



## **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 for the Recovery: Social Conversation Analysis

Sunday, June 28,  
New Zealand

Proactively Released

# Daily Update Summary: Sunday, June 28, 2020

## FAQs

There is continued focus on returning New Zealanders as well as questions about the quarantine protocol at our borders.

## Engagement with news stories

There was increased interest in articles about new case numbers.

## Conversation analysis

With four new cases announced at home, and news of the grim milestones of 500K deaths with 10 million cases reached globally, there was an increase in conversation surrounding cases over the weekend.

# 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 cases.

# FAQs: Sunday, June 28, 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%)

Questions in this category are focused on the people who have refused to take a COVID-19 test.

- What happens with the 79 that are refusing to be tested? Are they refused entry?
- Testing should be compulsory, if they refuse testing there's no place for them in NZ. Why are they refusing it anyway?
- Just wondering if the conditions will be changing to make testing on arrival at the boarder mandatory going forward?
- How do people get to say no to testing?

## TRAVEL (24%)

People are asking about where the new cases have arrived from and how they have traveled domestically on their way to be quarantined.

- Are domestic planes that transfer international travelers from Auckland to Wellington being sanitized?
- What country did the fourth person come from?
- Why are you identifying which country new cases are arriving from, how does it matter if they are all New Zealand citizens/residents?
- Why are we still letting people come back to New Zealand?

## QUARANTINE RULES (20%)

New Zealanders are concerned about how quarantine facilities are being operated.

- Why are we letting people in if we can't cope with the logistics of quarantining them safely?
- Is there any information about what to expect when I arrive in New Zealand?
- If this person tested positive on day 3 why is he only a new case today?

## OTHER

- ALERT LEVELS: So are we going to be moving up the levels of staying in level 1 until a vaccine has been found?
- ESSENTIAL SERVICES: My parents live in Belgium and have been told they can not post a parcel to New Zealand yet. Is this true?

People continue to be focused on returning New Zealanders and our quarantine protocol.

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

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

There was increased interest in articles about new case numbers after four new cases were announced on Sunday.

New Zealanders continue to follow stories about quarantine protocol at our borders.

Stories with an international focus generated engagement as we reached 500K deaths globally.

- Cases: 14,785**
- Protocol: 8,527**
- International: 2,158**
- #NZpol: 1,251**
- Testing: 876**
- Virus: 817**
- Economy: 594**
- Business and consumers: 562**
- Travel: 526**
- Environment: 247**
- Way of Life: 60**

**CASES: 14,785**  
**Covid 19 coronavirus:** Four new cases of **Covid-19**; one person in hospital  
 By Nzherald - Jun 28, 2020  
[nzherald.co.nz](http://nzherald.co.nz)  
 f 4.7K t 35 p 0 r 0  
 Number of Links: -  
 Evergreen Score: 0  
 Total Engagement: 4.7K

**Coronavirus:** Ministry of Health report four new **Covid-19** cases in New Zealand  
 Jun 28, 2020  
[stuff.co.nz](http://stuff.co.nz)  
 f 3.1K t 20 p 1 r 0  
 Number of Links: -  
 Evergreen Score: 0  
 Total Engagement: 3.1K

**PROTOCOL: 8,527**  
**Coronavirus** border bungle: Review finds system was under 'extreme stress'  
 By Henry Cooke - Jun 28, 2020  
[stuff.co.nz](http://stuff.co.nz)  
 f 1.6K t 2 p 0 r 0  
 Number of Links: -  
 Evergreen Score: 0  
 Total Engagement: 1.6K

**Coronavirus:** Government rolls out wave of improvements to managed isolation system  
 By Lana Andelane - Jun 28, 2020  
[newshub.co.nz](http://newshub.co.nz)  
 f 1.2K t 1 p 0 r 0  
 Number of Links: -  
 Evergreen Score: 0  
 Total Engagement: 1.2K

**INTERNATIONAL: 2,158**  
**Covid 19 coronavirus:** Grim milestone - 10 million Covid cases, 500,000 deaths as NZ feels the strain  
 By : Audrey Young - Jun 28, 2020  
[nzherald.co.nz](http://nzherald.co.nz)  
 f 1K t 18 p 0 r 0  
 Number of Links: 3  
 Evergreen Score: 0  
 Total Engagement: 1K

**COVID-19:** Global deaths reach 500,000  
 By Rachel Sadler - Jun 28, 2020  
[newshub.co.nz](http://newshub.co.nz)  
 f 314 t 0 p 0 r 0  
 Number of Links: -  
 Evergreen Score: 0  
 Total Engagement: 314

# 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.

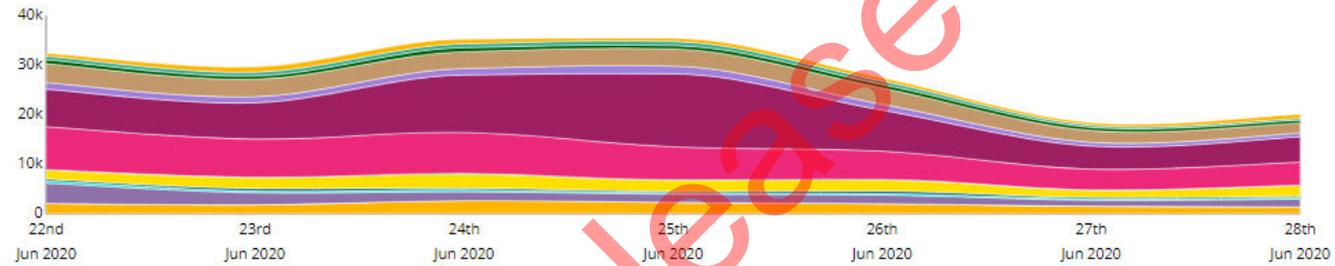
## Way of life

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.

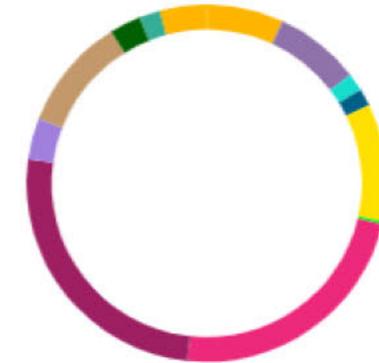
# Category breakdown: Total volume & percentage change in public, social conversation

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

**Total volume of conversation:**  
 Sunday, June 28: 59,390  
 Saturday, June 27: 59, 239  
 Friday, June 26: 77,896

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 28	842	4.19%	375	1.87	569	2.8%	2,052	10.2%	747	3.72 %	5,111	25.4%	4,625	23%
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%

**Total conversation: Sunday, June 28**  
**Largest segment: #NZPOL Decisions 25.4%**

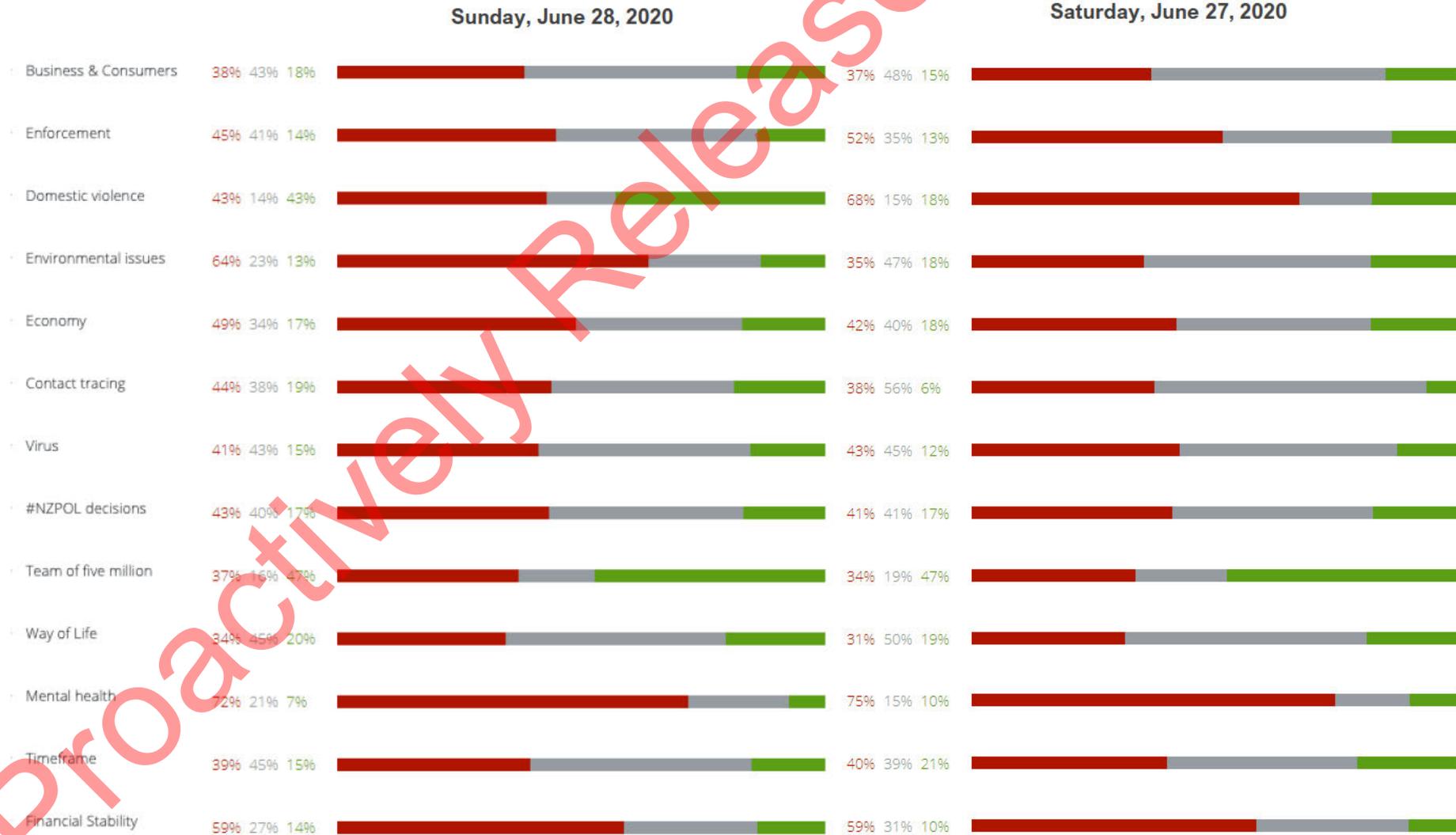


	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 28	60	0.3%	2,128	10.6%	314	1.56%	318	1.58%	1,555	7.74%	1,388	6.91%
Jun 27	60	0.327 %	1,426	7.77%	296	1.61%	300	1.64%	1,200	6.54%	1,504	8.2%
Jun 26	131	0.47%	2,203	8.04%	487	1.78%	341	1.24%	1,745	6.36%	2,008	7.32%

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.

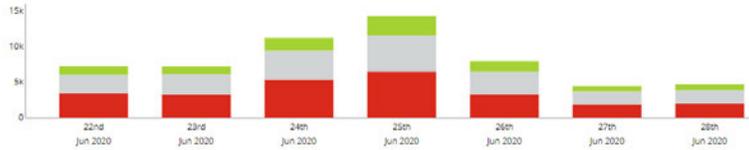
# Net sentiment of each category

There were slight increases in negative sentiment across most categories. Enforcement, Business & Consumers, Mental Health and Timeframe became less negative.

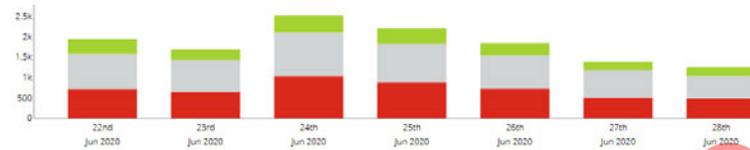


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

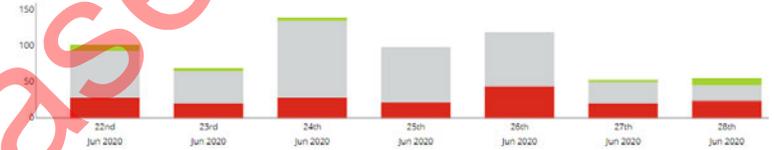
#NZPOL DECISIONS



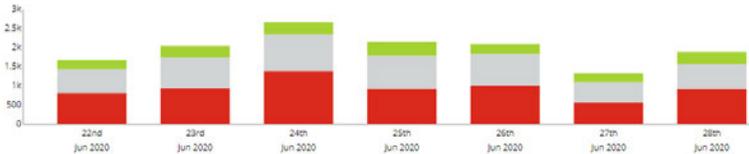
BUSINESS & CONSUMERS



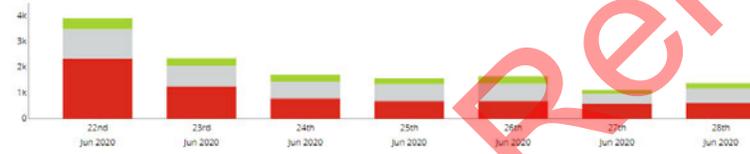
CONTACT TRACING



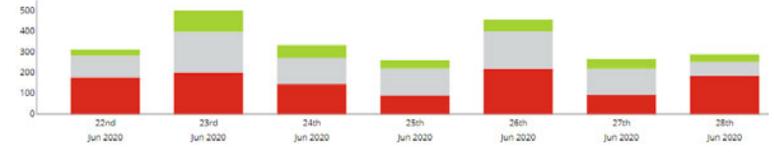
ECONOMY



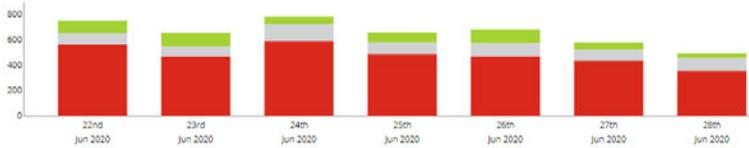
ENFORCEMENT



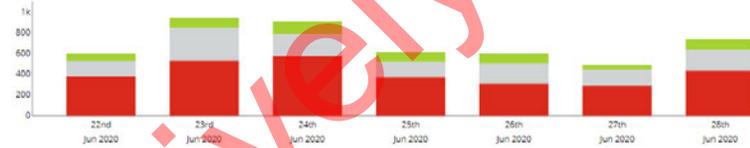
ENVIRONMENTAL ISSUES



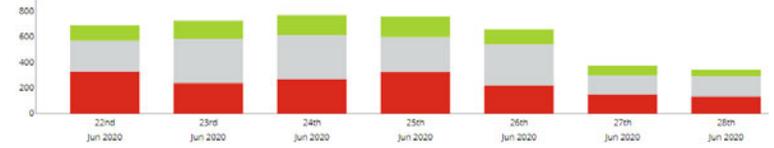
MENTAL HEALTH



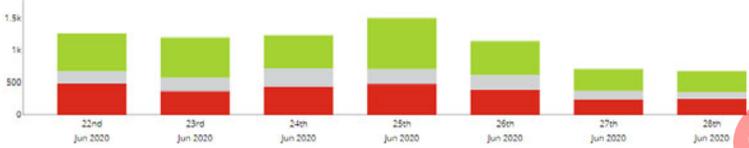
FINANCIAL STABILITY



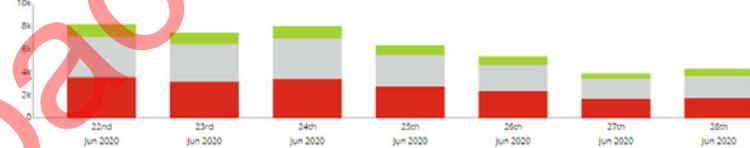
TIMEFRAME



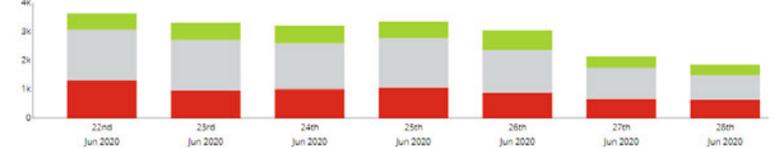
TEAM OF 5 MILLION



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.



# Thank you

Proactively Released

Contact



# Unite for the Recovery: Social Conversation Analysis

Monday, June 29,  
New Zealand

Proactively Released

# Daily Update

## Summary: Monday, June 29, 2020

### FAQs

New Zealanders continue to have questions about quarantine rules, testing, cases and how they can keep safe while travelling.

### Engagement with news stories

New Zealanders engaged with a wider range of news stories. An article published by Dame Anne Salmond, critiquing the role of the press in politicising the debate drove positive engagement.

### Conversation analysis

Racist comments are on the rise as the influx of new cases are arriving from 'foreign' / non-white countries. This is driving a wider debate about racism in New Zealand.

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Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
- 3. Measuring Categories of Conversation**  
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**  
Exploring New Zealanders' conversation about racism.

# FAQs: Monday, June 29, 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 (35%)

Questions in this category are focused on whether testing is mandatory, the wait time on test results, and invalid numbers for potential cases who are being traced.

- Why isn't testing mandatory in New Zealand when it is in Australia?
- Why do some test results come back in six hours and some in six days?
- Why were people turned away for testing at St Lukes?
- Thank you for telling us about faults in the system. How can we make sure the correct phone numbers are being collected from people so they can be contacted for testing?

## QUARANTINE RULES (35%)

People are asking about information about hotels which are being used for quarantine, and what the procedures are for quarantine.

- Do facility workers at quarantine hotels have to self-isolate?
- Which hotels are being used for quarantine?
- Are we allowed to quarantine at home if we travel?
- How can quarantine be enforced?

## CASES (15%)

New Zealanders want to know where cases are located for their own safety. They also want to know about inconsistencies in case numbers.

- Can we find out where cases are located, so we can stay home for safety?
- Why are cases only being listed today if they tested positive on Day 3 of isolation?
- Can cases be listed as 'no known cases in the community?'

## OTHER

- TRAVEL: If we're travelling regionally, how can we make sure there are no international travelers on our flight?
- EDUCATION: Is it safe for my kids to go to school at the moment?

New Zealanders want to know more about testing and how to ensure arrivals to the country are getting tested. They're continuing to ask about quarantine rules and details about new cases.

# 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.

Yesterday the press published a diverse range of articles. Stories about international cases and the EU opening up borders to 'safe countries' like New Zealand drove engagement.

An opinion piece by Dame Anne Salmond, criticising the press for politicising the issue drove a very high volume of positive engagement.

New Zealanders also engaged with stories about the virus itself, and protocols at the border and the economy.

- International, 4,918**
- Team of 5 Million / Unite Against the Virus, 4,785**
- Protocol, 4,785**
- Economy, 4,118**
- Cases, 2,218**
- Enforcing, 1,272**
- #NZPOL Decisions, 1,056**
- Virus, 874**
- Way of Life, 242**

## INTERNATIONAL: 4,918

Covid 19 **coronavirus**: Massive increase in Victoria's infections

By Nzherald - Jun 29, 2020  
nzherald.co.nz

822 16 0 0

Number of Links: -  
Evergreen Score: 0  
Total Engagement: 838

## TEAM OF 5 MILLION: 4,785

Anne Salmond: **Covid-19** and clickbait

Jun 29, 2020  
newsroom.co.nz

4.5K 3 0 0

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

## VIRUS: 4,785

**Coronavirus**: Could be five years before **Covid-19** is under control, WHO chief scientist says

Jun 29, 2020  
stuff.co.nz

438 5 0 206

Number of Links: -  
Evergreen Score: 0  
Total Engagement: 649

## PROTOCOL: 4,785

**Coronavirus**: Kiwis choosing to go overseas could get **Covid-19** isolation bill

By Brittney Deguara - Jun 29, 2020  
stuff.co.nz

2.6K 0 0 7

Number of Links: -  
Evergreen Score: 0  
Total Engagement: 2.7K

## ECONOMY: 4,118

National leader Todd Muller says leaving border closed until world eliminates **Covid-19** or vaccine is 'untenable'

By : Hamish Rutherford - Jun 29, 2020  
nzherald.co.nz

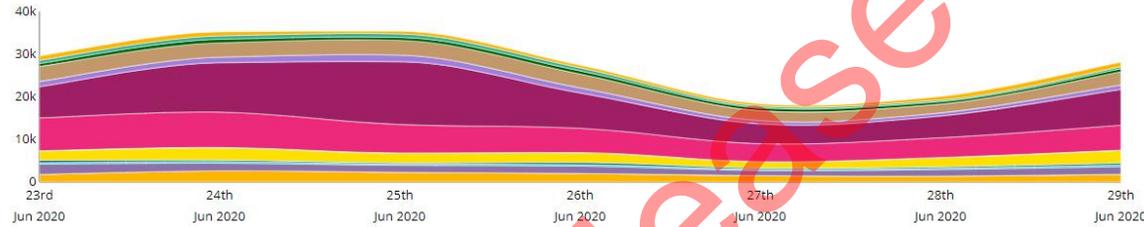
1.8K 34 0 0

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

# 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

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## 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.

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

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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.

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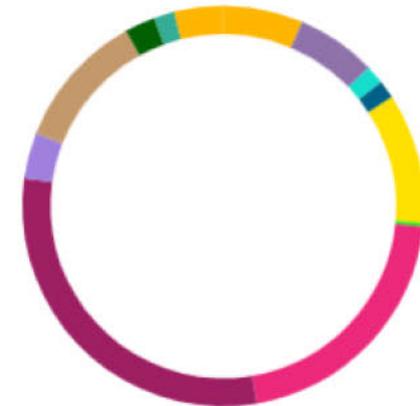
# Category breakdown: Total volume & percentage change in public, social conversation

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

**Total volume of conversation:**  
 Monday, June 29, 86,604  
 Sunday, June 28: 59,390  
 Saturday, June 27: 59,239

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 29	1,109	3.94%	464	1.65%	697	2.48%	3,095	11%	1,040	3.7%	8,410	29.9%	5,827	20.7%
Jun 28	842	4.19%	375	1.87%	569	2.8%	2,052	10.2%	747	3.72%	5,111	25.4%	4,625	23%
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%

**Total conversation: Monday, June 29**  
**Largest segment: #NZPOL Decisions 29.9%**

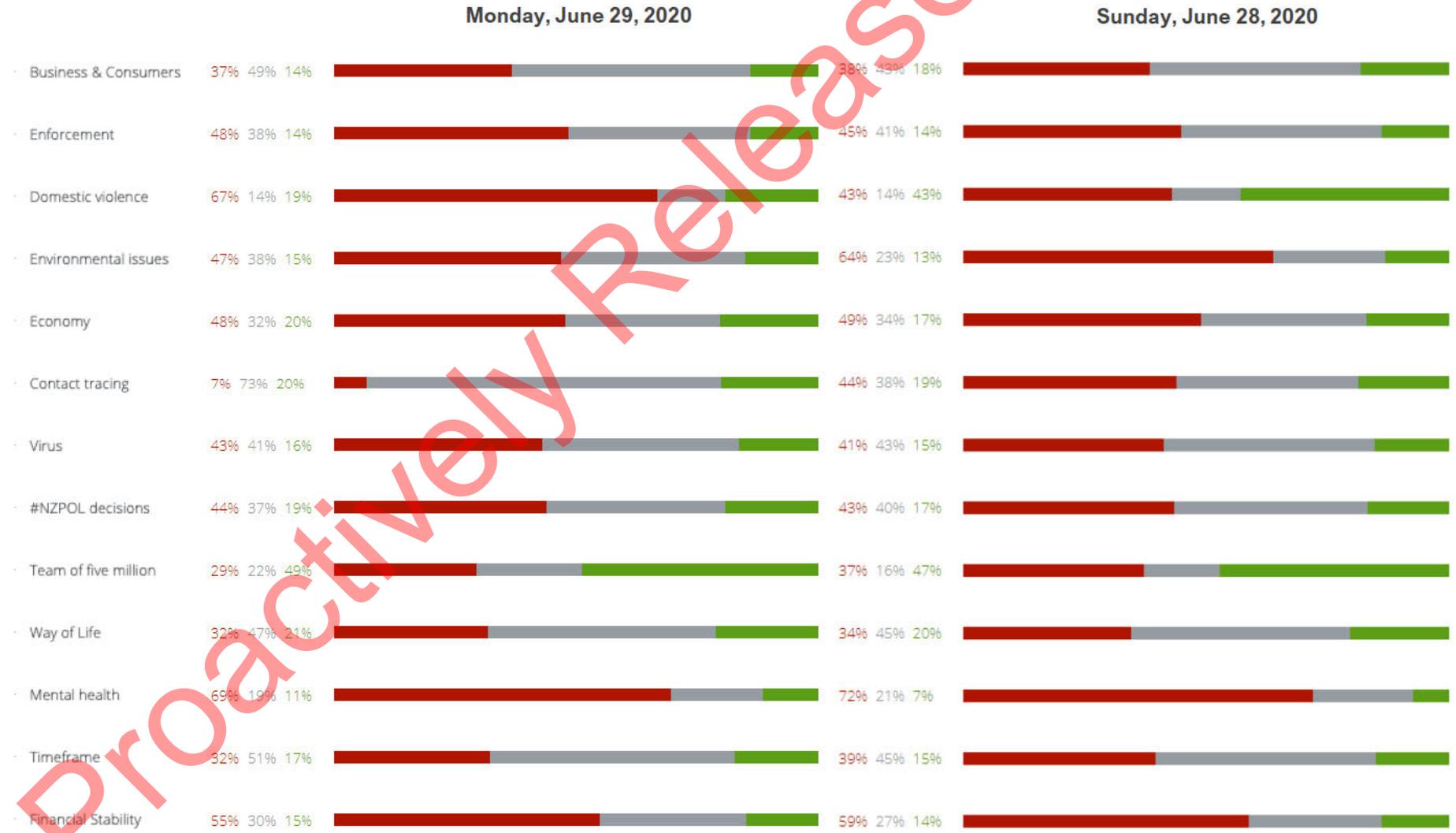


	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 29	84	0.29%	2,953	10.5%	442	1.5%	417	1.48%	1,817	6.46%	1,801	6.4%
Jun 28	60	0.3%	2,128	10.6%	314	1.56%	318	1.58%	1,555	7.745	1,388	6.91%
Jun 27	60	0.327%	1,426	7.77%	296	1.61%	300	1.64%	1,200	6.54%	1,504	8.2%

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.

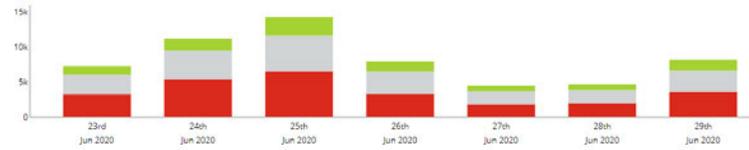
# Net sentiment of each category

Negative sentiment dropped in all categories aside from a jump in 'Domestic Violence' and slight increases in negative sentiment in 'Virus' and '#NZPOL Decisions'.

