



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

Friday, June 12, New Zealand

Proactively Released

Daily Update Summary: Friday, June 12, 2020

FAQs

The volume of questions has dropped significantly. Information users are seeking is largely related to travel.

Engagement with news stories

New Zealanders engaged with articles about the government's response to COVID-19 and border restrictions. Articles about controversial book criticising the government's response attracted a high amount of engagement.

Conversation analysis

People are expressing concern that New Zealand's border restrictions may be relaxed too soon, and that quarantine measures for newly arrived travelers are not being enforced by the hotels that they are isolating at.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions from users on Ministry of Health's owned pages and conversations on public social channels.
- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
How are New Zealanders talking border restrictions and quarantine measures?

FAQs: Friday, June 12, 2020

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

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

TRAVEL (42%)

Overseas visitors and students want to know when the borders will be open again.

- I would like to know when the borders might be open?
- When can I get a visa to travel to New Zealand as a student?

TESTING (28%)

A few users are concerned and want to ensure overseas travelers are getting tested upon arrival.

- Why aren't ship crews getting tested in the port?

FINANCIAL SUPPORT (14%)

A few users have questions about the wage subsidy and are expressing anger at companies who have let people go.

- Is it legal for companies to have taken the wage subsidy and made us redundant?
- Am I still able to get the wage subsidy?

The volume of questions has dropped significantly. Questions are largely related to travel and concerns about travelers quarantining.

Proactively Released

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

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

New Zealanders were highly engaged with an article which criticised the government's handling of the pandemic. There was also significant interest in government decisions made around border restrictions.

Stories about no new cases continued to attract engagement.

- #NZPOL Decisions, 10,878
- Virus, 10,877
- International, 3,751
- Economy, 1,955
- Way of Life, 1,546
- Financial Stability, 743

#NZPOL DECISIONS: 10,878

Covid 19 coronavirus: Govt announces NZ border exceptions

By Derek Cheng - Jun 12, 2020
nzherald.co.nz

4.8K 28 0 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 4.8K

National MP Chris Penk's book derides government's **Covid-19** response

Jun 12, 2020
rnz.co.nz

1.7K 46 0 122

Number of Links: 2
 Evergreen Score: 0
 Total Engagement: 1.9K

VIRUS: 10,877

Coronavirus: NZ goes three weeks without a new **COVID-19** case

By Dan Satherley - Jun 12, 2020
newshub.co.nz

5K 2 0 166

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 5.2K

Covid 19 coronavirus: NZ reaches 21 days of no new cases, another cluster closed

By : Emma Russell - Jun 12, 2020
nzherald.co.nz

1.3K 86 0 0

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

INTERNATIONAL: 3,751

Coronavirus: Five children orphaned as both parents die of **Covid-19**

By Nzherald - Jun 12, 2020
nzherald.co.nz

1K 3 0 0

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

Covid 19 coronavirus: Brazilian activists dig mass graves on beach

By Nzherald - Jun 12, 2020
nzherald.co.nz

721 0 0 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 721

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.

Financial stability

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

Timeframe

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

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.

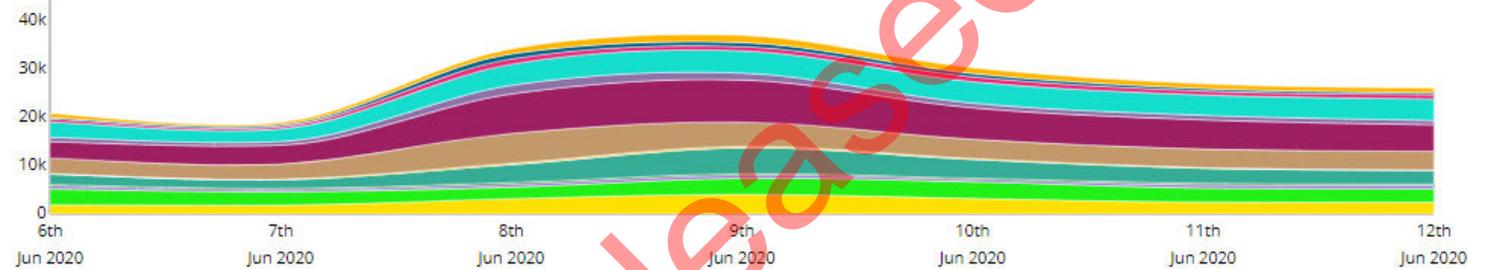
Way of life

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

Team of five million / Unite against virus

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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

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

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

Total volume of conversation:

Friday June 12: 87,220

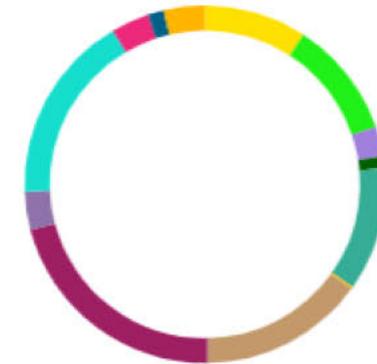
Thursday June 11: 78,476

Wednesday June 10: 84,899

	Financial Stability		Timeframe		Mental Health		Way of life		Team of 5 mill		#NZPOL decisions		Virus	
Jun 12	958	3.68%	368	10.6%	894	3.44%	4,445	17.7%	899	3.46%	5,497	21.1%	3,860	14.8%
Jun 11	984	3.65%	503	1.87%	807	3%	4,215	15.7%	943	3.5%	6,052	22.5%	3,852	14.3%
Jun 10	1,201	3.97%	666	2.2%	1,016	3.36%	4,442	14.7%	968	3.2%	6,524	21.6%	3,985	13.2%

Total conversation Friday June 12

Largest segment: #NZPOL Decisions, 21.1%

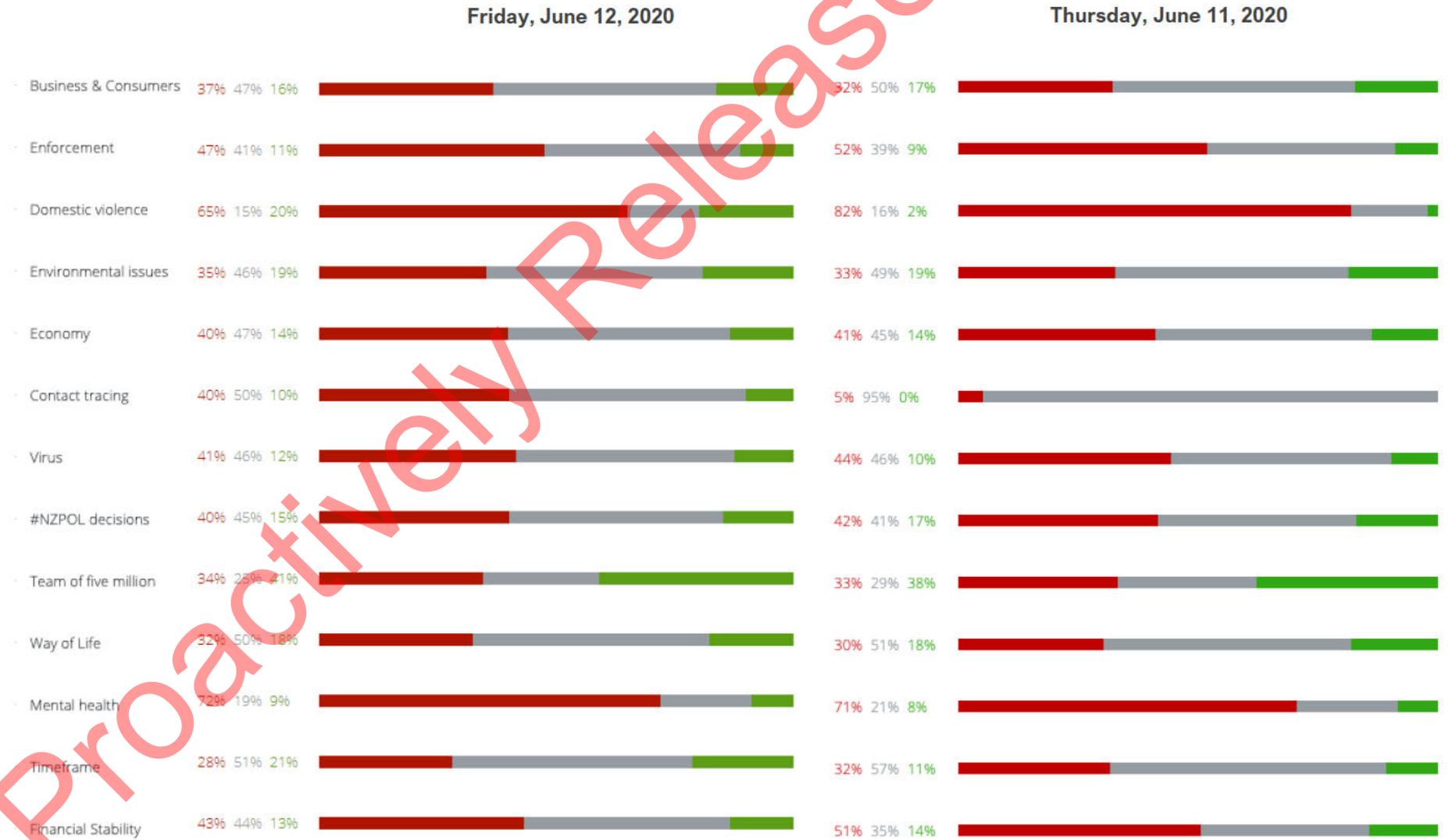


	Contact tracing		Economy		Environmental issues		Domestic violence		Enforcement		Business & consumers	
Jun 12	49	0.18%	2,906	11.2%	280	1.08%	693	2.67%	2,758	10.6%	2,394	9.21%
Jun 11	95	0.35%	3,162	11.7%	317	1.18%	657	2.44%	2,899	10.8%	2,441	9.07%
Jun 10	141	0.46%	3,950	13.1%	223	0.2%	510	1.69%	3,444	11.4%	3,187	10.5%

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

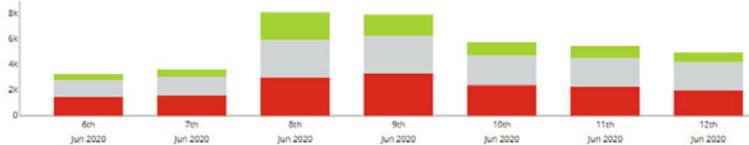
Net sentiment of each category

Increases in negative sentiment across Business & consumers, Environmental issues, Contact tracing, TO5M, Way of life and Mental health categories.

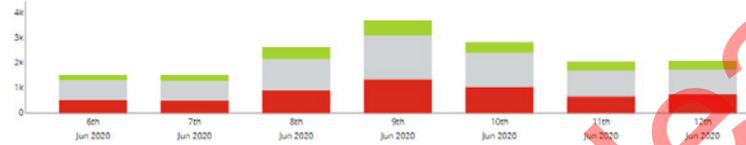


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

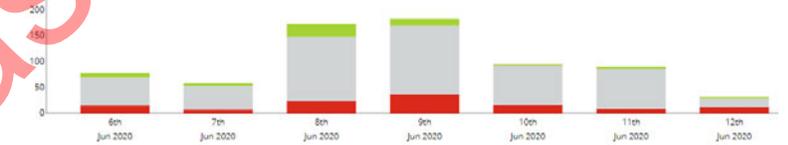
#NZPOL DECISIONS



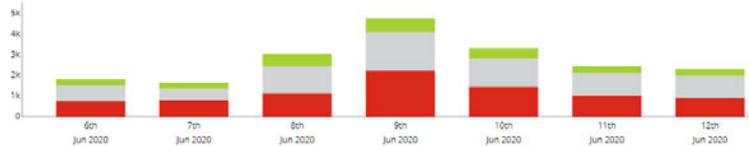
BUSINESS & CONSUMERS



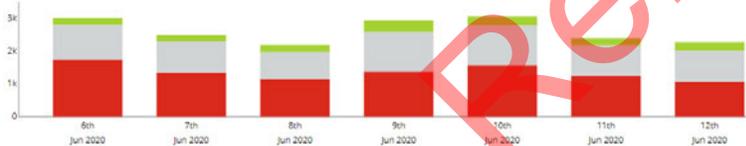
CONTACT TRACING



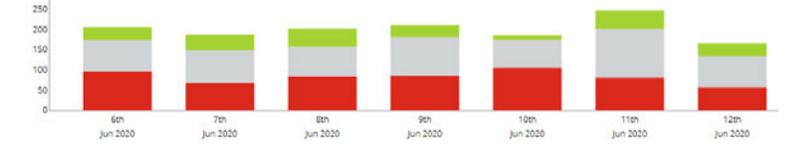
ECONOMY



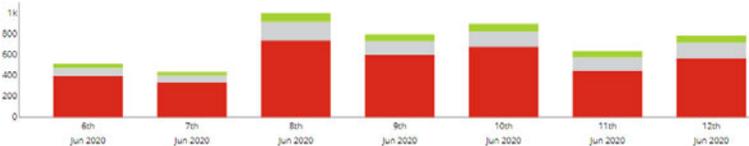
ENFORCEMENT



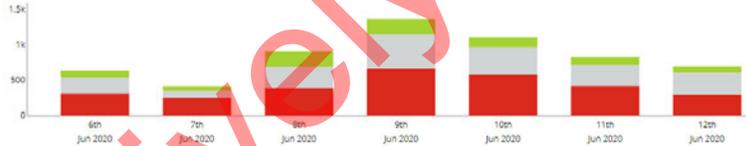
ENVIRONMENTAL ISSUES



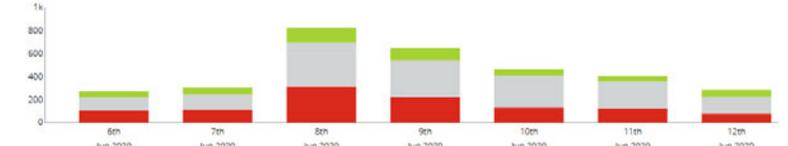
MENTAL HEALTH



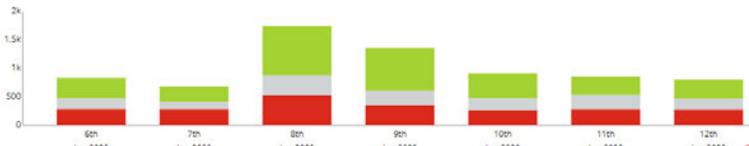
FINANCIAL STABILITY



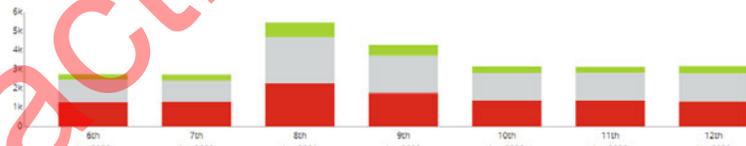
TIMEFRAME



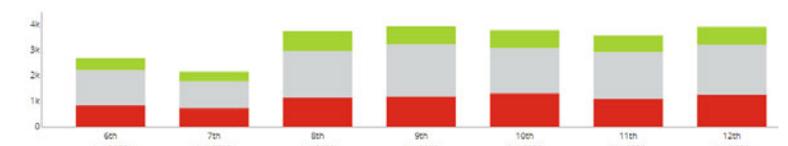
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Conversation about New Zealand's border restrictions has a high proportion of negative sentiment.

People are expressing concern that the border restrictions may be relaxed too soon.

There are discussions about whether quarantine measures are being upheld by returning travelers currently in isolation, and the hotels they are staying in. Many New Zealanders don't believe that hotels are capable of enforcing quarantine restrictions.

Some people who have been through quarantine period themselves are posting about their experiences.

Personal experience of quarantine

no they're not the strict processes and guidelines from the Ministry of Health and Hotel Officials still applies it just stubborn people like these moaners don't want to take responsibility for themselves they want everything placed at their feet full stop and I know I did my 14 days Quarantine and I'm grateful for what my host hotel and Govt Officials provided me

Like · Reply · 1d

It should be up to the individual to be responsible for following quarantine rules.

Why are people so stupid? Be responsible and think about the ones you love. This is not the time to try to outsmart the rest of New Zealand...

Like · Reply · 1d

Concern that hotels are not enforcing quarantine rules.

watching the news tonight I feel that the country is being Let Down by the Hotels that don't seem to be doing the job they are being paid for to quarantine people that come in from overseas. Sad

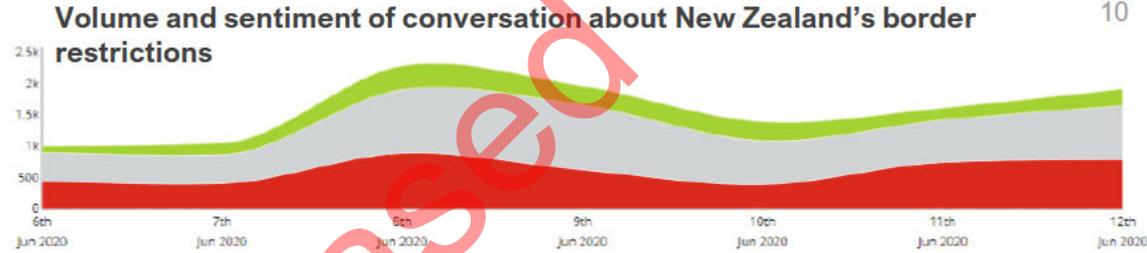
Like · Reply · 17h

And what about the air crews... are they in for two weeks quarantine each returning flight... I thought our borders were closed, where the hell are all of the people coming from... it should all be strictly patrolled in a isolated location... Hotels are too relaxed

Like · Reply · 1d

Lack of thorough planning, a lot of things are being done in a rush.

Like · Reply · 1d



Opening borders risks what we have achieved.

now mess everything we have fixed , ok now the govt is looking stupid , borders stay shut you eggs

Like · Reply · 23h

Yeah some foreigners so the rich boys can come and play with their yachts. Keep the borders tight for a while yet.

Like · Reply · 23h

Not concerned about borders, as long as quarantine measures are followed.

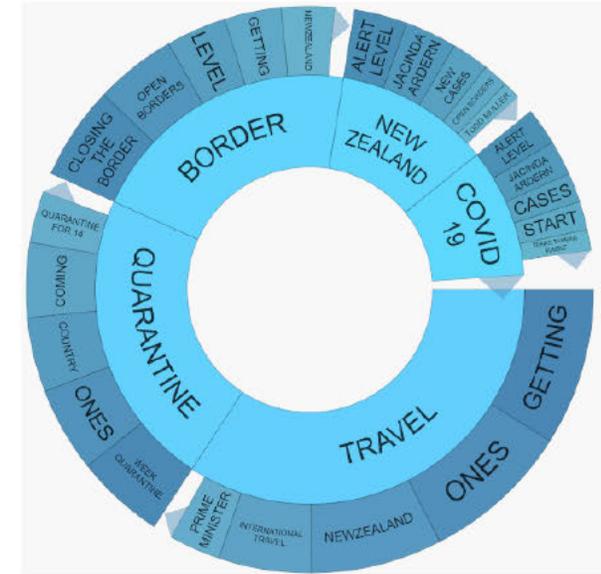
They all go into isolation so where's the problem? ...

Like · Reply · 22h

I don't have a problem with high value people being allowed in through quarantine. I think there's probably more lucrative options but intl students are an option, too.

The problem is their plan is to let the Unis run the quarantines. That's a disaster waiting to happen.

7 1:04 PM - Jun 12, 2020



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

Saturday, June 13, New
Zealand

Proactively Released

Daily Update Summary: Saturday, June 13, 2020

FAQs

There was a very low volume of questions on Saturday. People were after information about quarantine processes, contact tracing and health.

Engagement with news stories

New Zealanders demonstrated interest in articles regarding 22 consecutive days of no new cases. International stories attracted engagement.

Conversation analysis

In the first weekend of Alert Level 1, people are expressing pride in being a New Zealander and gratitude towards the government, particularly in relation to the return of professional rugby.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions from users on Ministry of Health's owned pages and conversations on public social channels.
- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
How are New Zealanders talking about their way of life.

FAQs: Saturday, June 13, 2020

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

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

QUARANTINE (50%)

New Zealanders have questions about the quarantine process.

- Can I please confirm the timing for the 14 days isolation for someone flying into New Zealand? So for example if I fly in on 7th July can I leave on the morning of 21st July or is it the 22nd?
- What is going on with the border quarantine processes? Reports of mingling of people entering with people about to leave.

CONTACT TRACING (16%)

People are wondering if stores need to display the contact tracing app.

- What is the point of having the app if no stores display the code? And why are they not displaying the code? When I asked in Farmers I was told the store was so big that people could keep their distance so it wasn't necessary.

HEALTH (16%)

There are questions about the wearing of masks.

- Does all restrictions being lifted mean New Zealanders no longer have to wear masks?

The number of questions continues to be extremely low. People were after information regarding quarantine processes, contact tracing and health.

Proactively Released

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

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

New Zealanders continued to engage positively with articles about 22 consecutive days of no new cases.

International stories were of interest to readers, as well as articles about decisions being made by the New Zealand government regarding border control.

- Virus: 15,321**
- International: 6,084**
- #NZPOL Decisions: 2,431**
- Unite against virus: 2,123**
- Mental Health: 557**
- Business and consumers: 498**
- Way of Life: 59**
- Economy: 4**

VIRUS : 15,321

Covid 19 **coronavirus**: 22 days of no new cases

By : Derek Cheng - Jun 13, 2020
nzherald.co.nz

8.4K 61 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 8.4K

NZ marks 22 days without any new **Covid-19** cases, five days without active cases

By League Cricket - Jun 13, 2020
tvnz.co.nz

3.2K 0 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 3.2K

INTERNATIONAL : 6,084

Covid 19 **coronavirus**: Thailand eyes travel bubble with New Zealand

By Nzherald - Jun 13, 2020
nzherald.co.nz

2.1K 15 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 2.1K

Coronavirus whistleblower doctor's widow gives birth to a son

Jun 13, 2020
stuff.co.nz

1.1K 3 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 1.1K

#NZPOL DECISIONS : 2,431

Covid 19 **coronavirus**: Revealed - The cost of the blanket quarantine at the border

By : Derek Cheng - Jun 13, 2020
nzherald.co.nz

1.1K 5 0 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 1.1K

Covid 19 **coronavirus** border exemptions: Avatar crew allowed into NZ without basis in immigration rules

By Nzherald - Jun 13, 2020
nzherald.co.nz

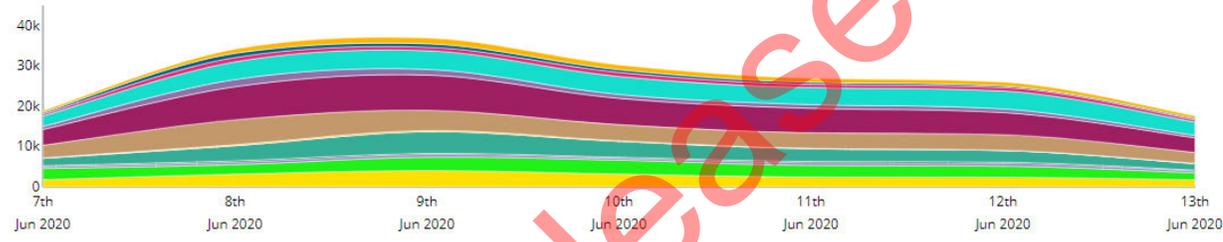
746 4 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 750

Category Definitions

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SOCIAL CONVERSATION CATEGORIES OVER A WEEK



Financial stability

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

Timeframe

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

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.

Way of life

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

Team of five million / Unite against virus

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

#NZPOL Decisions

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Virus

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Contact tracing

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Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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

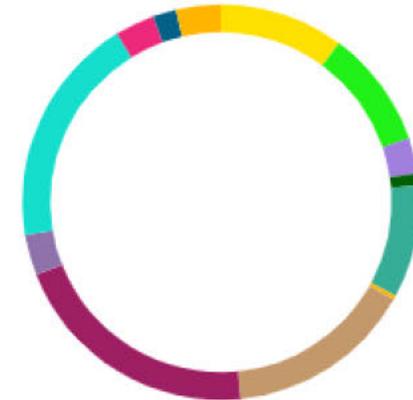
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Saturday, June 13: 64,450
 Friday, June 12: 87,220
 Thursday, June 11: 78,476

	Financial Stability		Timeframe		Mental Health		Way of life		Team of 5 mill		#NZPOL decisions		Virus	
Jun 13	648	3.67%	328	1.86%	572	3.24%	3,331	18.9%	586	3.32%	3,637	20.6%	2,689	15.2%
Jun 12	958	3.68%	368	1.42%	894	3.44%	4,445	17.1%	899	3.46%	5,497	21.1%	3,860	14.8%
Jun 11	984	3.65%	503	1.87%	807	3%	4,215	15.7%	943	3.5%	6,065	22.5%	3,852	14.3%

Total conversation Saturday, June 13
Largest segment: #NZPOL Decisions 20.6%

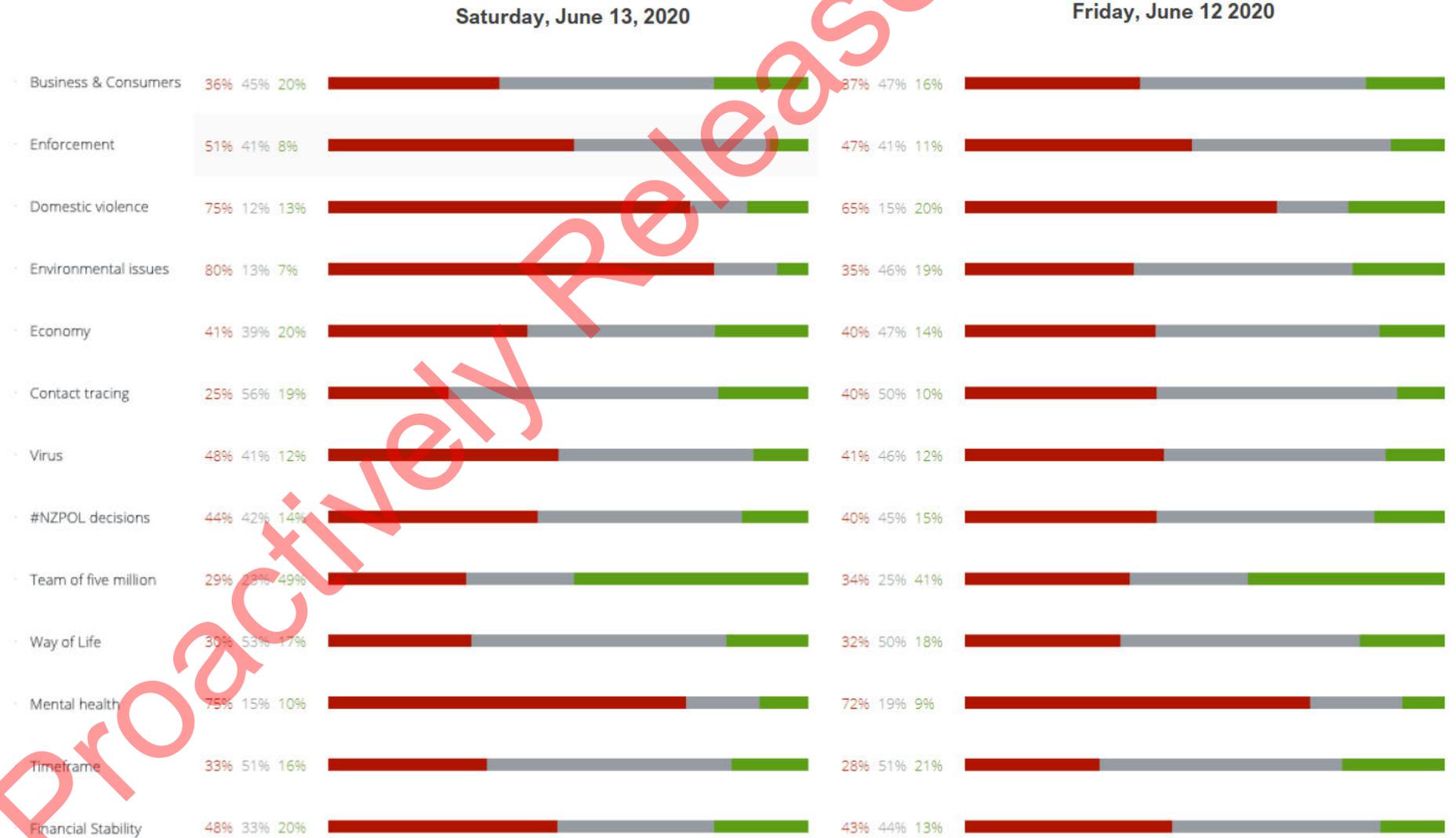


	Contact tracing		Economy		Environmental issues		Domestic violence		Enforcement		Business & consumers	
Jun 13	58	0.329 %	1,625	9.21%	171	0.969 %	517	2.93%	1,702	9.64%	1,785	10.1%
Jun 12	49	0.188 %	2,906	11.2%	280	1.08%	693	2.67%	2,758	10.6%	2,394	9.21%
Jun 11	95	0.353 %	3,162	11.7%	317	1.18%	657	2.44%	2,899	10.8%	2,441	9.07%

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

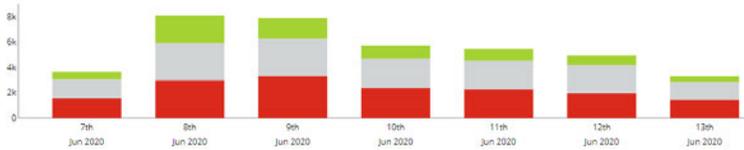
Net sentiment of each category

Negative sentiment has increased slightly in all categories except Business and consumers, Contact tracing, Team of five million and Way of life.

