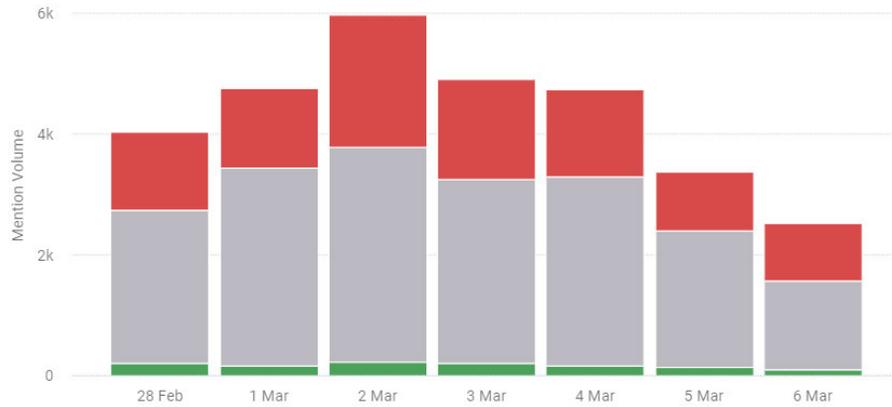
Vaccine Rollout



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.

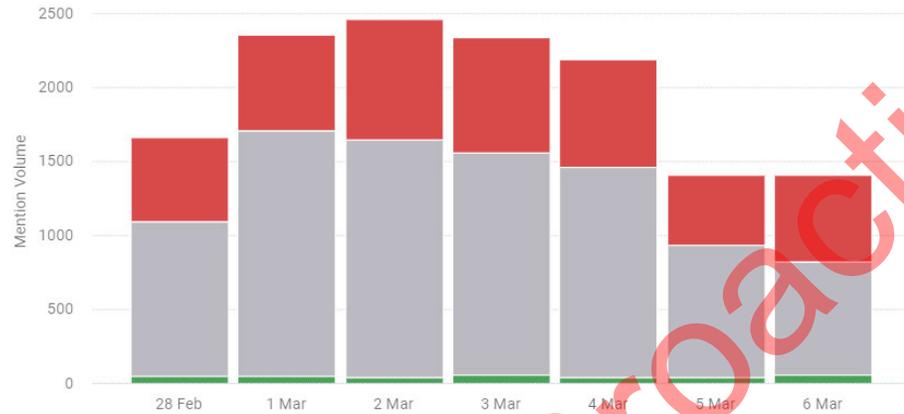
Business & Consumers



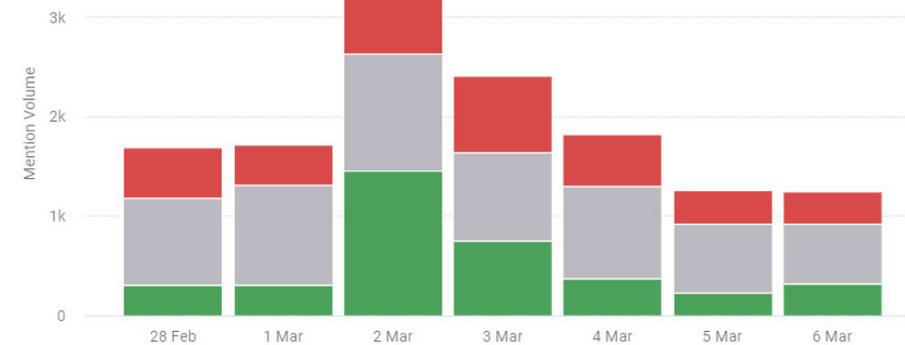
Economy



Financial Stability



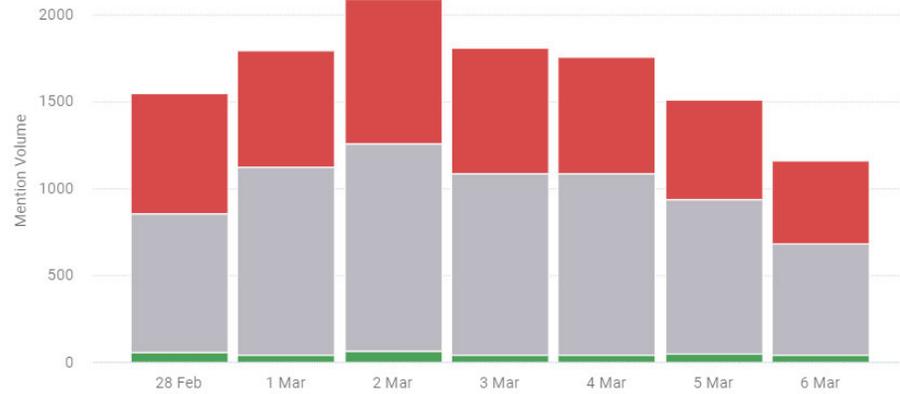
Team of 5 Million



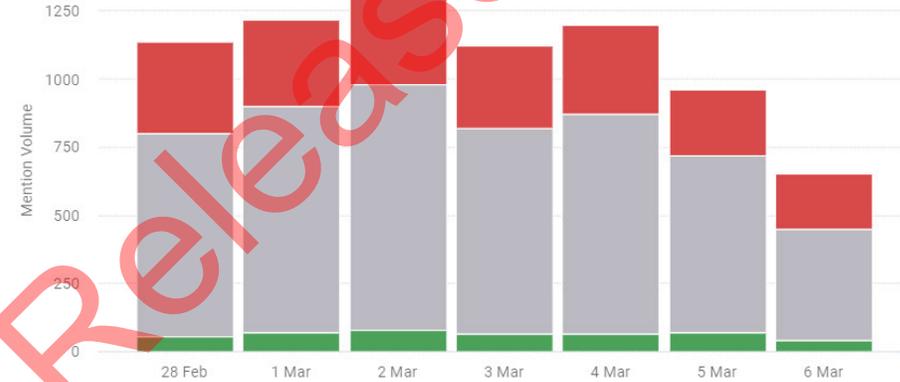
Proactively Released

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.

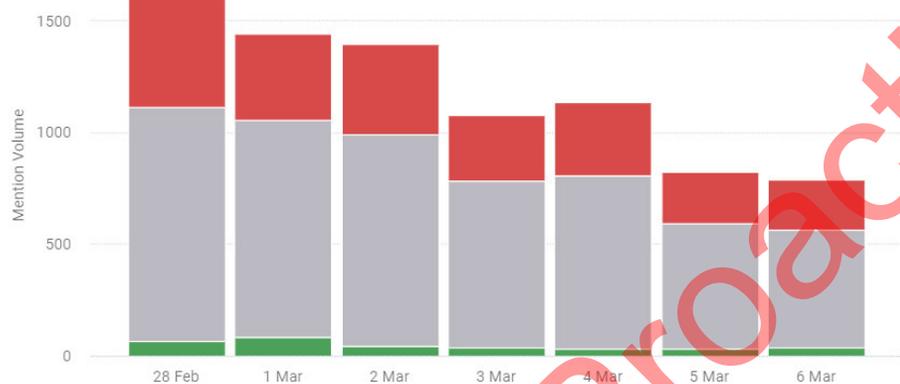
Mental Health



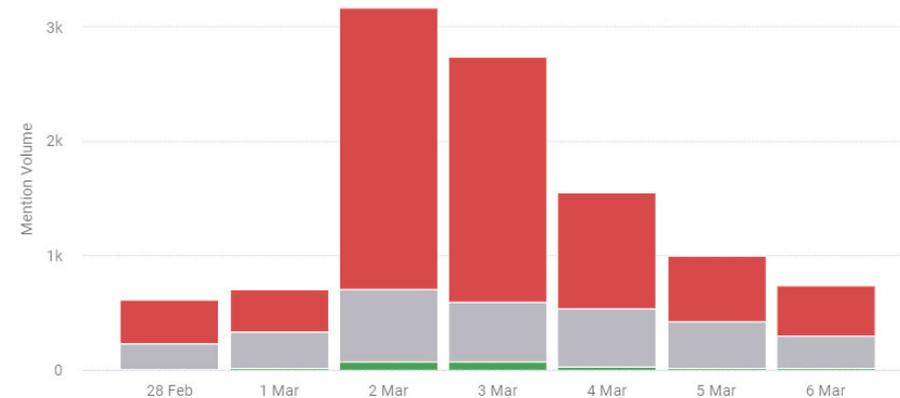
Timeframe



Contact Tracing



Domestic Violence

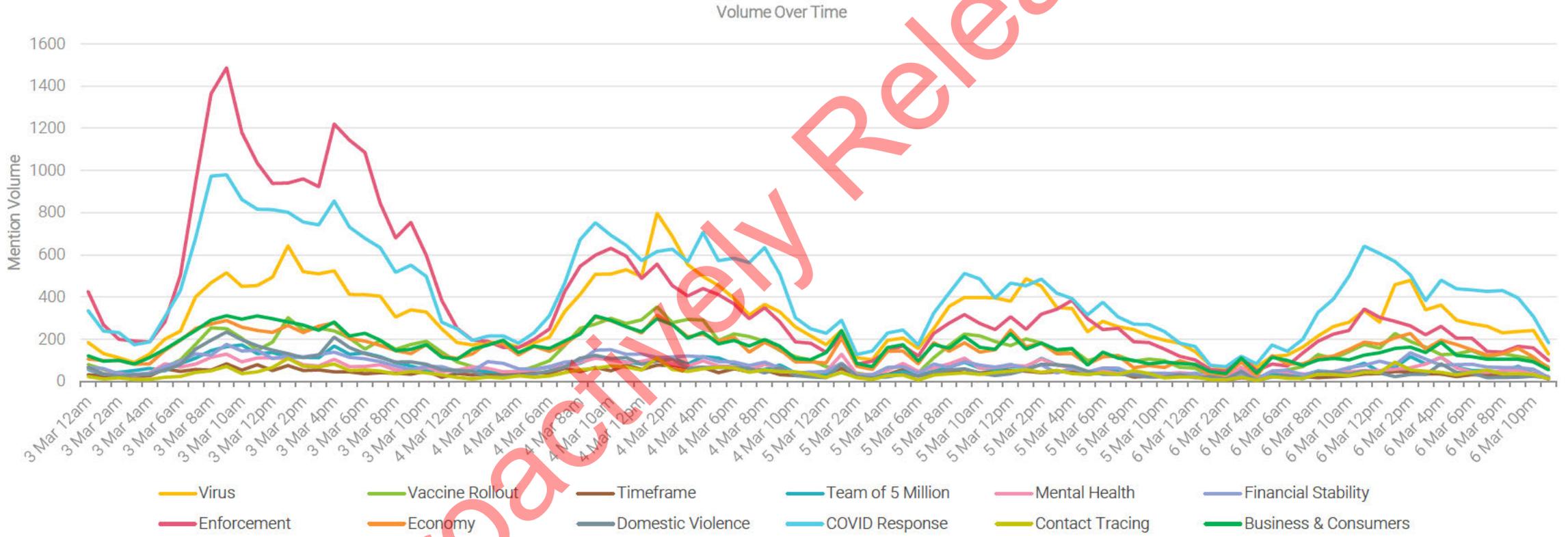


Proactively Released

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 4 days)

SOCIAL CONVERSATION CATEGORIES MARCH 3 - 6



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:



Proactively Released

Thank you

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Three day period ending
March 9, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

New Zealanders continue to provide support to their friends and family who are isolating. Some people are frustrated by their experience of trying to access financial assistance.