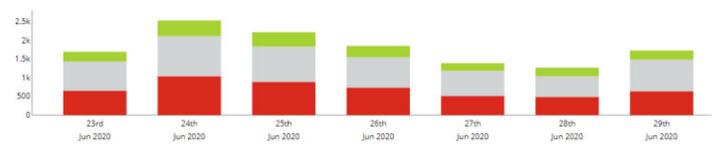


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

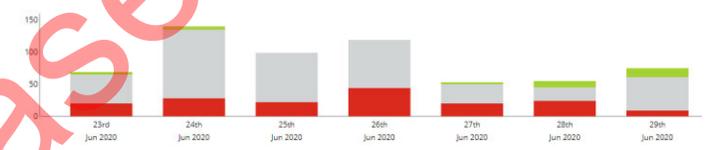
#NZPOL DECISIONS



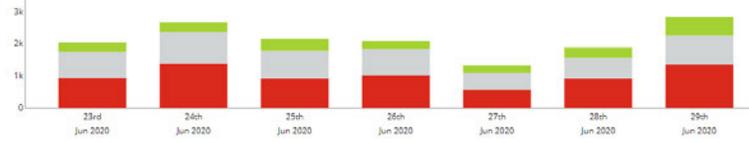
BUSINESS & CONSUMERS



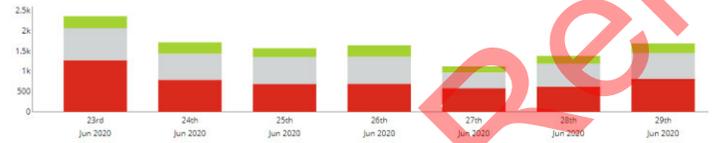
CONTACT TRACING



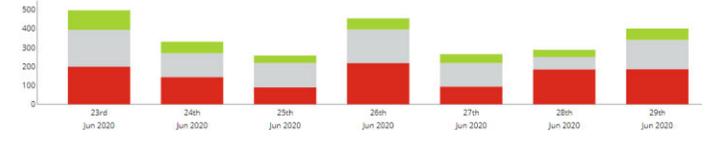
ECONOMY



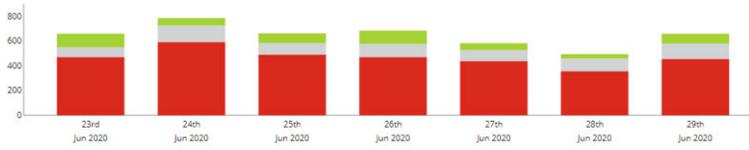
ENFORCEMENT



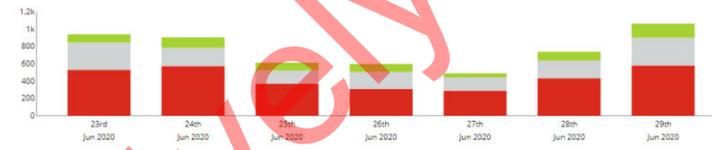
ENVIRONMENTAL ISSUES



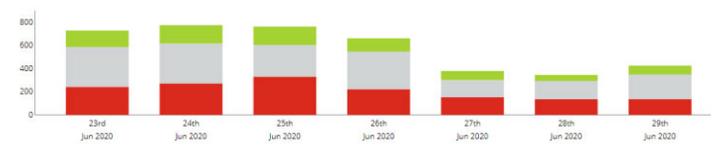
MENTAL HEALTH



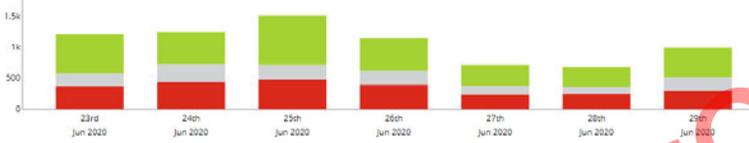
FINANCIAL STABILITY



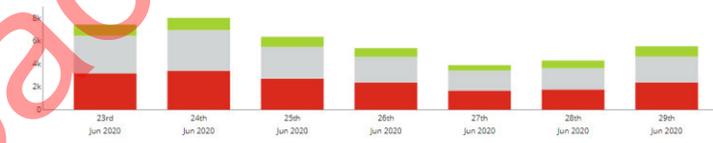
TIMEFRAME



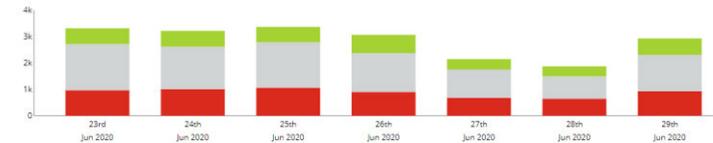
TEAM OF 5 MILLION



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 30,  
New Zealand

Proactively Released

# Daily Update Summary: Tuesday, June 30, 2020

## FAQs

The volume of questions has dropped by 50%. New Zealanders continue to ask about quarantine rules, travel and testing.

## Engagement with news stories

New Zealanders were highly engaged with stories about cases and articles about the border staying closed.

## Conversation analysis

#NZPol category captured New Zealanders conversation about the government's decision to maintain closed borders for all non-residents and citizens. Discussion about this topic is political and emotive.

# 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 #NZPol category.

# FAQs: Tuesday, June 30, 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 RULES (40%)

New Zealanders continue to ask for information about the hotels which are being used as facilities and want to know who's paying for quarantine.

- Do you have a list of quarantine hotels?
- Are workers at quarantine hotels in isolation?
- Can returning New Zealanders foot the bill for quarantine?

## TRAVEL (30%)

People have questions about returning back to the country and when they'll be able to travel.

- We have a working holiday visa which is about to expire – can this be extended because of COVID?
- Are we allowed to travel to Vegas in August?

## TESTING (20%)

New Zealanders want to know about staying safe when getting tested and if they should self-isolate following a test.

- Do we need to test after self-isolating, even if it's just a runny nose?
- Should we be concerned about spreading the virus when we get tested?

The volume of questions has dropped by 50%. New Zealanders continue to ask about quarantine rules, travel 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.

New Zealanders were highly engaged with stories about cases and articles about the border staying closed.

Stories about international politics and a second lockdown in Victoria, Australia also attracted interest.

- Cases, 24,191
- #NZPOL, 5,745
- International, 3,611
- Virus, 2,299
- Economy, 1,813
- Way of Life, 53
- Environmental Issues, 26

## CASES: 24,191

**Coronavirus:** NZ's border to stay shut, no new Covid-19 cases on Tuesday

Jun 30, 2020  
stuff.co.nz

Facebook 11.8K Twitter 14 Pinterest 0 Reddit 0

Number of Links: 1  
Evergreen Score: 0  
Total Engagement: 11.8K

Covid 19 **coronavirus:** No new cases today, one patient remains in hospital

By Nzherald - Jun 30, 2020  
nzherald.co.nz

Facebook 2.6K Twitter 28 Pinterest 0 Reddit 0

Number of Links: 1  
Evergreen Score: 0  
Total Engagement: 2.6K

## #NZPOL: 5,745

Lloyd Burr: Hey Duncan Garner, your COVID-19 border idea is bonkers

By Lloyd Burr - Jun 30, 2020  
news1hub.co.nz

Facebook 1.9K Twitter 68 Pinterest 1 Reddit 29

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

Covid 19 **coronavirus:** Jacinda Ardern responds to calls to open NZ borders

By : Derek Cheng - Jun 30, 2020  
nzherald.co.nz

Facebook 1.1K Twitter 46 Pinterest 0 Reddit 0

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

## INTERNATIONAL: 4,785

Covid 19 **coronavirus:** Barack Obama says Trump's use of 'Kung Flu' to describe virus 'p\*\*\*es me off'

By Nzherald - Jun 30, 2020  
nzherald.co.nz

Facebook 1.3K Twitter 16 Pinterest 0 Reddit 0

Number of Links: 1  
Evergreen Score: 0  
Total Engagement: 1.3K

Second **lockdown** ordered for Melbourne suburbs following fortnight of Covid-19 increases

By League Cricket - Jun 30, 2020  
tvnz.co.nz

Facebook 515 Twitter 0 Pinterest 0 Reddit 0

Number of Links: -  
Evergreen Score: 0  
Total Engagement: 515

# 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.

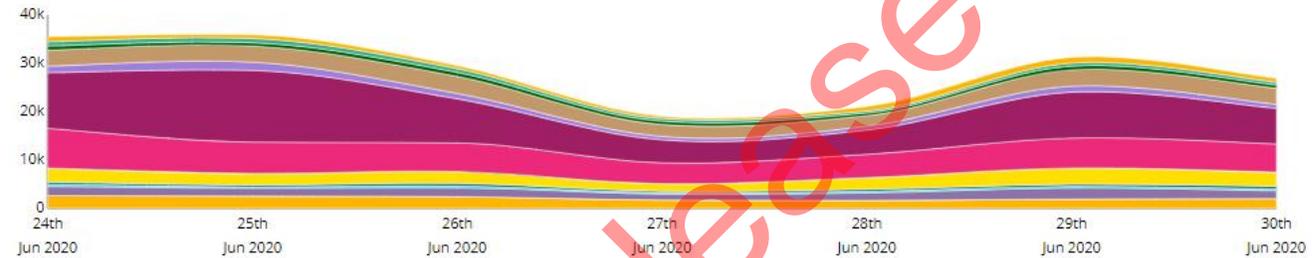
## Way of life

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.

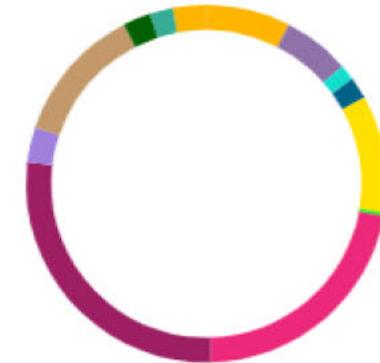
# Category breakdown: Total volume & percentage change in public, social conversation

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

**Total volume of conversation:**  
 Tuesday, June 30: 78,232  
 Monday, June 29: 86,604  
 Sunday, June 28: 59,390

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jun 30	807	3%	562	2.09%	670	2.49%	3,317	12.3%	846	3.14%	7,360	27.4%	5,838	21.7%
Jun 29	1,109	3.94%	464	1.65%	697	2.48%	3,095	11%	1,040	3.7%	8,410	29.9%	5,827	20.7%
Jun 28	842	4.19%	375	1.87%	569	2.8%	2,052	10.2%	747	3.72%	5,111	25.4%	4,625	23%

**Total conversation: Tuesday, June 30**  
**Largest segment: #NZPOL Decisions 27.4%**

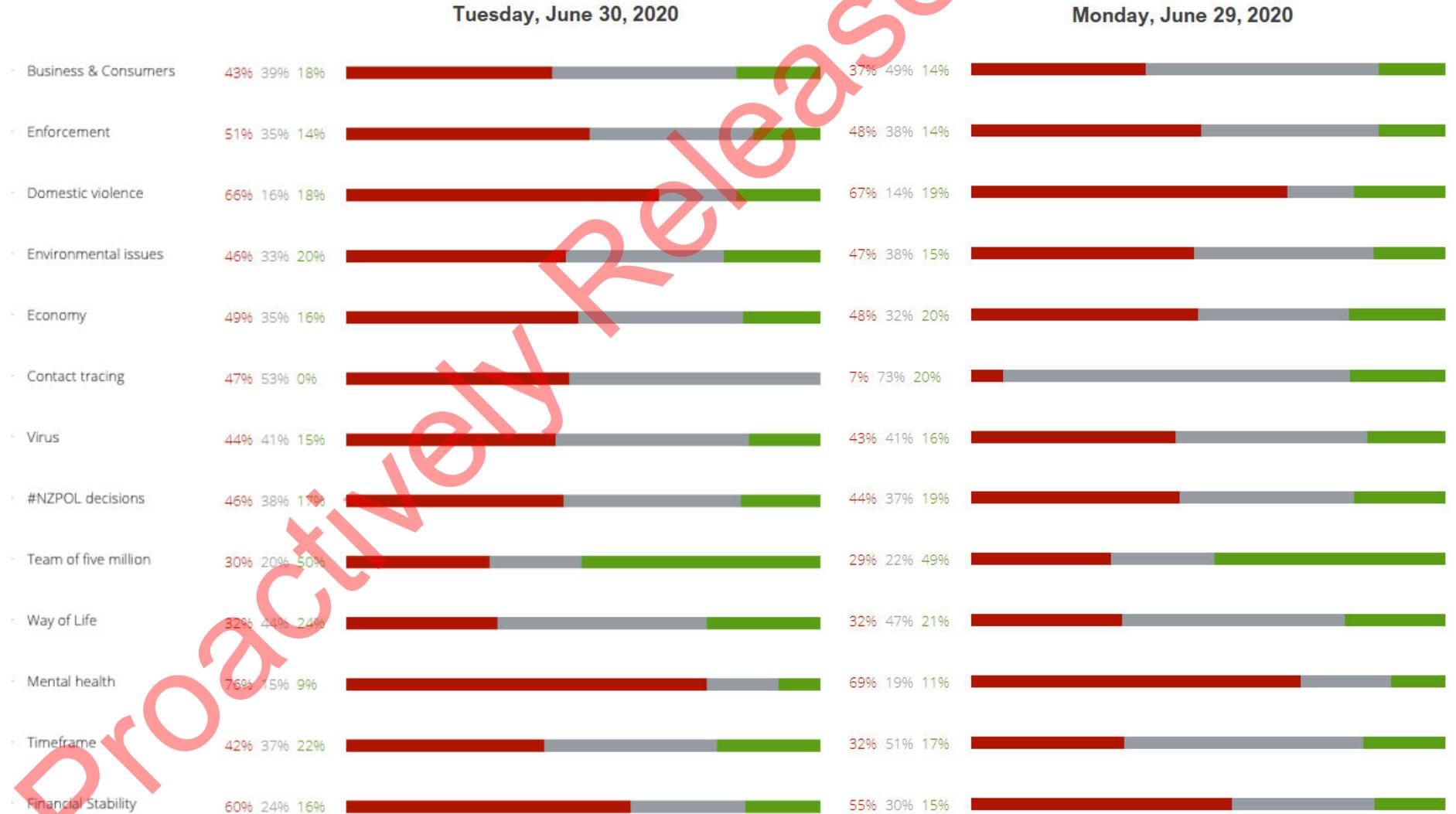


	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jun 30	83	0.3%	2,848	10.6%	528	1.96%	386	1.43%	1,629	6.05%	2,030	7.55%
Jun 29	84	0.29%	2,953	10.5%	442	1.5%	417	1.48%	1,817	6.46%	1,801	6.4%
Jun 28	60	0.3%	2,128	10.6%	314	1.56%	318	1.58%	1,555	7.74%	1,388	6.91%

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.

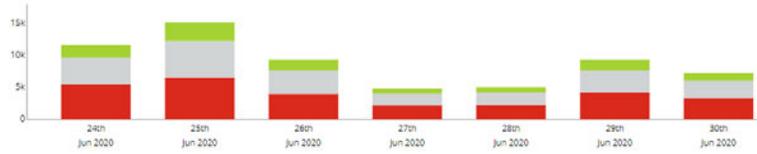
# Net sentiment of each category

Increases in negative sentiment across most conversation categories. 'Domestic violence' and 'Environmental issues' categories became less negative, while 'Way of life' remained stable.

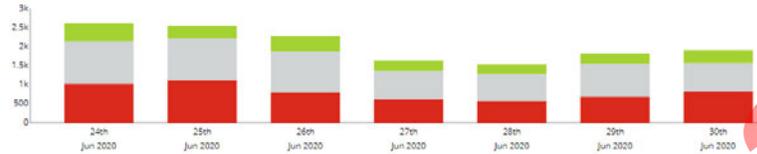


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

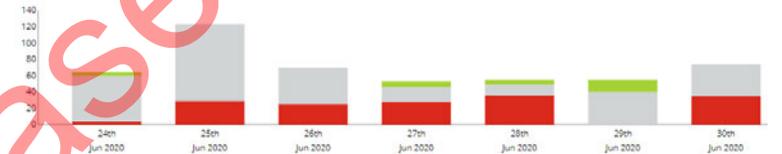
#NZPOL DECISIONS



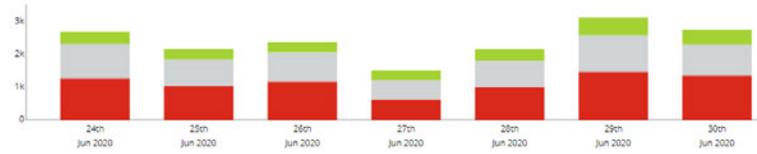
BUSINESS & CONSUMERS



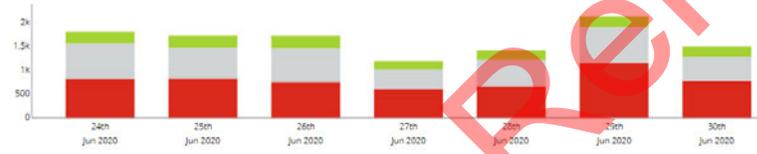
CONTACT TRACING



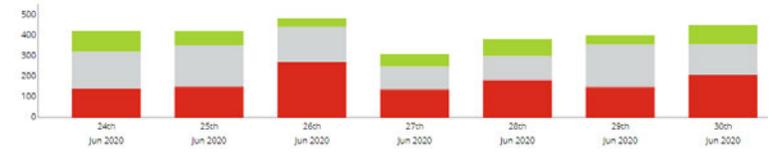
ECONOMY



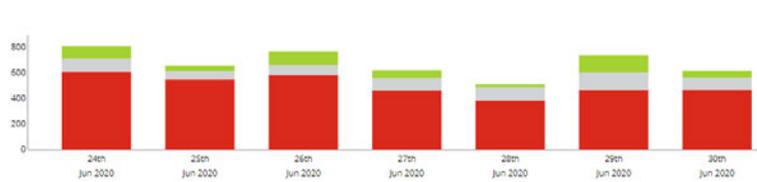
ENFORCEMENT



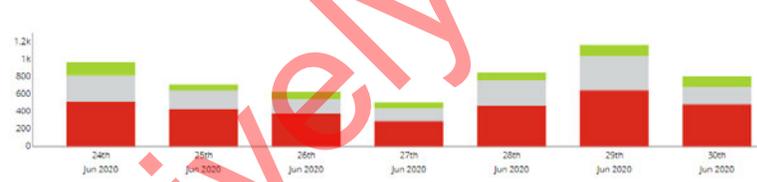
ENVIRONMENTAL ISSUES



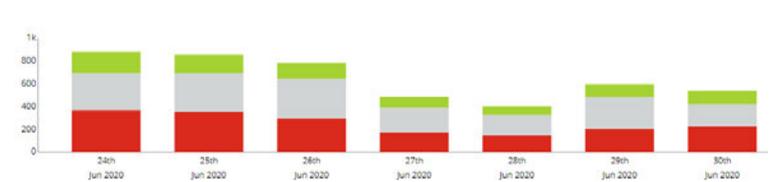
MENTAL HEALTH



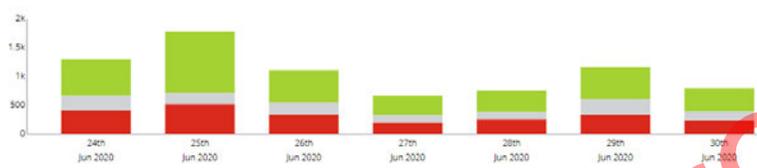
FINANCIAL STABILITY



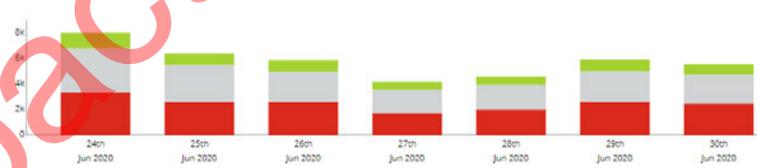
TIMEFRAME



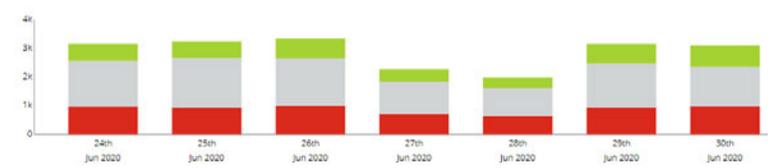
TEAM OF 5 MILLION



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.

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

The #NZPol category captured New Zealanders conversation about the government's decision to maintain closed borders for all non-residents and citizens. Discussion about this topic is political and emotive.

**Sadness 33.1%:** many people are expressing regret about not being able to visit family members in the foreseeable future. There is also concern about the potential impact of closed borders to the economy. People are sad that Paula Bennett is stepping down from politics.

**Anger 29.3%:** some people are reacting with frustration over border restrictions that they view as too weak and therefore dangerous and irresponsible. There is anger in this category towards the Prime Minister and also the Leader of the Opposition for their stances on the border.

**Joy 16.8%:** prominent themes include gratitude towards the Prime Minister. On Tuesday there was also praise for Paula Bennett.

## Closed borders means not seeing loved ones in the near future for many New Zealanders.

what about the people in NZ who have family in other countries. If borders stay closed they cannot see their loved ones and family and friends.

Like · Reply · 1d

I have friends in travel and tourism who face losing their businesses. They have certainly pinned their hopes on the borders opening up but there's no way they would blame the government if they have to stay closed.

5:18 PM · Jun 30, 2020

## Expressions of sadness following Paula Bennett's announcement that she would be stepping down from politics.

Not nice... not a national supporter but all views are needed to try to meet all people of society.

It is sad that she has gone through this and is going through this and I hope she isn't harmed.

Like · Reply · 19h

Very sad. National is losing an asset. But, good luck to her.

Like · Reply · 1d

## Calling for more stringent measures at the borders.

Or make it easy and stop the inevitable loopholes and make them ALL PAY or shut the BLOODY BORDER and stop being so piss weak Jacinderella

Like · Reply · 1d

## The stakes are high, and tempers are running short. Some commenters view more flexible opinions towards travel as selfish and irresponsible.

you could also, book a one way ticket!! I don't need to be put back into lockdown, so some people can travel. Borders need to be completely locked down, if people ain't back by now, stuff them!! Then we can continue to work as a country, without having concerns of selfish people coming and going as they please, putting the rest of us at risk!!

Like · Reply · 1d

## There is anger aimed at both National and Labour in this category.

What an effing idiot Muller is, clearly incapable of reading the mood of New Zealanders. We don't want to open our borders with Australia. What is it about that very clear message that the fool doesn't understand??

Like · Reply · 19h

What's the plan Jacinda? O a working group still being put together

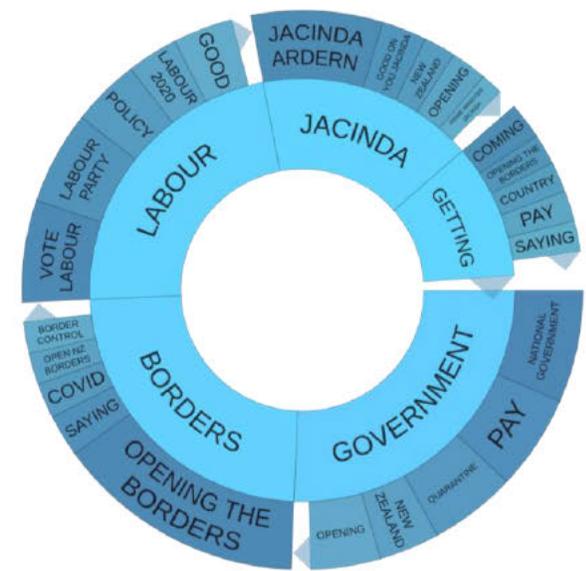
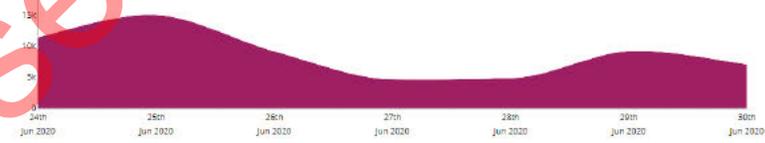
Like · Reply · 21h

## In the category 'Joy' is often expressions of gratitude and support for Jacinda Ardern.

Good idea You go right on underestimating Jacinda even though she is the only leader who has successfully led us through a terror attack, volcanic eruption and a pandemic with decisive and capable leadership and is highly respected worldwide

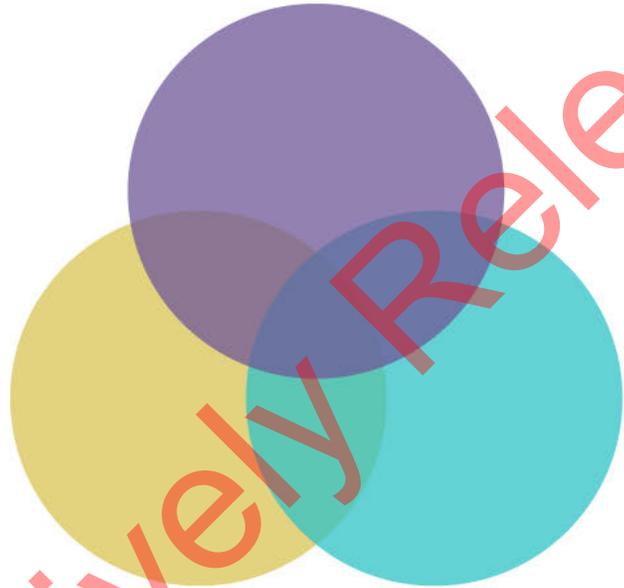
Like · Reply · 18h

#NZPol is the largest category of conversation. Volume is typically driven by news and developments in NZ's COVID response.



# Thank you

Proactively Released



Contact



# Unite for the Recovery: Social Conversation Analysis

June 30 – July 6, 2020  
New Zealand

Proactively Released

# Daily Update Summary: June 30 – July 6, 2020

## FAQs:

There is heightened interest in COVID-19 testing. Questions include how and when people should access tests.

## Engagement with news stories

Press coverage fell by 22% from the previous week. On Tuesday and Wednesday there was heightened focus on decisions/announcements around New Zealand's borders. Stories about Dr Ashley Bloomfield taking time off also drew engagement.

## Conversation analysis

Stories about New Zealanders absconding from their managed quarantine facilities this week has generated interest and conversation about testing. People are concerned that the MOH have scaled back testing and are worried that there could be undetected community transmission.

# What's in this report:

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

# FAQs

## June 30 – July 6, 2020

### TESTING (32%)

- If my partner has a bad cold and they have been given a COVID-19 test, should I stay away from work until they get their result back?
- How accurate are the tests?
- How can we be sure there is no community transmission unless we are testing for it?
- Can you get a test if you have symptoms?