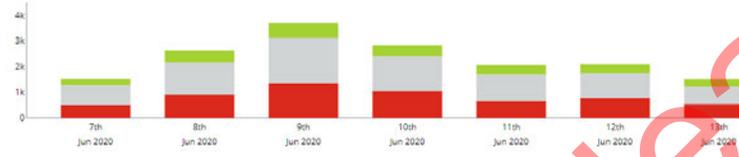


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

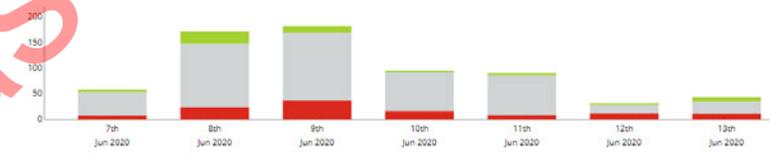
#NZPOL DECISIONS



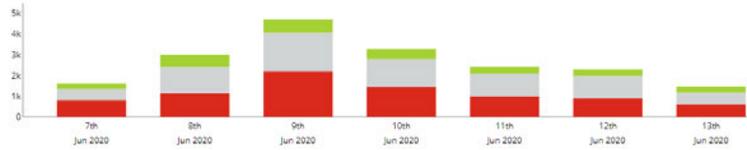
BUSINESS & CONSUMERS



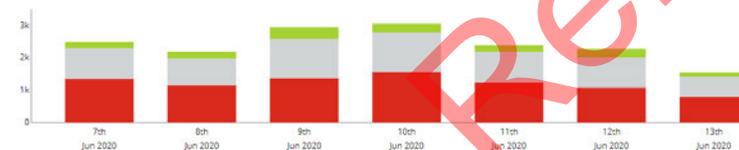
CONTACT TRACING



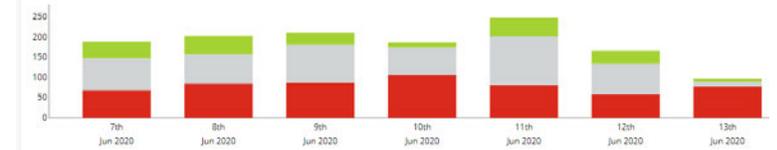
ECONOMY



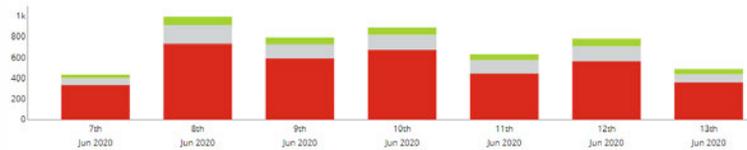
ENFORCEMENT



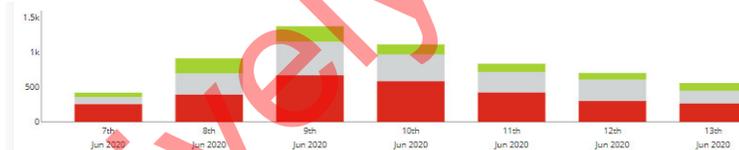
ENVIRONMENTAL ISSUES



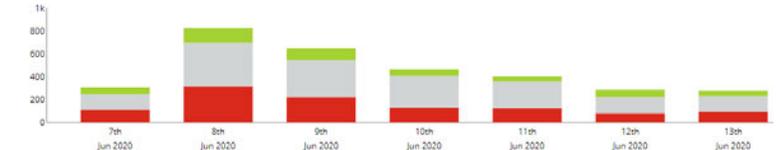
MENTAL HEALTH



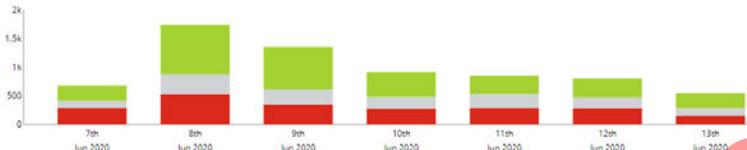
FINANCIAL STABILITY



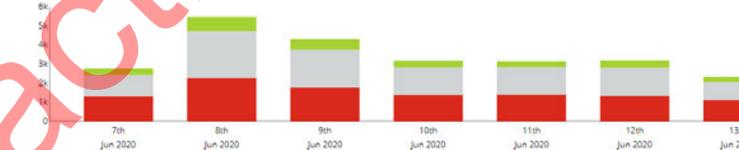
TIMEFRAME



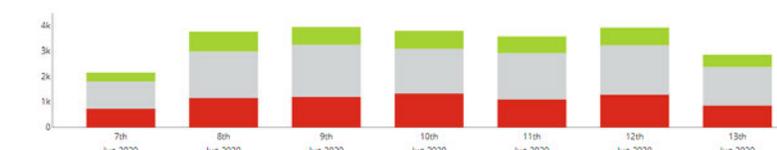
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

New Zealanders are expressing gratitude and pride as professional rugby returns.

With the first weekend of Level 1 underway, New Zealanders are expressing gratitude about being able to get back to a sense of normality.

There is a sense of pride and achievement of being a New Zealander as the first professional rugby matches with a crowd are played. Others are expressing happiness at being part of a historical moment.

There is excitement at being able to travel and support local.

Following the removal of a statue of a British naval captain in Hamilton after a request from local iwi, some people are discussing New Zealand's colonial history and what is being taught in schools.

Gratitude towards the government

I backed the Highlanders. But aren't we so spoiled to have run on Rugby with real spectators! This because Jacinda Ardern and the team went hard and fast in the first half against COVID 19! Now that is truly winning!

Like · Reply · 14h

If it was not for Jacinda taking action like the way she did you would not be watching the Rugby! Unlike this so call Govt here!

Like · Reply · 20h

Proud to be a New Zealander

Proud to be a kiwi on this memorable day for our rugby nation. So good to have the rugby back on and real people in the stands. This is thanks to all kiwis who did there bit and stayed home, saves lives during the last 3 months.. we deserve this day 🙌🙌🙌🙌

Like · Reply · 15h

Well done 5million Kiwis we are the envy of World Sport tonight regardless of result we have all WON Kia Kaha 🇳🇿🇳🇿🇳🇿🇳🇿

Like · Reply · 16h

Discussion of NZ's colonial history and what is taught at school

Yes, I was told that Cook discovered NZ. Wow. Time to ensure the correct story is told in all of it's facets, warts and all. I think the school curriculum is being overhauled to enable this isn't it?

Like · Reply · 18h

a major problem is our true history isn't taught in schools. Sanitised yes, but honestly? No

Like · Reply · 1d

Wouldn't school be the perfect place to teach politics and NZ history so people could be informed?? Not wanting people to be educated is a very strange stance to take.

Like · Reply · 1d

Excited to be able to travel the country

I reckon we are seeing the benefits of no trans tasman travel week in, week out.

Like · Reply · 1d

We are spending a month or so travelling around the NI & have turned down offers of accommodation from friends because we are keen to support our hospitality sector.

So cool to be able to be out and about doing what we used to and about able to travel and be with people we don't know.

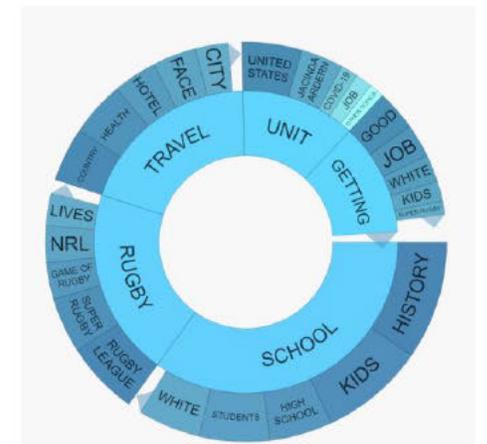
Being part of a historical moment

It's brilliant being back at Forsyth Barr watching the Highlanders play again

Missed this a lot during lockdown and now we've got a little piece of history being one of the first live sports events with full audiences

And the super rugby is on how wonderful to see people coming together for this historic match 🙌🙌🙌🙌

Like · Reply · 15h



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis Monday, June 15, New Zealand

Proactively Released

Daily Update Summary: Monday, June 15, 2020

FAQs

There were only a few questions asked via UAC-19 owned channels on Monday. On public channels people are asking about New Zealand's border restrictions, specifically about opening borders to Pacific Islands who are COVID-19 free.

Engagement with news stories

The volume of engagements rose on Monday. Stories about claims the country only beat COVID-19 due to being a 'small island' attracted the most engagement.

Conversation analysis

Cleaners and security guards deemed 'essential workers' during COVID-19 lockdown are calling on the Government to pay them living wage. There is a lot of support being voiced on social media channels towards the workers, however some are concerned that raising wages will push up living costs elsewhere.

What's in this report:

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

FAQs: Monday, June 15, 2020

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

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

TRAVEL/BORDERS (low #)

- If the borders could be opened to covid free Pacific islands, that would be the biggest favour.

WEBSITE/HEALTH (low #)

- What happened to your WhatsApp health Daily Check? It appears to have disappeared?

BORDERS (public channels)

- Can we have a trans-pacific border?
- Please open/keep the borders closed

There were only a few questions asked via UAC-19 owned channels on Monday. On public channels people are asking about New Zealand's border restrictions, specifically about opening borders to Pacific Islands who are COVID-19 free.

Proactively Released

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

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

The volume of engagements rose on Monday.

Stories about a New Zealander's response to those claiming the country only beat COVID-19 due to being a 'small island' attracted the most engagement.

There was high engagement with an article about a petition which calls for the UK to declare war on New Zealand, then surrender, so PM Jacinda Ardern can take over its COVID-19 response.

Articles about 24 consecutive days of zero cases also drove engagement.

- #NZPOL: 27,075
- International: 25,616
- Cases: 10,489
- Election: 2,104
- Virus: 1,856
- Economy: 1,752
- Way of life: 633
- Timeframe: 427
- Financial stability:
- Mental health: 50
- Business and consumers: 31
- Travel: 23

#NZPOL: 27,075

Covid 19 coronavirus: Kiwi's response to people saying NZ beat **Covid-19** because it's 'a small island'

By : Vera Alves - Jun 15, 2020
nzherald.co.nz

25.6K 169 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 25.7K

Kiwi's response to people saying NZ beat Covid-19 because it's 'a small island'

By Vera Alves - Jun 15, 2020
newstalkzb.co.nz

1.3K 3 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 1.3K

INTERNATIONAL: 25,616

Coronavirus: Petition calls on UK to declare war on New Zealand 'then immediately surrender'

By Nzherald - Jun 15, 2020
nzherald.co.nz

22.4K 1.9K 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 24.3K

Coronavirus: Beijing sets up security checkpoints, closes schools, orders testing after latest spike

By Reuters - Jun 15, 2020
newshub.co.nz

165 0 0 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 165

CASES: 10,489

Covid 19 coronavirus: No new cases - now 24 days without **Covid-19**

By : Luke Kirkness - Jun 15, 2020
nzherald.co.nz

6.7K 37 0 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 6.7K

New Zealand goes 24 days without a Covid-19 case

By Odt Online - Jun 15, 2020
odt.co.nz

640 0 0 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 640

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.

Financial stability

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

Timeframe

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

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.

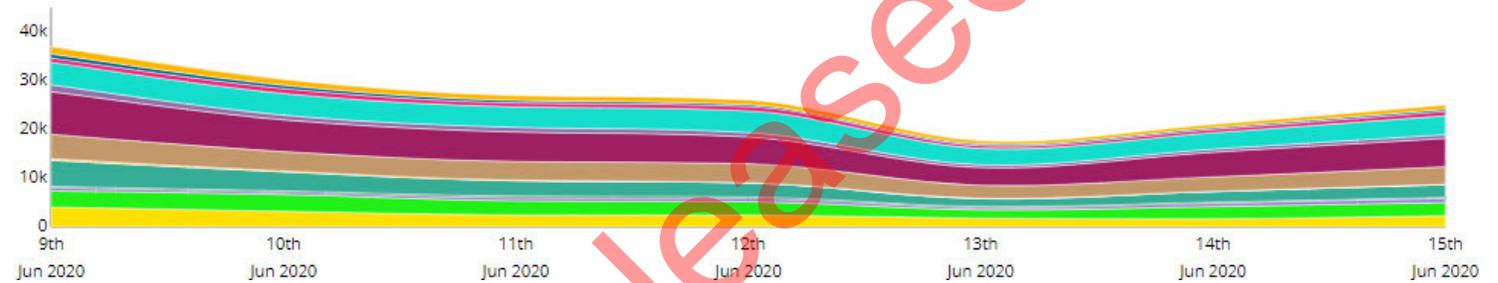
Way of life

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

Team of five million / Unite against virus

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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

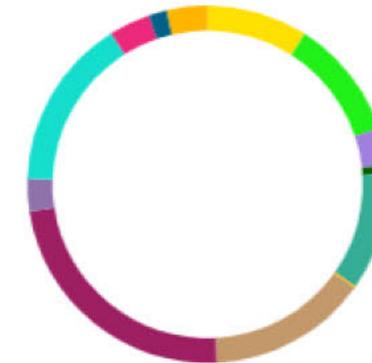
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Monday, June 15: 77,424
 Sunday, June 14: 64,052
 Saturday, June 13: 64,450

	Financial Stability		Timeframe		Mental Health		Way of life		Team of 5 mill		#NZPOL decisions		Virus	
Jun 15	919	3.67%	402	1.61%	924	3.69%	3,881	15.5%	741	2.96%	5,844	23.4%	3,588	14.3%
Jun 14	667	3.17%	352	1.68%	682	3.25%	3,337	16.1%	629	2.99%	5,072	24.1%	2,956	14.1%
Jun 13	648	3.67%	328	1.86%	572	3.24%	3,331	18.9%	586	3.32%	3,637	20.6%	2,689	15.2%

Total conversation Monday, June 15
Largest segment: #NZPOL Decisions 23.4%

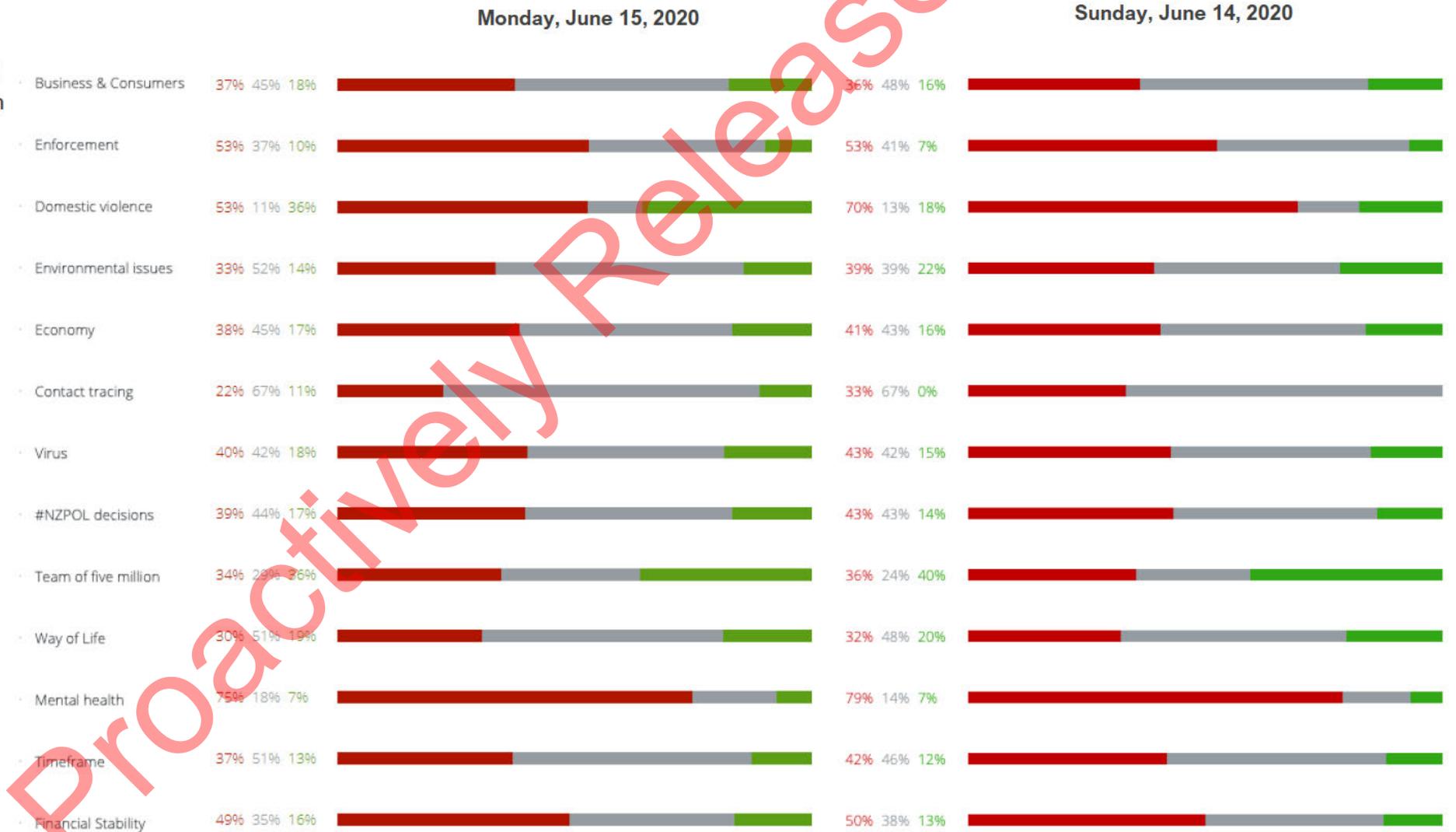


	Contact tracing		Economy		Environmental issues		Domestic violence		Enforcement		Business & consumers	
Jun 15	50	0.2%	2,649	10.6%	196	0.78%	842	3.36%	2,718	10.9%	2,270	9.07%
Jun 14	22	0.105 %	2,210	10.5%	193	0.918 %	708	3.37%	2,501	11.9%	1,645	7.83%
Jun 13	58	0.329 %	1,625	9.21%	171	0.969 %	517	2.93%	1,702	9.64%	1,785	10.1%

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

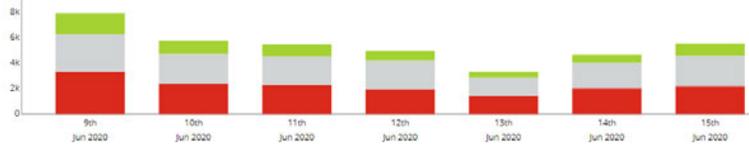
Net sentiment of each category

Negative sentiment decreased across all categories other than Enforcement which remained stable and Business & Consumers that had a 1% increase.

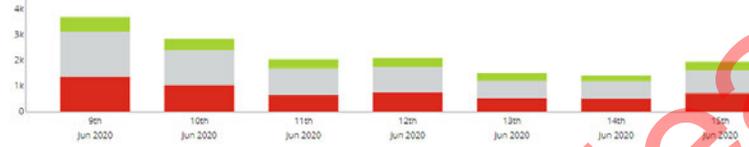


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

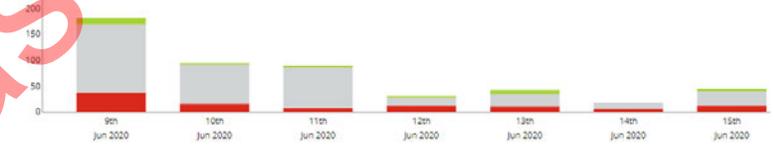
#NZPOL DECISIONS



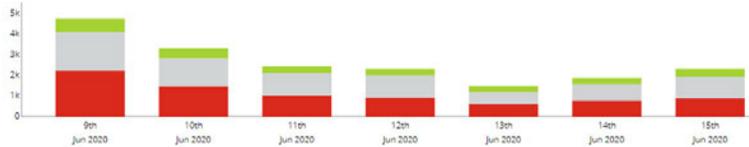
BUSINESS & CONSUMERS



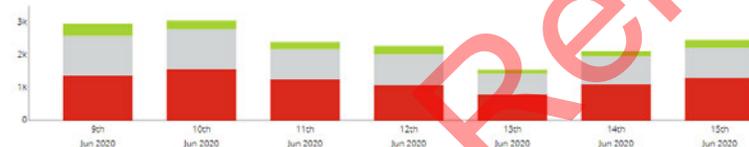
CONTACT TRACING



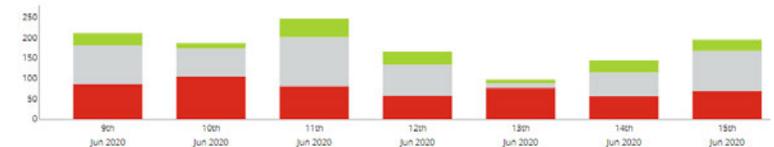
ECONOMY



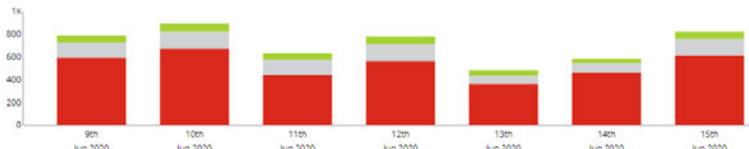
ENFORCEMENT



ENVIRONMENTAL ISSUES



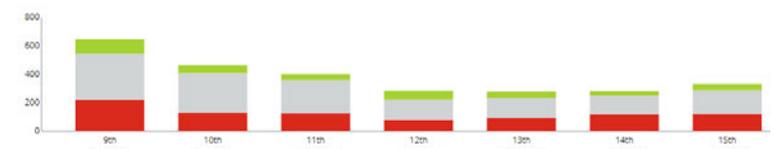
MENTAL HEALTH



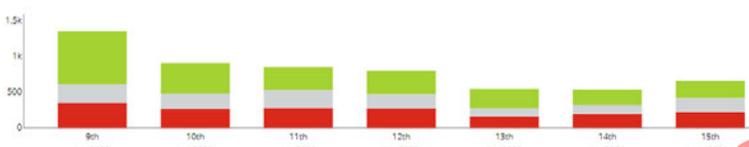
FINANCIAL STABILITY



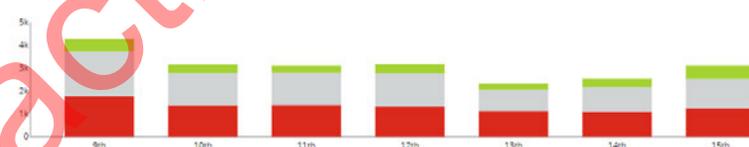
TIMEFRAME



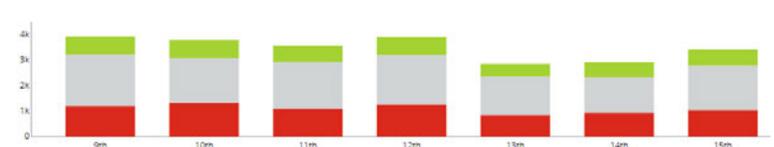
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

Tuesday, June 16,
New Zealand

Proactively Released

Daily Update Summary: Tuesday, June 16, 2020

FAQs

Due to two new cases, the volume of questions increased to a similar volume we saw in Level 2.

Questions about quarantine rules, testing and the cases themselves. In their questions, New Zealanders' are angrily calling for more transparency.

Engagement with news stories

The volume of engagements rose sharply on Tuesday.

Conversation analysis

New Zealanders are expressing an extremely high proportion of anger. Conversation expresses the belief that the sacrifices, hard work and economic loss the nation has gone through has all been undone. The language they've used, which plays back the terminology of the Alert Level System has also been explored.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions from users on Ministry of Health's owned pages and conversations on public social channels.
- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
Exploring the drivers of anger in conversation, with a focus on the correlation this has with the economy and financial impact.

FAQs: Tuesday, June 16, 2020

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

- [Unite Against COVID-19 Facebook page](#)
- [Public Facebook pages \(news sites\)](#)

The volume of questions has increased tenfold. New Zealanders are furious and are angrily asking questions about the two new cases, quarantine rules, testing and travel. They're expressing a need for more transparency from the government and the Ministry of Health.

QUARANTINE RULES (26%)

New Zealanders are angrily asking questions about quarantine rules and are bitter that exemptions have been made. They want to know how 'managed isolation' works and are concerned about anyone who has travelled.

- Why were exemptions been made to quarantine rules when we were unable to attend funerals during lockdown?
- What is managed isolation?
- Are flight crew and everyone they were in contact in quarantine?

TRAVEL (13%)

People want to know why travel is being allowed – this is in relation to border control. They also have questions about how flights operate and if PPE is being worn.

- How are flight crew staying safe? Do they wear PPE?
- Are we allowed to come home from overseas?
- Why are people being allowed to travel from places with community transmission?

CASES (21%)

People are looking for more transparency around the two cases – compared to previous questions about case data, there is specific interest in the location of the cases and who they may have been in contact with.

- Where did they stop on their road trip?
- Where did they stay in Auckland and Wellington?
- How do we know they're being honest? It doesn't sound realistic that they didn't stop on their drive?
- Who was the member of parliament they saw?

CONTACT TRACING (11%)

New Zealanders want to ensure the two new cases are being properly contact traced.

- Is everyone at the funeral being contact traced?
- Is everyone on the flight being traced and in quarantine?
- How many people have they seen and do we know for sure?

TESTING (20%)

The public wants to know why the two new cases weren't tested before leaving the UK, or at the border. A few questions about when you should get tested were asked.

- Do we still get tested if we're feeling unwell?
- Why weren't they tested before travelling?
- Will everyone on the flight be tested?
- Why was the test negative?

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

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

The volume of engagement rose sharply with the announcement of two new COVID-19 cases relating to recent travelers from the UK who were granted exemption to leave quarantine to attend a funeral.

CASES: 158,923

Covid-19: Two new cases in New Zealand, both arrivals from UK

By New Zealand - Jun 16, 2020
rnz.co.nz

Facebook 7.6K Twitter 110 Pinterest 0 Reddit 18.4K

Number of Links: 9
Evergreen Score: 0
Total Engagement: 26.1K

There was high engagement with an article about two teenagers granted compassionate leave from quarantine to attend a funeral fleeing authorities.

#NZPOL: 19,984

Covid 19 coronavirus: Two teens fled after being granted compassionate leave to attend funeral

By Luke Kirkness - Jun 16, 2020
nzherald.co.nz

Facebook 5K Twitter 20 Pinterest 0 Reddit 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 5.1K

TRAVEL: 2,871

Covid 19 coronavirus: Air New Zealand resumes Auckland-Shanghai flights

By Nzherald - Jun 16, 2020
nzherald.co.nz

Facebook 2.9K Twitter 16 Pinterest 0 Reddit 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 2.9K

An article about Air New Zealand resuming passenger flights between Auckland and Shanghai attracted engagement.

COVID-19: Two new coronavirus cases in New Zealand

By Matt Burrows - Jun 16, 2020
newshub.co.nz

Facebook 20K Twitter 53 Pinterest 0 Reddit 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 20.1K

Coronavirus: Two Hamilton teens flee funeral after isolation exemption

By Chloe Blommerde - Jun 16, 2020
stuff.co.nz

Facebook 2.9K Twitter 0 Pinterest 0 Reddit 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 2.9K

Cases: 158,923

#NZPOL: 19,984

Travel: 2,871

Virus: 2,826

Enforcement: 1,885

Financial stability: 752

International: 475

Business and consumers: 339

Mental health: 186

Economy: 57

Way of life: 4

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.

Financial stability

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

Timeframe

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

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.

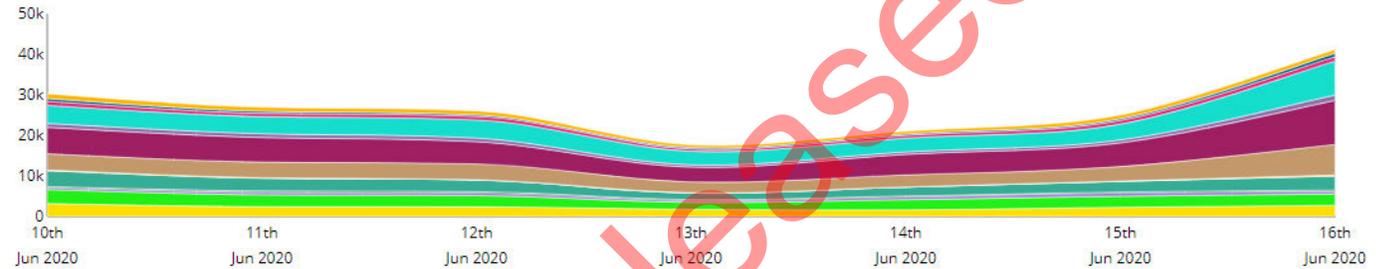
Way of life

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

Team of five million / Unite against virus

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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

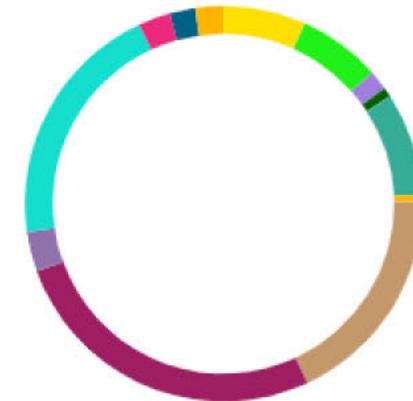
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Tuesday, June 16: 111,274
 Monday, June 15: 77,424
 Sunday, June 14: 64,052

	Financial Stability		Timeframe		Mental Health		Way of life		Team of 5 mill		#NZPOL decisions		Virus	
Jun 16	939	2.28%	852	2.07%	1,077	2.62%	8,371	20.3%	1,340	3.25%	10,865	26.4%	7,500	18.2%
Jun 15	919	3.67%	402	1.61%	924	3.69%	3,881	15.5%	741	2.96%	5,844	23.4%	3,588	14.3%
Jun 14	667	3.17%	352	1.68%	682	3.25%	3,337	16.1%	629	2.99%	5,072	24.1%	2,956	14.1%

Total conversation Tuesday, June 16
 Largest segment: #NZPOL Decisions 26.4%

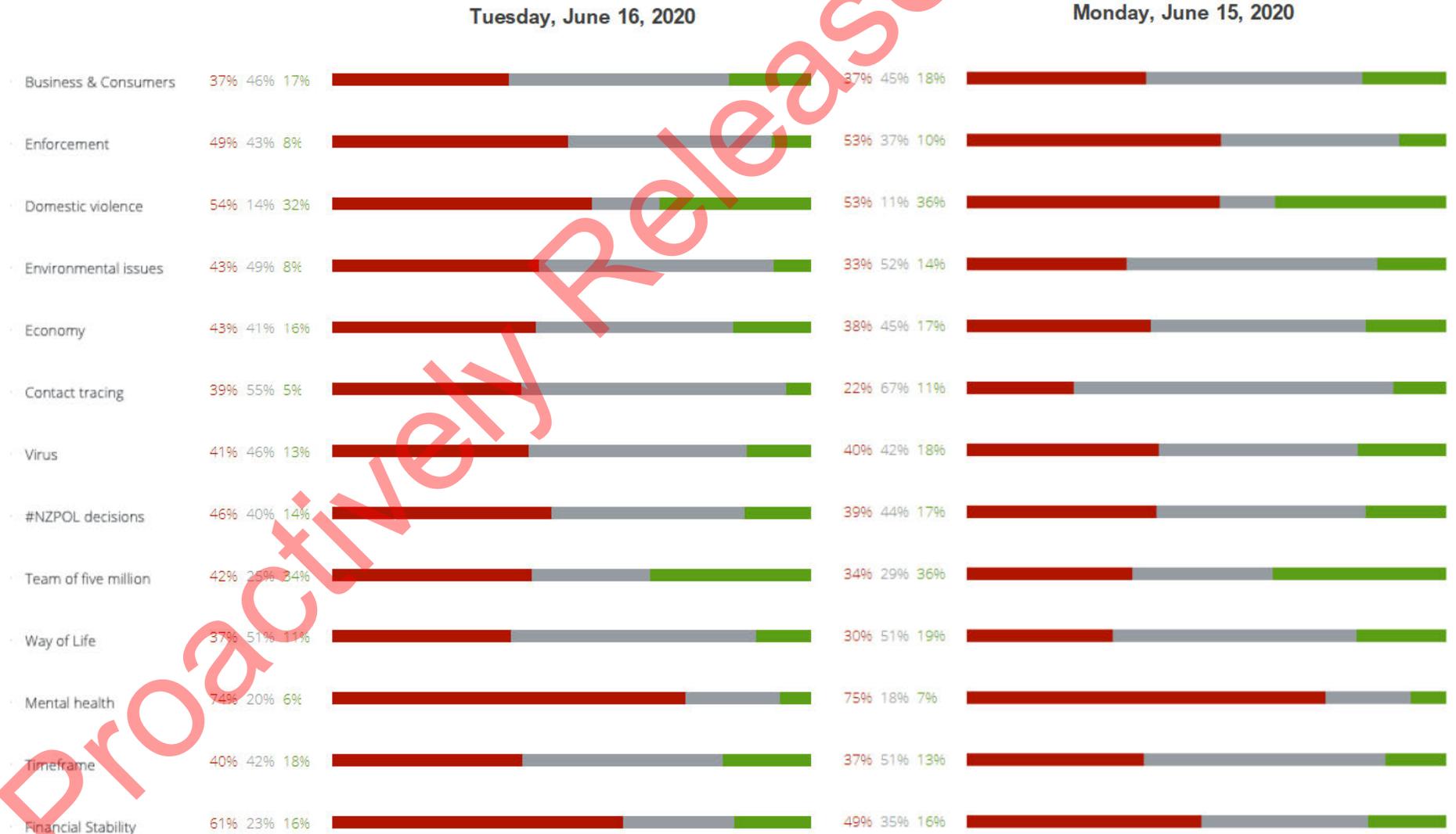


	Contact tracing		Economy		Environmental issues		Domestic violence		Enforcement		Business & consumers	
Jun 16	238	0.578 %	3,458	8.4%	319	0.775 %	670	1.63%	2,775	6.74%	2,769	6.73%
Jun 15	50	0.2%	2,649	10.6%	196	0.78%	842	3.36%	2,718	10.9%	2,270	9.07%
Jun 14	22	0.105 %	2,210	10.5%	193	0.918 %	708	3.37%	2,501	11.9%	1,645	7.83%

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

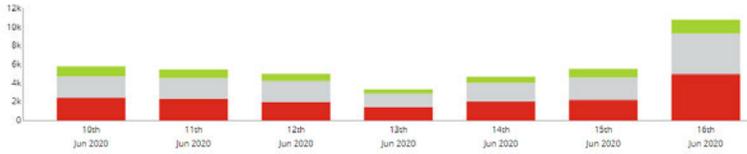
Net sentiment of each category

Negative sentiment increased across all categories aside from 'Business & Consumers', 'Enforcement' and 'Mental health'.

