



Proactive Release

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Unite Against COVID-19: Social Conversation Analysis

August 17, 2020
New Zealand

Proactively Released

Daily Update Summary: Monday, August 17, 2020

FAQs:

New Zealanders are continuing to ask about traveling though, into or out of the Auckland region. People are asking for clarification about displaying a QR code and have questions about the contact tracing app.

Engagement with news stories:

Engagements with COVID-19 related news has risen from Sunday. 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 government decisions, in particular about the wage subsidy scheme, border testing, and allowing some Auckland Year 12 and Year 13s to return to school.

Conversation analysis:

Conversation about trust and integrity is 43 percent higher than it was in the first week of March's lockdown/Alert Level 4, as some New Zealanders discuss misinformation, conspiracy theories and the belief of government coverups.

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 trust.

FAQs: Monday, August 17, 2020

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

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

TRAVEL (33%)

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

- I am in Auckland and my relative in Wellington has passed away. Are we able to drive from Auckland to Wellington to attend the funeral?
- Is it ok to drive straight through Auckland to Northland from other parts of the country if we have proof of accommodation?
- How long will I have to wait for my travel exemption letter to go through Auckland?

New Zealanders are continuing to ask 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.

CONTACT TRACING (20%)

People are asking about displaying a QR code and using the contact tracing app.

- Working in a hospital do we have to scan all the QR codes for each ward we enter?
- Is there a plan for buses and other public transport to be integrated into this app?
- We are a mobile trade service without a premise. Do we need to offer a QR code for customers?

TESTING (6%)

People are asking about getting tests done and what the timeframe is for expecting test results back.

- I was tested on Wednesday and haven't heard anything. My GP told me I would only be contacted if I was positive. How long do I wait?
- Why is it so hard to get a test done in the regions?

CASES (9%)

There are questions about the current cases and their movements.

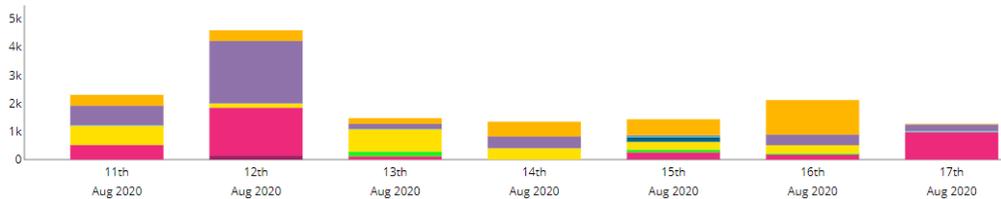
- Where is the list of public places where confirmed cases have been?
- Could we please get an indication of which stores were visited by the positive case at the Botany Town Centre on August 11?
- How many cases are in critical care?

Proactive Release

Conversation

August 11 – August 17, 2020

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



CATEGORY SUMMARY FOR 17 AUGUST:



Autonomy	76.3%	Business support	0.5%
Households	18.9%	Medical / testing	0.1%
Health	2.1%	Safety	0.0%
Personal finance	2.1%	Leisure	0.0%

Time	Average posts per day	Highest vol.
Date range: 11 -17 August	2,312	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. Dabbing, 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.

The volume of engagement with news stories has risen from Sunday.

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

Government decisions, in particular articles about the wage subsidy scheme, border testing and allowing some Auckland Year 12 and Year 13s to return to school, were of interest to New Zealanders.

There was engagement with international news, in particular articles on Donald Trump's comments about New Zealand's new outbreak of cases.

CASES: 27,483

Covid 19 **coronavirus**: NZ Post worker in Auckland tests positive for **Covid-19**

By : Luke Kirkness - Aug 17, 2020
nzherald.co.nz

Facebook 6.7K Twitter 0 Pinterest 0 Reddit 0

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

Covid 19 **coronavirus**: Avondale College student tests positive for **Covid-19**

By Nzherald - Aug 17, 2020
nzherald.co.nz

Facebook 5.1K Twitter 5 Pinterest 0 Reddit 0

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

#NZPOL: 14,538

Covid 19 **coronavirus**: Wage subsidy scheme extended by two weeks, 'will save 470,000 jobs'

By : Hamish Rutherford - Aug 17, 2020
nzherald.co.nz

Facebook 5.1K Twitter 41 Pinterest 0 Reddit 0

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

Covid 19 **coronavirus**: Ministry of Education to allow some Auckland Year 12 and 13s to return to school under level 3

By Nzherald - Aug 17, 2020
nzherald.co.nz

Facebook 1.4K Twitter 18 Pinterest 0 Reddit 0

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

INTERNATIONAL: 11,264

Covid 19 **coronavirus**: Donald Trump on New Zealand's new outbreak

By Nzherald - Aug 17, 2020
nzherald.co.nz

Facebook 5.7K Twitter 62 Pinterest 0 Reddit 27

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

- Cases: 27,483
- #NZPOL: 14,538
- International: 11,264
- Enforcement: 6,564
- Election: 5,034
- Virus: 4,365
- Shopping: 3,844
- Flouting: 2,387
- Masks: 2,054
- Testing: 1,159
- Team of 5 million: 1,064
- Misinformation/conspiracy: 1,046
- Medical: 951
- Financial support: 879
- Alert Level: 747
- Aggression: 574
- Economy: 478
- Way of life: 334
- Quarantine: 314
- Adapting: 226
- Travel: 92

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.

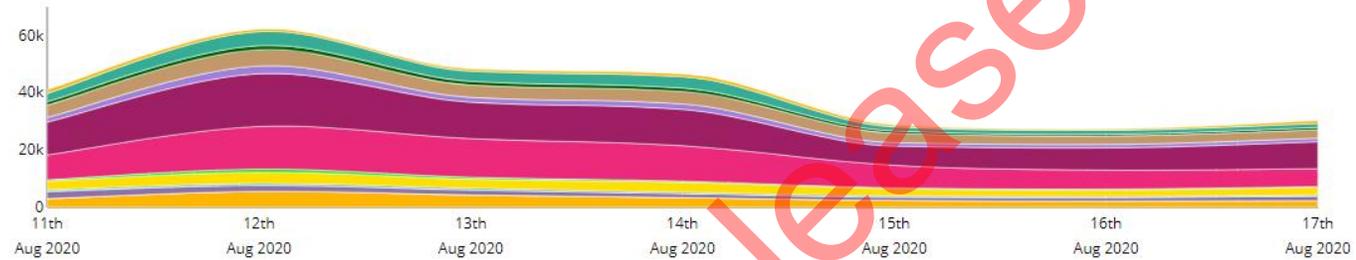
Mental health

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.

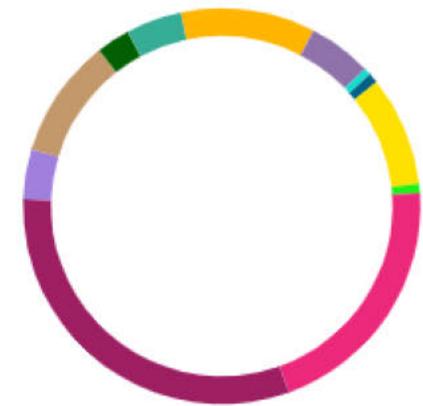
Category breakdown: Total weekly volume & percentage change in public, social conversation

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

Total volume of conversation:
 Monday, August 17: 83, 205
 Sunday, August 16: 73,100
 Saturday, August 15: 74, 835

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Aug 17	1,002	3.31%	1,379	4.55%	829	2.74%	2,952	9.74%	1,241	4.1%	9,406	31%	6,235	20.6%
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%

Total conversation: Monday, August 17:
Largest segment: #NZPOL decisions 31%



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 17	223	0.736 %	2,723	8.99%	249	0.822 %	178	0.587 %	1,567	5.17 %	2,316	7.64%
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%

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.

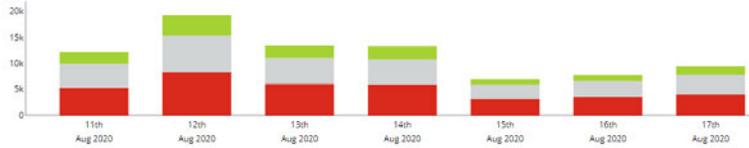
Most categories decreased in negative sentiment on Monday.

There was an increase in negative sentiment in Enforcement, Domestic Violence, Environmental Issues and Economy.

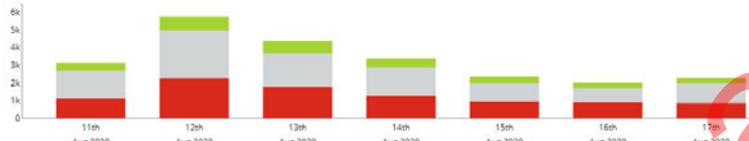


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

#NZPOL DECISIONS



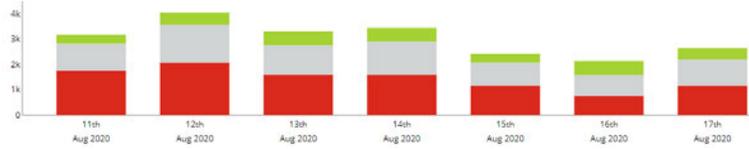
BUSINESS & CONSUMERS



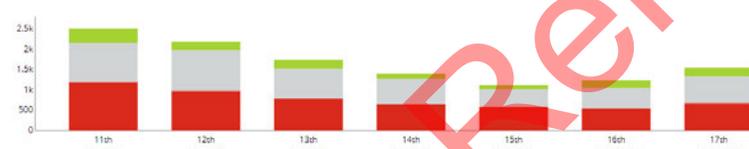
CONTACT TRACING



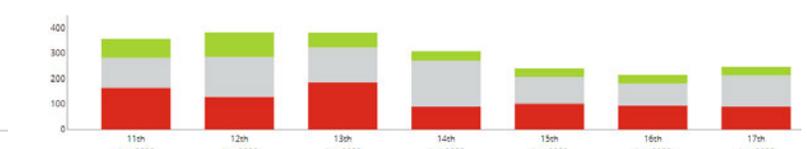
ECONOMY



ENFORCEMENT



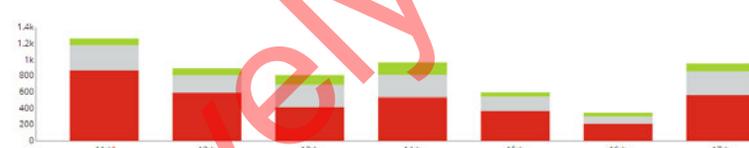
ENVIRONMENTAL ISSUES



MENTAL HEALTH



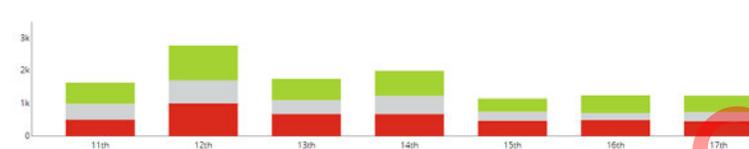
FINANCIAL STABILITY



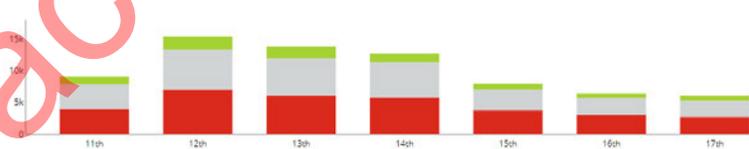
TIMEFRAME



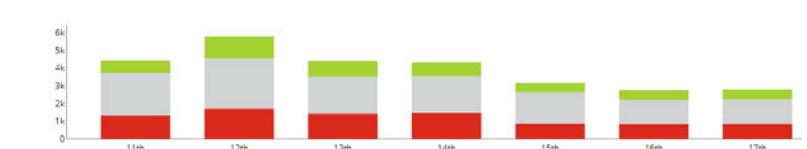
TEAM OF 5 MILLION



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.

Social media is awash with conversation about misinformation. Volume and negative sentiment has increased compared to the first week of lockdown in March.

Mentions of trust, integrity and truth have increased by 43% compared to the first week of lockdown (March 22 – 28). Within the conversation there has been an increase in negative sentiment (+8%) and decrease in positive sentiment (-10%) compared to the March 22 – 28.

The increase in volume is largely due to a vocal group who are questioning the government’s honesty in its handling of COVID-19.

The upcoming election has brought out more debate about the government’s approach.

Some users are calling out people who are sharing fake news.

Some content reflects a lack of trust in the New Zealand population to comply at Level 3 and the concern that we need to be placed under the more stringent restrictions of Level 4 to get on top of the latest outbreak.

Lack of trust that Level 3 is enough.

would love to believe that level 3 would be enough but, as the Queenstown holidayers have proved, we just can't be trusted. But I truly hope that we stay at level 3.

Like · Reply · 4d

Public backlash towards those spreading false information.

when an opinion crosses over to providing misinformation it becomes a lie. Lies damage the population as a whole. You can have your opinion but don't force it on others.

Like · Reply · 1d

I see the truth. Un like you making up conspiracy theory

Like · Reply · 3d

Fed up with restrictions on their lives.

the thing is govt can't control everyone and or everything anyone says - this whole wet dream of controlling everything from a virus to freedom of speech is exactly why so many are buying into the distortion and there is much distortion - politicians lie I grew up with the elders talking saying ya can't trust a politician and we know this by now there is a historical record of it - politicians betray this is also in the historical record and so many millions of us have had to live with their lies and their deceit and their arrogance and now this



Lack of trust in the government.

Good luck stopping the rumor and speculation. when you only ever tell us half the story...the half you want us to hear.

Like · Reply · 2d

I sweet so we can sue this Govt for all there election FAILS/LIES from last election Oh and of course this community transmission cover up

Like · Reply · 1d

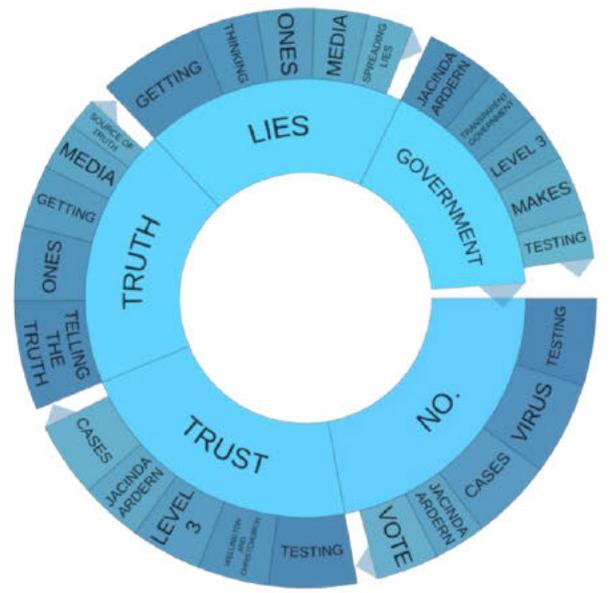
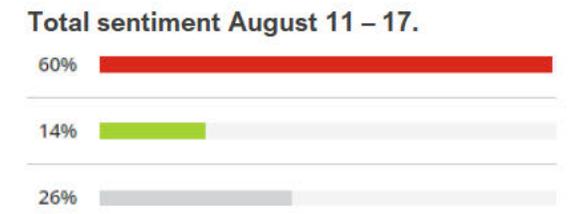
How about making it mandatory to manage the borders properly and tell the truth.

Like · Reply · 6d

Political debate.

You're showing blind faith that the Nats would do any better. So what's your point?

Like · Reply · 1d



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

August 18, 2020
New Zealand

Proactively Released

Daily Update Summary: Tuesday, August 18, 2020

FAQs:

New Zealand business owners are asking for clarification on QR codes for their workplaces. Some Aucklanders are requesting an exemption for travel and people are still experiencing delays to receiving their COVID test results.

Engagement with news stories:

News stories covering Ardern's response to Trump, new cases in Auckland, and the government's handling of border staff testing drew engagement from the public on Tuesday.

Conversation analysis:

For some Aucklanders check-points are becoming a familiar part of their day. New Zealanders outside of the Auckland region are concerned there that there is too much non-essential travel out of the Level 3 zone.

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 Auckland's check-points.

FAQs: Tuesday, August 18, 2020

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

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

CONTACT TRACING (43%)

People are asking about displaying a QR code and using the contact tracing app.

- Should I be scanning into my work daily?
- Should Uber/taxi drivers display QR codes?
- I'm still waiting for my QR code poster, how long does this step typically take?
- Is there a way to refer businesses who aren't displaying a QR code?
- Do sole traders need a QR code?
- Do all businesses need a QR code or just those in Level 3?
- Do we need a QR code for every building site if we work across several?

TRAVEL (20%)

Aucklanders are asking about the process and application wait time for travel exemptions.

- I've emailed to apply for a travel exemption. How long does it take to receive a response?
- How do I apply for a travel exemption?

TESTING (9%)

New Zealanders continue to ask about the waiting time before they receive their test results.

- How long is the wait time before I receive my result back from my COVID test?
- If I've been tested but am asymptomatic do I need to self isolate until I receive my result?
- Are border control workers all being tested now?

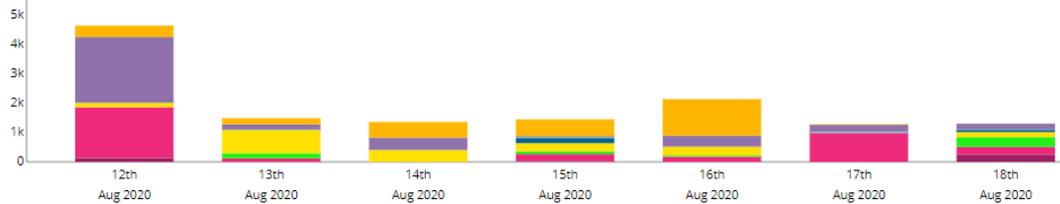
New Zealand business owners are asking for clarification on QR codes for their workplaces. Some Aucklanders are requesting an exemption for travel and people are still experiencing delays to receiving their COVID test results.

Proactively Released

Conversation

August 12 – August 18, 2020

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



CATEGORY SUMMARY FOR 18 AUGUST:



Safety	25.0%	Medical / testing	13.4%
Autonomy	20.2%	Business support	6.1%
Leisure	19.0%	Personal finance	0.8%
Households	15.0%	Health	0.6%

Time	Average posts per day	Highest vol.
Date range: 12 -18 August	2,181	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
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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.

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.

Engagement with news stories about COVID-19 fell by 27% from Monday.

New Zealanders' were interested in Ardern's response to Trump.

Stories examining new cases' connection to the established cluster, as well as potential proximity to members of the public drew a lot of engagement including the managed isolation facility worker Rydges hotel & the New Zealand post worker.

Judith Collins and the Deputy PM's statements about the govt's handling of border testing also drew interest.

INTERNATIONAL: 18,122

Covid 19 **coronavirus**: PM Jacinda Ardern says Donald Trump's claim NZ is experiencing a surge is 'patently wrong'

By : Amelia Wade - Aug 18, 2020
nzherald.co.nz

f 8K **t** 210 **p** 0 **r** 0

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

Coronavirus: Jacinda Ardern hits back at Donald Trump's 'patently wrong' claim of **COVID-19** 'surge' in New Zealand

By Zane Small - Aug 18, 2020
newshub.co.nz

f 4K **t** 87 **p** 0 **r** 0

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

CASES: 18,067

Covid 19 **coronavirus**: Managed isolation facility worker at Rydges Hotel tests positive

By : Luke Kirkness - Aug 18, 2020
nzherald.co.nz

f 3.5K **t** 30 **p** 0 **r** 0

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

Second NZ Post worker tests positive for **COVID-19**

By Scott Palmer - Aug 18, 2020
newshub.co.nz

f 3K **t** 11 **p** 0 **r** 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 3K

#NZPOL: 7,680

Judith Collins unloads on **Covid-19** border testing, calling it an 'absolute failure'

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

f 2.4K **t** 0 **p** 0 **r** 0

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

International: 18,122

Cases: 18,067

#NZPOL: 7,680

Misinformation/conspiracy: 4,048

Quarantine: 3,767

Medical: 2,836

Testing: 2,570

Enforcement: 1,751

Way of life: 1,646

Travel: 947

Aggression: 248

Masks: 118

Flouting: 89

Virus: 76

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.

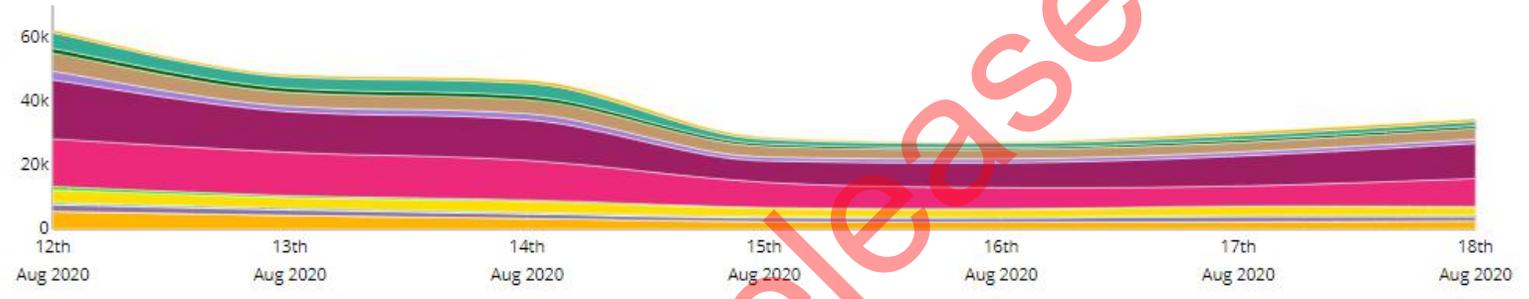
Mental health

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.

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

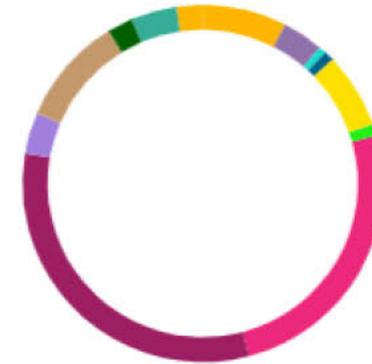
Category breakdown: Total weekly volume & percentage change in public, social conversation

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

Total volume of conversation:
 Tuesday, August 18: 93,560
 Monday, August 17: 83,205
 Sunday, August 16: 73,100

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Aug 18	797	2.31%	1,421	4.12%	792	23%	3,394	9.84%	1,286	3.73%	10,997	31.9%	8,687	25.2%
Aug 17	1,002	3.31%	1,379	4.55%	829	2.74%	2,952	9.74%	1,241	4.1%	9,406	31%	6,235	20.6%
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%

Total conversation: Monday, August 17:
Largest segment: #NZPOL decisions 31.9%



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 18	354	1.03%	2,365	6.85%	314	0.91%	213	0.61%	1,281	3.71%	2,601	7.54%
Aug 17	223	0.736%	2,723	8.99%	249	0.822%	178	0.587%	1,567	5.17%	2,316	7.64%
Aug 16	320	1.24%	2,247	8.69%	232	0.89%	188	0.7%	1,115	4.31%	2,076	8%

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.

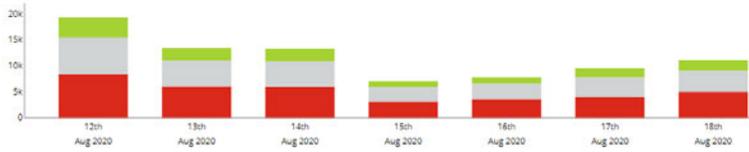
Net sentiment of each category per week.

There were increases in negative sentiment across most categories on Tuesday other than Timeframe and Financial Security which became less negative. Virus category remained stable.

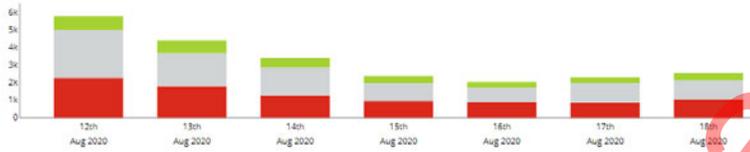


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

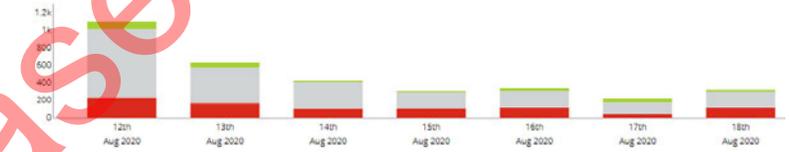
#NZPOL DECISIONS



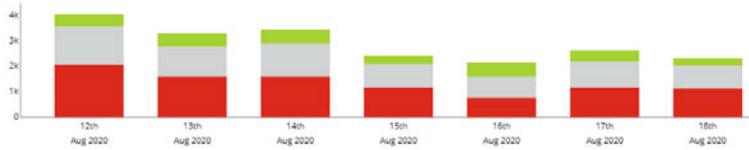
BUSINESS & CONSUMERS



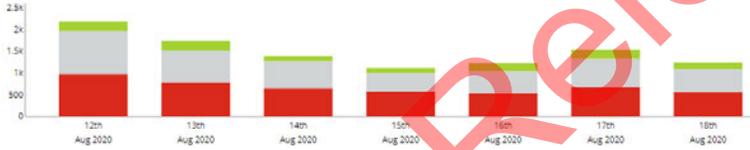
CONTACT TRACING



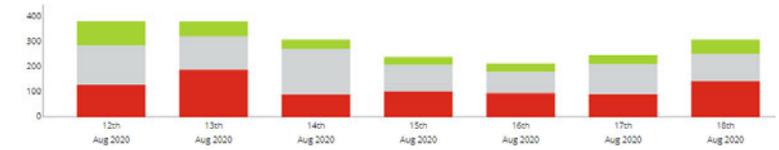
ECONOMY



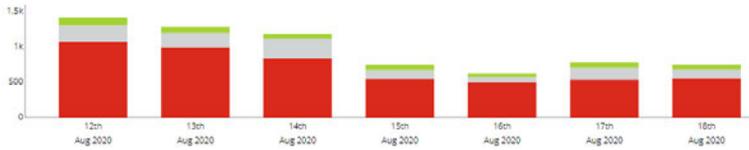
ENFORCEMENT



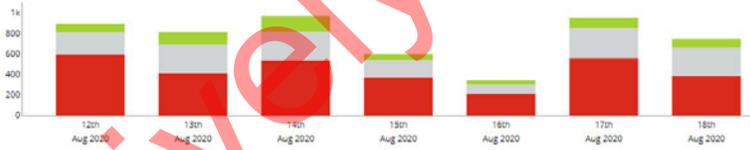
ENVIRONMENTAL ISSUES



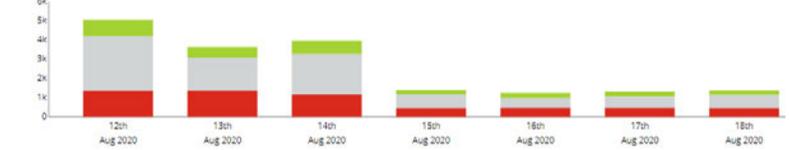
MENTAL HEALTH



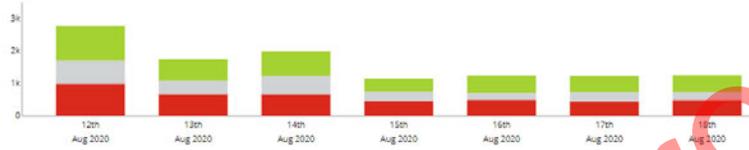
FINANCIAL STABILITY



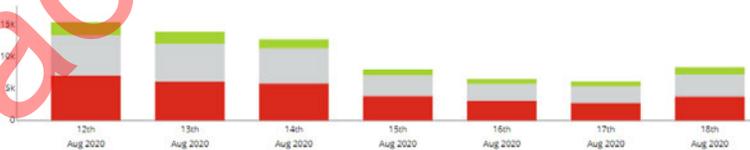
TIMEFRAME



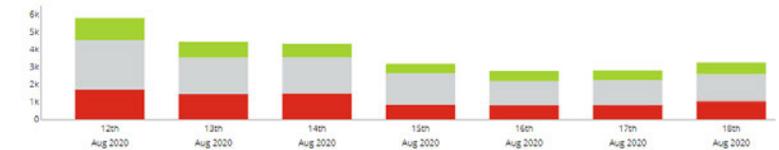
TEAM OF 5 MILLION



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.

For some Aucklanders check-points are becoming a familiar part of their day. New Zealanders outside of the Auckland region are concerned there is too much non-essential travel out of the Level 3 zone.

While location data is not available for Facebook content, a large % of the conversation about Auckland's borders appears to be from people outside of Auckland.

Commenters have concerns that too many Aucklanders' are traveling outside of the region.

Some Aucklanders are using social media to share positive experiences of passing through checkpoints, while others have experienced major delays to their commute.



Essential workers with legitimate reasons to be travelling out of Auckland are encountering major delays.

I sat in the queue at Bombay for 1 hour 23 minutes. So was 2 hours 50 to work all up. Another worker took 4 hours 30minutes to get thru bombay. Bloody absolutely ridiculous and yes we are essential emergency services workers!

Like · Reply · 1d 23

Aucklanders are sharing positive experiences of going through check-points. Many people seem to accept the need for checkpoints and are quite philosophical about the inclusion of checkpoints in their everyday lives.

Yep I was stopped, returning to Auckland from being up in Northland. The people at the roadblock were very professional and friendly.

Like · Reply · 3d 37

Yes twice today leaving Auckland and coming back..friendly police let me through and army let me back in

Like · Reply · 3d 3

I have been stopped at a checkpoint everyday. There is one down the road from where we live, everytime I go down to the shop, or work, or the earlier emergency run for wine, I have to go through the checkpoint, and I am not even entering Akl or coming from Akl. The police officers there have all been great. I have no animosity towards them or the placement of the checkpoint.

Like · Reply · 3d 12

Yup..nikau rd,twice at Bombay going to work,and twice at river rd after work.. Stay safe out there.we will get thought this together.

Like · Reply · 3d 8

Some users are concerned about the potential to be turned back due to (perceived?) changes to the protocol.

Hey does anyone know where to apply for an exemption to get through these checkpoints. up Until today I hadn't had a problem as an essential worker with a letter from my employer. But now Apparently there's a list you have to apply to be on ?

Like · Reply · 1d 1

People are discussing the impacts of the delineation of the borders.

One of the big problems is people living in Pokeno trying to get to work or the supermarkets in Auckland as there a few employers in Pokeno and no supermarket.

The border needs to move to the south of Pokeno and then it will ease the issue.

Like · Reply · 1d 3

Reflecting on the necessity of check points due to flouters.

If people could be trusted we wouldn't need to have police roadblocks but human nature being what it is, we dont only need them we need more of them. Not the laws fault some people think only of themselves and to hell with the rest. The clowns flouting the rules are the problem here

Like · Reply · 1d · Edited 52

Concern from those outside of Auckland about "Aucklanders escaping" and non-essential travel.

Forget what's being turned around. Over 50,000 vehicles in 1 day drove thru checkpoints. That's a minimum of 50,000 people moving out of Level 3 area.... in 1 day.

Whilst I don't deny their probably mostly all legit.

Really... what is the point of the checkpoint???

Why even bother with them..

Like · Reply · 1d 13

Keep the checkpoints please. Important that Aucklanders are confined within their boundaries for now. Sorry. Just the way it is.

Like · Reply · 3d 15

40'000 stopped and only 600 turned around. That's what you call keeping the virus in Auckland, great border control as we should of known, running true to form Labour it's becoming a joke.