### TRAVEL (25%)

- I have a working holiday visa for New Zealand. Will I be able to enter / how do I extend the visa because of border restrictions?
- Will New Zealanders be allowed to fly to Las Vegas in August?
- What is the definition of 'essential travel'?
- Did the people who are in managed isolation in Wellington or Christchurch arrive on direct international flights or did they catch a domestic flight from Auckland?

### QUARANTINE PROTOCOL (20%)

- Are hotels that are being used for quarantine open to the public?
- Can I see a list of quarantine hotels in Auckland and Christchurch?
- Are workers at these hotels also self isolating?
- I am flying home from x do I need to notify you so my isolation can be arranged?
- Does the government get a discount from the hotels?

### CASES (14%)

- What specifically does active cases refer too?
- Why are our numbers different to what the WHO are showing for NZ?
- Are the new cases in Christchurch?
- Why is the MOH saying that the new cases have arrived from Singapore when they boarded the flight in India?

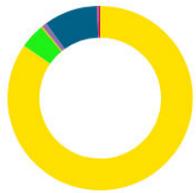
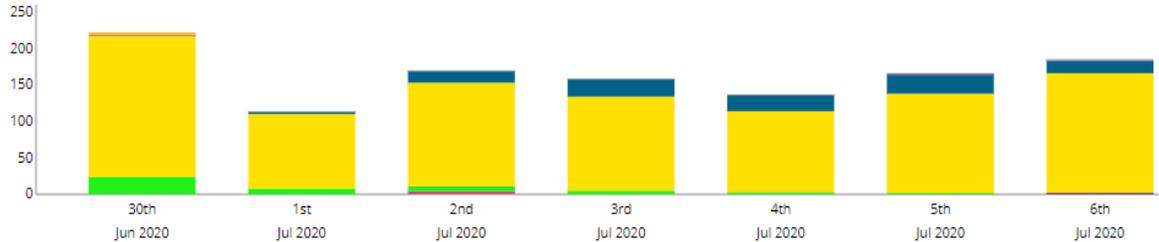
**SUMMARY:** New Zealanders are interested in how we are testing for COVID-19, in particular how and when they should access a test. There are also questions that focus on the accuracy of the tests. Travel questions are often about leaving New Zealand for trips to other countries. Some members of the public are anxious about the possibility of staying in a hotel that is being used as a quarantine facility.

# Conversation

## June 30 – July 6, 2020

NOTE: as time has progressed people have been using the Unite for the Recovery pages to voice opinions and concerns more frequently than ask for information. Measuring this conversation is a way to understand what stresses New Zealanders are finding most pressing. **Analysts will align categories with the wider report.**

CHART: CONVERSATION ON UNITE FOR THE RECOVERY FACEBOOK PAGE



Medical / testing	84.6%	Business support	9.4%
Safety	4.3%	Autonomy	0.3%
Health	0.3%	Personal finance	0.0%
Households	0.9%	Leisure	0.3%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range June 30 – July 6	1,173	167	Jun 30th

Average vol. on page	Total vol. on page	Average posts on page per day	Highest vol. on page
L4 (March 25 – April 28)	31,658	904	March 25
L3 (April 29 – May 14)	11,162	697	May 11
L2 (May 15 – June 10)	9,427	349	Jun 8

### Safety

This conversation indicates a call for safety for the nation, and a need to maintain vigilance. Dobbieing, complying, concern, #stayhomeNZ, asking for guidelines on social distancing and operating safely.

### Health

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

### Households

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

### Medical / testing (overlap with Safety)

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

### Leisure (overlap with Autonomy)

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

### Personal finance

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

### Business support

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

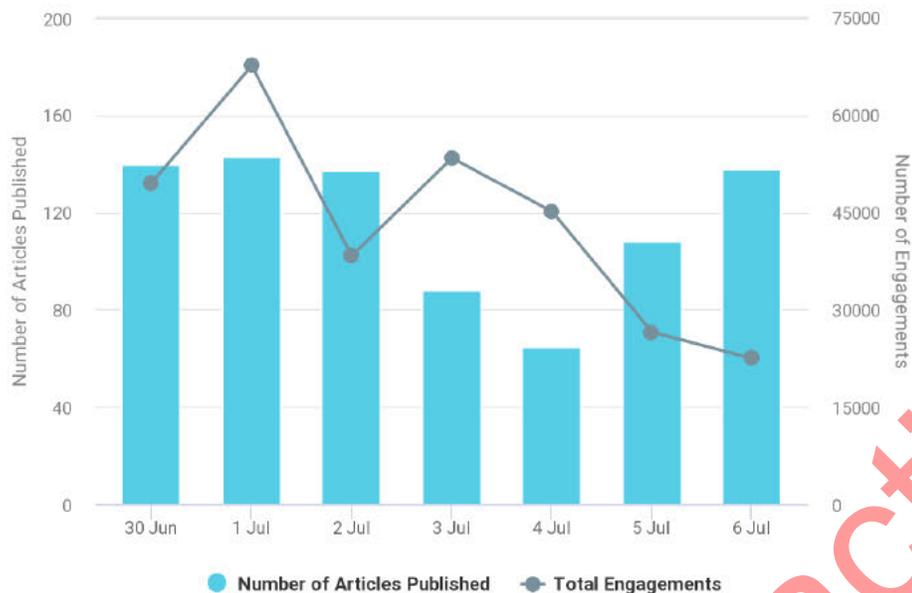
### Autonomy

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

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

Analysis is based on the top 100 stories that received highest engagement (likes, 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.

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)  
JUNE 30 – JULY 6 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
June 30 – July 6	869	338,596	389
June 23 – 29	1,112	433,343	409

## TOP CATEGORIES OF INTEREST

### #NZPOL

**Coronavirus:** Doctors thank Dr Ashley Bloomfield for his **Covid-19** pandemic work

By Brittney Deguara - Jul 1, 2020  
stuff.co.nz

f 22.4K t 71 p 0 r 0

### CASES

**Coronavirus:** NZ's border to stay shut, no new **Covid-19** cases on Tuesday

Jun 30, 2020  
stuff.co.nz

f 13.4K t 14 p 0 r 0

### QUARANTINE PROTOCOL

**Covid 19 coronavirus:** Woman in managed isolation escapes from Auckland hotel

By : Anna Leask - Jul 5, 2020  
nzherald.co.nz

f 13.6K t 51 p 0 r 0

## SUMMARY:

Press coverage fell by 22% from the previous week and average engagements dropped by 20 engagements.

Earlier in the week there was heightened focus on decisions/announcements around New Zealand's borders. Stories about Dr Ashley Bloomfield taking time off also drew engagement.

Case number stories continue to generate interest. The woman who escaped her managed quarantine hotel in Auckland generated a lot of engagement.

## TOTAL ENGAGEMENT PER CATEGORY

#NZPOL: 63,981

Cases: 43,953

Quarantine protocol: 39,842

Virus: 27,112

International: 19,661

Economy: 12,942

Travel: 10,984

Way of Life: 9,250

Conspiracy/misinformation: 1,877

Financial stability: 1,068

Enforcement: 978

# 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.

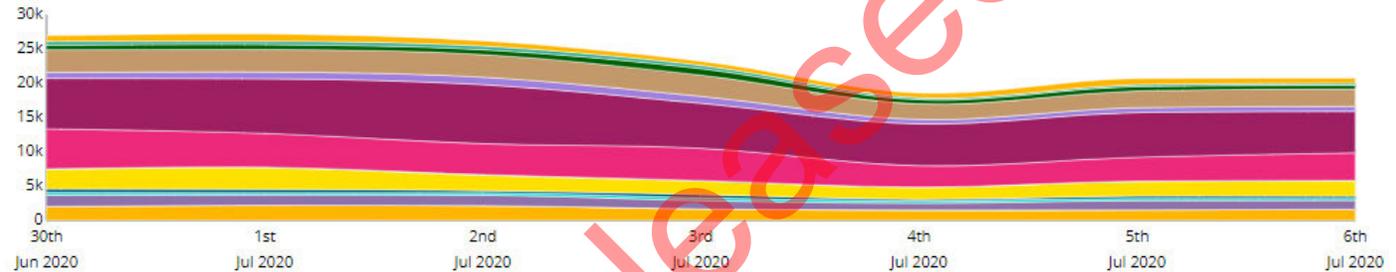
## Way of life

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 weekly volume & percentage change in public, social conversation

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

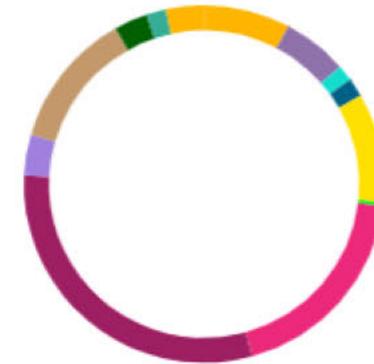
**Total volume of conversation:**

Jun 30 – Jul 6: 543,750

Jun 23 – 29: 604, 277

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Jul 6	5,184	3.43 %	2,697	1.76%	4,486	2.99%	18,501	12.4%	5,802	3.69 %	48,234	30.1%	28,892	18.7%
Jun 29	5,838	3.03%	4,816	2.41%	5,055	2.6%	20,561	10.7%	7,788	3.89%	63,571	30.7%	42,786	21.5%

**Total conversation: Week ending Tuesday, July 6.**  
**Largest segment: #NZPOL Decisions 30%**

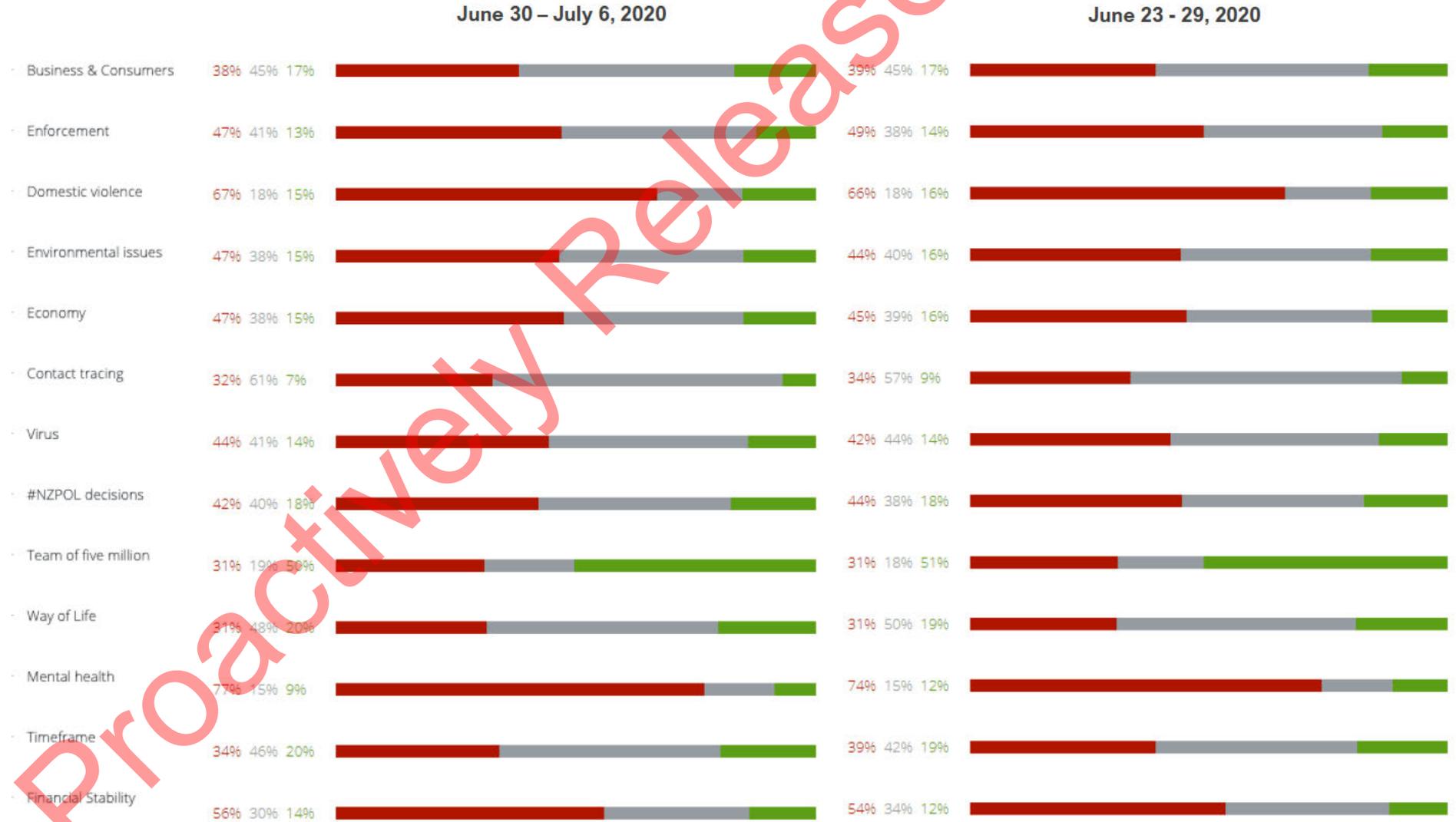


Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Jul 6	550	0.35%	15,226	9.88 %	2,525	1.7%	2,230	1.46%	8,764	5.85 %	11,702	7.73%
Jun 29	550	0.3%	16,450	8.43 %	3,031	1.5%	2,432	1.27%	12,581	6.42 %	14,292	7.27%

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.

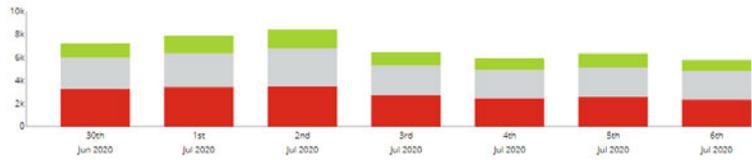
# Net sentiment of each category per week.

Negative sentiment increased slightly in the Domestic violence, Environmental Impact, Economy, Virus, Mental Health and Financial Stability categories. Business and Consumers, Enforcement, Contact tracing and Timeframe became slightly less negative. To5M and Way of Life remained stable.

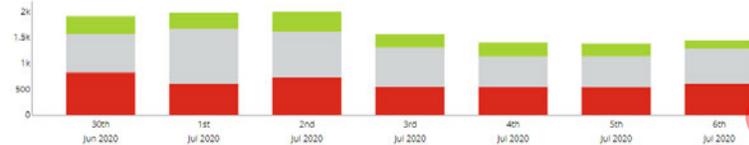


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

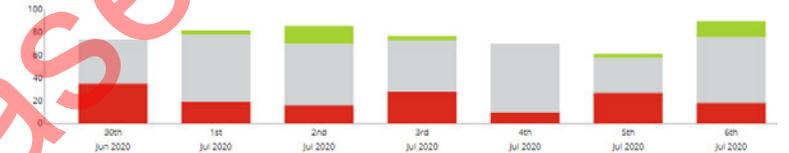
#NZPOL DECISIONS



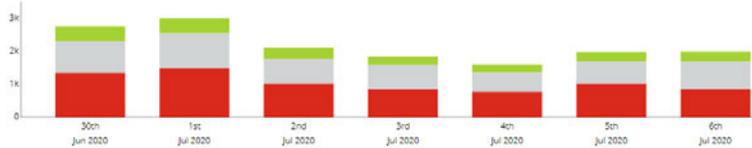
BUSINESS & CONSUMERS



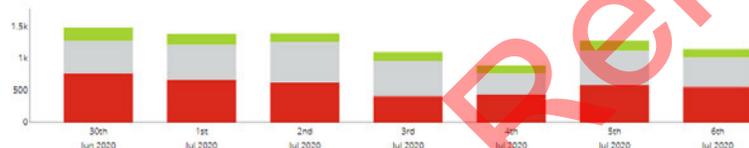
CONTACT TRACING



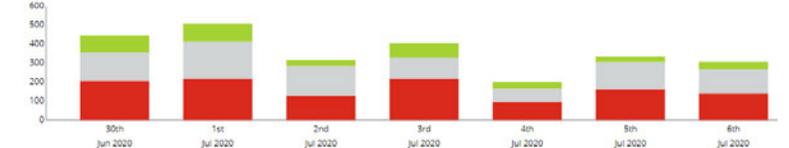
ECONOMY



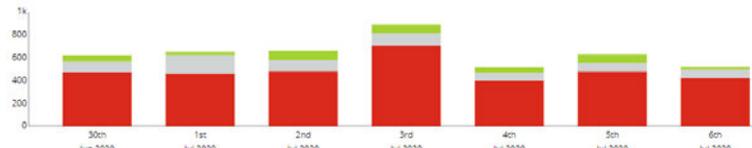
ENFORCEMENT



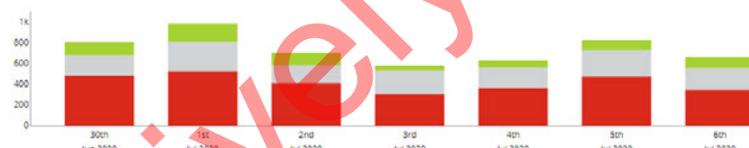
ENVIRONMENTAL ISSUES



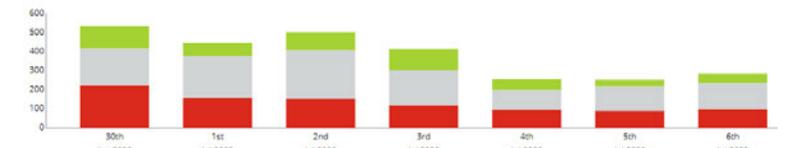
MENTAL HEALTH



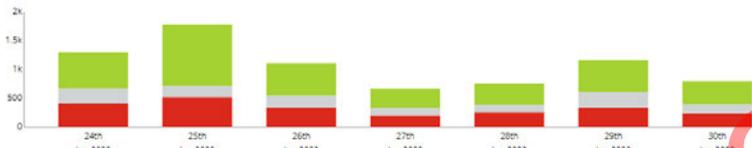
FINANCIAL STABILITY



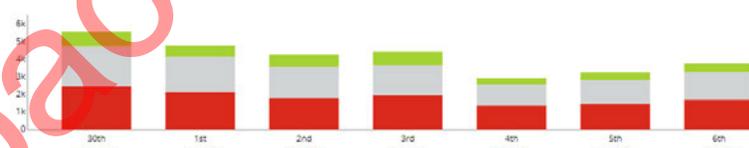
TIMEFRAME



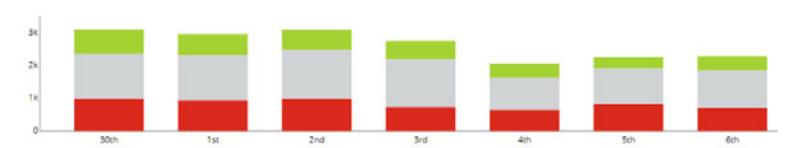
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 7 & 8 for category volumes.

# There is heightened anxiety around access to, and the frequency of, tests for COVID-19

Stories about New Zealanders absconding from their managed quarantine facilities this week has generated interest and conversation about testing.

The potential for an infected person to have come in contact with an unwitting member of public has led to concerns that we aren't continuing to carry out community screening for asymptomatic cases.

Conversation about testing protocol for returned New Zealanders is becoming more informed and measured.

Changes to testing protocol has resulted in a discussion about 'access' including if you need to be symptomatic, and cost.

Some New Zealanders are questioning the accuracy of tests and are worried about the prevalence of false negative tests.

## Many New Zealanders are keeping a keen eye on the testing numbers and are urging the government to remain vigilant.

Is it possible to have a breakdown of number of tests in Isolation/ quarantine versus community??  
Unite for the Recovery...do you have figures available for testing/sentinel or other across the country in the daily testing tally?  
Like · Reply · 2d · Edited

## Testing protocol for New Zealanders returning from overseas.

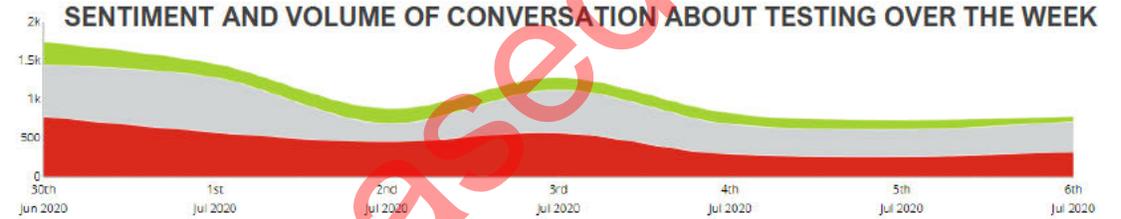
k even if they tested negative in another country doesn't mean that the test would still be negative if they arrive.  
Like · Reply · 1d

statistically for every 100 virus infected people entering the country 40% will be asymptomatic ie 40, of those (because the tests are only 70% effective) 30% will give a negative test result on the first test ie 12, of those 12 30% will give a negative test on the second test meaning 3 virus positive people will make it through quarantine for every 100 infected people that enter. That's the hard reality of our quarantine procedure. It is inevitable as Ardem herself has said that we will again get cases in the community.  
Like · Reply · 2d · Edited

## Anger towards those who have not accepted a test.

I really dont care as long as they actually go in to quarantine and TAKE THE DAMNED TEST!! Refusing to be tested is absolutely ignorant and selfish on every level.  
Like · Reply · 1w

Why are people making it so difficult? Surely its a no brainer? Just get tested!  
Like · Reply · 1w



## We can't be sure there is no community transmission unless we do wide-scale testing in the community.

Exactly "As far as we know... there are no cases of community transmission." Unless you test Everyone and regularly you don't really know.  
Like · Reply · 1w

don't be so sure there is no community transmission. People aren't getting tested so they can continue to work as most only get 5 sick days a year and couldn't survive for 14 days off work. Others are to scared to be tested so they are not attacked for having it if they are positive. Just something to think about.  
Like · Reply · 6d

Did you know you can't even get a covid19 test if you wanted one. So if you can't get tested we can't report the true number of cases.  
Like · Reply · 4d

I heard they were talking about reducing the numbers of tests done now though!  
Like · Reply · 1w

He? What about asymptomatic? You do not show any symptoms and yet, you can be a spreader and have virus. The biggest spreader were asymptomatic. Nothing to do with fears. What about testing all NZ. then we will know the TRUE numbers. provided. that test are accurate. Stay safe.  
Like · Reply · 3d

## Are tests free? When do we need to pay for them?

Plenty of clarity in that article. Test is free and so is the consultation to get it. Anyone can get one free unless it is required for travel overseas.  
Like · Reply · 1w · Edited

Cost me a fortune to go to Uni, doc gave me a covid test and charged me \$65.  
4:51 PM · Jul 4, 2020

## Some people are questioning the accuracy of the tests.

What kind of test do you use? And what is the accuracy rate? Do you know the false positive rate of this test?  
Like · Reply · 5d · Edited

yes, however was more interested in how many false positives were provided within results... as, from the way I understand the test to work, it cannot differentiate between disease caused from other, similar, sources.  
Even Ebola (f/s!) may give positive "Covid" test result  
Like · Reply · 1w

## Conspiracy theories.

100% Covid the greatest hoax the world has ever seen . I suspect they're one and the same ! The testing is a joke !  
8:49 PM · Jul 6, 2020

# Thank you

Proactively Released

Contact



# Unite Against COVID-19: Social Conversation Analysis

July 7 – July 13, 2020  
New Zealand

Proactively Released

# Weekly Update Summary: July 7 – July 13, 2020

## FAQs:

There is continued interest in COVID-19 testing. New Zealanders have questions about the contact tracing app and its functionality. Conversation on the 'Unite Against Covid-19' owned page showed a spike in the 'safety' category with New Zealanders wanting essential workers in quarantine facilities to stay safe.

## Engagement with news stories

Press coverage rose by 13% from the previous week. However, engagement only increased by one engagement. Articles about National MP Hamish Walker admitting he leaked COVID-19 patients' details to media drew high engagement. People escaping from managed isolation was also of interest to New Zealanders.

## Conversation analysis:

In light of quarantine absconders, this has driven conversation around New Zealanders seeing the breaches as selfishness and individuals demonstrating a lack of personal responsibility, while others see it as government incompetence. The patient data privacy breach has driven conversation around the breaking of trust and wanting those involved to take responsibility for their actions.

# What's in this report:

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

# FAQs

## July 7 – July 13, 2020

### TESTING (21%)

- How much does it cost the NZ government for a test to see if you have COVID-19?
- Of the 1824 people that were tested, how many of those are recently arrived into New Zealand and how many are people from the community?
- I was in that Countdown and have been feeling lousy all day. Does that mean I now have to go get tested?

### CONTACT TRACING (18%)

- Are there updates for the app? I downloaded a month or so ago and it keeps jamming when using it.
- Does scanning a QR code require internet access?
- When is the app going to be updated to include the Apple/Google privacy focused contact tracing API?

### BREACHES / ENFORCEMENT (16%)

- Will there be disciplinary action taken against the man who endangered others?
- Is there a reason people are leaving the facility – are they receiving everything they need?
- Will this man be charged? What about the costs involved in trying to trace his movements?

### CASES (12%)

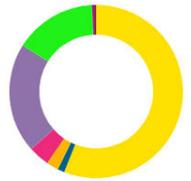
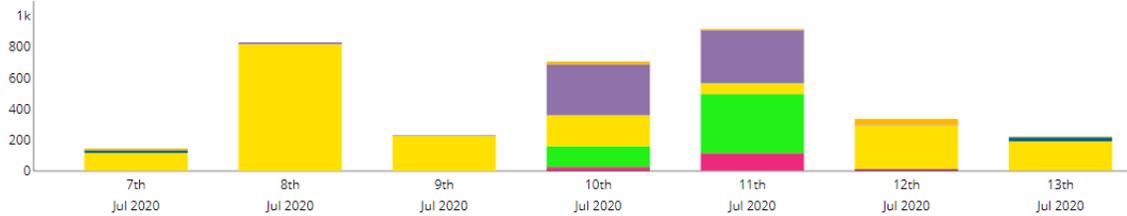
- Where are the cases at the moment?
- How many cases did we have here in NZ when we went into Level 4?
- I thought positive COVID people went to Jet Park Quarantine, not managed isolation or was this before we knew he was positive?

Date range	Total number of questions
July 7 – July 13	80
June 30 – July 6	95

**SUMMARY:** New Zealanders continue to be interested in how we are testing for COVID-19, in particular the cost and who is being tested. People are asking about the contact tracing app and its functionality. Following breaches of quarantine, there is a growing interest in how those who have absconded will be punished.

# Conversation July 7 – July 13, 2020

CHART: CONVERSATION ON 'UNITE AGAINST COVID-19' FACEBOOK PAGE



Medical / testing	56.0%	Households	20.5%
Business support	1.3%	Safety	15.2%
Health	2.2%	Personal finance	0.1%
Autonomy	3.9%	Leisure	0.8%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range July 7 – July 13	3,454	493	July 11

Average vol. on page	Total vol. on page	Average posts on page per day	Highest vol. on page
L4 (March 25 – April 28)	31,658	904	March 25
L3 (April 29 – May 14)	11,162	697	May 11
L2 (May 15 – June 10)	9,427	349	Jun 8

NOTE: Data reading as 'household' category on the 10<sup>th</sup> and 11<sup>th</sup> of July, has been miscategorized due to the changing language in the discussion. Analysts will address this moving forward.