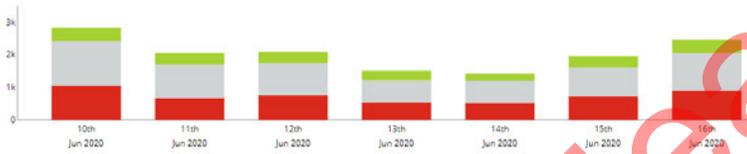


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

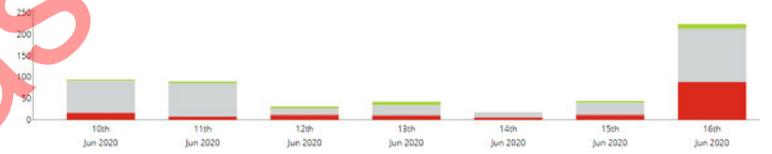
#NZPOL DECISIONS



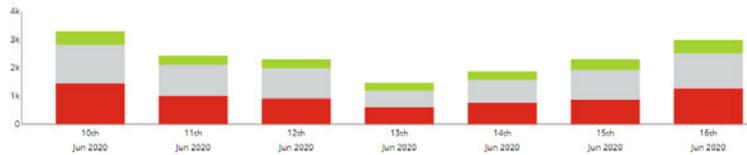
BUSINESS & CONSUMERS



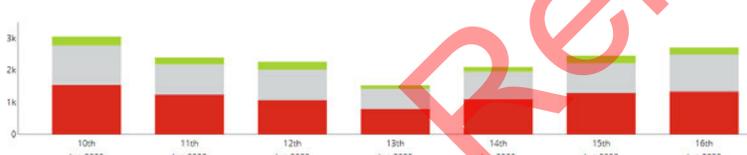
CONTACT TRACING



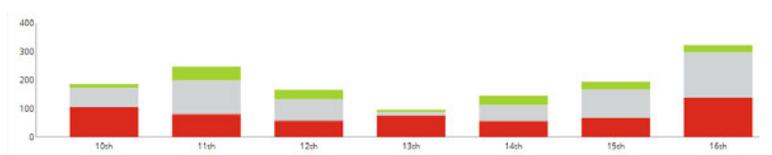
ECONOMY



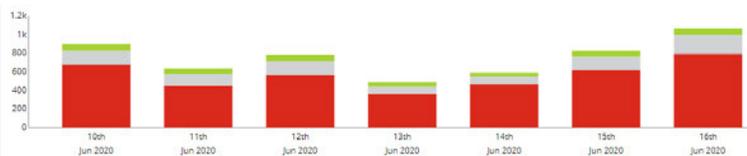
ENFORCEMENT



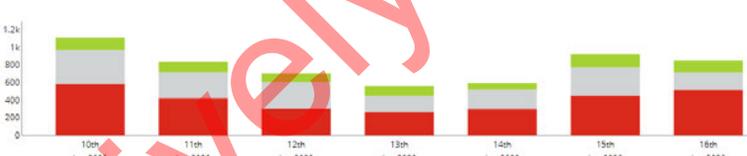
ENVIRONMENTAL ISSUES



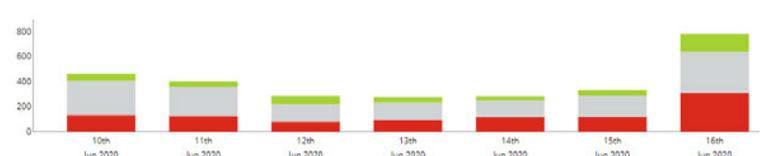
MENTAL HEALTH



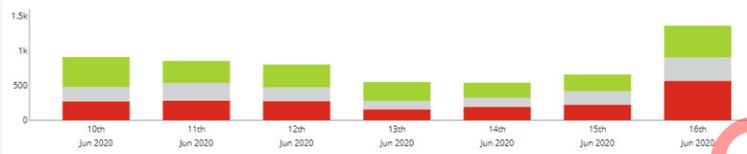
FINANCIAL STABILITY



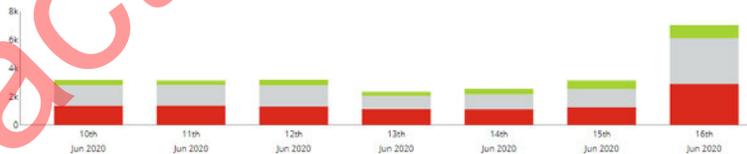
TIMEFRAME



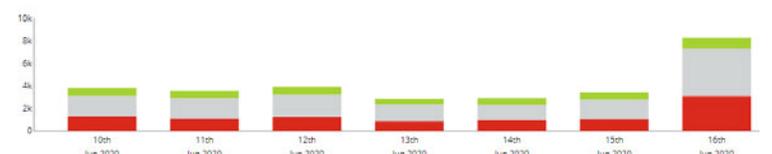
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

New Zealanders are expressing anger, disappointment and frustration, belief that all the hard work and sacrifices have been in vain.

Following the update that there were two new cases in New Zealand linked to overseas travel, people are reacting with anger and disappointment.

Some are expressing frustration that the huge sacrifices and rule compliance from New Zealanders have been in vain.

Others are concerned that economic livelihoods and people have been put at risk.

People are blaming the government and its quarantine processes for allowing this to happen. There is a belief that no one should get “special” treatment.

There is a call to keep the borders closed, even to New Zealanders.

Done “our bit” and it being undone

Yes im so bloody angry 🤔 to we have all done our bit and not been out of our yard for 7 weeks. All flights should be stopped no bubbles with Australia these 2 came from there. Definately no one from China or Anywhere over seas shut the door don't care if they live here or not there choice to go overseas not ours.

Like · Reply · 16h

After all our hard work and sacrifices I am disappointed the Govt allowed these 2 woman to travel at all.

Like · Reply · 20h

We as Kiwi's have busted our butts doing everything the Govt wanted to protect our people and country. went into lockdown, lost our jobs, let businesses face losing all, all for nothing, now the Govt lets covid carriers back into our country, am very disappointed!

Like · Reply · 21h · Edited

Putting people and livelihoods at risk

You have provided compassionate leadership over covid. While we feel great compassion for those who have lost someone and attended a funeral NZ there is huge concern and compassion for our NZers who have lost jobs and businesses suffering. Why have we put our people and livelihoods at risk?

Like · Reply · 17h

Call to keep borders closed

So disappointing. Keep the borders closed and stop letting people in

Like · Reply · 18h

Shud of kept our borders shut, even to them. Another poor excuse to let covid 19 back into Aotearoa.

Like · Reply · 18h

Should be one rule for all

So much for exemptions!! Bloody ridiculous. A rule should be for everyone!

Like · Reply · 19h

Why they allowed to do it? I can't understand according Level 1 rules, everyone should be Quarantine for 14 days and two times tested 😞 why people should be special in this Covid-19 pandemic 😞 Whole NewZealander sacrifice themselves to fighting with this pandemic, people lost jobs, business have been shut down, but we sacrifice because we would like to save lifes. Don't let this situation happened again. 🙄

Like · Reply · 15h

Blaming the government and quarantine processes

Sooner everyone realises the government are a bunch of liars the better, if the border is shut its shut clearly its only shut to whom they feel like

Like · Reply · 18h

That should be the last nail in your coffin Jacinda, how dumb are you to allow this.

Like · Reply · 19h

The government had one job to do. Keep the border safe. Haven't we all done our bit. So disappointed. We should not forget this

Like · Reply · 19h

New Zealanders are expressing anger using Alert Level System terminology. Despite the general rage, this demonstrates high uptake and awareness of regulations.

17% of the conversation yesterday used language from Alert Level System rules – terms which are **new to our everyday life** (isolation, contact tracing, quarantine, PPE, team of 5 million etc.).

New Zealanders used these terms in their anger (38%) over exemptions being made. This is a shift from the extreme reaction to ‘dob people in’ to a **desire for everyone to comply**, without exceptions.

Anger is expressed about exemptions being made for the two new cases when it comes to ‘quarantine rules’ and ‘isolation’, following the efforts of the ‘team of 5 million’.

Concern was expressed around adequate ‘testing’ measures and ‘contact tracing’ to contain what might break into a cluster.

Despite the fact that the nation is exhibiting intense resentment and frustration, a high level of awareness and compliance is being demonstrated through the language in use. On the whole, New Zealanders are calling for transparency for information on the new terms they have learned.

Quarantine rules

It says in the article they had a special exemption to attend a funeral. If they got that far I bloody hope they were under strict supervision the entire time. The Quarantine they showed at the Crown Plaza on the news last week was a bloody joke, if these two were there then we may have an outbreak on our hands.

Like · Reply · 21h

Wonder how many people were on the flight with them to NZ - guess they will all be high risk for COVID as it's so contagious. Really hope quarantine is being closely monitored.

Like · Reply · 21h

@FlyAirNZ are you quarantining flight crews?
twitter.com/grumpyetamusi...

Testing & contact tracing

I seriously can't believe testing wasn't already mandatory, whether being granted compassionate leave or not! How can whoever made this decision not have thought this through?

Like · Reply · 18h

8:14 Why don't require a negative test before they fly. 2 weeks quarantine and then another negative test required.

Like · Reply · 20h

Surely you would just test someone if they were arriving from the UK even if they were Linford fucking Christie.
#nzpol

Isolation

Getting Covid again here is discussing meant to be 2 weeks in isolation I don't believe they drove over 8 hours no petrol no food and show me one lady that can go 8 hours without going to the toilet then I will believe

Like · Reply · 16h

I take it that tracing other passengers on the same flight and crew will be retested and isolation will be properly managed as well now?

Like · Reply · 18h

Unbelievable! No matter what 14 day self isolation no exceptions ffs. Keep the boarders shut or do the job properly and keep them in a hotel and monitor. Very angry we all didn't do this lock down and have huge financial work to do.

Like · Reply · 17h

Call for transparency

She won't say if they were in quarantine or had an exemption to attend a funeral? Isn't this supposed to be the most transparent Govt ever?

Like · Reply · 20h

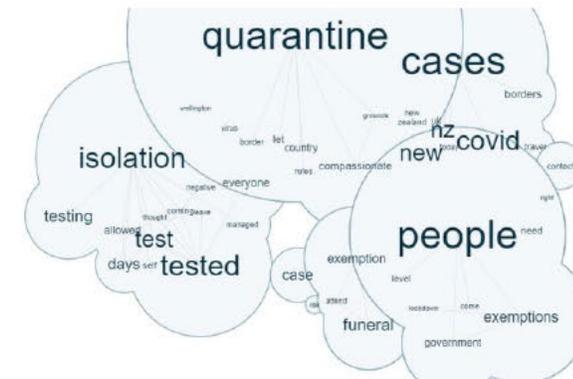
We the "5 million" haven't been complacent in this instance. Our government departments and health officials have been complacent and have let the "5 million" down. In my eyes they would have more credibility if they demonstrated some transparency and accountability for their decision making in this instance.

Like · Reply · 14h · Edited

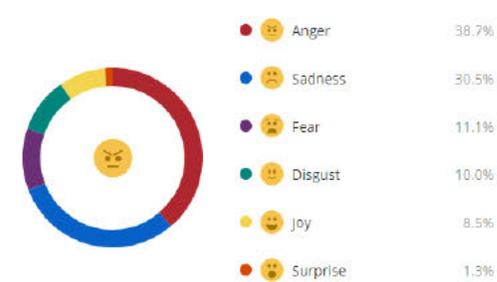
9:01 ALL THAT SACRIFICE
MAN I'm speechless. Something seems dodgy here man....

Like · Reply · 20h

Topic wheel



Breakdown of emotion



* Excludes the 29% of posts that do not contain emotion

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

Thursday, June 18,
New Zealand

Proactively Released

Daily Update Summary: Thursday, June 18, 2020

FAQs

The volume of questions is consistent with Wednesday's. Some are still calling for more transparency about the 'two sisters'. The nature of questions continues to focus on the nation's protocols and whether they are being enforced.

Engagement with news stories

New Zealanders are highly engaged in articles about quarantine and border protocols. They're also interested in stories about the government's decisions.

Conversation analysis

64% of New Zealanders are expressing negativity in conversation about the government's integrity. The nature of the two cases has driven a high degree of suspicion. This is a dramatic shift in sentiment following the celebration of a no new cases streak and high support for the government's management of the pandemic. Loss of trust is a topic we will continue to monitor.

What's in this report:

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

FAQs: Thursday, June 18, 2020

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

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

The volume of questions remains consistent. New Zealanders continue to call for more transparency about the 'two sisters' and are seeking more information about how quarantine rules should apply to travelers.

QUARANTINE RULES (30%)

New Zealanders are asking about quarantine rules, whether they are being enforced and who pays for quarantine. Many are seeking detailed information. Others want to know how quarantine rules apply when travelling.

- Can we get a list of hotels which are used as quarantine centres?
- Do travelers in quarantine pay for it themselves or is the government?
- Are flight crew quarantined / how do I get information about where I'll quarantine if I'm travelling to NZ?

TRAVEL (18%)

People have questions about whether travel should be allowed and are asking if the borders can stay closed.

- Why are we allowing people into the country?
- Why aren't the borders being closed?
- Are we allowed to travel on work visas?

CASES (24%)

People want more information about the two cases and continue to ask for transparency. They want to know 'who's at fault' and why they were given special treatment.

- Who would've given them permission to leave quarantine?
- Why were they allowed to be in managed isolation when everyone else is in quarantine?
- Whose fault is it that the tests weren't done?
- What was the make of their car which could go without refueling?

ALERT LEVELS (3%)

New Zealanders are concerned about moving Alert Levels and want to know when this might happen.

- Will we be moving back to Level 2 or Level 3? How can we be prepared?
- Will we have to go back into lockdown?

TESTING (18%)

The public want to make sure testing is done prior to travel, or when arriving in the country. They want to know how test results are processed and monitored. A few are asking for more testing of the nation.

- Are all travelers tested before embarking a plane or upon arrival?
- How are tests for people in quarantine monitored and who sees the results?
- Can we get mobile testing / more testing done for all New Zealanders?

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

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

Engagements with news stories has been consistent. New Zealanders are highly engaged with articles about 'protocol' (how quarantine rules are being enforced, what the procedure at the border looks like).

People continue to be interested in reports of new cases and are highly engaged with stories about the 'two sisters'.

Articles about the Prime Minister's response and political decisions continue to drive engagement.

- Protocol, 30,544**
- Cases, 18,843**
- #NZPol, 13,317**
- Virus, 2,100**
- International, 1,329**
- Way of Life, 974**
- Team of 5 Million, 797**
- Financial Impact, 639**
- Economy, 317**
- Contact Tracing, 231**

PROTOCOL: 30,544

Coronavirus: Homeless man walked into \$500/night Auckland isolation hotel

By George Block - Jun 18, 2020
stuff.co.nz

10.5K 16 0 15

Number of Links:	1
Evergreen Score:	0
Total Engagement:	10.5K

Covid 19 coronavirus: Two women let out after National MP lobbied for release

By Nzherald - Jun 18, 2020
nzherald.co.nz

5.1K 189 0 0

Number of Links:	2
Evergreen Score:	0
Total Engagement:	5.3K

CASES: 18,843

Covid 19 coronavirus: NZ has another new case - a man in his 60s in a quarantine facility in Auckland

By Nzherald - Jun 18, 2020
nzherald.co.nz

8.1K 78 0 0

Number of Links:	5
Evergreen Score:	0
Total Engagement:	8.2K

Covid 19 coronavirus: Hundreds of close contacts now face anxious wait for results

By : Vaimoana Tapaleao - Jun 18, 2020
nzherald.co.nz

1.9K 7 0 0

Number of Links:	1
Evergreen Score:	0
Total Engagement:	2K

#NZPOL: 13,317

Coronavirus: The road trip that turned Ashley Bloomfield from hero to zero

By Nikki Macdonald - Jun 18, 2020
stuff.co.nz

4K 21 0 0

Number of Links:	-
Evergreen Score:	0
Total Engagement:	4.1K

Jacinda Ardern denies personal responsibility over **Covid-19** border bungle

By League Cricket - Jun 18, 2020
tvnz.co.nz

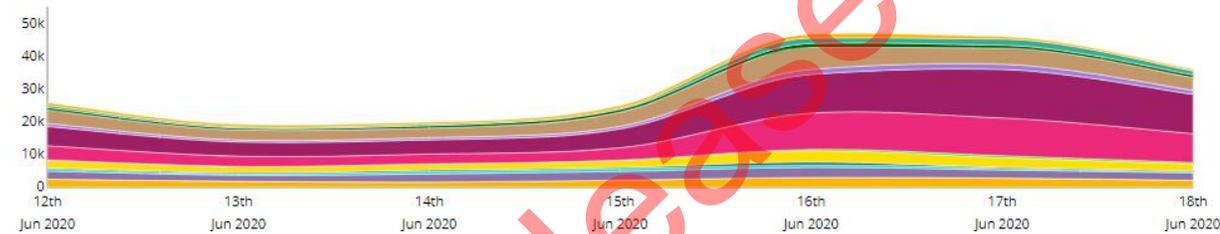
1.7K 7 0 0

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

Category Definitions

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



Financial stability

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

Timeframe

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

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.

Way of life

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

Team of five million / Unite against virus

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

#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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

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

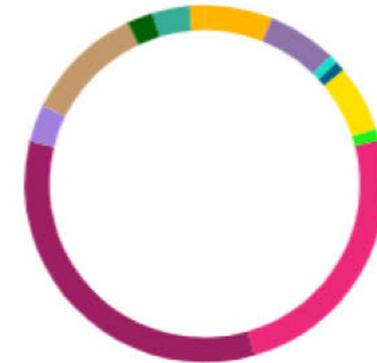
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

*Note: Shifts today may vary as category keywords were updated for this report.

Total volume of conversation:
 Thursday, June 18, 96,326
 Wednesday, June 17: 114,593
 Tuesday, June 16: 111,274

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 18	476	1.32%	1,215	3.38%	831	2.31%	3,862	10.7%	1,227	3.41%	11,976	33.3%	8,795	24.5%
Jun 17	745	1.62%	1,884	4.1%	898	1.96%	4,902	10.7%	1,599	3.48%	14,764	32.1%	11,469	25%
Jun 16	1,182	2.53%	1,642	3.52%	1,255	2.69%	6,665	14.3%	1,540	3.3%	11,768	25.2%	11,030	23.6%

Total conversation Thursday, June 18
 Largest segment: #NZPOL Decisions 33%

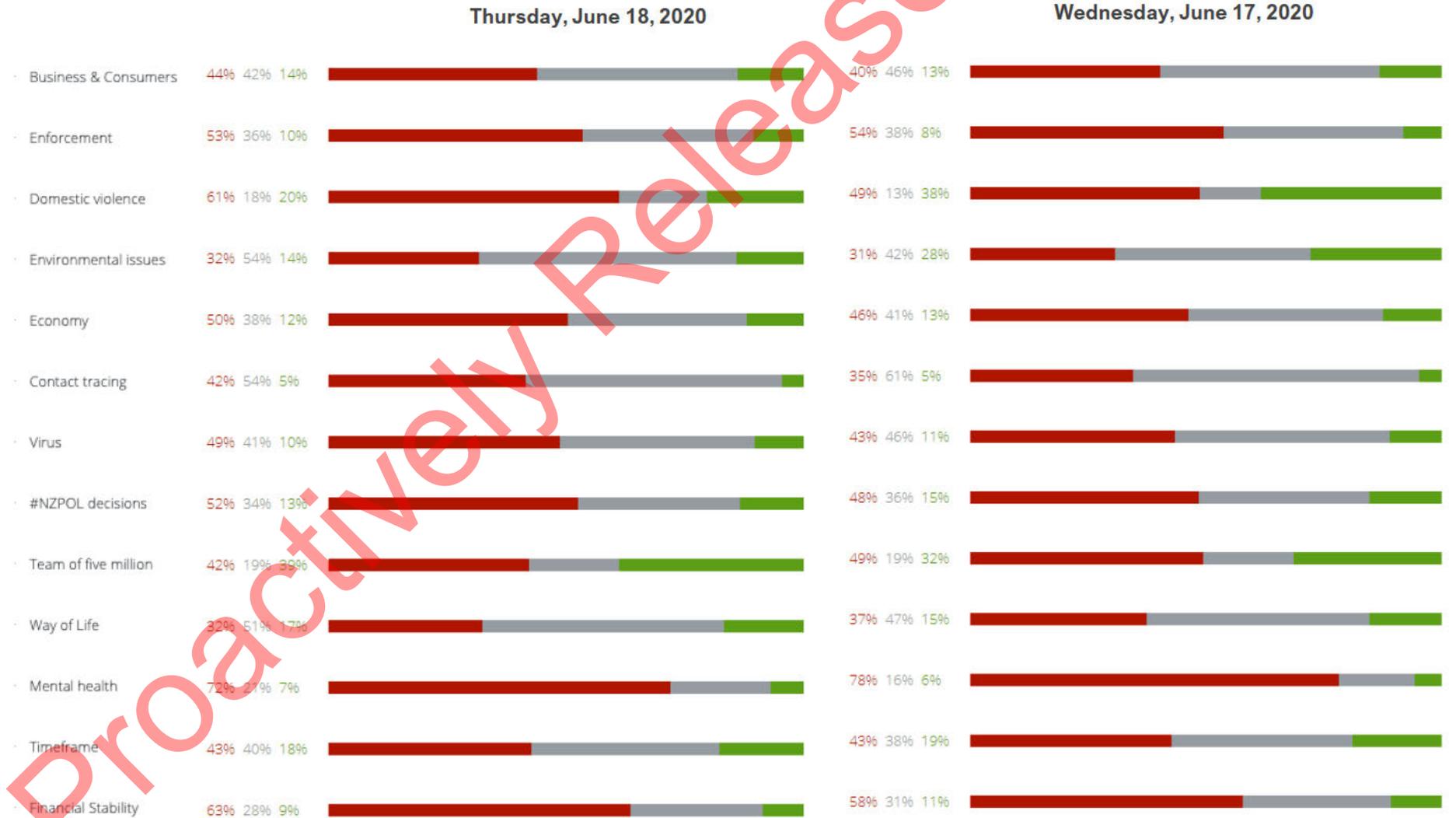


	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 18	378	1.05%	2,163	6.02%	331	0.92%	285	0.79%	2,222	6.18%	2,198	6.11%
Jun 17	613	1.33%	2,900	6.31%	270	0.58%	569	1.24%	2,491	5.42%	2,819	6.14%
Jun 16	394	0.84%	3,467	7.43%	795	1.7%	795	1.7%	3,073	6.59%	3,044	6.53%

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

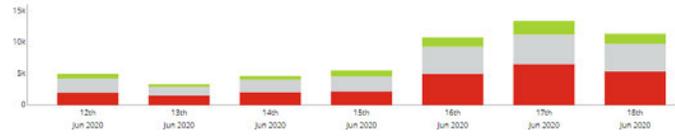
Net sentiment of each category

Negative sentiment continues to increase in all categories aside from 'Financial Stability', 'Domestic Violence' and 'Way of Life'.

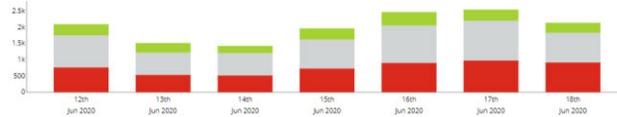


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

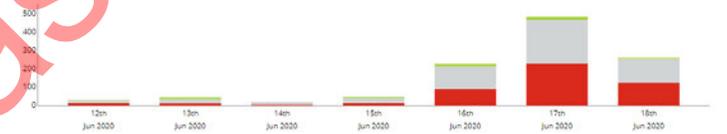
#NZPOL DECISIONS



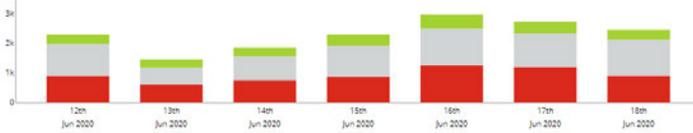
BUSINESS & CONSUMERS



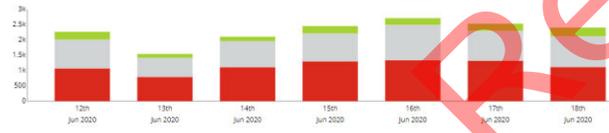
CONTACT TRACING



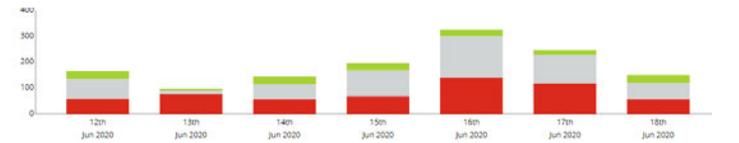
ECONOMY



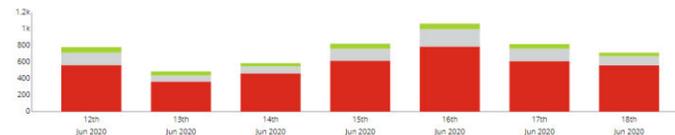
ENFORCEMENT



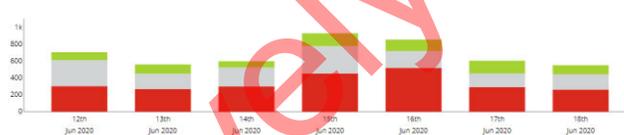
ENVIRONMENTAL ISSUES



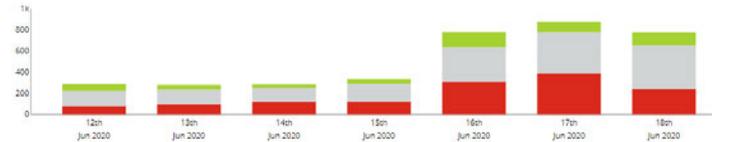
MENTAL HEALTH



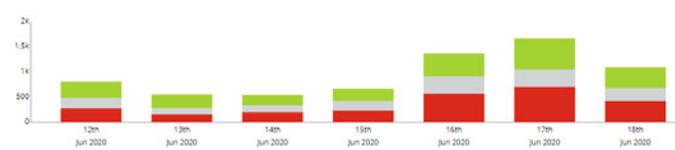
FINANCIAL STABILITY



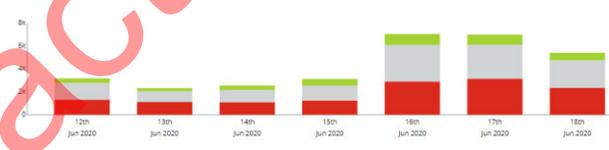
TIMEFRAME



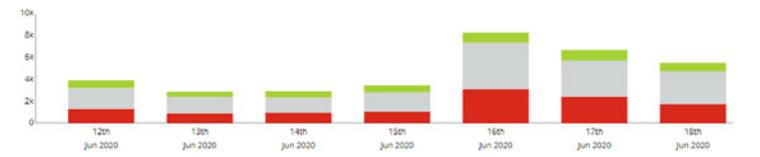
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

New Zealanders are expressing a **loss of trust and integrity** in the government. In the past **four days** this conversation has **grown by 148%**.

Reports of the two new cases on June 16th have driven conversation expressing distrust and a loss of confidence in the government's ability to manage the pandemic.

As observed in 'FAQs' over the last few days, New Zealanders are questioning the veracity of the two sisters' story.