Like · Reply · 2d

Police ain't holding up essential workers it the bloody aucklanders who r trying to escape

Like · Reply · 1d 27

"non essential travellers hold up essential goods at Auckland's check points"

I fixed your headline for you

Like · Reply · 1d 8

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

August 19, 2020
New Zealand

Proactively Released

Daily Update Summary: Wednesday, August 19, 2020

FAQs:

New Zealanders are asking for clarification on QR codes and using the contact tracing app. People have questions about the Auckland border travel exemption process and others are still experiencing delays to receiving their COVID-19 test results.

Engagement with news stories:

New Zealanders were highly engaged with articles about the first nine days of Alert Level 4 lockdown being ruled unlawful, but justified, by the High Court. Articles about new cases and international news were also of interest.

Conversation analysis:

Some New Zealanders are expressing anger and frustration at the lack of testing of managed isolation/quarantine staff that has occurred, while others are disappointed but just want the protocols changed and mistakes fixed. Some are expressing an awareness that even with mandatory testing and strict processes, COVID-19 could still potentially get into the country.

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 managed isolation and quarantine facilities.

FAQs: Wednesday, August 19, 2020

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

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

CONTACT TRACING (49%)

People are asking about displaying a QR code and using the contact tracing app.

- Does having a QR code apply to businesses that don't have a physical address?
- Is there any way to edit? A few times I've scanned and forgotten to add in the comment section who I am with.
- Do businesses know where to get official QR codes? I've encountered several unreadable versions.
- I have been trying to create an account for the COVID tracer app but it keeps saying that the user name already exists. Does this mean the email or the password?

TRAVEL (14%)

There are questions about the Auckland border travel exemption process.

- I applied for an exemption on Monday and also have a letter from my employer. I showed the letter today and was denied. Is there someone I can talk to about this?
- My children at university in Auckland are stuck in their rooms, no work and no money. Can they come home to Taranaki?

TESTING (9%)

New Zealanders continue to ask about the wait time before receiving their test results.

- My daughter and I got tested on Sunday. We are just wondering why there is a delay for our results?
- What's the average time to get test results? I got tested on Saturday morning and am still waiting.
- Why is it taking up to 7 days to get a Covid result for someone working in healthcare?

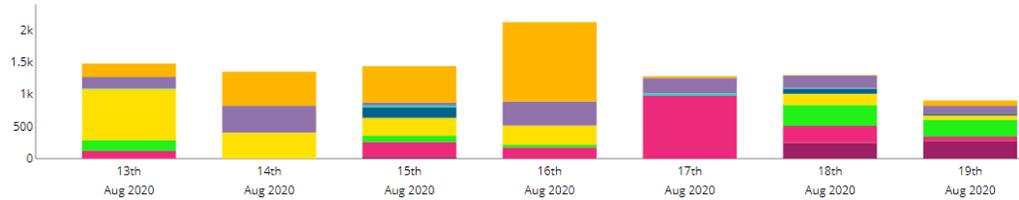
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Proactively Released

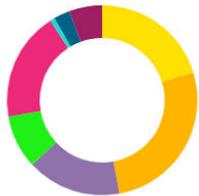
Conversation

August 13 – August 19, 2020

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



CATEGORY SUMMARY FOR 19 AUGUST:



Medical / testing	20.3%	Autonomy	18.6%
Health	26.8%	Personal finance	0.8%
Households	16.1%	Business support	2.8%
Safety	9.1%	Leisure	5.6%

Time	Average posts per day	Highest vol.
Date range: 13 -19 August	1,653	August 16

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.

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

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

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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?

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Engagement with news stories about COVID-19 rose by 61% from Tuesday.

New Zealanders' were highly engaged with articles about the High Court finding that the first nine days of Alert Level 4 lockdown were unlawful, but justified.

Stories examining new cases and their proximity to the public continued to interest the public.

International news, in particular a story about how women-led nations are faring better during the pandemic, was also of interest in New Zealanders.

#NZPOL: 32,569

Covid 19 **coronavirus**: Lockdown unlawful for first nine days, High Court finds, but says action was justified

By : Melissa Nightingale - Aug 19, 2020
nzherald.co.nz

f 9.4K **t** 178 **p** 0 **r** 0

Number of Links: 7
Evergreen Score: 0
Total Engagement: 9.6K

CASES: 26,444

Covid 19 **coronavirus**: Two Countdown supermarkets in Auckland close after customers test positive for Covid

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

f 5K **t** 9 **p** 0 **r** 0

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

INTERNATIONAL: 11,566

Women-led countries faring better in Covid-19 pandemic, study finds

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

f 6.3K **t** 0 **p** 0 **r** 0

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

Early stages of Covid-19 Level 4 lockdown ruled unlawful by High Court

By High Court - Aug 19, 2020
tvnz.co.nz

f 6.3K **t** 25 **p** 0 **r** 0

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

Covid 19 **coronavirus**: Hobbiton visitor tests positive

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

f 3.8K **t** 24 **p** 0 **r** 0

Number of Links: 2
Evergreen Score: 0
Total Engagement: 3.8K

#NZPOL: 32,569

Cases: 26,444

International: 11,566

Way of life: 10,788

Virus: 4,624

Travel: 3,141

Contact tracing: 2,509

Enforcement: 1,540

Misinformation/conspiracy: 1,247

Economy: 1,208

Quarantine: 1,131

Testing: 1,014

Election: 949

Flouting: 844

Mental health: 642

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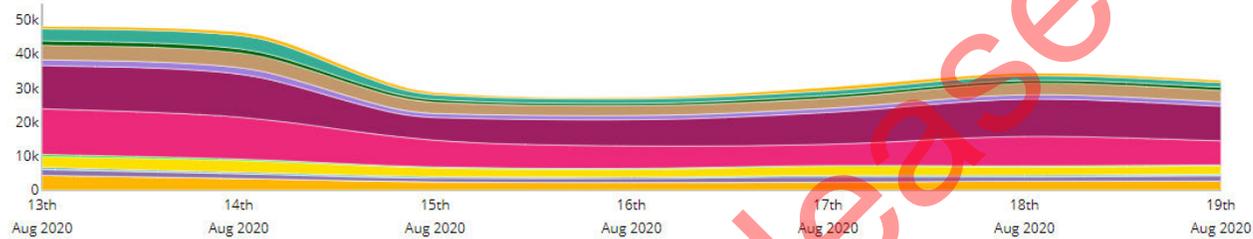
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What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

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

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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.

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

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

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

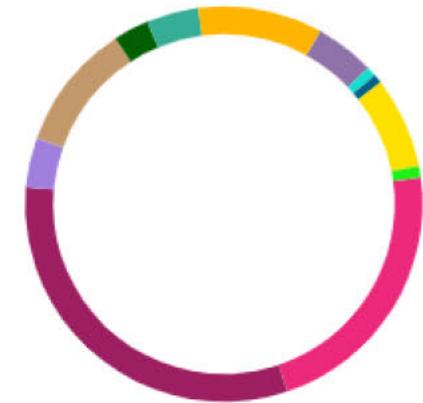
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Total volume of conversation:
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 Tuesday, August 18: 93,560
 Monday, August 17: 83, 205

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Aug 19	671	2.07%	1,374	4.24%	937	2.89%	3,368	10.4%	1,311	4.04%	10,225	31.5%	7,111	21.9%
Aug 18	797	2.31%	1,421	4.12%	792	2.3%	3,394	9.84%	1,286	3.73%	10,997	31.9%	8,687	25.2%
Aug 17	1,002	3.31%	1,379	4.55%	829	2.74%	2,952	9.74%	1,241	4.1%	9,406	31%	6,235	20.6%

Total conversation: Wednesday, August 19:
Largest segment: #NZPOL decisions 31.5%



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 19	307	0.947%	2,426	7.48%	239	0.737%	255	0.787%	1,577	4.87%	2,613	8.06%
Aug 18	354	1.03%	2,365	6.85%	314	0.91%	213	0.61%	1,281	3.71%	2,601	7.54%
Aug 17	223	0.736%	2,723	8.99%	249	0.822%	178	0.587%	1,567	5.17%	2,316	7.64%

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.

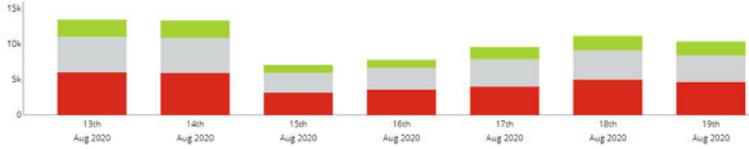
There were increases in negative sentiment in the Financial Stability, Timeframe, Domestic Violence and Mental Health categories.

All other categories decreased in negative sentiment while the #NZPOL Decisions category remained stable.

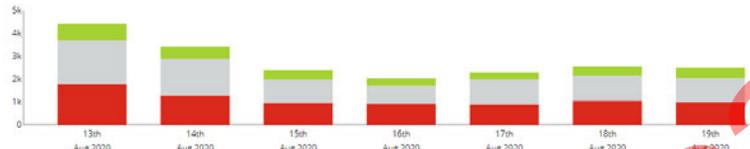


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

#NZPOL DECISIONS



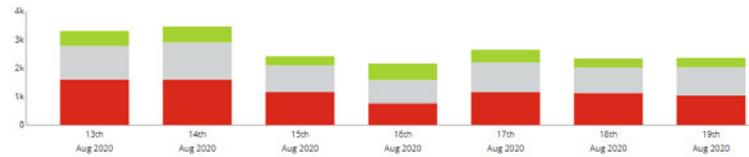
BUSINESS & CONSUMERS



CONTACT TRACING



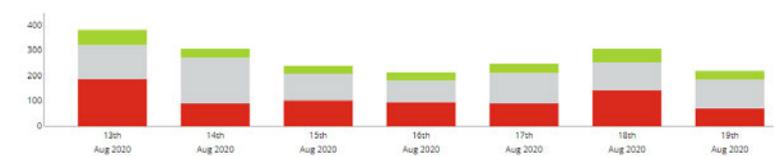
ECONOMY



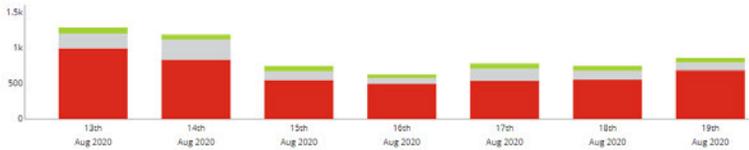
ENFORCEMENT



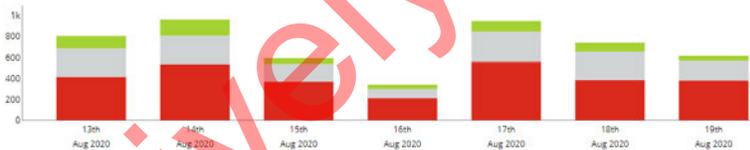
ENVIRONMENTAL ISSUES



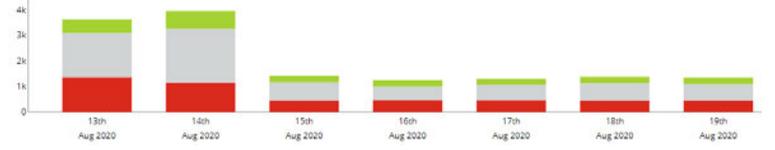
MENTAL HEALTH



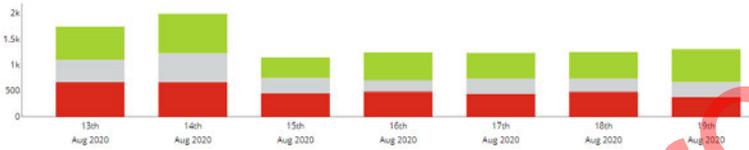
FINANCIAL STABILITY



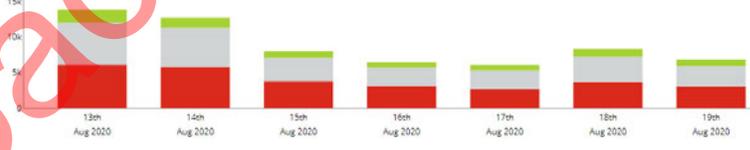
TIMEFRAME



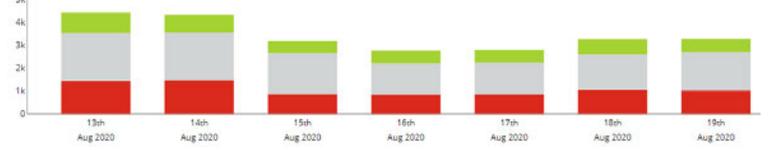
TEAM OF 5 MILLION



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 managed isolation and quarantine facilities?

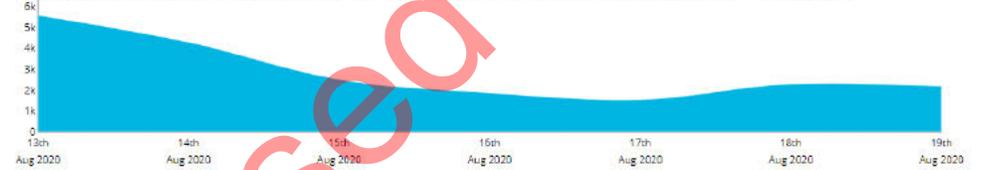
Some are expressing anger at the lack of testing and health checks for staff that has been happening at managed isolation/quarantine facilities, while others are disappointed but just want to see the mistakes/procedures fixed.

There are people expressing their support and gratitude towards the government/Ashley Bloomfield and their COVID-19 response plan and implementation.

On Wednesday, Prime Minister Jacinda Ardern announced that the government is deploying an extra 500 defense force personnel at managed isolation facilities, which would reduce reliance on private security firms. This has led some people to question the standard of security up until now.

Some are expressing an awareness that even with mandatory testing and strict processes, COVID-19 could still potentially get into the country.

Volume of conversation around managed isolation/quarantine facilities, 13 – 19 August



People are disappointed but just want the mistakes fixed/processes changed

... thought everyone that comes in the boarder has to be automatically tested and in quarantine ... failure fix it doesn't make them failures altogether
Made a mistake fix it that's all they can do
Like · Reply · 19h

Good to hear about increased testing of front line isolation hotel and border staff. The need is obvious and it's disappointing the required testing hasn't been happening, however better late than never. Where can I read more about this? As for Winston Peters saying heads should roll over that, I hope no one gets the bright idea to blame Dr Bloomfield - it is largely because of him and others like Michael Baker, Shaun Hendy and Aysha Verrall that we are in such a good position to deal with this latest outbreak. Credit to Jacinda and the government as well for listening to what these experts tell them and following their advice.
Like · Reply · 20h · Edited

Impressed and supportive of Dr Ashley Bloomfield/the government's response under such trying circumstances

The nasty party is calling for Dr Ashley Bloomfield to front parliament and answer question with respect to the "purported failures" on testing at the border and quarantine. Additionally the rabid attack dog disguised as last years mutton is confirming why, in the past wisser heads in the Nasty party were reluctant to put her in the leadership.
FFS Dr Bloomfield and the health department staff have led what is arguably the most successful response to the Covid 19 pandemic in the world. This current iteration of the National party is probably the most incompetent I have seen in 71 years. Of course an opposition should criticise a governments failings however to attack and undermine public confidence in a largely successfully response to a complex existential threat reveals a absence of ethical drivers.
Like · Reply · 18h

Anger at lack of quarantine/border staff testing

We could stop planes coming in from known hotspots around the world. We have allowed in 6k people since the last lockdown lifted, and with the next to no testing and useless management at the isolation facilities what was the government expecting to happen.
Like · Reply · 21h

... yes imagine if Michael morra from newshub hadn't investigated about testing of the workers at quarantine facilities it might be swept under the carpet
Like · Reply · 14h

Asking who has been "managing" the managed isolation facilities so far

We are "moving" to employ trained security guards?? Who has been managing the isolation facilities (untrained??!) so far??!
Like · Reply · 22h

Expressing anger towards the person who made up the false rumour about a member of the Auckland COVID-19 family breaking quarantine rules

Deliberate act of scaremongering and lies and trying to make our government look bad, I remember about a mth ago there was an article about a woman trying to break into one of the isolation hotels to see her boyfriend but she got caught.
Like · Reply · 1d

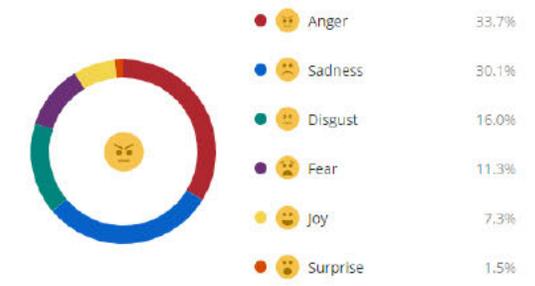
Awareness that even with strict quarantine processes/robust testing the virus could still get through

Even with the best ppe gear and strictest quarantine conditions there is no 100% guarantee that you would stop the virus escaping
Like · Reply · 19h

Rules are put in place, but some people don't adhere to them, so there will never be 100%. Can't blame the Govt for everything.
Like · Reply · 1d

Want people returning to New Zealand to be isolated/tested prior to arrival

How?
Airline staff would also be tested and have to remain Covid-free.
No system is perfect it just makes more sense to do all the testing and isolation off shore.
8:42 PM · Aug 19, 2020



* Excludes the 38% of posts that do not contain emotion

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

August 20, 2020
New Zealand

Proactively Released

Daily Update Summary: Thursday, August 20, 2020

FAQs:

New Zealanders are asking for clarification on QR codes and using the contact tracing app. People have questions about travel from, through and into Auckland and others are asking about the rules for moving to a quarantine facility if they, or their children, test positive.

Engagement with news stories:

New Zealanders were engaged with articles about the National Party and ACT's proposed policies around border control and quarantine facilities. Donald Trump's opinion on New Zealand's COVID-19 response and David Attenborough's first video since lockdown drew interest.

Conversation analysis:

For some, the government's contact tracing app is causing frustration as they are having issues downloading or using the app. Others are highly engaged and using the app wherever possible.

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.

FAQs: Thursday, August 20, 2020

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

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

CONTACT TRACING (35%)

People are asking about displaying a QR code and using the contact tracing app.

- Is there a function on the app where my phone can scan a friend's phone so that we can register as contacts?
- What about Uber – should there be QR codes in each car?
- What do you do about businesses that are not displaying a QR code?
- I am doing a house renovation with tradies coming and going (Level 2) – should I be displaying a QR code?

TRAVEL (17%)

There are questions about travel from, in and out of Auckland.

- What exactly do we need paperwork wise to get back into Auckland. I can't find exact details anywhere.
- Can we drive from Whangarei to Auckland airport to catch a flight?
- When will the police let essential workers through the road blocks? Everyone has been given an email to get an exemption and nobody has gotten a reply.

QUARANTINE RULES (11%)

New Zealanders are asking about what will happen if they or their children test positive for COVID-19 and have to move to a quarantine facility.

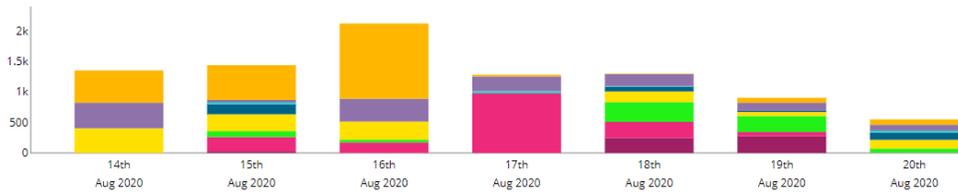
- If I or my children test positive and have to go to a Covid isolation center will we be separated?
- Can you please explain what happens if a child gets a positive test and the parents don't?
- What if there is no one to look after your pets – would you be allowed to self-isolate at home?

New Zealanders are asking for clarification on QR codes and using the contact tracing app. People have questions about travel from, through and into Auckland and others are asking about the rules for moving to a quarantine facility if they, or their children, test positive.

Conversation

August 14 – August 20, 2020

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



CATEGORY SUMMARY FOR 20 AUGUST:



Health	28.3%	Autonomy	19.3%
Households	16.8%	Safety	8.9%
Medical / testing	15.2%	Business support	4.3%
Personal finance	1.1%	Leisure	6.2%

Time	Average posts per day	Highest vol.
Date range: 14 – 20 August	1,565	August 16

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.

Engagement with news stories about COVID-19 dropped by 51% from Wednesday.

New Zealanders were engaged with articles about the National Party and Act's policies for the border and quarantine facilities.

Donald Trump's opinion on New Zealand's COVID-19 response and David Attenborough's first video since lockdown drew interest.

A story about bees dying while bee keepers were held up at Auckland Alert Level 3 border check points engaged New Zealanders.

#NZPOL: 16,674

National's border policy: Negative COVID-19 test required before returning to New Zealand

By Zane Small - Aug 20, 2020
newshub.co.nz

Facebook 2.6K Twitter 0 Pinterest 0 Reddit 0

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

COVID-19: Judith Collins claims credit for Government adopting 'CovidCard' technology in isolation and quarantine facilities

By Zane Small - Aug 20, 2020
newshub.co.nz

Facebook 1.4K Twitter 4 Pinterest 0 Reddit 25

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

INTERNATIONAL: 9,850

Donald Trump takes aim at New Zealand's Covid-19 response, again

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

Facebook 5.2K Twitter 0 Pinterest 0 Reddit 0

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

Sir David Attenborough's first video since lockdown celebrates natural world in time of Covid-19

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

Facebook 2.2K Twitter 0 Pinterest 0 Reddit 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 2.2K

ENFORCEMENT: 7,911

Coronavirus: Millions of bees starve to death as beekeepers held up at COVID-19 checkpoints

By James Fyfe - Aug 20, 2020
newshub.co.nz

Facebook 7K Twitter 113 Pinterest 0 Reddit 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 7.1K

#NZPOL: 16,674
International: 9,850
Enforcement: 7,911
Cases: 5,379
Opinion: 3,625
Virus: 2,568
Economy: 1,127
Business and consumers: 882
Quarantine: 498
Way of life: 339
Testing: 312
Masks: 227
Timeframe: 199
Mental health: 185
Crime: 165
Financial stability: 106
Sports: 70
Election: 42
Aggression: 33

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.

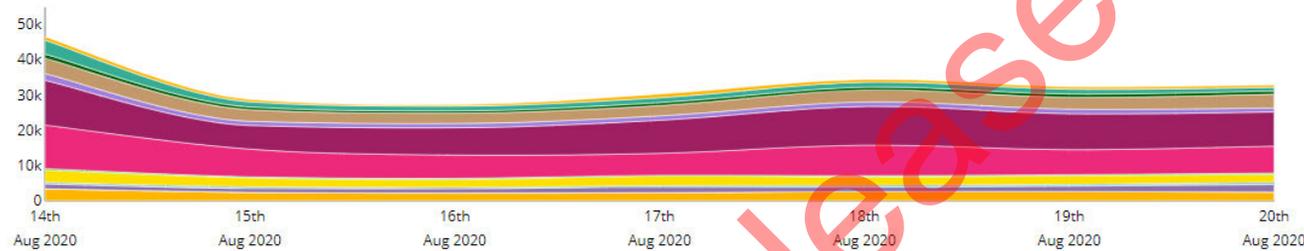
Mental health

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.

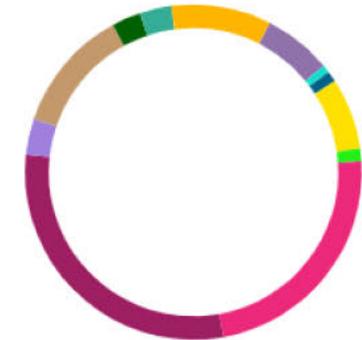
Category breakdown: Total weekly volume & percentage change in public, social conversation

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

Total volume of conversation:
 Thursday, August 20: 87, 337
 Wednesday, August 19: 88,097
 Tuesday, August 18: 93,560

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Aug 20	692	2.1%	1,008	3.06%	921	2.8%	3,911	11.9%	1,146	3.48%	9,718	29.5%	7,635	23.2%
Aug 19	671	2.07%	1,374	4.24%	937	2.89%	3,368	10.4%	1,311	4.04%	10,225	31.5%	7,111	21.9%
Aug 18	797	2.31%	1,421	4.12%	792	2.3%	3,394	9.84%	1,286	3.73%	10,997	31.9%	8,687	25.2%

Total conversation: Thursday, August 20:
Largest segment: #NZPOL decisions 29.5%



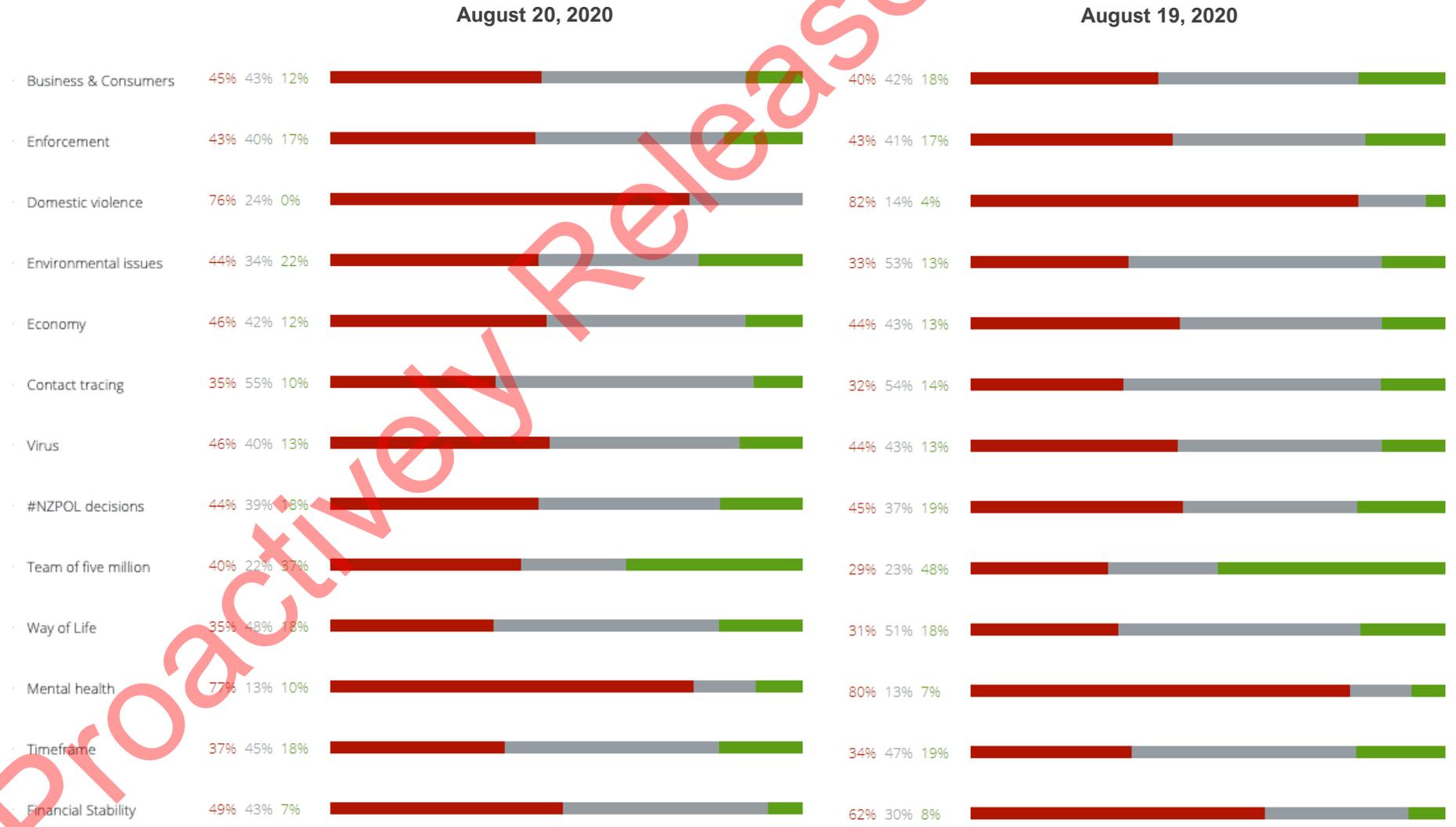
	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 20	392	1.19%	2,276	6.91%	346	1.05%	239	0.726%	2,164	6.57%	2,470	7.5%
Aug 19	307	0.947%	2,426	7.48%	239	0.737%	255	0.787%	1,577	4.87%	2,613	8.06%
Aug 18	354	1.03%	2,365	6.85%	314	0.91%	213	0.61%	1,281	3.71%	2,601	7.54%

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.

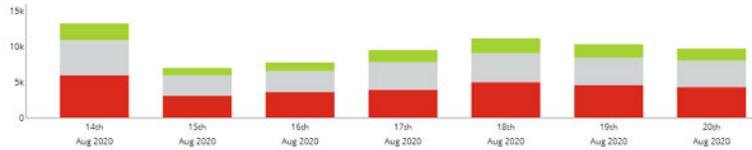
There were increases in negative sentiment in the Business and Consumers, Environmental Issues, Economy, Contact tracing, Virus, Team of 5 Million, Way of Life and Timeframe categories.

All other categories decreased in negative sentiment while the Enforcement category remained stable.

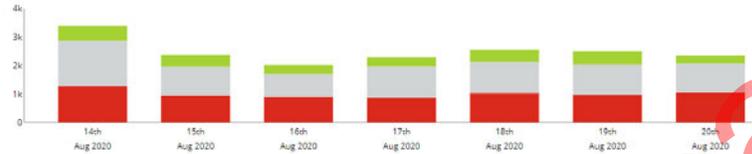


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

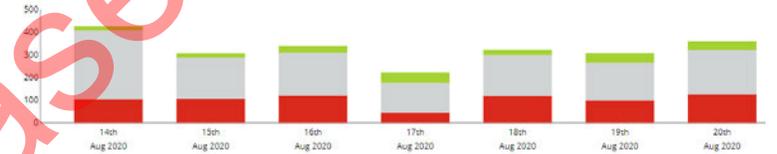
NZPOL DECISIONS



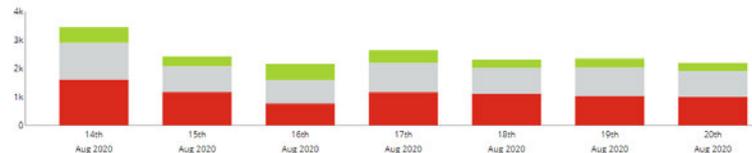
BUSINESS & CONSUMERS



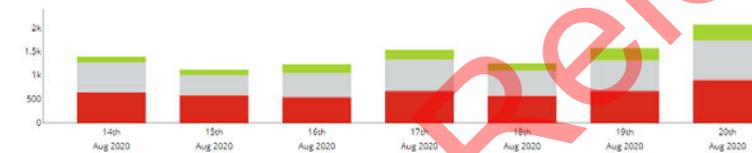
CONTACT TRACING



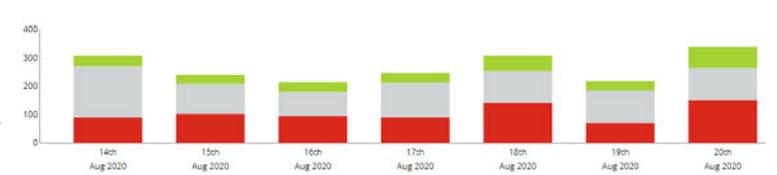
ECONOMY



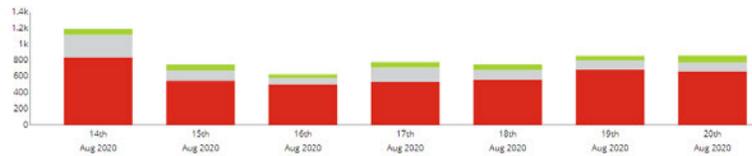
ENFORCEMENT



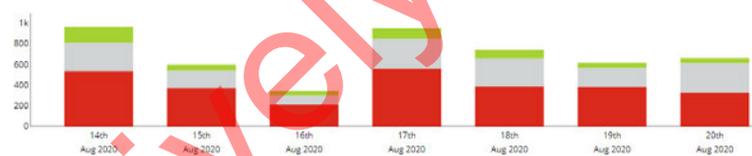
ENVIRONMENTAL ISSUES



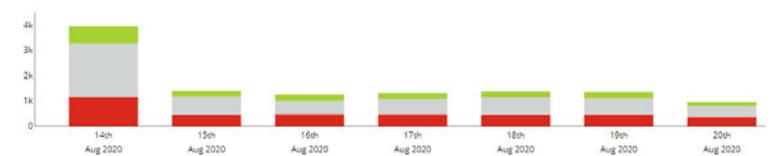
MENTAL HEALTH



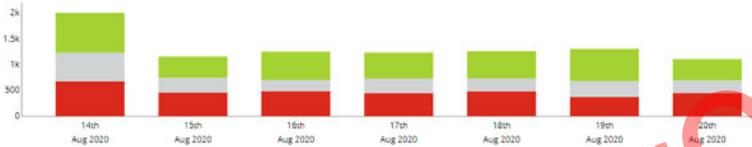
FINANCIAL STABILITY



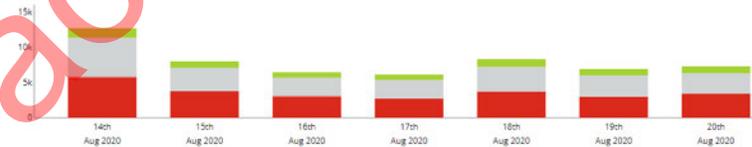
TIMEFRAME



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?