### Safety

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

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

### Health

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

### Households

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

### Medical / testing (overlap with Safety)

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

### Leisure (overlap with Autonomy)

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

### Personal finance

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

### Business support

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

### Autonomy

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

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Date range	Articles analysed	Total engagement	Average engagements
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## TOP CATEGORIES OF INTEREST

### #NZPOL

National MP Hamish Walker admits leaking Covid-19 patient details

Jul 7, 2020  
rnz.co.nz

Facebook 12.6K Twitter 211 Pinterest 0 Reddit 0

### QUARANTINE PROTOCOL

Covid 19 coronavirus: Quarantine escapee breaks out of Auckland isolation hotel, knocks on locals' doors at midnight

By Nzherald - Jul 11, 2020  
nzherald.co.nz

Facebook 7.1K Twitter 46 Pinterest 0 Reddit 0

### INTERNATIONAL

Coronavirus: US pathologist credits NZ leadership for 'gold standard' response

By Jackson Thomas - Jul 9, 2020  
stuff.co.nz

Facebook 3.1K Twitter 121 Pinterest 0 Reddit 104

## SUMMARY:

Press coverage rose by 13% from the previous week and average engagements rose by one engagement.

This reflects a busy week for COVID-19 related stories in New Zealand along with a general willingness from publishers to push COVID-19 related content, however also indicates that perhaps the public are looking for other stories in their lives.

## TOTAL ENGAGEMENT PER CATEGORY

#NZPOL: 66,550

Quarantine protocol: 50,332

International: 47,715

Cases: 34,285

Enforcement: 31,422

Economy: 16,995

Virus: 12,290

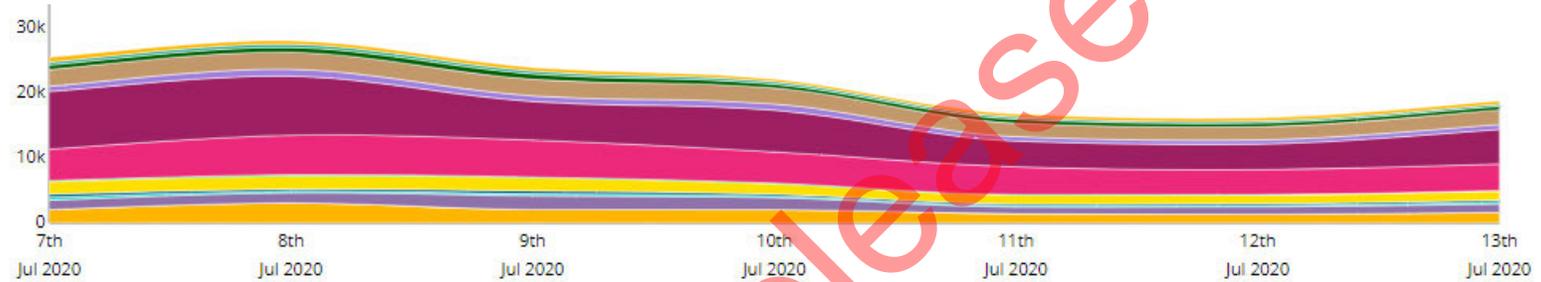
Way of life: 2,980

Travel: 2,457

# Category Definitions

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SOCIAL CONVERSATION CATEGORIES OVER A WEEK



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

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

## 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.

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

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

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

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

## #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.

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

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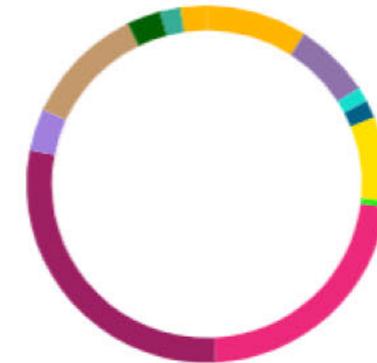
Total volume of conversation:

Jul 7 – 13: 435,088  
 Jun 30 – Jul 6: 543,750  
 Jun 23 – 29: 604, 277

Total conversation: Week ending Tuesday, July 13.  
 Largest segment: #NZPOL Decisions 28.8%

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Jul 13	3,299	2.35%	2,576	1.83%	4,256	3%	15,132	10.9%	5,440	3.8%	42,008	28.8%	31,365	22.2%
Jul 6	5,184	3.43%	2,697	1.76%	4,486	2.99%	18,501	12.4%	5,802	3.69%	48,234	30.1%	28,892	18.7%
Jun 29	5,838	3.03%	4,816	2.41%	5,055	2.6%	20,561	10.7%	7,788	3.89%	63,571	30.7%	42,786	21.5%

Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Jul 13	786	0.5%	10,740	7.58%	2,275	1.61%	1,879	1.33%	9,791	6.9%	12,805	9.09%
Jul 6	550	0.35%	15,226	9.88%	2,525	1.7%	2,230	1.46%	8,764	5.85%	11,702	7.73%
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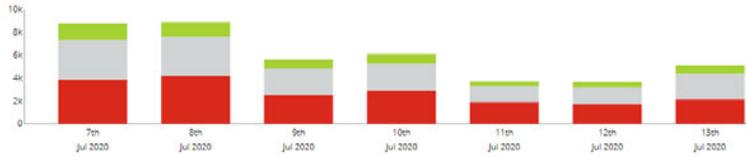
# Net sentiment of each category per week.

There were increases in negativity in the Enforcing, Virus, #NZPol and To5M categories, while all other categories became less negative or remained stable from the previous week.

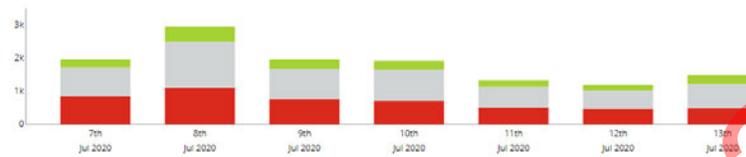


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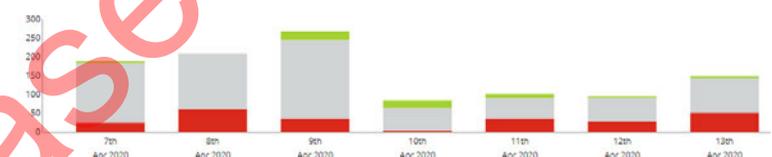
#NZPOL DECISIONS



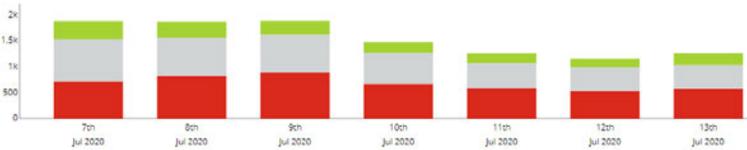
BUSINESS & CONSUMERS



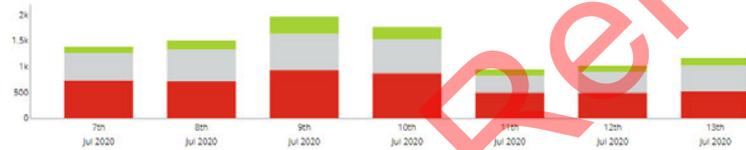
CONTACT TRACING



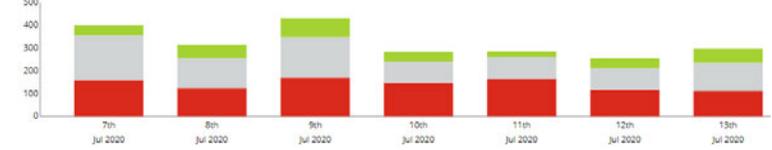
ECONOMY



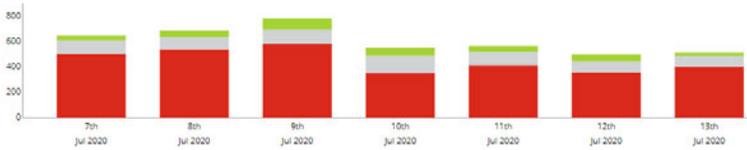
ENFORCEMENT



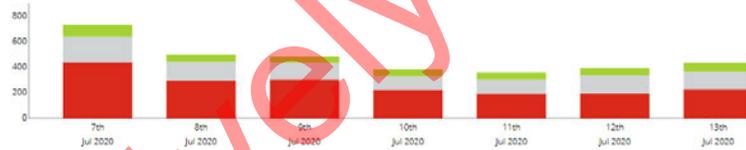
ENVIRONMENTAL ISSUES



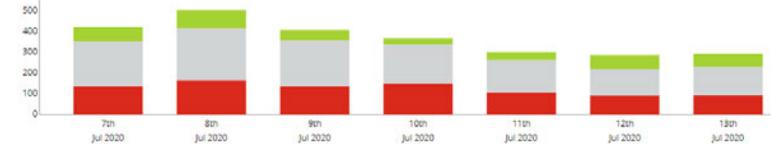
MENTAL HEALTH



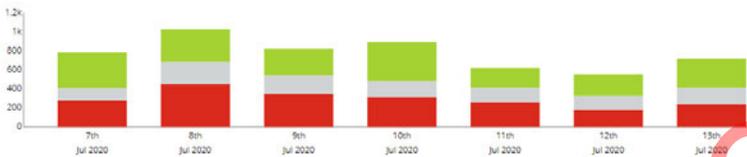
FINANCIAL STABILITY



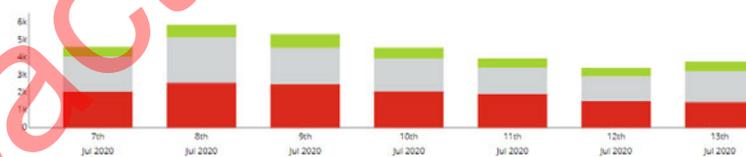
TIMEFRAME



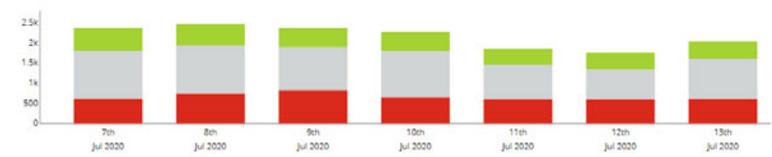
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 7 & 8 for category volumes.

# Conversation analysis: July 7 – July 13

Analysts examined how conversation in response to quarantine absconders, the COVID-19 patient data leak, and discussion about contact tracing and testing, reflect New Zealanders' trust in our current response to COVID-19.

In light of the recent news about quarantine absconders and the COVID-19 patient data leak, New Zealanders consider the incidents as a lack of individual responsibility and selfishness. Instead of undermining the trust that the public have in the system, the discussion focuses on the responsibility of the individual to act responsibly, and extended to Hamish Walker and Michelle Boag's actions around the patient data leak.

New Zealanders understand the importance of contact tracing to help the country beat COVID-19, however lower uptake by businesses and some functionality issues are causing barriers for many.

Conversation about testing last week reflected concern that without frequent testing it would be possible for COVID-19 to spread in the community without being detected.

# How are New Zealanders talking about responsibility and trust in light of recent absconders and the COVID-19 patient details privacy breach?

Following a fourth person to allegedly abscond from managed isolation, some New Zealanders see this behavior as frustrating and a reflection of an individual's selfishness and lack of personal responsibility.

People are saying returnees need to follow the rules to ensure New Zealanders' safety, and the hard work undertaken in lockdown, isn't in vain.

Others see these breaches of quarantine as a reflection of a lack of government competence.

National MP Hamish Walker leaking details of COVID-19 patients to media has angered New Zealanders, with many expressing the belief that Walker and Boag's actions have broken people's trust in official processes and the political system.

There is a call for Walker and Boag as individuals, and the National party as a whole, to take responsibility for their actions.

## Responsibility for escapees rests on the government's shoulders.

Managed isolation ?? What a bloody joke. Couldn't be more unmanaged if they tried. What an absolute shambles. How hard is it to make sure people don't escape. Bring in the army for god sakes. We worked too hard in 'lockdown' for this to happen and perhaps jeopardise all the good work we have done. How hard can it be to sit in a hotel for 2 weeks with all meals provided and all for free. Our lockdown cost us all... no freebies for us 😞

This Government is totally incompetent. I can't remember any task they've undertaken being a success. More of the border fiasco 🙄

## The COVID-19 privacy breach breaks the trust and integrity expected from officials.

So, @HamishWalkerMP, you \_REALLY\_ think compromising the trust people have in the confidentiality of our medical system, risking people no longer being willing to be honest with health officials, is acceptable to score political points!?

Michelle Boag and Hamish Walker must be charged with criminal offences!  
Both must be sacked from their jobs!  
These people breached the trust, integrity and public service of their positions!  
Goodbye and good riddance!

A vote of NO CONFIDENCE here, I can't imagine how anyone could trust their motives on any issue.

## Some believe the consequences on those who abscond need to be tougher.

Obviously consequences are not tough enough! Make examples of them, fine plus jail time plus quarantine costs and if only a resident visa holder strip them of that.

## Kiwis took responsibility during lockdown to keep others safe, why can't the returnees?

Annoyed at returnees & NZ Courts not understanding safety of those already living in Aotearoa. There are many from NZ who could not be with their loved ones during births or deaths because of Covid, even a friend of ours. While I feel for them, they knew that it kept us ALL safe.

## The amount of outrage at the government is not warranted due to small number of absconders.

Assuming the current managed isolation population is approximately 6,500, & 4 people confirmed to have absconded, that means 0.06153846% of the managed isolation population has done a runner.  
About 28,000 have been through managed isolation so that's 0.01428571% doing a runner.

## Those breaking out of managed isolation are "selfish" and endangering others.

Boo Hoo!!! He knew the rules & he made his choice!! Two messily weeks that's all that's required at NO cost!! Completely selfish 🙄

Can people in managed isolation please try to avoid fucking everything up for the rest of us?

## People should take personal responsibility and follow the rules.

Especially those escaping managed isolation! If you can't play by the rules, don't come home! 🙄

Though national will...you can't blame the government for an individual's Fuckwittery...



\* Excludes the 34% of posts that do not contain emotion

# Conversation about contact tracing highlights its importance, some have concerns about app and processes.

New Zealanders are aware that contact tracing is an extremely significant part in the battle against COVID-19.

Despite this, there continues to be frustration about the functionality of the government's app with some people talking about how it has failed to work for them and thus they are no longer using it.

There is also conversation about the lack of trust in the contact tracing process with confusion about how it works and why it hasn't been enforced in New Zealand.

## Lack of trust in the contact tracing process

But they don't quarantine flight attendants. Would that be considered close contact? The customs people who engage with every person coming off a plane. Is that close contact? The bus driver who drives from the airport to the hotel. Is that close contact?

4:00 PM · Jul 9, 2020

Simply dont understand why we are so 3rd world in terms of dealing with quarantine procedure and contact tracing.

Very difficult to effectively contact trace in practice, the higher the number of cases, the more difficult.

8:26 PM · Jul 11, 2020

## People are giving up on using the government's app due to its lack of functionality

When did you last use the contact tracing app? Usage falls off a cliff as experts warn the system isn't working

[nzherald.co.nz/nz/news/articl...](https://www.nzherald.co.nz/nz/news/article.cfm?id=481111) I stopped using the app because whenever I tried it returned an error. Think it only worked at one cafe from memory. Nowhere else #whybother

It does not work more than 90% of the time its cannot scan the QR codes on display so Uninstalled make space for a useful app

Like · Reply · 1w

Went to use it at Kmart 2 weeks ago and was told by the security there that I didn't have to. Most places don't have QR codes on display

Like · Reply · 1w

## Importance of contact tracing in the fight against COVID-19

the issue is community transmission, not one person. We got rid of it with huge sacrifices. One person, with violent or vindictive tendencies, could get out into the community intent on spreading it. With virtually no tracing, it could easily spread. Take the Countdown escaper an example. A number of shoppers and staff could have caught it, gone out into the community, to work, the gym, home. Then people they have contacted spread it to others...and so it goes on. With no accurate tracing, you have a problem.

Like · Reply · 2d

And this was someone who followed the rules with isolation... Let it be a lesson to all quarantine breakers & the rest of us... It only takes 1 person to start a new round of infections & if you are no longer contact tracing, we are pretty much all screwed. #TakeCovidPrecautions

Actually extremely well reported. Testing finds cases. Contact tracing further testing and isolation reduces cases. Contact tracing and isolation have been missing. That is why there are so many cases in America.

7:41 PM · Jul 10, 2020

## Conversation about testing tends to be measured and (seemingly) well informed. Volume and sentiment is steady.

Conversation about testing has slightly increased in volume (3%) from the previous week, while sentiment remains predominantly negative and neutral.

High neutral sentiment is consistent with conversation that is more measured and informed, e.g. not driven by emotive responses.

Stories about radio host Patrick Gower happening to be at the supermarket at the same time as the man with COVID-19 who absconded from his managed isolation facility on Wednesday generated discussion around COVID-19's incubation period and the necessity for more than one test.

### Concerns about the incubation period.

I thought it could take 5 to 7 days to incubate. Great result but let's hope the testing isn't too early.

Like · Reply · 6d



Crazy to do it so quickly. Would not show a positive yet, anyway. Hope he is still isolating, if Covid is real...or else it is questionable. methinks.

Like · Reply · 5d



He won't show positive yet!!! It's only been 24hours

Like · Reply · 6d



This is bizarre surely. Quick test- negative result - so off home. Why do people self isolate for 14 days then? It's a circus

Like · Reply · 5d



Paddy loving the drama. Testing negative means nothing however. He needs to stay in isolation for two weeks. Will be interesting to see whether he does.

Like · Reply · 4d

### New Zealanders are offering their thoughts on how to optimize the quarantine protocol.

Michael Baker: "Keep people under isolation in their rooms until they come back negative from their first test"

I'm totally on board for that idea.

8:15 AM · Jul 9, 2020



I agree they need a closer more stringent quarantine and no further opportunity to put people at risk. And I'm all for charging them under the law. And I'm also all for making new returnees stay in their rooms until they return a negative test. It was a close call, very worrying, and with numbers of returnees rising it becomes more likely that someone else could leave managed isolation and actually cause community transmission. But I don't think everyone should be put in jail. So many are following the rules, knowing firsthand what it is like to live where Covid is everywhere.

Like · Reply · 6d



Test test test... robust systems, tighter restrictions monitored, support and counseling offered, 65,000 returnees and MICROMANAGED processes, Megan Woods a Gun at her job ensuring all operations are set for purpose, if we need to step up our security measures I'm thankful for 5g and how it will be used to track and trace, those infected we hope for speedy recovery, don't forget to REGISTER to VOTE in September 2020, so Nau mai, haere mai, Welcome back. NZ leading the way forward with TECHNOLOGY

Like · Reply · 2d · Edited

### Calls for testing to be undertaken before boarding a flight to New Zealand are persistent.

Why are they letting all these people in without them being tested before they depart the country they have been living in. Wouldn't that make more sense !?!?!?

Like · Reply · 5d



So why do people need to covid tests to travel? Why doesn't New Zealand have the same expectation for travellers to be tested before they enter our country? Very slack on our governments behalf.

Like · Reply · 5d



# Thank you

Proactively Released

Contact



# Unite Against COVID-19: Social Conversation Analysis

July 14 – July 20, 2020  
New Zealand

Proactively Released

# Weekly Update Summary: July 14 – July 20, 2020

## FAQs:

The volume of questions fell by 12.5% from last week. New Zealanders have questions about the contact tracing app and have suggestions for improvement. There is continued interest in COVID-19 testing, in particular regarding those who are in, or going into, quarantine.

## Engagement with news stories

Press coverage dropped by 24% from the previous week and the average engagement decreased by 151 engagements. Articles about Labour and National wanting to potentially charge returning New Zealanders \$3000 for quarantine drew high engagement. International news about COVID-19 was also of interest to New Zealanders.

## Conversation analysis:

Following recent political discussion of potentially charging for managed isolation, New Zealanders have fallen into two camps regarding who should bare the responsibility of paying – the government or the returnees themselves. There is concern about the high cost, the legalities of the fee and how being charged may impede people's ability to return home.

# What's in this report:

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

# FAQs

## July 14 – July 20, 2020

### CONTACT TRACING (31%)

- I'm happy to have a tracking app option that automatically records my movements – can that be offered?
- Why are there no QR codes in high use public places like council libraries and skating rinks?
- It would be really helpful if the app allowed for typing in manually. Would this sort of update to the app be a possibility?

### TESTING (20%)

- Just wanting to find out for a family member who will be coming through quarantine in September – what is the testing process for a 2.5 year old, are they tested and if so, which test is done?
- Is there a reason why people can't be tested prior to coming to New Zealand?

### TRAVEL (14%)

- My parents want to come visit me from the USA in November. Can they still come to NZ if they do a 2 week managed quarantine in a hotel at their expense?
- Do the people who arrive in Auckland and get sent to a hotel, say in Christchurch, do they all get put on a separate flight by themselves or are they put on seats available on normal domestic flights?

### QUARANTINE (10%)

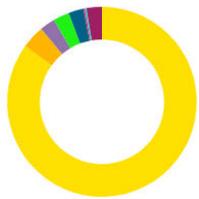
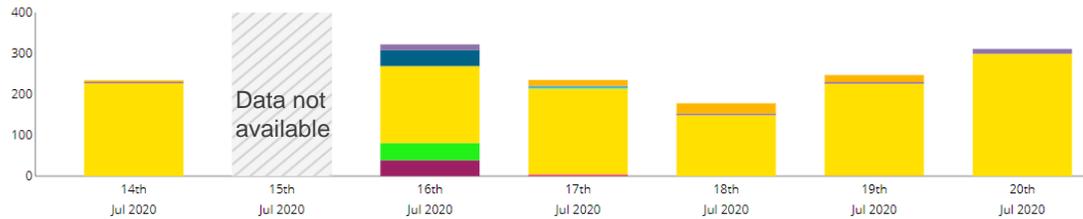
- Is there a minimum age that travelers have to be to quarantine alone, for example a 16 year old can travel alone but can they quarantine alone or is parent/caregiver supervision required?
- Do flight crew do quarantine?

Date range	Total number of questions
July 14 – July 20	70
July 7 – July 13	80

**SUMMARY:** People are asking about the contact tracing app, its functionality and giving suggestions for how it may be improved. New Zealanders continue to be interested in how we are testing for COVID-19, in particular testing for those who are going to go through the managed isolation facilities.

# Conversation July 14 – July 20, 2020

CHART: CONVERSATION ON 'UNITE AGAINST COVID-19' FACEBOOK PAGE



Medical / testing	85.0%	Business support	2.6%
Health	3.9%	Autonomy	0.3%
Households	2.6%	Personal finance	0.3%
Safety	2.8%	Leisure	2.6%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range July 14 – July 20	1,548	221	July 16

Average vol. on page	Total vol. on page	Average posts on page per day	Highest vol. on page
L4 (March 25 – April 28)	31,658	904	March 25
L3 (April 29 – May 14)	11,162	697	May 11
L2 (May 15 – June 10)	9,427	349	Jun 8

NOTE: Data is unavailable for July 15.

### Safety

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

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

### Health

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

### Households

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

### Medical / testing (overlap with Safety)

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

### Leisure (overlap with Autonomy)

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

### Personal finance

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

### Business support

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

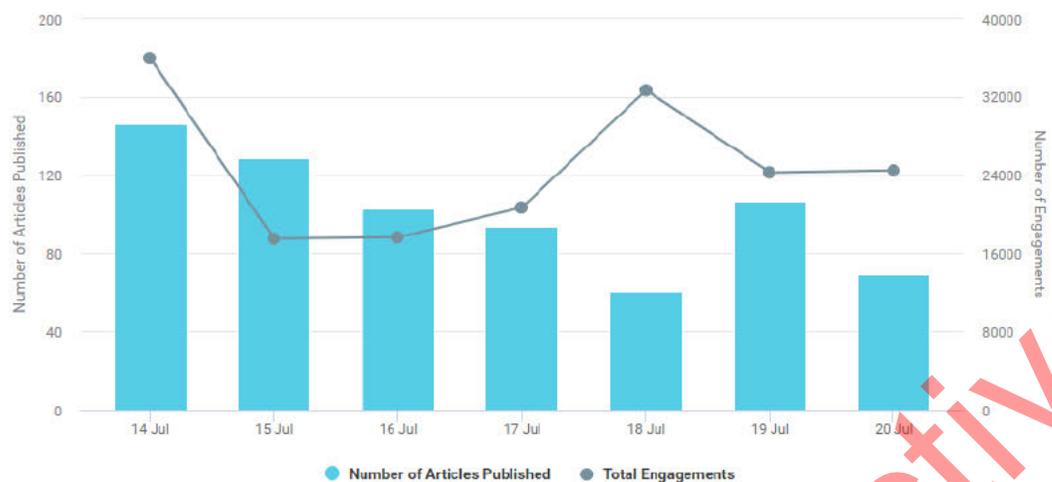
### Autonomy

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

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

Analysis is based on the top 100 stories that received highest engagement (likes, 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.

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)  
JULY 14 – JULY 20 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
July 14 – July 20	750	179,356	239
July 7 – July 13	986	384,945	390

## TOP CATEGORIES OF INTEREST

### #NZPOL

**COVID-19:** Kiwi expats sending Human Rights Commission complaint over proposed user-pays managed isolation

By Lloyd Burr - Jul 20, 2020  
newshub.co.nz

Facebook: 6.8K, Twitter: 11, Pinterest: 0, Reddit: 0

### INTERNATIONAL

**Covid 19 coronavirus:** Countries with female leaders have far fewer deaths from Covid, research shows

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

Facebook: 4.6K, Twitter: 154, Pinterest: 0, Reddit: 0

### CASES

Three new **Covid-19** cases announced in New Zealand

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

Facebook: 2.1K, Twitter: 4, Pinterest: 0, Reddit: 0

## SUMMARY:

Press coverage dropped by 24% from the previous week and average engagement dropped by 151 engagements.

This could reflect that the public are starting to engage with non-COVID-19 related stories but there is still a large interest in what is happening in New Zealand, and beyond.