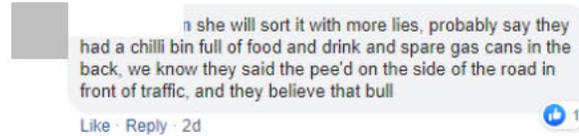
Key themes in the conversation about the two sisters are:

- **Disbelief** in the truth of the story
- **Belief** that part of the story is being concealed
- **Loss of compassion** and 'being kind'
- **Frustration**, feeling the sacrifice of lockdown was 'in vain'
- **Loss of trust** in the government's protocols at the border

Since the announcement of the cases, **64%** of the conversation indicates there is a strong sense of negativity towards the government.

Only **13%** of the conversation is positive and expresses faith in the government.

Disbelief in story



Belief that facts have been withheld



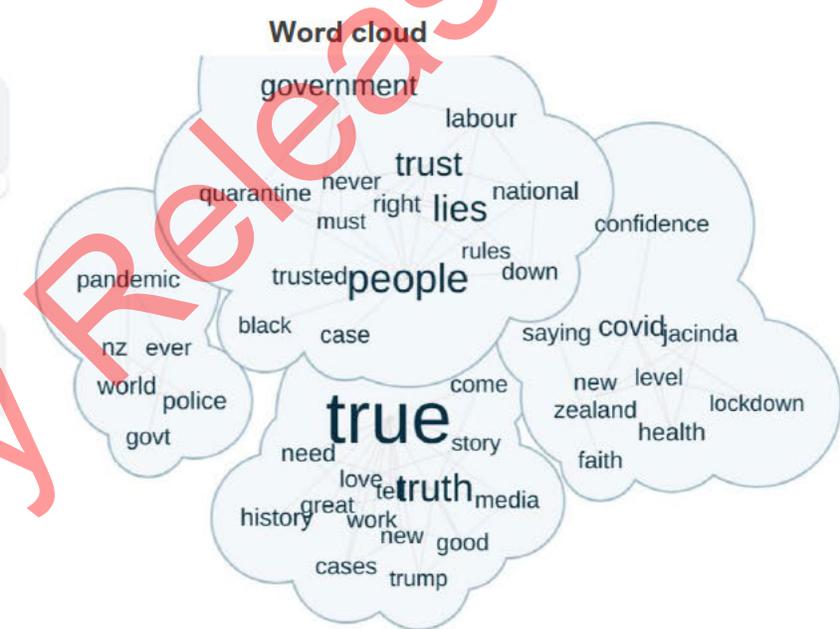
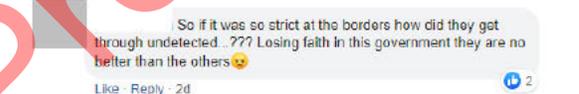
Loss of compassion



Frustration

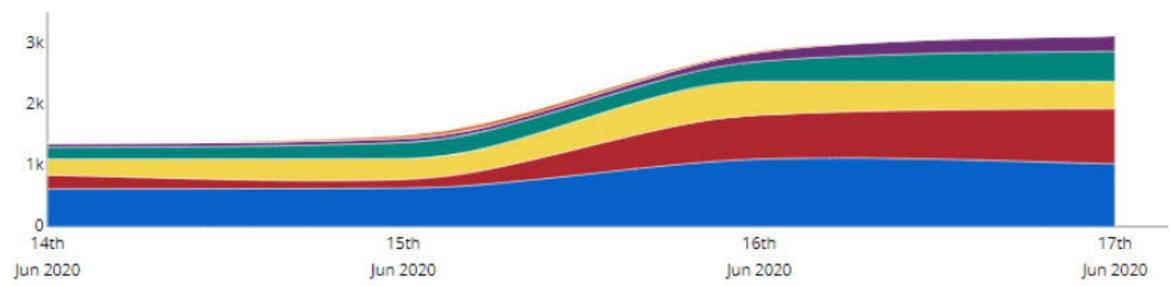


Loss of trust in protocols



Note: Data is currently unavailable for this category on June 18 due to a technical issue. Breakdowns of emotion, sentiment and volume will be updated when the issue is resolved. We anticipate that the conversation has continued to grow, significantly.

Emotion in conversation about 'trust and integrity'
Sadness, disgust, anger and fear have grown by 13%; joy has dropped by 5%



New Zealanders are expressing frustration about their **loss of autonomy** and the **government's 'control'** following the announcement of new cases.

An increased amount of resentment is being expressed about the government's powers and the loss of autonomy the nation has experienced. This conversation closely follows expressions about a **loss of trust**.

New Zealanders are expressing disappointment that 'double standards' have applied to two people.

Conversation about a refusal to comply with a second lockdown continues to persist.

Many are expressing a belief that the way the issue being managed is based on the upcoming election and are suspicious of decisions which have been made.

These topics will be segmented and quantified over the next few days.

Resentful of control

... unfortunately the government are not puppeteers where they can control what everyone does. They have to rely on people taking note and doing the right thing which doesn't always happen. 🙄🙄

Like · Reply · 2d

she was on the phone to China to see what control she can put on us next. 😏

Like · Reply · 2d

Double standards

Others had to live on a fine line during lockdown, while this lot get special treatment

Like · Reply · 2d

So many people have sacrificed so much and this has been a massive slap in the face to kiwis who didn't get to go to funerals or be by their loved ones side.

Like · Reply · 2d · Edited

Refusal to comply with another lockdown

You had better hope we don't go back into lockdown for your poor incompetence, Nz will not stand for it again

Like · Reply · 2d

Suspicious of electioneering

So this is how we get the official news from our governance now? via a Facebook video made at home? Good god.

After months of joint press conferences the prime minister has realised that the election is looming.... so if there has been a failure she has to throw Ashley Bloomfield under the bus.

Pretty transparent...

Like · Reply · 2d · Edited

... rep they stuffed up there. So sad. And Jacinda ducked for cover.

Like · Reply · 2d

... She was happy to take the credit, now she blames others

Like · Reply · 2d

... rubbish. Where was Cindy today. Pretty hard to make her political broadcast when it looks like they have failed the country.

Like · Reply · 2d

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

Friday, June 19,
New Zealand

Proactively Released

Daily Update Summary: Friday, June 19, 2020

FAQs

The volume of questions has fallen significantly, however New Zealanders are using the Unite for the Recovery channels to comment and make statements. Interest continues to be focused on the 2 women and New Zealand's borders.

Engagement with news stories

Engagements with news stories about COVID-19 has decreased significantly. There continues to be interest in the quarantine protocol for returning travelers.

Conversation analysis

New Zealanders are increasingly discussing the logistics of quarantine requirements for returning travelers. There continues to be a persistent group of people calling for the borders to be closed to everyone regardless of citizenship.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions from users on Ministry of Health's owned pages and conversations on public social channels.
- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
How are New Zealanders discussing the border restrictions?

FAQs: Friday, June 19, 2020

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

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

TRAVEL (33%)

New Zealanders are focused on arriving travelers. Some people believe that our borders were completely closed.

- Why aren't people tested before they get on a plane?
- Do air crew get tested?
- Do aircrew have to quarantine?
- I thought our borders were closed! How did this happen?

TESTING (16%)

- How soon after been in contact with someone with covid would you return a positive test?
- I'm trying to contact Anglesea clinic in Hamilton to get a test and I can not get though.

CASES (20%)

People are keeping a keen eye on the case numbers.

- Anybody know why there is still a cluster classed as open, when as of last week, we hadn't had any cases for 24 days and our last active case recovered a couple of weeks ago?
- What does it mean by a cluster has been closed?

OTHER

- ALERT LEVELS: Will we be moving back to Level 2 or Level 3? How can we be prepared?
- WORKPLACES: Is work supposed to cover any time off while sick or do we have to use our own sick leave?

The volume of questions has fallen significantly, however New Zealanders are using the channels to comment and make statements. Interest continues to be focused on the 2 women and the country's borders.

QUARANTINE RULES (16%)

- Who is paying for the quarantine?
- Where can I find guidance on delivering a care package to some one in quarantine?
- Are we allowed to choose self-isolation or do we have to be in a quarantine facility?

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

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

Engagements with news stories about COVID-19 has decreased significantly. There continues to be interest in the quarantine protocol for returning travelers.

Virus: 1,729
#Nzpol: 1,713
Way of life: 539
Financial stability: 323
Economy: 252

PROTOCOL: 7,496

Covid 19 coronavirus: Two Whangārei women tested after positive cases

By : Kristin Edge - Jun 19, 2020
nzherald.co.nz

2.5K 0 0 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 2.5K

Coronavirus: Government plays hardball over isolators refusing Covid-19 tests

By Katarina Williams - Jun 19, 2020
stuff.co.nz

1.4K 0 0 0

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

CASES: 7,106

Watch live: Ashley Bloomfield gives update on Covid-19 cases

By Nzherald - Jun 19, 2020
nzherald.co.nz

2.2K 41 0 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 2.2K

No new Covid-19 cases announced today, after three cases earlier this week

By League Cricket - Jun 19, 2020
tvnz.co.nz

1.6K 0 0 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 1.6K

INTERNATIONAL: 2,558

Newborn baby, 13 days old, becomes youngest Covid-19 victim in UK

By League Cricket - Jun 19, 2020
tvnz.co.nz

1.7K 0 0 0

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

Coronavirus: Trevor Noah has a crack at New Zealand over Covid-19 bungle

Jun 19, 2020
stuff.co.nz

640 10 0 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 650

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.

Financial stability

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

Timeframe

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

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.

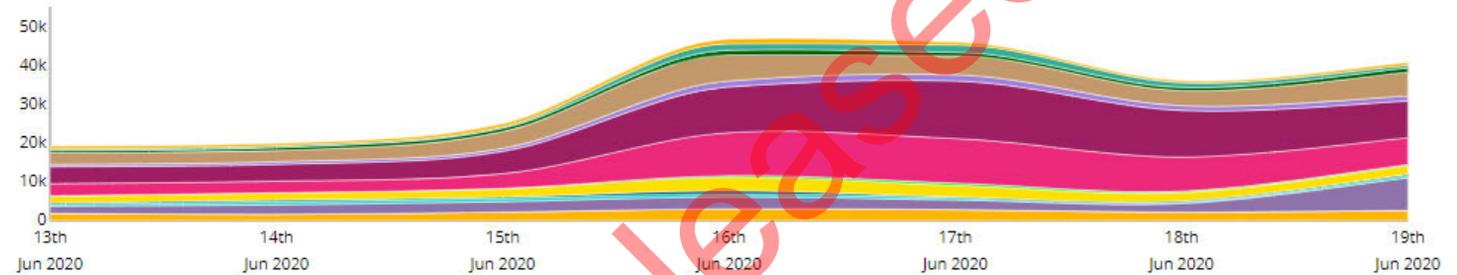
Way of life

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

Team of five million / Unite against virus

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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

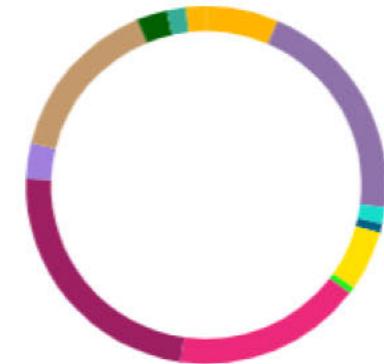
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Friday, June 19: 102,855
 Thursday, June 18: 96,326
 Wednesday, June 17: 114,593

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 19	737	1.81%	700	1.72%	1,100	2.7%	6,101	15%	1,306	3.21%	9,470	23.3%	6,888	16.9%
Jun 18	476	1.32%	1,215	3.38%	831	2.31%	3,862	10.7%	1,227	3.41%	11,976	33.3%	8,795	24.5%
Jun 17	745	1.62%	1,884	4.1%	898	1.96%	4,902	10.7%	1,599	3.48%	14,764	32.1%	11,469	25%

Total conversation Friday, June 19
Largest segment: #NZPOL Decisions 23.3%

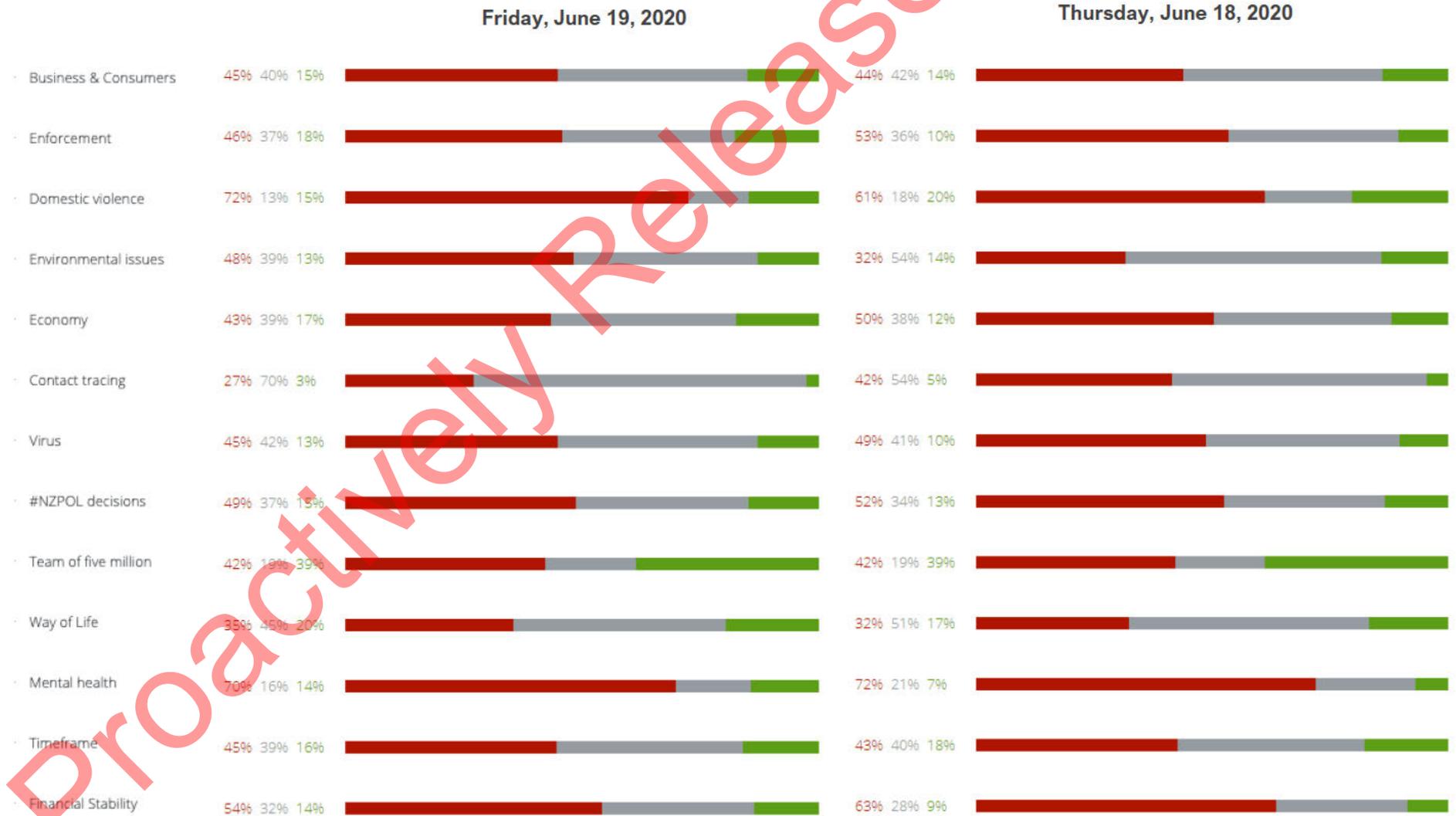


	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 19	231	0.56%	2,231	5.48%	337	0.82%	593	1.46%	8,357	20.5%	2,637	6.48%
Jun 18	378	1.05%	2,163	6.02%	331	0.92%	285	0.79%	2,222	6.18%	2,198	6.11%
Jun 17	613	1.33%	2,900	6.31%	270	0.58%	569	1.24%	2,491	5.42%	2,819	6.14%

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

Net sentiment of each category

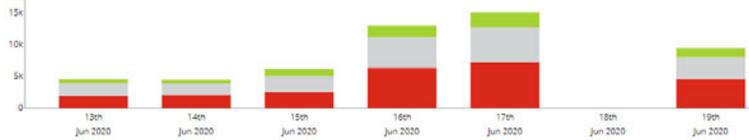
There were increases in negative sentiment in Business & Consumers, Way of Life and time frame categories. All other categories became less negative or remained stable.



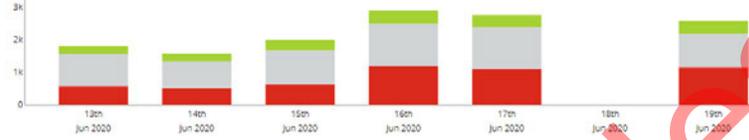
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Sentiment data unavailable for June 18
See previous page for sentiment shift.

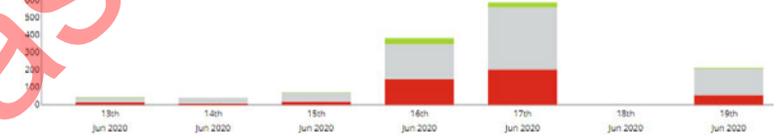
NZPOL DECISIONS



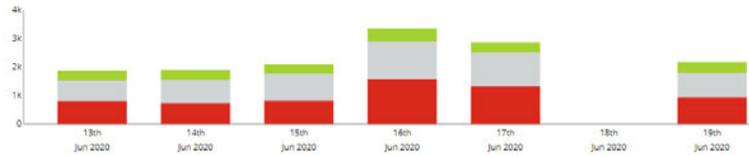
BUSINESS & CONSUMERS



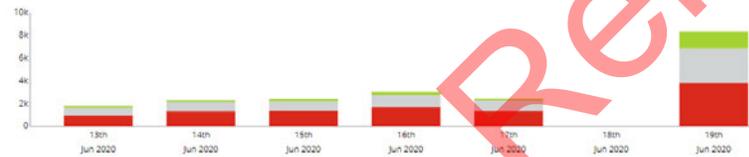
CONTACT TRACING



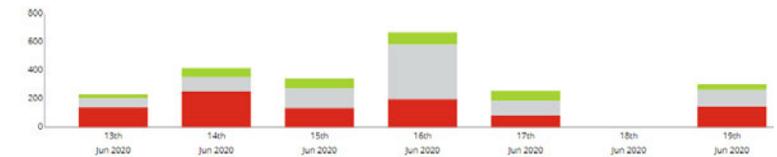
ECONOMY



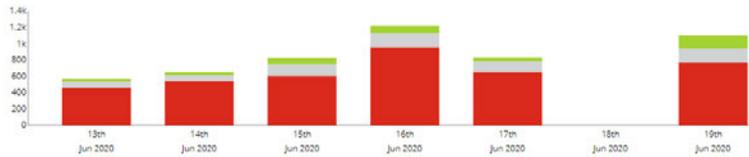
ENFORCEMENT



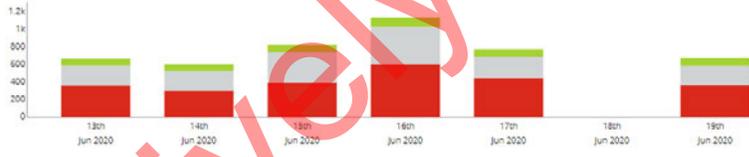
ENVIRONMENTAL ISSUES



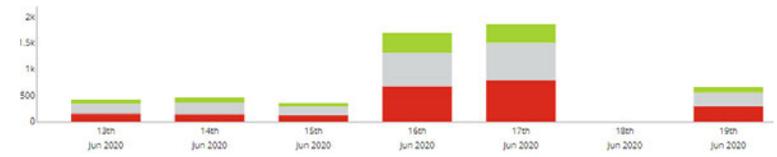
MENTAL HEALTH



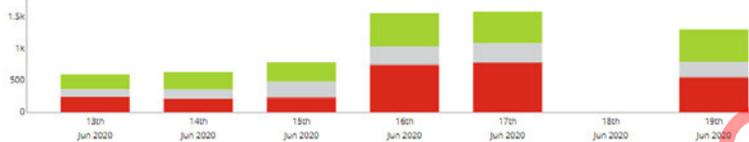
FINANCIAL STABILITY



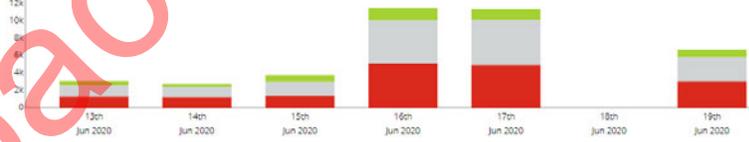
TIMEFRAME



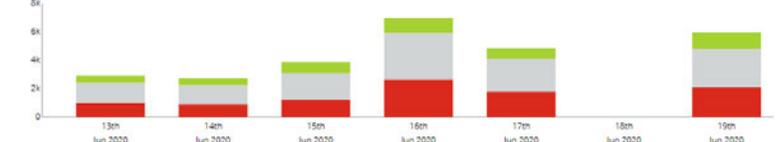
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

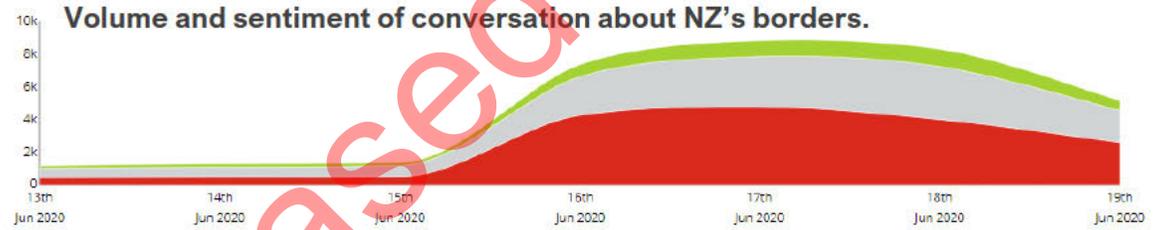
How has the conversation about New Zealand's border control procedures progressed?

On June 16 conversation about New Zealand's borders increased over 450%. In the following days, the volume of conversation about our borders remains high but is beginning to ease.

New Zealander's are increasingly discussing the logistics of a large-scale quarantine operation.

While there is a persistent group of people calling for the borders to be closed to everyone regardless of citizenship, the opinion that borders should be opened up further, but safely, is also expressed.

There was a high proportion of discussion around the cost of the 'quarantine hotels' with a range of opinions represented, including returning travelers should pay for their accommodation during the quarantine period, to agreement that the hotel bill will be a lot less for New Zealand than the cost of another lockdown.



Confusion around how many people are arriving each day.

For 70,000 people? In private hotels? When any of them could be infected? Clearly it shouldn't have happened. But let's not pretend it's easy.

Where did you get the 7000 from?

I thought there had been fewer than 1800 people arrive per day. That's 25,000 at most in a 14 day quarantine.

7:14 AM · Jun 19, 2020

A debacle but we're still the envy of the rest of the world.

Absolute debacle! Although We were always expecting new cases at the border. Those 2 were a disgrace. 1 other new case. Fix it! But 140,000 new cases worldwide yesterday. We have had 3. Still got to be the envy of the rest of the world.

Like · Reply · 16h · Edited

Confidence hit

lost confidence in the border control, not the Govt

Like · Reply · 1d

Want NZ's borders to function, but safely.

I'm not saying close the border. I want it open, I want to be able to go overseas to visit family.

Like · Reply · 1d · Edited

With heightened focus on the quarantine requirement – some people are discussing the expense of accommodating travelers in hotels.

Hekc yeah, start charging them, it might save the government a few bucks and persuade people to stop coming to NZ with Covid!

Like · Reply · 1d

You are paying. I am paying. We are all paying. Except those who are non-residents and not normally resident so not paying taxes.

Which for the unexpectedly stranded (usually resident) may make some sense. For those knowingly travel under the current situation I'm a little less empathetic to.

Singapore recently announced that from 31 August for their citizens to return before it becomes user pays.

Like · Reply · 16h

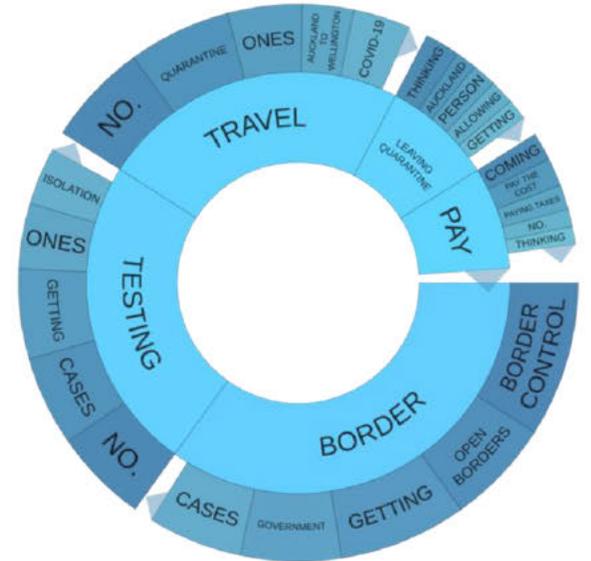
Persistent calls for New Zealand's borders to be closed entirely.

It is still too risky to let people from overseas into NZ - are our borders not closed???

Like · Reply · 1d

Keep the borders closed please! Just not worth the risk! And we are spending so much on quarantining these people!

Like · Reply · 1d



Perception that New Zealand's borders are still open to everyone regardless of residency or citizenship.

NZ citizens free, everyone else charge. Sorry but we simply can not afford to carry the world when we can barely afford to carry ourselves

Like · Reply · 1d

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

Saturday, June 20,
New Zealand

Proactively Released

Daily Update Summary: Saturday, June 20, 2020

FAQs

The volume of questions continue to drop on Saturday. People are asking about being able to travel into or out of New Zealand, contact tracing and testing.

Engagement with news stories

Engagement with news stories about COVID-19 rose following the announcement of two new cases.

Conversation analysis

With poll results showing New Zealanders chose PM Jacinda Ardern as the best leader for economic recovery, conversation is highlighting a Labour vs National divide. Some believe Todd Muller doesn't have the capacity while others think Ardern does not have the necessary business experience.

What's in this report:

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

FAQs: Saturday, June 20, 2020

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

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

TRAVEL (60%)

New Zealanders are asking questions about being able to come into, or leave, the country.

- If we work overseas (kids attend school) and have visas, meet the entry requirements and have flights – are NZ citizens able to leave NZ please?
- Can my mokos living in Oz come home for Xmas?
- I am a NZ permanent resident with valid travel conditions. My partner is a NZ citizen and my home is in NZ. I'm overseas right now and wishing I can come back home soon. Is that if I'm allowed to?

CONTACT TRACING (30%)

People have questions about shops not displaying QR codes and using the contact tracing app.

- I'm concerned that many shops in Palmerston North are not displaying a QR poster meaning customers can't log their visits using the COVID-19 contact tracing app. The Govt website says they all 'should'. Can't it just be a rule that they must put up a poster?
- Why doesn't the Manukau Super Clinic have the barcode app?

TESTING (10%)

There are questions about the time period for test results and quarantine testing.

- Why do results take 3 days?
- How many left before 9 June without a test?

The volume of questions is low. People are wanting to know about being able to travel into, or out, of New Zealand. There are also questions about contact tracing and testing.

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

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

Engagements with news stories about COVID-19 rose on Saturday following the announcement of two new cases.

New Zealanders remain interested in how other countries are faring with COVID-19.

Articles about the government's response, in particular border control and emergency relief funding, continue to drive engagement.

CASES: 20,612

INTERNATIONAL: 3,500

#NZPOL: 3,218

Coronavirus: Two new COVID-19 cases in New Zealand on Saturday

By Dan Satherley - Jun 20, 2020
newshub.co.nz

f 4.5K t 2 p 0 r 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 4.5K

Brazil tops 1 million Covid-19 cases as the coronavirus spreads inland

By League Cricket - Jun 20, 2020
tvnz.co.nz

f 992 t 0 p 0 r 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 992

Coronavirus poll: Do you have confidence in New Zealand's COVID-19 border controls?

By Newshub - Jun 20, 2020
newshub.co.nz

f 1.2K t 12 p 0 r 0

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

Two new cases of Covid-19 in New Zealand

By Nz Herald - Jun 20, 2020
newstalkzb.co.nz

f 4.3K t 1 p 0 r 0

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

Donald Trump shrugs off backlash, coronavirus fears ahead of campaign rally

By Mario Parker - Jun 20, 2020
stuff.co.nz

f 416 t 0 p 0 r 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 416

Covid-19: Government gives \$67 million to help stranded foreigners

Jun 20, 2020
mz.co.nz

f 356 t 9 p 0 r 53

Number of Links: 1
Evergreen Score: 0
Total Engagement: 418

- Cases: 20,612
- International: 3,500
- #NZPOL: 3,218
- Virus: 686
- Way of life: 417
- Enforcement: 100
- Financial stability: 25
- Business and consumers: 13
- Sport: 9
- Economy: 4

Category Definitions

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Financial stability

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

Timeframe

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

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.