Measuring categories of conversation:

The total volume of conversation increased by 18%. The largest category increases were the Financial Stability category with 61% and the Economy category with 44%.

Most categories increased in neutral sentiment with the largest shifts being the Domestic Violence category (16%) and the Enforcement category (12%).

The total dataset decreased 3% in negative sentiment, increasing 3% in neutral sentiment. Positive sentiment remained stable.

What's in this report:

1. Social Conversation Analysis p.g. 4 -5

Analysts examined conversation around accessing support while isolating at home.

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 continue to provide support to their friends and family who are isolating. Some people are frustrated by their experience of trying to access financial assistance.

Analysts examined conversation about accessing support while isolating. The sentiment of this conversation is still largely neutral.

There are people posting that they have been helping their friends and family members who are isolating by delivering groceries and supplies to them. Others are sharing their gratitude for receiving support from friends/family while they are isolating.

Some people continue to seek information about financial support. Some are offering advice and providing links to further information from websites including UAC, Employment NZ and IRD.

Some people are experiencing long wait times to get assistance on the phone and some are saying the support is not enough or that they have not received any yet.

Some are having difficulties ordering groceries to be delivered or supply issues are making some items hard to attain.

Helping others and appreciating the help from others with food and supplies while isolating.

Two contactless deliveries of essential items done for family & friends who are isolating. We got this! 🍷❤️

2:11 PM · Mar 5, 2022

Ugh. Our building has asked anyone who's positive to stay in and avoid the shared areas. There's a standing offer of volunteers on each floor to collect and deliver parcels/groceries from the lobby, and take out trash, for anyone isolating too. Which is so lovely.

7:21 PM · Mar 5, 2022

When Omicron hit we set up a buddy system with 4 other families for picking up supplies if anyone tested positive and had to isolate. 2 of those families tested positive yesterday so on my way to deliver groceries. Looking after each other right now is so important #bekind

Not enough that 2 of us 4 have covid, my fucking oven exploded as I was about to cook dinner! Luckily I was making burgers and bbq had gas.

But then a bunch of friends offered meals, gas burner, wine etc. I hate asking for help, but my friends are so great I didn't need to ask 🍷

Volume and sentiment of conversation about accessing support while isolating, March 3 - 9



Sentiment of conversation March 7 - 9

Negative 19%, Neutral 78%, Positive 3%

Voicing concern about people who have COVID. Offering support and well wishes.

And the emails are rolling in from students who are currently positive and it feels so strange asking if they're okay, sending links to both help and financial support, and finishing the email with sending well wishes. What more can we do than that? It feels not enough 😞

6:53 PM · Mar 3, 2022

Sorry to hear you and your BIL have got Covid. Hope you have got someone to deliver food, pharmacy items and you've got good medical support and advice. Rest, rest, rest and drink heaps of fluids. Wishing you both best possible outcome 😊.

7:10 PM · Mar 6, 2022

Some are using their social networks to seek information about accessing financial support. With others providing links to further information or advice.

1 · 2 days ago

And what about the government's subsidy, do I just have to let my employer know that I am positive and they'll sort it out or...?

You fill out a form on the IRD portal and then they can send your employer a letter if you want them to 😊

1:52 PM · Mar 7, 2022

<https://covid19.govt.nz/isolation-and-care/how-to-self-isolate/>

<https://covid19.govt.nz/isolation-and-care/financial-support/>

There's definitely help available, you just have to find your way through the maze of different application forms and govt sectors to get it :)

Good luck!

👍 5 🗨️ Reply Share Report Save Follow

2 days ago

[COVID-19 financial support

](<https://www.employment.govt.nz/leave-and-holidays/other-types-of-leave/coronavirus-workplace/covid-19-financial-support/>)

All I could find. Give them a call and find out your rights and obligations.

👍 5 🗨️ Reply Share Report Save Follow



makes a difference as to whether your employer can apply for the \$600 govt support for you to help you have \$\$\$ while self isolating

Frustrated by not receiving support yet, feeling like it's not enough support or not being able to get through on the phone.

This is such a fucking joke. My wife and I both tested positive and asked for help; no one got back to us so five days in we called to ask for help— at this point we were wiping with disinfectant wipes, had no toilet paper, and were out of food and money and had to order food in because we're both too sick to stand, never mind cook. We finally got through and were told we would be referred to community support, nothing happened. Applied for financial support through winz as we CANT FEED OUR KID OR WIPE OUR ASSES and still got NO HELP. All of our benefit got wiped out by bills and the part time work I do to usually cover food obviously isn't coming in so we're scraping together any scrap we can to get by. No idea how we're gonna cope for three more days, still sick as fuck and desperate.

Wasting time to call there's no one answer the phone ...what's the point...??

Like Reply 13 h

Need more money ... It's not enough

Like Reply 1 d 3

If you're not getting any kind of financial support to isolate then I guess 'can' becomes 'have to' very quickly

12:59 PM · Mar 4, 2022

Some are having difficulties ordering groceries to be delivered or supply issues are making some items hard to attain.

Tried for 5 days to get a delivery slot been a regular customer having my groceries delivered every Monday. Lucky I live in a village and my Manager has just been and picked up my order

Like Reply 1 d

Oh my gosh, how annoying for you. Thanks for letting me know not to keep checking for slots opening up, i've wasted so much time trying at different times of day and night 🙄😞. Not good for the vulnerable or those meant to be isolating. 😞

Like Reply 23 h

Very difficult to get baby items, usually we would have ten to twenty options for jar foods, nappies etc but currently we're lucky if there are two. Bit worrisome but to be expected.

Like Reply 23 h

Category change: Benchmark

Comparing current period (Mar 7 – 9) with shift from previous three-day period (Mar 4 – 6)



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:

March 7 – 9 : 97,473 (+18%)
March 4 – 6 : 82,399 (-42%)
March 1 – 3 : 142,444 (+74%)

Total sentiment breakdown:

March 7 – 9: Neg 41, Neu 52, Pos 7
March 4 – 6: Neg 44, Neu 49, Pos 7
March 1 – 3: Neg 50, Neu 42, Pos 8

Net sentiment of each category

Comparing current period (Mar 7 - 9) with shift from previous four-day period (Mar 4 - 6)

Most categories increased in neutral sentiment.

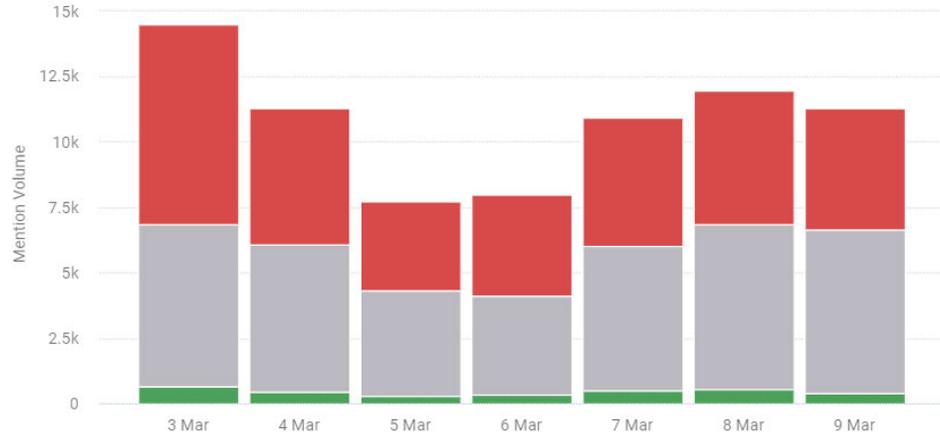
The largest shifts being the Domestic Violence category (16%) and the Enforcement category (12%) increase in neutral sentiment.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	28	-3	68	3	4	0
Enforcement	43	-12	53	12	4	0
Virus	39	-3	57	3	4	0
COVID Response	43	-3	53	3	4	0
Economy	29	0	68	1	3	-1
Mental Health	39	0	58	0	3	0
Financial Stability	34	-1	64	2	2	-1
Team of 5 Million	24	-3	55	4	21	-1
Contact Tracing	29	1	65	-3	6	2
Timeframe	26	-1	69	3	5	-2
Domestic Violence	46	-15	52	16	2	-1
Vaccine Rollout	43	-3	53	2	4	1

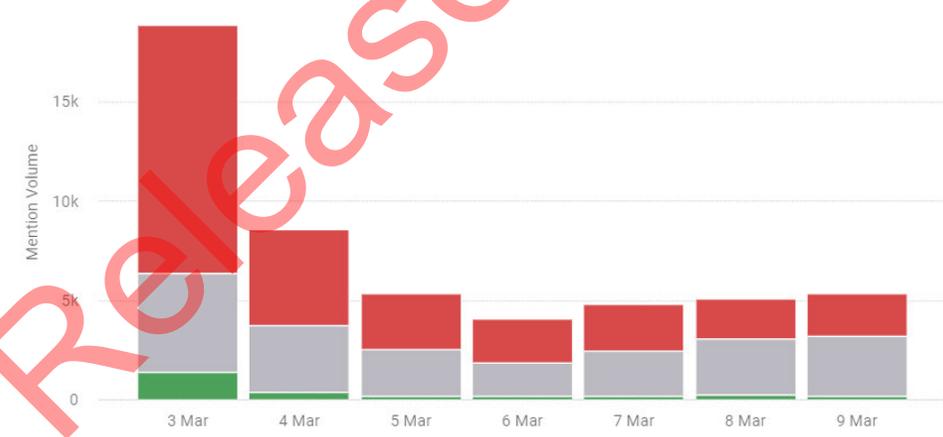
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