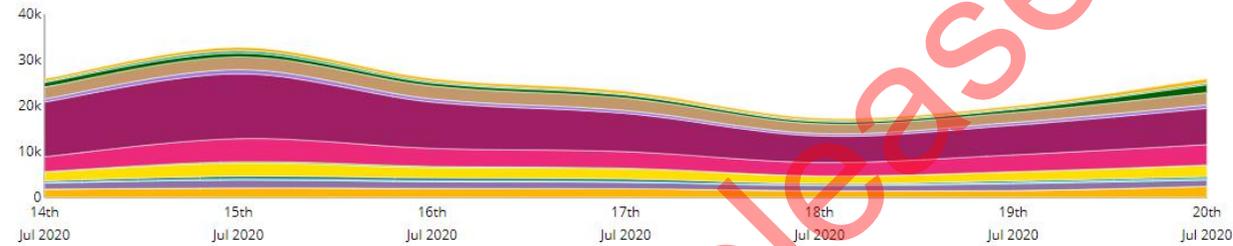
## TOTAL ENGAGEMENT PER CATEGORY

#NZPOL: 55,190  
International: 29,470  
Cases: 18,808  
Economy: 9,213  
Virus: 7,010  
Way of life: 3,789  
Quarantine: 3,409  
Enforcement: 1,063  
Quarantine: 1,060  
Contact tracing: 503  
Travel: 484

# 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.

## 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.

## #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.

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

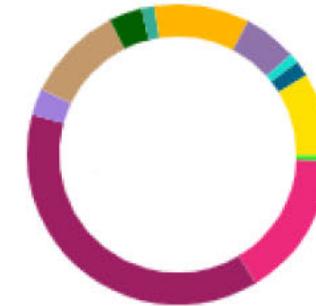
# Category breakdown: Total weekly volume & percentage change in public, social conversation

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

**Total volume of conversation:**  
 July 14 – 20: 459,480  
 July 7 – 13: 435,088  
 June 30 – July 6: 543,750

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Jul 20	4,055	2.53%	2,244	1.39%	5,541	3.51%	16,728	10.4%	4,667	2.85%	63,874	37.9%	25,356	15.7%
Jul 13	3,299	2.35%	2,576	1.83%	4,256	3%	15,132	10.9%	5,440	3.8%	42,008	28.8%	31,365	22.2%
Jul 6	5,184	3.43%	2,697	1.76%	4,486	2.99%	18,501	12.4%	5,802	3.69%	48,234	30.1%	28,892	18.7%

**Total conversation: Week ending Monday, July 20**  
**Largest segment: #NZPOL Decisions 37.9%**

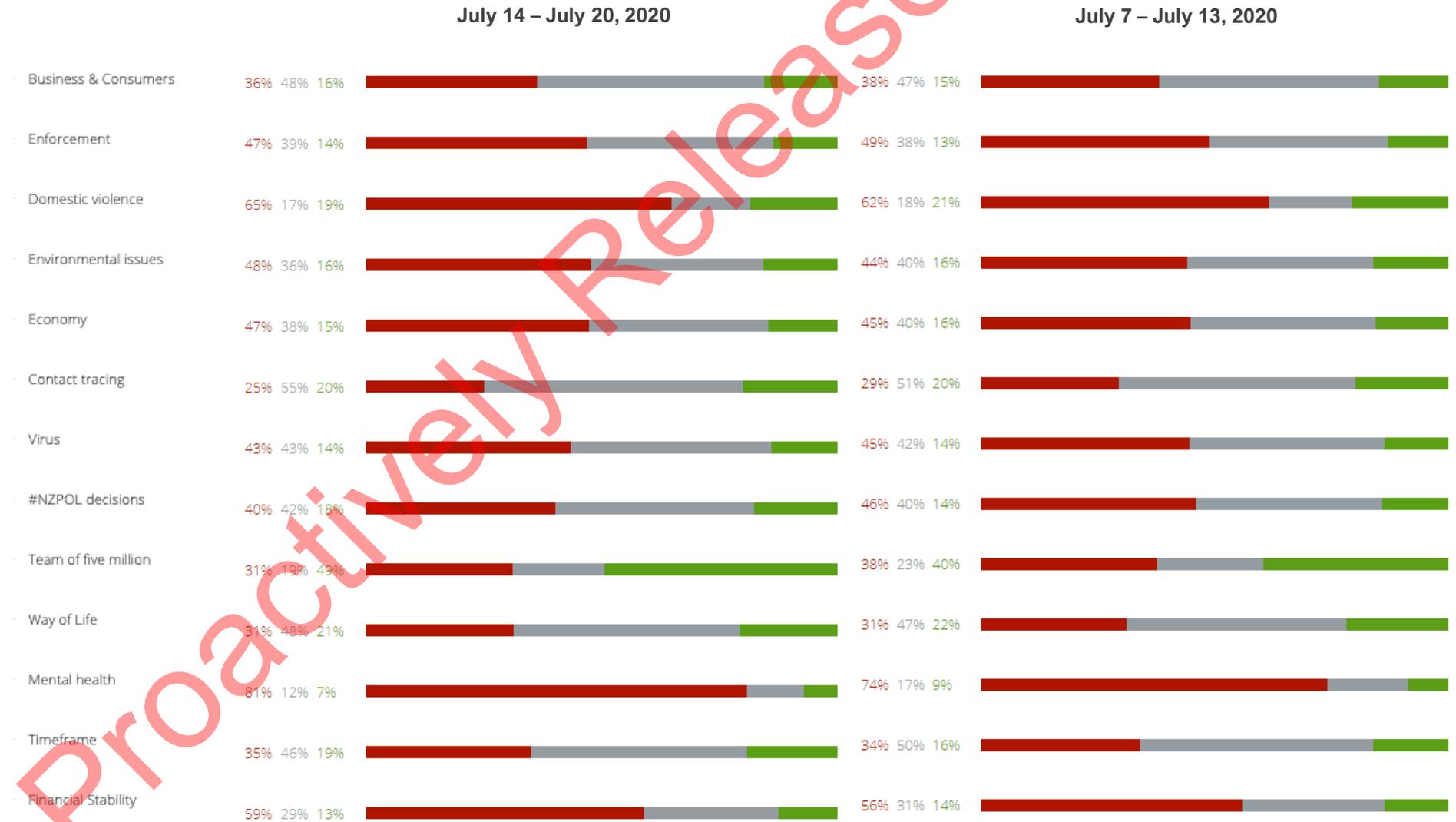


Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Jul 20	800	0.601%	14,557	8.95%	2,718	1.7%	1,779	1.04%	9,306	5.77%	12,415	7.66%
Jul 13	786	0.5%	10,740	7.58%	2,275	1.61%	1,879	1.33%	9,791	6.9%	12,805	9.09%
Jul 6	550	0.35%	15,226	9.88%	2,525	1.7%	2,230	1.46%	8,764	5.85%	11,702	7.73%

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.

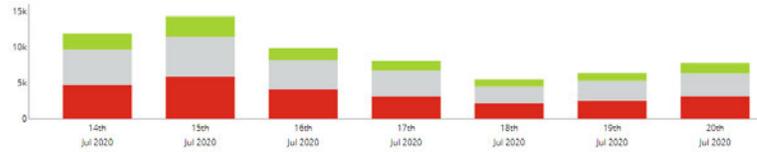
# Net sentiment of each category per week.

There were increases in negativity in the Domestic Violence, Environmental issues, Economy, Mental Health, Timeframe and Financial Stability categories, while all other categories became less negative or remained stable from the previous week.

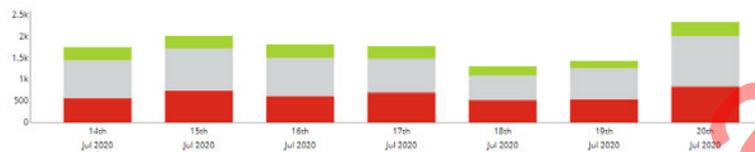


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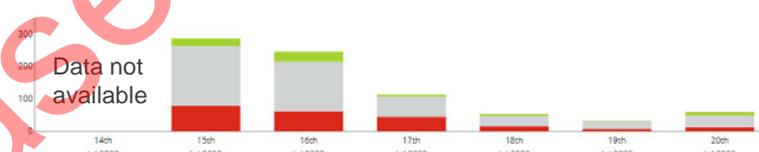
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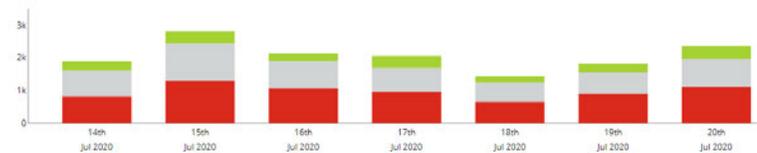
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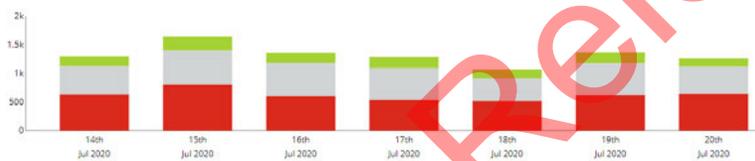
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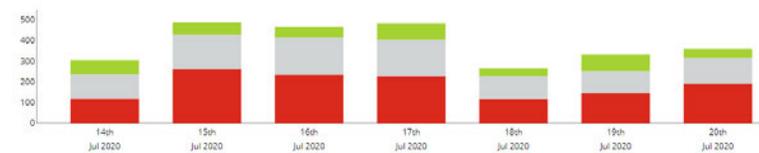
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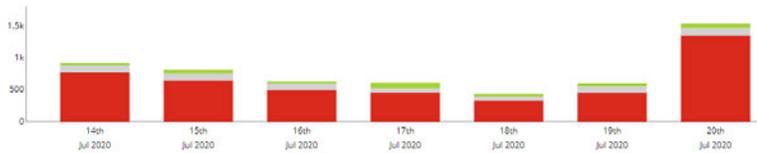
ENFORCEMENT



ENVIRONMENTAL ISSUES



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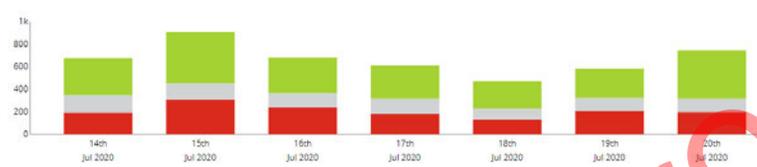
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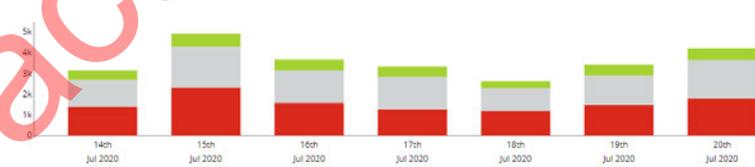
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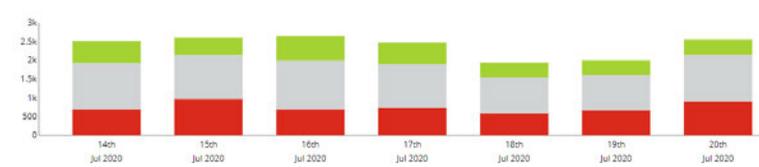
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Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 7 & 8 for category volumes.

# Conversation analysis: July 14 – July 20

Analysts examined conversation in response to the government, and the opposition, considering a cost-recovery scheme for those in quarantine.

The discussion around the responsibility of who should be paying for the quarantine costs is divided. Some people see this as a governance issue where taxpayers should be footing the bill, while others feel the responsibility lies with those returning. After manually examining the content we estimate a larger support for government responsibility, however precise measurement of the divide is unable to be determined.

The impact on individuals' economic self determination and autonomy, in this case being able to return to New Zealand and pay the fee that could be imposed, is of concern to some, particularly if returning to New Zealand is a last resort for people due to the impact of COVID-19.

This week contact tracing conversation includes people calling on their fellow New Zealanders to use the app, issues with downloading and wanting businesses to display the code properly.

# How are people talking about returning New Zealanders potentially having to pay for their quarantine period?

The National party has said it has plans to charge returning New Zealanders \$3000 for their two-week managed isolation if it is elected in September. Labour has said it is actively considering a similar cost-recovery scheme.

The question of who pays this fee has some people voicing the opinion that the responsibility lies with the government who should continue to foot the bill, while others think it should be paid by those returning.

The cost itself has some people expressing concern that it is too high and may restrict some New Zealanders ability to return, especially after they may have already faced or are facing financial upheaval due to COVID-19.

A few people are questioning the legality of charging citizens to return to their homeland.

## Some believe taxpayers should continue to pay for quarantine as it benefits all

Who benefits (cui bono) from returning New Zealanders (a right that they have) being placed in quarantine even when most do not have COVID-19? All of New Zealand benefits so taxpayers should pay.  
2:58 PM · Jul 19, 2020 from Whangarei District, New Zealand

## Some New Zealanders believe people should start paying for their quarantine

Yes returning people should pay for themselves. They would have to pay rent, food bills etc. Not the taxpayers responsibility to put them up for two weeks!  
Like · Reply · 2d

Not really. We're in an economic crisis with 50 billion plus already projected to be borrowed. The quarantine system likely costs the taxpayer a lot more than 3k for one person to sit in for 2 weeks. Ideally we would just look after them, if things were better in sure we'd be happy for the government to do so. But the reality is many people returning will require healthcare or welfare or other forms of assistance on top of the isolation.  
We aren't financially secure enough to continue to funnel people through costly centres indefinitely. The tax payer, ie. The people who live and spend the majority of their lives contributing to the system should get a say in this, and it appears that overall most people agree that we want them to partially cover their costs at the very least.  
It's not shameful it's fair equity to all.  
Like · Reply · 1d · Edited

## Those returning have few options due to COVID-19, returning is their last resort

Everyone I know who's returned to NZ during this pandemic has done so reluctantly because of job losses and not being eligible for social welfare safety nets in the countries they're living in. Moving kids across the globe because of a pandemic isn't the choice of the privileged.  
5:16 PM · Jul 19, 2020

## Some believe the proposed cost is too high

These are NZ citizens and \$3000 is a lot of money to many. They are just trying to return to their home. Many have lost jobs. Many are young. Many have skills we need. This pandemic is an extraordinary circumstance. The administration and collection of this will cost a lot.  
12:10 PM · Jul 20, 2020

Top fan  
People should have to pay for it, but I dont think the cost should be so high. The whole thing could potentially be done cheaper (no idea what govt is actually paying) by utilizing cheaper motels/hotels and have catering companies deliver food.  
I dont think its fair to ask someone to pay 3k when they usually would never stay in such a high class hotel in the first place.  
Like · Reply · 2d

Can't say I agree with this. You can't lump all returnees in the same boat. Some have been trying for months to get home. You can not expect them to then have to fork out \$3000 for isolation. That's not fair. If someone has gone away on a holiday then sure. For someone who has been trying for months to get back, no you can't expect them to pay that much.  
Like · Reply · 2d

## Is this proposal even legal?

Wasn't there an issue around charging returnees? Something to do with it being illegal to put conditions on a citizens ability to return home?  
Like · Reply · 2d

## Some see it as the government and opposition taking a "cheap shot"

NZ people returning home and being charged \$3000 is pathetic, and a cheap shot by both Labour and National. Especially when when Members of Parliament would not take a 20% payout during lockdown.  
Like · Reply · 2d



\* Excludes the 39% of posts that do not contain emotion

## Conversation about contact tracing highlights businesses not displaying QR codes properly, functionality and rallying others to use the app.

On July 15, the government outlined its next steps in its COVID-19 response in the event of community transmission. This included reminding New Zealanders of the importance of using the contact tracing app.

There is frustration being expressed around businesses not displaying the QR code correctly, or at all, as this hinders it been able to be used.

There continues to be discussion around the app not working which is off-putting and discouraging.

People are encouraging their fellow New Zealanders to use the app to help the country remain alert and strong in the battle against COVID-19.

### A need for New Zealand businesses to display the QR code properly

16:52 Im using google as there are so many places that aren't bothering having QR code displayed

Like Reply · 6d

It works though as long as the right QR code is displayed at the business. As soon as community transmission hits if it does you watch how the uptake will increase.

Like Reply · 1d

Mine works as long as the QR code isn't displayed behind a window, which seems to be a lot of them. When that's the case it's often an exercise in futility to scan it amongst the reflections.

It's disappointing to hear that some retailers have simply removed them. I don't understand why you would. Do they get in the way? Do business owners think customers are laughing at them for having them?

Like Reply · 6d

### People admitting they don't use the app or it doesn't work for them

I cant load the Covid tracer app on my phone.

I'll be honest, i don't use it. I often have my son when I'm shopping, so pulling out my phone to select one of the half dozen or so different apps and scan a QR code that may or may not be present is a hassle. I don't walk around with phone in hand...

Like Reply · 5d

Phone won't always scan QR code, only works at some places.

They have made it too hard and complicated to get the QR code for businesses.

I have the app but 60% of the time I get an 'invalid QR code' error. Meh. I add details of my visits to my calendar but I wish the flipping app would work, or that businesses would use the right codes!

Like Reply · 4d · Edited

### Rallying fellow New Zealanders to use the app

Start using the COVID app, folks. We need to be vigilant.

10:04 AM · Jul 19, 2020

Use the covid tracer app everyone!!

11:06 The contact tracing APP, is something that every kiwi should be using

Like Reply · 1w

Kia Mataara means stay alert. Covid-19 is just waiting to get in. Use the contact tracing App.

8:47 AM · Jul 19, 2020

# Thank you

Proactively Released

Contact



# Unite Against COVID-19: Social Conversation Analysis

July 21 – July 27, 2020  
New Zealand

Proactively Released

# Weekly Update Summary: July 21 – July 27, 2020

## FAQs:

The volume of questions dropped 40% from last week. There is a continued interest in COVID-19 testing, particularly if those working in managed isolation facilities are being tested and how frequently.

## Engagement with news stories

Press coverage rose by 4% from the previous week and the average engagement increased by 77 engagements. Quarantine border fees and the High Court case regarding the legality of lockdown drew high engagement. Articles about the family who escaped from quarantine in Hamilton was also of interest to New Zealanders.

## Conversation analysis:

Following the family escaping from managed isolation, conversation is divided between those who believe the responsibility that breaches do not happen lies with the government and its management of facilities, and others who believe it is the personal responsibility of those in quarantine.

# What's in this report:

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

# FAQs

## July 21 – July 27, 2020

### TESTING (33%)

- How long does it take for a result after someone has been tested?
- Are staff at quarantine hotels regularly tested for COVID-19?
- Is there an alternative to the nasal test process such as a throat swab?

### TRAVEL (21%)

- My partner and I need to seek specific travel advice – who can we call?
- International arrivals who are quarantined in locations other than their point of arrival i.e. arrive in Auckland, quarantine in Dunedin. How do they travel between Auckland and Dunedin?

### BREACHES/ENFORCEMENT (14%)

- These people are flouting New Zealand's rules – are there penalties being enforced?
- What type of security do these facilities have?
- When we were in lockdown we were given daily and consistent COVID-19 messaging. I would like to know if this is happening to those in quarantine?

### CASES (7%)

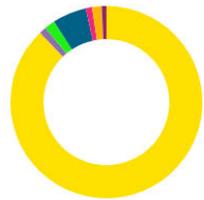
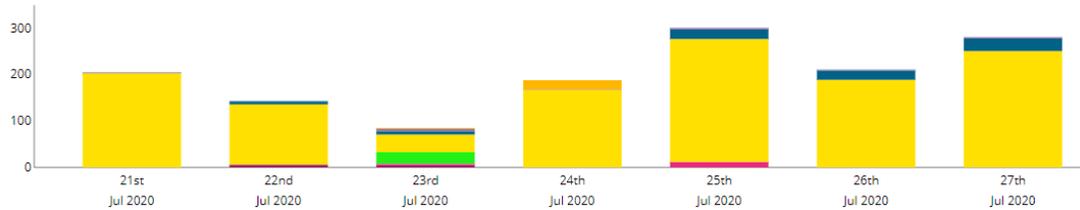
- Any updates on the person who returned to South Korea from New Zealand and had a positive test result?
- Why does it say our confirmed cases are 1205 when it is 1555?

Date range	Total number of questions
July 21 – July 27	42
July 14 – July 20	70

**SUMMARY:** New Zealanders continue to be interested in how we are testing for COVID-19, particularly testing for those managing isolation facilities. There are questions regarding individual travel and the movement of those who are returning from overseas. Following breaches of quarantine, people are wanting to know about security and penalties.

# Conversation July 21 – July 27, 2020

CHART: CONVERSATION ON 'UNITE AGAINST COVID-19' FACEBOOK PAGE



Medical / testing	87.8%	Autonomy	1.1%
Households	1.2%	Health	1.6%
Safety	1.8%	Personal finance	0.1%
Business support	5.7%	Leisure	0.8%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range July 21 – July 27	1,515	216	July 25

Average vol. on page	Total vol. on page	Average posts on page per day	Highest vol. on page
L4 (March 25 – April 28)	31,658	904	March 25
L3 (April 29 – May 14)	11,162	697	May 11
L2 (May 15 – June 10)	9,427	349	Jun 8

### Safety

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

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

### Health

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

### Households

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

### Medical / testing (overlap with Safety)

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

### Leisure (overlap with Autonomy)

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

### Personal finance

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

### Business support

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

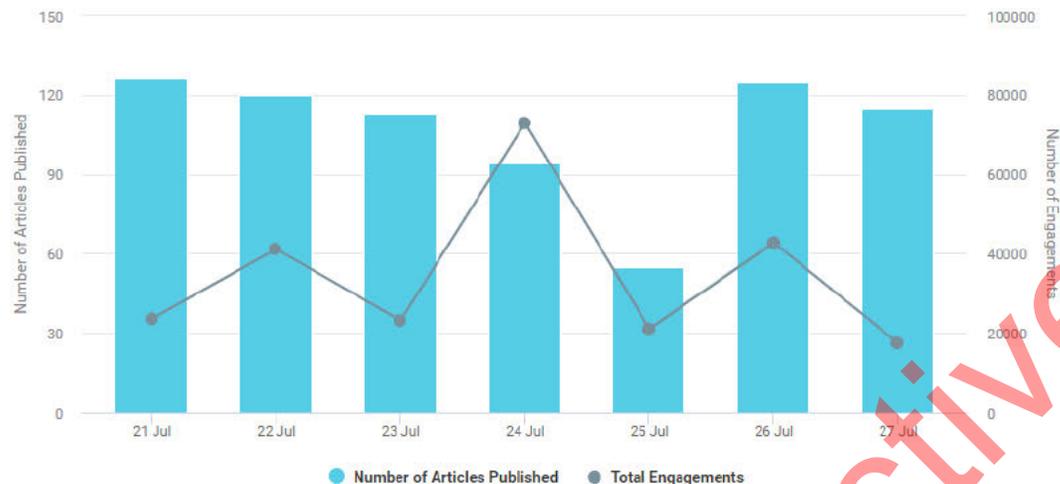
### Autonomy

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

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

Analysis is based on the top 100 stories that received highest engagement (likes, 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.

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE) JULY 21 – JULY 27 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
July 21 – July 27	781	246,849	316
July 14 – July 20	750	179,356	239

## TOP CATEGORIES OF INTEREST

### #NZPOL

High Court case begins to determine whether Level 4 lockdown was lawful

By League Cricket - Jul 26, 2020  
tvnz.co.nz

Facebook 9.7K Twitter 5 Pinterest 0 Reddit 33

### QUARANTINE

COVID-19: Five people escape from Hamilton managed isolation facility

By Mark Quinlivan - Jul 24, 2020  
newshub.co.nz

Facebook 16.8K Twitter 18 Pinterest 0 Reddit 0

### INTERNATIONAL

Covid 19 coronavirus: US mum gives birth on ventilator, dies before she can meet baby

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

Facebook 3.2K Twitter 1 Pinterest 0 Reddit 0

## SUMMARY:

Press coverage rose by 4% from the previous week and average engagement rose by 77 engagements.

This illustrates that there remains a large interest in what is happening in New Zealand, and overseas, in regards to COVID-19.

## TOTAL ENGAGEMENT PER CATEGORY

#NZPOL: 56,282

Quarantine: 34,366

International: 29,847

Team of 5 million: 23,913

Cases: 22,299

Enforcement: 12,186

Virus: 7,931

Way of life: 1,562

Economy: 1,211

Travel: 631

# 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.

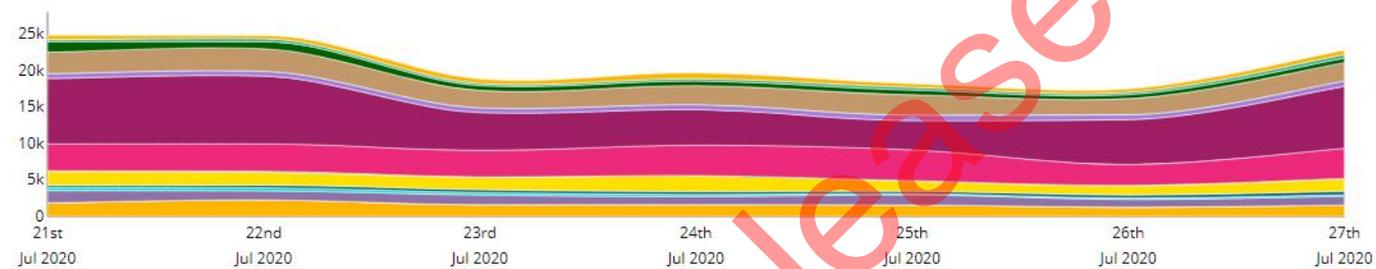
## Mental health

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.