Some New Zealanders are expressing frustration with the government's contact tracing app. They are discussing issues they are having such as being unable to download the app properly.

There are some New Zealanders who are sharing how they are embracing the app and using it everywhere they go.

Some are expressing happiness and relief that contact tracing has been working well and helping with the current Auckland outbreak.

On Thursday, the National Party announced that it would require all overseas arrivals and border-facing workers to carry a 'Covid Card'. This has led some people to question how this system would actually be put into place.

A few people are offering suggestions on how they believe the current contact tracing process could be improved or are offering alternative contact tracing ideas.



People have issues with the app or not sure how to use it

I tried on 2 different phones for my mum both unable to download app and says it's not compatible so she wants to download and scan but is not going to buy a new phone just to do it also some elderly don't have phones so cuts them out also.

Like · Reply · 1d · Edited

A cpl of issues. I dont take my phone everywhere with me and then forget to add places/people manually. If we had an option of a bracelet i would gladly use this. And then some places are laminating their bar code or putting it up behind glass frustrating as cant scan them. Maybe places need the QR code in more places than just the entrance?

Like · Reply · 15h · Edited

Can't download app on my type of mobile phone

Like · Reply · 1d

I've got the app, and no fkn idea how to scan a QR code :(

Embracing/using the app

I for one use the app, because god forbid if ever asked I wouldn't remember what I did 3 days ago let alone 10 - 14 days ago 😂 that's now my memory bank 😂

Like · Reply · 1d · Edited

Absolutely ! Everywhere I go, my 6 year old daughter loves scanning the codes, better to be safe and scan everywhere I go then me trying to recall everywhere I have been

Like · Reply · 1d

Glad that the contact tracing is working in regards to latest outbreak

There is good news in all of this - that the outbreak appears to be being contained and that contact tracing is working well. Also - it has made many more people begin to take it seriously, use the app, and to use masks when appropriate. Further tightening of possible border weaknesses is a very good thing. We're all learning as we go.

Like · Reply · 1d

Distrust of contact tracing app/won't use the app

I won't be getting the app.

so don't use the app if you don't like the rules that you agree to upon using the app.

Like · Reply · 13h

Unimpressed with the National Party suggesting 'Covid Card' Bluetooth technology for contact tracing

and how many months will it take to roll this out and at what cost? As for making it compulsory for front line staff to have a track and trace? People were up in arms about the covid app being the government spying on us 😂😂

Like · Reply · 13h

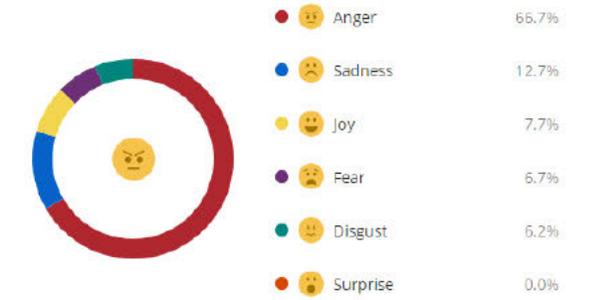
Suggestions for improvement or other ideas for contact tracing

if the elderly are going into stores or businesses, and don't have a phone, the business should provide manual sign in as well.

Like · Reply · 1d

What about an identity/tracking bracelet as used in Singapore

Like · Reply · 19h



* Excludes the 37% of posts that do not contain emotion

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

August 21, 2020
New Zealand

Proactively Released

Daily Update Summary: Friday, August 21, 2020

FAQs:

The number of questions to the UAC channels are decreasing. New Zealanders continue to ask about contact tracing protocol. People are asking for the app to be compatible with older model phones. Some are seeking assurance that they can access the international airport in Auckland.

Engagement with news stories:

New Zealanders engaged with articles about Prime Minister Jacinda Ardern defending New Zealand's COVID-19 response following comments from Donald Trump and the government's decision to retain the current Alert Levels. International news and an article about an Auckland man responding to COVID-19 conspiracy theorists drew interest.

Conversation analysis:

Some New Zealanders are expressing disgust towards, and fear of, people not wearing a mask or wearing masks incorrectly. Others are encouraging people to wear a mask to protect fellow New Zealanders and make mask wearing socially acceptable. Following the news that the St Lukes case had a possible link to a bus ride, people are discussing wearing masks on buses/public transport.

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 masks.

FAQs: Friday, August 21, 2020

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

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

CONTACT TRACING (30%)

People are asking about displaying a QR code and using the contact tracing app.

- None of my clients have a smart phone. Can I use a paper register instead?
- How do we set up the app for our business?
- I share an email with my husband, how can we both register?
- How does the app know how long I'm at a venue for?
- Do you need data to use the app?
- Do drive through food outlets need a QR code?

TRAVEL (27%)

There are questions about travel from, in and out of Auckland.

- Who do I contact to apply for a travel exemption?
- Are we allowed to travel around the country if you aren't travelling near Auckland?
- I live outside of Auckland but need to drop a family member to the airport, is it ok to do so?
- Should anyone who has been granted an exemption to leave Auckland be self isolating for 2 weeks?
- Can I fly into Auckland and then immediately drive out?

OTHER

- FINANCIAL SUPPORT: I'm self employed, will I receive financial support if I have to go into a managed isolation facility due to contact with a COVID19 case?
- CASES: Where are the current cases located?
- VIRUS: If you have COVID can you catch it again?
- TESTING: are international students able to get government funded tests?

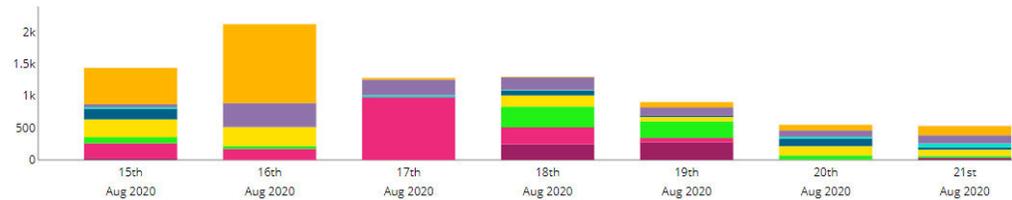
The number of questions to the UAC channels are decreasing. New Zealanders continue to ask about contact tracing protocol. People are asking for the app to be compatible with older model phones. Some are seeking assurance that they can access the international airport in Auckland.

ProactiveX Released

Conversation

August 15 – August 21, 2020

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



CATEGORY SUMMARY FOR 21 AUGUST:



Health	27.4%	Leisure	6.8%
Households	23.7%	Business support	6.2%
Medical / testing	17.9%	Safety	5.6%
Personal finance	12.4%	Autonomy	0.0%

Time	Average posts per day	Highest vol.
Date range: 15 – 21 August	1,469	August 16

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.

Engagement with news stories about COVID-19 dropped by 19% from Thursday.

New Zealanders were engaged with articles about Prime Minister Jacinda Ardern's defending New Zealand's COVID-19 response following comments from Donald Trump and the government's decision to retain the current Alert Levels.

The latest updates about international responses to COVID-19 drew interest.

An article about an Auckland man's response to COVID-19 conspiracy theorists engaged New Zealanders.

#NZPOL: 12,822

COVID-19: Jacinda Ardern reacts to Donald Trump's New Zealand jab, uses US cases to show how well NZ's doing

By Vita Molyneux - Aug 21, 2020
newshub.co.nz

2K 10 0 216

Number of Links: 2
Evergreen Score: 0
Total Engagement: 2.3K

Covid 19 coronavirus: Prime Minister Jacinda Ardern hits back at Donald Trump, trumpets 'high-ranking' response

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

1.9K 41 0 0

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

INTERNATIONAL: 9,725

Australian business want right to fire anyone who refuses **COVID-19** vaccine

By Vita Molyneux - Aug 21, 2020
newshub.co.nz

1.1K 0 0 0

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

Covid 19 coronavirus: Sweden records its highest death toll in 150 years

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

1K 28 0 0

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

MISINFORMATION/
CONSPIRACY: 3,675

Covid-19 coronavirus: West Auckland man's epic response to virus conspiracy theorists

By : Heath Moore - Aug 21, 2020
nzherald.co.nz

3.6K 47 0 0

Number of Links: 1
Evergreen Score: 0
Total Engagement: 3.7K

#NZPOL: 12,822

International: 9,725

Misinformation/conspiracy: 3,675

International: 2,820

Alert Level: 2,616

Enforcement: 1,944

Virus: 1,125

Way of life: 839

Council: 789

Travel: 728

Economy: 483

Quarantine: 441

Medical: 369

Team of 5 Million: 226

Flouting: 179

Opinion: 125

Testing: 50

Financial stability: 10

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.

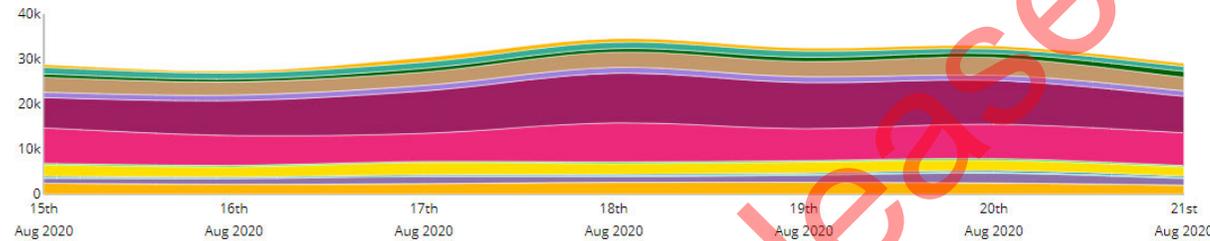
Mental health

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.

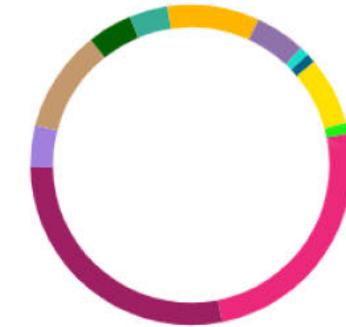
Category breakdown: Total weekly volume & percentage change in public, social conversation

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

Total volume of conversation:
 Friday, August 21: 82,325
 Thursday, August 20: 87,337
 Wednesday, August 19: 88,097

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Aug 21	683	2.35%	1,124	3.87%	1,317	4.53%	2,986	10.3%	1,228	4.22%	8,097	27.9%	7,280	25%
Aug 20	692	2.1%	1,008	3.06%	921	2.8%	3,911	11.9%	1,146	3.48%	9,718	29.5%	7,635	23.2%
Aug 19	671	2.07%	1,374	4.24%	937	2.89%	3,368	10.4%	1,311	4.04%	10,225	31.5%	7,111	21.9%

Total conversation: Friday, August 21:
Largest segment: #NZPOL decisions 27.9%



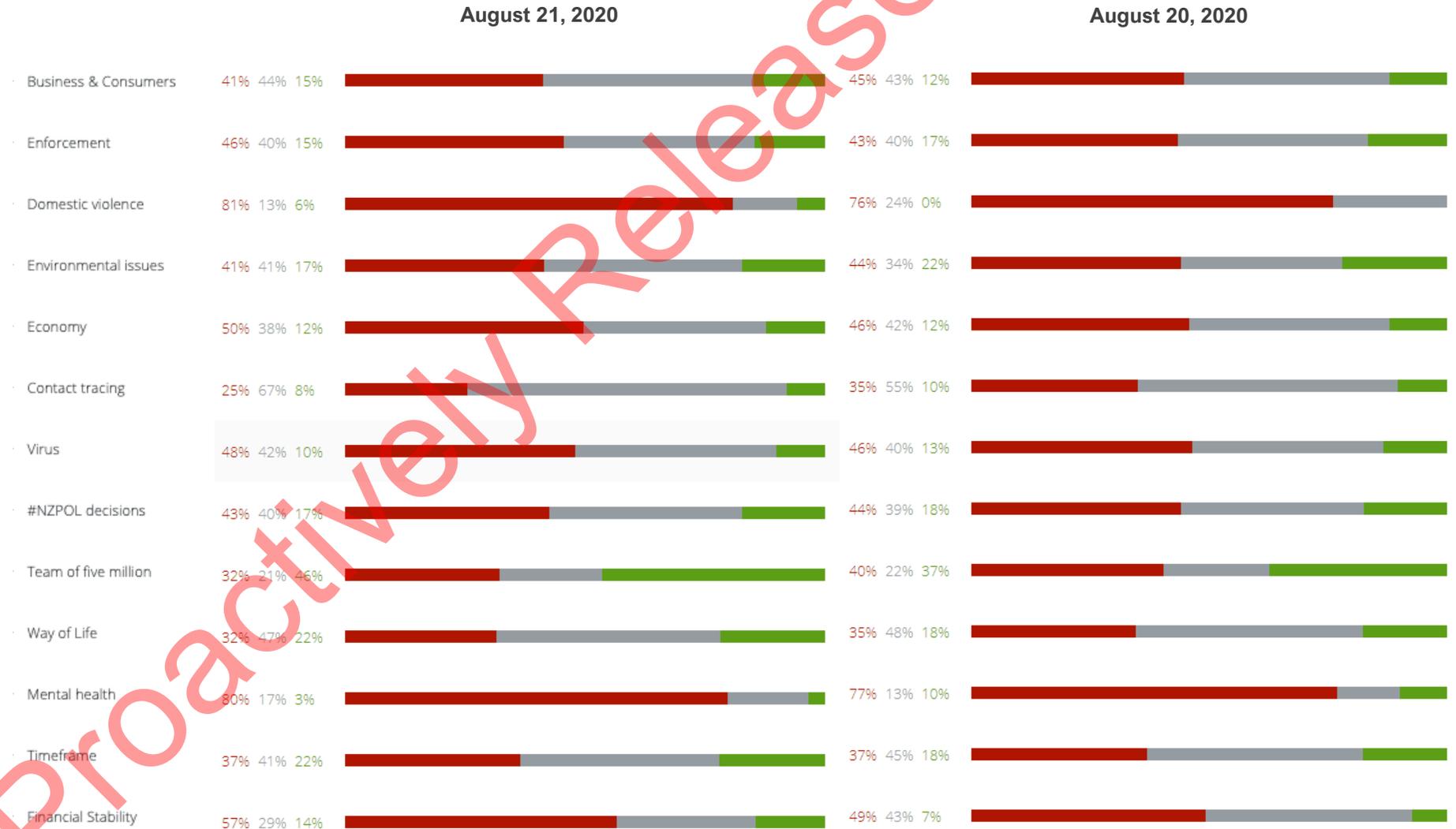
	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 21	312	1.07%	2,010	6.92%	287	0.987%	257	0.884%	1,490	5.13%	1,995	6.86%
Aug 20	392	1.19%	2,276	6.91%	346	1.05%	239	0.726%	2,164	6.57%	2,470	7.5%
Aug 19	307	0.947%	2,426	7.48%	239	0.737%	255	0.787%	1,577	4.87%	2,613	8.06%

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.

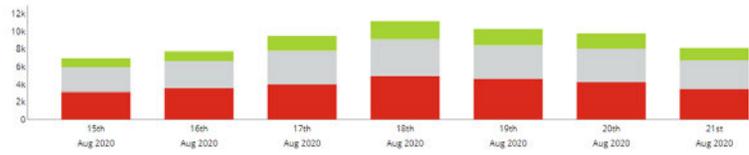
There were increases in negative sentiment in the Enforcement, Domestic Violence, Economy, Virus, Mental Health and Financial Stability categories.

All other categories decreased in negative sentiment while the Timeframe category remained stable.

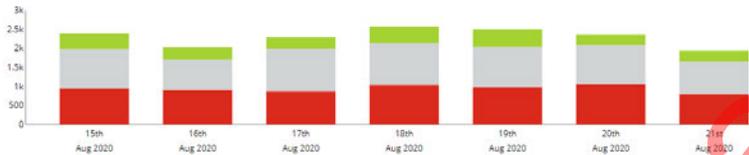


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

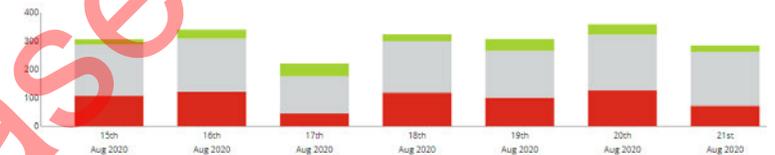
#NZPOL DECISIONS



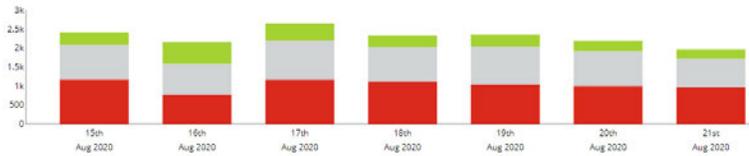
BUSINESS & CONSUMERS



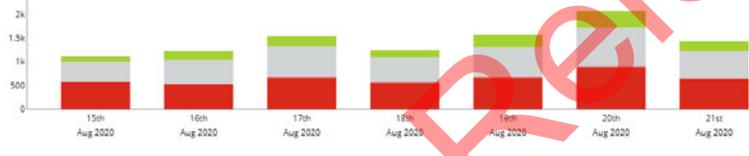
CONTACT TRACING



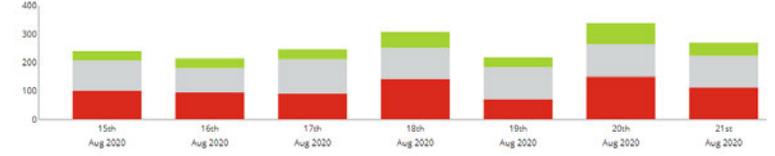
ECONOMY



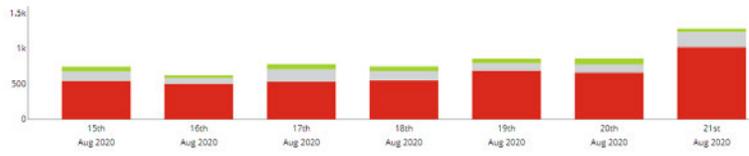
ENFORCEMENT



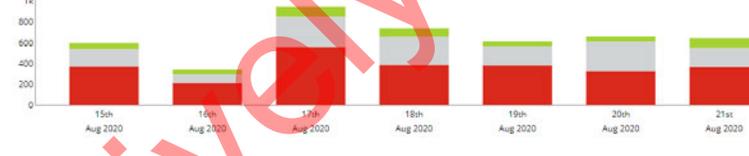
ENVIRONMENTAL ISSUES



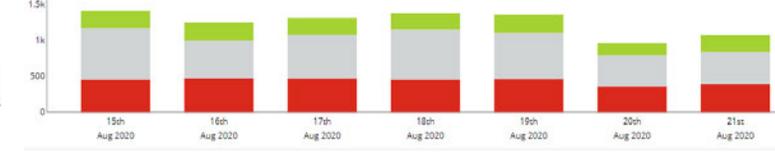
MENTAL HEALTH



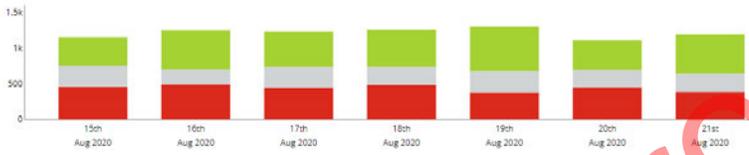
FINANCIAL STABILITY



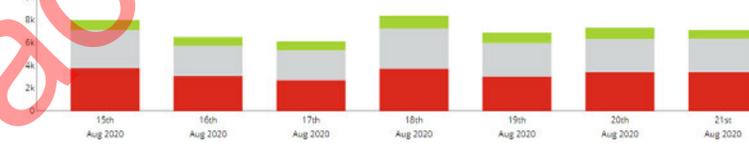
TIMEFRAME



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 discussing masks and face coverings?

Some New Zealanders are expressing disgust and fear towards those not wearing a mask, or not wearing it properly. There have also been incidents of people receiving abuse for wearing masks.

Others are encouraging people to wear masks to help protect fellow New Zealanders and make mask wearing more socially acceptable.

Following the news that the St Lukes case had a possible link to a bus ride, people are discussing wearing masks on buses/public transport.

There are some people who believe that being told to wear a mask is part of a government conspiracy or a form of trying to control the population.

People are sharing their tips and frustrations with wearing a mask.

Encouraging others to wear a mask

do you wear clothing in public?? It's a socially accepted behaviour. Or does it take away your rights? Mask wearing is also socially accepted. You could wear one to protect others and be a humanitarian. 🙌

Like · Reply · 14h · Edited 3

Masks primarily protect others, wearing one is an act of kindness 😊

Like · Reply · 23h 122

Disgust, frustration and fear of those not wearing a mask or not wearing it properly

At the chemists, one not wearing a mask, another general staff member wearing one, but nose covered... sigh.

5:22 PM · Aug 21, 2020

Um a courier just walked INTO our house to hand over a package with no mask on or gloves or anything??? Our door was only open so that packages could be left at the bottom of the stairs not walked right into our house lmao

2:43 PM · Aug 21, 2020

People receiving abuse for wearing a mask

Some poor woman and her young daughter were yelled at for also wearing masks to the doctors by a woman in the carpark. In my community. The abuser drove round and round carpark many times.

Like · Reply · 22h · Edited 11

Conversation about masks, 15 – 21 August



Conversation about wearing masks on buses following the St Lukes case

Moral of the story don't forget your mask. Man without mask not allowed on bus

Wear a mask and social distance on your bus. This message is primarily for the dude on my bus everyday sitting in the aisle seat by the rear door that says "do not sit here" and doesn't wear a mask.

There was nobody on my bus this morning with a mask. Including the driver, who kept coughing everywhere!!!

Discussing mask wearing tips and frustrations

First time out with a mask... any tips for wearing glasses with them?

The biggest mask wearing difficulty I have stumbled across so far is trying to relay to the person you're with, that that person just over there within earshot, is indeed a f**kwt. I miss facial expressions.

11:20 AM · Aug 21, 2020 from Auckland, New Zealand

Believe mask wearing is a conspiracy or a form of government control

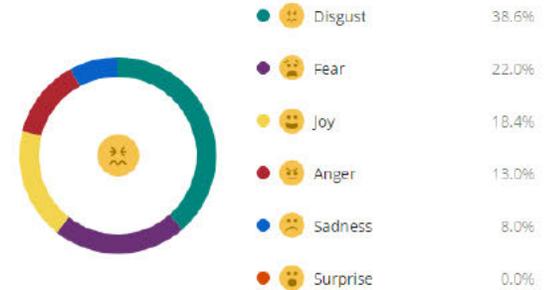
Just loving all these photos of idiots wearing masks! Masks can't mask their idiocy, but they sure do give people a heads up to be sure to practise socialist distancing from anyone wearing them.

2:08 PM · Aug 21, 2020

Ashley Bloomfield demonstrating how to wear a mask

Ashley shyly donning the homemade mask made by his son's friend beautifully exemplified why NZ is such an awesome place to live.

Like · Reply · 21h 10



* Excludes the 25% of posts that do not contain emotion

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

August 22, 2020
New Zealand

Proactively Released

Daily Update Summary: Saturday, August 22, 2020

FAQs:

The number of questions to the UAC channels are decreasing. People are asking about the number and location of cases, as well as questions about genome sequencing. There continues to be queries about the Auckland travel border exemption process. People want to know about the wait time for results and getting themselves or their family members tested.

Engagement with news stories:

New Zealanders were highly engaged with articles about case numbers and the locations of where positive cases had visited or travelled. An article about a group of protestors who, flouting Alert Level 3 restrictions, marched down Queen St on Saturday to protest against the lockdown drew interest.

Conversation analysis:

Conversation about the financial impact of lockdown is consistent. Recent news articles about the impact of lockdown on small businesses in Auckland along with Trump's comments about New Zealand's resurgence have propelled the conversation over the past week.

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 the financial impact of lockdown.

FAQs: Saturday, August 22, 2020

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

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

CASES (17%)

People are asking about the number and location of cases, as well as questions about genome sequencing.

- How many cases in total are now being investigated?
- Where are the new cases located?
- During the second outbreak the definition of ‘cluster’ seems to be different. All the cases with the same genome sequencing are announced to be linked to the same cluster even though they were not in the same bubble or in the same venue. Can you please clarify this?

TRAVEL (15%)

There are questions about the Auckland border travel restrictions and exemption process.

- If Auckland drops to Level 2 and the rest of NZ to Level 1, please confirm if the border restrictions will remain in place?
- How do I apply for the home relocation exemption from Auckland to outer – what is the process and requirements?
- My dad sent an exemption letter through Sunday but had no automatic response back or any letter information. Does this mean you guys don't have it?

TESTING (13%)

New Zealanders have questions about getting tested and how long the wait for results will take.

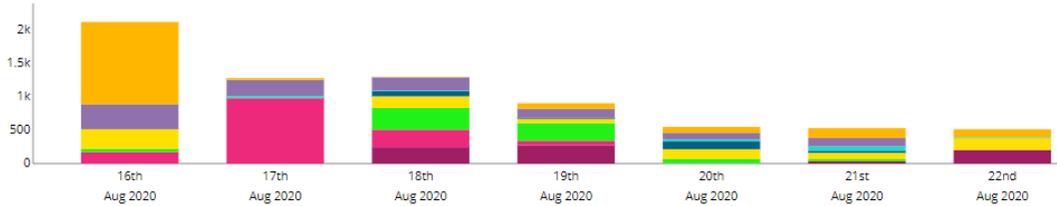
- How long should test results take?
- If you get tested because you have travelled from Auckland (have no symptoms) but want to be sure before you return to work, is the test still free?
- My daughter was a close contact to a school case. She has been tested three times. The last one was on day 10 and now her school is saying I need to get her a day 12 test to return to school. She was traumatized with the last test. Please can you let me know your recommendation?

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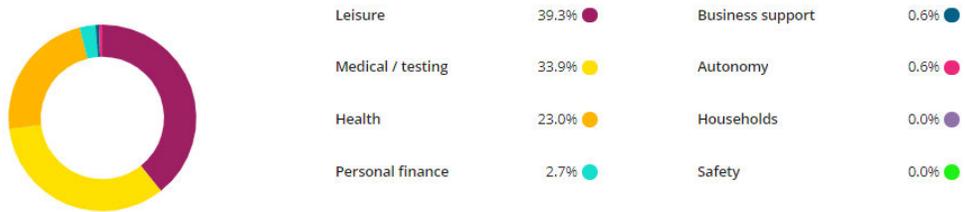
Conversation

August 16 – August 22, 2020

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



CATEGORY SUMMARY FOR 22 AUGUST:



Time	Average posts per day	Highest vol.
Date range: 16 – 22 August	1,316	August 16

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.

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

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

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

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Engagement with news stories about COVID-19 dropped by 6% from Friday.

New Zealanders were highly engaged with articles about the updated case numbers and the locations where positive cases had visited or travelled.

An article about a group of protesters who marched down Queen St on Saturday, flouting Alert Level 3 restrictions, to protest against the lockdown, drew interest.

International news engaged New Zealanders.

CASES: 16,229

Covid 19 **coronavirus**: Did you catch an Avondale bus on August 12?

By Nzherald - Aug 22, 2020
nzherald.co.nz

Facebook 3.7K Twitter 2 Pinterest 0 Reddit 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 3.7K

Covid 19 **coronavirus**: Te Atatū and New Lynn Countdown stores shut

By Nzherald - Aug 22, 2020
nzherald.co.nz

Facebook 3.2K Twitter 5 Pinterest 0 Reddit 0

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

FLOUTING: 4,263

Watch protestors march down Queen Street in anger over **lockdown**

By Vita Molyneux - Aug 22, 2020
newshub.co.nz

Facebook 4.2K Twitter 20 Pinterest 0 Reddit 0

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

INTERNATIONAL: 3,879

Covid 19 **coronavirus**: Sweden stands firm on no face masks policy for public

By Nzherald - Aug 22, 2020
nzherald.co.nz

Facebook 880 Twitter 1 Pinterest 0 Reddit 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 881

- Cases: 16,229
- Flouting: 4,263
- International: 3,879
- Testing: 3,253
- Quarantine: 2,498
- Virus: 2,297
- Medical: 1,210
- Timeframe: 1,186
- #NZPOL: 469
- Economy: 443
- Way of life: 225
- Travel: 216
- Masks: 159
- Alert Level: 136
- Opinion: 13
- Misinformation/conspiracy: 7
- Financial stability: 6

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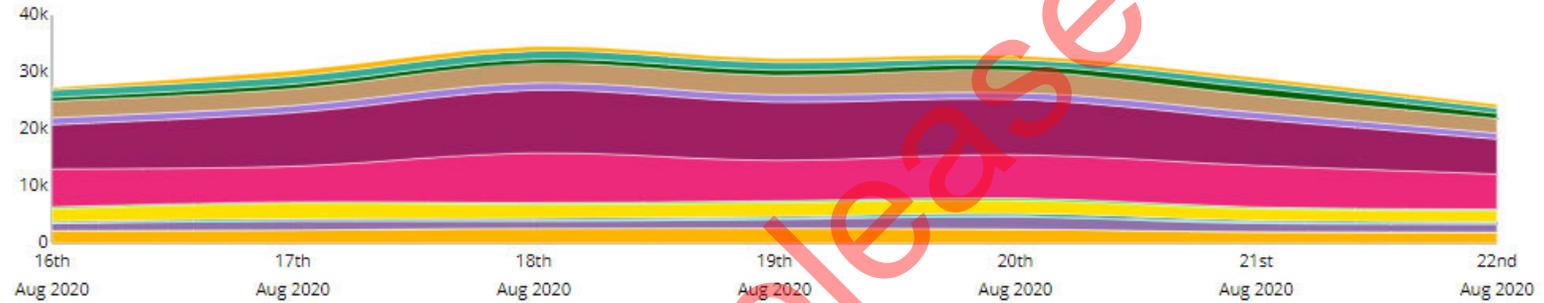
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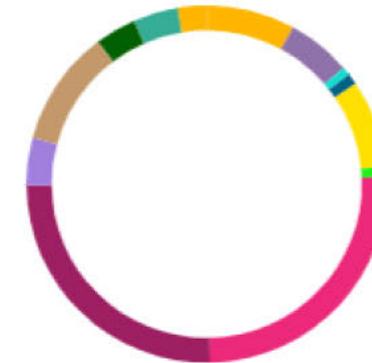
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	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Aug 22	628	2.57%	978	4%	907	3.72%	2,565	10.5%	1,041	4.27%	6,145	25.2%	6,188	25.4%
Aug 21	683	2.35%	1,124	3.87%	1,317	4.53%	2,986	10.3%	1,228	4.22%	8,097	27.9%	7,280	25%
Aug 20	692	2.1%	1,008	3.06%	921	2.8%	3,911	11.9%	1,146	3.48%	9,718	29.5%	7,635	23.2%

Total conversation: Saturday, August 22:
Largest segment: Virus 25.4%



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 22	231	0.94%	1,933	7.93%	243	1%	184	0.7%	1,410	5.78%	1,937	7.9%
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Aug 20	392	1.19%	2,276	6.91%	346	1.05%	239	0.726%	2,164	6.57%	2,470	7.5%

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.