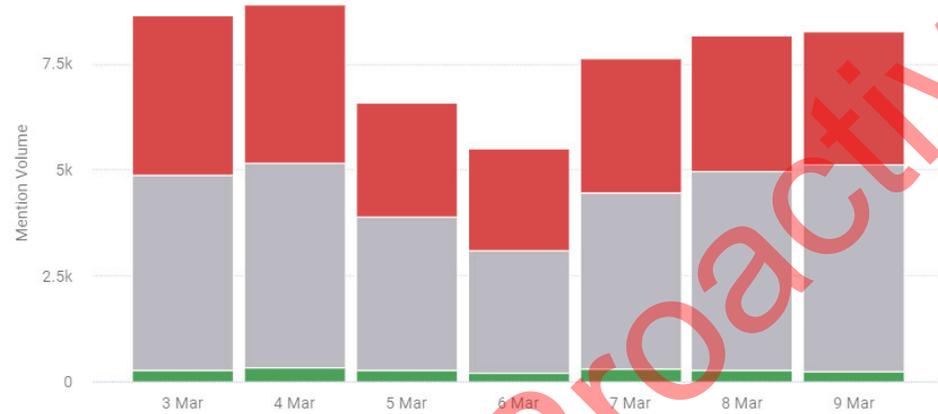
Covid Response



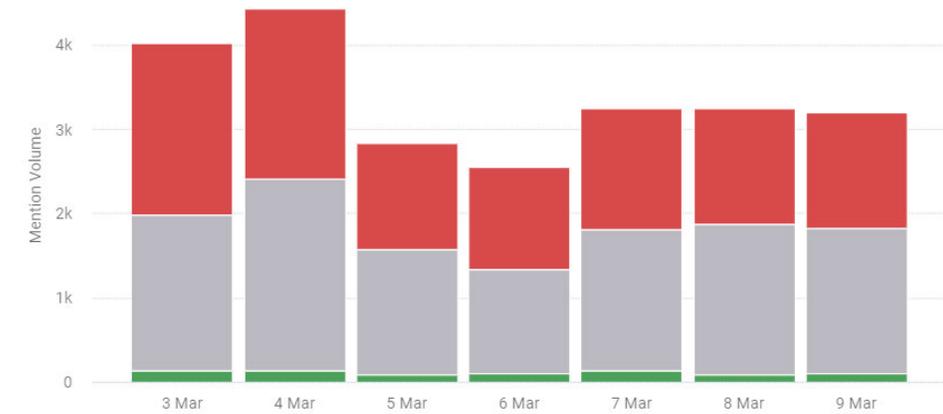
Enforcement



Virus



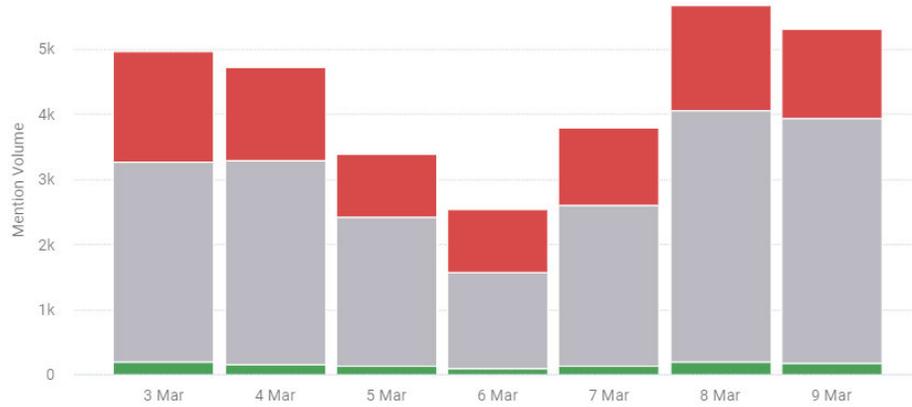
Vaccine Rollout



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.

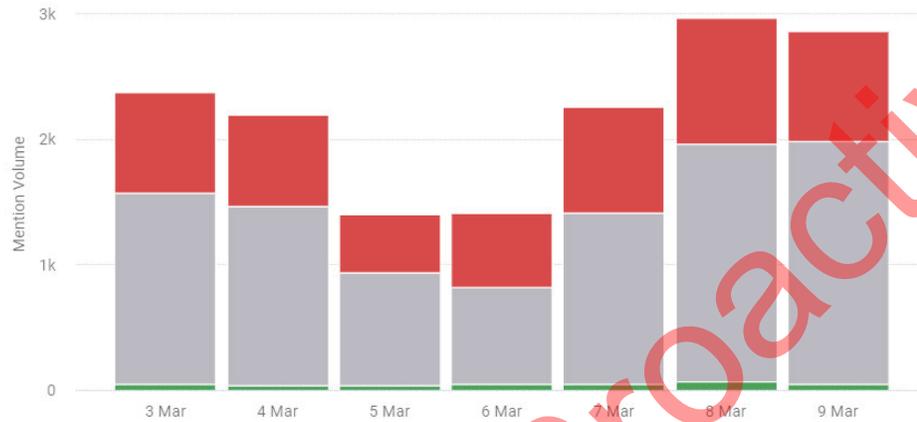
Business & Consumers



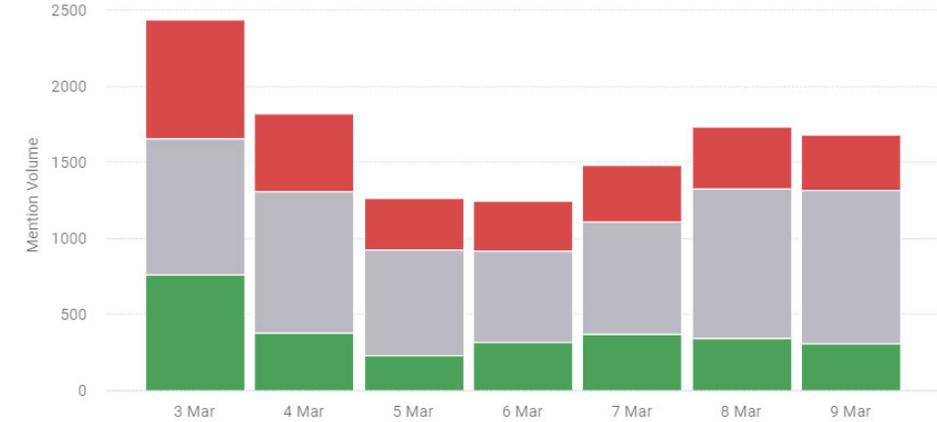
Economy



Financial Stability



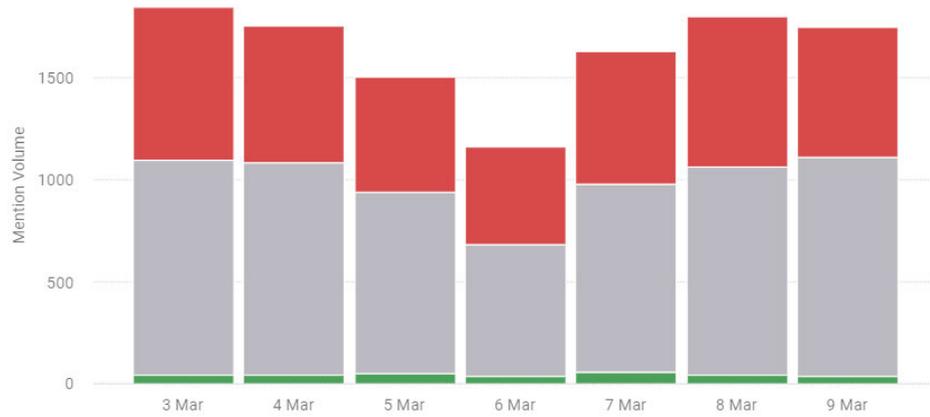
Team of 5 Million



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.