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



## Team of five million / Unite against virus

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

## 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.

## #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.

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

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

Total volume of conversation:

July 21 – 27: 407,983

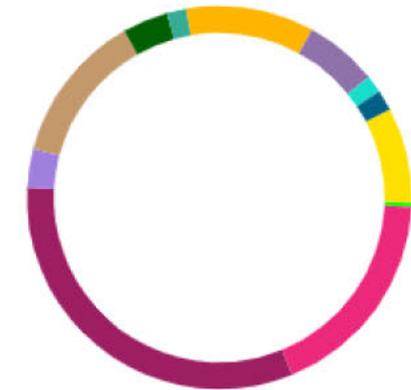
July 14 – 20: 459,480

July 7 – 13: 435,088

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Jul 27	3,758	2.76%	2,261	1.67%	5,276	3.81%	17,301	12.6%	4,515	3.27%	45,483	32%	24,788	18%
Jul 20	4,055	2.53%	2,244	1.39%	5,541	3.51%	16,728	10.4%	4,667	2.85%	63,874	37.9%	25,356	15.7%
Jul 13	3,299	2.35%	2,576	1.83%	4,256	3%	15,132	10.9%	5,440	3.8%	42,008	28.8%	31,365	22.2%

Total conversation: Week ending Monday, July 27

Largest segment: #NZPOL Decisions 32%



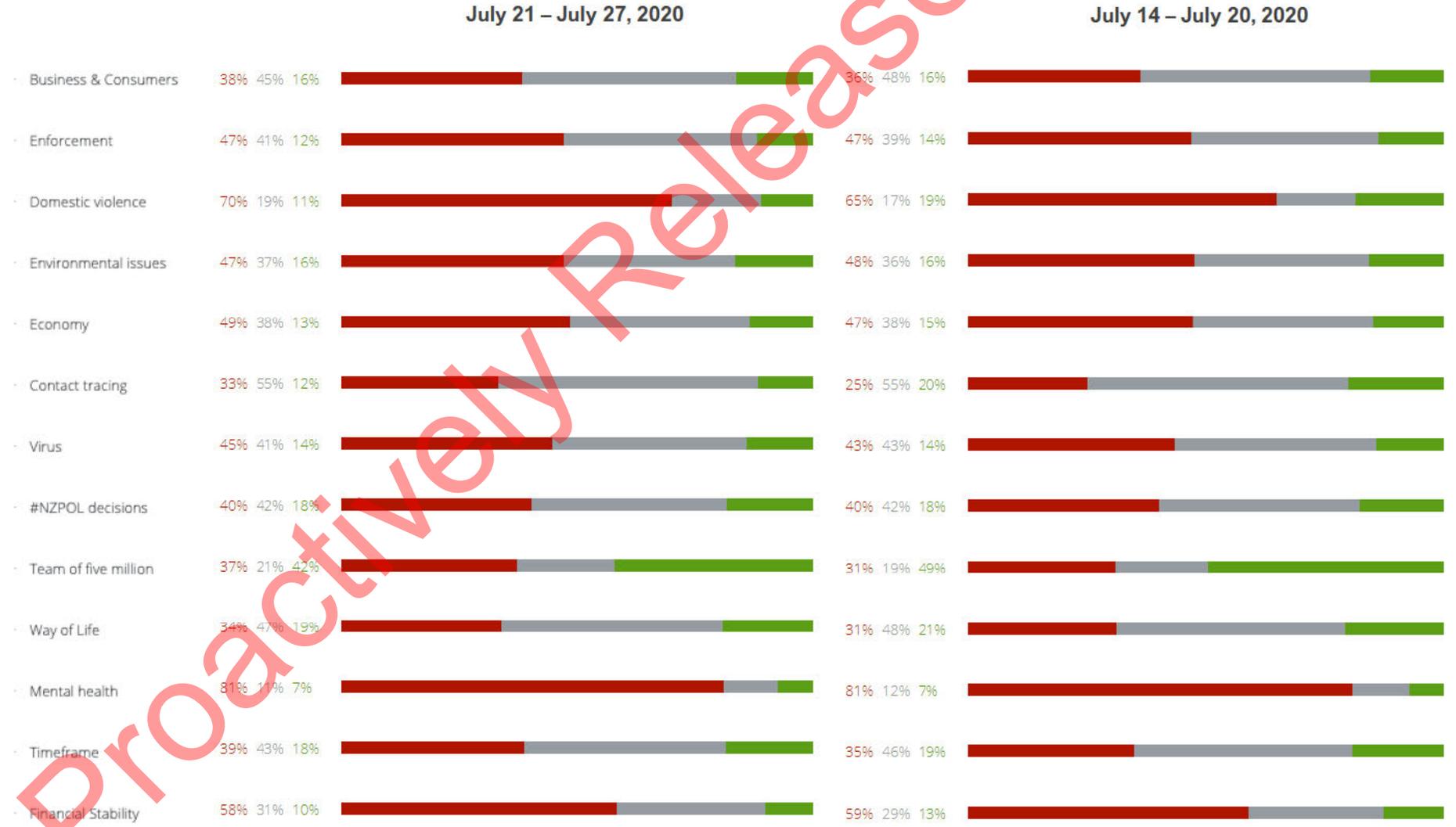
Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Jul 27	484	0.363%	10,927	8.04%	2,338	1.75%	2,039	1.48%	8,282	6.15%	10,840	8.01%
Jul 20	800	0.601%	14,557	8.95%	2,718	1.7%	1,779	1.04%	9,306	5.77%	12,415	7.66%
Jul 13	786	0.5%	10,740	7.58%	2,275	1.61%	1,879	1.33%	9,791	6.9%	12,805	9.09%

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 per week.

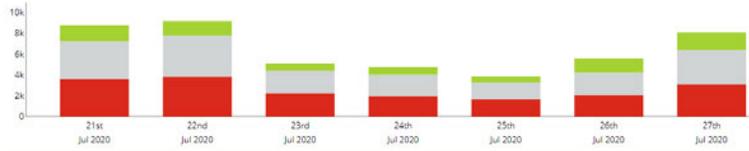
There were increases in negativity in the Business & Consumers, Domestic Violence, Economy, Contact Tracing, Virus, Team of 5 Million, Way of life and Timeframe categories.

All other categories became less negative or remained stable from the previous week.

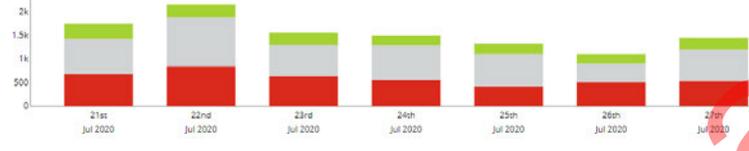


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

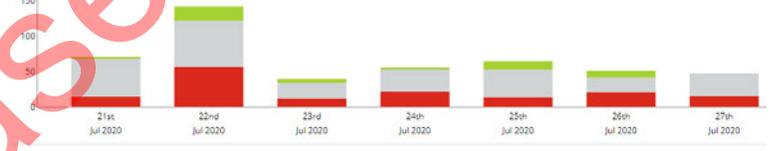
#NZPOL DECISIONS



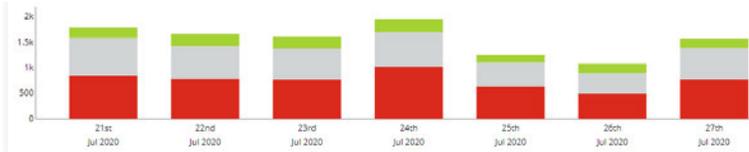
BUSINESS & CONSUMERS



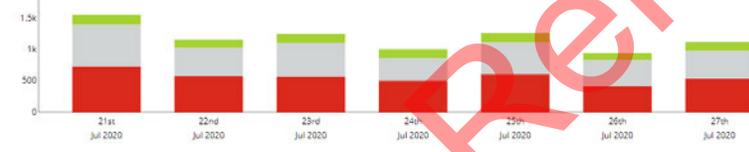
CONTACT TRACING



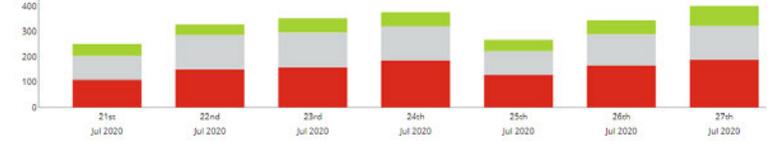
ECONOMY



ENFORCEMENT



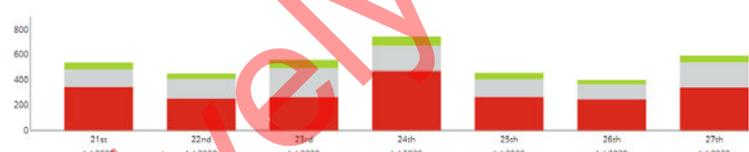
ENVIRONMENTAL ISSUES



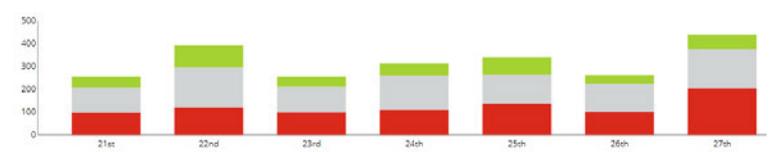
MENTAL HEALTH



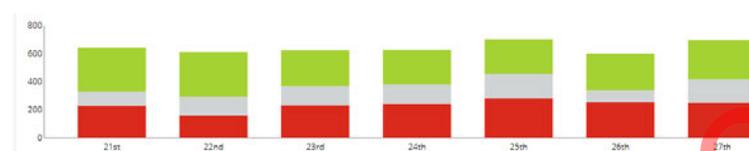
FINANCIAL STABILITY



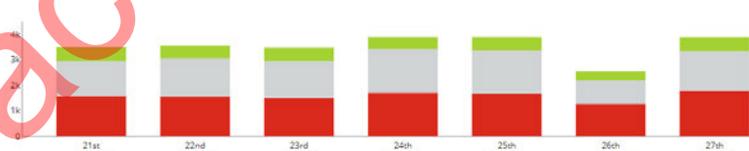
TIMEFRAME



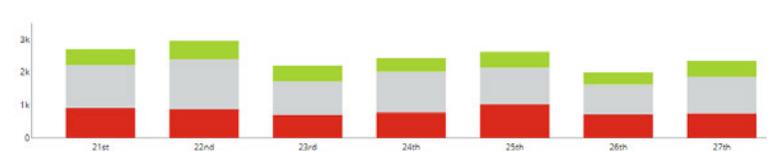
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 7 & 8 for category volumes.

# Conversation analysis: July 21 – July 27

Analysts examined conversation around continued quarantine breaches.

Discussion around whose responsibility it is to ensure that managed isolation breaches do not happen is divided. Some believe it should be the responsibility of returning New Zealanders, while others see it as resting with government. After manually examining the content we estimate greater support for personal responsibility, however precise measurement of the divide is unable to be determined.

There is anger and frustration being expressed towards New Zealanders that abscond. Some see this behavior as breaking the trust given to those returning as it puts the “team of five million” at risk and could potentially undo all the hard work that was achieved with lockdown.

# How are people talking about responsibility and consequences in light of continued quarantine breaches?

On July 25, a family escaped from managed isolation in Hamilton. They had returned to New Zealand from Australia to attend a funeral.

As this is not the first quarantine breach, some people are calling for more severe consequences for those who abscond. There is a belief the consequences must be tough otherwise the message won't get through.

Conversation around the question of where responsibility for these breaches lies is divided. Some people see it as the personal responsibility of returning New Zealanders to follow the rules while others feel responsibility rests on government and see the continued breaches as mismanagement.

A few are expressing empathy for the family and the impact quarantine restrictions would have had on their autonomy, grief and decision-making capabilities.

Conversation around the "team of five million" is highlighting anger and frustration that not complying with quarantine rules puts New Zealanders at risk and potentially will undo all the hard work achieved through lockdown.

## People expressing empathy towards the family and their situation

It absolutely sickens me to see the holier than thou attitude NZers have on this post. These kids went to see the body of their dead father. Because they couldn't go to his funeral. They are teenagers. It's a dreadful thing to happen to lose their dad. No they should have not done it but enough of the hate and put yourself in their shoes. Grief makes you do things without thinking. I'm glad none of you have been in so much grief you just can't think straight. Lucky you. It's nothing against the NZ police just enough of the hate. NZ you are better than this.

Deepest sympathy to this family for their loss. cant even come close to understanding the anguish they must feel right now. Much aroha.

## Those in quarantine are responsible for their own behavior

They must have known about the funeral so they went into isolation under false pretences, knowing they were going to do this. When are people actually going to take responsibility for their own actions, you don't want to be controlled by the government, yet you can't even use common sense.

A very disappointing response- taking responsibility for themselves as part of a returning kiwi is a no brainer - too blame the government why ??? These people are the joke - and should pay in full for the isolation and police time looking for them

## Those escaping are against everything the "team of 5 million" stands for

Don't come back here and put 5 million people at risk. Some of us were in isolation and weren't allowed to attend funerals. How selfish can you be?

Isolation is to save 5 million of us that went into isolation. We don't need idiots that break those rules regardless as a lot of family in NZ were not able to see their loved ones buried so get it right

## Belief that there should be/calling for severe consequences for those who abscond

Use the prisons for mandatory isolation! Ungrateful people!

5 people endangering the lives of thousands. What will be the consequence?

!! The Govt needs to listen to the people !! We demand serious repercussions, there must be a strong deterrent... or these idiots won't care...  
Try "fleeing" from these isolation "facilities"

## Responsibility of breaches rests on government

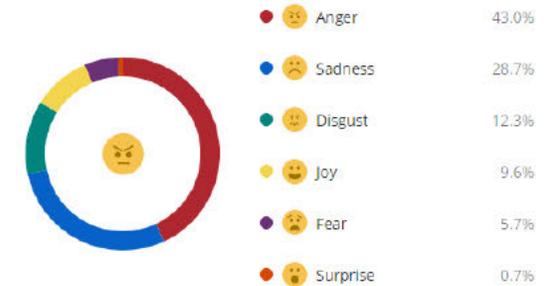
This government's mismanagement of our quarantine facilities is nothing short of a complete debacle.

All that is standing between community transmission and our country's complete financial ruin, is Meghan Woods' empty promises and fresh air.

## Quarantine a "small price" to pay for coming home

just 2 weeks suck it up and get on with it otherwise don't come home this is such a small price to pay to come home.

Five people escape from Hamilton quarantine hotel. Throw these people into prison for a year. Send a clear message that this will not be tolerated by the team of 5 million.



\* Excludes the 31% of posts that do not contain emotion

# Thank you

Proactively Released

Contact



# Unite Against COVID-19: Social Conversation Analysis

August 12, 2020  
New Zealand

Proactively Released

# Daily Update Summary: Wednesday, August 12, 2020

## FAQs:

With the move to Alert Level 3 for Auckland, and Alert Level 2 for the rest of the country, New Zealanders are asking questions about domestic travel. There were also questions regarding the contact tracing app and testing.

## Engagement with news stories

Following the re-emergence of community transmission in New Zealand, stories about cases received the highest engagement. Articles about the alert levels and the government's response to the new cases were also of interest.

## Conversation analysis:

Nationally, some people are expressing anger and frustration regarding the COVID-19 contact tracing app, its functionality and the government's ability to contract trace. Others are encouraging people to download and use the app.

In Auckland, people are readjusting to the Level 3 restrictions. Conversation includes travel, check points and masks.

# What's in this report:

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

# FAQs: Wednesday, August 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 (25%)

New Zealanders are wondering about what is allowed in regards to domestic travel under Alert Levels 2 and 3.

- I live in an Alert Level 2 region but need to travel to another Level 2 region. I have to go through Auckland to get there. I will travel by car alone. Is this allowed?
- Can someone drive from Hamilton to Auckland airport to pick someone up who is arriving from Dunedin?
- Will the Intercity buses still be arriving/leaving Auckland?

## CONTACT TRACING (16%)

Users have questions about the COVID-19 contact tracing app and its functionality.

- I keep trying to create an account on the app but it tells me the verification code is invalid when I try to confirm my account. What should I do?
- Why am I not receiving the emails to reset my password? It's not in my spam folder either.
- It isn't scanning QR codes on my phone but nowhere does it tell you who to ring if you have issues?

## TESTING (15%)

People are wanting to know when they should be tested and where.

- Is there a link to current testing facilities in Auckland?
- Any advice for those who travelled to Rotorua that currently have no symptoms?
- If I'm from Dunedin where can I get tested?

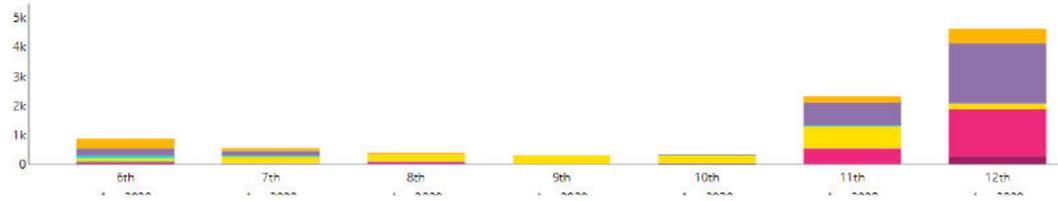
## OTHER

- ALERT LEVELS : Is it possible to alter the settings for the phone alert?

# Conversation

## August 6 – August 12, 2020

CHART: CONVERSATION ON 'UNITE AGAINST COVID-19' FACEBOOK PAGE



Health	12.7%	Autonomy	24.3%
Households	34.3%	Leisure	4.0%
Personal finance	2.1%	Safety	0.9%
Medical / testing	21.4%	Business support	0.3%

Time	Average posts per day	Highest vol.
Date range 6-12 August	1,428	August 12

Average vol. on page	Average posts on page per day	Highest vol. on page
L4 (March 25 – April 28)	904	March 25
L3 (April 29 – May 14)	697	May 11
L2 (May 15 – June 10)	349	Jun 8

### Safety

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

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

### Health

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

### Households

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

### Medical / testing (overlap with Safety)

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

### Leisure (overlap with Autonomy)

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

### Personal finance

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

### Business support

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

### Autonomy

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

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

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

Following the re-emergence of community transmission in New Zealand, stories about cases received the highest engagement.

With Auckland moving to Alert Level 3 and the rest of the country to Alert Level 2, articles that talked about the Alert Levels, and New Zealanders' reactions to the restrictions, were of interest.

New Zealanders were also interested in the Government's response and actions following the new cases of community transmission.

CASES: 43,215

Covid 19 **coronavirus**: Ōtāhuhu Health Centre patient tests positive

By: Luke Kirkness - Aug 12, 2020  
nzherald.co.nz

Facebook 15.8K Twitter 75 Pinterest 0 Reddit 0

Number of Links: 2  
Evergreen Score: 0  
Total Engagement: 15.9K

Covid 19 **coronavirus**: Mount Albert Grammar student tests positive for virus

By: Kim Moodie - Aug 12, 2020  
nzherald.co.nz

Facebook 11.4K Twitter 32 Pinterest 0 Reddit 0

Number of Links: 1  
Evergreen Score: 0  
Total Engagement: 11.4K

ALERT LEVEL : 25,755

Covid 19 **coronavirus**: Aucklanders flee lockdown to Queenstown

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

Facebook 9.3K Twitter 36 Pinterest 0 Reddit 0

Number of Links: -  
Evergreen Score: 0  
Total Engagement: 9.3K

Covid 19 **coronavirus**: Bay of Plenty to move back to level 2 but don't panic

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

Facebook 1.2K Twitter 1 Pinterest 0 Reddit 0

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

#NZPOL: 20,562

Prime Minister Jacinda Ardern rubbishes rumours Government withheld information about Auckland COVID-19 outbreak

By Vita Molyneux - Aug 12, 2020  
newshub.co.nz

Facebook 3.3K Twitter 17 Pinterest 0 Reddit 0

Number of Links: 1  
Evergreen Score: 0  
Total Engagement: 3.3K

**Cases: 43,215**

**Alert Level: 25,755**

**#NZPOL: 20,562**

**Contact Tracing: 15,661**

**Election: 10,930**

**Conspiracy/Misinformation: 9,450**

**Enforcement: 9,257**

**Travel: 9,047**

**Financial Impact: 7,034**

**Medical: 3,385**

**Testing: 3,268**

**Adapting: 3,130**

**Aggression: 1,050**

**Way of life: 896**

**Contact tracing: 837**

**International: 823**

**Entertainment: 567**

**Shopping: 545**

**Council: 478**

# 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.

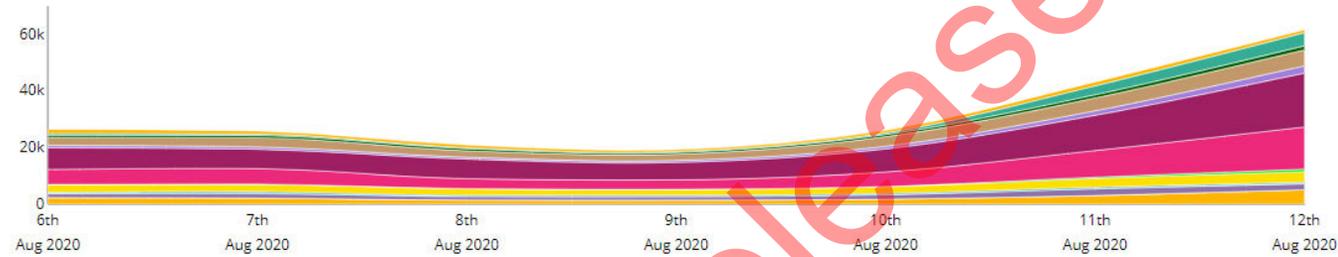
## Mental health

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.

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



## Team of five million / Unite against virus

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

## 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.

## #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.

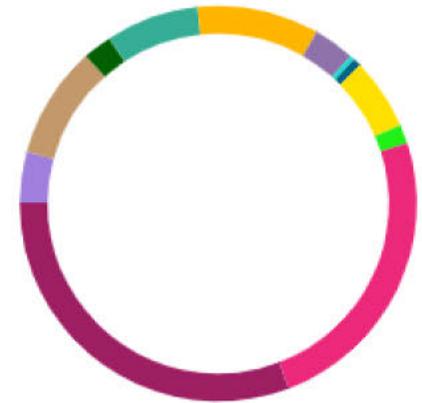
# Category breakdown: Total weekly volume & percentage change in public, social conversation

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

**Total volume of conversation:**  
 Wednesday, August 12: 159, 771  
 Tuesday, August 11: 112, 713  
 Monday, August 10: 75,741

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
August 12	1,043	1.69%	4,659	7.56%	1,440	2.34%	5,645	9.16%	2,561	4.16%	19,023	30.9%	14,876	24.2%
Aug 11	1,369	3.17%	3,112	7.22%	1,159	2.69%	4,530	10.5%	1,580	3.66%	12,478	28.9%	9,406	21.8%
Aug 10	887	6.78%	541	2.08%	805	3.09%	3,377	13%	928	3.56%	8,143	31.3%	5,125	19.7%

**Total conversation: Wednesday, August 12:**  
**Largest segment: #NZPOL Decisions 30.9%**



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 12	947	1.54%	3,615	5.87%	405	0.657%	231	0.375%	2,068	3.36%	5,084	8.25%
Aug 11	474	1.1%	3,017	6.99%	339	0.786%	284	0.658%	2,326	5.39%	3,058	7.09%
Aug 10	127	0.488%	2,335	8.96%	295	1.13%	182	0.699%	1,538	5.9%	1,766	6.87%

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 per week.

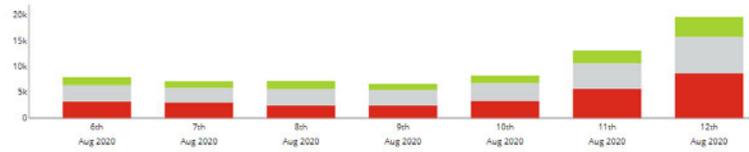
There were increases in negativity in the Virus, #NZPOL and Timeframe categories.

All other categories became less negative or remained stable.

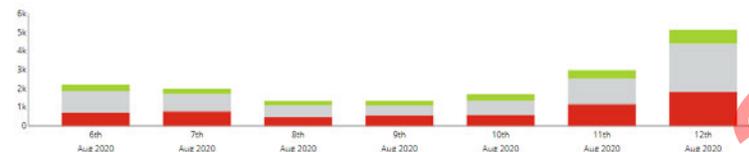


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

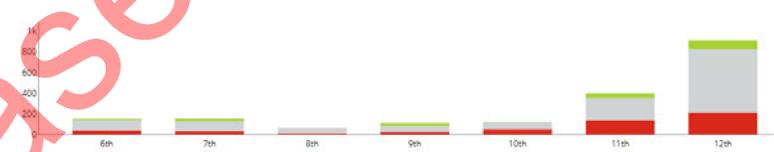
#NZPOL DECISIONS



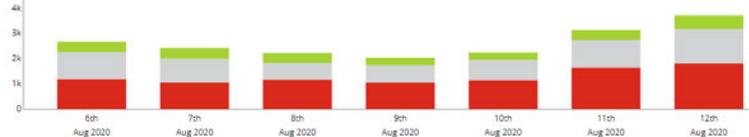
BUSINESS & CONSUMERS



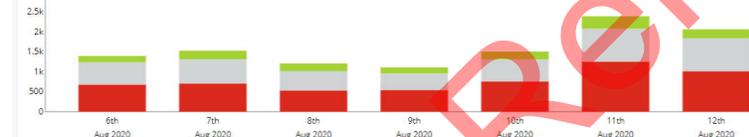
CONTACT TRACING



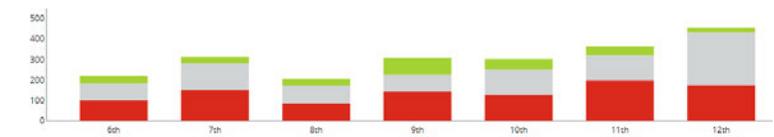
ECONOMY



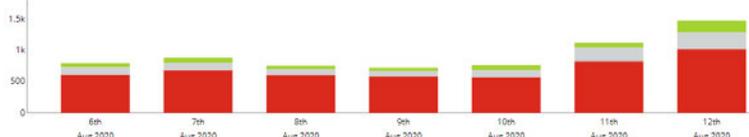
ENFORCEMENT



ENVIRONMENTAL ISSUES



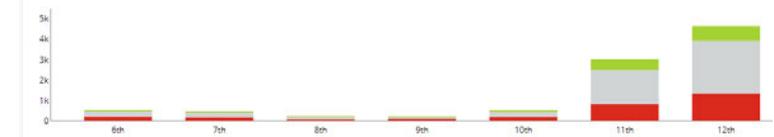
MENTAL HEALTH



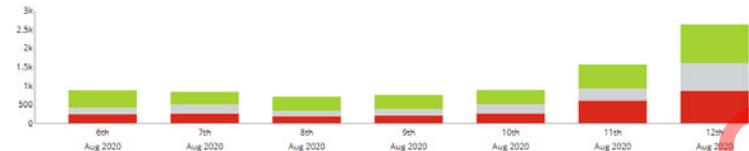
FINANCIAL STABILITY



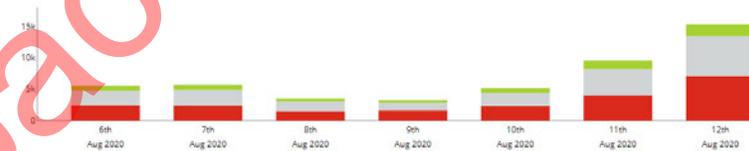
TIMEFRAME



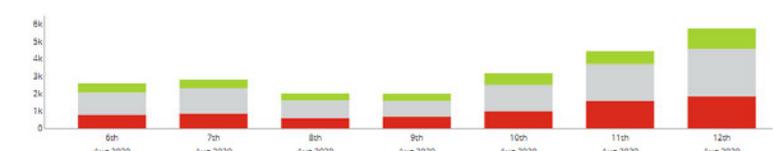
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 7 & 8 for category volumes.

# How are New Zealanders talking about contact tracing?

Following the first cases of community transmission in over 100 days, Auckland was moved to Alert Level 3 and the rest of the country to Alert Level 2. The government also announced that it was now mandatory for businesses to display a QR code at their premises.

People are expressing frustration and anger with the government's contact tracing app and its functionality, as well as its contact tracing abilities/efforts.

Some are expressing concern that contact tracing has not been prioritised.