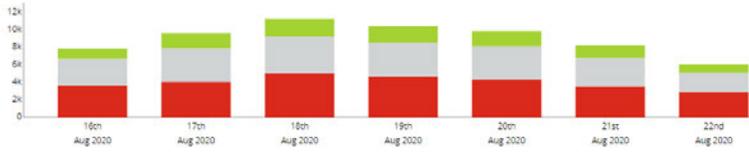
Net sentiment of each category per week.

The Business & Consumers, Economy and Financial Stability categories became less negative on Saturday. Negative sentiment increased in all other categories.

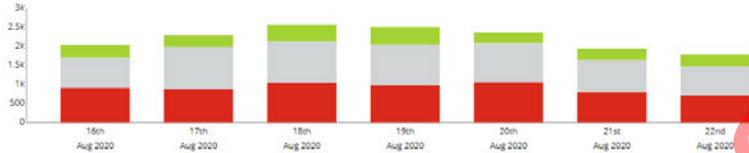


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

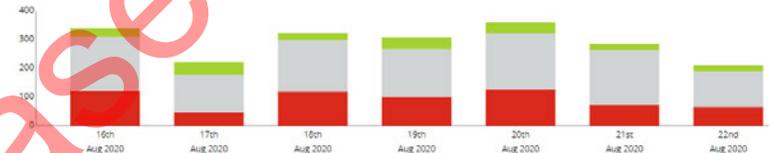
#NZPOL DECISIONS



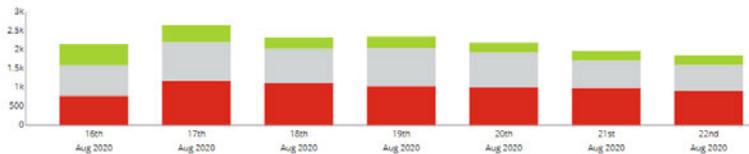
BUSINESS & CONSUMERS



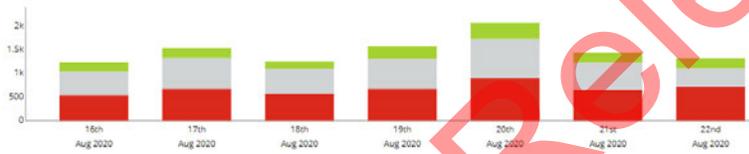
CONTACT TRACING



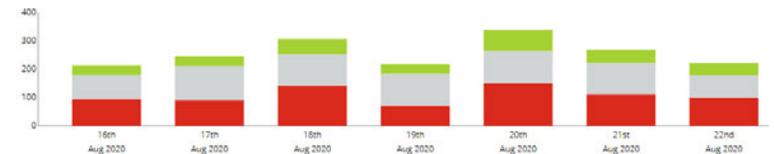
ECONOMY



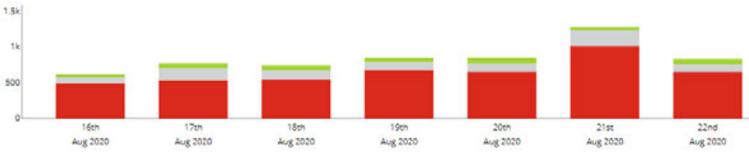
ENFORCEMENT



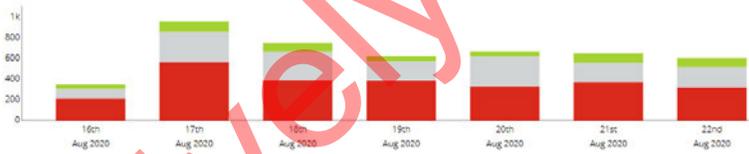
ENVIRONMENTAL ISSUES



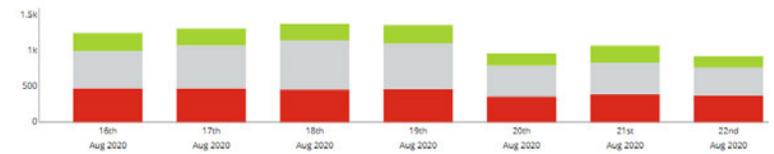
MENTAL HEALTH



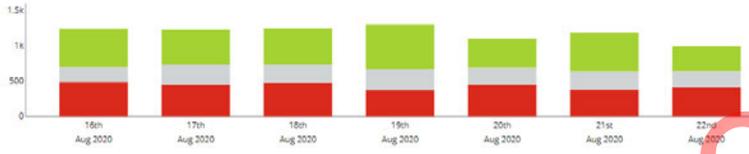
FINANCIAL STABILITY



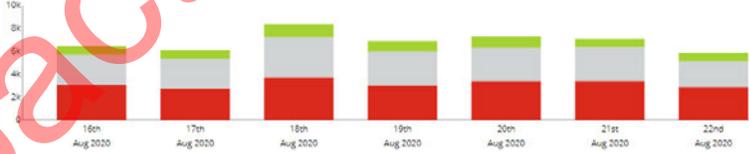
TIMEFRAME



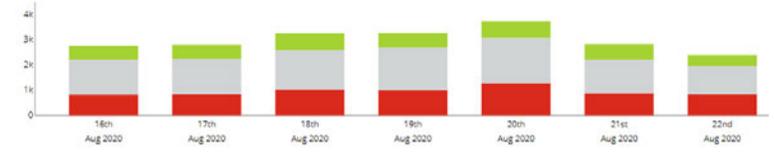
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Conversation about the financial impact of lockdown is consistent. Recent news articles about the impact of lockdown on small businesses in Auckland along with Trump's comments have propelled the conversation over the past week.

Trump's comments about NZ have contributed to re-igniting the 'economy vs lives' conversation with many people questioning the value of our more stringent approach.

News articles about the impact to small businesses in Auckland have provided a forum for people who are angry and frustrated by their situation to voice their feelings. However some business owners are supportive of the governments approach.

Some outside the Auckland region are describing a ripple effect with consumers becoming cautious and staying away from businesses.

Urging others to support small businesses where they can.

I am supporting small businesses where we can, so everyone needs to do the same as it is up to us as individuals to now help the small businesses out there as we are consumers...

Small business owners acknowledging difficult times but supportive of the government's approach.

yes it has hurt us economically but you can't attempt to control something like this and expect there not to be a cost. As the saying goes, you can't have your cake and eat it. We have no right to moan about the cost as lives must always come first.

Like · Reply · 1d

Nope, very small business owner who doesn't make much profit but incredibly happy with how this has been handled, also aware that a lot of people are hurting and need help. It doesn't need to be one or the other

Like · Reply · 1d

"2020 is not easy as a business owner"

That's because we don't have any money 2020 is not that easy as a business owner

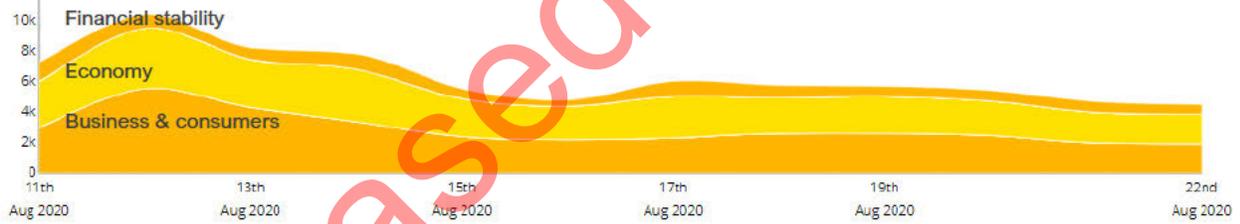
Like · Reply · 1d

Optimistic about businesses adapting.

Many businesses are trying and surviving. It's amazing how the "click and collect" is working for many in these trying times

Like · Reply · 21h

Financial categories 11 – 22 August. (see definitions on p.g. 7)



Anger and frustration. Concern for the economy.

Are we ready for the mental health issues that could arise from when further jobs are lost, covid wage subsidies end... or will the govt deal with that "if" it happens? Masks will not suffice then.

Like · Reply · 1d

Lockdown poverty is real. Enough is enough.

Like · Reply · 22h

And NOW we are stuffed, another week at level 3 in Auckland...survival rate for the rest of us is 20%, verses Covid cases survival is 99%! Not fair!!

Like · Reply · 16h

Flow on effect – New Zealanders outside of Auckland could be staying away.

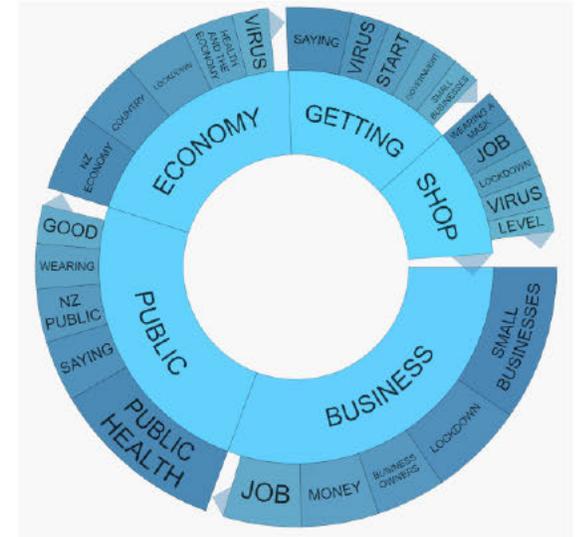
Unfortunately Auckland is in lockdown but the rest of NZ may as well be this has scared slot of customers away

Like · Reply · 20h

Opinion that public servants have it easy – while those who work in commercial sector are struggling to carry the economy.

Meanwhile every public servant walks around receiving full pay on borrowed money which businesses have to generate the taxes to pay for all this borrowing and their salaries! Apparently this is kindness!

Like · Reply · 19h



In response to stat 1 in 5 small businesses will fail.

Nz had one of the highest rates of small business going under before COVID simply because it's easy to start a business here so there's always been a problem

Like · Reply · 19h

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

August 23, 2020
New Zealand

Proactively Released

Daily Update Summary: Sunday, August 23, 2020

FAQs:

The number of questions to the UAC channels are decreasing. People have questions about travel exemptions for getting in, out and through Auckland. There continues to be queries about the wait time for test results. People are asking about current cases and the locations of these cases.

Engagement with news stories:

New Zealanders were highly engaged with articles about new cases and the bus travel undertaken by infectious cases. Articles about Aucklanders flouting Alert Level 3 restrictions also drew interest.

Conversation analysis:

On Sunday, Aucklanders were talking about what needs to happen to move out of Alert Level 3 and people flouting the lockdown rules. There was also discussion about the wearing of masks and people were using the #NZHellHole hashtag.

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 Aucklanders' conversations.

FAQs: Sunday, August 23, 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 (43%)

People are asking about Auckland border travel exemptions.

- We live just within Waikato and want to fly to Christchurch. Do we need a travel exemption for Auckland airport?
- I am wondering how long the exemptions are taking to be processed – I applied four days ago and am needing an answer by tomorrow.
- I live in Huntly, am I allowed to travel through Auckland to get to Whangarei?

TESTING (11%)

New Zealanders are wondering about the wait time for test results and how many tests are being performed.

- I had a test done on Wednesday and have still not received results. Is there a number I can contact about it please?
- How long do the results take? I had a test last Tuesday morning.
- Is there anywhere we can see how many tests are performed in different regions and the results?

CASES (11%)

There are questions about current cases and the locations of cases.

- Why is there someone in Waikato hospital?
- Did they clear the cases that were under investigation?
- Can you please start putting the locations of the new cases in Auckland on your posts? Even something as simple as the North Shore will do.

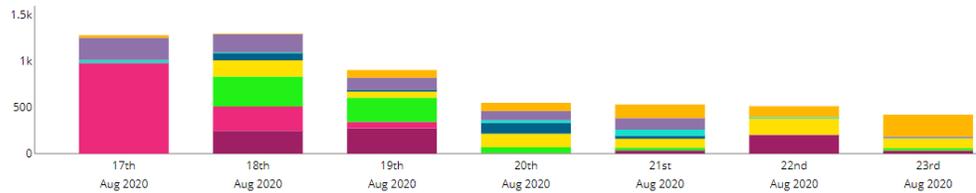
The number of questions to the UAC channels are decreasing. People have questions about travel exemptions for getting in, out and through Auckland. There continues to be queries about the wait time for test results. People are asking about current cases and the location of cases.

Proactively Released

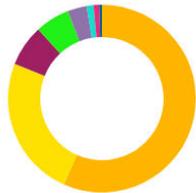
Conversation

August 17 – August 23, 2020

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



CATEGORY SUMMARY FOR 23 AUGUST:



Health	56.6%	Households	3.3%
Medical / testing	24.4%	Personal finance	1.2%
Leisure	7.1%	Autonomy	0.9%
Safety	5.9%	Business support	0.5%

Time	Average posts per day	Highest vol.
Date range: 17 – 23 August	964	August 18

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.

Engagement with news stories about COVID-19 dropped by 32% from Saturday.

New Zealanders were highly engaged with articles about new cases and the bus travel undertaken by the positive cases.

Articles about Aucklanders flouting Alert Level 3 restrictions drew interest.

Stories about the economy engaged New Zealanders.

CASES: 9,791

Covid 19 **coronavirus**: Ministry of Health update on new cases as New Zealand's **lockdown** D-Day looms

By : Derek Cheng - Aug 23, 2020
nzherald.co.nz

Facebook 2.4K Twitter 19 Pinterest 0 Reddit 0

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

Covid-19 coronavirus: Urgent hunt to track down 7 passengers - Were you on these buses?

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

Facebook 1.1K Twitter 25 Pinterest 0 Reddit 0

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

FLOUTING: 5,363

Covid 19 **coronavirus**: Aucklanders flout level 3 restrictions in the sun

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

Facebook 4.1K Twitter 30 Pinterest 0 Reddit 0

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

Coronavirus: Aucklanders crowd skate parks, basketball courts, ignoring level 3 rules

By Josephine Franks - Aug 23, 2020
stuff.co.nz

Facebook 1.2K Twitter 27 Pinterest 0 Reddit 0

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

ECONOMY: 2,603

Covid 19 **coronavirus**: 89 per cent of Auckland businesses collecting wage subsidy

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

Facebook 1.3K Twitter 9 Pinterest 0 Reddit 0

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

- Cases: 9,791
- Flouting: 5,363
- Economy: 2,603
- Virus: 1,216
- International: 1,169
- #NZPOL: 1,124
- Travel: 1,028
- Way of life: 972
- Opinion: 641
- Misinformation/conspiracy: 338
- Alert Level: 286
- Medical: 31
- Environment: 6
- Enforcing: 3
- Mental Health: 2

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.

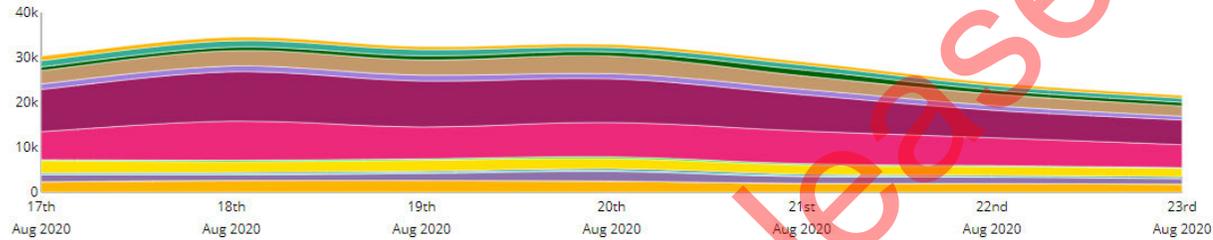
Mental health

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.

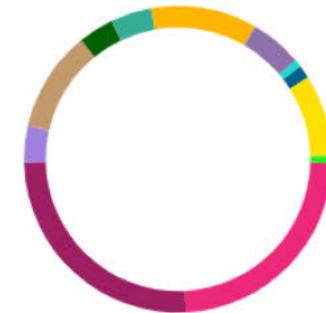
Category breakdown: Total weekly volume & percentage change in public, social conversation

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

Total volume of conversation:
 Sunday, August 23: 60,910
 Saturday, August 22: 64,789
 Friday, August 21: 82,325

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Aug 23	607	2.82%	922	4.28%	808	3.75%	2,286	10.6%	826	3.84%	5,495	25.5%	5,115	23.8%
Aug 22	628	2.57%	978	4%	907	3.72%	2,565	10.5%	1,041	4.27%	6,145	25.2%	6,188	25.4%
Aug 21	683	2.35%	1,124	3.87%	1,317	4.53%	2,986	10.3%	1,228	4.22%	8,097	27.9%	7,280	25%

Total conversation: Sunday, August 23:
Largest segment: #NZPOL Decisions 25.5%



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 23	164	0.762%	1,855	8.61%	307	1.43%	160	0.743%	1,185	5.5%	1,803	8.37%
Aug 22	231	0.94%	1,933	7.93%	243	1%	184	0.7%	1,410	5.78%	1,937	7.9%
Aug 21	312	1.07%	2,010	6.92%	287	0.987%	257	0.884%	1,490	5.13%	1,995	6.86%

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.

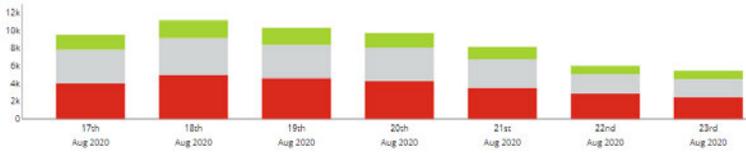
The Business and Consumers, Environmental, Contact Tracing, Timeframe and Financial Stability categories increased in negative sentiment on Sunday.

Negative sentiment decreased in all other categories.

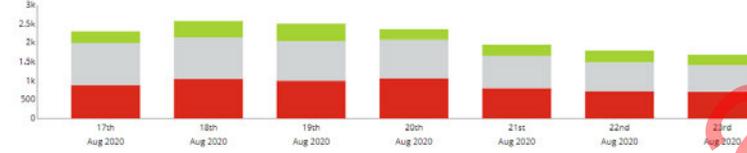


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

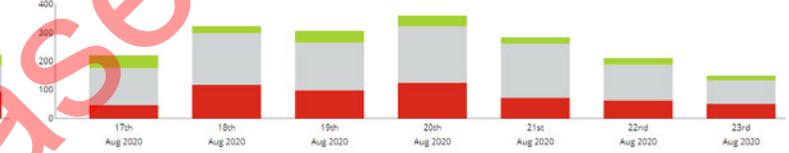
#NZPOL DECISIONS



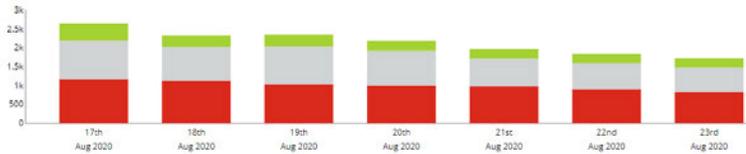
BUSINESS & CONSUMERS



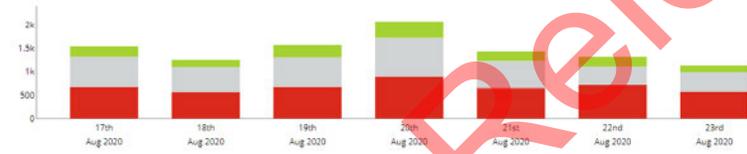
CONTACT TRACING



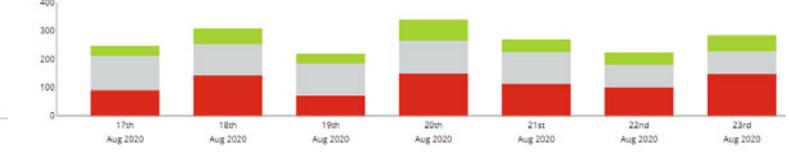
ECONOMY



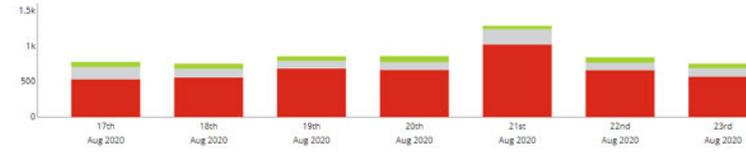
ENFORCEMENT



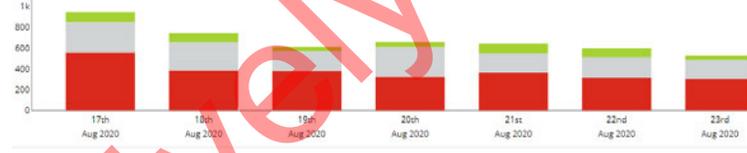
ENVIRONMENTAL ISSUES



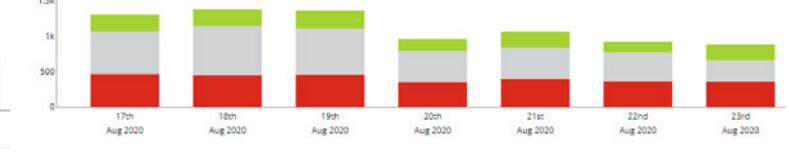
MENTAL HEALTH



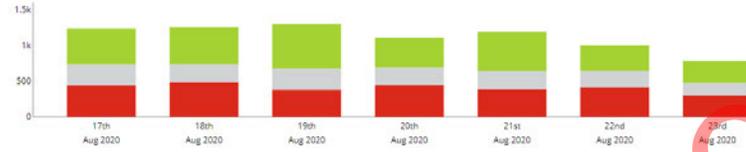
FINANCIAL STABILITY



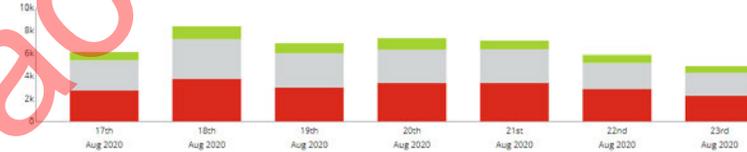
TIMEFRAME



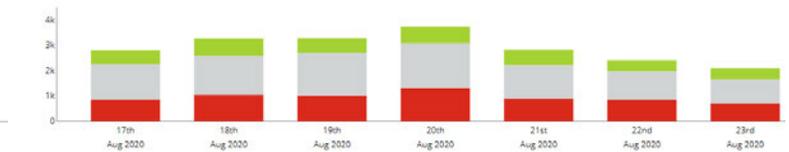
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Aucklanders are discussing Alert Level 3, flouting, masks and the hashtag #NZHellHole.

Topic analysis of public social conversation geofenced to Auckland region – dataset: 9,382.

Some Aucklanders are discussing what needs to happen for the city to move out of Alert Level 3, such as the need to not have zero cases to do so.

People are expressing frustration about other Aucklanders flouting the Alert Level 3 restrictions and how this behavior may extend the lockdown.

Following the news that infectious COVID-19 cases took several bus journeys, some Aucklanders are discussing the need to wear masks, in particular on public transport.

A few people have been taking part in the #NZHellHole hashtag on Twitter. New Zealand Twitter users have been this as a tongue-in-cheek manner to respond to overseas criticism.

Aucklanders are also sharing what they have, or haven't been up to, during the lockdown.

Auckland potentially moving out of Alert Level 3

Surely not. For the first lockdown, did we wait till we had 0 cases for two weeks before we moved to level 2?
10:41 PM · Aug 23, 2020

Discussing other Aucklanders flouting the Alert Level 3 restrictions

Vic are in a crushing 7 week lockdown after 5 months of restrictions which cause economic harm.
Yeah it might be nice to give people "freedom" to play close together like this, on our closed equipment, but this behaviour has every chance of killing more people and businesses.
12:39 PM · Aug 23, 2020

WTF. You really want to stay in level 3 you jerks.
Think of others FFS.

My 88 year old Mum is 'dying' of loneliness in complete lockdown in a retirement village.
I was surprised that the Council hadn't clearly put signage out around the parks indicating closure this time. Last Lockdown this happened. This in itself can cause confusion.
3:51 PM · Aug 23, 2020

Discussing the wearing of masks, in particular on public transport

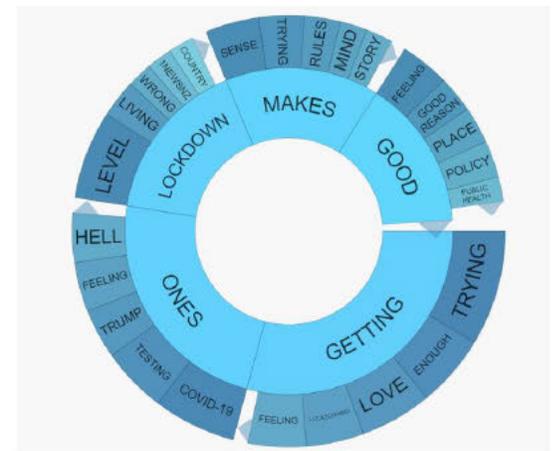
Auckland Transport Need to encourage social distancing, cleanliness and compulsory masks to avoid this type of situation. Lessons learnt I guess?
Like · Reply · 22h
work 10 hour days wearing a mask and glasses sometimes lifting over 2000 bags(25kgs) and my glasses never fog up.I think all drivers should wear masks.
Like · Reply · 22h

Activities in Alert Level 3 lockdown

I only iron in lockdown levels 1 and 2. Sue me.
7:27 PM · Aug 23, 2020
Quick visit to Karaka Bay Auckland #lockdown #bikedetour
11:32 AM · Aug 23, 2020

Taking part in the #NZHellHole hashtag

Here in NZ - it was a BEAUTIFULLY sunny day & I was stuck inside for Lockdown!
So I had my Latte & enjoyed some cookies out on the Balcony while lazing in the Sun! #NZHellhole
10:26 PM · Aug 23, 2020
Oh god help us all - also had to deal with some feral swans and their filthy cygnets on a lockdown walk in the local park #nzhellhole



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

August 24, 2020
New Zealand

Proactively Released

Daily Update Summary: Monday, August 24, 2020

FAQs:

The number of questions to the UAC channels increased from Sunday. People have questions about travel exemptions for getting in, out and through Auckland. New Zealanders are wondering what is allowed under Alert level 2, and people are asking about the mandatory mask rule.

Engagement with news stories:

New Zealanders were highly engaged with articles about the extension of the Alert Levels. Stories about making masks mandatory on public transport and new case numbers also drew interest.

Conversation analysis:

Some New Zealanders are expressing disgust and frustration towards those who don't want to wear masks. With face masks mandatory on public transport from next Monday, there is concern being expressed that public transport operators will potentially have to deal with enforcing this new rule.

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 masks.

FAQs: Monday, August 24, 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%)

People are asking about Auckland border travel exemptions.

- My parents need to leave Auckland to see a dying relative. They have filled out the exemption request a few days ago but have had no response. How can they be considered for an exemption more quickly?
- Is a bank statement valid as proof of address to travel back to Auckland?
- I am relocating from the South Island to Northland on Saturday. I will not be stopping in Auckland, only driving through. Will I be able to get through the checkpoints?

ALERT LEVELS (22%)

New Zealanders are wondering about what is allowed under Alert Level 2.

- Does this mean gyms will be allowed to open at Alert Level 2?
- What are the restrictions on hospital visits in Level 2?
- How do the 10 people gathering restrictions work for Auckland hospitality venues? Is it 10 people in total in a venue at any time or 100 person capacity like last time?

MASKS/FACE COVERINGS (12%)

There are questions about the mandatory masks rule.

- Do children on school buses/public transport have to wear masks?
- Is there an exemption for face masks on public transport for medical conditions? This has not been made clear.
- Are face coverings mandatory for the whole of New Zealand from August 31 or just the Auckland region?

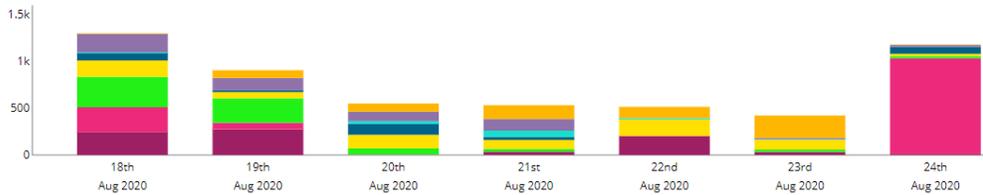
The number of questions to the UAC channels increased from Sunday. People have questions about travel exemptions for getting in, out and through Auckland. New Zealanders are wondering what is allowed under Alert level 2, and people are asking about the mandatory mask rule.

Proactively Released

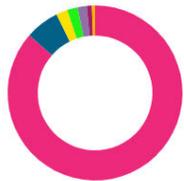
Conversation

August 18 – August 24, 2020

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



CATEGORY SUMMARY FOR 24 AUGUST:



Autonomy	86.5%	Households	1.7%
Business support	6.3%	Leisure	0.9%
Medical / testing	2.1%	Health	0.6%
Safety	1.9%	Personal finance	0.0%

Time	Average posts per day	Highest vol.
Date range: 18 – 24 August	948	August 18

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.

Engagement with news stories about COVID-19 rose by 115% from Sunday.

New Zealanders were highly engaged with articles about the decision to extend Alert Level 3 in the Auckland region until Sunday evening, with the rest of the country remaining at Alert Level 2.

Articles about making masks mandatory on public transport drew interest.

Stories about new case numbers and the current Auckland community cluster engaged New Zealanders.