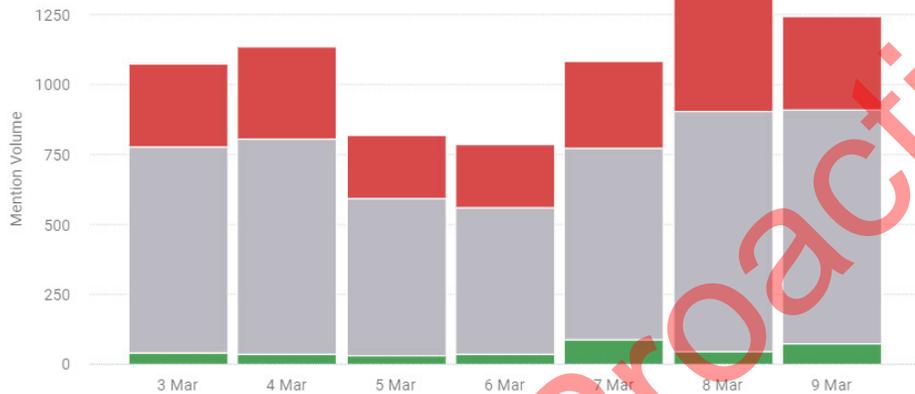
Mental Health



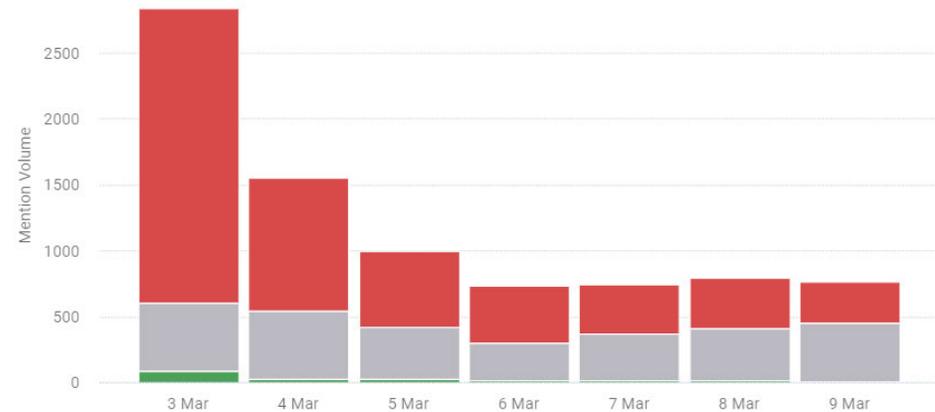
Timeframe



Contact Tracing



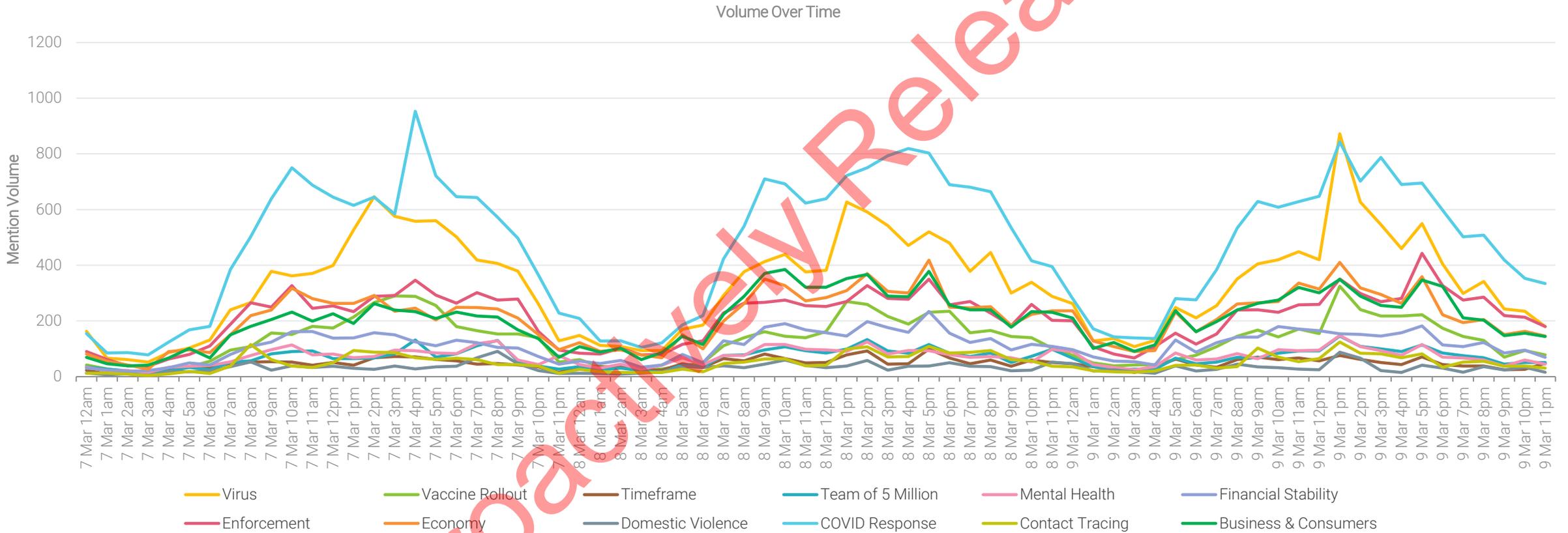
Domestic Violence



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 (rolling 4 days)

SOCIAL CONVERSATION CATEGORIES MARCH 7 - 9



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

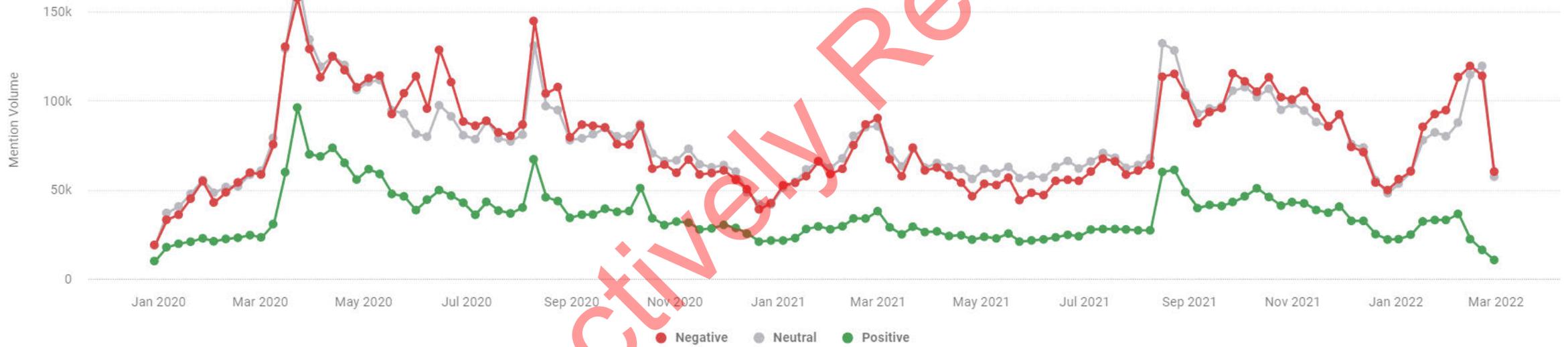
The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

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**
Seven day period ending
March 23, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined the response to the announced changes to the COVID-19 Protection Framework/traffic light settings on Wednesday. With several changes announced conversation was varied and tone could be charged. Some are expressing disappointment and frustration at the news that the vaccine mandate for education is to be removed. There are some expressing anxiety or concern following the announcements. For some this is about personal safety or having vulnerable family members.

Measuring categories of conversation:

The total volume of conversation decreased by 17%. The largest decreases were the Covid Response category decreasing 27% and the Financial Stability at 22%.

Most categories increased slightly in neutral sentiment with the largest increase in the COVID Response category at 4%.

The total dataset increased 2% in neutral sentiment, decreasing 2% in negative sentiment.

What's in this report:

1. Social Conversation Analysis p.g. 4 -5

Analysts examined conversation following announced changes to the COVID-19 protection framework/traffic light settings on Wednesday.

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 is varied due to the number of announced changes.

Analysts examined the response to the announced changes to the COVID-19 Protection Framework/traffic light settings on Wednesday. This easing of restrictions included the removal of vaccine mandates for certain sectors and from April 4 vaccine passes to no longer be required.

With several changes announced content was varied and tone was often charged. Overall, conversation had low positive sentiment which was in line with all COVID-19 categories (see page 7). High neutral content (55%) included people, organizations and news sources sharing the announcement details.

Some are acknowledging that the vaccine mandates were always to be temporary and served a purpose to get New Zealanders vaccinated.

Some are expressing disappointment and frustration at the news that the vaccine mandate for education is to be removed.

There are some expressing anxiety or concern following the announcements. For some this is about personal safety or having vulnerable family members.

Some are happy with the decision for mask requirements to remain. Others would like to see a requirement for masks that provide more protection.

Pleased the vaccine pass will continue to be available for businesses to use.

Fantastic that the Government is keeping the vaccine pass framework in place for businesses/events to use it if they wish
11:17 AM · Mar 23, 2022

Happy that the protection framework is remaining.

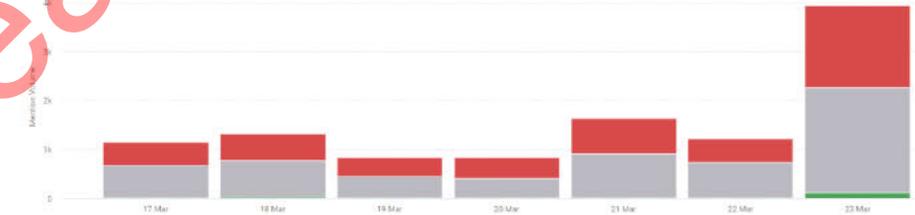
Pleased the Covid Protection Framework is staying. Even with the tweaks. It feels like a security blanket. Thank you, PM.
11:12 AM · Mar 23, 2022

Some are commenting that despite the announced changes New Zealanders still have tools to continue to keep themselves and others safe.

I am also disappointed with today's covid announcement, BUT Ashley and Jacinda have taught us well. We know how to keep safe. We know that good masks help protect us & lots of other little things that can help. We can do this ppl, we can let go of that hand and still be safe.
9:15 PM · Mar 23, 2022

Thing is, govt can remove mandates, but people can still choose...with mandates people could choose not to vax, wear masks etc, but there were consequences. Likewise, if no mandates, you can still choose to vax, mask etc..consequences = stay healthy 😊
6:55 AM · Mar 23, 2022

Volume and sentiment of conversation, March 17 – 23



Sentiment of conversation March 23
Negative 42%, Neutral 55%, Positive 3%

The vaccine mandates were always going to be temporary and served a purpose.

? I'm not a supporter of Labour, but mandate was the right thing to do, otherwise how are we gonna get to 95% vaccination rate?

? As the govt has fully explained on many platforms many times over the last five months mandates are a necessary but temporary tool. Did you really think if it wasn't for the tantrum outside parliament that the majority of NZers didn't support, the mandates would be around forever??

facebook.com
Just an update whānau. For more info go here <https://bit.ly/3Jx8FOA>
they were always going to be dropped eventually. The point of getting the majority of the population vaccinated was so we could ease or get rid of the mandates altogether. This was always the plan

Some are expressing disappointment and frustration regarding the removal of vaccine mandates from the education sector.

Schools are already obviously major Omicron spreader sites - it makes no sense to remove vaccine mandates. When Omicron is still to peak in MOST OF AOTEAROA.

12:10 PM · Mar 23, 2022

Seems pretty weird to remove vaccine mandates for teachers.

Optional places that are used by adults like bars and restaurants, ok.

But the place where children have to go? While they can't be boosted and are receiving a less effective pediatric dose? 😞

11:24 AM · Mar 23, 2022

Disappointing that vaccine mandate for Education is being removed - surely unvaccinated children should be considered vulnerable.

11:24 AM · Mar 23, 2022

I am pissed at the removal of mandates in education. My students (secondary) mostly have the option to get vaccinated, but my éyo son does not. ECE at minimum should be still mandated

12:29 PM · Mar 23, 2022

Discussion about businesses continuing to enforce vaccine passes/mandates.



Businesses can have there own policies. If she drops the mandates/traffic light system and vaccine passes... it might not matter because **business** can have there own policies.



Yeah I think without the **govt** forcing passes and mandates **businesses** will find it difficult to justify why they should be used. Leaves them open to breeches under the humans rights act unless they have a very robust Health and Safety policy

Expressing anxiety or concern regarding the announced changes. Some are worried about personal safety or have vulnerable people in their lives.

Feeling sad about vaccine passes being scrapped. Felt like one last safety net and now it's gone

11:21 AM · Mar 23, 2022

Omicron is now in my 5yo's classroom and we are about to relax mandates. After 2+ years, I was hoping to feel less stressed about Covid. Instead, I've never been more worried.

7:45 AM · Mar 23, 2022

No!!!! Without pass, mandate, and **QR code** life for us older and other vulnerable people (by age and / or health) will be made unsafe . The noisy crowd **got** their way.

I am really unhappy about the announcement today particularly about removing scanning and vaccine passes. I guess I'm staying home or accepting Covid into my life. I'm worried so I really feel for those who are immune compromised or older. No more team of 5 million.

7:12 PM · Mar 23, 2022

Happy with mask requirements remaining. Others want masks standards to be tightened.

100% this. We know masks are one of our greatest tools to protect against Covid. We need to tighten this up now, before April 4th.

They're not right now but teachers are all currently vaccinated and presumably being very cautious. I'm not convinced someone who doesn't believe in covid would be. If there were actual standards in place for masks that would be more reassuring. Surgical, not so much.

8:23 PM · Mar 23, 2022

I would strongly submit that the relative lack of transmission in public indoor spaces indicates that mask requirements **are** making a difference.