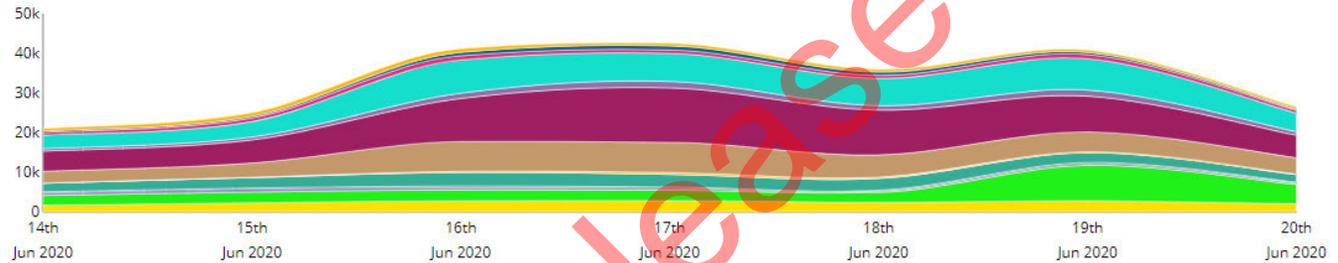
Way of life

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

Team of five million / Unite against virus

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

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

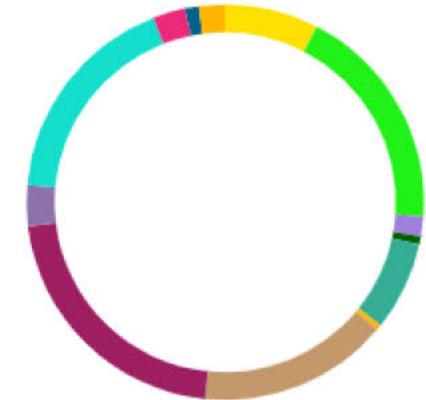
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Saturday, June 20: 73,316
 Friday, June 19: 102,855
 Thursday, June 18: 96,326

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 20	565	2.13%	295	1.11%	702	2.65%	4,691	17.7%	886	3.34%	5,677	21.4%	4,104	15.5%
Jun 19	737	1.81%	700	1.72%	1,100	2.7%	6,101	15%	1,306	3.21%	9,470	23.3%	6,888	16.9%
Jun 18	476	1.32%	1,215	3.38%	831	2.31%	3,862	10.7%	1,227	3.41%	11,976	33.3%	8,795	24.5%

Total conversation Saturday, June 20
Largest segment: #NZPOL Decisions 21.4%

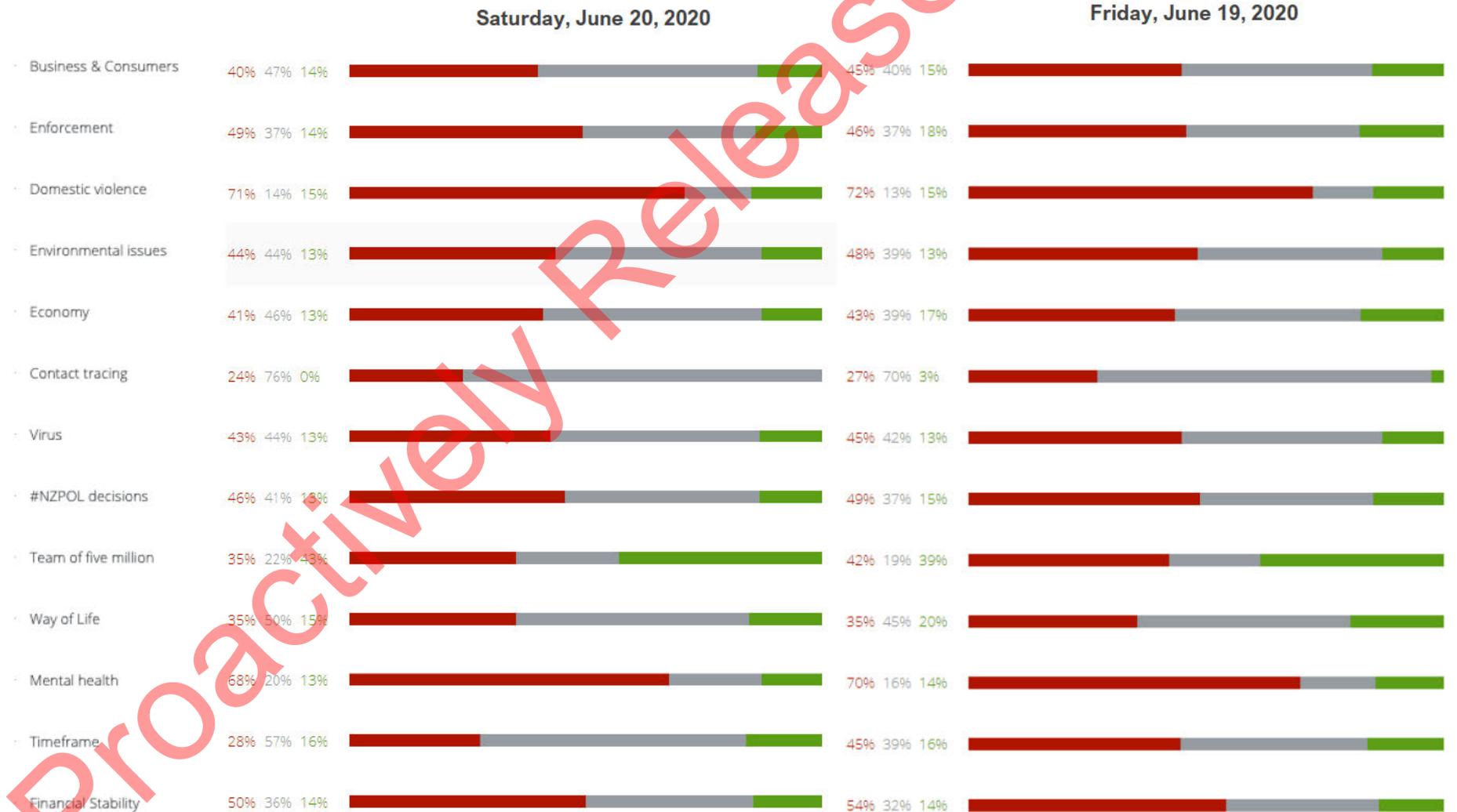


	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 20	107	0.404%	1,936	7.31%	167	0.63%	428	1.62%	4,910	18.5%	2,022	7.63%
Jun 19	231	0.56%	2,231	5.48%	337	0.82%	593	1.46%	8,357	20.5%	2,637	6.48%
Jun 18	378	1.05%	2,163	6.02%	331	0.92%	285	0.79%	2,222	6.18%	2,198	6.11%

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

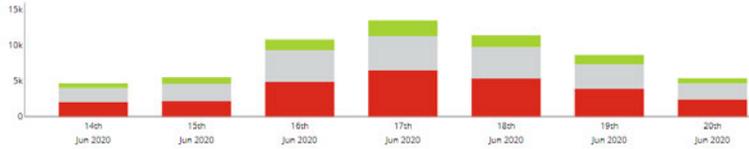
Net sentiment of each category

There was an increase in negative sentiment in the 'Enforcement' category. All other categories became less negative or remained stable.

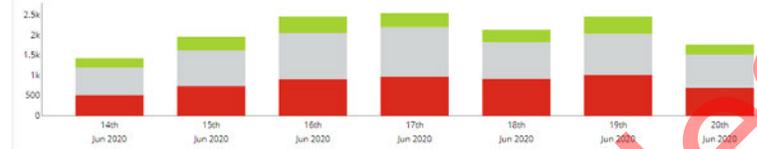


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

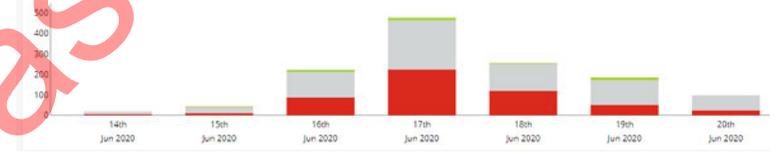
#NZPOL DECISIONS



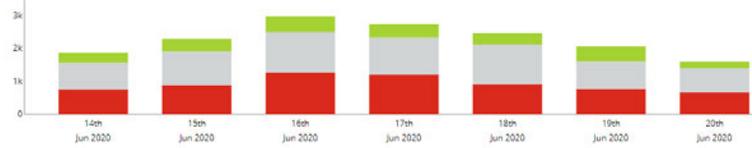
BUSINESS & CONSUMERS



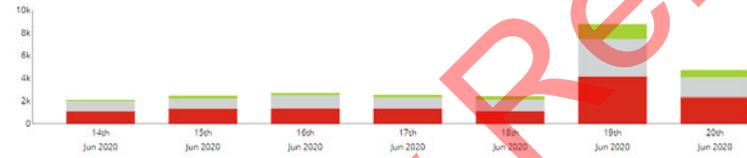
CONTACT TRACING



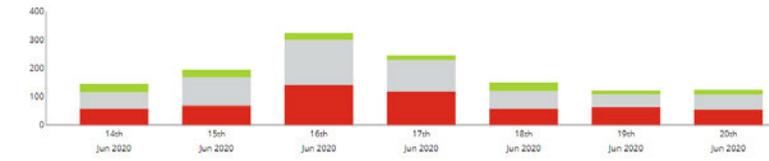
ECONOMY



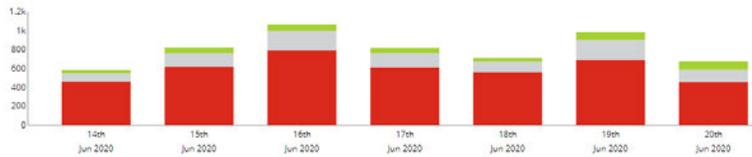
ENFORCEMENT



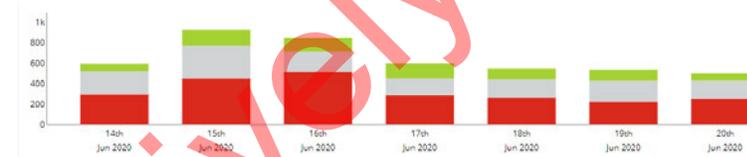
ENVIRONMENTAL ISSUES



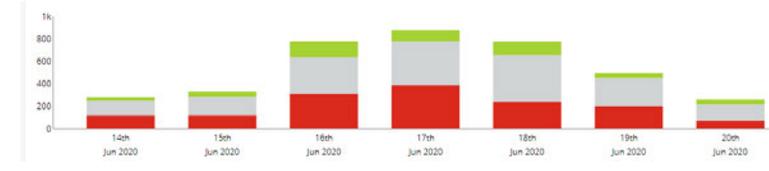
MENTAL HEALTH



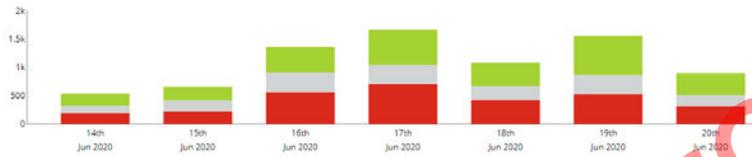
FINANCIAL STABILITY



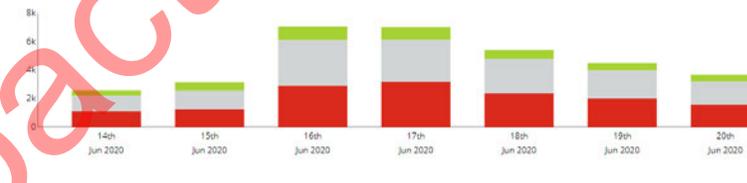
TIMEFRAME



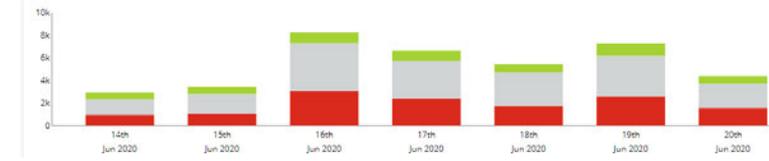
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Division over who should lead New Zealand's economic recovery, people grateful for wage subsidy while others feel forgotten.

A poll conducted by Horizon Research showed New Zealanders chose PM Jacinda Ardern over Todd Muller as better to lead New Zealand's pandemic response and economic recovery. This result drove a high proportion of Labour versus National conversation. Some believe Muller is not capable while others think Ardern doesn't have the business experience necessary.

Some people are showing gratitude for receiving the wage subsidy or business loan while others believe 'middle class' New Zealanders are missing out or the money is going to unnecessary industries.

Despite two new cases announced, there is a call to open New Zealand's bubble in order to stimulate the economy through tourism.

Perception Muller doesn't have capacity to lead

remember Muller worked at Fonterra when they invested 1 billion dollars in China losing the lot. National is not good at building the economy : I lost 500k during Key times beca use as an exporter dollar was way too high(interest rates high making it attractive to Japanese to buy it And others too), small manufacturers were shut, Dunedin manufacturer for locomotives was shut (they bought the old diesel Chinese ones)...

Like · Reply · 15h

Well he's been consistently showing his incompetence... so we have to applaud him for that

Like · Reply · 1d

Perception Ardern doesn't have business experience

She is the right person to lead us through Coronavirus but I have no confidence in her govt to lead us through the economic recovery. No business experience any of them, incompetent is being too polite.

Like · Reply · 1d

... worked in a fish and chip shop.... that's business experience

Like · Reply · 1d

Concern that Maori disproportionately impacted by COVID-19

If a group already experiences less success in education, health and economic outcomes, does it not make sense that they might be more in danger during a pandemic and recession?

Like · Reply · 1d

COVID-19 relief package giving money to those who won't benefit NZ

Absolutely disgraceful waste of money on a niche industry that does nothing to benefit the country at all. Overbreeding animals for the sole purpose of racing, and the subsequent industry wastage resulting from it, is 100% something that it revolts me that my hard earned taxes are going towards propping up.

Like · Reply · 20h

Grateful for the wage subsidy/business loan

I'd like to pass on my thanks too. After two weeks into lockdown our money was spent. The wage subsidy covered our home rent and food for 12 weeks. The business loan allowed us to pay outstanding bills and allow us to breathe for now. Also the kindness of our landlord helped us survive.

The wage extension helps because some days we have normal income then we have 2 days of scary income.

So my wife and I appreciate the support and level headedness of our leaders, which will allow us to go forward.

Like · Reply · 21h · Edited

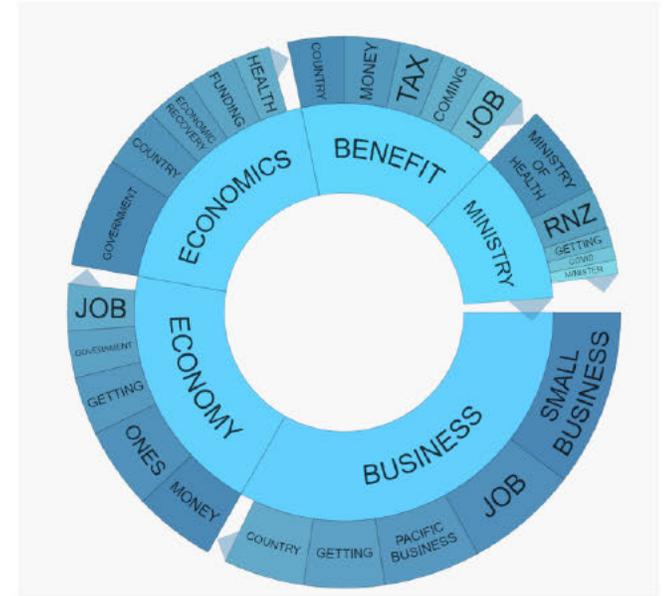
As a single parent (of two kids) working 2 jobs to make ends meet I was so relieved to receive the wage subsidy over lockdown. I can't imagine where my kids and I would have been without the wage subsidy to tide us over. And the fact that it kicked in right away was brilliant for those of us who live paycheque to paycheque. So thankful.

Like · Reply · 19h

Wanting to open bubble to stimulate the economy

Open bubble to Australia they love co.ing to NZ they will boost our economy for sure.

Like · Reply · 19h



Middle class Kiwis are being forgotten

fully agree here I'm middle class and we are intiled to no help from winz or ird, we then have to pay childcare with no help \$200 aweek and coming school holidays also got to cover that there goes another \$300 aweek just for holiday programs for my big girl so there is no extra as we don't deserve it as much as the lower class

Like · Reply · 16h

Thank you

Proactively Released

Contact



Conversation focused on the UAC19 campaign material is generally low. However, we can keep monitoring any developments in this space.

Campaign-focused conversation UAC19 & FOH Facebook, UAC19 Instagram Jan – June 2021



Campaign related conversation defined as mentions of:

(ad OR "advertising campaign" OR advertisement OR advertising OR advertise OR "ad campaign" OR "seeing this" OR "my feed" OR myfeed OR ads OR advert OR "stop showing me this" OR "targeting me" OR "keep seeing" OR (tv NEAR/3 ad) OR "promoted by you" OR "sports people" OR celebrities OR "this filmed" OR "this add is" OR "this ad." OR promote) NOT (maldys OR "Tv announcement" OR "announced on" OR .tv)

Total dataset: 146,852 posts
Campaign focused: 768 posts

Source: BCR

Comments about UAC19 advertising material are wide ranging. Themes observed this week include:

— The visibility of Maori and Pacific actors in advertising material.

— Comments from those who are frustrated about waiting in response to ads that suggest progress. *“Lots of information on why we should be vaccinated but not much vaccination action happening in xxx it seems”*

— There is on-going discussion about what is fact and what is misinformation. Some anti-vaxxers (or just agitators) are labelling the campaign propaganda or questioning the legitimacy of vaccine safety information shared



Jun 15, 2021 08:32:14 AM

Who needs To Advertise a Non Vaccine Drug ?when has this been done before ?for a Virus that WHO and CDC have downgraded too the Flue ?

Jun 14, 2021 12:18:44 AM

Great the vaccine is safe and effective. I'm group 3 (plus underlying health issues) and what we had been promised as coming in May is now the end of July. I'm not putting any money on that and I wish the MoH would stop spending money on advertising. Just get that Vaccine to the people who are hanging out for it.



Jun 15, 2021 08:54:56 AM

Unite against COVID-19 I've seen an abundance of absurdly expensive full page ads but nothing else. You can fool some of the people some of the time but even BS eventually runs out

Jun 15, 2021 03:40:31 AM

Can you stop with this propaganda? I'm seeing this as an ad on YouTube, and it's propaganda.



I am concerned about people who rely on one liners from FB and tv to get there information and do not look at any of the documents from Medsafe or Pfizer themselves



Good luck with that. The incessant ads and fake photo op with the PM is doing nothing to convince me

Jun 18, 2021 08:22:19 AM

Mike. It's not abo it Jacindas cool aid. Think about it. If they don't follow protocol , Pfizer or the govt can be sued. So you need to do all the paper work to say you've been framed. Yes nurses can do this for sure. But have you forgotten the case in Queensland where the inexperienced untrained doctor didn't dilute it enough? I think it was back in March. Of course there wasn't any harm but if there was, lawsuit time. This is all legal backside covering. Second the storage, I don't believe the government but I do believe Pfizer if they say store it appropriately. I would challenge your tui ad to be honest because I think this government is incompetent.

Jun 18, 2021 07:57:28 AM

I have you been drinking Jacindas coolaid again? Don't believe all the bs about inadequate cold storage and needing specially trained nurses to dilute and administer a controlled drug. They do that every day! We've had covid for over a year now and these reprobates have managed to train a whole 20 gp clinics to provide to 2 million people. Yep that's efficient! They're nothing short of a walking Tui ad!

Jun 18, 2021 05:46:57 AM

I'm in the bracket as you Paul and haven't heard anything, why is there so much advertising



Jun 19, 2021 05:04:22 AM

First cab off the rank? Remember? Great tui's ad.

Jun 18, 2021 08:35:54 PM

those who run the advertising do so on behalf of the Ministry of Health. They can't all be doctors.



Jun 18, 2021 01:36:09 PM

I do not like your tv ad. It is lying to us. Am in group 3 no contact from ccdhb to book for covid vaccine

Jun 19, 2021 11:59:32 AM

Has the medsafe answered all 58 questions about the vaccine? You can't say it's safe if there are 58 unanswered questions relating to a vaccines safety and then advertise it is 100% Can you get covid once you have both jabs ? Can you forfeit wearing a mask on public transport once you have had the 2 jabs ?



Jun 20, 2021 01:23:20 AM

From the recent tv advertising I have seen regarding covid-19 I'm wondering if pakeha are immune from covid-19 🤔

Where are all the paid advertisements promoting healthy living like exercising daily, eating your 5+ or getting your daily intake for vitamins and minerals? What about the healthy benefits of natural medicines? There are many benefits of autophagy that can help heal and prevent toxins and diseases in your body.



Jun 19, 2021 07:50:04 PM

Its called brainwashing which is what happens when you listen to radio and TV and don't go actively seek the truth for yourself.

Jun 20, 2021 08:47:15 AM

Check out <https://www.medsafe.govt.nz/> all the information is there. "Just a reminder & something to consider a genuinely deadly pandemic doesn't require 24/7 advertising to remind you it exists. Real pandemics don't need marketing campaigns & endless propaganda but, psychological operations do"

Jun 20, 2021 11:12:40 AM

So what evidence do you have to say this is safe, the media 🤔 it's a known fact that the media are liars so what ever they say and what they choose to out over the radio, tv, internet makes it right and safe. Baaaaaa

Number of cases tagged as advertising campaign. UAC Facebook, Instagram Twitter & LinkedIn



With Sprinklr we can log the number of cases tagged as 'Advertising Campaign'. This number is unsurprisingly lower than the volume of conversation, however the overall trend follows a similar pattern.

Source: Sprinklr

Proactively Released

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

Sunday, June 21,
New Zealand

Proactively Released

Daily Update Summary: Sunday, June 21, 2020

FAQs

The volume of questions continued to be low on Sunday. New Zealanders are asking about cases, testing and the quarantine process.

Engagement with news stories

New Zealanders were highly engaged with stories about the two new cases. There was also high engagement with articles about people being taken to complete their quarantine in Rotorua with little warning.

Conversation analysis

With arrivals being taken to Rotorua to complete their quarantine period, some people are calling out travelers who complain as being ungrateful. Other members of the public see the move as bringing economic benefits to the city. Some are questioning the government's quarantine processes.

What's in this report:

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

FAQs: Sunday, June 21, 2020

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

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

CASES (35%)

People are wanting to know about cases at the border, how many cases are in NZ and continue to have questions about the two women.

- Can someone clarify please why we have these cases at the border now but we didn't have for the past several weeks?
- Why were those two women not forced to self isolate for 2 weeks?
- Do we have 29 active cases? That seems like more than have been reported but they've been talking about 1511 probable and confirmed with 1482 recovered.

TESTING (29%)

New Zealanders are asking questions about getting tested and finding out test results.

- If my 10 month old baby has a runny nose and slight cough do I need to get him tested?
- My husband was tested on Tuesday and we are still in isolation as we haven't heard back if we are negative or not. Who can we talk to about his results please?

QUARANTINE (17%)

There are questions about the quarantine process and the location of the quarantine facilities.

- Can there be a list of the hotels being used as managed isolation for returning New Zealanders?
- People in the facilities are also allowed to refuse the test, is this still the case?

OTHER

- TRAVEL: If someone comes in via air travel and tested positive what is the impact on the air conditioning on the plane, passengers and staff? Are they tested and planes quarantined?
- ALERT LEVELS: When are we moving to Level 2 or even Level 3?

The volume of questions remains low. People have questions about cases, testing and the quarantine process.

Proactively Released

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

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

New Zealanders are highly engaged with stories about cases due to the announcement of two new cases on Sunday.

Articles about returning New Zealanders being taken to quarantine facilities in Rotorua without warning received high engagement.

New Zealanders remain interested in how other countries are dealing with COVID-19.

CASES: 33,054

Coronavirus: Two new COVID-19 cases reported on Sunday

By Dan Satherley - Jun 21, 2020
newshub.co.nz

f 11.5K **t** 2 **p** 0 **r** 316

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 11.8K

Covid 19 coronavirus: Two new cases today, one is a child under 2

By : Jason Walls - Jun 21, 2020
nzherald.co.nz

f 4.1K **t** 43 **p** 0 **r** 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 4.1K

QUARANTINE: 11,299

Covid 19 coronavirus: Quarantined travellers angry at being sent to Rotorua with no warning

By Emma Russell - Jun 21, 2020
nzherald.co.nz

f 3.9K **t** 51 **p** 0 **r** 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 3.9K

COVID-19: Travellers 'shocked' after transfer to new Rotorua quarantine hotels

By Rnz - Jun 21, 2020
newshub.co.nz

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

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

INTERNATIONAL: 4,521

Trump has an idea for reducing Covid-19 cases: don't test as much

Jun 21, 2020
stuff.co.nz

f 1.3K **t** 4 **p** 0 **r** 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 1.3K

Covid 19 coronavirus: Donald Trump asked to slow down testing to lower virus cases

By Nzherald - Jun 21, 2020
nzherald.co.nz

f 664 **t** 1 **p** 0 **r** 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 665

- Cases: 33,054**
- Quarantine: 11,299**
- International: 4,521**
- #NZPOL: 1,935**
- Financial stability: 1,063**
- Enforcement: 934**
- Economy: 218**
- Business & consumers: 129**
- Virus: 78**
- Way of life: 3**

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.

Financial stability

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

Timeframe

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

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.

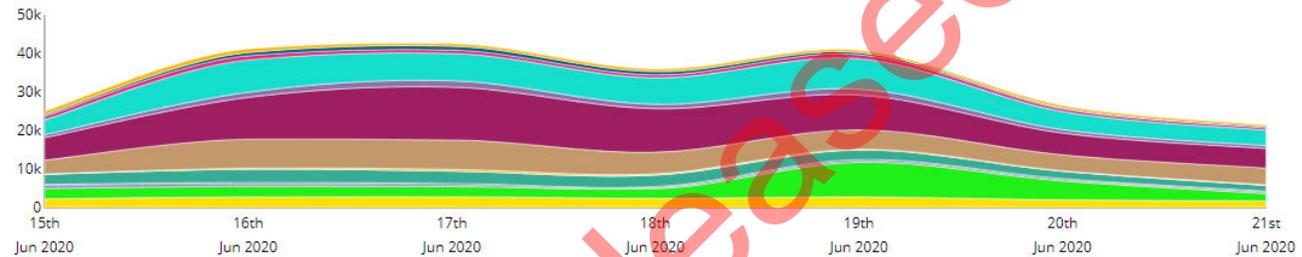
Way of life

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

Team of five million / Unite against virus

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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

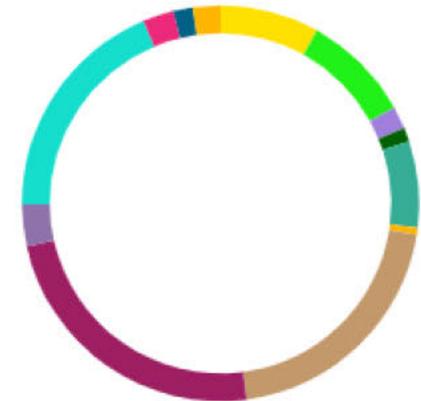
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	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 21	477	2.23%	340	1.59%	543	2.53%	4,019	18.7%	732	3.41%	5,051	23.6%	4,374	20.4%
Jun 20	565	2.13%	295	1.11%	702	2.65%	4,691	17.7%	886	3.34%	5,677	21.4%	4,104	15.5%
Jun 19	737	1.81%	700	1.72%	1,100	2.7%	6,101	15%	1,306	3.21%	9,470	23.3%	6,888	16.9%

Total conversation: Sunday, June 21
Largest segment: #NZPOL Decisions 23.6%



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 21	118	0.551%	1,512	7.05%	240	1.12%	395	1.84%	1,904	8.88%	1,730	8.07%
Jun 20	107	0.404%	1,936	7.31%	167	0.63%	428	1.62%	4,910	18.5%	2,022	7.63%
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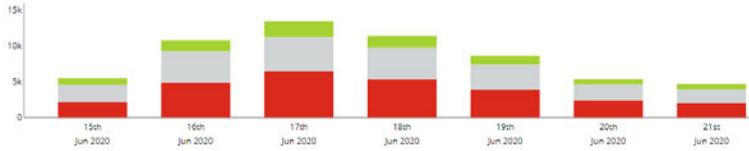
Net sentiment of each category

There was an increase in negative sentiment in the 'Enforcement, 'Contact tracing', 'Financial stability' category. All other categories became less negative or remained stable.

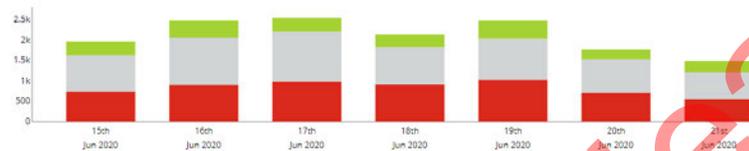


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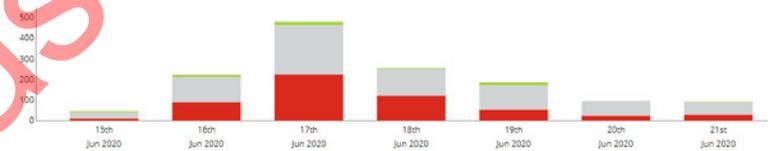
#NZPOL DECISIONS



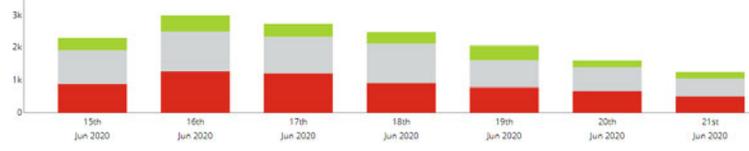
BUSINESS & CONSUMERS



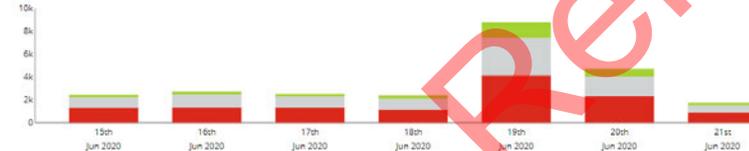
CONTACT TRACING



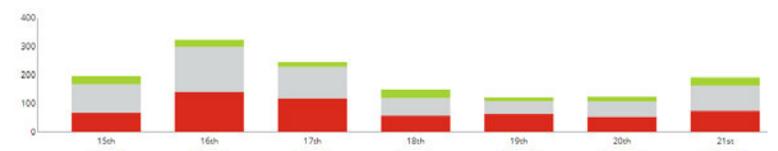
ECONOMY



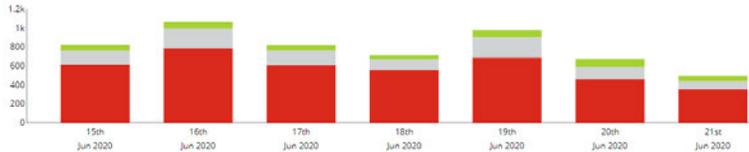
ENFORCEMENT



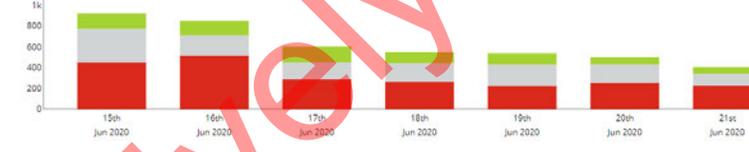
ENVIRONMENTAL ISSUES



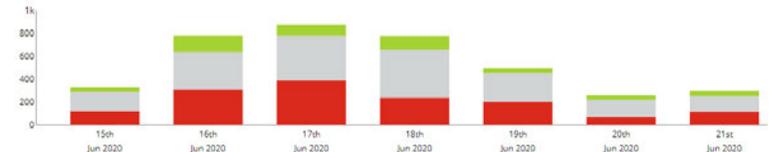
MENTAL HEALTH



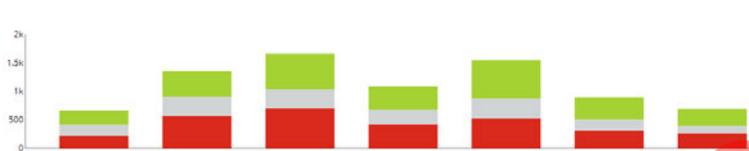
FINANCIAL STABILITY



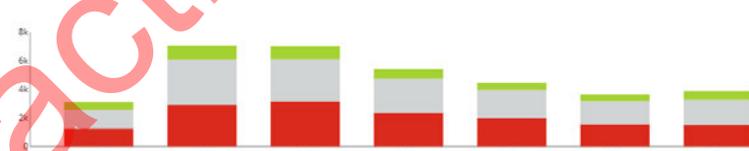
TIMEFRAME



TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Quarantine move seen as positive benefit to Rotorua, others see new arrivals as unappreciative.