#NZPOL: 25,473

Covid 19 **coronavirus**: Auckland to stay in **lockdown** at alert level 3 until Sunday night - Jacinda Ardern

By : Derek Cheng - Aug 24, 2020
nzherald.co.nz

Facebook 11.7K Twitter 102 Pinterest 0 Reddit 0

Number of Links: 4
Evergreen Score: 0
Total Engagement: 11.8K

COVID-19 alert level decision: Auckland to remain at level 3 until 11:59pm on Sunday, August 30

By Zane Small - Aug 24, 2020
newshub.co.nz

Facebook 3.2K Twitter 22 Pinterest 0 Reddit 0

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

MASKS: 8,120

Covid 19 **coronavirus**: Masks mandatory on public transport from level 2 and higher

By : Nikki Preston - Aug 24, 2020
nzherald.co.nz

Facebook 6.5K Twitter 1 Pinterest 0 Reddit 0

Number of Links: 2
Evergreen Score: 0
Total Engagement: 6.5K

Coronavirus: Face masks on public transport to be mandatory from Monday

By Danielle Clent - Aug 24, 2020
stuff.co.nz

Facebook 466 Twitter 2 Pinterest 0 Reddit 0

Number of Links: -
Evergreen Score: 0
Total Engagement: 468

CASES: 6,934

Covid 19 **coronavirus**: 9 new Covid cases, 8 linked to cluster, as Cabinet decides on alert levels

By : Amelia Wade - Aug 24, 2020
nzherald.co.nz

Facebook 2.4K Twitter 42 Pinterest 0 Reddit 0

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

#NZPOL: 25,473
Masks: 8,120
Cases: 6,934
Alert Level: 5,710
Economy: 2,680
International: 1,078
Virus: 1,031
Team of 5 Million: 699
Travel: 664
Testing: 213
Quarantine: 158
Shopping: 80
Financial stability: 28
Opinion: 19
Way of life: 10
Adapting: 10

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.

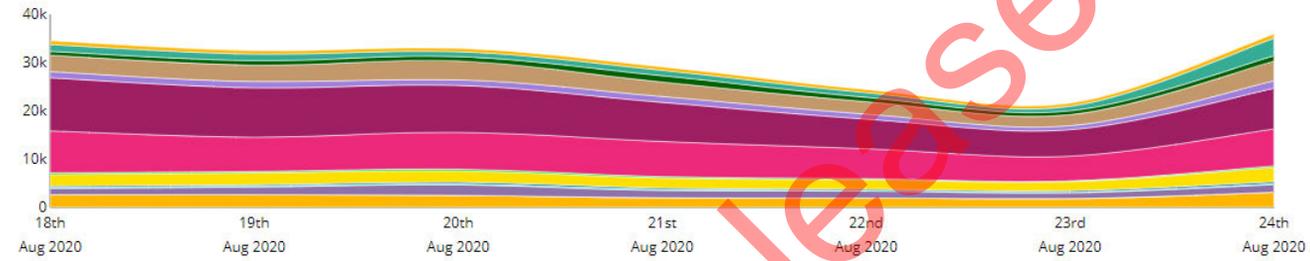
Mental health

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:
 Monday, August 24: 88,108
 Sunday, August 23: 60,910
 Saturday, August 22: 64,789

	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Aug 24	869	2.42%	3,637	10.1%	1,096	3.06%	4,075	11.4%	1,555	4.34%	8,409	23.5%	7,665	21.4%
Aug 23	607	2.82%	922	4.28%	808	3.75%	2,286	10.6%	826	3.84%	5,495	25.5%	5,115	23.8%
Aug 22	628	2.57%	978	4%	907	3.72%	2,565	10.5%	1,041	4.27%	6,145	25.2%	6,188	25.4%

Total conversation: Monday, August 24:
Largest segment: #NZPOL Decisions 23.5%



	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 24	295	0.823%	2,957	8.25%	347	0.968%	274	0.764%	1,565	4.36%	3,110	8.67%
Aug 23	164	0.762%	1,855	8.61%	307	1.43%	160	0.743%	1,185	5.5%	1,803	8.37%
Aug 22	231	0.94%	1,933	7.93%	243	1%	184	0.7%	1,410	5.78%	1,937	7.9%

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.

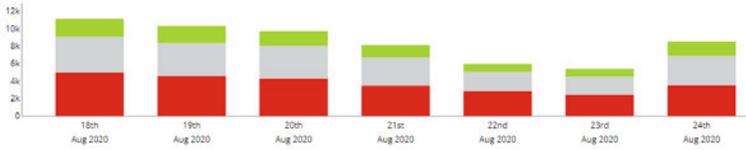
The Environmental issues, #NZPOL Decisions, Team of 5 Million, Mental Health and Timeframe categories all decreased in negative sentiment on Monday.

Negative sentiment decreased in all other categories, with the Virus category remaining stable.

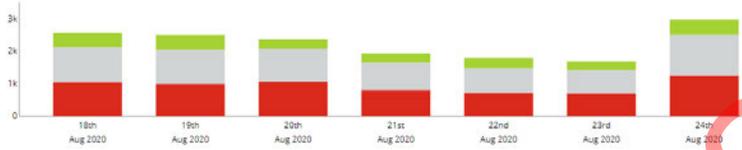


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

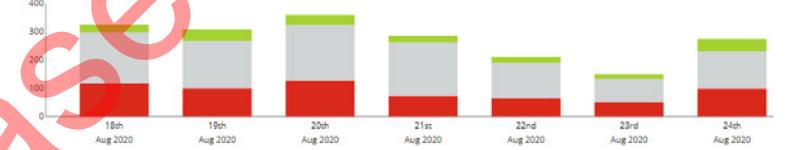
#NZPOL DECISIONS



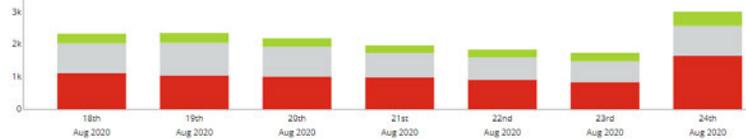
BUSINESS & CONSUMERS



CONTACT TRACING



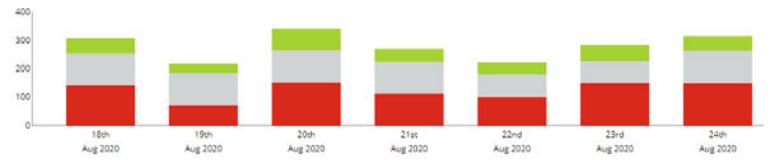
ECONOMY



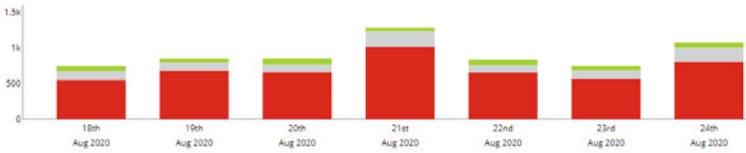
ENFORCEMENT



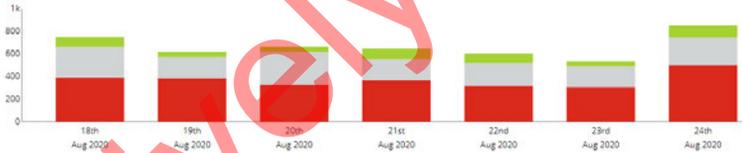
ENVIRONMENTAL ISSUES



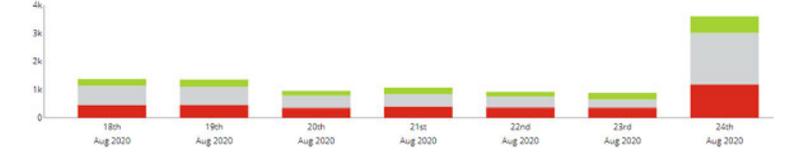
MENTAL HEALTH



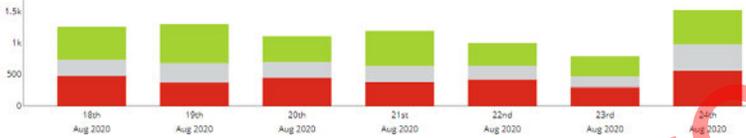
FINANCIAL STABILITY



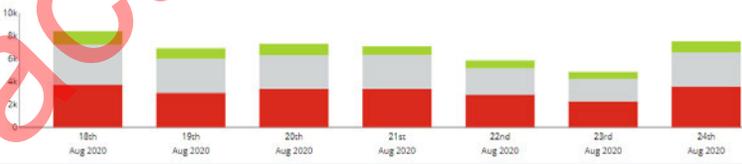
TIMEFRAME



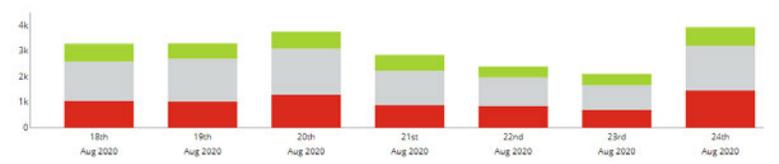
TEAM OF 5 MILLION



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 masks?

Prime Minister Jacinda Ardern announced on Monday that face masks were to be made mandatory on public transport around New Zealand from August 31.

Some people are expressing disgust and frustration towards those who don't want to wear a mask.

Some are asking about why wait till August 31 to make masks mandatory on public transport, with others wondering why if masks are compulsory why gloves are not.

There is concern being expressed for public transport operators who potentially will have to enforce the mandatory mask wearing.

A few are worried about people/families being able to afford masks during this time of struggle.

Disgust at "selfish" people who won't wear masks

Stop being selfish children. Just wear a mask. It's not hard it costs you very little and could save someones life.
Like · Reply · 13h

Yes but what about those who suffer with respiratory problems and sinuses that can't breathe through a mask...don't be so selfish
Like · Reply · 17h

if the worst it gets is having to wear a mask on public transport to protect people's LIVES you're in a pretty privileged position
Like · Reply · 18h

Worried for public transport operators who may have to enforce mandatory mask wearing

Feel bad for people working in public transport. might encounter nasty people refusing to wear a mask. turning full Karen.
Like · Reply · 20h

Tips for wearing a mask

Top fan
apparently you can put a tissue across the top of the mask and it stops glasses fogging up (absorbs the moisture)
Like · Reply · 12h

Conspiracy that wearing a mask ruins your immune system

the more you mask up, the worse your immune system becomes and the better chances you will not be able to fight covid or any other virus. Mask up gentle sheep
Like · Reply · 22h

Frustration that people don't realise what the alternative to mask wearing could be

If you think wearing a mask is uncomfortable, you've no idea how much a breathing tube is going to hurt. Come pay us a visit at the local ICU.
Like · Reply · 17h

Why wait till Monday to make mask wearing mandatory?

It makes no sense to mandate masks on public transportation effective a few days from now. If it is that urgent it should be immediate.
Like · Reply · 18h

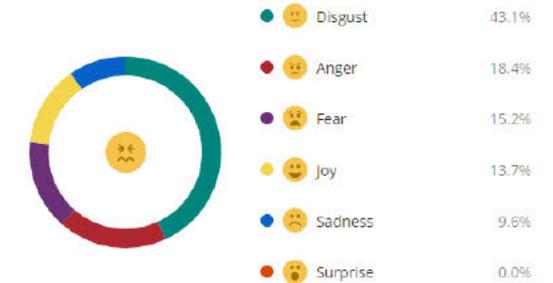
Why from Monday? Why not straight away? Masks should be mandatory on all public not just public transport. Also homemade mask cannot protect the wearers but better than nothing I guess
Like · Reply · 19h

Worried about the cost of masks for people

I can't help think that face masks, while a great idea, are a health equity fail again. Those at risk and struggling for money might find it a challenge to source them.
Like · Reply · 19h

Asking if masks are mandatory, why not gloves?

Indeed. The wearing of masks on public transport now mandatory from level 2 up, but not gloves? They state it's carried in surfaces after all 😞 So, wear a mask shopping, but spread it via the handling of product. Definitely a scam!
8:10 PM · Aug 24, 2020



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

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

August 25 – August 31, 2020
New Zealand

Proactively released

Weekly Update

Summary: August 25 – 31, 2020

FAQs:

New Zealanders are interested in COVID-19 testing. With masks/face coverings mandatory on public transport from August 31, there are questions around the wearing of masks for children and those with health conditions.

Engagement with news stories

Press coverage fell by 32% from the previous week. Articles about case numbers and the locations positive cases had visited drew high engagement.

Conversation analysis:

Mentions of 'masks' and 'face coverings' have increase by 47% from the previous week. Conversation is largely pro-mask use, however some people continue to have a negative attitude towards wearing them.

Some New Zealanders living outside of the Auckland region are expressing concern that travelling Aucklanders will spread COVID-10 to other areas of the country.

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 mask use and Aucklanders being allowed to travel out of the Auckland region.

FAQs

August 25 – 31, 2020

TESTING (23%)

- Is it normal to wait a week for your COVID-19 test result?
- Can you opt for a throat swab rather than the nasal test?
- I live in Manurewa – where can I get tested?

MASKS/FACE COVERINGS (15%)

- Will children travelling to school on school buses be required to wear masks?
- What if one can't wear a mask due to health reasons?
- Can you please advise the age limit for wearing masks?

TRAVEL (14%)

- How long does it take for a travel exemption to be approved?
- I bought a car in Auckland on Trademe. I live in Hamilton and would like to pick it up while wearing a mask and following all precautions. Is this possible with the border?
- Can I travel to Auckland after Monday?

ALERT LEVELS (12%)

- When will we be able to visit old people's homes again?
- When will the Level 2.5 settings be reviewed?
- How many people are allowed in theatre and performance venues in Auckland during Level 2?

Date range	Total number of questions
August 25 – August 31	814
August 18 – August 24	936

SUMMARY: New Zealanders are interested in the process of getting tested, wanting to know where they can get tested and the wait time for test results. There are questions around the wearing of masks/face coverings, specifically for children and those who have medical conditions. People continue to ask about travel between Auckland and the rest of the country. New Zealanders are wanting to know what regulations involve at each Alert Level.

Conversation August 25 – 31, 2020

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

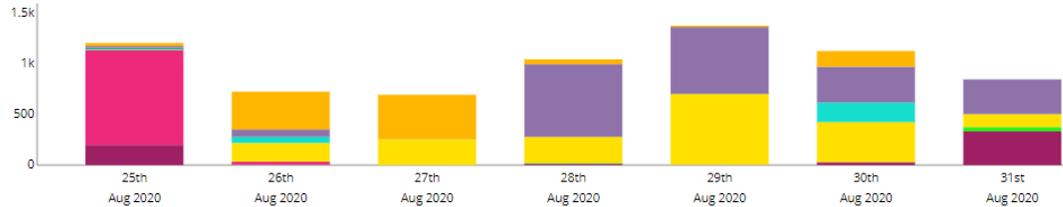
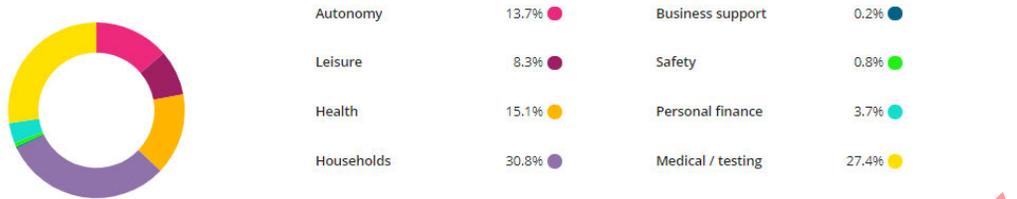


CHART: WEEK TOTALS



Time	Total vol. on page	Average posts per day	Highest vol.
Date range Aug 25 – Aug 31	10,211	1,458	Aug 29

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. Dobbng, 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.

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.

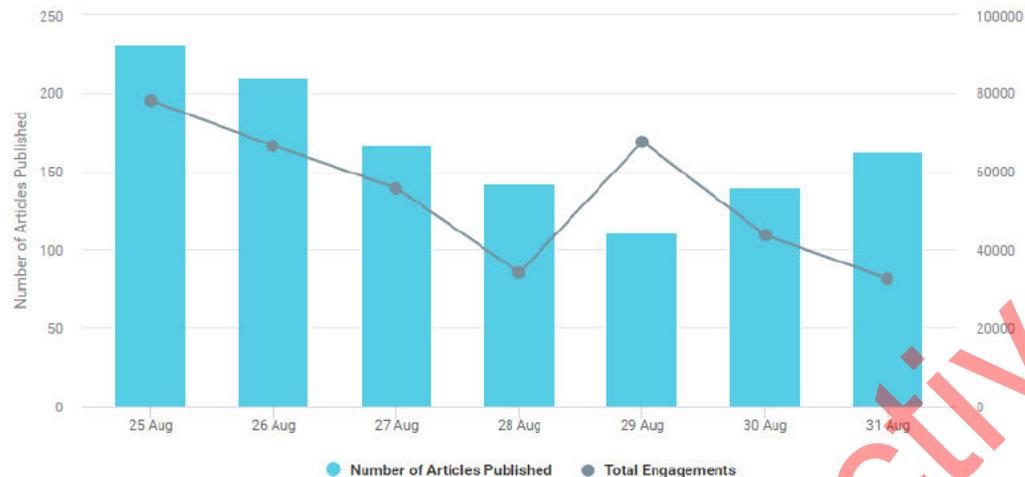
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This conversation illustrates New Zealanders' need for freedom and autonomy. Restrictions on way of life. Travel and border restrictions. Questions and comments about what is permissible at different Alert Levels and what the timeframe for shifts might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

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Analysis is based on the top 100 stories that received highest engagement (likes, comments, shares & 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)
AUGUST 25 – AUGUST 31 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
August 25 – August 31	1,164	378,084	324
August 18 – August 24	1,731	949,943	548

TOP CATEGORIES OF INTEREST

CASES

Thirteen new **Covid-19** cases in NZ, 11 from community transmission

By League Cricket - Aug 29, 2020
tvnz.co.nz

f 5.1K t 1 p 0 r 0

#NZPOL

Covid 19 **coronavirus**: Jacinda Ardern reveals major boost for NZ and global vaccine efforts

By : Derek Cheng - Aug 26, 2020
nzherald.co.nz

f 4K t 47 p 0 r 0

VIRUS

Covid 19 **coronavirus**: Virus can survive on frozen meat and fish for up to three weeks, study shows

By Nzherald - Aug 25, 2020
nzherald.co.nz

f 5K t 64 p 0 r 0

SUMMARY:

Press coverage fell 32% from the previous week and average engagement fell by 224 engagements.

Despite the drop in engagements, there remains a large interest in what is happening in New Zealand related to COVID-19.

TOTAL ENGAGEMENT PER CATEGORY

Cases: 53,598

#NZPOL: 46,465

Virus: 19,096

Enforcement: 16,496

Testing: 12,668

Quarantine: 11,995

Economy: 11,963

Alert Level: 11,822

International: 11,507

Way of life: 9,964

Travel: 9,496

Flouting: 6,954

Opinion: 6,829

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.

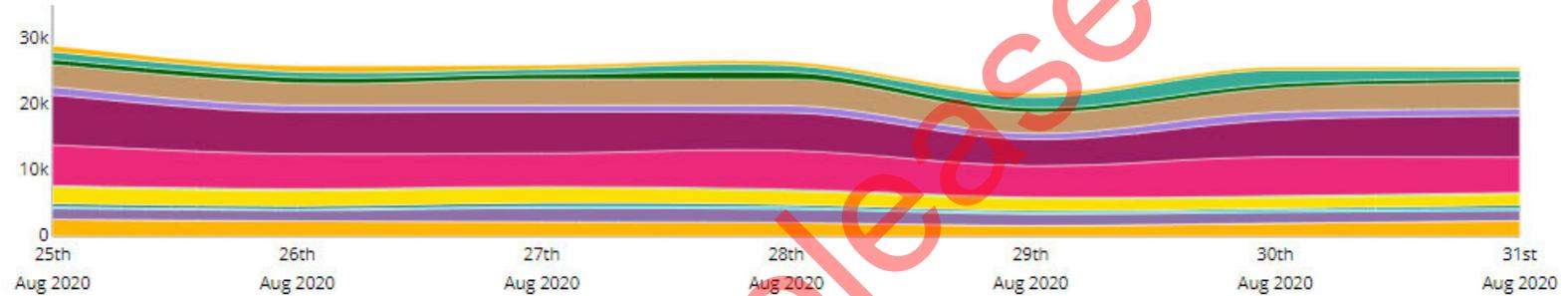
Mental health

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:

Aug 25 – 31: 485,884

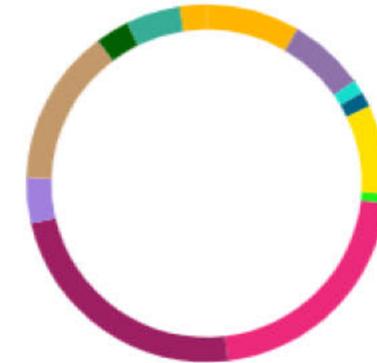
Aug 18 – 24: 565,196

Aug 11 – 17: 762,792

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Aug 31	4,096	2.4%	8,536	4.87%	5,168	3.04%	24,412	14.2%	7,276	4.16%	42,048	23.2%	37,243	21.3%
Aug 24	4,659	2.35%	10,204	4.97%	6,416	3.22%	21,559	10.7%	8,183	3.98%	59,415	28%	47,883	23.6%
Aug 11	5,841	2.07%	19,582	6.89%	7,228	2.58%	27,802	9.78%	11,809	4.06%	82,531	27.8%	71,690	24.7%

Total conversation: Week ending Monday, July 27

Largest segment: #NZPOL Decisions 23%



Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Aug 31	1,426	0.86%	13,940	8.03%	2,409	1.38%	2,037	1.21%	11,870	6.89%	14,477	8.42%
Aug 24	1,914	0.97%	15,406	7.51%	1,968	0.98%	1,506	0.72%	10,314	5.07%	15,817	7.85%
Aug 11	3,459	1.24%	21,224	7.39%	2,142	0.76%	1,519	0.53%	11,725	4.06%	23,465	8.17%

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.

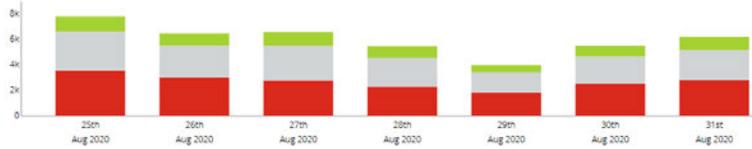
Net sentiment of each category per week.

Business & Consumers, Contact Tracing and Mental Health all became less negative this week. Enforcement and Timeframe categories both became more negative and all other categories remained at similar levels.

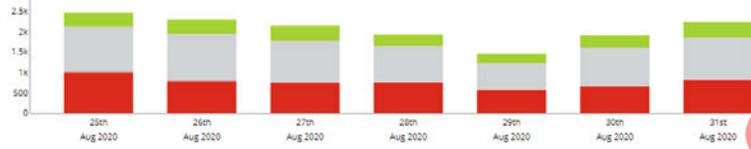


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

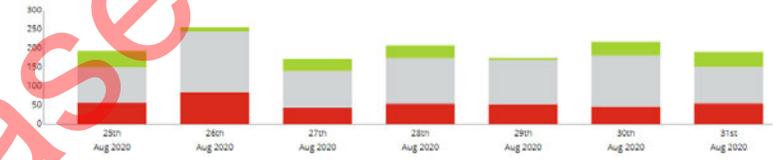
#NZPOL DECISIONS



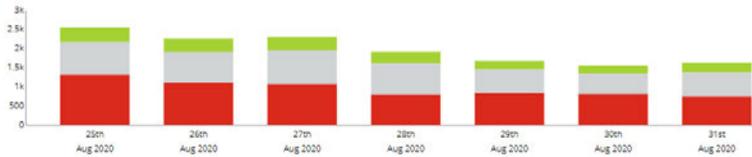
BUSINESS & CONSUMERS



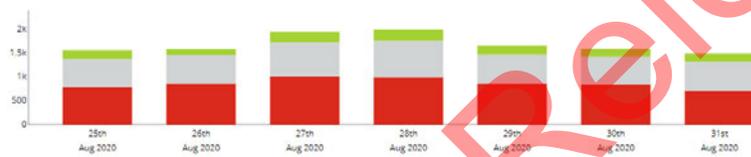
CONTACT TRACING



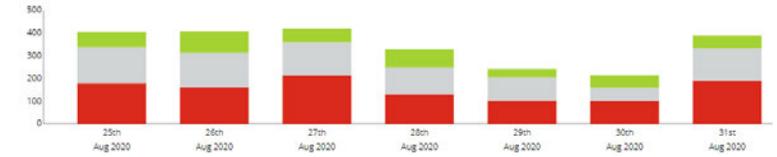
ECONOMY



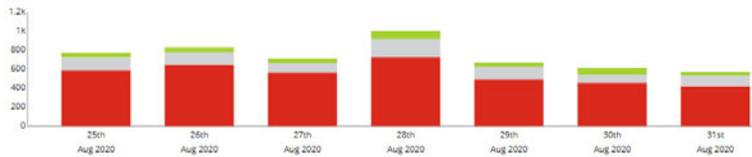
ENFORCEMENT



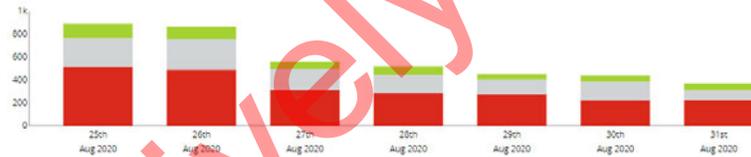
ENVIRONMENTAL ISSUES



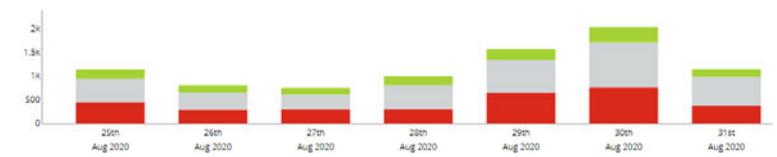
MENTAL HEALTH



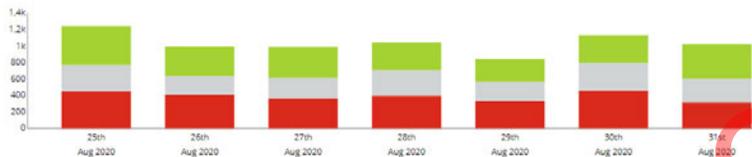
FINANCIAL STABILITY



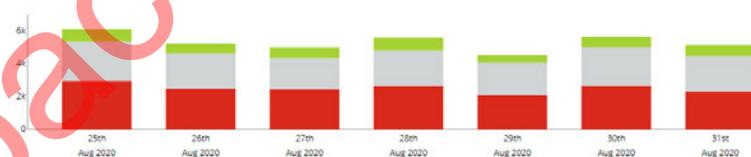
TIMEFRAME



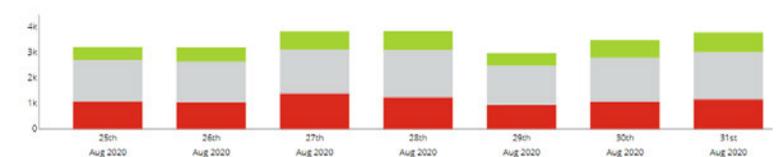
TEAM OF 5 MILLION



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 about mask use has increased by 47% from the previous week.

Commenters are largely pro-mask, saying that they are a small price to pay to stay out of lockdown and are urging others to wear a mask to keep each other safe.

People are discussing if students and/or teachers should be wearing masks at school.

Parents and teachers are discussing whether wearing masks should be required at school.

Should I be wearing a mask to school at level 2?

I'm a teacher, my friends and I have just been discussing this and it sounds like we are all planning to wear one while teaching.

Concern that while mask wearing is positive move for safety, that hand washing and social distancing should still be a focus.

It's not just the mask. It's how we use the mask. Making sure to wash your hands before touching your face is also effective

Like · Reply · 1w

Understanding that mask wearing is to protect others.

My mask protects you. Your mask protects me

Like · Reply · 3d

A large portion of the conversation is people encouraging others to wear a mask, with people sharing their own experiences.

Wore my mask 🧐 on the bus, here's some observations:
 - earrings are at risk when looping behind the ears!
 - no point wearing lipstick 💄 until it comes off
 - foundation does rub off a bit
 - does impair visual field a bit
 Someone sneezed 🤧 and I felt happy to wear my 🧐

We've been wearing masks at work for 9-10 hour days for most of lockdown one and again since we went to lockdown 2. It's just a mask, no big deal at all. No need to get all stressed about it.

Like · Reply · 1d

I shall be wearing mine to when I go out. Such a small price to pay if it means keeping everybody a bit safer

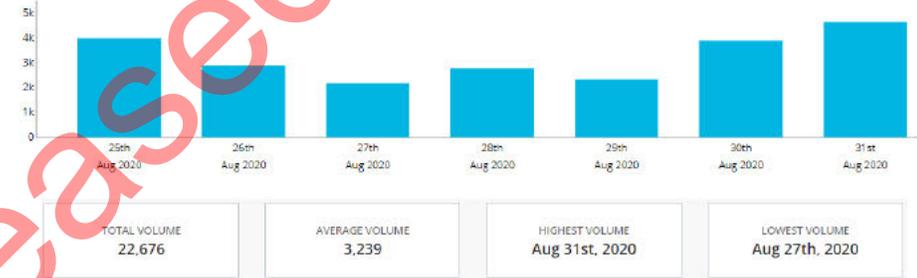
Like · Reply · 1d

Wanting to understand how & where mask wearing will be enforced.

What does monitor mask usage mean? It's not compulsory so why is it being monitored?

Like · Reply · 1d

Mentions of 'masks' or 'face covering' public social media in NZ: Aug 25 – 31, 2020



Topic explorer Aug 25 – 31



New Zealanders living outside of the Auckland region are expressing concern that travelling Aucklanders will spread COVID-10 to other areas of the country.

The category 'Way of Life' has increased over the past fortnight (% of total conversation). This reflects discussion about travel in and out of Auckland.

New Zealanders outside of Auckland are expressing concern about Aucklanders being able to travel nationally.

Some believe that the decision to move Auckland out of level 3 has been made because of political reasons and that there is too much pressure from potential voters.

Sentiment of the conversation is largely negative (64%) however some people are expressing kindness and support for Aucklanders' and how they have complied with restrictions thus far.

Urging Aucklanders to stay away.

Here in Northland we don't want it here lots of vulnerable people don't let them travel to risky you are letting them go to level two there still is cases there will be more crazy have you thought of Auckland people visiting rest homes disaster

Like · Reply · 3d 15

I agree with you. Maybe a level 2 1/2. No travel outside Auckland region for another week, but everything else under level 2?

Like · Reply · 3d 1

Sorry Auckland but please stay home

Like · Reply · 3d 1

With cases still appearing you can not possibly let travel between regions for at least another week that's not fair to all people will be just a wee bit pissed if it spreads through the country again

Like · Reply · 3d 24

If there has to be a level 4 Aucklanders can resign from being NZers. The rest of us will be building a wall to keep you contained.

Like · Reply · 2d 1

1 NEWS Wall · Reply to: #BREAKING: There are two more new cases in managed isolation.

I just have a terrable feeling that people who don't care in Auckland and we have them down here too . will just travel everywhere and spread the virus and don't give a toss. ...

Suspicious of the reasons of moving Auckland to level 2.

Another 13 new cases Today - why only Auckland. Its all about Election as the Government doesn't want Auckland to be opened in the name of Virus. What a shame.

Like · Reply · 3d 3

They know we should not be coming out of Level 3 but they can not afford to keep us in lockdown. There are too many people complaining too and not as willing to go along with it like they were during Level 4 lockdown in March. It is obvious to everyone... See more

Like · Reply · 3d 22

Everyday the case number rise as yesterday we had 12 and now they want the Auckland in level 2 - what a Joke. Are they serious or something that is not adding up. Time to tell the truth so everyone knows.

Like · Reply · 3d 27

Cheering on other Aucklanders for wearing masks.