7:20 PM · Mar 23, 2022

Discussing future intentions following the announcements. Some are expressing the belief they will not go out as often or visit indoor venues.

Vaccine passes gave me more confidence to go into spaces. Removing them just means I will be going even fewer places. 😞

12:40 PM · Mar 23, 2022

The lifting of most of the Covid mandates and relaxing of rules announced today have simply ensured that I will NOT be visiting indoor venues, or going many places at all. And I will mask constantly, like a mad woman.

1:44 PM · Mar 23, 2022

Yup. We have medically & old vulnerable people in our extended family as well as young kids who can't be vaccinated. Vaccine passes, school mandates & masks gave us a level of protection out in public. There is no way any of us are going to go out to indoor public places now.

6:10 PM · Mar 23, 2022

Some are expressing the belief that the vaccine mandates/passes have had a negative impact on their family, community or own lives with no positive impact.

I won't be celebrating the ending of vax passes and mandates announced today. It was all for nothing. The division. The job losses. The untold stress. The protests. Was it worth it, Jacinda? No, of course not

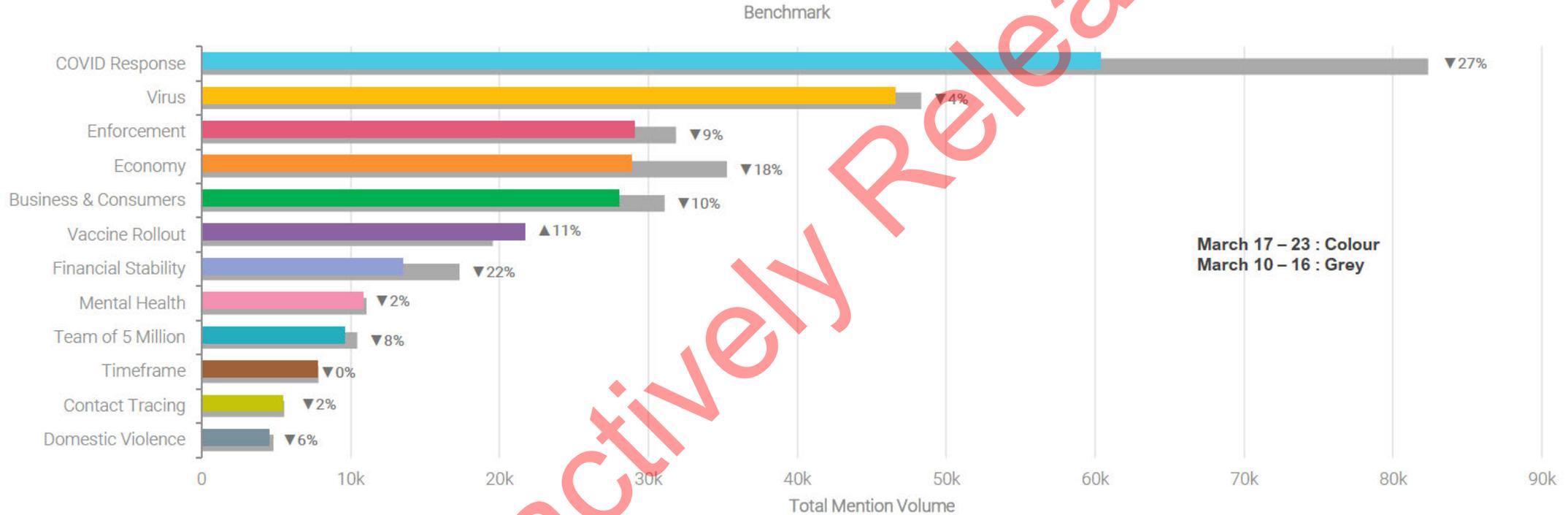
12:07 PM · Mar 23, 2022



Here we go. No **more** mandates or vax passes from April 4th? So just decimated people's livelihoods for a few months of silly **rules**. Are all the people that lost **jobs** guaranteed them back? Really irresponsible moves and the consequences are bit late to mitigate...

Category change: Benchmark

Comparing current period (March 17 – 23) with shift from previous three-day period (March 10 – 16)



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:

March 17 – 23: 171,026 (-17%)
March 10 – 16: 205,560 (-10%)
March 3 – 9: 228,928 (-10%)

Total sentiment breakdown:

March 17 – 23: Neg 38, Neu 55, Pos 7
March 10 – 16: Neg 40, Neu 53, Pos 7
March 3 – 9: Neg 44, Neu 49, Pos 7

Net sentiment of each category

Comparing current period (March 17 - 23) with shift from previous seven-day period (March 10 – 16)

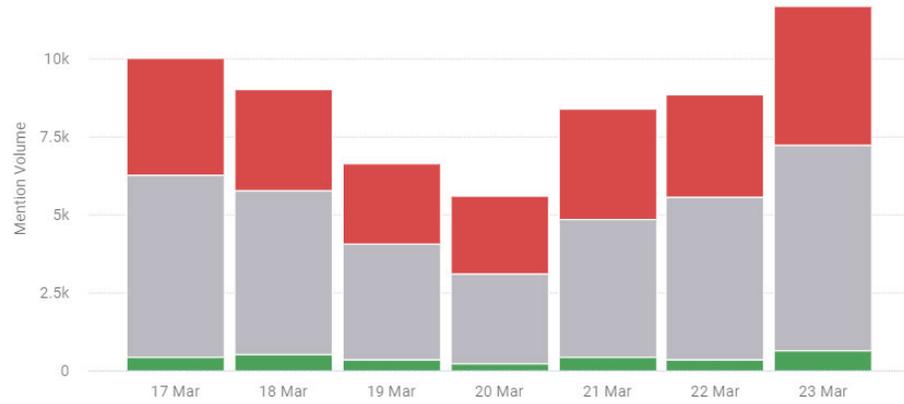
Most categories increased slightly in neutral sentiment with the largest increase in the COVID response at 4%.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	26	-1	70	+1	4	0
Enforcement	40	-1	56	+2	4	-1
Virus	39	+1	57	-1	4	0
COVID Response	39	-3	56	+4	5	-1
Economy	26	-3	71	+3	3	0
Mental Health	35	-1	61	0	4	+1
Financial Stability	30	-3	67	+3	3	0
Team of 5 Million	25	+1	58	0	17	-1
Contact Tracing	27	+2	70	0	3	-2
Timeframe	23	-3	71	+3	6	0
Domestic Violence	42	-1	55	0	3	+1
Vaccine Rollout	43	+2	54	-1	3	-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.

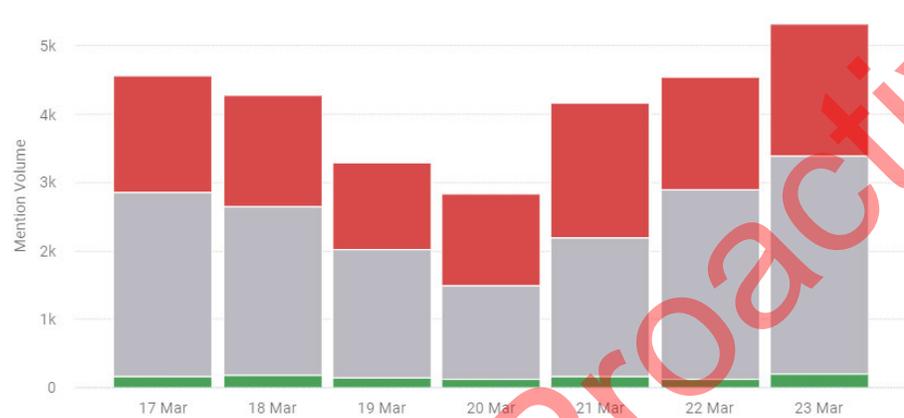
Covid Response



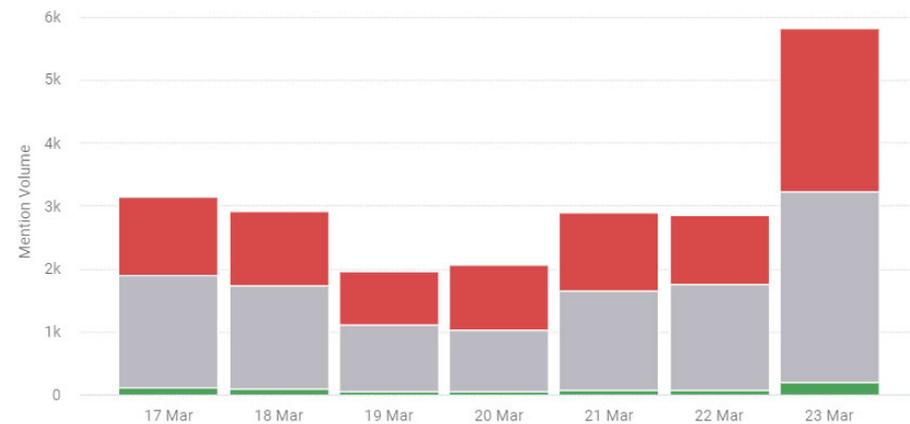
Virus



Enforcement



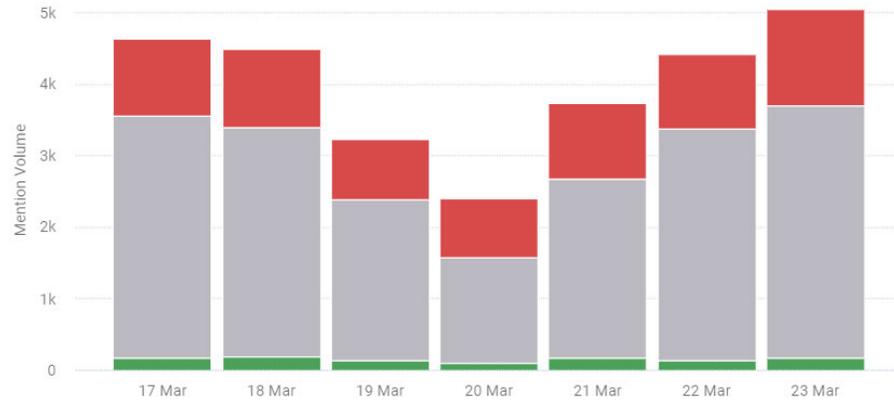
Vaccine Rollout



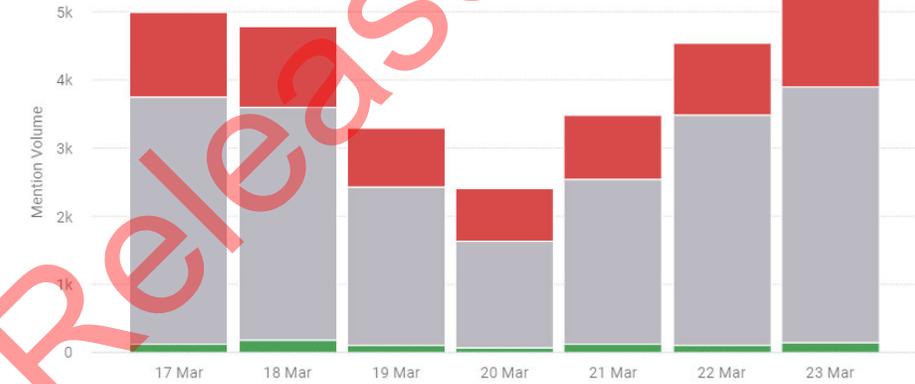
Proactively Released

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.