There are New Zealanders who are encouraging others to download and use the government's app, and others who are reminding people of the importance of contact tracing in the battle against COVID-19.

## Encouraging others to use the app

While people can definitely use other apps to track their locations or manually record their movements, the government app will be able to contact those who are potentially at risk of community transmission the quickest. Which is the point right? So if you can use it, you should, if you care to be informed as soon as possible.

Like · Reply · 1d · Edited

just do remember if you are a business that can open to have a QR code visible for customers to record their visit. Encourage use of the Covid tracing app.

Like · Reply · 20h

## Concerned contact tracing "not prioritised"

0:00 Mitigate don't eliminate covid. Its near impossible to beat this disease and we will be utterly broke if we go down the elimination path. Why was contact tracing not prioritised??

Like · Reply · 1d

Yesterday the government announced they discovered a family of 4 with covid and couldn't contact trace a source, today we're everything lockdown again for a minimum of 3 days.

## Frustration with the government's app/contact tracing ability

NZ Covid tracer doesn't work 😞 it's faulty

Our contact tracing capacity isn't up to scratch, our testing levels have been low in the last few days, and our border quarantine system still had leaks. Local transmission is the last thing we needed - especially without good epidemiological infrastructure in place like Taiwan.

8:53 AM · Aug 12, 2020

Maybe with a decent govt app the majority of contact tracing wouldn't be manual.

Top fan

Could be Old phone issue. My old phone was Not able to Download the Covid Tracing App.

Like · Reply · 22h

Aug 11, 2020

Yep. With that amazing, digitally enabled and robust contact tracing system we've all been using diligently for this moment we all knew was coming.

## Importance of contact tracing

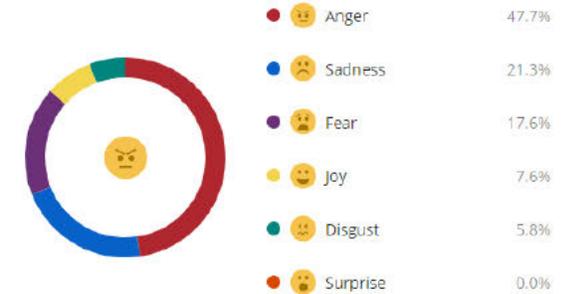
We all need to use a tracing app - no argument.

## With the community COVID-19 cases people are concerned about what could happen

Plus the potential if hundreds more close contacts for the whole family. Sure as hell glad swift action has been taken

8:19 PM · Aug 12, 2020

## Emotion in conversation



\* Excludes the 48% of posts that do not contain emotion



# Thank you

Proactively Released

Contact



# Unite Against COVID-19: Social Conversation Analysis

August 14, 2020  
New Zealand

Proactively Released

# Daily Update Summary: Friday, August 14, 2020

## FAQs:

New Zealanders have questions about travel between Alert Levels. Some are struggling to use the contact tracing app and are asking what other options they have.

## Engagement with news stories:

Engagements with news about COVID-19 have dropped from Thursday. New Zealanders continue to be interested in stories about Alert Level updates and the government's response. There is also interest in articles about cases and international news.

## Conversation analysis:

Nationally, as with the last lockdown, there are some people calling out those who are not complying with the Alert Level rules. There are some people expressing anger and frustration that despite compliance, New Zealand finds itself back in this situation.

In Auckland, people are discussing accessing tests, panic buying and queues.

# What's in this report:

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

# FAQs: Friday, August 14, 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 (23%)

New Zealanders continue to ask about travel, particularly in regards to the Auckland region.

- Can I travel into Auckland to work? I'm an essential worker.
- Can I still catch my domestic flight from Auckland? I live out of Auckland.
- Can I drive through Auckland? E.g. Hamilton to Whangarei.
- Can I collect my family member from the Auckland airport and drive them home to Hamilton?

**New Zealanders have questions about travel between alert levels. Some are struggling to use the contact tracing app and are asking what other options they have.**

## CONTACT TRACING (23%)

Users continue to have questions about the COVID-19 contact tracing app, its functionality and QR codes.

- The app says my verification code is invalid.
- My device is not compatible, what options do I have?
- I own a café, if a customer scans the QR code, do they also need to sign a register?

## TESTING (11%)

New Zealanders are asking about accessing tests.

- My GP refused to test me, but I was in south Auckland over the weekend, are they allowed to do that?
- Where is the closest testing station to my location?
- When can I expect my test results?

## ALERT LEVELS (17%)

People were asking about the timeframe of Level 3/2.

- When do we find out what level we are going to move to?
- Is the 1pm briefing happening today?

## OTHER

- ACCOMMODATION: Can we apply for temporary housing as we are stranded in Auckland?
- ESSENTIAL WORKER: How do I apply for a letter to say that I am an essential worker?

# 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 dropped from Thursday.

With the Prime Minister Jacinda Ardern announcing on Friday evening that New Zealand was to maintain current lockdown settings for 12 more days, people continue to be interested in articles about Alert Levels and the government's actions and response to COVID-19.

The topic of case numbers, and the movement of those who have tested positive, continues to interest New Zealanders.

Stories about how other countries see New Zealand's COVID-19 strategy, and how internationally the virus is being dealt with, is also engaging New Zealanders.

#NZPOL: 35,133

Covid 19 **coronavirus**: Prime Minister Jacinda Ardern - NZ to maintain current **lockdown** settings for 12 more days

By : Derek Cheng - Aug 14, 2020  
nzherald.co.nz

Facebook 7.1K Twitter 159 Pinterest 0 Reddit 0

Number of Links: 4  
Evergreen Score: 0  
Total Engagement: 7.2K

David Seymour says second **Covid-19 lockdown** not the answer and it's time to 'learn to live with it'

By League Cricket - Aug 14, 2020  
tvnz.co.nz

Facebook 2.5K Twitter 2 Pinterest 0 Reddit 335

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

CASES: 20,956

Covid 19 **coronavirus**: Infection spreads across the North Island, Tokoroa case shock

By Nzherald - Aug 14, 2020  
nzherald.co.nz

Facebook 4.8K Twitter 0 Pinterest 0 Reddit 0

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

Covid 19 **coronavirus**: Person with virus attended Auckland football match

By : Cherie Howie - Aug 14, 2020  
nzherald.co.nz

Facebook 2.4K Twitter 12 Pinterest 0 Reddit 0

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

INTERNATIONAL: 5,605

Covid 19 **coronavirus**: Australian health chief says New Zealand's strategy 'very dangerous'

By Nzherald - Aug 14, 2020  
nzherald.co.nz

Facebook 1.4K Twitter 10 Pinterest 0 Reddit 0

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

- #NZPOL: 35,133
- Cases: 20,956
- International: 5,605
- Way of life: 3,985
- Financial impact: 3,457
- Aggression: 2,908
- Travel: 2,745
- Virus: 2,593
- Testing: 2,518
- Election: 1,619
- Economy: 1,066
- Quarantine: 594
- Timeframe: 548
- Business and consumers: 529
- Team of 5 million: 344
- Council: 203
- Shopping: 172

# 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

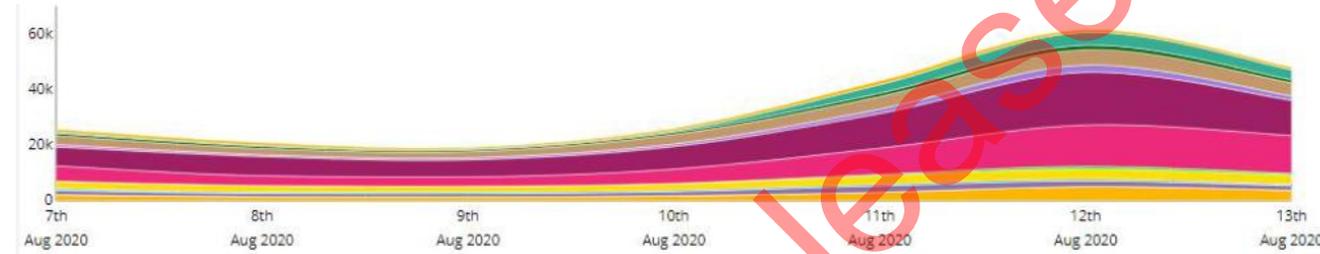
What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

## 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.

N.B: Category breakdown is unavailable for the 14<sup>th</sup> of August due to an issue with data coverage in the category monitor. We are working to address the issue and will include in tomorrow's report if possible.

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



## Team of five million / Unite against virus

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

## 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.

## #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.

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

# Exploring New Zealanders' conversations around compliance:

On Friday Prime Minister Jacinda Ardern announced that the restrictions as they were – Auckland in Alert Level 3, the rest of the country at Alert Level 2 – would remain for the next 12 days.

Some New Zealanders agree with the conditions that have been set. As we saw with the previous lockdown, people are calling out others for not following the rules.

There is anger being expressed that despite being compliant, New Zealand has found itself back in this position.

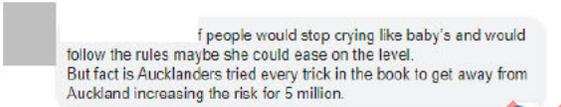
There is conversation around the belief that New Zealand is a compliant society and thus any non-compliance is a leadership or government issue.

A few people are expressing the belief that those who are not complying with the rules are conspiracy theorists or believe COVID-19 is a hoax.

## Calling out those not complying

 @covid19nz we've noticed several establishments in #Queenstown not following Level 2 distancing rules for staff and patrons, inside and outside in queues. Might be worth another public awareness campaign for the region.

12:45 PM · Aug 14, 2020

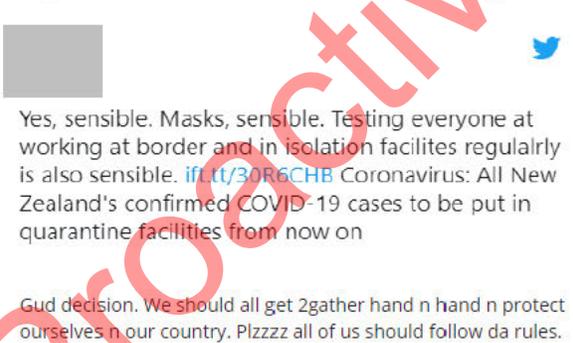
 If people would stop crying like baby's and would follow the rules maybe she could ease on the level. But fact is Aucklanders tried every trick in the book to get away from Auckland increasing the risk for 5 million.

Like · Reply · 1d

 Someone broke the rules so now the class being kept in. Should have listened to her and we would have been safer

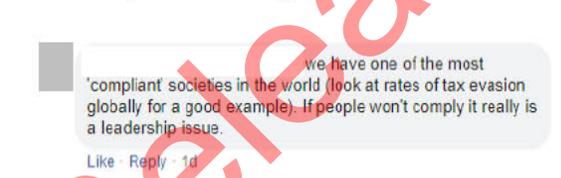
Like · Reply · 1d

## Agree with the conditions/rules set in place

 Yes, sensible. Masks, sensible. Testing everyone at working at border and in isolation facilities regularly is also sensible. [if.t/30R6CHB](https://t.co/30R6CHB) Coronavirus: All New Zealand's confirmed COVID-19 cases to be put in quarantine facilities from now on

Gud decision. We should all get 2gather hand n hand n protect ourselves n our country. Plzzzz all of us should follow da rules.

## Non-compliance is a government issue

 we have one of the most 'compliant' societies in the world (look at rates of tax evasion globally for a good example). If people won't comply it really is a leadership issue.

Like · Reply · 1d

## You can comply but also complain about the situation at the same time

 U can follow the rules of ur government and still complain about how this is not at all fun or cool or fun

1:38 PM · Aug 14, 2020

## Expressing anger that despite complying with rules we are back in lockdown

 Their job is to keep us safe... we followed all the rules , its the incompetence from the government got us back to this!!!

Like · Reply · 23h

absolutely . Should've been done at the beginning. Incompetence of the ones in charge!!!!

Like · Reply · 23h

## Belief that those not complying are conspiracy theorists/think COVID-19 is a hoax

 1000s of jacinda haters think coronavirus is a hoax . Protesting and sick & still going to work, flouting rules 🤔

Like · Reply · 21h · Edited

I feel like all the conspiracists are just lazy and making up excuses because they don't want to comply or are fearful ... It's a fucken virus people!!!



\* Excludes the 36% of posts that do not contain emotion

# Aucklanders' are discussing accessing tests, panic buying and queues.

Topic & emotion analysis of public social conversation geofenced to the Auckland region. Dataset: 16,060

Conversation reflecting 'Fear' and 'anger' has decreased from earlier in the week.

Aucklanders are discussing accessing tests and many are anxiously waiting for their results.

Some people are commenting on panic buying.



People are anxious to hear their results. Some are experiencing delays.

Mum has received a negative test result. have no news and now I am anxious.

Our kids had tests at the same time and negative reports many hours apart.

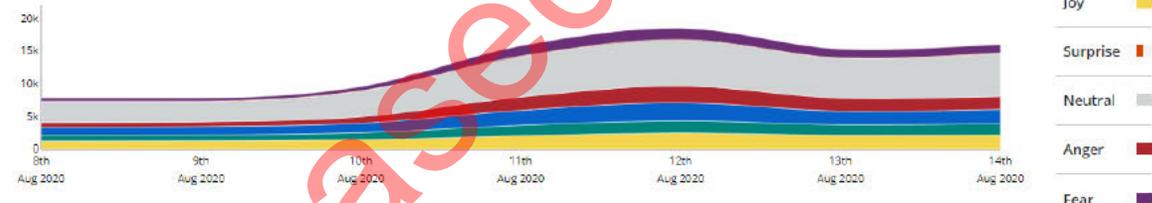
10:46 AM · Aug 14, 2020

Minor issue but a pain. CBAC will send results of my (yesterday) test to my GP who will then pass it on to me. My GP is closed all weekend so if it comes in post-5pm I'll have to wait until Monday.

I had a test at GP's . Text results next day.

2:44 PM · Aug 14, 2020

Auckland conversation emotion over time



People are showing their appreciation and support of those who are queuing to get their test.

Also all those people in a massive queue to get a covid test, knowing it isn't a super pleasant thing: You guys are awesome, thankyou ❤️

7:12 PM · Aug 14, 2020

Chilling in line for a covid test - at least I hope that's what this line is for. they could definitely use some signage and some traffic management, even though it doesn't open for 30 mins.

7:27 AM · Aug 14, 2020

Testing capacity

WTF are we only testing symptomatic? Why?

Don't have the capacity to test everybody. What is more concerning is that there have clearly been a lot of people who were not going to get tested and have now decided to since we moved to L3.

1:32 PM · Aug 14, 2020

Panic buying observations.

Round 2 of panic buying in NZ. Hating going into the supermarkets right now to do some merchandising as can feel everyone's anxiety. Anxiety is contagious. At least I don't have to wait in the queue for work.

1:07 PM · Aug 14, 2020

Aug 14, 2020

I don't even wanna be lining up to do shopping, ima starve for a day or two 🤔🤔

Everyone gna panic buy tomorrow if u locked down lol. Go today bro 🤔

11:14 AM · Aug 14, 2020

# Thank you

Proactively Released

Contact



# Unite Against COVID-19: Social Conversation Analysis

August 15, 2020  
New Zealand

Proactively Released

# Daily Update Summary: Saturday, August 15, 2020

## FAQs:

New Zealanders' are asking about traveling though/into/out of the Auckland region. Business owners and people from a range of organisations are seeking clarification about displaying a QR code. Many people are asking after their COVID-19 test results.

## Engagement with news stories:

Engagements with news about COVID-19 have dropped from Friday. New Zealanders continue to be engaged with stories about cases and the movements of those who have tested positive. There is also interest in articles about people flouting the rules.

## Conversation analysis:

There are some people expressing anger and frustration at those who are flouting Alert Level restrictions, and concern that this could mean the country ends up back in Alert Level 4. With Auckland under Alert Level 3, there is worry and frustration being expressed towards rule breakers in that region from both those within Auckland and those under Alert Level 2.

# What's in this report:

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

# FAQs: Saturday, August 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 (37%)

New Zealanders are asking about potential travel through Auckland.

- Can I return to my home in Auckland?
- Can I travel from Whangarei to Hamilton?
- I live just out of Auckland but my work is in the Auckland area. Can I travel to work?

**New Zealanders' are asking about traveling though/into/out of the Auckland region. Business owners and people from a range of organisations are seeking clarification about displaying a QR code. Many people are asking after their COVID test results.**

## CONTACT TRACING (23%)

Business owners and community members are asking about when to display a QR code.

- Do I need to display a QR code if I own a farm?
- We have a gardening/cleaning business, do we have to have a QR code?
- Do churches need to display a QR code?
- Can I create a QR code for my household?
- Will the app work on my tablet?
- When will the app be available for Android 5?

## CASES (4%)

There is interest in case numbers, and the location of new cases.

- What % of cases are asymptomatic?
- Where are the new cases in Auckland?
- Are the 7 new cases all in Auckland?

## TESTING (12%)

People are asking what the timeframe should be to expect their COVID test results.

- When will I receive my results?
- If I have the symptoms of a cold, should I get a test?

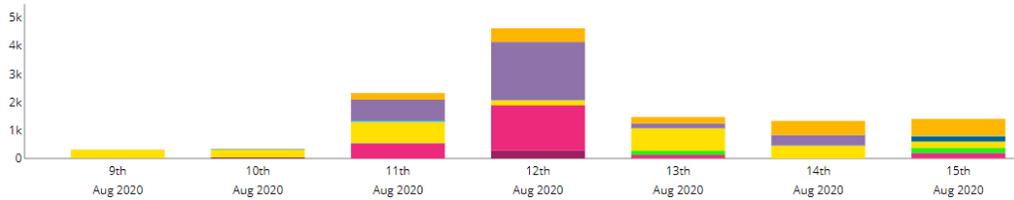
## OTHER

- Should people who travel out of Auckland self-isolate for 14 days?

# Conversation

## August 9 – August 15, 2020

CHART: CONVERSATION ON 'UNITE AGAINST COVID-19' FACEBOOK PAGE



Medical / testing	25.0%	Business support	1.8%
Autonomy	20.9%	Health	17.2%
Households	28.8%	Personal finance	0.5%
Safety	2.8%	Leisure	2.9%

Time	Average posts per day	Highest vol.
Date range: 9-15 August	1,806	August 12

Average vol. on page	Average posts on page per day	Highest vol. on page
L4 (March 25 – April 28)	904	March 25
L3 (April 29 – May 14)	697	May 11
L2 (May 15 – June 10)	349	Jun 8

### Safety

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

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

### Health

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

### Households

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

### Medical / testing (overlap with Safety)

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

### Leisure (overlap with Autonomy)

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

### Personal finance

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

### Business support

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

### Autonomy

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

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

Analysis is based on the top 100 stories that received highest engagement (likes, 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 dropped from Friday.

Articles around case numbers, and the movement of those who have tested positive, continues to highly engage New Zealanders.

Stories about people flouting the restrictions engaged people on Saturday.

The decisions and planning by the government around COVID-19 continues to interest the New Zealand public.

## CASES : 24,637

Covid 19 **coronavirus**: Infected Auckland man was on Mt Ruapehu's Tūroa skifield

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

Facebook 4.4K Twitter 1 Pinterest 0 Reddit 0

Number of Links: -  
Evergreen Score: 0  
Total Engagement: 4.4K

Covid 19 **coronavirus**: Ashley Bloomfield, Chris Hipkins - Seven new cases of Covid-19 today

By : Jason Walls - Aug 15, 2020  
nzherald.co.nz

Facebook 3.1K Twitter 25 Pinterest 0 Reddit 0

Number of Links: -  
Evergreen Score: 0  
Total Engagement: 3.1K

## FLOUTING : 6,709

Covid 19 **coronavirus**: Aucklanders leave lockdown to bask in sunny Saturday weather

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

Facebook 6.3K Twitter 25 Pinterest 0 Reddit 0

Number of Links: 1  
Evergreen Score: 0  
Total Engagement: 6.3K

**Coronavirus**: 2km queues at Auckland beach, chains cut to closed roads

By Auckland Reporter - Aug 15, 2020  
stuff.co.nz

Facebook 215 Twitter 17 Pinterest 0 Reddit 70

Number of Links: -  
Evergreen Score: 0  
Total Engagement: 302

## #NZPOL : 5,193

Covid 19 **coronavirus**: Health Minister Chris Hipkins frustrated and disappointed by misleading border testing advice

By : Jason Walls - Aug 15, 2020  
nzherald.co.nz

Facebook 1.8K Twitter 58 Pinterest 0 Reddit 0

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

**Cases: 24,637**

**Flouting: 6,709**

**#NZPOL: 5,193**

**Testing: 2,837**

**Virus: 2,039**

**Alert Level: 2,021**

**Way of life: 2,010**

**Enforcement: 1,301**

**Quarantine: 1,044**

**International: 990**

**Travel: 973**

**Shopping: 827**

**Misinformation/conspiracy: 616**

**Racism: 563**

**Financial impact: 346**

**Medical: 91**

**Business and consumers: 55**

## 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.

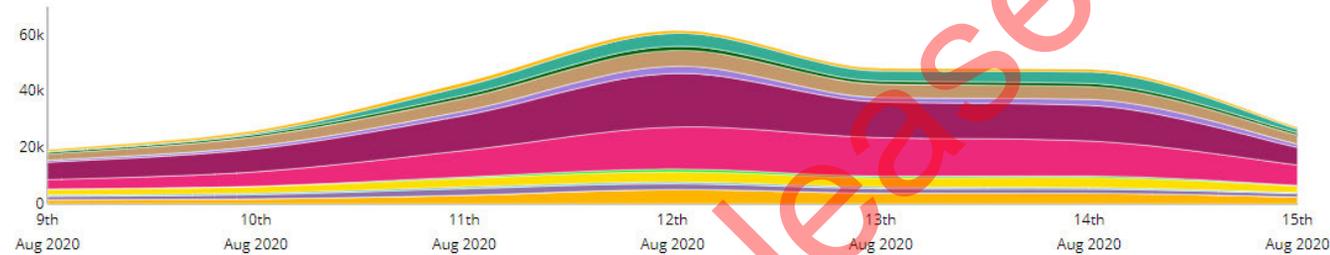
### Mental health

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.

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



### Team of five million / Unite against virus

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

### 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.

### #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.

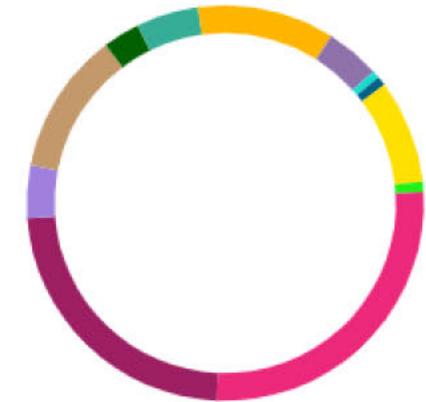
# Category breakdown: Total weekly volume & percentage change in public, social conversation

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

**Total volume of conversation:**  
 Saturday, August 15: 74, 835  
 Friday, August 14: 121, 324  
 Thursday, August 13: 129,722

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Aug 15	600	2.2%	1,382	5.08%	809	2.97%	3,174	11.7%	1,178	4.33%	6,286	23.1%	7,229	26.6%
Aug 14	963	2.01%	4,120	8.61%	1,121	2.34%	4,555	9.52%	2,120	4.43%	12,653	26.4%	12,424	26%
Aug 13	905	1.88%	3,591	7.46%	1,108	2.3%	4,762	9.9%	1,553	3.23%	12,702	26.4%	13,647	28.4%

**Total conversation: Saturday, August 15:**  
**Largest segment: Virus 26.6%**



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 15	226	0.83%	2,316	8.51%	208	0.764%	160	0.588%	1,213	4.46%	2,445	8.98%
Aug 14	549	1.15%	3,534	7.39%	307	0.642%	264	0.552%	1,463	3.06%	3,770	7.88%
Aug 13	608	1.26%	3,224	6.7%	343	0.713%	249	0.518%	1,608	3.34%	3,809	7.98%

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

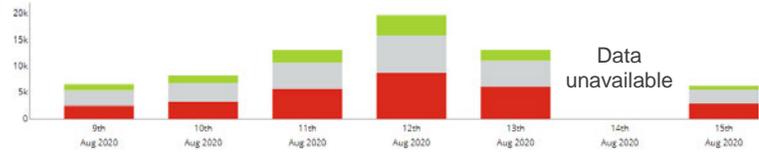
# Net sentiment of each category per week.

Negative sentiment increased in Enforcement, Domestic Violence, Environmental issues, Contact Tracing, Virus, #NZPOL Decisions, Team of Five Million, Mental Health and Timeframe and Financial Stability. All other categories became less negative.