As a Aucklander and since the start I chose to wear a mask. I'm happy to report 90% of the supermarket shoppers were I live have been wearing one . Awesome auckland love this city 🙌

Like · Reply · 1w 333

Sentiment Analysis

The predominant sentiment in this conversation is Negative.



* Excludes the 49% of posts that do not contain positive or negative sentiment

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis September 1 – 7, 2020 New Zealand

Proactively Released

Weekly Update Summary: September 1– 7, 2020

FAQs:

New Zealanders are wanting to know the rules for gatherings at each Alert Level. People are continuing to ask questions about contact tracing and the COVID-19 tracer app. There are questions around cases and when the Alert Levels will change.

The volume of question and comments on the Unite Against COVID-19 Facebook page dropped by 6,753 (see page five). The average posts per day is in the range of the initial Alert Level 3 period.

Engagement with news stories

Press coverage fell by 26% from the previous week. Articles about the two COVID-19 deaths drew high engagement.

Conversation analysis:

Analysts examined conversation around the economy and financial stability. Most other categories of conversation remained largely stable from the previous week.

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 financial stability and economy.

FAQs

September 1 – 7, 2020

GATHERINGS (24%)

- What are the rules for Aucklanders going outside Auckland and gatherings of 10 people?
- I'm planning a small celebration at home in Auckland and will not exceed 10 people. I am wondering if a child under 3 who has had no contact with anyone outside of their bubble counts as part of the 10?
- Given secondary schools are their own bubble can they hold school assemblies?

CONTRACT TRACING (13%)

- Is the COVID app going to be available for a greater range of phones? It's not available on mine.
- If I'm using a registered metro card on the bus, do I still need to use the COVID tracer app as well?
- Is it compulsory to sign in/scan with the app when entering a store?

CASES (11%)

- What does it mean when it says a case is "epidemiologically linked"?
- A TVNZ reporter just said there is a Botany cluster that can't be linked to the original cluster. Can you please confirm if there is a cluster here in Botany?
- Of the five community transmission cases were they all in some form of isolation prior to them testing positive?

ALERT LEVELS (10%)

- When will we get an update on the alert levels after September 6?
- If Auckland is to move to level 2 how much lead in time would be given?
- When will we be back at alert level 1?

Date range	Total number of questions
September 1 – September 7	179
August 25 – August 31	814

SUMMARY: New Zealanders are wanting to know the rules for gatherings at each Alert Level. People are continuing to ask questions about contact tracing and the COVID-19 tracer app. There are questions around cases and when the Alert Levels will change.

Conversation September 1 - 7, 2020

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

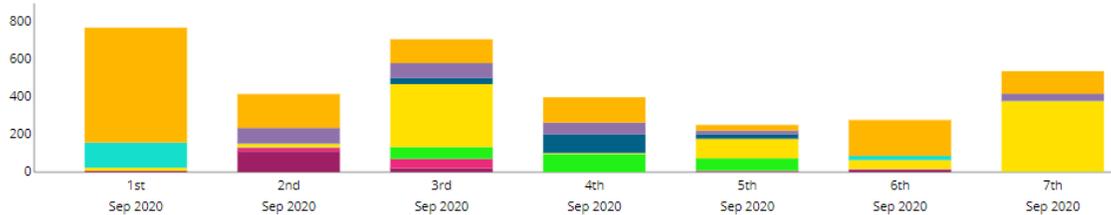


CHART: WEEK TOTALS



Health	41.5%	Households	8.6%
Personal finance	4.7%	Safety	6.9%
Medical / testing	26.8%	Business support	4.6%
Leisure	4.7%	Autonomy	2.2%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range Sep 1 - 7	4,534	647	Sep 4

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. Dobbng, 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.

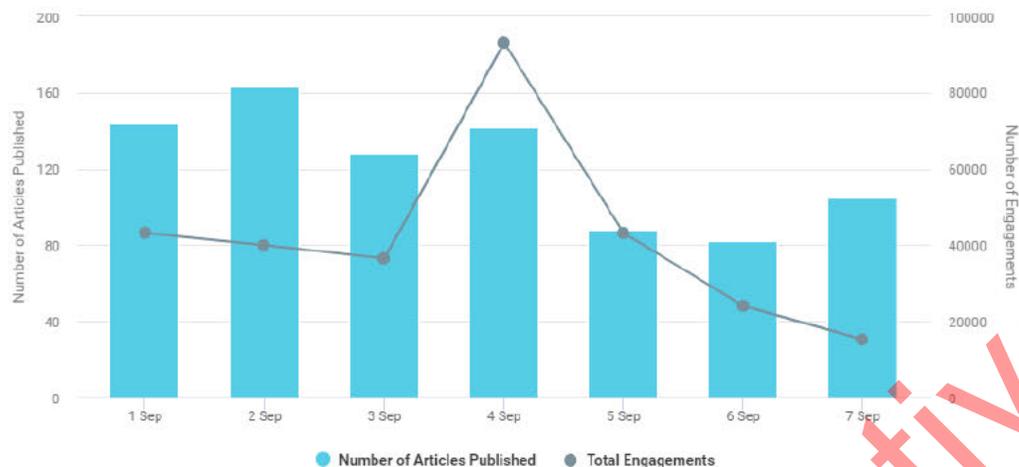
Autonomy

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, comments, shares & 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) SEPTEMBER 1 – SEPTEMBER 7 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
September 1 – September 7	852	295,145	346
August 25 – August 31	1,164	378,084	324

TOP CATEGORIES OF INTEREST

CASES

Covid 19 **coronavirus**: NZ's 24th death - Dr Joe Williams, former Cook Islands PM, dies in Auckland

By : Emma Russell - Sep 4, 2020
nzherald.co.nz

Facebook 21.4K Twitter 61 Pinterest 0 Reddit 0

INTERNATIONAL

New Zealand ranked second safest **Covid-19** country by Forbes

Sep 5, 2020
rnz.co.nz

Facebook 6.5K Twitter 127 Pinterest 0 Reddit 0

#NZPOL

Election 2020: It's a 'disservice' to say New Zealand hasn't done well with **Covid-19**, says Prime Minister

By : Amelia Wade - Sep 2, 2020
nzherald.co.nz

Facebook 2.9K Twitter 33 Pinterest 0 Reddit 0

SUMMARY:

Press coverage fell 26% from the previous week while the average engagement rose by 22 engagements.

New Zealanders were highly engaged with articles about the two recent COVID-19 deaths, the first deaths in New Zealand in three months.

TOTAL ENGAGEMENT PER CATEGORY

Cases: 83,481

International: 49,384

#NZPOL: 24,795

Virus: 18,225

Alert Level: 8,778

Flouting: 7,632

Quarantine: 5,189

Way of life: 3,579

Contact tracing: 2,893

Economy: 850

Opinion: 748

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.

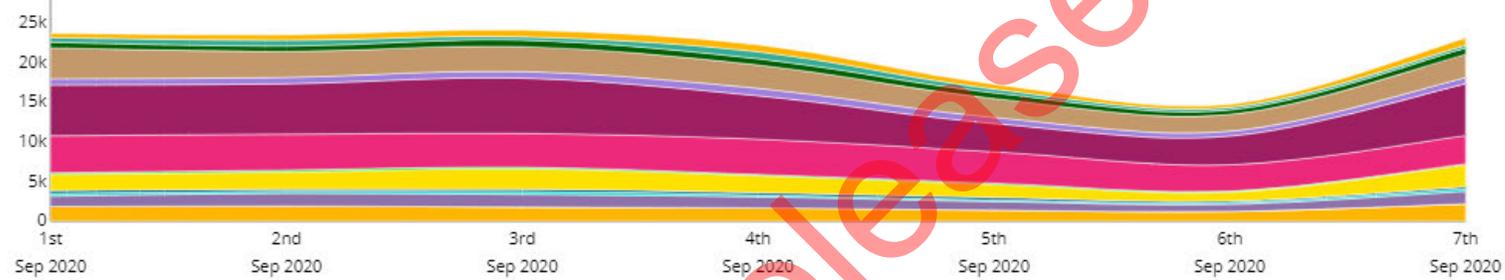
Mental health

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:

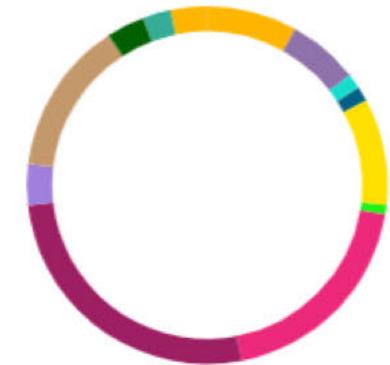
Sep 1 – 7: 415,802
 Aug 25 – 31: 485,884
 Aug 18 – 24: 565,196

Total conversation: Week ending Monday, Sep 7

Largest segment: #NZPOL Decisions 26.2%

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Sep 7	4,373	3.25%	3,653	2.52%	4,783	3.43%	19,607	13.9%	5,240	3.71%	39,169	26.2%	27,313	19.3%
Aug 31	4,096	2.4%	8,536	4.87%	5,168	3.04%	24,412	14.2%	7,276	4.16%	42,048	23.2%	37,243	21.3%
Aug 24	4,659	2.35%	10,204	4.97%	6,416	3.22%	21,559	10.7%	8,183	3.98%	59,415	28%	47,883	23.6%

Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Sep 7	1,166	0.8%	13,575	9.66%	1,849	1.32%	1,799	1.35%	9,027	6.35%	11,132	8.12%
Aug 31	1,426	0.86%	13,940	8.03%	2,409	1.38%	2,037	1.21%	11,870	6.89%	14,477	8.42%
Aug 24	1,914	0.97%	15,406	7.51%	1,968	0.98%	1,506	0.72%	10,314	5.07%	15,817	7.85%



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.

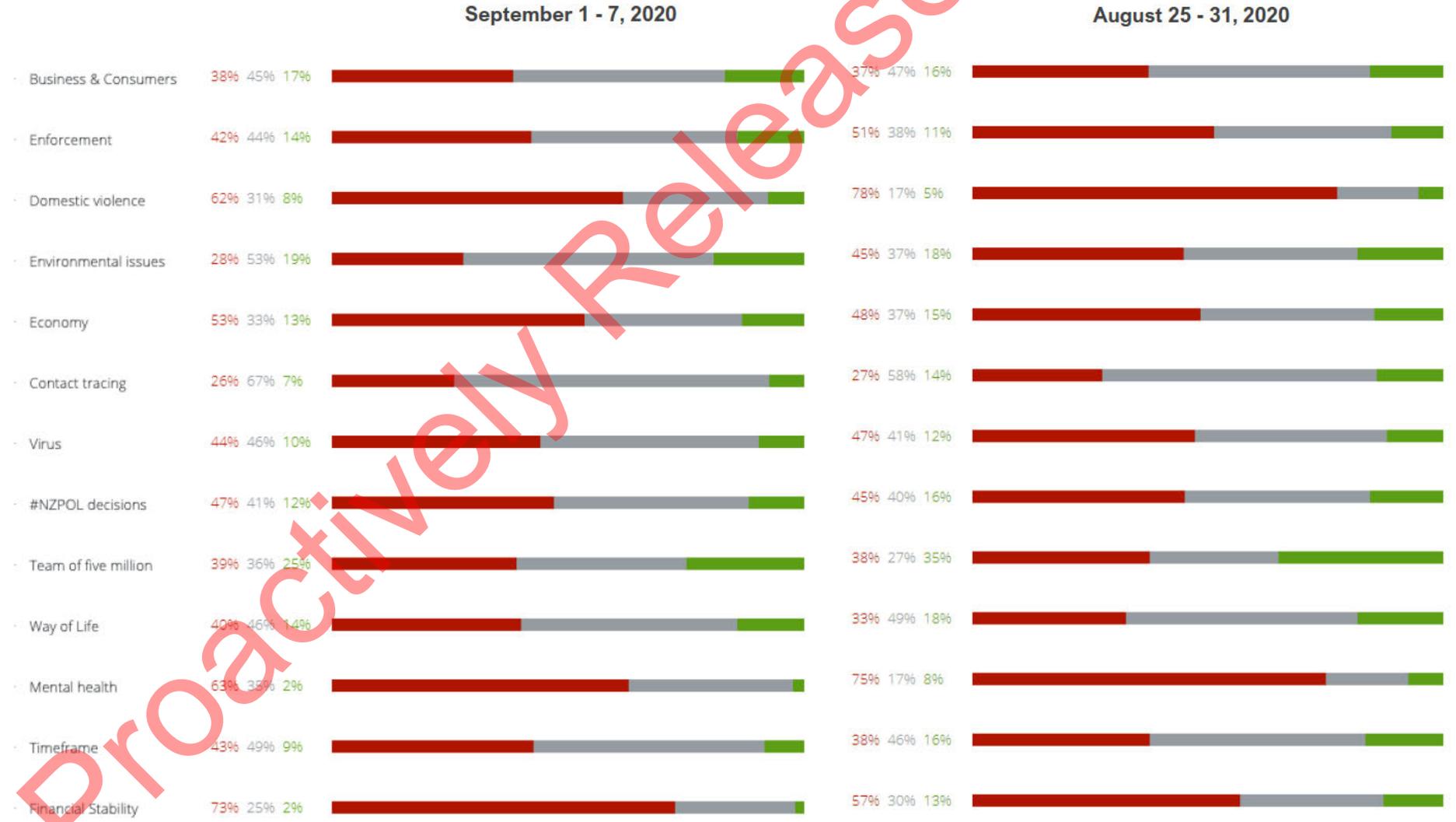
Net sentiment of each category per week.

This week saw increases in negative sentiment for the #NZPOL, Financial Security, Way of Life and Economy categories.

Contact Tracing, TO5M, and Business & Consumer categories remained stable.

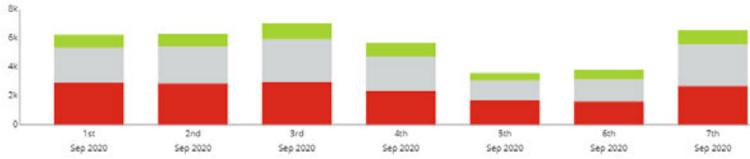
All other categories became less negative.

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

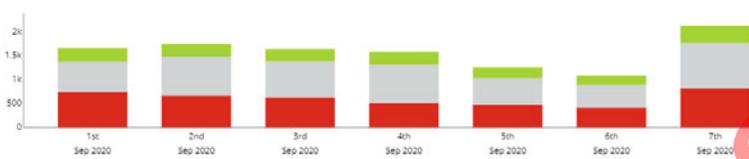


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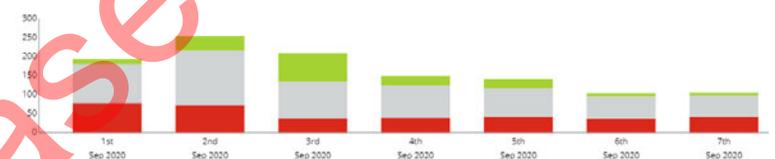
#NZPOL DECISIONS



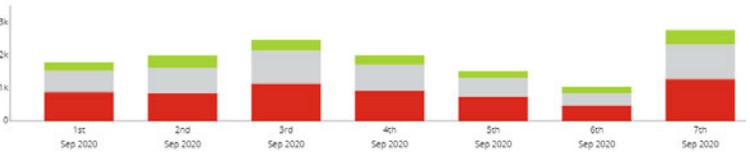
BUSINESS & CONSUMERS



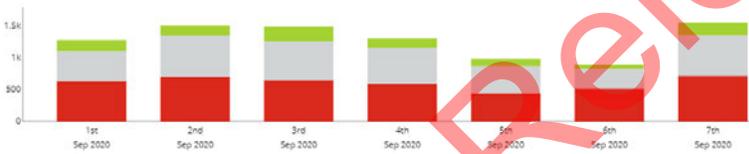
CONTACT TRACING



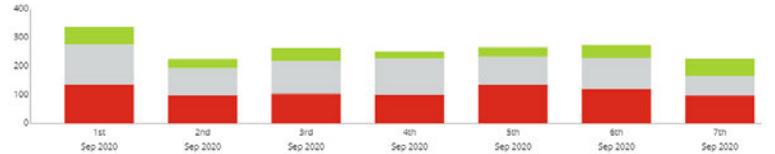
ECONOMY



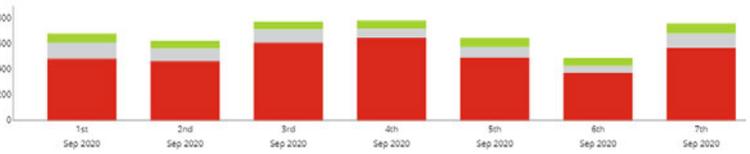
ENFORCEMENT



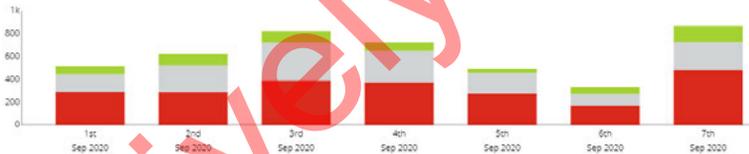
ENVIRONMENTAL ISSUES



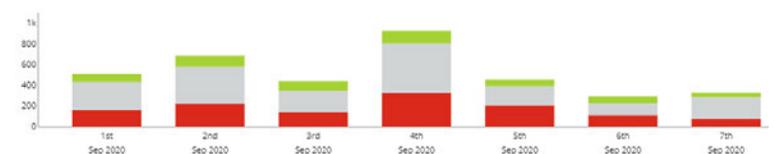
MENTAL HEALTH



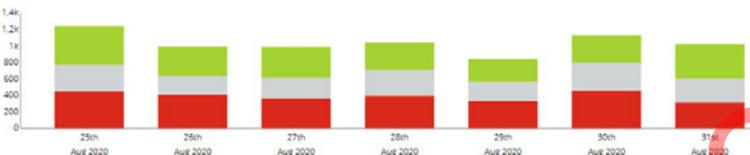
FINANCIAL STABILITY



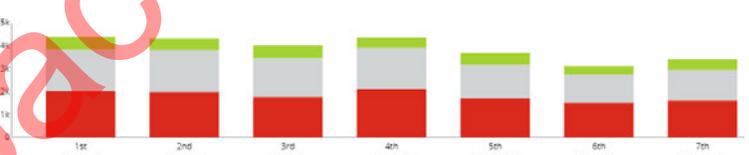
TIMEFRAME



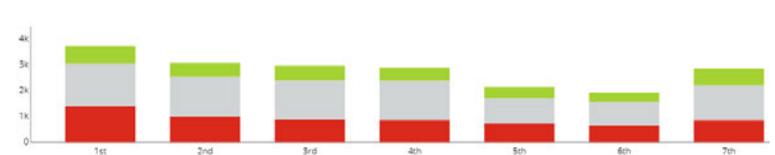
TEAM OF 5 MILLION



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: September 1 -7

Analysts examined conversation around the economy and financial stability. Most other categories of conversation remained largely stable from the previous week.

Discussion of the economy has some New Zealanders weighing up the government's COVID-19 economic response versus its public health response.

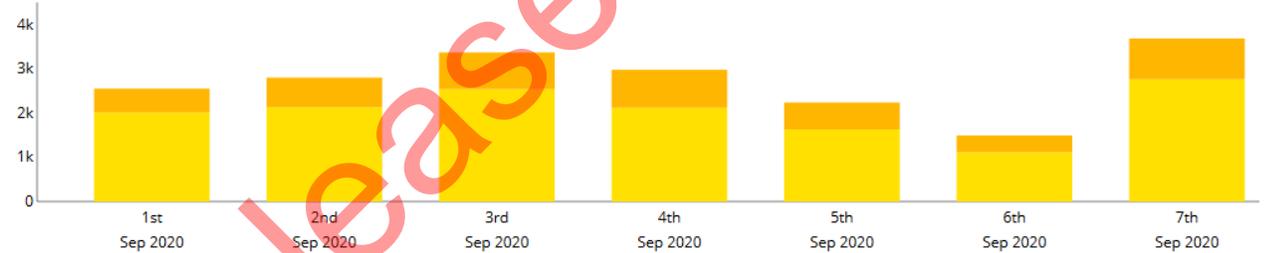
Some feel the public health priority should continue. Some want more of an economic focus as cases are currently low. Understandably, economic discussion is drawing conversation along political lines.

There is concern being expressed around people's own economic well being and self-determination. With the wage subsidy ending on September 1, there is conversation about how people will manage moving forward.

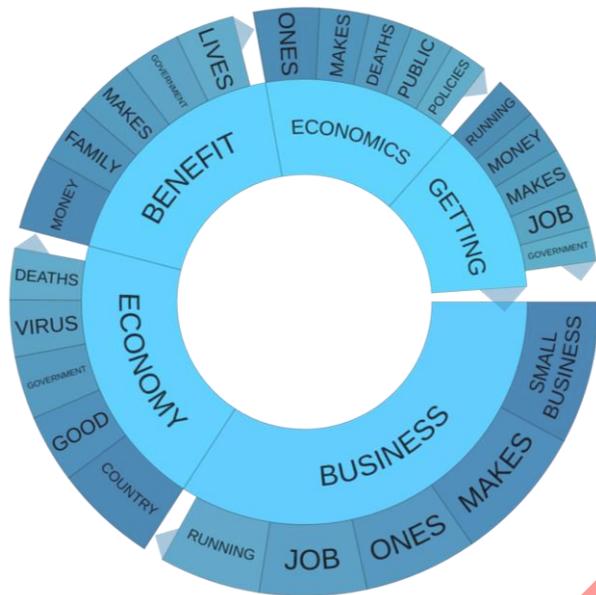
Most categories of conversation remained largely stable* from the previous week, however **Economy** and **Financial stability** increased by over 1% each.

* Due to the upcoming election the #NZPOL category saw the largest increase in percentage of conversation.

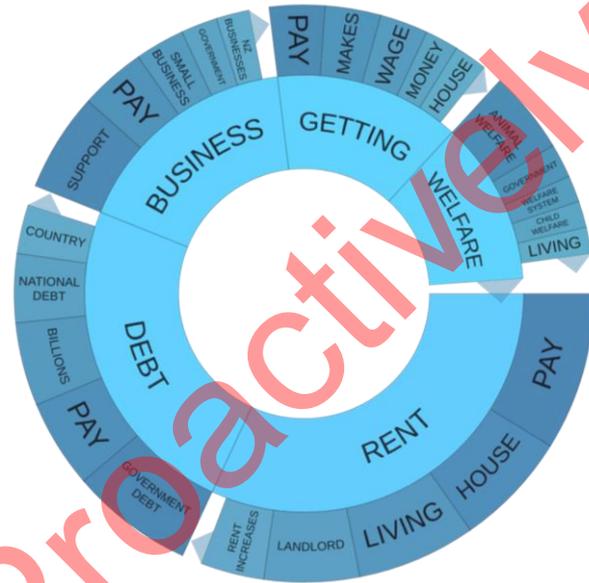
Volume of conversation 'Economy' and 'Financial stability' September 1 – 7, 2020.



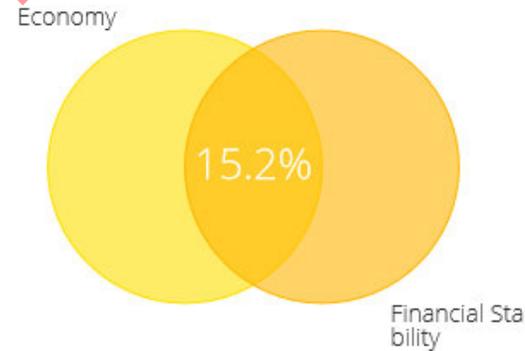
Topics of conversation in 'Economy'



Topics of conversation in 'Financial Stability'



These categories are closely related. Economy category overlaps Financial Stability 15.2%



Category definitions:

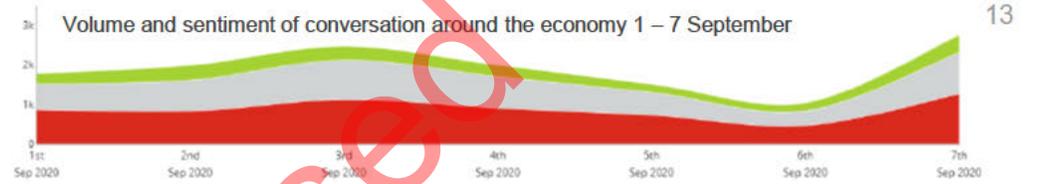
Economy

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

Financial stability

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

The **economy** vs public health continues to be a point of discussion amongst New Zealanders



Some New Zealanders continue to discuss weighing up the economic benefit to the public health benefit in the government's COVID-19 response.

Some believe ensuring New Zealanders' health should continue to be the priority. Others are calling to open up the economy and borders.

Conversation about the economy has brought up political allegiances amongst some commenters. There are those who believe the government is taking the right steps in its business support, while others are expressing a belief that the Prime Minister/Labour are not doing enough or are lacking business knowledge.

There is concern being expressed about how the New Zealand economy will fare in the turbulent time ahead.

Following the sinking of the Gulf Livestock 1, a few people are reiterating the importance of dairy to the New Zealand economy.

Belief that the government has taken the right steps in supporting businesses

There are some ridiculous comments on here about our govt wanting businesses to close down. What advantage would that give any govt? This govt has worked hard to keep these businesses afloat eg wage subsidy and encouraging people to support local businesses. There is also real help as noted on here if you're a struggling business. They have said they can't save all businesses though but do try.

Back to how those backyards were originally intended. Build the new village people and keep it up. I'm happy to pay taxes to support these kinds of initiatives.

A very important part of the job is to keep moving with and keep in touch with the people and be aware of their changing needs to help assure the team of 5 million's full cooperation. Jacinda is doing this well, understanding peoples wishes and finding room among the regulations to fine tune them to make them as people and business friendly as possible with out compromising our health and safety.

Belief National should be in power

Top fan
Totally. Here it is, the best (and simple) policy: Hand over the government to National Party. That ought to boost business confidence and give businesses more support! Problem solved.
Next! 🤪

Excellent policies to help small businesses! At last some real help! 🇯🇵 National 🇯🇵

Concerned about NZ's economy getting "back on its feet"

Getting the economy back on its feet again isn't going to be easy.

Importance of dairy industry to NZ economy

Yes let's look at it from a business perspective, we have a large vested interest in the dairy industry in China and the small amount of livestock we export there is by no means the top line of New Zealand's genetics. Many dairy farmers from throughout NZ often have excess heifer replacement calves. The opportunity to export them brings good income. NZ is respected worldwide for top genetics and improvements being constantly made. China has such a large population and requires vast amounts of milk powder, baby formula and protein products. We are a very long way from shooting ourselves in the foot. We need to keep up with research and development and innovation.

Belief that Labour/Prime Minister lacks business knowledge

Ani whats Jacinda done apart from ruin the countries economy and give out hugs?

When she is interviewed it is obvious she doesn't understand anything about the economy and lacks and business nous at all.

Weighing up economy versus public health

Stupid decision when we've only got a handful of cases in this country! Yet again, the government is trying to stall the economy!

Our primary produce is being exported and thank god for that, but other countries haven't closed down their economy for 6 months like New Zealand to concentrate on health.

There is a detailed plan. You can always reboot the economy but you can't raise people from the dead.

What Mr Dunne seems to miss is the fact that GOOD leaders adapt to situations and information as they apply to changing circumstances. This article illustrates why he was never a leader. NZ's results are the best in the western world (lowest death rate per capita) those health results mean our economy is in a better position to rebound which is why the majority of the country is on board with the Government's handling of the pandemic. Dunne's article reads as a sad and bitter rant informed by political bias rather than a qualified assessment of the facts.

Feel the pandemic is being used to justify poor economic decisions

How can it be said, "Because of the pandemic"... I they're on a benefit !?!?! I agree, the pension/ disability/ assisted living should be more. They're NOT ABLE to work. Single parents are able to but not willing to work. Maybe some part time work would help. Many many working families struggle and get 0

Several news stories drove conversation about **Financial Stability** this week.

Increase in the Financial Stability category was driven by several stories discussing renting situations. There was general discussion about the wage subsidy finishing early September.

Conversation about the wage subsidy focuses on financial stress and anxiety about the future.

A news story citing a study that many kiwis are spending 30% of their income on rent or mortgage payments resulted with many commenters calling out that they spend closer to 50% of their income on rent.



Sharing personal stories of struggle

I'm on the covid 19 income relief support and I have about 5 weeks to go and then nothing until I get a job.. So I can't go on the dole after the 12 weeks are up, my husband has a job but earns barely enough to cover our bills. I worked out at the airport and was made redundant. I am looking for another job but there is none that is in my field.

Like · Reply · 1w · Edited

Calling for wage subside to continue

Is there going to be more wage subsidy for hospo? Only able to operate at about 10% at 2.5 !!!

This is super frustrating when there's been no cases in the south island. Auckland is the problem area. More wage subsidy needs to be provided for all the people that are being put out of work because of this.

Like · Reply · 4d

Inequality has been exacerbated by the COVID-19 relief payment being higher than Job Seekers benefit

The Labour Government has worked hard but needs to work harder and also needs to take the advice given to it from the advisory committees that it set up on tax and social services. I was deeply disappointed when the advice to implement an effective tax on investment property owners was ignored and also the woeful response to increasing the benefit - especially when the Covid Relief Payment is almost twice that of the top Job Seeker rate and clearly illustrates that people cannot live on \$250 a week. Even with tax credits and subsidies applied these payments are not enough to stop families living below the poverty line. The alternative though is to put the party in that created all this inequality in the first place.

Like · Reply · 5d

Worried about what will happen with the end of the wage subsidy

we can't afford to stay home. rent and bills to pay, esp since the wage subsidy has ended

Like · Reply · 4d

we survived the first cull in April now no more wage subsidy and with lack of confidence in people buying partial lockdowns and borders closed it was coming

Like · Reply · 4d

Well, 350 people per day now on the unemployed list. Air New Zealand is next with a 33 percent of staff being made redundant. South Auckland food banks inundated. Small business going under. Wait till the wage subsidy stops soon. It can only get better Ms Ardern. Any comment on this fail.

Like · Reply · 3d

Landlords are considering waiting until after the election before installing heating

Rents might be going up anyway, but not due to Healthy Homes

We were very excited by the prospect of finally getting some decent heating... unfortunately the rent has gone up by \$50/week to pay for it so we're looking for another place :)

READ POST AT reddit.com

Rent / mortgage payments

A third? Iry half! And thats for rent on the low end. We don't drink or smoke and have a tight, thorough budget or we just wouldn't survive

Like · Reply · 6 d · Edited

Some home-owners are under stress with rate increases

why Phil Goff didn't get jailed for putting our rate increase during Covid how can council rules be so different to landlord / tenants just wondering

Like · Reply · 6 d

Most relevant is selected, so some replies may have been filtered out.

same in queenstown 2 they put the rates up

Like · Reply · 6 d

Retirees with mortgages are feeling vulnerable

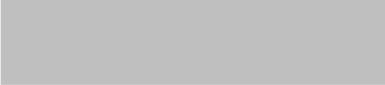
Retirees are also struggling with this and not all were in a position to have a house fully paid for.

Like · Reply · 6 d

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

September 8 – 14, 2020
New Zealand

Proactively Released

Weekly Update Summary: September 8 -14, 2020

FAQs:

New Zealanders want information about the new cases and the locations they have visited. People are continuing to ask questions about the COVID-19 tracer app. There are questions around the Alert Levels timeline, and the testing procedure and results wait time.

Engagement with news stories

Press coverage fell by 4% from the previous week. New Zealanders were highly engaged with articles about new cases.