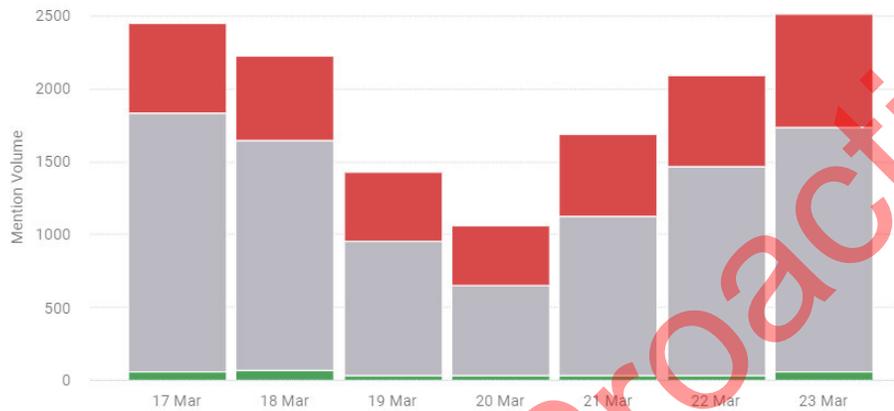
Business & Consumers



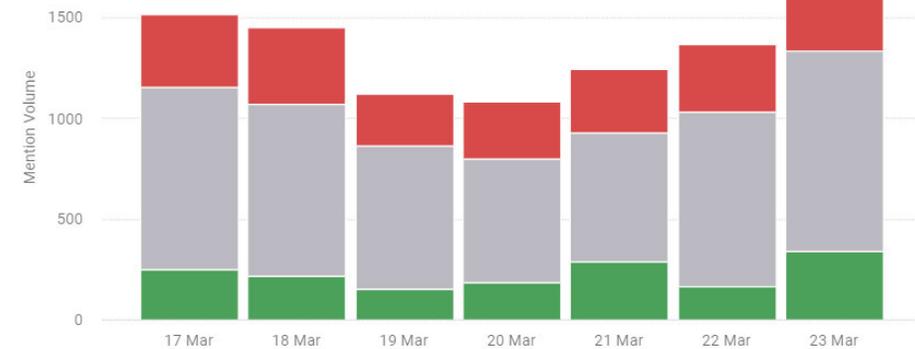
Economy



Financial Stability



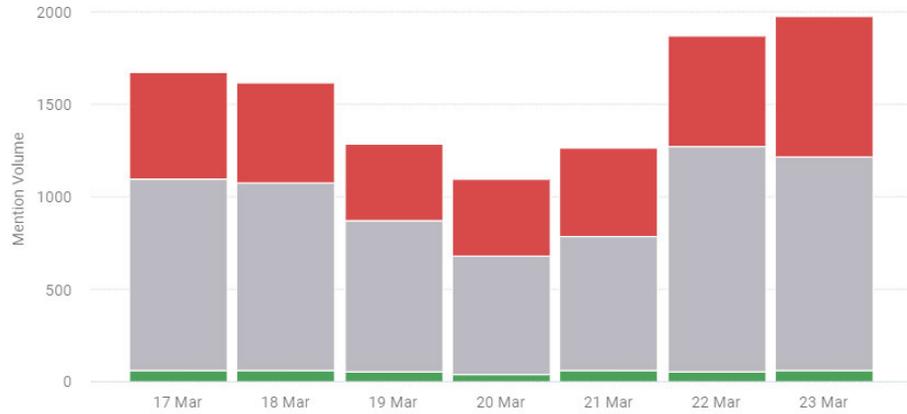
Team of 5 Million



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.

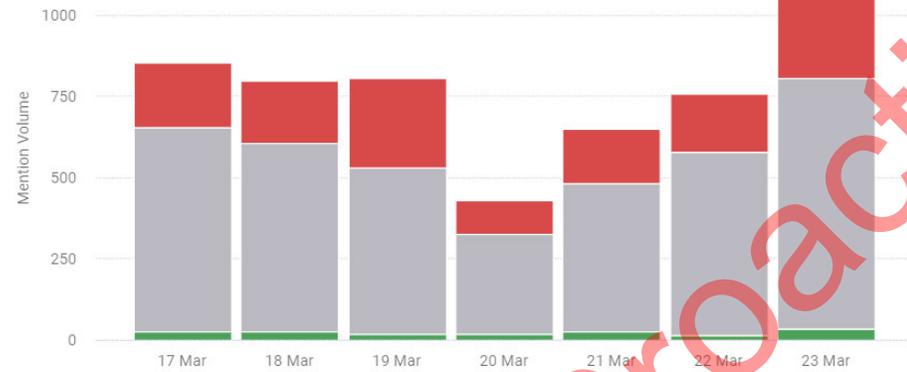
Mental Health



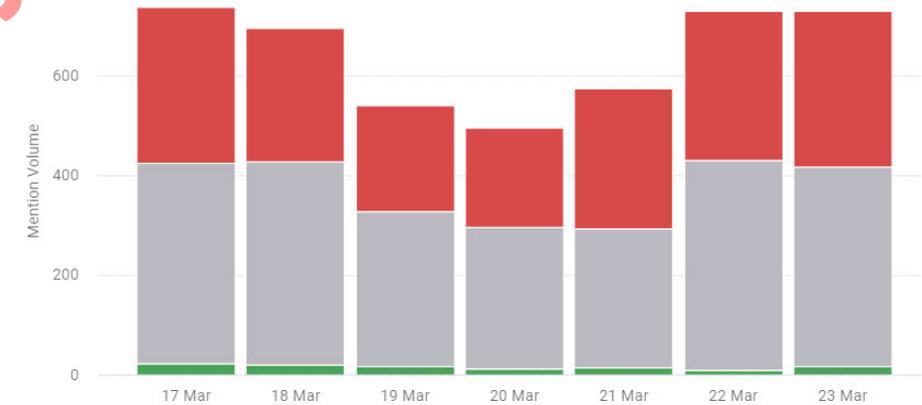
Timeframe



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.

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**
Seven day period ending
April 6, 2022
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts examined the response to the Government's announcement on Monday that all of New Zealand would remain at the Red traffic light setting. Perhaps due to the fact there was no setting change, conversation was generally unstructured and featured few prominent themes. While analysts observed some anti COVID-19 Response sentiment, there was high neutral sentiment (67%). The themes analysts did see generally related to the groups and industries who would be impacted by a setting change.

Measuring categories of conversation:

The total volume of conversation increased by 2%. The largest increases were in the Timeframe category with a 13% increase and the Financial Stability category with a 10% increase.

Category sentiment remained stable overall with most categories growing slightly in positive sentiment.

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

What's in this report:

1. Social Conversation Analysis p.g. 4 -5

Analysts examined conversation following the announcement that New Zealand would remain at the Red traffic light setting.

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 reflecting on what remaining at Red will mean for health care workers and sector as well as the impact to the gig and event industry.

Analysts examined the response to the Government’s announcement on Monday April 4 that all of New Zealand would remain at the Red traffic light setting.

Perhaps due to the fact there was no setting change, conversation was generally unstructured and featured few prominent themes.

While analysts observed some anti-COVID-19 Response sentiment, there was high neutral sentiment (67%). Neutral sentiment included news articles about the decision to remain at Red.

The themes analysts did see generally related to the groups and industries who would be impacted by a setting change.

Some believe staying at Red is the right decision due to current pressures on the health care system and high case numbers.

There is discussion about how the choice to stay away from hospitality venues is not due to traffic light settings but instead people cautious about catching Omicron.

With New Zealand remaining at Red, a few are expressing concern about the impact this will have on the gig and event industries.

Happy to remain at the Red traffic light setting. Reasoning included the border opening and school holidays to happen soon.

Aotearoa NZ staying at Alert Level Red

GOOD. #Covid19NZ

4:06 PM · Apr 4, 2022



Good move government to keep it at red specially now borders open and school holidays around the corner

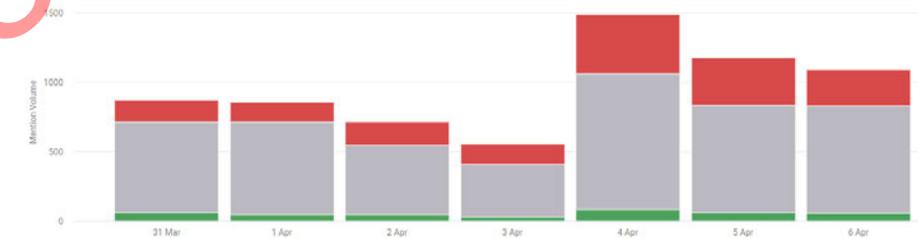
I am grateful ❤️ NZ to remain at red Covid-19 traffic light setting

Glad to see the decision based on public health advice.



Excellent professional decision Jacinda. So responsible to keep NZ in Red another 10 days at least. Public health is the advice we expect as we are certainly much more assured of coming through this Omicron wave. You are amazing and truly grateful for your leadership. It is despicable how National / Act are undermining you and amplified by the...

Volume and sentiment of conversation, March 31 – April 6



Sentiment of conversation April 4 - 6
 Negative 28%, Neutral 67%, Positive 5%

This commentator believes staying at the Red traffic light setting is the correct decision from what they are seeing in their own community.

While active cases in Wellington and Porirua are steadily falling, here in Kāpiti they haven't changed in two weeks. The kids' high school is on reduced hours as they don't have enough staff. We are definitely still in the middle of this - red is the right setting for now.

Staying at Red is the right decision due to current pressures on the health care system and high case numbers.

Unless you are a doctor or nurse working on the frontline, you have no idea whether we are "coping fine". A move to orange could be disastrous at this point. Past the peak means we have nearly 50% of cases still to go!

10:14 PM · Apr 5, 2022



I'm happy to stay in Red a bit longer. In Auckland, hospitals and primary care have been under the pump, very stretched, now recovering. We are fortunate our first omicron wave came before winter.