With Auckland's quarantine hotels full, some returning New Zealanders were told 'last minute' that they would be completing their quarantine period in Rotorua.

Some people saw this change as a positive economic benefit to the city. Other people are calling out the new arrivals as ungrateful for expressing frustration at the situation.

A few people are expressing anger and frustration about the government's current quarantine process while some are wanting more testing as a result.

Move to Rotorua will benefit the city

Brilliant idea. Rotorua hotels get some business and hopefully the bus company when these people make there way home.

Like · Reply · 16h 8

It makes perfect sense to me. Rotorua must have an abundance of accommodation at the moment, I'm pleased that they'll be getting a bit of income from this.

Like · Reply · 19h 190

Those arriving deserve to know what's happening

At least let them know what is going on and where they will be spending the days in isolation. People would not mind if they are told plans up front. With how many return ing citizens coming into the country atm . Auckland hotels are bound to get full.

Like · Reply · 16h

Think travelers are ungrateful

What difference does it make to them? It's not like they'll be touring the city highlights either way, it's a quarantine!

Like · Reply · 20h 24

Don't care where they go - as long as it works (out of respect for the 5 million of us who did the right thing) - they can pay their own quarantine costs (as a tax payer why should we pay it)

Like · Reply · 15h 20

Stop moaning. Why should you use the bathroom and get a snack. You are in isolation we don't want to be exposed to anything you may be carrying. if you don't like it don't bother coming home. Each event put up with job loses for nothing. Why are you coming home? Don't like where you are exposed to the virus. Been on holiday should have come home in Feb then.

Like · Reply · 17h

Belief that government's quarantine process not working

Two months after lock-down, bureaucrats are still stumbling around with no plan!

"Authorities are working with the hotel to assess its suitability for quarantine. No decision has been made."

So, 8 weeks of planning - and still NO PLAN.

Time to take the pruning sheets to the MoH.

Like · Reply · 1d

There doesn't seem a progress sheet that allows those who arrive, and those who leave after 14 days in ISOLATION, can confer with simple TEST ON ARRIVAL ... give progressive updates during the stay ... DO NOT LEAVE unless you have NO SYMPTOMS ... EASY ... how come this women cant monitor PROGRESS ... if experts can assist, its getting worse, CHANGE STRATEGY, OR SET ONE UP. FOR GOODNESS SAKE ... and shes obviously on a HUGE SALARY

Like · Reply · 15h 5

Rotorua locals see it as bringing virus to their city

Top fan

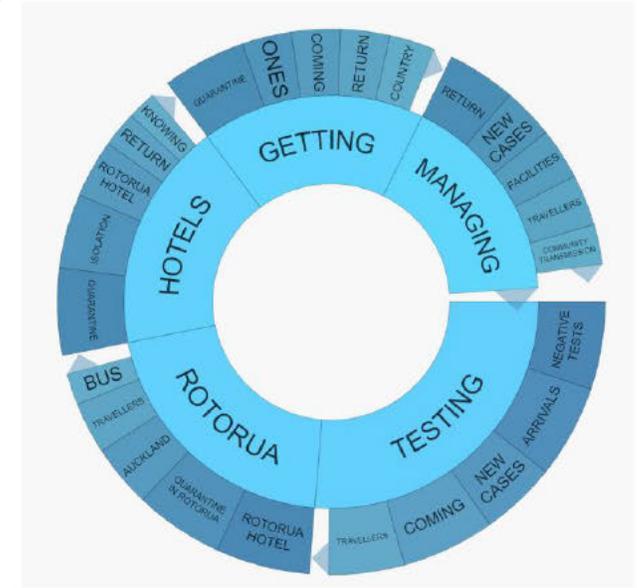
hanks bring the virus to my town great job Rotorua don't want it keep it in Auckland thank you

Like · Reply · 21h 3

Want to see more testing

Then don't allow them back in to the country until they have done their signed quarantine elsewhere and have medical confirmation that TWO negative tests have been done a week apart.

Like · Reply · 18h 14



Sees the situation as a media beat up

Could it be because Auckland is running out of rooms in hotels that can manage this? And, I assume, the Rotorua hotels will be more than happy to get a piece of the action?

Non-story.

Thank you

Proactively Released

Contact



Unite for the Recovery: Social Conversation Analysis

Monday, June 22,
New Zealand

Proactively Released

Daily Update Summary: Monday, June 22, 2020

FAQs

The volume of questions remains low. People continue to have questions about cases, testing and the quarantine process.

Engagement with news stories

Engagements in news stories about COVID-19 have lifted slightly compared to previous days due to an increase of interest in how the quarantine protocol is being facilitated by the government.

Conversation analysis

Conversation about quarantine protocol at New Zealand's borders has increased by 42% from yesterday. The tone of this conversation is largely negative.

What's in this report:

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

FAQs: Monday, June 22, 2020

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

- Unite for the Recovery Facebook page
- Public Facebook pages (news sites)

CASES (31%)

People are wanting to know about cases at the border, how many cases are in NZ.

- When you are reporting these new figures can you please write e.g. Quarantined positive cases 7 and non quarantined cases 0?
- There appears to be several cases linked to Doha. Can you share the number of returning citizens and permanent residents?
- Why is there an open cluster?
- How many new cases have there been due to special exemption from quarantine?

QUARANTINE (20%)

New Zealanders are asking about the quarantine protocol and are concerned about the potential for general hotel guests to mingle with those who are undertaking their period of quarantine.

- How many people have left quarantine without a test?
- Can you please explain how the long tail is being managed as the virus spreads throughout these family groups, in either managed isolation or govt quarantine?
- Why are they allowing people to stay in the same hotels as people who are in quarantine?
- Which hotels are being used as quarantine facilities?
- How long has it been required to take 2 tests?

TESTING (20%)

Some people are asking about how and when to access COVID-19 tests.

- My husband had a test on Wednesday and has not received his results. Does this mean his test has been lost?
- My workmate has flu-like symptoms and the local medical center told her she didn't need a test - is this true?
- Where can I get tested in West Auckland?
- Are airport staff being tested?

OTHER

- TRAVEL: Why are we allowing people into the country?
- TRAVEL: Why doesn't the government consider not accepting flights from countries with high COVID-19 infections?
- ALERT LEVELS: Are we going back to lockdown?

The volume of questions remains low. People continue to have questions about cases, testing and the quarantine process.

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

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

Engagements in news stories about COVID-19 have lifted slightly compared to previous days due to an increase of interest in how the quarantine protocol is being facilitated by the government.

With an uptick in case numbers New Zealanders are taking an interest in the daily briefing on cases.

PROTOCOL: 15,531

Covid-19 coronavirus: Two new cases, travellers from Islamabad and India in isolation hotels

By : Jason Walls - Jun 22, 2020
nzherald.co.nz

Facebook 5.7K Twitter 48 Pinterest 0 Reddit 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 5.8K

Patrick Gower: Returning New Zealanders should be tested for COVID-19 on arrival at the border

By Patrick Gower - Jun 22, 2020
newshub.co.nz

Facebook 3.6K Twitter 41 Pinterest 0 Reddit 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 3.6K

CASES: 14,679

Coronavirus: Two new cases of Covid-19, Ministry of Health confirms

By Georgia Forrester - Jun 22, 2020
stuff.co.nz

Facebook 3.5K Twitter 9 Pinterest 0 Reddit 0

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

COVID-19: Two new cases of coronavirus in New Zealand

By Matt Burrows - Jun 22, 2020
newshub.co.nz

Facebook 1.9K Twitter 35 Pinterest 0 Reddit 54

Number of Links: 1
Evergreen Score: 0
Total Engagement: 1.9K

#NZPOL: 2,916

Covid 19 coronavirus: Jacinda Ardern updates on containing Covid-19 at the border

By : Derek Cheng - Jun 22, 2020
nzherald.co.nz

Facebook 1.8K Twitter 50 Pinterest 0 Reddit 0

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

Coronavirus: Prime Minister Jacinda Ardern tightens COVID-19 rules to contain it at the border

By Matt Burrows - Jun 22, 2020
newshub.co.nz

Facebook 1.3K Twitter 44 Pinterest 0 Reddit 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 1.4K

Protocol: 15,531

Cases: 14,679

#NZPOL: 2,916

Virus: 2,672

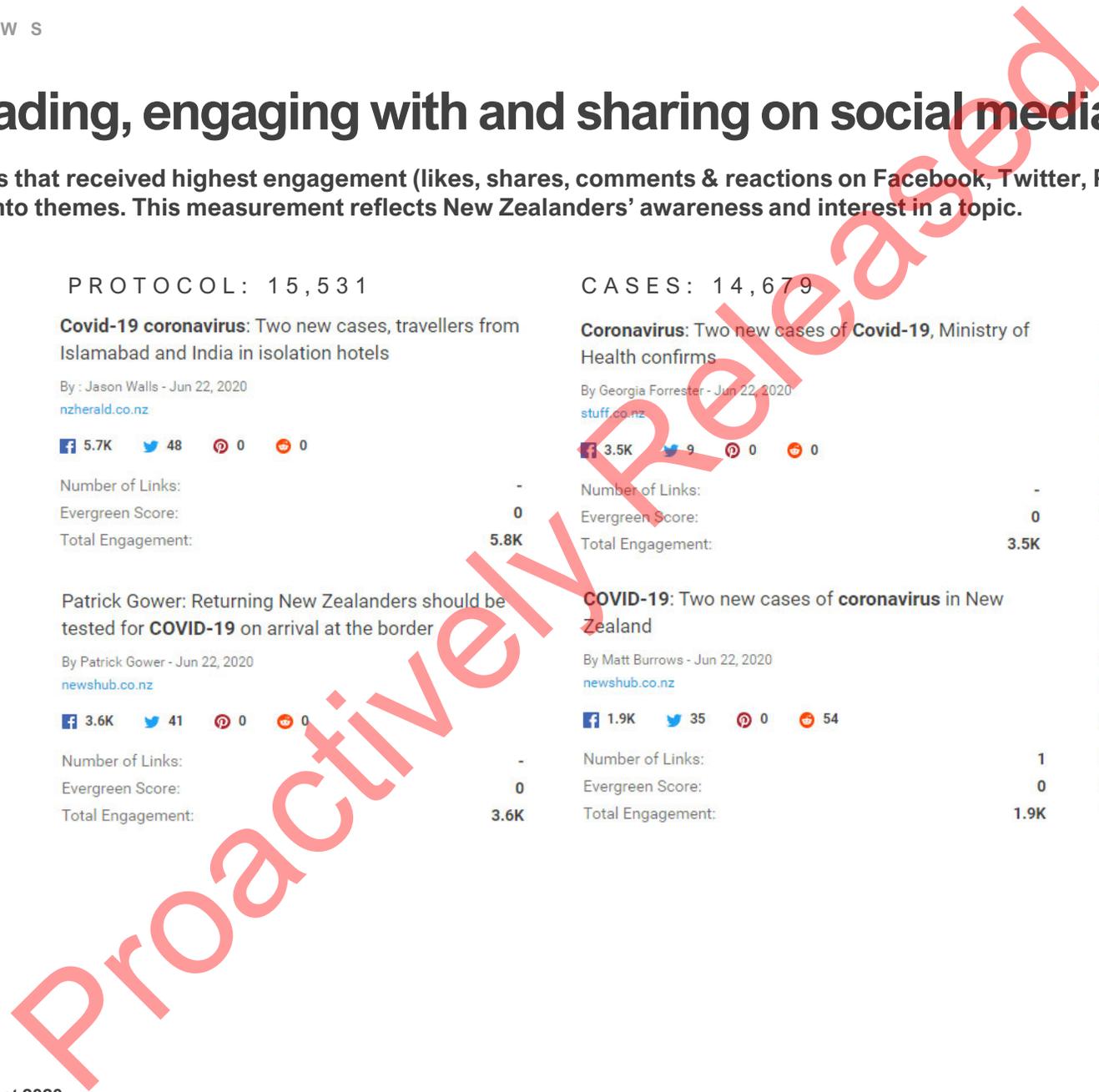
Way of Life: 1,422

International: 1,354

Economy: 214

Financial stability: 51

Business & consumers: 39



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.

Financial stability

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

Timeframe

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

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.

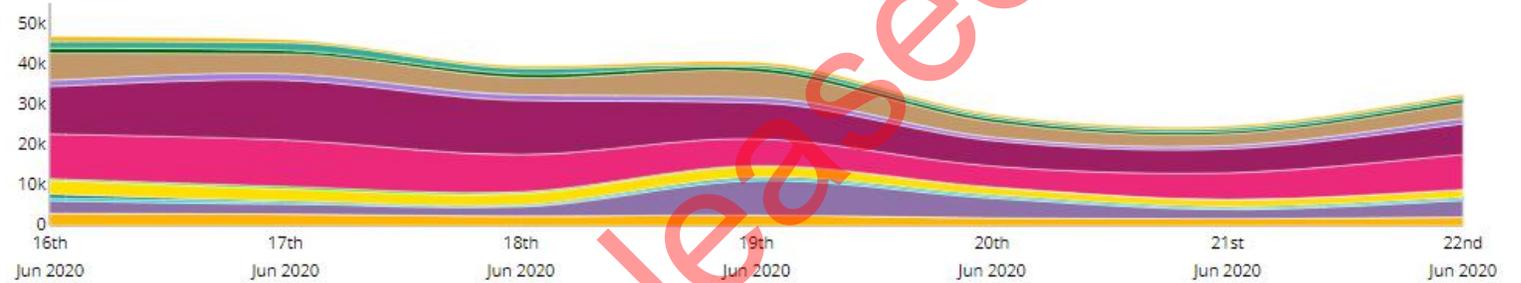
Way of life

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

Team of five million / Unite against virus

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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

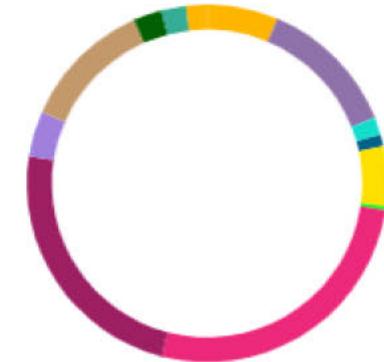
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Monday, June 22: 84,653
 Sunday, June 21: 61,702
 Saturday, June 20: 73,316

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 22	611	6.37%	723	2.23%	825	2.54%	3,824	11.8%	1,339	4.13%	7,568	23.3%	8,653	26.7%
Jun 21	477	2.23%	340	1.59%	543	2.53%	4,019	18.7%	732	3.41%	5,051	23.6%	4,374	20.4%
Jun 20	565	2.13%	295	1.11%	702	2.65%	4,691	17.7%	886	3.34%	5,677	21.4%	4,104	15.5%

Total conversation: Monday, June 22
Largest segment: Virus 26.7%



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 22	112	0.34%	1,757	5.42%	331	1.02%	519	1.6%	4,099	12.6%	2,067	6.37%
Jun 21	118	0.551%	1,512	7.05%	240	1.12%	395	1.84%	1,904	8.88%	1,730	8.07%
Jun 20	107	0.404%	1,936	7.31%	167	0.63%	428	1.62%	4,910	18.5%	2,022	7.63%

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

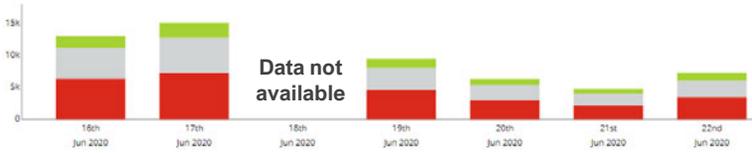
Net sentiment of each category

Negative sentiment increased across all categories but Contact tracing in which it decreased and the Business & Consumer category which remained stable.

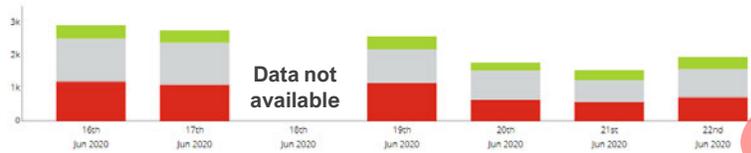


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

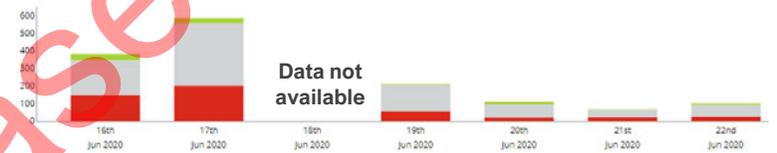
#NZPOL DECISIONS



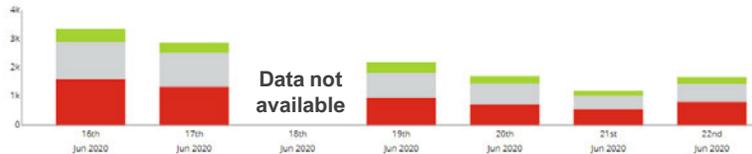
BUSINESS & CONSUMERS



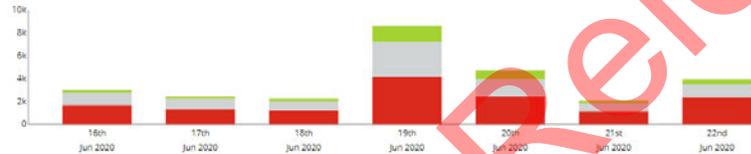
CONTACT TRACING



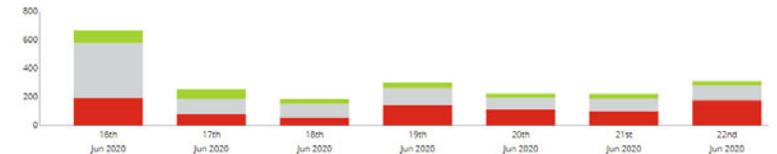
ECONOMY



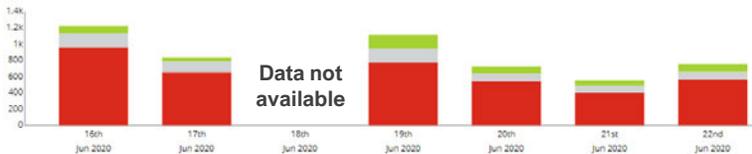
ENFORCEMENT



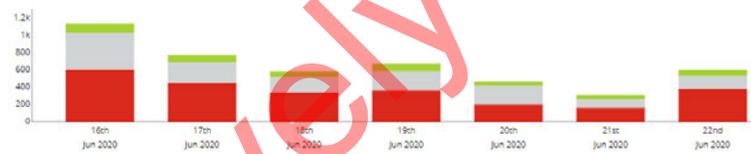
ENVIRONMENTAL ISSUES



MENTAL HEALTH



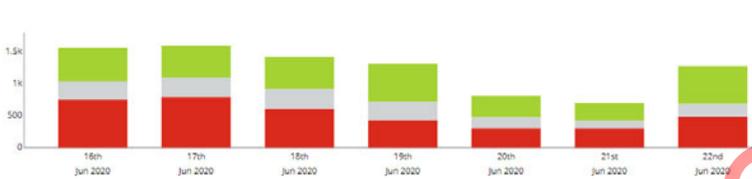
FINANCIAL STABILITY



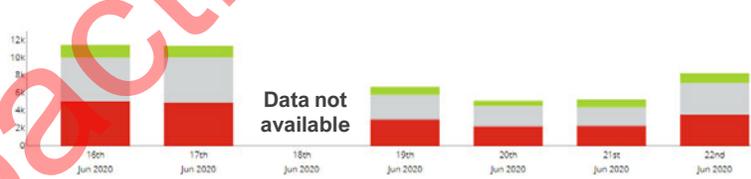
TIMEFRAME



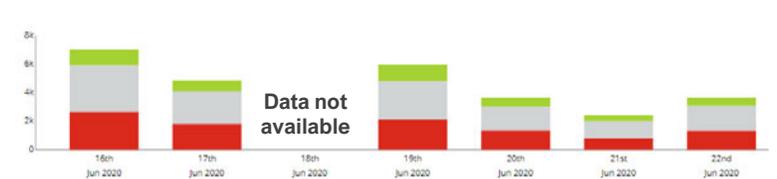
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Thank you

Proactively Released

Contact



Unite for the Recovery: Social Conversation Analysis

Tuesday, June 23,
New Zealand

Proactively Released

Daily Update Summary: Tuesday, June 23, 2020

FAQs

The volume of questions remains low and continues to focus on quarantine protocols, testing and cases.

Engagement with news stories

New Zealanders are continuing to engage with stories about protocols at the border. Coverage of political debate is also interesting to users.

Conversation analysis

Conversation suggests that New Zealanders are expressing an increasing sense of distrust in the government. Consistent with past analyses, this is being driven by political debate and the media, but at a heightened pitch.

What's in this report:

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

FAQs: Tuesday, June 23, 2020

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

- Unite for the Recovery Facebook page
- Public Facebook pages (news sites)

QUARANTINE (29%)

People continue to have questions about how quarantine and managed isolation is being handled. These appear to be driven by concerns about safety and the protocols in place.

- Why isn't everyone arriving going into managed isolation?
- Can we find out which hotels are being used as isolation facilities so we can plan a holiday?
- How are personal belongings and luggage of travelers in quarantine being handled?
- Does the crew flying with infected people get quarantined?

CASES (23%)

New Zealanders want more information about cases, where they're coming from and whether they are New Zealand citizens.

- Can you please report cases as 'community' or 'travelers'?
- Can you please state whether these cases are New Zealand citizens to prevent potential racism about arriving cases?
- Why is the St Margaret's cluster still open?

TESTING (17%)

New Zealanders want to know when they should get tested. They continue to have questions about testing for incoming travelers.

- Should I have a test if I have a mild cold?
- Why aren't people getting tested before they travel?
- If I have a high temperature should I get tested?

OTHER

- TRAVEL: Why aren't the borders closed?

The volume of questions remains low. People continue to have questions about quarantine protocols, testing and cases. A few want to know why the borders aren't closed.

Proactively Released

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

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

Engagements with news stories has been consistent with Monday's. New Zealanders continue to be very interested in articles about 'protocol' and how quarantine and testing is being managed at the border.

These articles are closely tied with political debate, as the leader of the opposition is using the issue as an opportunity to criticise Labour's leadership.

Stories about cases and 'what we know about them' are also engaging New Zealanders.

- Protocol, 14,984
- #NZPOL, 11,579
- Cases, 8,290
- International, 6,367
- Enforcement, 4,376
- Economy, 1,976
- Way of Life, 1,454
- Virus, 506

PROTOCOL: 14,984

Covid 19 **coronavirus**: 51 of 55 people who left isolation early were not tested; Ashley Bloomfield and David Clark announce new tests

By : Audrey Young - Jun 23, 2020
nzherald.co.nz

3.8K 194 0 0

Number of Links:	1
Evergreen Score:	0
Total Engagement:	4K

Covid-19: Fury after Kiwi travelled home from Scotland and wasn't tested in quarantine

By Nzherald - Jun 23, 2020
nzherald.co.nz

1.4K 6 0 0

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

#NZPOL: 11,579

Todd Muller questions PM on whether 'country can take her seriously' after recent **Covid-19** testing bungles

By League Cricket - Jun 23, 2020
tvnz.co.nz

5.7K 0 0 0

Number of Links:	-
Evergreen Score:	0
Total Engagement:	5.7K

National's Todd Muller suspects undetected community spread of **Covid-19** in NZ

By League Cricket - Jun 23, 2020
tvnz.co.nz

1.9K 18 0 4

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

CASES: 8,290

Two new **Covid-19** cases at quarantine facilities in New Zealand

By League Cricket - Jun 23, 2020
tvnz.co.nz

2K 0 0 0

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

Media 'over-reacting' to new **Covid-19** cases in NZ - academic

Jun 23, 2020
mz.co.nz

1.4K 5 0 222

Number of Links:	-
Evergreen Score:	0
Total Engagement:	1.6K

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.

Financial stability

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

Timeframe

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

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.

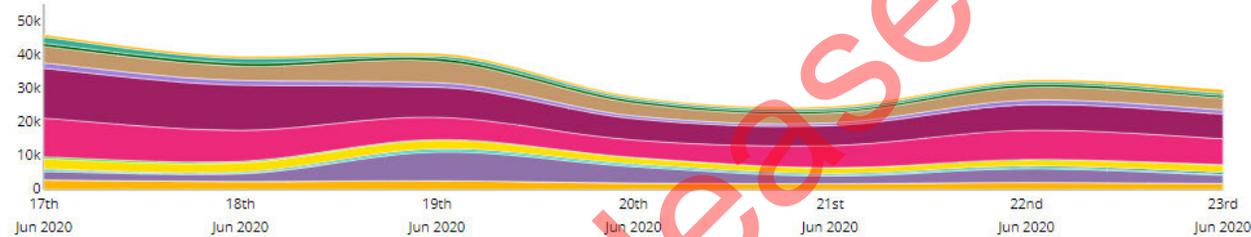
Way of life

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

Team of five million / Unite against virus

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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

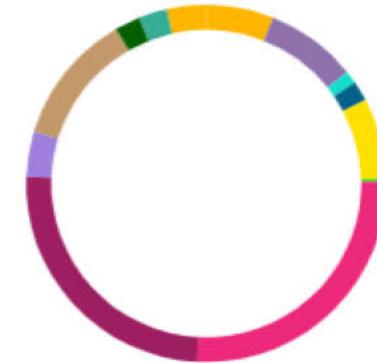
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Tuesday, June 23: 82,515
 Monday, June 22: 84,653
 Sunday, June 21: 61,702

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 23	1,048	3.54%	750	2.53%	677	2.29%	3,530	11.9%	1,219	4.1%	7,343	24.8%	7,699	26%
Jun 22	611	6.37%	723	2.23%	825	2.54%	3,824	11.8%	1,339	4.13%	7,568	23.3%	8,653	26.7%
Jun 21	477	2.23%	340	1.59%	543	2.53%	4,019	18.7%	732	3.41%	5,051	23.6%	4,374	20.4%

Total conversation: Tuesday, June 23
Largest segment: Virus 26%

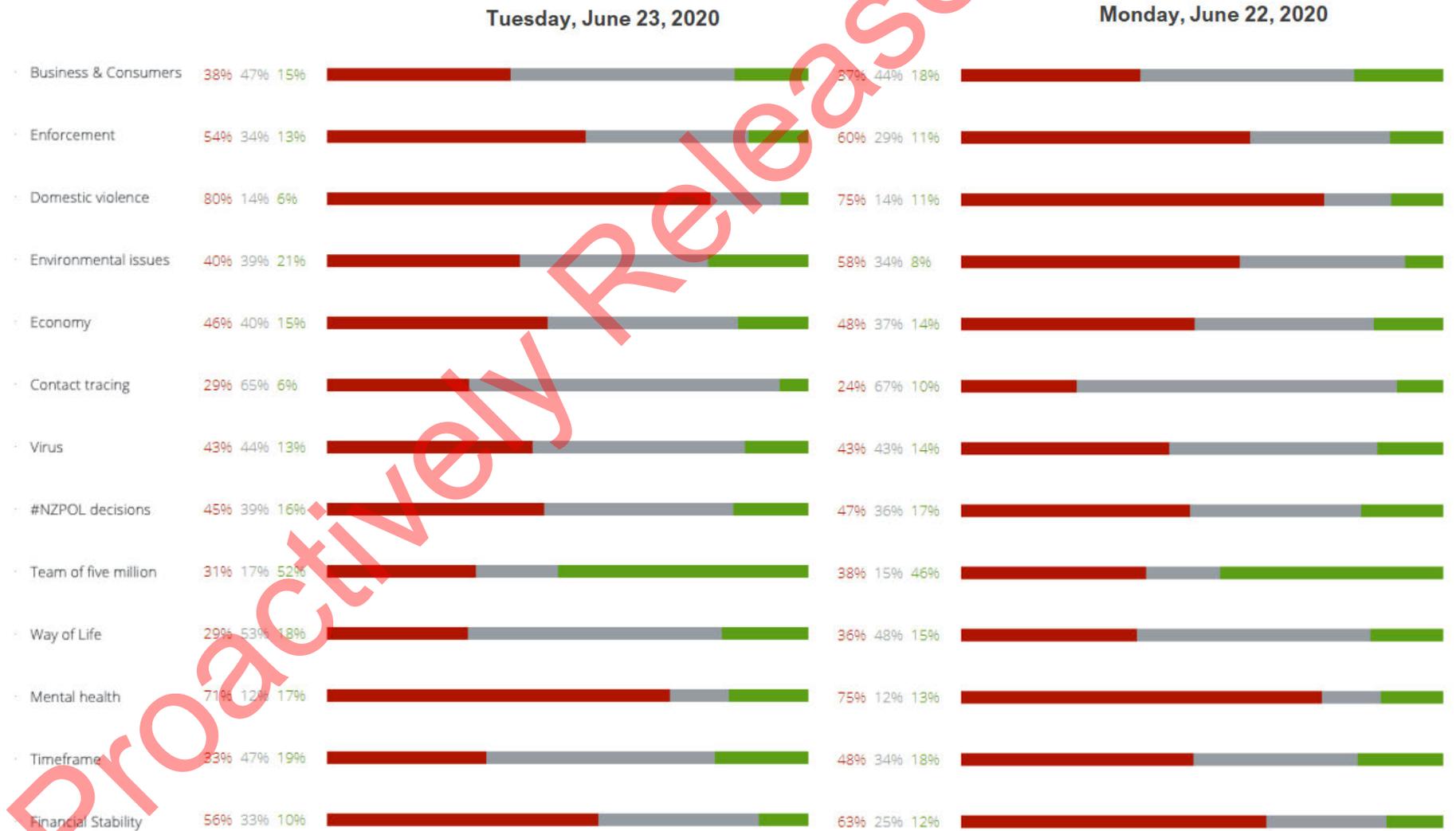


	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 23	82	0.27%	2,169	7.32%	536	1.81%	336	1.13%	2,442	8.24%	1,789	6.04%
Jun 22	112	0.34%	1,757	5.42%	331	1.02%	519	1.6%	4,099	12.6%	2,067	6.37%
Jun 21	118	0.551%	1,512	7.05%	240	1.12%	395	1.84%	1,904	8.88%	1,730	8.07%

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

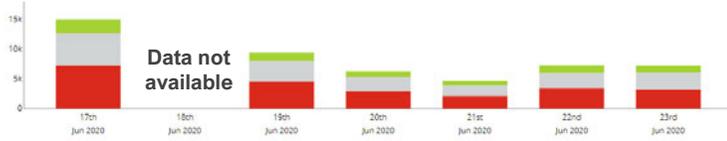
Net sentiment of each category

Negative sentiment decreased in all categories aside from 'Business & Consumers', 'Domestic Violence', 'Contact Tracing'.