Conversation analysis:

Conversation surrounding misinformation and conspiracy theories has grown since March 2020. Discussion can be complex as it contains people's perception of, and actual, safety alongside perception of reality and fact.

The conversation shows that some people are expressing concern that the spread of misinformation/conspiracy theories regarding COVID-19 will impact on New Zealanders' lives and livelihoods.

There is also concern expressed that the potential spread of COVID-19 at protests such as the "anti-lockdown" protest that happened recently in Auckland will possibly mean a return to a lockdown or a slower move down Alert Levels.

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 misinformation and conspiracy theories.

FAQs

September 8 – 14, 2020

CASES (15%)

- How did you know the student wasn't infectious when they were at school?
- What about the AT bus driver that tested positive – is he part of the cluster as well?
- It says a person at Ormiston PAK'nSave on August 28 tested positive. Can you please confirm the times as it says 11pm to noon?

CONTRACT TRACING (13%)

- Can you please confirm the Bluetooth iPhone feature is now active – how is it activated?
- My tracer app is not recording visits either by QR code or manual entry. Any suggestions?
- I understand there has been an update with the app. Do we have to download the app all over again or is there another way to do the update?

ALERT LEVELS (9%)

- Can you advise what time the announcement will be made on September 14 regarding alert levels?
- What date is the government reassessing Auckland alert levels?
- Why does the South Island have to be in Alert Level 2 if there are no cases in our community?

TESTING (8%)

- Had a COVID-19 test on Wednesday and still no results. How long will it take?
- If you don't have a residency or a visa which will give you access to the health system, do you have to pay for your test?
- Do you contact people if their test is negative? My wife got tested two days ago and no results.

Date range	Total number of questions
September 8 –14	302
September 1 –7	179

SUMMARY: New Zealanders want information about the new cases and the locations they have visited. People are continuing to ask questions about the COVID-19 tracer app. There are questions around the Alert Levels timeline, and the testing procedure and results wait time.

Conversation September 8 - 14, 2020

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

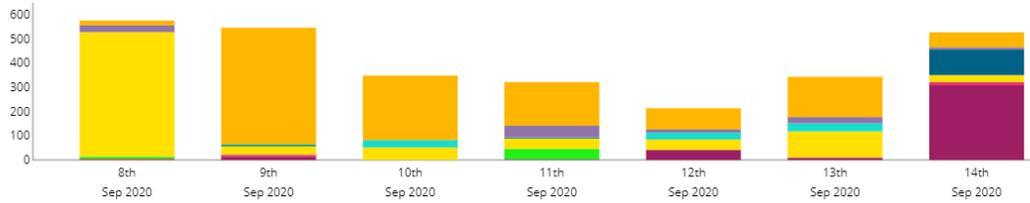


CHART: WEEK TOTALS



Medical / testing	28.7%	Autonomy	0.8%
Households	4.3%	Business support	4.0%
Health	43.9%	Personal finance	3.4%
Safety	1.8%	Leisure	13.1%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range Sep 8 - 14	3,123	446	Sept 8

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.

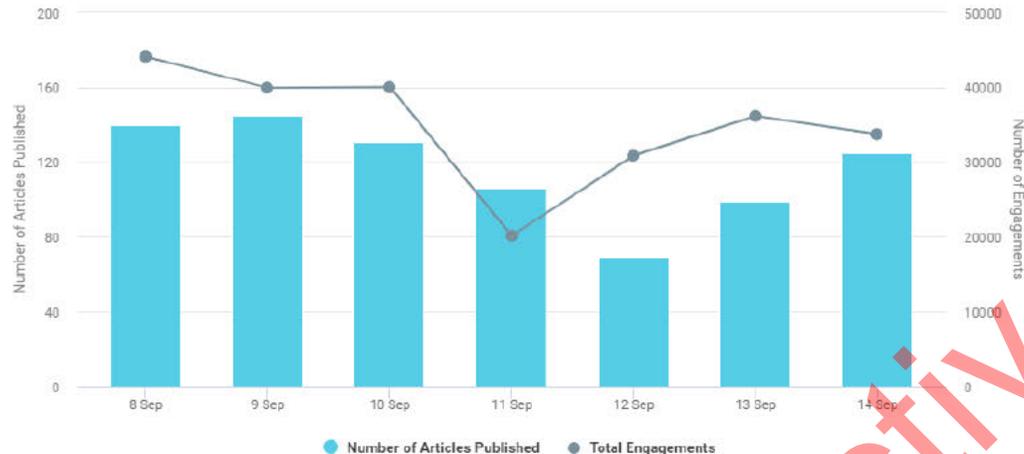
Autonomy

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, comments, shares & 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) SEPTEMBER 8 –14 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
September 8 - 14	815	244,963	300
September 1 – 7	852	295,145	346

TOP CATEGORIES OF INTEREST

CASES

Covid 19 coronavirus: 89 people identified as close contacts of positive case at North Shore gym

By Vaimoana Tapaleao - Sep 14, 2020
nzherald.co.nz

Facebook 4.4K Twitter 0 Pinterest 0 Reddit 0

MISINFORMATION/CONSPIRACY

Advance Party and crowd rallies against Covid-19 restrictions and lockdowns

By Advance Party - Sep 12, 2020
mz.co.nz

Facebook 3.7K Twitter 113 Pinterest 1 Reddit 0

INTERNATIONAL

Rally headlined by Smash Mouth may have caused 260,000 new COVID-19 cases in the US - study

By Monika Barton - Sep 9, 2020
newshub.co.nz

Facebook 1.8K Twitter 27 Pinterest 0 Reddit 418

SUMMARY:

Press coverage fell 4% from the previous week while the average engagement fell by 46 engagements.

New Zealanders were highly engaged with articles about recent cases.

TOTAL ENGAGEMENT PER CATEGORY

Cases: 78,023

Misinformation/conspiracy: 18,565

International: 18,434

#NZPOL: 13,774

Enforcement: 7,335

Alert Level: 6,060

Flouting: 5,713

Travel: 5,385

Quarantine: 2,253

Opinion: 1,058

Way of life: 937

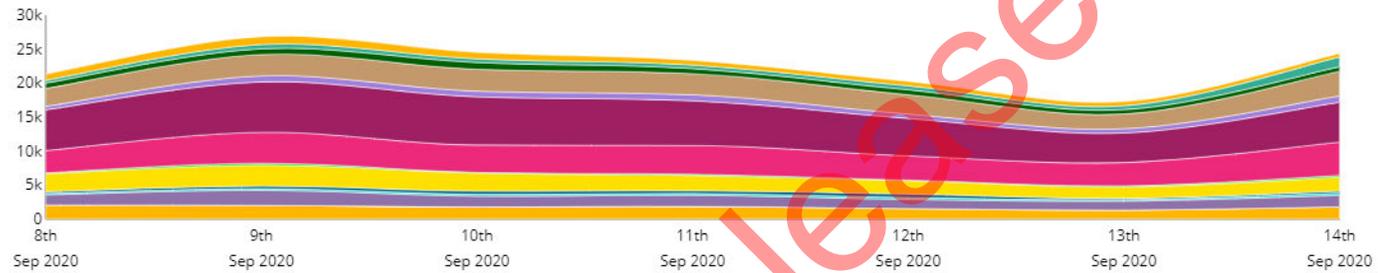
Economy: 788

Virus: 662

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:

Sep 8 – 14: 426,821

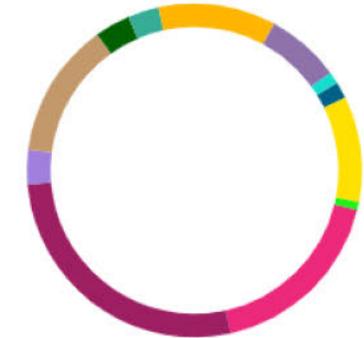
Sep 1 – 7: 415,802

Aug 25 – 31: 485,884

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Sept 14	5,220	3.47%	4,524	2.97%	5,156	3.43%	19,786	13.1%	5,216	3.36%	43,348	27.1%	26,881	17.7%
Sep 7	4,373	3.25%	3,653	2.52%	4,783	3.43%	19,607	13.9%	5,240	3.71%	39,169	26.2%	27,313	19.3%
Aug 31	4,096	2.4%	8,536	4.87%	5,168	3.04%	24,412	14.2%	7,276	4.16%	42,048	23.2%	37,243	21.3%

Total conversation: Week ending Monday, Sept 14

Largest segment: #NZPOL Decisions 27.1%



Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Sept 14	1,192	0.78%	15,629	10.2%	2,414	1.58%	1,727	1.16%	10,908	7.18%	11,784	7.88%
Sep 7	1,166	0.8%	13,575	9.66%	1,849	1.32%	1,799	1.35%	9,027	6.35%	11,132	8.12%
Aug 31	1,426	0.86%	13,940	8.03%	2,409	1.38%	2,037	1.21%	11,870	6.89%	14,477	8.42%

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.

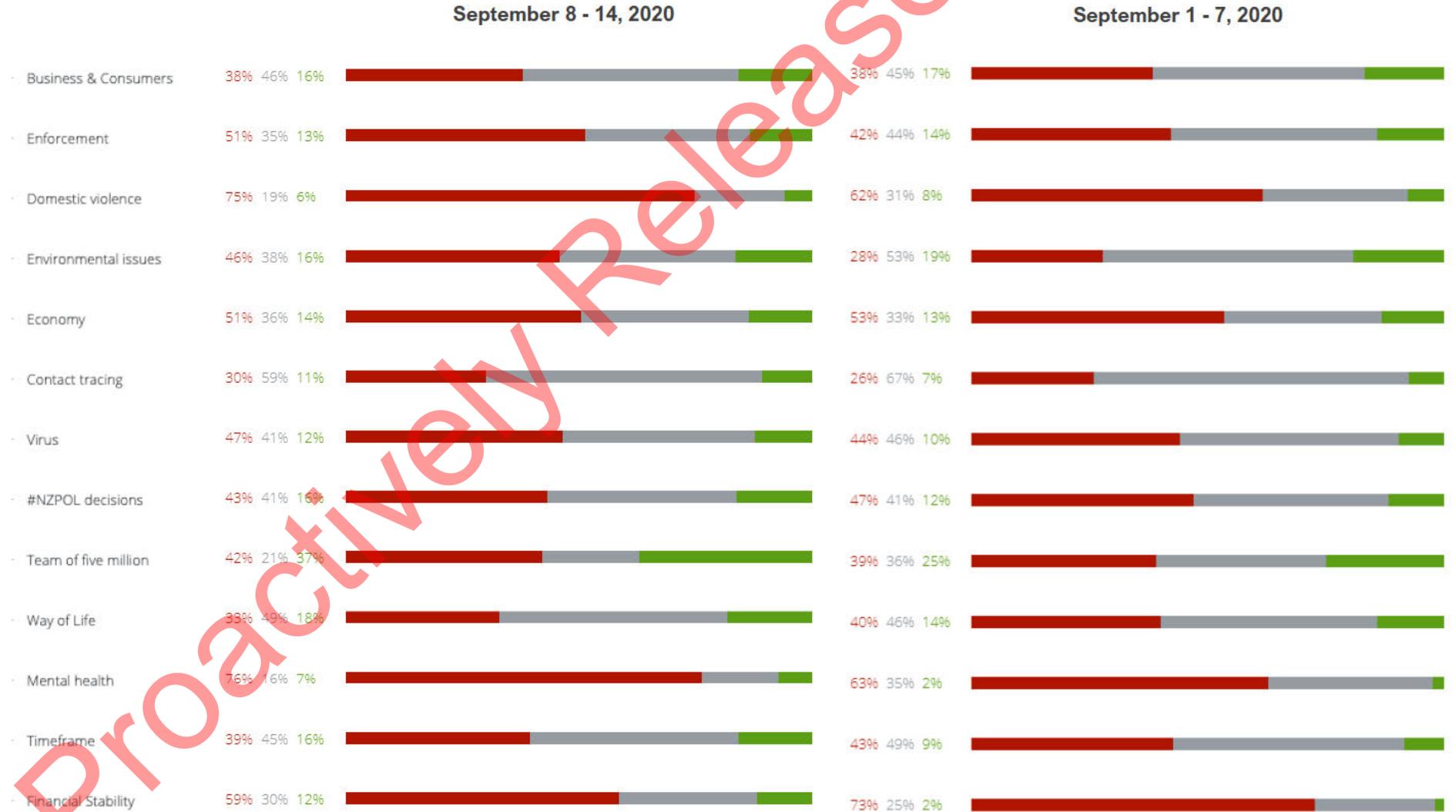
Net sentiment of each category per week.

This week saw increases in negative sentiment for the Enforcement, Domestic Violence, Environmental Issues, Contact tracing, Virus, Team of 5Million and Mental Health categories.

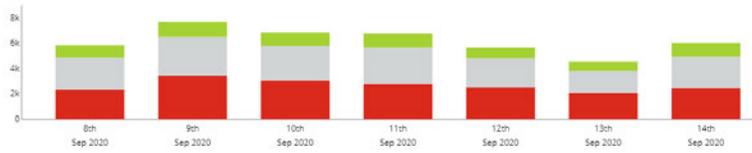
The Business & Consumers category remained stable.

All other categories became less negative.

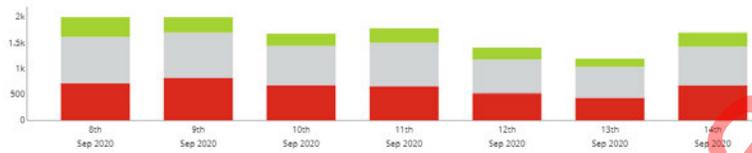
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.



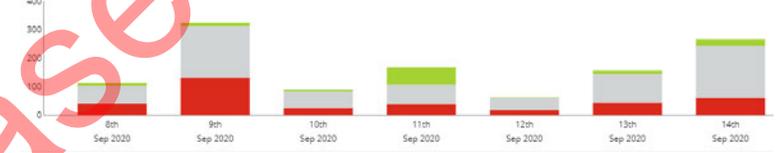
#NZPOL DECISIONS



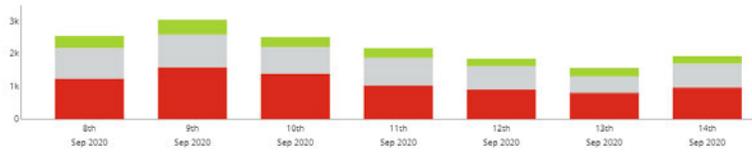
BUSINESS & CONSUMERS



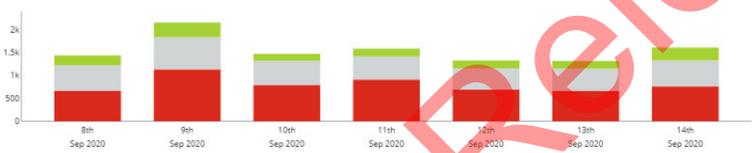
CONTACT TRACING



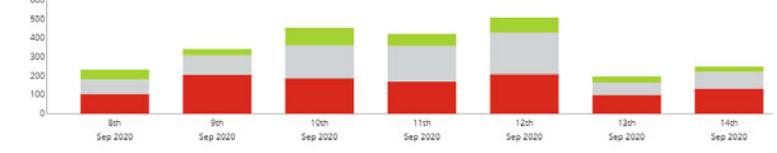
ECONOMY



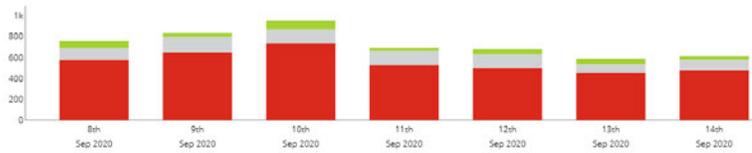
ENFORCEMENT



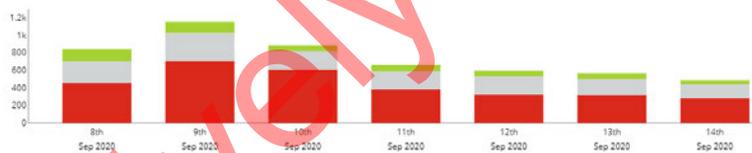
ENVIRONMENTAL ISSUES



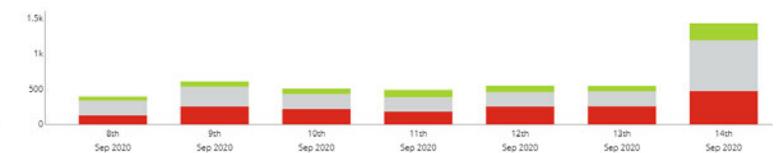
MENTAL HEALTH



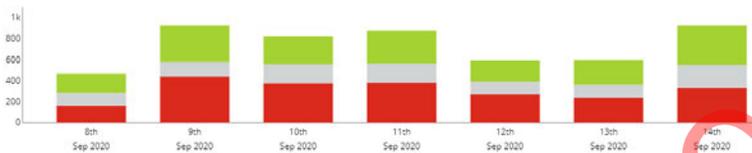
FINANCIAL STABILITY



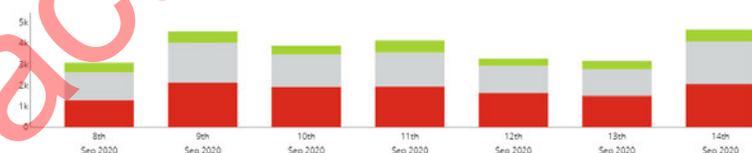
TIMEFRAME



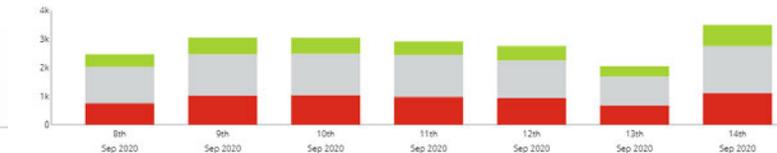
TEAM OF 5 MILLION



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.

Some are expressing concern that the spread of misinformation and controversial COVID-19 views could impact on New Zealanders' health and the changing of alert levels.

CONTEXT:

- On September 9, Health Minister Chris Hipkins spoke of not sharing unverified information.
- Members of the Mt Roskill church sub-cluster did not realise the “seriousness” of COVID-19, some churches are having to deter the spread of false information within their congregations.
- An “anti-lockdown” march promoted by Advance NZ took place in Auckland over the weekend with participants flouting Alert Level 2.5 rules.

CONVERSATION:

Some people are expressing concern that the spread of misinformation and conspiracy theories is putting New Zealanders' lives and livelihoods at risk. Peoples' perception of their own and their community's safety could be feeling threatened.

(Conversation analysis continued on page 12)

Protestors putting fellow New Zealanders at risk with their actions

This is bizarre & appalling. Everyone has a right to freedom of speech, but they don't have the right to take action against the public health of ALL NZ'ers. Why do these people believe they have the right to put others' health, jobs & education at risk through their own selfish, irresponsible actions? Come on NZ - we're better than this, surely?

Like · Reply · 3d

25

I can't believe the mentality of people like this. Putting every gain at stake. It would serve them all right if they were locked up so they could really see was a lockdown was like.

Like · Reply · 3d

93

Selfish vindictive thoughtless people who are uncaring about life and the lives of others. Spread the virus and lockdown will be awaiting you and those who don't deserve to be dragged along with you

Like · Reply · 3d

41

Frustration towards those spreading misinformation/conspiracy theories

'Good people' can be gullible, misguided, exclusionary, ignorant, science/expert-averse and/or have belief-systems that are at odds with reality. I'm not sure what these people are, but through their actions they have endangered many.

Like · Reply · 6d

190

time to drop back into your rabbit hole... Try something apart from you tube and conspiracy vids next time... Yes the WHOLE world is lying to you...

Like · Reply · 2d

11

That's your choice only your choice you have no right to spread false information about vaccinations.

Blaming the media for sensationalism

He is clearly part of the Church cluster but rather than make comment to that, the media seeks to sensationalise it and headline its bus drivers!!!

Through these worrying times, NZers should be able to rely on the media to bring us honest, clear, truthful facts but all I see from media is distortions of the truth to sensationalise and sell. No honesty in the media. I believe little I read these days.

Like · Reply · 6d

5

Concern that Auckland will end up back in lockdown/take longer to move down Alert Levels due to the protest

Well Auckland you only have those idiots to blame for it is taking longer to move down the levels. Mt Roskill Evangelical church JamiLee Ross Billy Te Kahika Advance NZ NZ Public Party and all those other conspiracy cranks

Like · Reply · 1d

11

Back in lockdown next week koz new cluster and cant contact trace everyone 🤔 they just put others at risk

Like · Reply · 3d

19

Attacking the government and its COVID-19 response

Well if anyone is spreading misinformation it is this incompetent Labour government!!!

Like · Reply · 5d

57

Power to the people, freedom and liberty. Lockdowns don't work, wake up.

Like · Reply · 3d

183

Supporting the beliefs of the Advance NZ and its co-leader Billy Te Kahika

There's nothing idiotic about Billy, only the neanderthals, that can't read or research. Get your head out of mainstream media and you might learn the truth and if your lucky, learn half of what Billy knows.

Like · Reply · 2d

64

also there is a difference between being a conspiracy theorist & a critical thinker. Your one source of truth is not from the media or the government. You have a brain. Think for yourselves then make your decision. Don't just listen to your Auntie Cindy 🤔

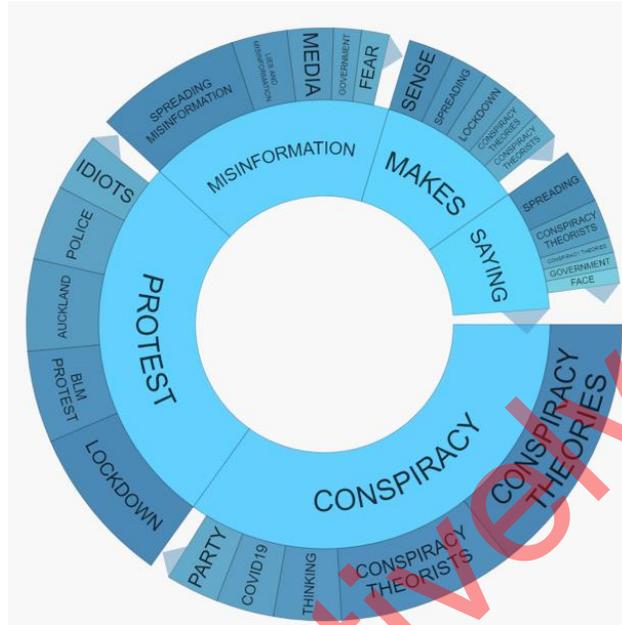
Like · Reply · 2d

21

Some people are expressing concern that following the anti-lockdown protest Auckland could possibly back into lockdown or take longer to get back to Alert Level 1 if COVID-19 was to spread.

There is some blame placed on the media for writing sensationalist stories and allowing misinformation and controversial theories to be put into the public sphere.

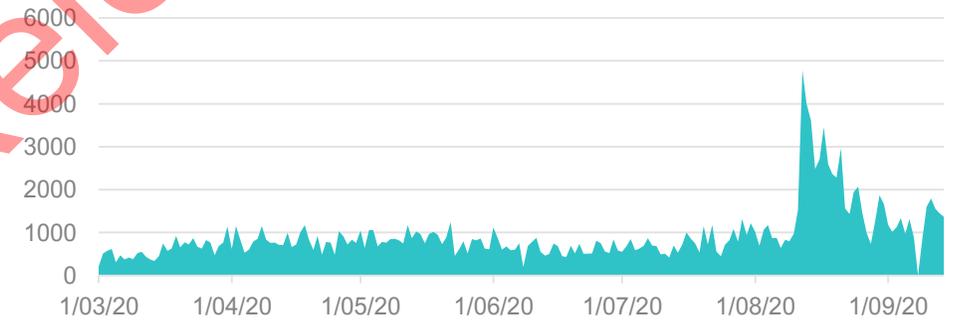
A few are expressing their support for the Advance NZ Party and its co-leader Billy Te Kahika's controversial COVID-19 views.



Topic wheel of conversation about misinformation and conspiracy theories September 8 - 14

Volume of conversation about misinformation and conspiracy theories, March 1 – September 14, 2020.

Please note: This is an updated chart. Data is unavailable for September 8.



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis September 15 - 21, 2020

New Zealand

Proactively Released

Weekly Update Summary: September 15 - 21, 2020

FAQs:

The volume of questions fell by 61% from the previous week. New Zealanders want information about new cases. There are questions around the Alert Level timeline and rules. People are wondering about requirements for travel. There continues to be questions about the test results wait time.

Engagement with news stories

Press coverage fell by 21% from the previous week. New Zealanders were highly engaged with articles about new cases.

Conversation analysis:

With Alert Levels extended on September 14 across the country until being reviewed on September 21, some people are expressing concern that this is impacting on lives and livelihoods. This includes some South Islanders who believe as there are no cases in the South Island, they should not be in 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 conversation about Alert Levels.

FAQs

September 15 - 21, 2020

CASES (22%)

- Is it known yet if the COVID positive test in the school this week is linked to one of the known clusters?
- Where in NZ is the community case as usually, we are told?
- Why was the case at Chapel Downs Primary not isolating while waiting their test result?

ALERT LEVELS (15%)

- When will the decision be made to see if Auckland can go to Level 1?
- At Level 2 do restaurants and bars need the seated, separate and single service?
- The only difference for Auckland is the number of people in a gathering?

TRAVEL (10%)

- I am travelling from Wellington to Christchurch with Jetstar on Friday. What is the deal with masks?
- What measures are being taken on flights i.e. are they fumigated?
- Is there any need for anyone travelling within NZ especially with a connection to Auckland to self-isolate?

TESTING (9%)

- Had a test two days ago and haven't received the result. Who can I contact regarding this?
- My wife was tested 14 hours after me and has received her negative result, but I haven't. Are tests not conducted/notified in the order they were given?
- I have had two COVID tests done at Auckland community testing facilities within the last three weeks and have not received results. Can I please get a number to chase these up?

Date range	Total number of questions
September 15 – 21	118
September 8 –14	302

SUMMARY: New Zealanders want information about new cases. There are questions around the Alert Levels timeline and regulations. People are wondering about requirements for travel. There continues to be questions around the test results wait time.

Conversation September 15 - 21, 2020

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

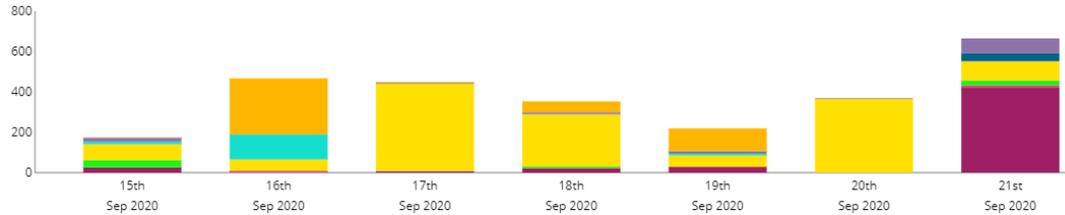


CHART: WEEK TOTALS



Medical / testing	49.6%	Personal finance	5.4%
Safety	2.6%	Health	16.7%
Leisure	18.9%	Business support	1.6%
Households	4.5%	Autonomy	0.7%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range Sep 15 - 21	2,990	427	Sept 21

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.

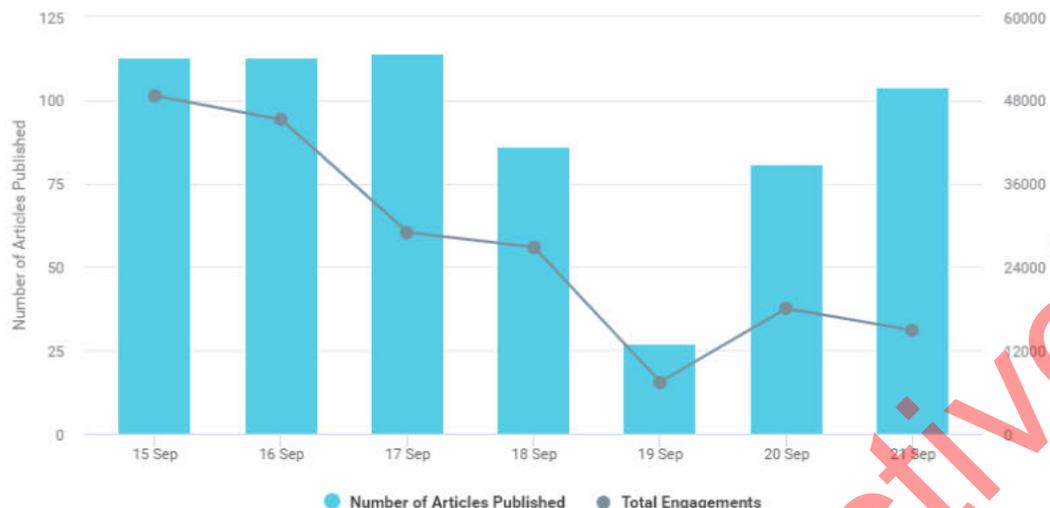
Autonomy

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, comments, shares & 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)
SEPTEMBER 15 – 21 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
September 15 – 21	638	189,974	297
September 8 - 14	815	244,963	300

TOP CATEGORIES OF INTEREST

CASES

Live: Zero new Covid-19 cases in community, three in isolation

Sep 15, 2020
stuff.co.nz

Facebook 28 Twitter 6 Pinterest 0 Reddit 8.4K

INTERNATIONAL

Coronavirus: Anti-maskers forced to dig victims' graves in Indonesia

By Hannah Kronast - Sep 15, 2020
newshub.co.nz

Facebook 4.2K Twitter 14 Pinterest 0 Reddit 0

#NZPOL

Government's 'panicked' Covid-19 response has caused 'enormous harm' - Judith Collins

By League Cricket - Sep 15, 2020
tvnz.co.nz

Facebook 2K Twitter 33 Pinterest 0 Reddit 0

SUMMARY:

Press coverage fell 21% from the previous week while the average engagement fell by 3 engagements.

New Zealanders were highly engaged with articles about new cases.