I've also been thinking about hospo and other industries that are taking a hit. /1

8:58 AM · Apr 5, 2022



Ppl who say we should go back to orange. We have far more cases, more people in hospital, etc than we went from Orange to Red. If we move too early we will peak again.

Hospo needs to remember that ppl also need to be confident to come back.

6:10 PM · Apr 4, 2022



Concern for the gig/event industry and artists following the decision to remain at Red.

reddit.com

Covid-19: Calls for traffic light system to be scrapped ahead of Cabinet review

Myself and many other people would like to attend events with more than 200 people, many venues are running deep red right now. Many artists are up shit creek.

Orange allows indoor events for vaccinated people. I work in events. When red was announced, literally millions of dollars worth of gigs vanished instantly. 200 people indoors isn't enough to make them even close to break even. We're in a holding pattern, waiting for orange. Promoters would struggle to get insurance so they're not willing to commit to much until then.

Discussion about how some believe it is anxiety and concern about getting Omicron rather than the traffic light setting that is stopping people visiting hospitality venues.

Yep agree ¹⁰⁰ it not red level or mandates keeping people away, it's people staying safe. Hospo are dreaming to think the cbd etc will immediately return to pre covid activity as soon as we drop levels.

8:16 PM · Apr 4, 2022



Surely the restaurants whinging about red traffic light know it's actually Omicron stopping people from going out.

But it sounds ridiculous to ask for the virus to disappear - so here we are instead ...

#COVID19nz

7:33 AM · Apr 6, 2022



Exactly! People who don't care about covid won't be following the rules and those that do care about covid won't suddenly go out and party the night away because of a traffic light change. They will take responsibility and understand that the situation doesn't change with a light

8:28 PM · Apr 4, 2022



Reminding others what is required under the different traffic light settings.

No indoor or outdoor gathering limits at Orange in hospitality/events. Masks don't need to be worn inside there either (remaining at retail). I.e. big differences in higher risk settings

Unite
against
COVID-19

covid19.govt.nz

Life at Orange

At Orange, there will be community transmission of COVID-19, with increasing risks to vulnerable ...

5:31 PM · Apr 4, 2022



Some are calling to move from Red traffic light setting to Orange or Green and some want the Protection Framework dropped entirely.



Move to green already, never see the end at this rate. If you want to wear a mask, your choice. I'm sick of working and not being able to see peoples emotions and faces 😞



I don't get how she opens up to other countries now but still on red. Red to me means stop which means borders should be closed no visitors so why not go to Orange 🤔

facebook.com

Live Nation NZ managing director on hopes for change in traffic light setting

Just drop the whole traffic light system and everyone can enjoy life again. There is no need for it at all now.

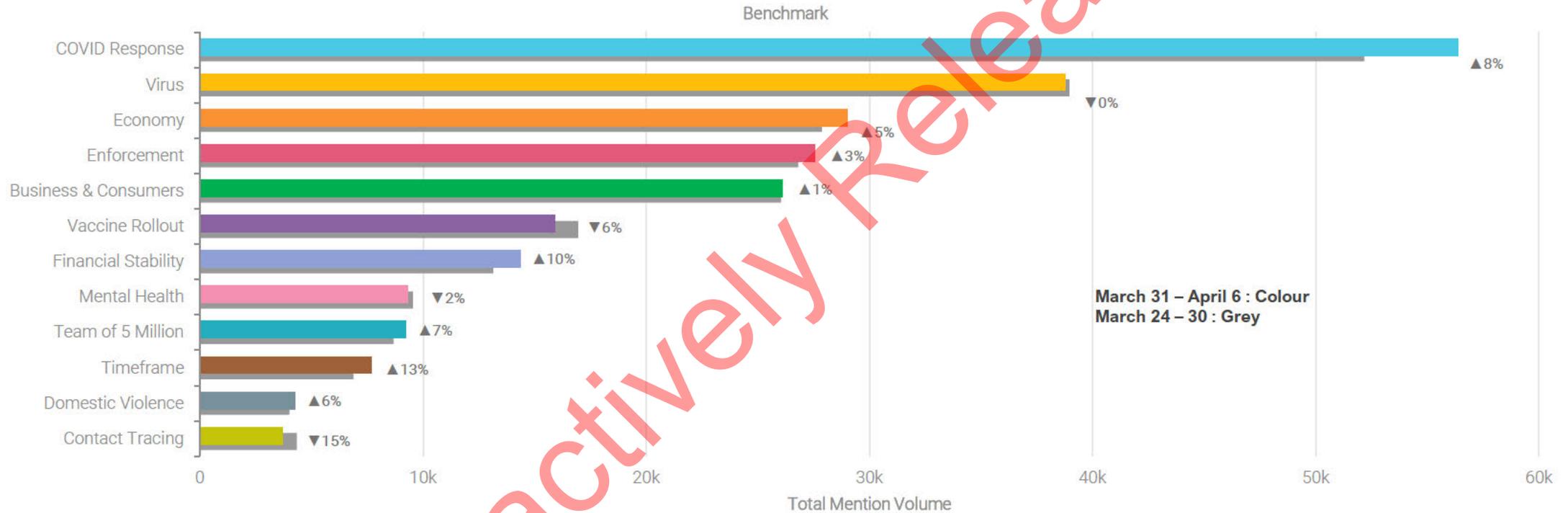
This commentator is calling for business support with the decision to remain at Red.



If you are gonna keep us at red you better renew the covid business payments because many businesses cant operate properly.

Category change: Benchmark

Comparing current period (March 31 – April 6) with shift from previous seven-day period (March 24 – 30)



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:

March 31 – April 6: 156,645 (+2%)
March 24 – 30: 153,459 (-11%)
March 17 – 23: 171,026 (-17%)

Total sentiment breakdown:

March 31 – April 6: Neg 37, Neu 55, Pos 8
March 24 – 30: Neg 37, Neu 56, Pos 7
March 17 – 23: Neg 38, Neu 55, Pos 7

Net sentiment of each category

Comparing current period (March 31 – April 6) with shift from previous seven-day period (March 24 - 30)

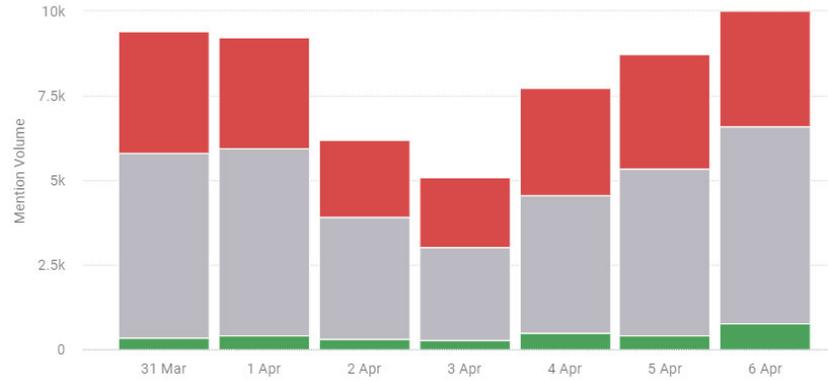
Overall sentiment remained stable. Most categories grew slightly in positive sentiment.

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	24	0	71	-1	5	+1
Enforcement	38	0	58	0	4	0
Virus	35	-2	60	+1	5	+1
COVID Response	38	0	57	-1	5	+1
Economy	26	+1	70	-2	4	+1
Mental Health	34	-2	62	+1	4	+1
Financial Stability	29	+1	68	-1	3	0
Team of 5 Million	23	-1	55	-2	22	+3
Contact Tracing	23	0	73	+1	4	-1
Timeframe	22	-1	71	+1	7	0
Domestic Violence	44	0	52	0	4	0
Vaccine Rollout	39	-3	57	+2	4	+1

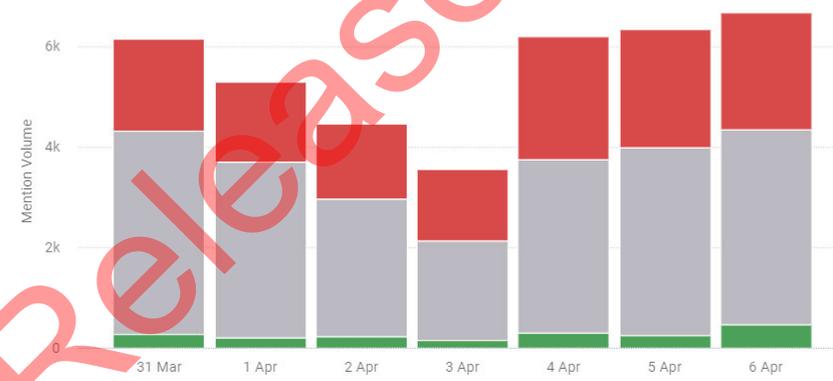
- Note this table reflects % of sentiment change relative to the volume of each category and **therefore smaller datasets will have more exaggerated sentiment shifts**. See previous page for volume.