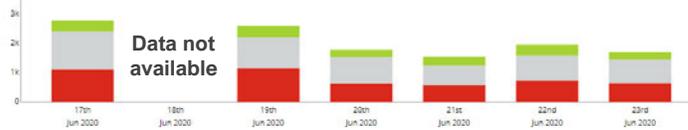


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

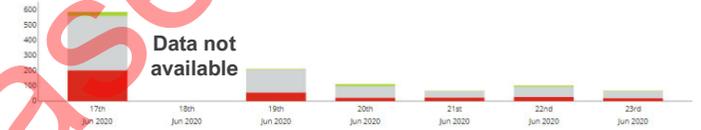
#NZPOL DECISIONS



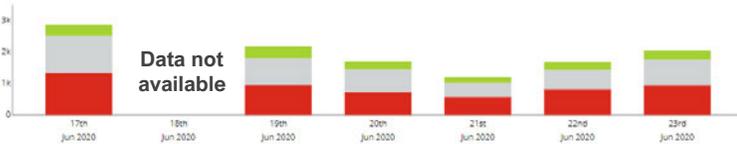
BUSINESS & CONSUMERS



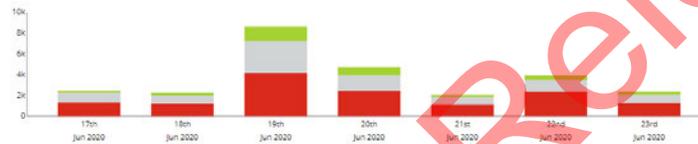
CONTACT TRACING



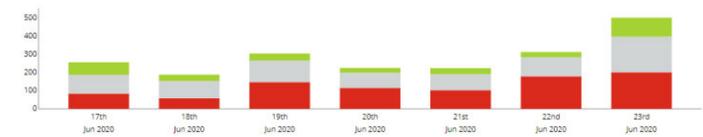
ECONOMY



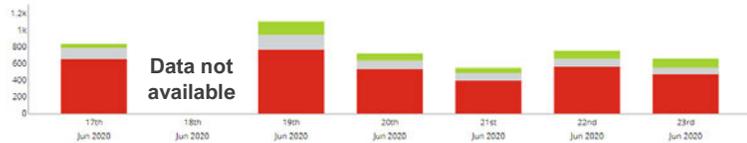
ENFORCEMENT



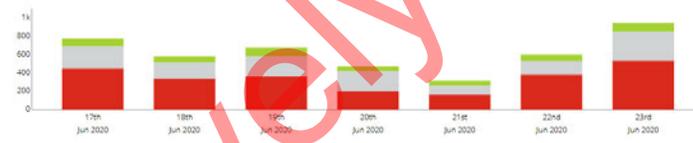
ENVIRONMENTAL ISSUES



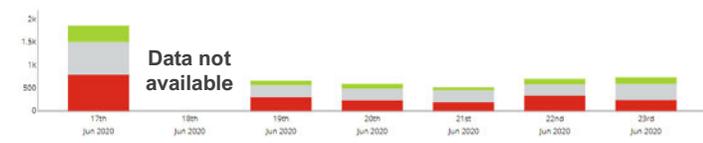
MENTAL HEALTH



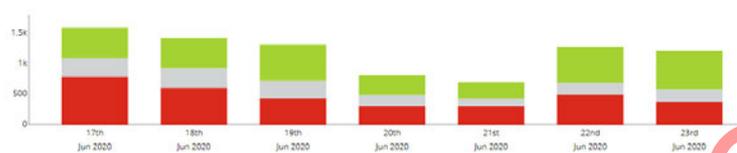
FINANCIAL STABILITY



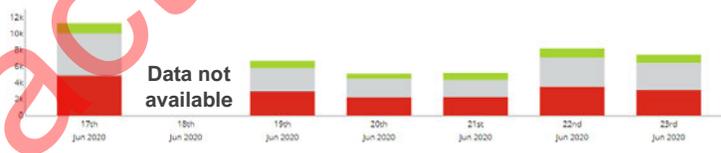
TIMEFRAME



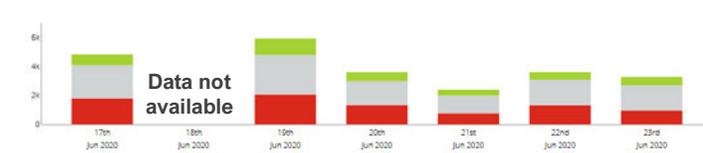
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

New Zealanders are continuing to express a loss of confidence in the government due to stories about managing protocols at the border

The media's focus on quarantine breaches and border protocols has driven an increased sense of distrust in the government's leadership.

This has been exacerbated by political debate and attacks from Todd Muller on the current government's leadership. The increasing politicisation and criticism of the government's response to the pandemic is leading to more expressions of sadness, anger and disgust from the public.

Following news stories about the two sisters a week ago, New Zealanders are continuing to accuse the government of lying and are expressing a belief that leadership is no longer being transparent.

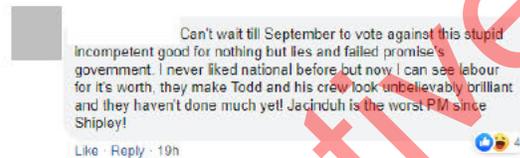
References to the election have increased, and many are ranting about switching political allegiances. This sits alongside criticism of the government's language and rhetoric during lockdown

The media is being accused of deliberately polarising the nation by overreacting to stories about the border – while others believe the interrogation is essential.

Belief that the government has lied



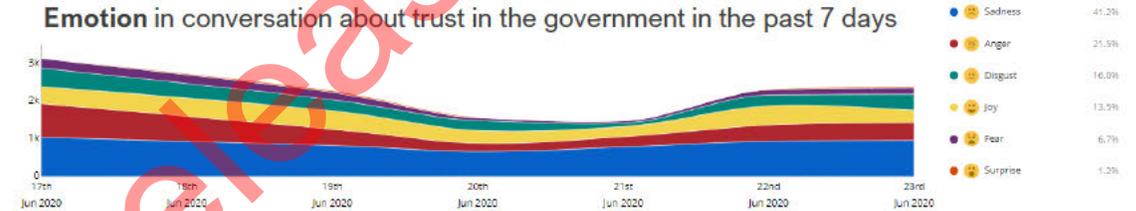
Claims of switching political support



Rejection of language.



Emotion in conversation about trust in the government in the past 7 days



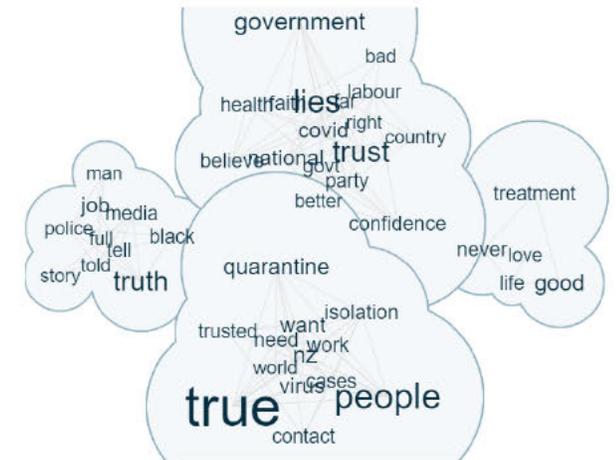
Belief the media is polarising the nation



Belief the media's interrogation has been positive



Word cloud visualizing conversation about the government



Thank you

Proactively Released

Contact



Unite for the Recovery: Social Conversation Analysis

Wednesday, June 24,
New Zealand

Proactively Released

Daily Update Summary: Wednesday, June 24, 2020

FAQs

The volume of questions remained low on Wednesday and continued to focus on testing, quarantine protocols and cases.

Engagement with news stories

New Zealanders are continuing to engage with stories about quarantine protocols. There is interest in how New Zealand businesses are being impacted by COVID-19.

Conversation analysis

New Zealanders are expressing fear and anger at the government's testing protocol mistakes. There is a belief that the country, and its lockdown gains, have been put at risk. Others are in support of Ashley Bloomfield and Labour, and are pleased to see amendments made.

What's in this report:

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

FAQs: Wednesday, June 24, 2020

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

- Unite for the Recovery Facebook page
- Public Facebook pages (news sites)

TESTING (36%)

New Zealanders have questions about people refusing testing in quarantine and test results.

- Why is there an option that they can refuse the departing managed isolation test?
- So if they refuse a test after the further 14 days, do they just get let out?
- I had the swab test on Saturday and the lady said it will take 3-5 days for the result to come through. It has been 4 day, I still haven't got results. If I feel better is it possible for me to get back to work?

QUARANTINE (24%)

People are asking about quarantine hotel protocols.

- Can you please provide a list of hotels designated for quarantine purposes in Auckland?
- Who is paying for this extension?
- Are 'isolation hotels' used for holidaying guests simultaneously?

CASES (24%)

New Zealanders want to know about the number and state of cases and if there has been any community transmission.

- How many cases are there in NZ? I'm confused.
- Are any of the recent COVID-19 cases requiring hospital treatment?
- We had no new cases for twenty odd days and yet since the news was exposed and testing in quarantine gets serious we keep getting new cases everyday, so potentially how many cases could have slipped out into the community?

OTHER

- TRAVEL: Why aren't there flights out of South Africa? My neighbours have been stuck there since March.

The volume of questions remains low. People continue to have questions about testing, quarantine protocols and cases. A few want to know about travel.

Proactively Released

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

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

The volume of engagements is similar to Wednesday's. New Zealanders continue to be highly engaged with articles about quarantine and testing protocols.

There is interest in how New Zealand businesses are being impacted by COVID-19, in particular St John Ambulance and AJ Hackett Bungy.,

Stories about cases continue to engage New Zealanders.

Protocol: 13,214
Economy: 12,777
Cases: 10,467
#NZPOL: 8,544
International: 3,756
Testing: 1,029
Virus: 506
Enforcement: 239
Way of Life: 180

PROTOCOL: 13,214

Coronavirus tests refused as health officials find more than 400 weren't tested

By Thomas Manch - Jun 24, 2020
stuff.co.nz

f 5.7K **t** 10 **p** 0 **r** 38

Number of Links: 1
 Evergreen Score: 0
 Total Engagement: 5.7K

Covid-19: 51 out of 55 people not tested before taking compassionate leave under level 1

Jun 24, 2020
rnz.co.nz

f 1.7K **t** 0 **p** 0 **r** 0

Number of Links: 3
 Evergreen Score: 0
 Total Engagement: 1.7K

ECONOMY: 12,777

Coronavirus: St John Ambulance to cut up to 100 jobs

By Joel Macmanus - Jun 24, 2020
stuff.co.nz

f 11.5K **t** 40 **p** 0 **r** 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 11.5K

AJ Hackett Bungy gets \$10.2 million from Govt to help it survive COVID-19

By Daniel Rutledge - Jun 24, 2020
newshub.co.nz

f 478 **t** 0 **p** 0 **r** 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 478

CASES: 10,467

One new case of **Covid-19**, a woman in her 60s

By Nz Herald - Jun 24, 2020
newstalkzb.co.nz

f 1.5K **t** 0 **p** 0 **r** 0

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

Coronavirus: One new **Covid-19** case caught at the border

By Brittney Deguara - Jun 24, 2020
stuff.co.nz

f 1.1K **t** 5 **p** 0 **r** 0

Number of Links: 1
 Evergreen Score: 0
 Total Engagement: 1.1K

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.

Financial stability

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

Timeframe

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

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.

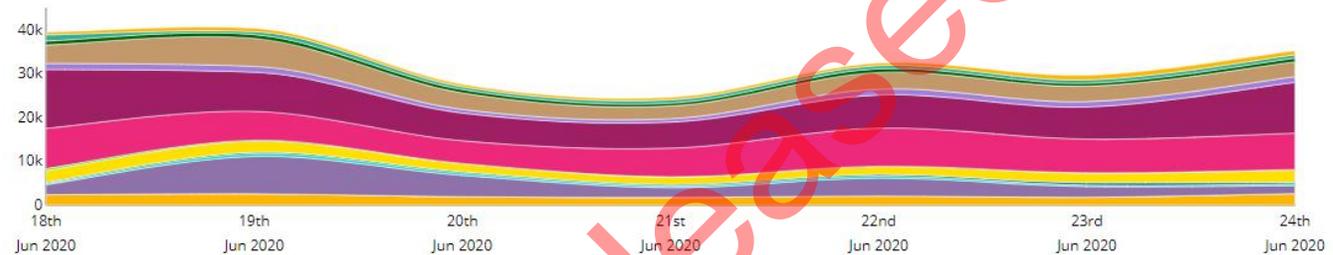
Way of life

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

Team of five million / Unite against virus

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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

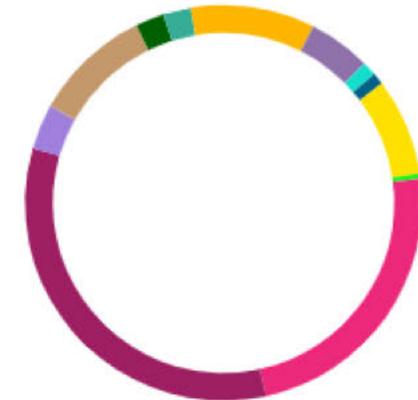
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Wednesday, June 24: 94, 473
 Tuesday, June 23: 82,515
 Monday, June 22: 84,653

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 24	936	2.66%	786	2.23%	832	2.36%	3,382	9.6%	1,303	3.7%	11,588	32.9%	8,292	23.5%
Jun 23	1,048	3.54%	750	2.53%	677	2.29%	3,530	11.9%	1,219	4.1%	7,343	24.8%	7,699	26%
Jun 22	611	6.37%	723	2.23%	825	2.54%	3,824	11.8%	1,339	4.13%	7,568	23.3%	8,653	26.7%

Total conversation: Wednesday, June 24
Largest segment: #NZPOL Decisions 32.9%

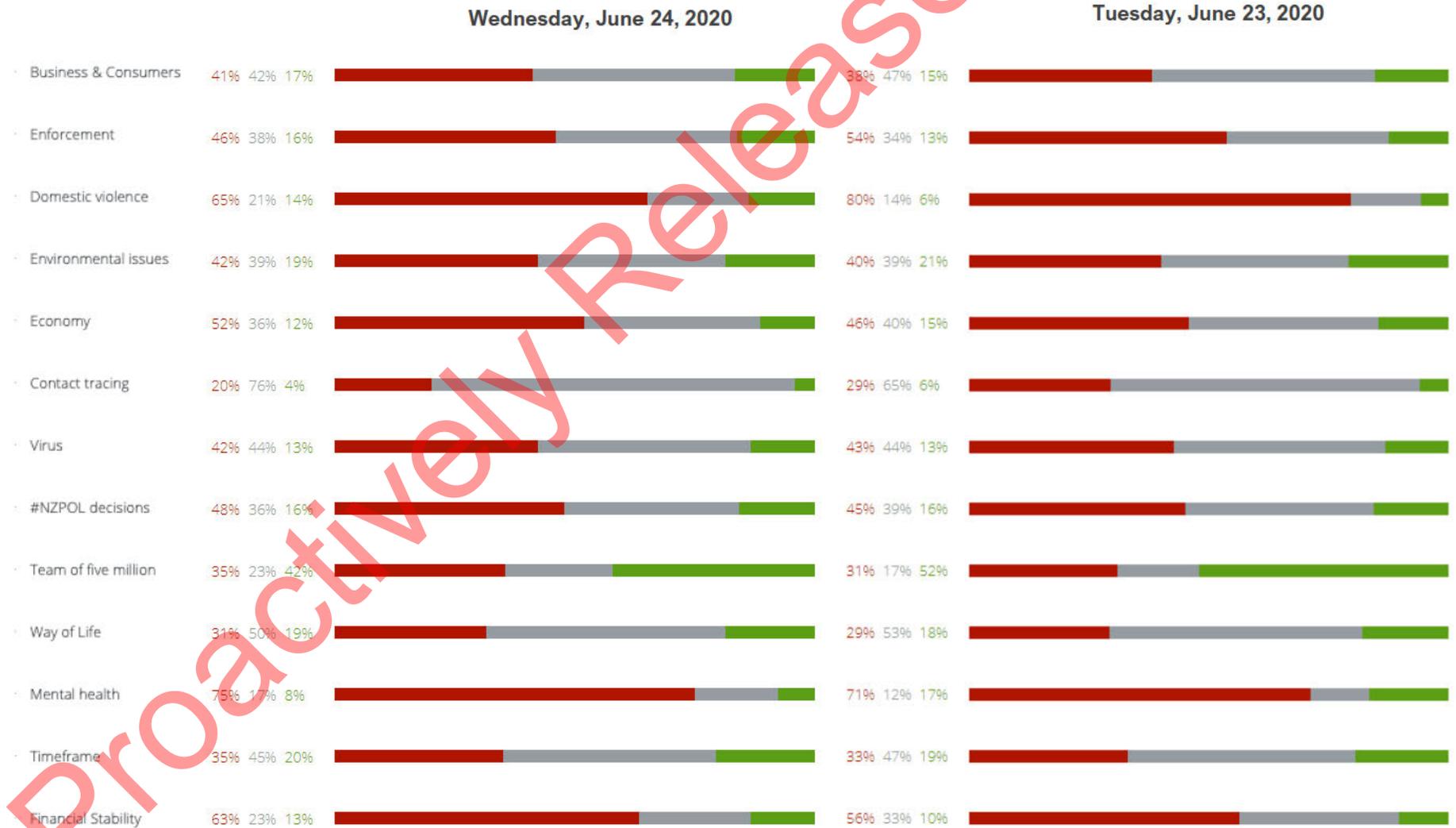


	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 24	143	0.406 %	2,796	7.94%	344	0.976 %	413	1.17%	1,797	5.1%	2,624	7.45%
Jun 23	82	0.27%	2,169	7.32%	536	1.81%	336	1.13%	2,442	8.24%	1,789	6.04%
Jun 22	112	0.34%	1,757	5.42%	331	1.02%	519	1.6%	4,099	12.6%	2,067	6.37%

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

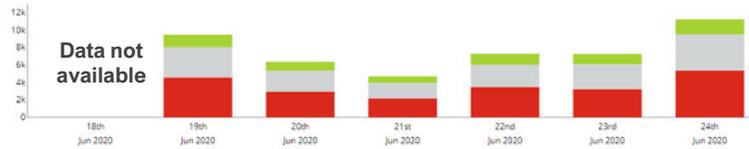
Net sentiment of each category

Negative sentiment increased in all categories aside from 'Enforcement', 'Contact tracing' and 'Virus' which became less negative.

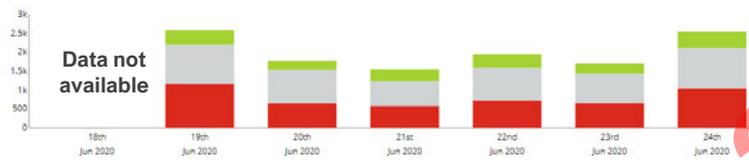


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

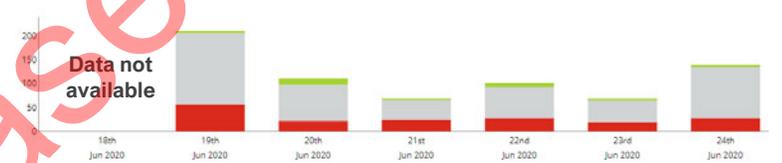
NZPOL DECISIONS



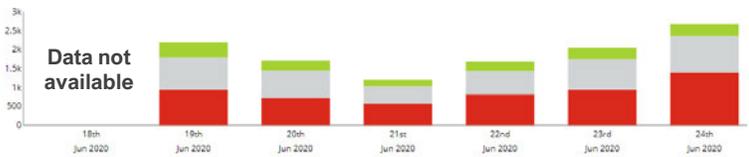
BUSINESS & CONSUMERS



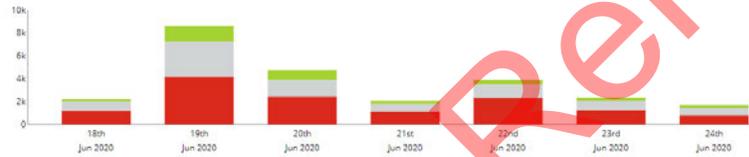
CONTACT TRACING



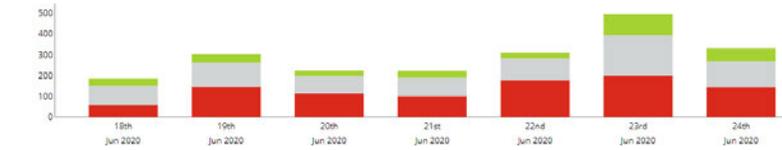
ECONOMY



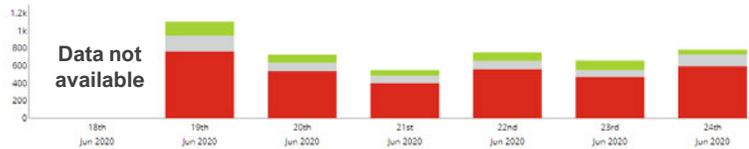
ENFORCEMENT



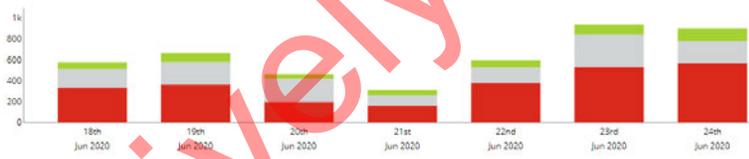
ENVIRONMENTAL ISSUES



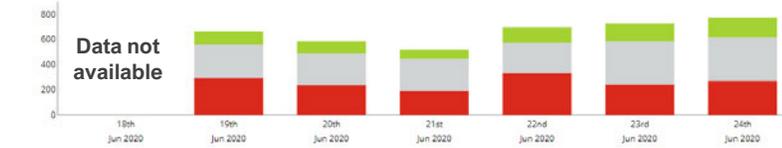
MENTAL HEALTH



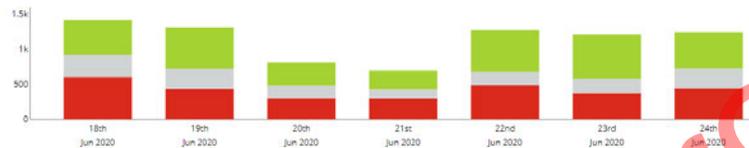
FINANCIAL STABILITY



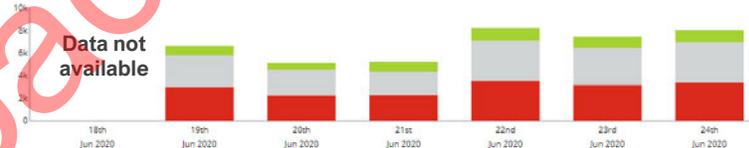
TIMEFRAME



TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Some New Zealanders are expressing anger and frustrating at testing protocol mistakes.

The focus from the media on testing protocols is driving anger and frustration. Some feel the government has dropped the ball with poorly managed protocols such as having compassionate leavers not be tested. Others are expressing concern that these errors are putting New Zealand, and its lockdown efforts, at risk.

There is support for Ashley Bloomfield and the government. People are glad to see responsibility taken for mistakes made and amendments being made.

Some people are calling for those coming into New Zealand who refuse to be tested to be sent back to where they came from.

A few people are expressing frustration at the location and standard of the testing centers around the country.

Anger and fear that early leavers not tested, putting New Zealanders at risk

he 7 who refused testing shouldnt have been allowed to leave early. What a bloody joke!

Like · Reply · 1d

you saying it is okay for the government to let 51 people leave quarantine without a test? Is that not putting lives at risk? We were told nobody leaves without a negative test. Was that true or was it a lie? Ms Adern said last week TEST..TEST..TEST. She is now saying 14 days quarantine is enough..Is that spin?

Like · Reply · 23h

Find them and test them!!!! Can't be that difficult!

Like · Reply · 21h

Criticism that the Government has stuffed up with its testing protocols

Ardern promised borders CLOSED, they are not! Promised testing all arrivals, they are NOT. All NZ sacrifices gone for nothing! Need we say more?

Like · Reply · 1d

Why are they allowed to get on a plane without a negative test within 24 hours of traveling this is a stupid incompetent gov

Like · Reply · 21h

Frustrated at location and standard of testing centers

At St Luke's. Because it's in a main Rd with little tiny carpark, no extra pull in and everyone just backs up along one lane of the road. I don't understand why it's such a busy test centre. There are plenty of them.

11:17 AM · Jun 24, 2020

If the govt can pay for those coming into the country to go into quarantine surely they could pay for campervans to be used for testing instead of tents. Better conditions for nurses in the winter months.

Like · Reply · 1d

Support for the government and Ashley Bloomfield

We cannot blame Blomfield, he did an outstanding job, ne is one of the reasons e have a small number of deaths. It is not his fault people did not follow through and test those in quarantine

Like · Reply · 15h

On the contrary the PM admitted that there had been issues with the testing regime and has now instigated more stringent protocols. All in all a job well done. Mistakes happen, the important thing is to put in place measures to ensure that everything possible is being done correctly going forward, which is exactly what has happened.

Like · Reply · 22h

Belief that people shouldn't be let into New Zealand without being tested

No test.no entry.kick them back to where they came from we dont need idiots like this refusing tests putting the whole country at risk .government has to harden up

Like · Reply · 13h

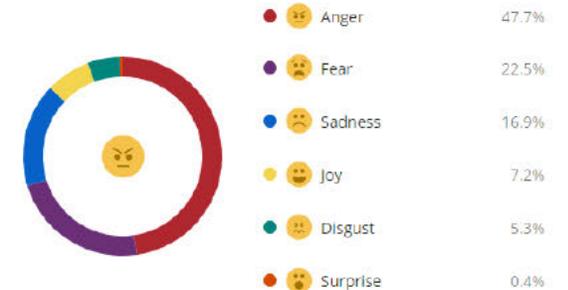
This right that people seem to have to refuse the covid test is a joke. They should be made to either take the test or get sent back where they came from. I took the test no problems and the more that do obviously gives a clearer picture of the amount of virus in the community.

Like · Reply · 12h

Belief testing system is working

was tested during lockdown my test was done on a Wednesday and my doctor rung me with the negative result on Friday morning, it was all very quick

Like · Reply · 20h



* Excludes the 32% of posts that do not contain emotion

Thank you

Proactively Released

Contact



Unite for the Recovery: Social Conversation Analysis

Thursday, June 25,
New Zealand

Proactively Released

Daily Update Summary: Thursday, June 25, 2020

FAQs

There was an increase in questions on Thursday. The majority of these were focused on the testing and quarantine requirements for returning New Zealanders.

Engagement with news stories

Returning New Zealand citizens with COVID-19 has increased interest in articles about case numbers.

Conversation analysis

News of new cases, hotels going into lockdown, rumors of panic buying and increased demand for testing in the public is contributing to heightened anxiety.

What's in this report:

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

FAQs: Thursday, June 25, 2020

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

- Unite for the Recovery Facebook page
- Public Facebook pages (news sites)

TRAVEL/QUARANTINE (55%)

New Zealanders are asking about testing and quarantine requirements for returning nationals. Questions are edging towards xenophobia.

- You state that the 14 day isolation or quarantine will remain a key part of your border measures. May I ask if this will remain so for the rest of the year?
- Why are we letting international sports teams and movie stars in?
- How many people have arrived back to NZ who have not lived in the country for more than 12 months?
- 68 people refused testing! What happens to them?
- Why aren't we testing people before they get on the plane?
- What are the rules for traveling on domestic flights?

CASES (29%)

Due to a lift in new case numbers there are more people asking for information about the number of active cases.

- How many cases have there been since level 1?
- How many active cases are there currently?
- How many cases are from India?

OTHER

- ALERT LEVELS: What are the additional restrictions that came into place on the 22 of June?
- ALERT LEVELS: How do I access the MOH briefing transcripts?
- TESTING: Is testing free again yet?
- TESTING: Are you testing now?

There was an increase in questions on Thursday. The majority of these were focused on the testing and quarantine requirements for returning New Zealanders.

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

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

Engagement with news stories about COVID-19 is low.

New cases arriving into the country has increased interest in articles about case numbers.

As the pandemic grows globally, stories with an international focus have captured New Zealanders attention.

- Cases: 12,968
- International: 4,405
- Protocol: 3,494
- Virus: 2,479
- Way of Life: 2,259
- Travel: 1,150
- #NZPol: 628
- Economy: 432
- Financial stability: 394
- Testing: 364

CASES: 12,968

3 new cases of **Covid-19** today

By Nz Herald - Jun 25, 2020
newstalkzb.co.nz

f 3.1K **t** 0 **p** 0 **r** 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 3.1K

Covid 19 **coronavirus**: New Zealand has three new **Covid-19** cases today - one in Rotorua and two in Christchurch

By : Amelia Wade - Jun 25, 2020
nzherald.co.nz

f 2.7K **t** 35 **p** 0 **r** 0

Number of Links: 7
Evergreen Score: 0
Total Engagement: 2.8K

INTERNATIONAL: 4,405

Newborn baby dies from **Covid-19** after being cuddled by neighbours in Indonesia

By League Cricket - Jun 25, 2020
tvnz.co.nz

f 1.6K **t** 0 **p** 0 **r** 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 1.6K

Coronavirus: NZ cautious about Fiji 'Bula Bubble'

By Christine Rovoi Of Rnz - Jun 25, 2020
stuff.co.nz

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

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

PROTOCOL: 3,494

Dr Bloomfield announces three new **Covid-19** cases at managed isolation facilities today

By League Cricket - Jun 25, 2020
tvnz.co.nz

f 2K **t** 0 **p** 0 **r** 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 2K

Coronavirus: 695 returning travellers who left managed isolation yet to undergo **COVID-19** tests

By Rachel Sadler - Jun 25, 2020
newshub.co.nz

f 699 **t** 0 **p** 0 **r** 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 699

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.

Financial stability

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

Timeframe

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

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.