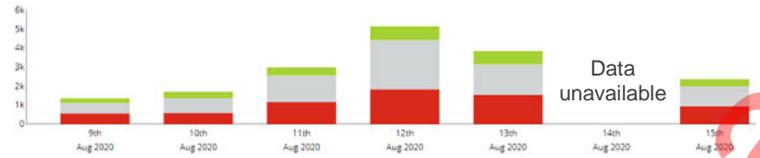


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

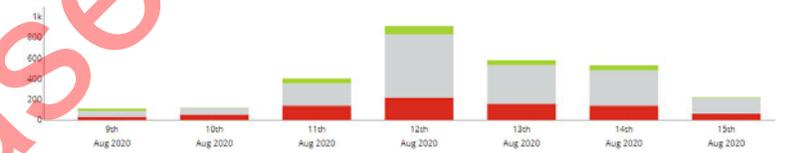
#NZPOL DECISIONS



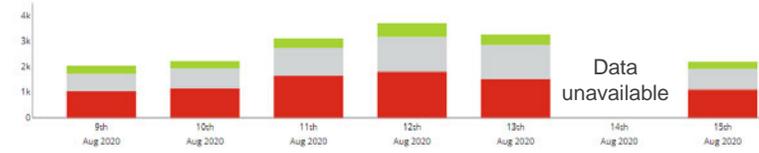
BUSINESS & CONSUMERS



CONTACT TRACING



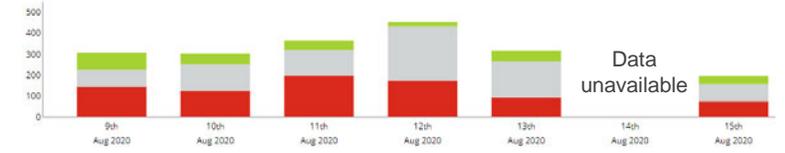
ECONOMY



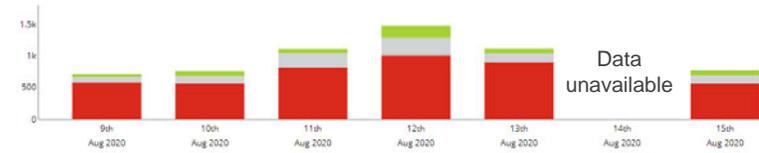
ENFORCEMENT



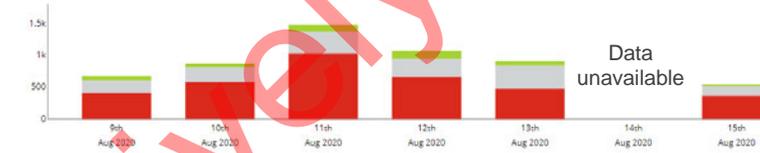
ENVIRONMENTAL ISSUES



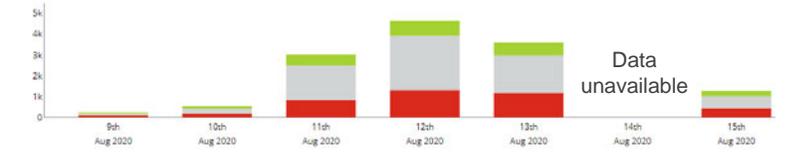
MENTAL HEALTH



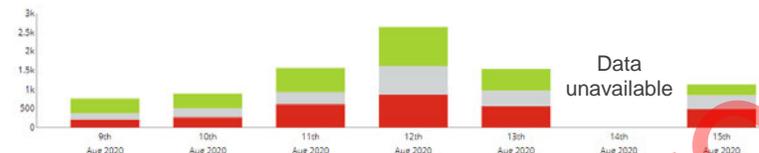
FINANCIAL STABILITY



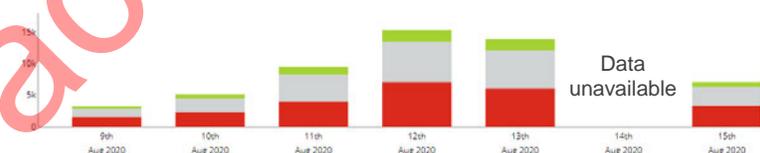
TIMEFRAME



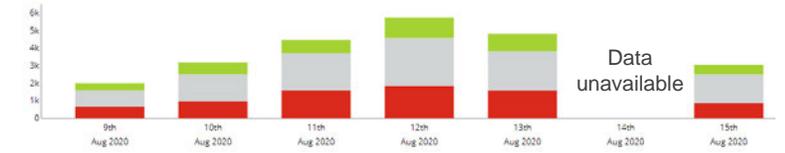
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 7 & 8 for category volumes.

# Exploring New Zealanders' conversations around flouting:

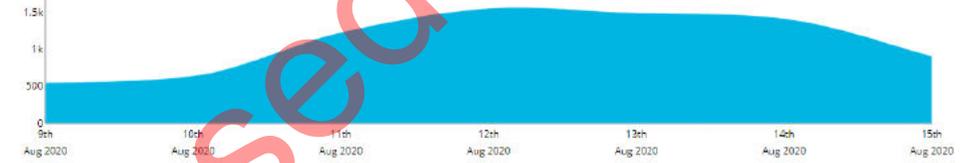
There is anger and frustration being expressed at those who are flouting the Alert Level rules.

Some people are expressing concern that rules flouters will mean the country is put into lockdown/Alert Level 4.

With Auckland under Alert Level 3, there is worry and frustration being expressed towards rule breakers in that region from both those within Auckland and those under Alert Level 2.

Perhaps due to the varied alert levels there is some confusion about the necessary restrictions. A few people are asking for the rules of the Alert Levels to be clarified.

Volume of conversation around flouting 9 – 15 August:



## Anger and frustration at “selfish” people flouting the restrictions

...only the selfish and privileged think this is alright. others who follow the rules and have social responsibility usually think twice. level 3 clearly means go out for essentials or for exercise. basking in the sun is not exercise.

Like · Reply · 15h

## Asking for the rules/restrictions to be clarified

Can someone clarify the rules about gathering? Our neighbours just had about 5 people over that don't live there.

1:49 PM · Aug 15, 2020

## Observations about children using playgrounds

You are not supposed to let your kids on them at all, but everyone is totally ignoring that rule.

Last lockdown when we were at level 3 we went to the beach (not auckland) and so did plenty of others, everyone stayed in their own bubbles, no kids on the playground but seeing people enjoying their own space was nice....had better bubbles than those who were doing their weekly grocery shop

Like · Reply · 17h

## Concern that rules flouters will put us into Alert Level 4

0:00 Great Decision but at the same time, it's sad to see people not following the rules. In fact people are thinking that it's a paid holiday. beaches, parks are full of people and I don't see anyone following the rules. I also heard people visiting others for coffees and gatherings. Jacinda Ardern can you please emphasize about the importance of following the rules as I can see this causing the whole country going to level 4 and shutting down our economy. I'm surprised that our police is not noticing this, are they checking the parks, beaches, stopping cars asking for reason for travel?

Like · Reply · 15h

Well your really going to stay healthy by breaking the rules how pathetic don't bloody moan when your locked down for longer felt sorry for Auckland but don't anymore except for the ones doing the right thing

Like · Reply · 16h

## Concern from those at Alert Level 2

...but there's no I in "TEAM" 🤔. Aucklanders can't spell, let alone follow rules! Ayy

Like · Reply · 11h · Edited

To those within Auckland and outside - how has/will this three day lockdown effect you?

Live in the Coromandel. We've had an influx of people who left Auckland before the noon lockdown.

## Those within Auckland frustrated at others Aucklanders' behaviour

Get it together people. This is embarrassing for the rest of us Aucklanders 🤔🤔

Like · Reply · 16h

We are locked down and not leaving the house. It is frustrating that the media constantly focus on the few who are idiots. It is really demotivating and may cause more people to flout the rules. Not us as we are happy to do this for all of our well being. But a little 1/

6:45 PM · Aug 15, 2020



\* Excludes the 24% of posts that do not contain emotion

# Thank you

Proactively Released

Contact



# Unite Against COVID-19: Social Conversation Analysis

August 16, 2020  
New Zealand

Proactively Released

# What's in this report:

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

# Daily Update Summary: Sunday, August 16, 2020

## FAQs:

New Zealanders are asking about traveling though/into/out of the Auckland region. People are after clarification around the display of QR codes and the use of the contact tracing app. There are questions about how long it takes to receive COVID-19 test results.

## Engagement with news stories:

Engagements with news about COVID-19 have dropped from Saturday. New Zealanders continue to be engaged with stories about cases and the locations of those who have tested positive. People are also interested in articles about people flouting the Alert Level restrictions and the government's COVID-19 response.

## Conversation analysis:

In conversation about testing, some New Zealanders are expressing anger and frustration that not all workers at border entry points and quarantine facilities were being tested, while others are defending the government's testing regime. A few people are also sharing their own test experiences or why they are going to get tested.

Conversation around wearing masks has dropped off but remains emotionally charged. There are many people urging others to wear masks, however some remain skeptical and do not see why they are necessary.

# FAQs: Sunday, August 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)

## TRAVEL (35%)

New Zealanders have questions about travelling through/to/out of Auckland.

- If we come from Northland and want to go to Waikato without stopping in Auckland, is this possible?
- Can you get through the Auckland border with a letter from your employer or do you need an official exemption?
- Can you drive from outside of Auckland directly to Auckland airport to catch flights to the South Island?

**New Zealanders are asking about traveling though/into/out of the Auckland region. People are continuing to asking for clarification about displaying a QR code and wondering about the use of the contact tracing app. There are questions about how long it will take to receive COVID-19 test results.**

## CONTACT TRACING (18%)

People are asking about when to display a QR code and using the contact tracing app.

- Do tradies visiting clients' houses who don't have a business premise need a QR code in the van?
- If I check in somewhere at say 1pm, do I have to scan/check out?
- What if our workplace has many offices within – would each business need to have a QR code or is it sufficient to have a sign at the entrances/exits?

## CASES (6%)

There is interest in case numbers, and the location of new cases.

- Are there any cases in the South Island please?
- How many cases do we have?

## TESTING (16%)

People are asking what the timeframe is for expecting their COVID-19 test results back.

- How long does it take to get results from a Covid test?
- Just wondering who we should contact to follow up on COVID-19 test results?
- Am having the test today – when can I expect the results?

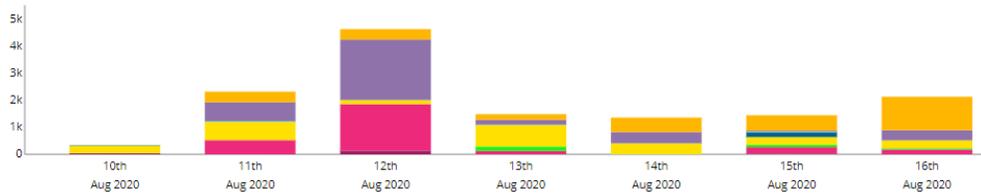
## OTHER

- Are we allowed to go to the skate park in Level 3?

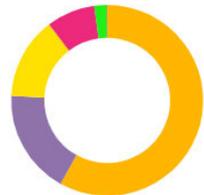
# Conversation

## August 10 – August 16, 2020

CHART: CONVERSATION ON 'UNITE AGAINST COVID-19' FACEBOOK PAGE



CATEGORY SUMMARY FOR 16 AUG.



Health	58.1%	Safety	2.1%
Households	17.7%	Leisure	0.0%
Medical / testing	13.9%	Business support	0.0%
Autonomy	8.2%	Personal finance	0.0%

Time	Average posts per day	Highest vol.
Date range: 10-16 August	2,175	August 12

Average vol. on page	Average posts on page per day	Highest vol. on page
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### Safety

This conversation indicates a call for safety for the nation, and a need to maintain vigilance. Dobbing, complying, concern, #stayhomeNZ, asking for guidelines on social distancing and operating safely.

### Health

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

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

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The volume of engagements with news stories has dropped from Saturday.

Articles around case numbers, and the locations of those who have tested positive, continues to highly engage New Zealanders.

The decisions, planning and communication from the government continues to interest the New Zealand public.

Stories about Aucklanders flouting the Alert Level 3 restrictions engaged people on Sunday.

CASES: 14,964

Covid 19 **coronavirus** update: Chris Hipkins, Ashley Bloomfield reveal 13 new cases - and issue a warning about social media

By : Amelia Wade - Aug 16, 2020  
nzherald.co.nz

**f** 4.1K **t** 52 **p** 0 **r** 0

Number of Links:	2
Evergreen Score:	0
Total Engagement:	4.1K

Covid 19 **coronavirus**: AUT student tests positive

By : Georgina Campbell - Aug 16, 2020  
nzherald.co.nz

**f** 4K **t** 9 **p** 0 **r** 0

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

#NZPOL: 13,241

Covid 19 **coronavirus**: Winston Peters maintains border breach led to NZ outbreak

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

**f** 2.9K **t** 6 **p** 0 **r** 0

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

Jacinda Ardern gives heartfelt message to Kiwis over **COVID-19** resurgence

By Rachel Sadler - Aug 16, 2020  
newshub.co.nz

**f** 2.7K **t** 0 **p** 0 **r** 0

Number of Links:	-
Evergreen Score:	0
Total Engagement:	2.7K

FLOUTING: 4,471

Aucklanders ignore **lockdown** to bask in sunny weather en masse

By Nz Herald - Aug 16, 2020  
newstalkzb.co.nz

**f** 2.3K **t** 0 **p** 0 **r** 0

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

- Cases: 14,964**
- #NZPOL: 13,241**
- Flouting: 4,471**
- Testing: 4,079**
- Alert Level: 3,724**
- International: 3,211**
- Virus: 1,530**
- Education: 827**
- Misinformation/conspiracy: 621**
- Travel: 582**
- Medical: 326**
- Enforcement: 248**
- Business and consumers: 113**
- Way of life: 31**
- Election: 11**
- Team of 5 million: 7**
- Contact tracing: 1**

# 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.

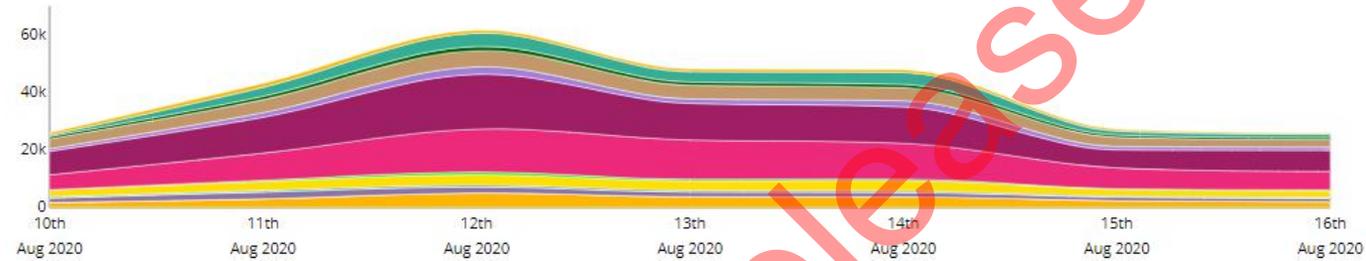
## Mental health

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.

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



## Team of five million / Unite against virus

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

## 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.

## #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.

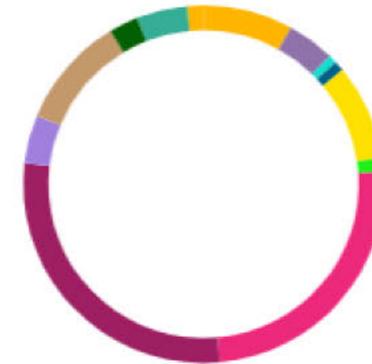
# Category breakdown: Total weekly volume & percentage change in public, social conversation

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

**Total volume of conversation:**  
 Sunday, August 16: 73,100  
 Saturday, August 15: 74, 835  
 Friday, August 14: 121, 324

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Aug 16	368	1.42%	1,185	4.58%	680	2.63%	2,612	10.1%	1,123	4.34%	7,318	28.3%	6,383	24.7%
Aug 15	600	2.2%	1,382	5.08%	809	2.97%	3,174	11.7%	1,178	4.33%	6,286	23.1%	7,229	26.6%
Aug 14	963	2.01%	4,120	8.61%	1,121	2.34%	4,555	9.52%	2,120	4.43%	12,653	26.4%	12,424	26%

**Total conversation: Sunday, August 16:**  
**Largest segment: #NZPOL decisions 28.3%**



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 16	320	1.24%	2,247	8.69%	232	0.89%	188	0.7%	1,115	4.31%	2,076	8%
Aug 15	226	0.83%	2,316	8.51%	208	0.764%	160	0.588%	1,213	4.46%	2,445	8.98%
Aug 14	549	1.15%	3,534	7.39%	307	0.642%	264	0.552%	1,463	3.06%	3,770	7.88%

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

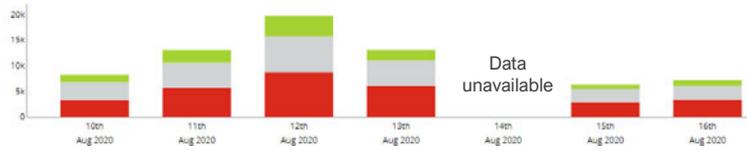
# Net sentiment of each category per week.

On Sunday many categories became less negative. There was an increase in negative sentiment withing Business & Consumers, Way of Life and Mental health. Contact Tracing and #NZPOL Decision remained stable from the previous day.

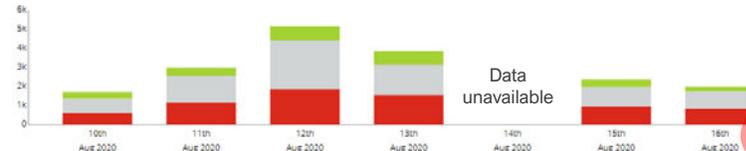


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

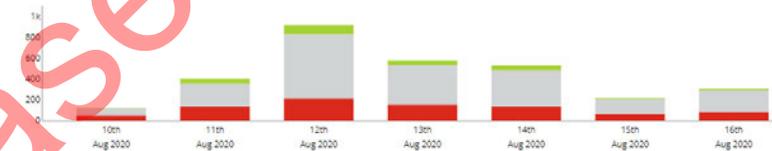
#NZPOL DECISIONS



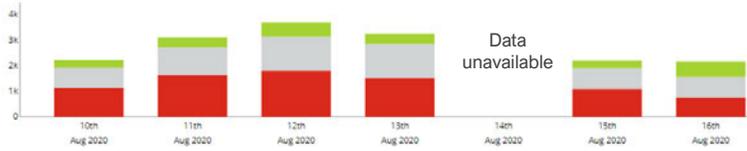
BUSINESS & CONSUMERS



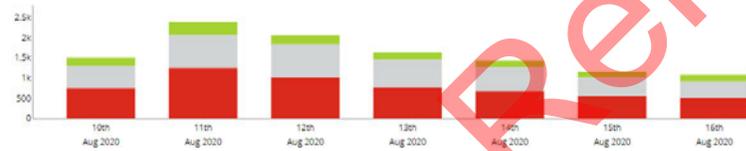
CONTACT TRACING



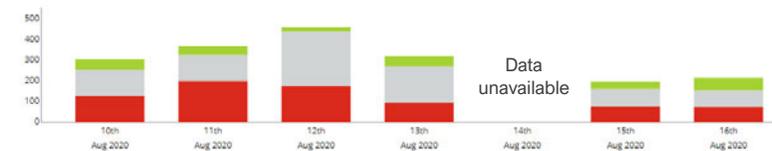
ECONOMY



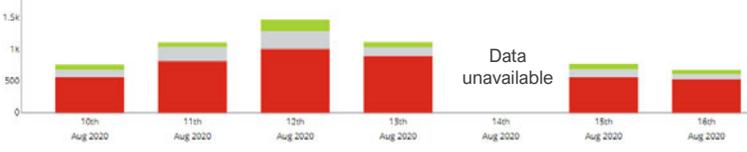
ENFORCEMENT



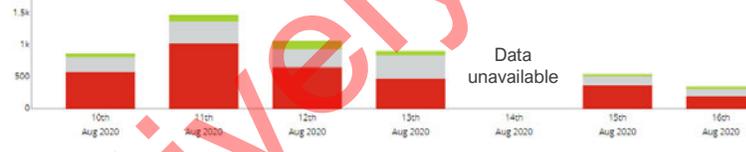
ENVIRONMENTAL ISSUES



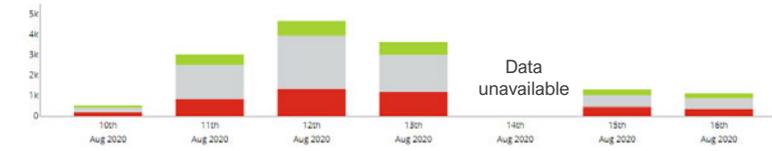
MENTAL HEALTH



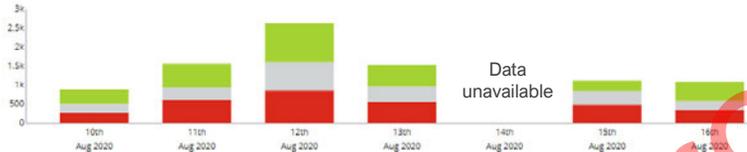
FINANCIAL STABILITY



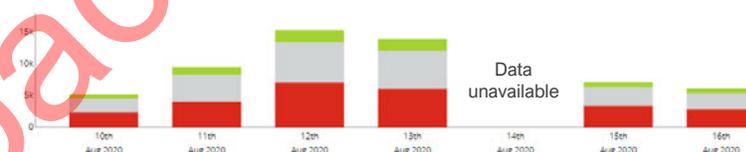
TIMEFRAME



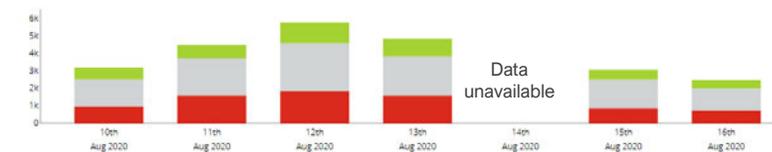
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

Please note variations in scale. Refer to pages 7 & 8 for category volumes.

# Exploring New Zealanders' conversations around testing

There are people expressing their anger and frustration that not all people working at border entry points and quarantine facilities were being tested regularly. Others are defending the government's response to testing so far.

There is discussion around people having to pay getting a test done at a GP.

A few people are sharing their own experiences of having a COVID-19 test or why they are going to get one done.

Some people are taking the opportunity to thank those in the community who are doing the testing.

## Gratitude to those carrying out the testing

To all those working with the testing ...n patients at home and in isolation n in hospital ..Think you are all doing an amazing job xx take care n thank you ...

Thank you to the Laboratory testing and all those behind the scene. You guys rock!

## Testing is but one way to contain the virus

Testing is needed but it would not solve all the problems- you are relying on everybody doing exactly the right thing everything everything, which is difficult.

## Defending the government's actions

there has always been testing available as the frontline staff have to go home to their families- it was never mandatory as staff are given a medical screening before each shift and they wear appropriate PPE for their job role

get it right buddy. The Gov't didn't stop bothering to have testing done, it was us the general public who became too complacent because all was well, who stopped bothering. The Gov't has always endorsed getting tested, so get your facts right

## Volume of conversation about testing, August 10 - 16



## People having to pay for testing at GPs

Sounds like a GP problem not a covid test problem. No one should be made to pay for the covid test regardless of having symptoms or not but you still need to pay doctors fees to see a doctor. If you feel your doctor was trying to charge for the test itself why not take it to ministry of health and have them reported for mistreatment. Instead of the media?

I think GPs are charging their standard visitor charge not for the covid test so best to go to a testing station

You may still be charged by your doc for their consult fee even though the covid test is free. Prob why everyone is going to test centres.

## People sharing their own test experiences

... it's not a nice test, I can tell you I would probably quit my job if my boss told me I had to be tested every week...

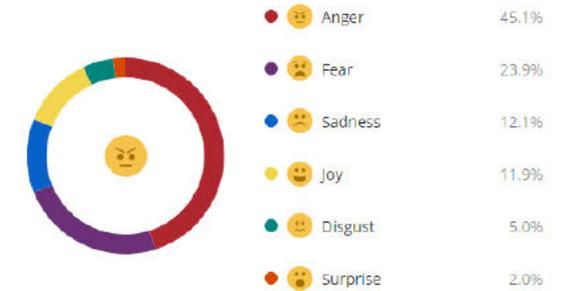
Having a swab shoved up your nose isn't that bad when you have XXL sized Samoan nostrils like mine lol. #CovidTesting #hamoprige

I got symptoms of a headcold yesterday which could also be symptoms of covid. I'm off to get a swab today

## Frustration/anger that not all those working at borders were being tested

... many mistakes have been made including not testing quarantine staff, guards asleep at the wheel among other serious issues. The standard might be high but their implementation does not even come close.

... Mandatory testing of such staff should have started months ago which would have helped this situation so yes we have every right to be angry about it



\* Excludes the 35% of posts that do not contain emotion

# Exploring how New Zealanders are currently discussing masks and face coverings:

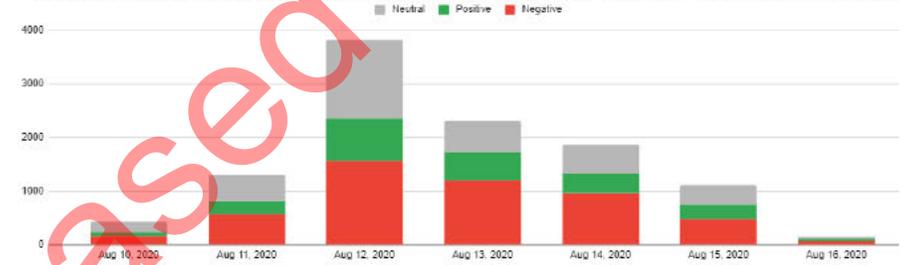
NOTE: we anticipate that the majority of conversation will be happening on personal social media feeds which is not part of this dataset.

The volume of conversation about wearing masks and face coverings has fallen sharply after peaking on Wednesday last week. Sentiment is predominantly negative which reflects the emotive nature of the conversation. Some are frustrated when they see people not wearing masks, while others are voicing their dislike for wearing masks, but encouraging people to do it regardless.

Access to affordable masks is a major topic of conversation. Some members of the community are making and distributing masks to their friends, others are selling them.

Some people are discussing how useful/safe wearing masks is in general.

Volume and sentiment of conversation about 'Masks' on New Zealand



## Aware that the requirements have changed between last lock down and the current situation

So much miss information out there. 1st experts we don't need masks. now talking mandatory wearing marks with penalties. But you don't need them if outdoors only in confined spaces or if cant socially distance 2 meters or sick. Please just make up your mind!!

Like · Reply · 1d 43

## Urging others to make their own mask.

try , see what happens, while your waiting a scarf or bandana or anything else you can think off that covers your mouth and nose and still lets you breath is acceptable. Please don't make everyone do your thinking for you !

Like · Reply · 23h 1

## Some see masks as necessary while shopping however are not using them if they can social distance.

I dont mind wearing it in supermarket or shops.but when out at beach or outside aslong as we are social distancing yourself is ok.

Like · Reply · 1d 84

## Access to affordable masks.

[...] I am a student and haven't found a place selling them cheaply. That being said I don't like crowds at the best of times and already plan my visits to supermarkets and stores for when I think they will be empty (usually late in the evening), use self checkout and paywave or online ordering wherever possible. Obviously no where near as safe as a mask would be but I am not in Auckland and I hope it will be enough to stop me passing it on if I were to be infected.

READ POST AT reddit.com

- Aug 16, 2020

Ooohhhhhh how much???

\$10 per mask sis!

5:34 PM · Aug 16, 2020 from Auckland, New Zealand

## Thank you to the community mask-makers/ 'Be kind make them a mask'

might interest you to know in the last few days I have made 30 masks for others free of charge.

Like · Reply · 23h 2

Still posting and not doing. No idea where you get your expectations from but that's a fail. BE KIND MAKE THEM A MASK.

Like · Reply · 23h

## Skeptical and negative responses

would you make your own motorcycle helmet?

Like · Reply · 20h

## Some are voicing their personal accounts of wearing masks.

I truly hate wearing a mask, I hate the way it makes me feel, especially for the first 5min. Mum and I went to the supermarket today. We put our masks on and didn't take them off again until we were in the car. We did it because we can and we should

## Concern about the safe use of masks.

Increase risk how? That's what I'm really after, an understanding of the point at which it becomes counter productive

If the outside of the mask is contaminated and then touched, then the face is touched/eyes rubbed etc by the same now-contaminated hand, the mask is useless but there's a false sense of safety. It depends on age and level of understanding. Strict hand washing is very important.

11:28 AM · Aug 16, 2020

3 See the latest COVID-19 information on Twitter

But if CV19 is so hazardous then used masks should be burnt or disposed in hazardous materials bin. You are not supposed to touch a mask once it's on to avoid transferring virus.

Like · Reply · 16h

# Thank you

Proactively Released

Contact