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

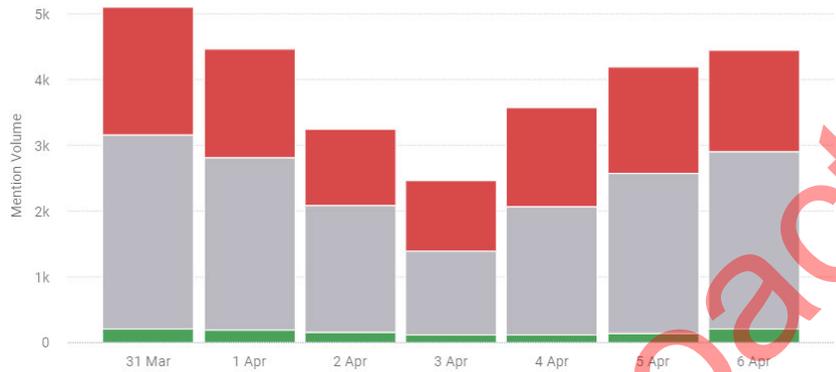
Covid Response



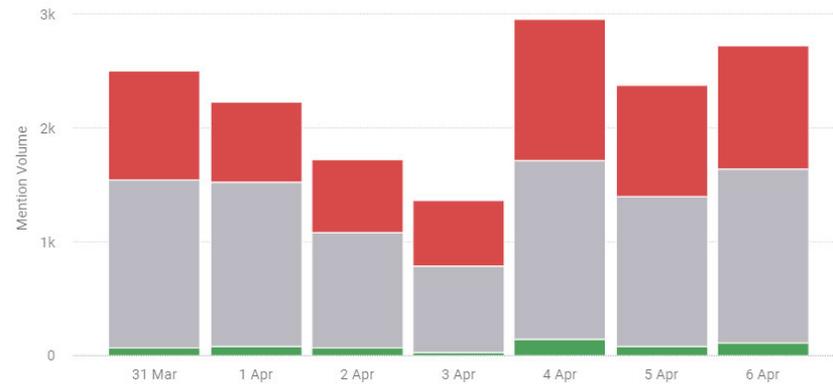
Virus



Enforcement



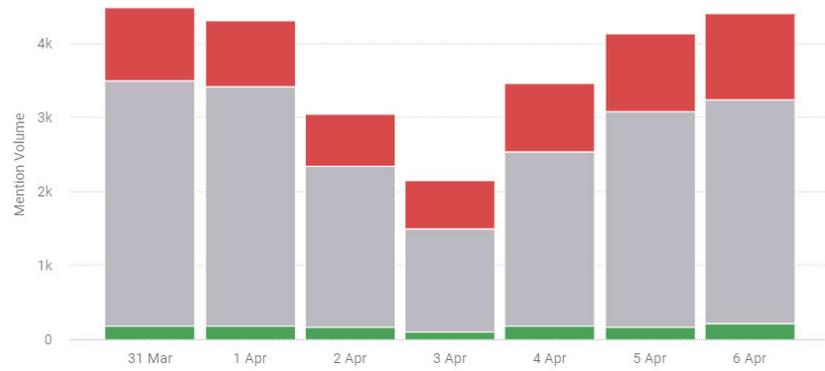
Vaccine Rollout



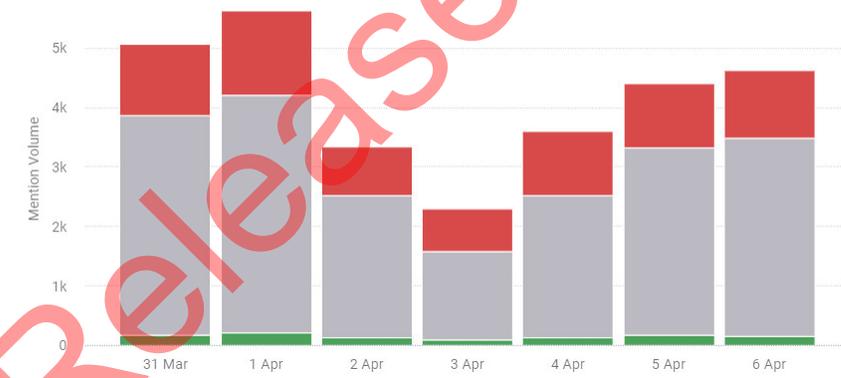
Proactively Released

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.

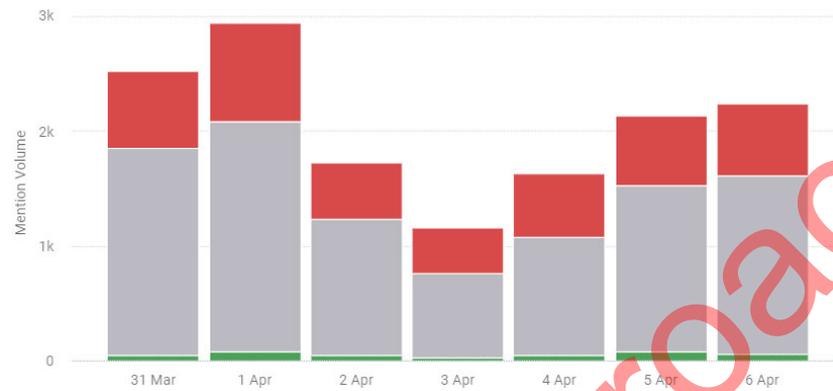
Business & Consumers



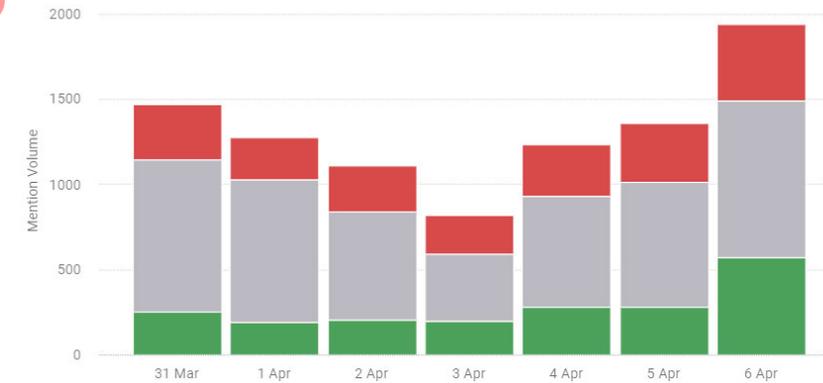
Economy



Financial Stability



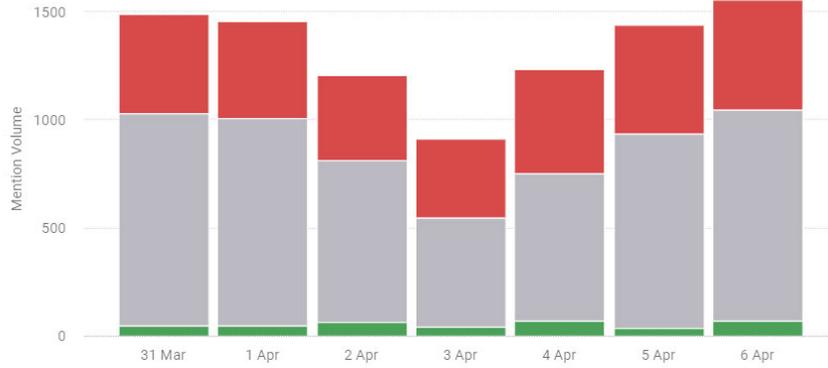
Team of 5 Million



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.

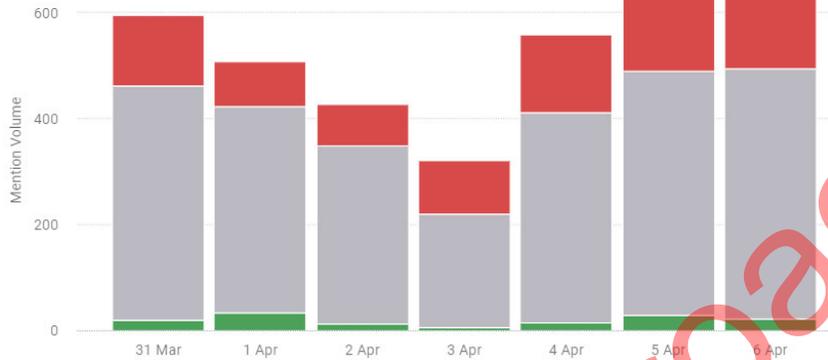
Mental Health



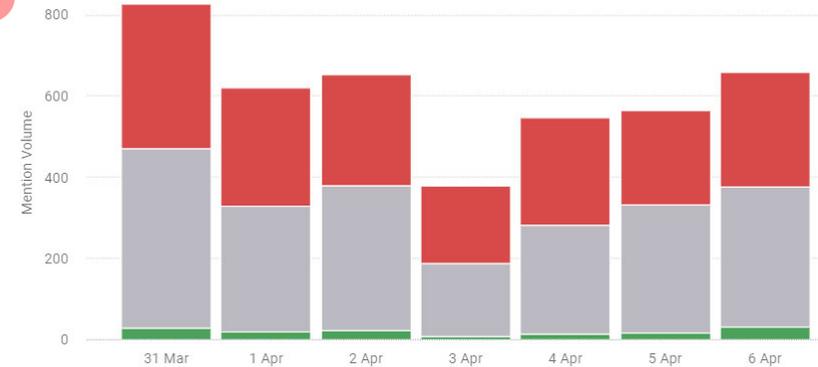
Timeframe



Contact Tracing



Domestic Violence

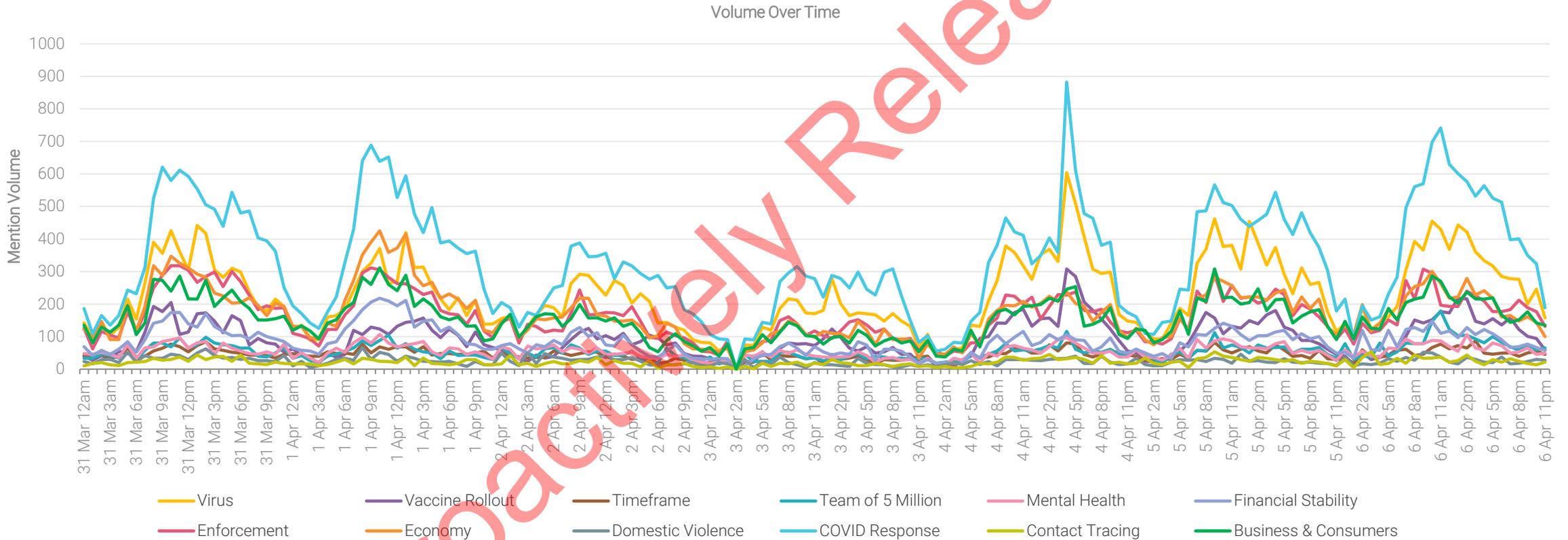


Proactively Released

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)

SOCIAL CONVERSATION CATEGORIES MARCH 31 - APRIL 6



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