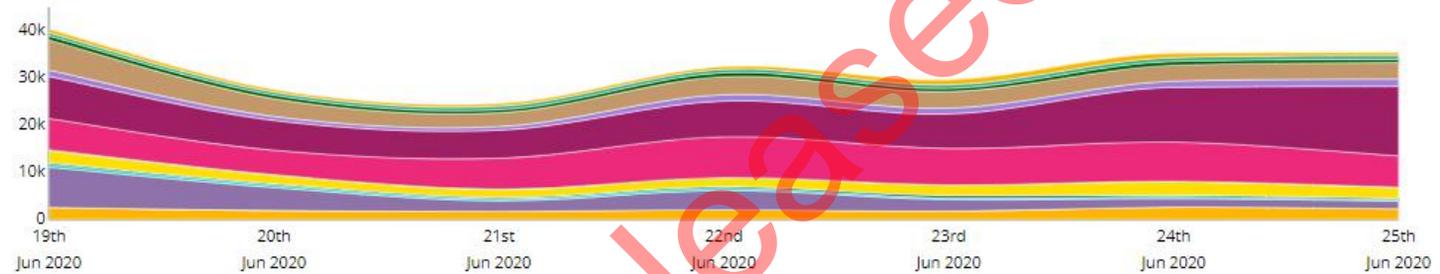
Way of life

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

Team of five million / Unite against virus

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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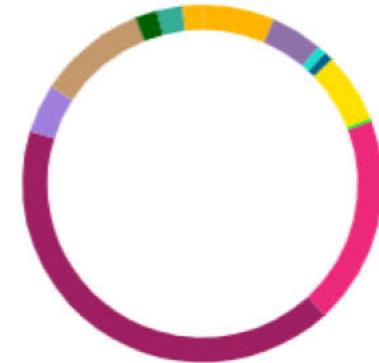
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Total volume of conversation:
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 Wednesday, June 24: 94,473
 Tuesday, June 23: 82,515

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 25	643	1.82%	813	2.3%	698	1.97%	3,466	9.79%	1,554	4.39%	14,729	51.6%	6,654	18.8%
Jun 24	936	2.66%	786	2.23%	832	2.36%	3,382	9.6%	1,303	3.7%	11,588	32.9%	8,292	23.5%
Jun 23	1,048	3.54%	750	2.53%	677	2.29%	3,530	11.9%	1,219	4.1%	7,343	24.8%	7,699	26%

Total conversation: Thursday, June 25
Largest segment: #NZPOL Decisions 51.6%



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 25	109	0.3%	2,228	6.2%	279	0.7%	291	0.8%	1,651	4.6%	2,288	6.4%
Jun 24	143	0.406%	2,796	7.94%	344	0.976%	413	1.17%	1,797	5.1%	2,624	7.45%
Jun 23	82	0.27%	2,169	7.32%	536	1.81%	336	1.13%	2,442	8.24%	1,789	6.04%

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

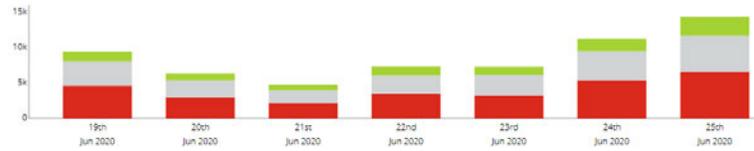
Net sentiment of each category

Negative sentiment decreased across all categories other than To5M, Way of Life. Mental health remained stable and Timeframe increased in negative sentiment by 8%.

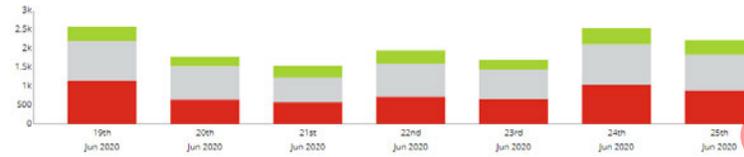


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

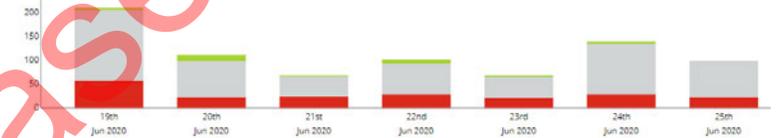
#NZPOL DECISIONS



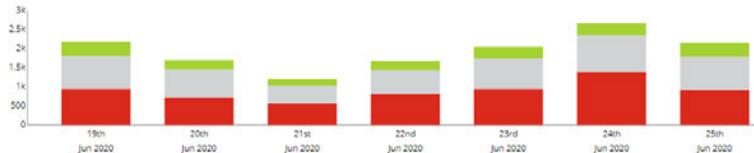
BUSINESS & CONSUMERS



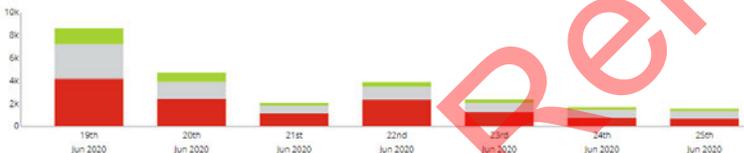
CONTACT TRACING



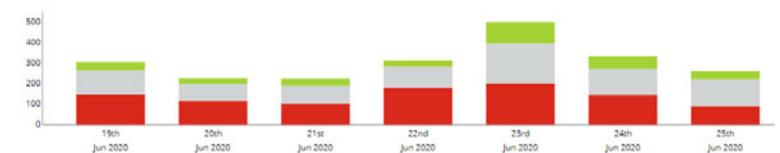
ECONOMY



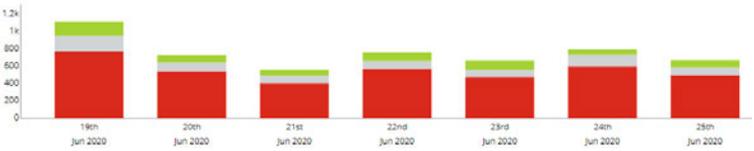
ENFORCEMENT



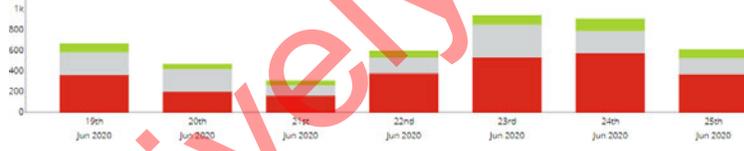
ENVIRONMENTAL ISSUES



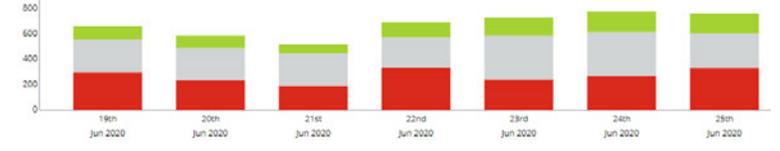
MENTAL HEALTH



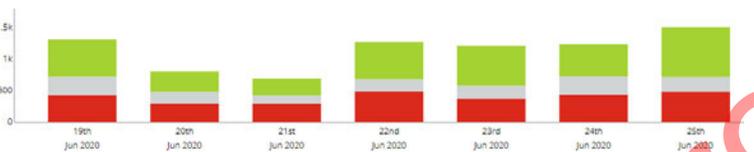
FINANCIAL STABILITY



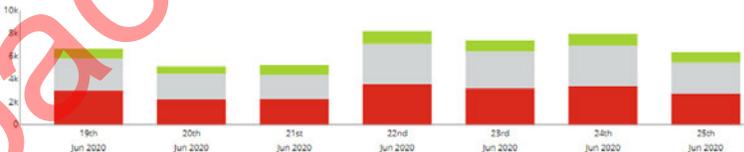
TIMEFRAME



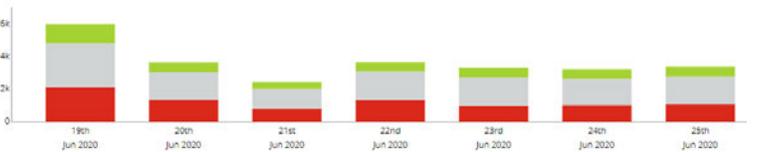
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

What is driving anxiety and fear about COVID-19 in New Zealand on Thursday?

New Zealanders are expressing heightened anxiety about new cases of COVID-19 arriving to the country with returning travelers.

News of hotels going into lockdown, rumors of panic buying and increased demand for testing in the public is contributing to concern.

Some New Zealanders are calling out the media for scaremongering.

Heightened anxiety around returning New Zealanders is contributing to worry that we will “be back at level 4”.

I'm so annoyed I don't know where to begin. Your basic rights do not come before the rights of those who are already here and plague free. You are not scapegoats you are a prescient threat to the health of the entire community. The death rate from Covi...
See more

Like · Reply · 1d

4 in no time

2:20 Close the borders or we'll end up in level 4

Like · Reply · 1d

Stories focusing on travelers who have left managed isolation without receiving COVID tests are generating concern and confusion.

Compulsory testing didn't come in until we went into level 1.. a lot false and distorted information intended to cause unnecessary fear and panic.

Like · Reply · 21h

But they said there was only 55 that wasn't tested. What a competent bunch we have running the health department.

Like · Reply · 15h

Hopefully they get this under control so Nz doesn't revert back to level 4 and undo all the hard work we have done

Like · Reply · 20h

in two weeks????

might be too late. Let's see

Like · Reply · 17h

People are sensitive to how the media are framing news stories and are accusing it of scaremongering.

nzherald.co.nz Wall · Reply to: A grieving US woman was allowed to attend her father's wake just a day after arriving in Auckland - but wasn't tested for the coronavirus. 🙄

So much panic and fear being spread here

I totally agree, the amount of scare mongering is outrageous. as you said a FEW that were asymptomatic. The reason this wasn't tested for earlier is that the numbers were small, now there are more cases testing has increased, simple risk management.

Like · Reply · 21h

Accusations that the government is spreading fear

Jesus it won't be long before the countries swimming and Coverd panic and fear , Just what Labour's looking for

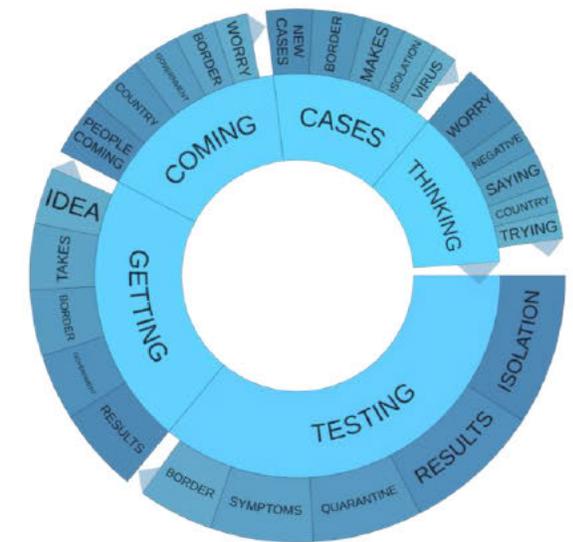
Changes to the criteria to receive a COVID test have also increased worry. Some people are quick to accuse the media of intentionally confusing the public.

I think this is really irresponsible reporting that misunderstands the criteria. I am a GP. We can still test anyone with symptoms. Stop saying incorrect things that add to people's anxiety.

Like · Reply · 15h

Well there's no surprise there. RNZ looking for someone to be outraged and negative. Really, RNZ? You used to be objective. Now it's just clickbait headlines, negativity and panic-creation

Like · Reply · 17h



Some people are worried that panic buying has started again (this might be due to Australian news stories).

This comes as no surprise to me!
Panic buying has already started again ' we all know the 2nd wave is coming!

Newstalk ZB @NewstalkZB

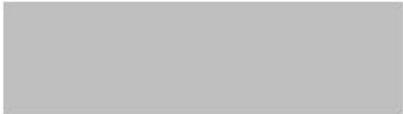
'Everyone's feeling very anxious': Rotorua quarantine hotel in lockdown



Thank you

Proactively Released

Contact



Unite for the Recovery: Social Conversation Analysis

Saturday, June 27,
New Zealand

Proactively Released

Daily Update Summary: Saturday, June 27, 2020

FAQs

The volume of questions dropped on Saturday. The majority were focused on quarantine requirements for returning New Zealanders and testing.

Engagement with news stories

An article about Director-General of Health Ashley Bloomfield explaining he still gets nervous before briefings, and another regarding the Ministry of Health trying to contact those who had left managed isolation, were of interest to New Zealanders.

Conversation analysis

Conversation about border and quarantine processes suggest some New Zealanders believe entry restrictions should be placed on those from high-risk nations, and that those returning should be paying for their own quarantine. Others see the rise in new cases as expected and proving that the current protocols are working.

What's in this report:

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

FAQs: Saturday, June 27, 2020

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

- Unite for the Recovery Facebook page
- Public Facebook pages (news sites)

QUARANTINE (48%)

New Zealanders are asking about quarantine requirements for returning nationals.

- What is the difference between managed isolation and quarantine?
- Please explain why people are allowed to refuse a test at day 3 of quarantine?
- I am a New Zealand citizen flying home on the 17th of August. Do I have to pay for my quarantine or when is the decision being made about this?

TESTING (22%)

People have questions about test results and those who refuse to be tested.

- Can the people refusing tests be named so we know who to have contact with?
- I was tested last Wednesday at Botany testing center...I haven't heard anything from them. Just wondering if they have my correct number?

OTHER

- TRAVEL: My husband is stuck in Queensland. He has applied to the New Zealand immigration to join me here. I moved just before lockdown to start a new job in Christchurch. We have bought a house here, have our money here...why can't he join me?
- ALERT LEVELS: The numbers in NZ are rising. Would the lockdown be going up levels again or staying the same?

The volume of questions was low on Saturday. Most questions are about quarantine protocols and testing.

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

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

The volume of engagement dropped on Saturday.

An article about how director general of health Ashley Bloomfield says he gets nervous before briefings, and another article about Ministry of Health trying to contact those who had left managed isolation were of interest to New Zealanders.

Case numbers continue to attract engagement.

Articles with an international focus continue to capture the attention of New Zealanders.

#NZPOL: 4,885
Cases: 3,692
International: 1,730
Protocol: 745
Testing: 269
Economy: 136
Travel: 15

#NZPOL: 4,885

CASES: 3,692

INTERNATIONAL: 1,730

Covid 19 **coronavirus**: Ashley Bloomfield 'still nervous' before briefings

By Nzherald - Jun 27, 2020
nzherald.co.nz

f 2.4K **t** 0 **p** 0 **r** 0

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

Coronavirus: Two new cases of COVID-19 caught in managed isolation

By Dan Satherley - Jun 27, 2020
newshub.co.nz

f 2.3K **t** 4 **p** 0 **r** 0

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

Coronavirus: Australia's 'second peak' concerns as Victoria records 41 new cases in single day

By Paul Sakkal - Jun 27, 2020
stuff.co.nz

f 578 **t** 0 **p** 0 **r** 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 578

Coronavirus: Ministry of Health still trying to contact 427 who left managed isolation

By Jamie Ensor - Jun 27, 2020
newshub.co.nz

f 1.8K **t** 5 **p** 0 **r** 158

Number of Links: 1
 Evergreen Score: 0
 Total Engagement: 2K

Two new **Covid-19** cases at border facilities

By Nz Herald - Jun 27, 2020
newstalkzb.co.nz

f 663 **t** 0 **p** 0 **r** 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 663

Covid 19 **coronavirus** Victoria: How Melbourne spike in cases could change everything

By Nzherald - Jun 27, 2020
nzherald.co.nz

f 382 **t** 0 **p** 0 **r** 0

Number of Links: -
 Evergreen Score: 0
 Total Engagement: 382

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.

Financial stability

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

Timeframe

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

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.

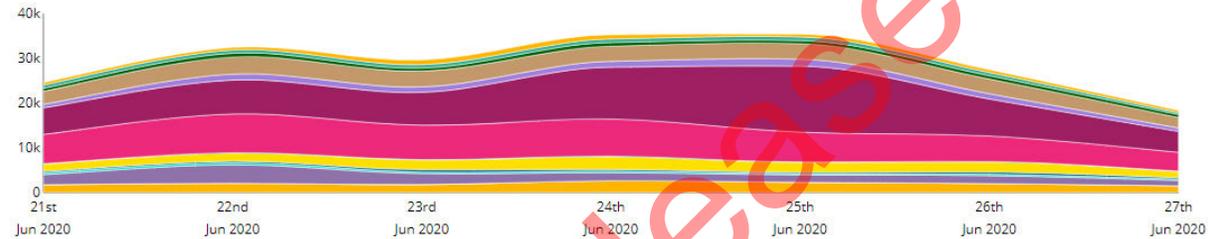
Way of life

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

Team of five million / Unite against virus

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

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



#NZPOL Decisions

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

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.

Contact tracing

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

Economy

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

Environmental issues

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

Domestic violence

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

Enforcement

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

Business & consumers

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

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

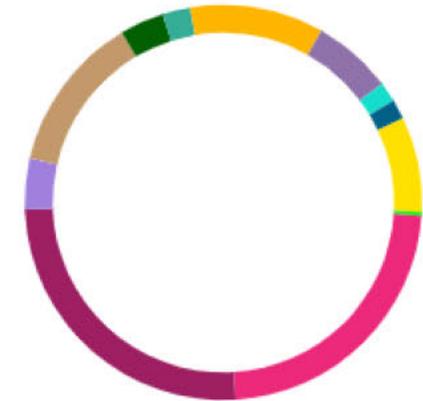
Category breakdown: Total volume & percentage change in public, social conversation

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

Total volume of conversation:
 Saturday, June 27: 59, 239
 Friday, June 26: 77,896
 Thursday, June 25: 98,240

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 27	491	2.68%	420	2.29%	660	3.6%	2,352	12.8%	769	4.19%	4,657	25.4%	4,210	22.9%
Jun 26	624	2.28%	697	2.54%	745	2.72%	3,266	11.9%	1,184	4.32%	8,278	30.2%	5,699	20.8%
Jun 25	643	1.82%	813	2.3%	698	1.97%	3,466	9.79%	1,554	4.39%	14,729	51.6%	6,654	18.8%

Total conversation: Saturday, June 27
Largest segment: #NZPOL Decisions 25.4%

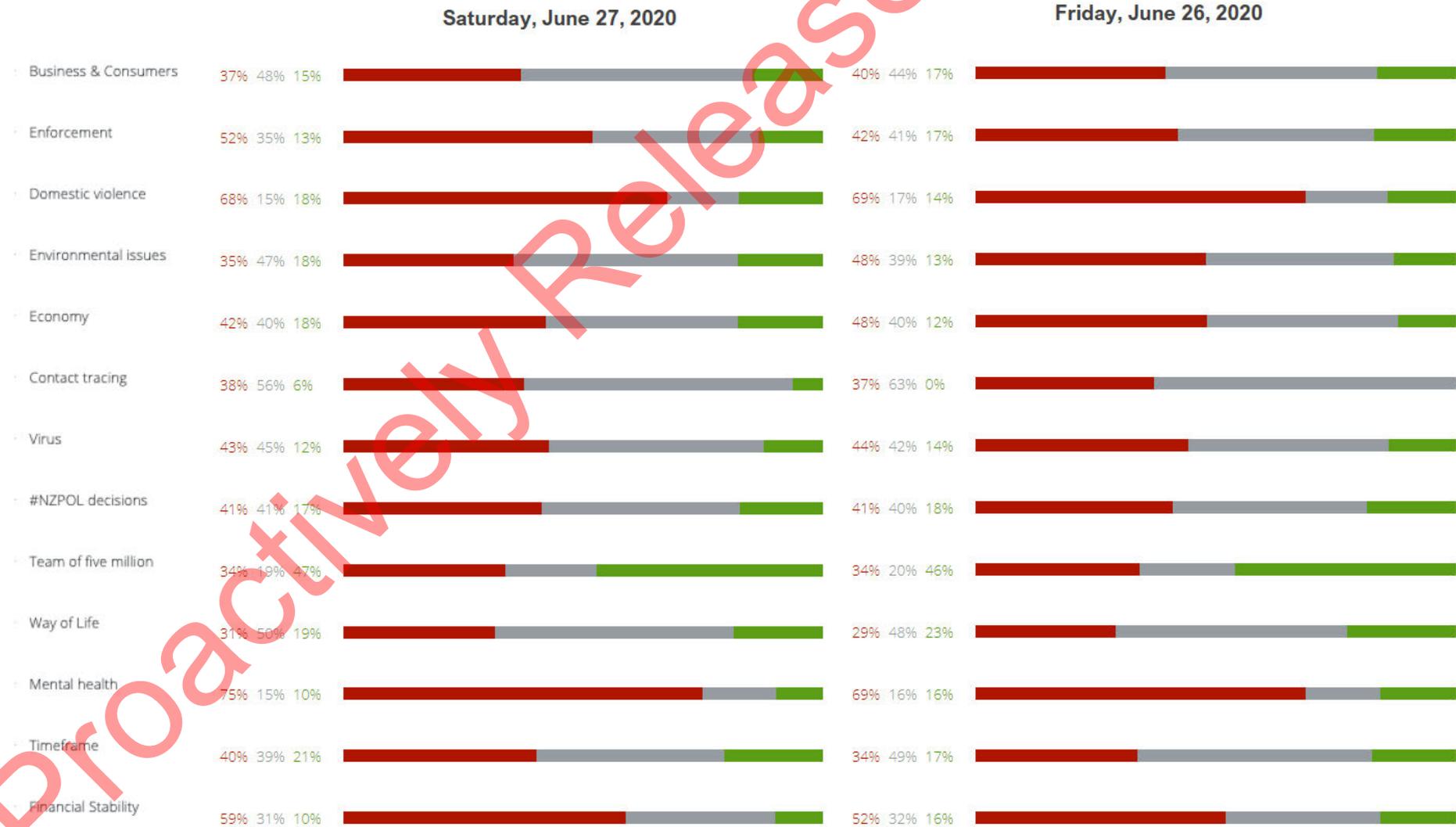


	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 27	60	0.327%	1,426	7.77%	296	1.61%	300	1.64%	1,200	6.54%	1,504	8.2%
Jun 26	131	0.47%	2,203	8.04%	487	1.78%	341	1.24%	1,745	6.36%	2,008	7.32%
Jun 25	109	0.3%	2,228	6.2%	279	0.7%	291	0.8%	1,651	4.6%	2,288	6.4%

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

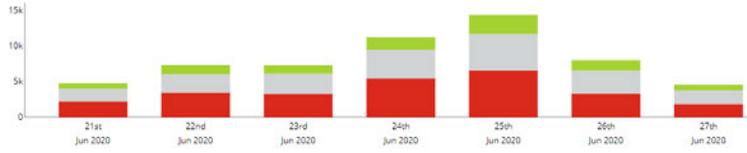
Net sentiment of each category

Negative sentiment rose in conversation about 'Enforcement', 'Contact tracing', 'Mental health', 'Timeframe' and 'Financial stability'.

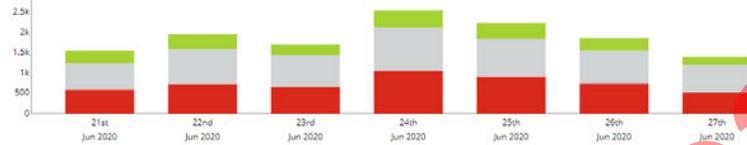


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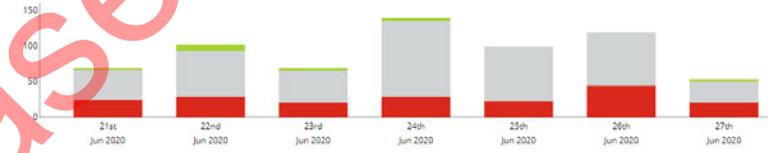
#NZPOL DECISIONS



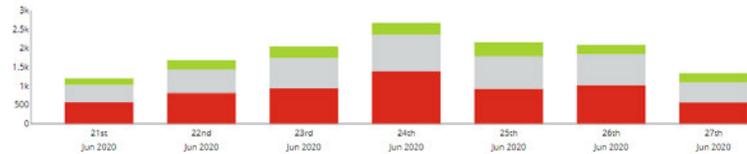
BUSINESS & CONSUMERS



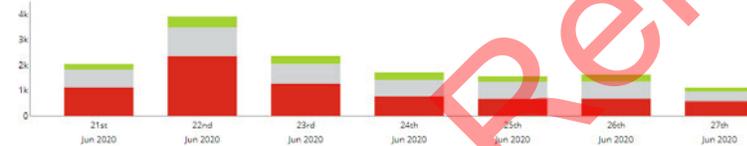
CONTACT TRACING



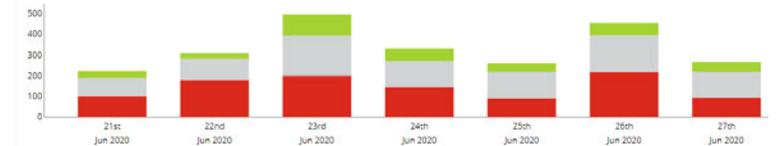
ECONOMY



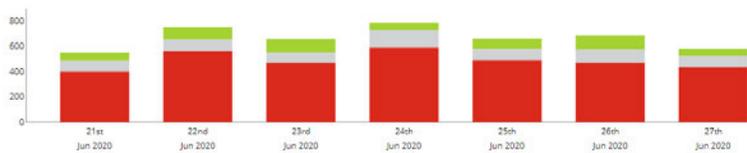
ENFORCEMENT



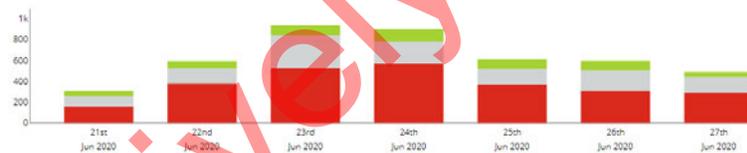
ENVIRONMENTAL ISSUES



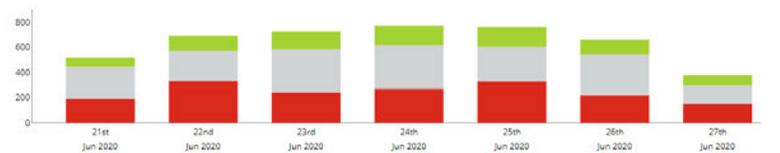
MENTAL HEALTH



FINANCIAL STABILITY



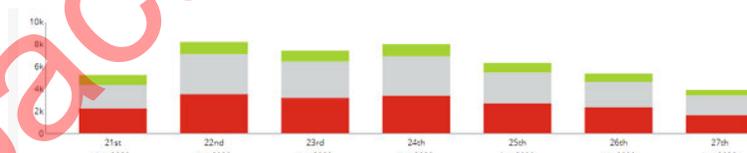
TIMEFRAME



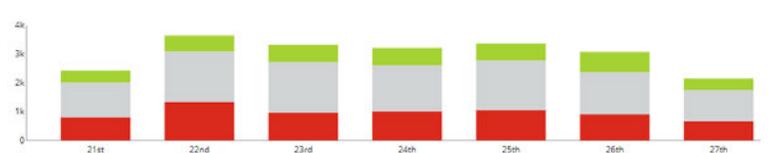
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

How are New Zealanders talking about the border and quarantine protocols on Saturday?

Two new cases caught at the border were announced with the total number of active cases now at 16.

Some people are expressing frustration with returning New Zealanders and believe they should be paying for their own quarantine, with others wanting restrictions on those returning from known 'hot spots'.

There continues to be a call for the border to be closed entirely.

Some people see the new cases coming through as to be expected, and are happy with how the current processes are working.

With the conversation driven by news articles, some are expressing distrust in the media's reporting and accusing them of creating drama and misleading the public.

Belief that returning New Zealanders should be paying for quarantine

We could think about giving them 2 options - enforced quarantine for a further 6 weeks at their expense, or alternatively return back to the country they came from. If they claim to be Kiwis returning home, then they should be prepared to behave like Kiwis and adhere to the rules like the other 5 million was told to do!!!

Like · Reply · 1d

If you can pay for a plane ticket you can pay for quarantine. Offer them a contract to sign with terms, conditions and payment options. If they don't like it then that is their choice, stay where they are.

Like · Reply · 1d

aussie is more economically buoyant than NZ, smaller population here etc. User pays is the best way for quarantine. I had a huge drop in income when I left Oz after working there for 20 years and returned to work in NZ 10 years ago...but pleased to be here to support my elderly mum in her home up the street

Like · Reply · 1d

No brainer, anyone arriving should be paying

Like · Reply · 1d

Cases at border to be expected

You understand that these are not cases in the community, right? They are people who have gone directly into managed isolation at the border. There were ALWAYS going to be people returning from overseas testing positive, that's why the border measures were put in place.

Like · Reply · 22h

There is no waste, these people are in quarantine and isolation. This was expected, it's not unmanageable.

Like · Reply · 21h

Happy with how the protocols and processes are being managed

Good work team! The numbers around the world this week are astronomical. Keep the border tight, the testing up and the community free and we truck on, miles ahead of most others.

Like · Reply · 23h

And this is how its meant to work .. well done NZ

Like · Reply · 22h

Think media are creating a 'beat up'

It is simply more people arriving from overseas as flights resume. Just shows that it has spread outside NZ and that quarantine has prevented any community spread here in NZ. I'm struggling to understand that people don't seem to understand this to be honest. The media just seem very determined to cause drama and thus mislead.

Like · Reply · 1d · Edited

What about some positive journalism ?

Mistakes are being fixed . What we don't need is this constant media beat up.

Like · Reply · 1d

Relief that the Australian travel bubble has not eventuated

So glad we didn't set up that travel bubble.... What a disaster that would have been. #nzpol

Call for borders to be closed

Closed the bloody border all we are doing is importing cases mostly from India!!! Freedom has gone most community cases will come!!!

Like · Reply · 22h · Edited

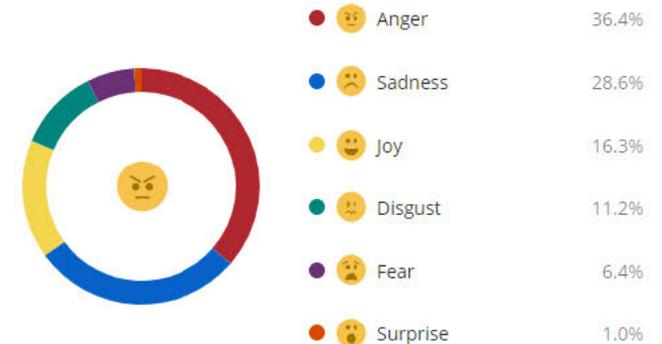
Don't let anymore in. Shut the passenger border till cleared. Blatant ignorance

Like · Reply · 20h

Restrictions to be put on those from 'high risk' countries

yes most from India. Is it time to start putting restrictions on people returning from known hot spots. Do their quarantine and testing prior to coming back??

Like · Reply · 22h



* Excludes the 32% of posts that do not contain emotion

Thank you

Proactively Released

Contact