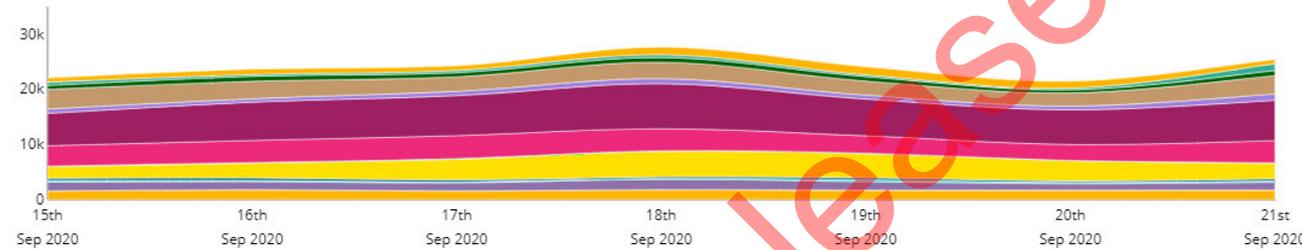
TOTAL ENGAGEMENT PER CATEGORY

Cases: 68,796
International: 20,373
#NZPOL: 13,615
Virus: 11,636
Economy: 8,511
Flouting: 5,544
Conspiracy/misinformation: 3,642
Quarantine: 3,626
Opinion: 3,065
Election: 2,315
Alert Level: 2,268
Travel: 839
Medical: 512

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:

Sep 15 – 21: 436,139

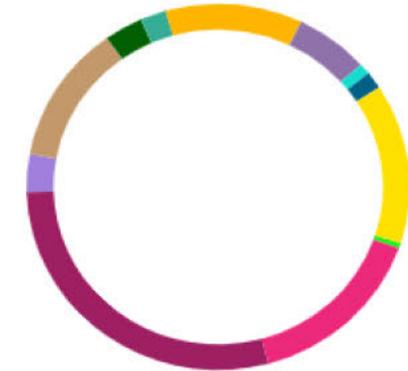
Sep 8 – 14: 426,821

Sep 1 – 7: 415,802

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Sept 21	7,120	4.44%	3,560	2.19%	5,135	3.26%	19,802	12.2%	5,601	3.36%	48,694	28.8%	24,632	15.3%
Sept 14	5,220	3.47%	4,524	2.97%	5,156	3.43%	19,786	13.1%	5,216	3.36%	43,348	27.1%	26,881	17.7%
Sep 7	4,373	3.25%	3,653	2.52%	4,783	3.43%	19,607	13.9%	5,240	3.71%	39,169	26.2%	27,313	19.3%

Total conversation: Week ending Monday, Sept 21

Largest segment: #NZPOL Decisions 28.8%



Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Sept 21	713	0.455%	23,140	14.1%	2,494	1.52%	1,532	0.961%	10,161	6.25%	11,630	7.12%
Sept 14	1,192	0.78%	15,629	10.2%	2,414	1.58%	1,727	1.16%	10,908	7.18%	11,784	7.88%
Sep 7	1,166	0.8%	13,575	9.66%	1,849	1.32%	1,799	1.35%	9,027	6.35%	11,132	8.12%

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.

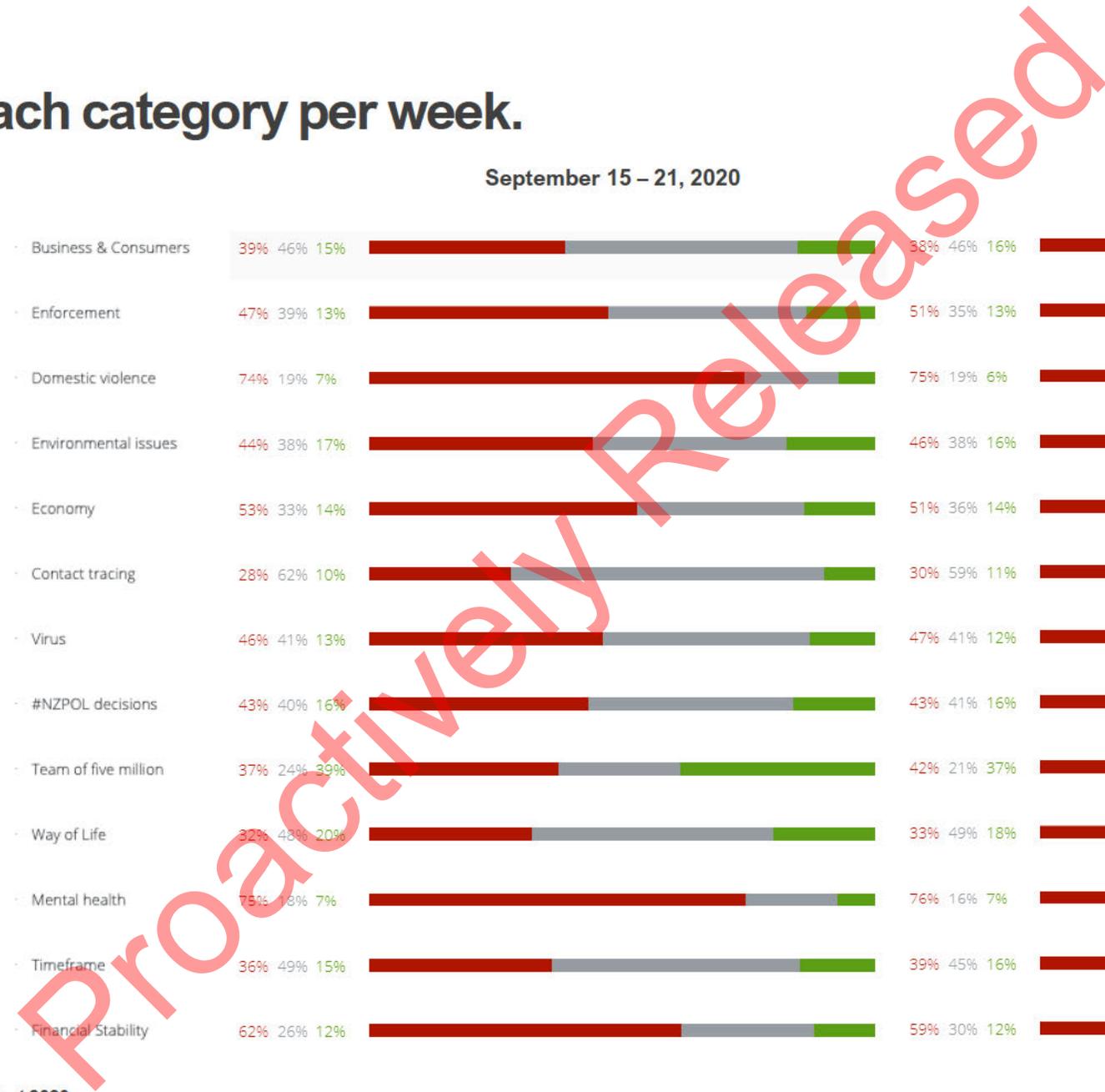
Net sentiment of each category per week.

This week saw increases in negative sentiment for the Business & Consumers, Economy and Financial Stability categories.

The #NZPOL category remained stable.

All other categories became less negative.

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

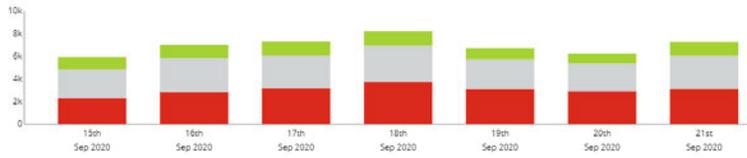


September 15 – 21, 2020

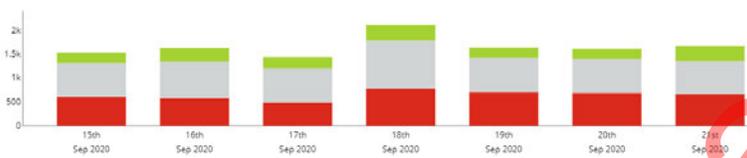
September 8 - 14, 2020



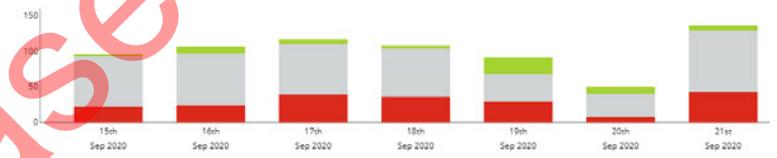
#NZPOL DECISIONS



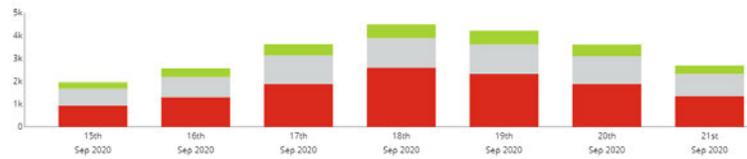
BUSINESS & CONSUMERS



CONTACT TRACING



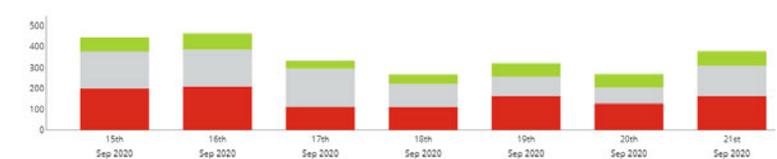
ECONOMY



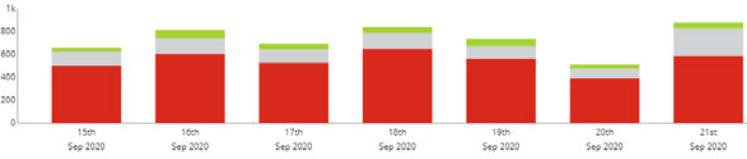
ENFORCEMENT



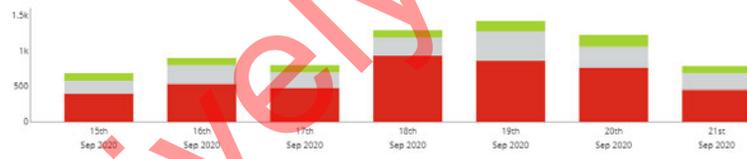
ENVIRONMENTAL ISSUES



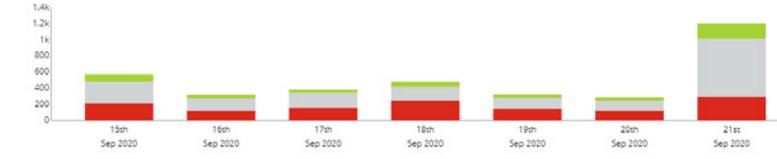
MENTAL HEALTH



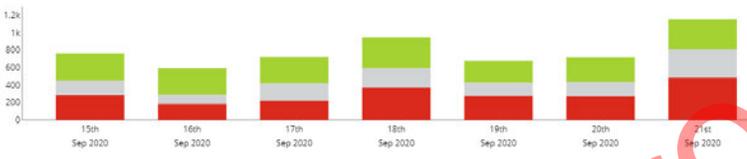
FINANCIAL STABILITY



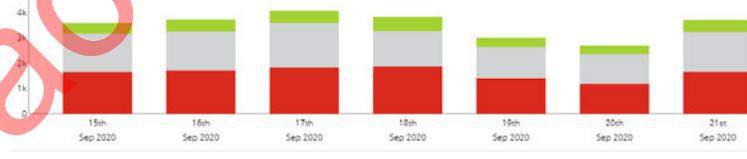
TIMEFRAME



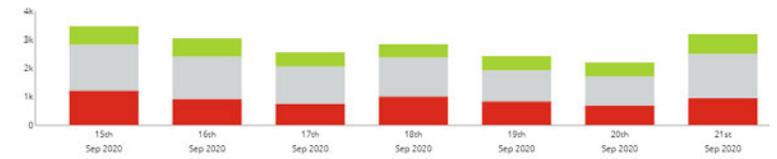
TEAM OF 5 MILLION



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: September 15 – 21

Analysts examined conversation around Alert Levels and how they reflect New Zealanders' beliefs about autonomy and economic self-determination.

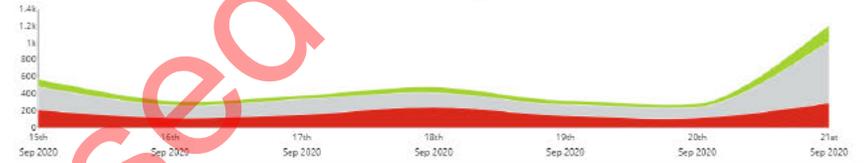
Following the extension of the country's Alert Level settings on September 14 until they are reviewed on September 21, there is discussion about how the Alert Levels are negatively impacting on some people's economic self-determination and level of control over their lives. Examples include an inability to work or keep up social connections with friends and family.

There are South Islanders who are expressing frustration that they must be in Alert Level 2 when the cases are in Auckland/North Island.

There continues to be New Zealanders who support and trust the decisions of the government regarding Alert Levels. Conversation reflected an awareness of the need for safety and undertaking whatever restrictions are deemed necessary.

How are New Zealanders talking about Alert Levels?

Conversation about Alert Levels 15 – 21 September



The conversation about Alert levels reflects sadness (30%) and anger (43%) due to some New Zealanders expressing how the extension of Alert Levels is negatively impacting on them and their families. Examples include people unable to visit elderly relatives or get back to work.

Contributors to the conversation are South Islanders who are expressing frustration that they are in Level 2 when the COVID-19 cases are in Auckland.

Following the PM taking a group selfie while on the campaign trail, some believe she flouted Alert Level 2 social distancing rules.

There continues to be support for government decisions regarding its COVID-19 response.

Joy (9.4%) reflects a few people expressing excitement about what the Alert Level change announced on September 21 will mean for them. Examples include being able to hold their postponed wedding or continue their studies.

Support the government's decisions on Alert Levels

Our business can't operate at level 2. But i am happy and grateful to follow whatever restrictions are deemed necessary. 90

Awesome news , the lockdowns work level 2 is ok for us , level 1 rest of country thats awesum Great work labour 8

Quite happy to be at Level 2 thanks Jude, so keep it down and let the Big Kid's handle it like they have been, that's a good girl! 6

Expressing joy at what they can do once the Alert Levels are changed

I can return to overnight stays for noho marae for my programme teaching te reo Māori, the kohanga reo can join us again for karakia in the mornings & my marae can proceed with much needed Marae hui & wānanga again! What a privilege it must be to have no impacts from movement between levels 1 & 2 2

we are great thanks bring on level 1 so I can finally work!!!! 2

We've agreed with the lock downs and the gathering restrictions from day 1. Now, after 3 postponements, I can finally marry my best friend in 2 weeks time. More importantly, we feel safe asking our family and friends to come together. 47

Frustration that South Island is in Alert Level 2

Why is the Sth Island in level 2 its just BS 5

Also why put us down south on level 2 when we had no covid?made us suffer because you couldn't keep Aucklanders under control. 1

The south island should never have gone to level 2. I wonder what shes playing at, we haven't got covid in the south, talk about wrecking businesses for nothing. 21

Concern that Alert Levels are impacting on lives and livelihoods'

Ur lucky shirley I'm in Auckland n haven't seen dad for ages not till we get to level 2 will we b aloud half an hour visits... 1

so you remove physical distancing now!!!! but I still can't work at level 2, makes no sense. I'll never get back to work!!!! 7

Dont know where she gets her numbers from. This time around level 2 is way worse for Auckland business plus no subsidy left means small business letting staff go now. 3

Belief that the PM flouted Alert Level 2 restrictions by taking group selfies

like the picture where she was literally shoulder to shoulder with a group of people for a photo op, in clear violation of her own level 2 rules? 4

Reckless is taking a selfie surrounded by a huge mob in level 2 when you have told your citizens to social distance but 2 metres and their businesses are struggling because of it. 9:50 AM - Sep 19, 2020

Asking for clarity around the Alert Levels

Why bother putting auckland on level 2 and the rest of us on level 1 when aucklanders are still allowed to travel around the country 32



* Excludes the 43% of posts that do not contain emotion

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

September 22 - 28, 2020

New Zealand

Proactively Released

Weekly Update Summary: September 22 - 28, 2020

FAQs:

New Zealanders want information about using the NZ COVID Tracer app and displaying QR codes. There continues to be questions about new and historical cases. People are wondering about regulations for Alert Levels and the process for those who will go through managed isolation.

Engagement with news stories

Press coverage fell 18% from the previous week. New Zealanders were highly engaged with articles about new cases and international news.

Conversation analysis:

With the upcoming election the #NZPOL category is growing which is impacting the percentage breakdown across all categories. However, the contact tracing category has remained largely stable.

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 contact tracing.

FAQs

September 22 - 28, 2020

CONTACT TRACING (25%)

- Is it still mandatory for public facing businesses to present QR codes?
- If someone has been at the same place/time a confirmed case has visited should they have gotten a push notification?
- Am I correct in thinking I don't need to use the app if I use my eftpos card to keep track of place/time of visit?

CASES (17%)

- Any information about the Les Mills case?
- Has the Americold investigation regarding its virus origin been resolved?
- Can you share more detail on the historical cases – is this a reinfection?

ALERT LEVELS (9%)

- Are Aucklanders allowed to attend events outside of Auckland of more than 100?
- When is the next date for reviewing Auckland's Alert Level?
- Can churches meet under the Alert Level if it has the 100 people threshold?

MANAGED ISOLATION (7%)

- When returnees leave managed isolation, do they travel via separate charter planes or on a normal flight?
- I am returning to New Zealand with my partner and sister. Do we book a family voucher, or should my sister do an individual voucher as we would like separate rooms?

Date range	Total number of questions
September 22 – 28	206
September 15 – 21	118

SUMMARY: New Zealanders want information about use of the contact tracing app/QR codes. There continues to be questions about cases. People are wondering about regulations for Alert Levels and the process for those who will go through the managed isolation border measures.

Conversation September 22 - 28, 2020

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

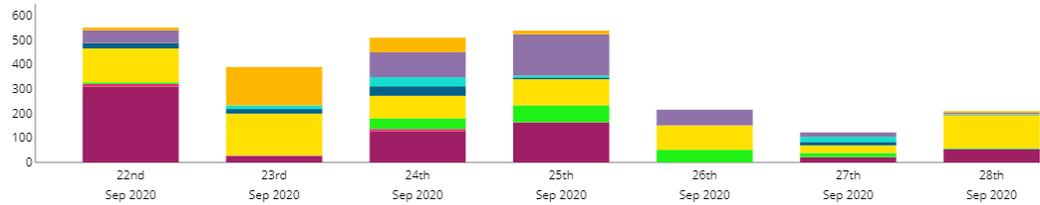
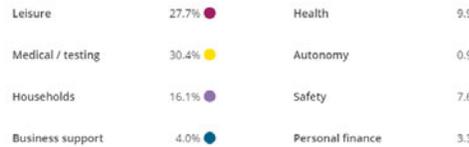


CHART: WEEK TOTALS



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Date range Sep 22 - 28	3,016	430	Sept 25

Average vol. on page	Total vol. on page	Average posts on page per day	Highest vol. on page
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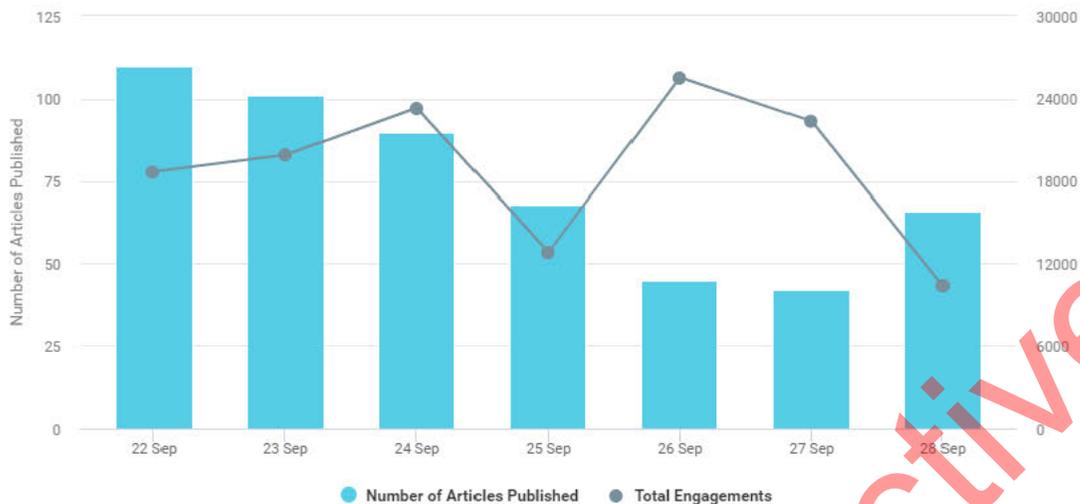
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CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE) SEPTEMBER 22 - 28 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
September 22 - 28	522	133,131	255
September 15 - 21	638	189,974	297

TOP CATEGORIES OF INTEREST

CASES

Covid 19 coronavirus: Three new cases in managed isolation

By Nzherald - Sep 24, 2020
nzherald.co.nz

5.5K 5 0 0

INTERNATIONAL

Covid-19 coronavirus: Donald Trump claims virus 'affects virtually nobody' as death toll passes 200,000

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

1.2K 11 0 0

TRAVEL

Covid 19 coronavirus: Winston Peters says travel bubble with Australia 'closer than you think'

By : Amelia Wade - Sep 28, 2020
nzherald.co.nz

1.3K 1 0 0

SUMMARY:

Press coverage fell 18% from the previous week while the average engagement fell by 42 engagements.

New Zealanders were highly engaged with articles about new cases and international news.

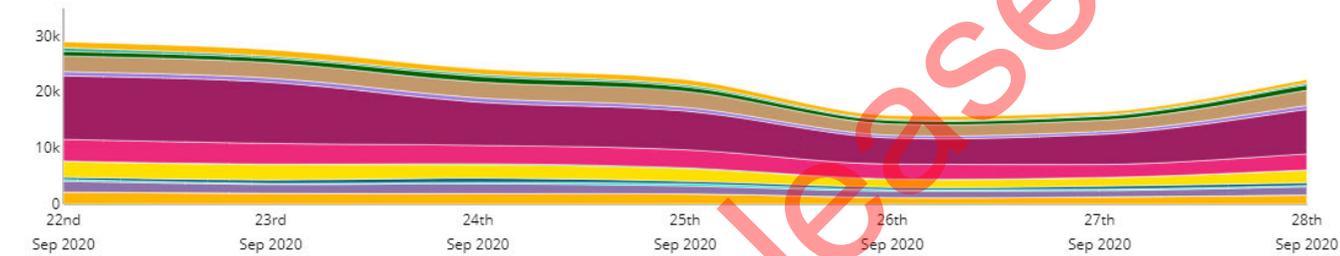
TOTAL ENGAGEMENT PER CATEGORY

- Cases: 30,836
- International: 27,807
- Travel: 12,129
- #NZPOL: 10,905
- Flouting: 8,923
- Way of life: 6,139
- Virus: 3,929
- Medical: 2,683
- Economy: 2,152
- Quarantine: 2,076
- Misinformation/conspiracy theories: 1,722
- Alert Levels: 1,663

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.

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:

Sept 22 – 28: 423,042

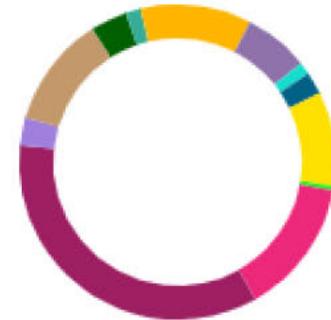
Sept 15 – 21: 436,139

Sept 8 – 14: 426,821

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Sept 28	5,589	3.77%	2,290	1.55%	5,347	3.69%	17,142	11.4%	4,359	2.91%	55,003	34.9%	20,364	13.9%
Sept 21	7,120	4.44%	3,560	2.19%	5,135	3.26%	19,802	12.2%	5,601	3.36%	48,694	28.8%	24,632	15.3%
Sept 14	5,220	3.47%	4,524	2.97%	5,156	3.43%	19,786	13.1%	5,216	3.36%	43,348	27.1%	26,881	17.7%

Total conversation: Week ending Monday, Sept 28

Largest segment: #NZPOL Decisions 34.9%



Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Sept 28	714	0.464%	14,389	9.63%	3,462	2.31%	1,780	1.24%	9,814	6.67%	11,024	7.58%
Sept 21	713	0.455%	23,140	14.1%	2,494	1.52%	1,532	0.961%	10,161	6.25%	11,630	7.12%
Sept 14	1,192	0.78%	15,629	10.2%	2,414	1.58%	1,727	1.16%	10,908	7.18%	11,784	7.88%

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.

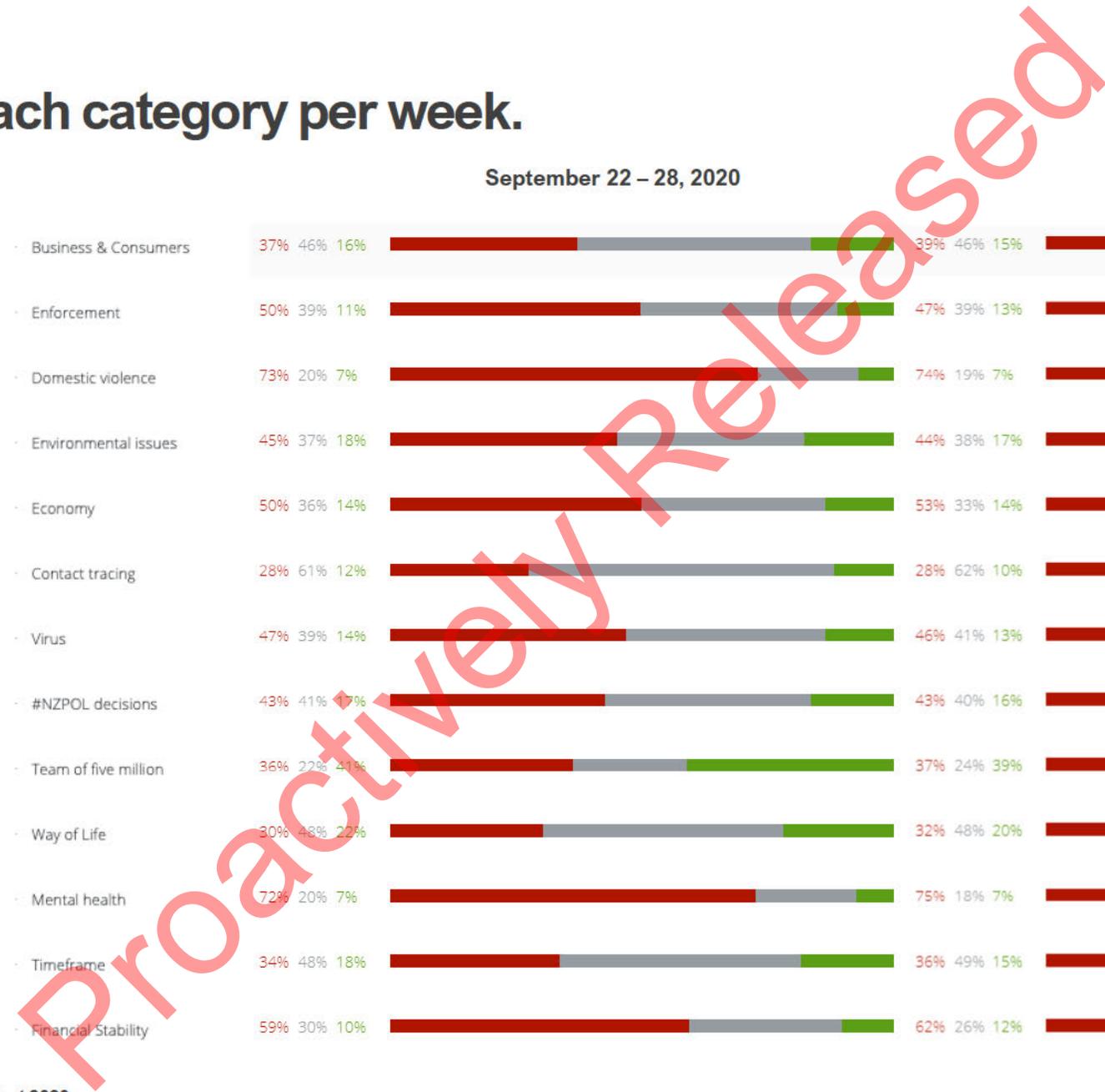
Net sentiment of each category per week.

This week saw increases in negative sentiment for the Enforcement, Environmental Issues and Virus, categories.

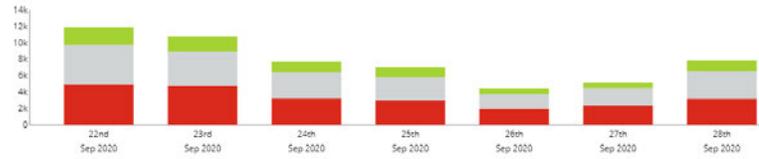
The #NZPOL Decisions and Contact Tracing category remained stable.

All other categories became less negative.

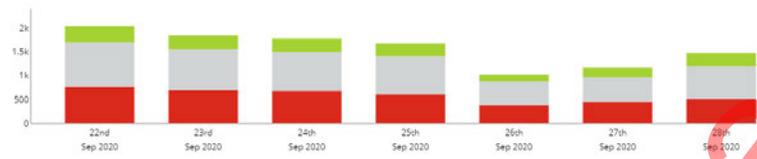
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.



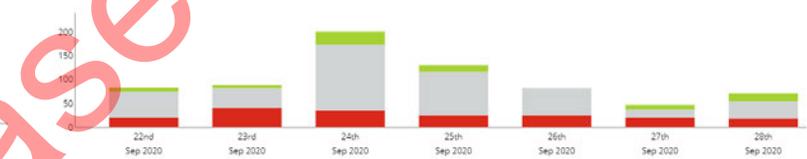
#NZPOL DECISIONS



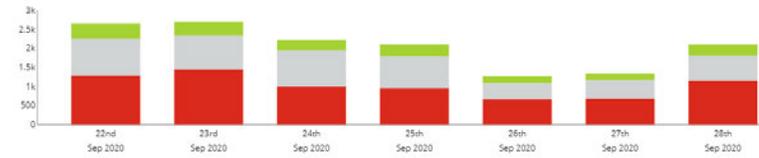
BUSINESS & CONSUMERS



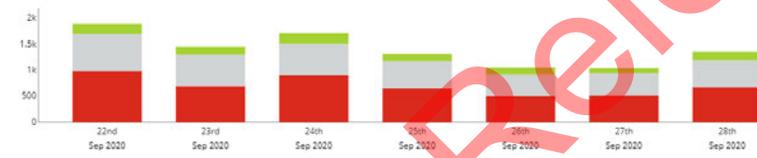
CONTACT TRACING



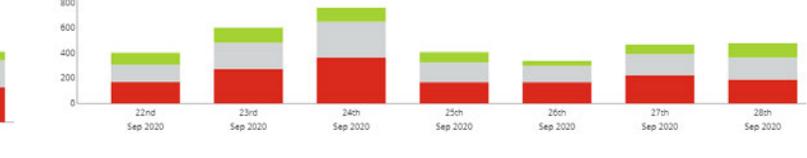
ECONOMY



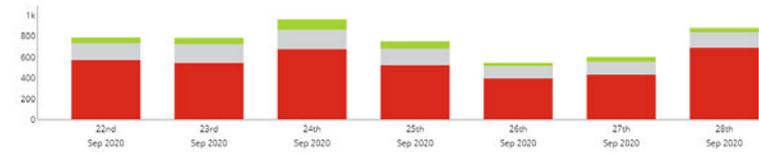
ENFORCEMENT



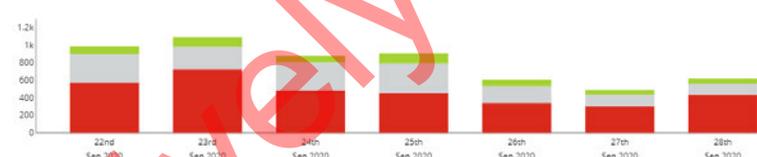
ENVIRONMENTAL ISSUES



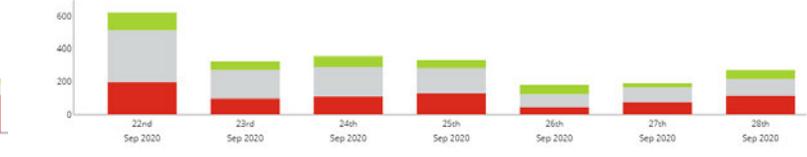
MENTAL HEALTH



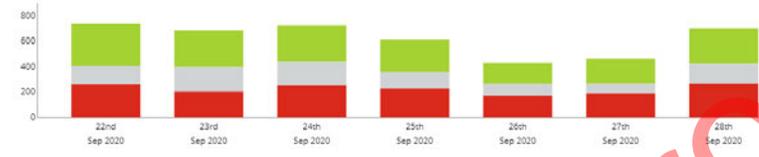
FINANCIAL STABILITY



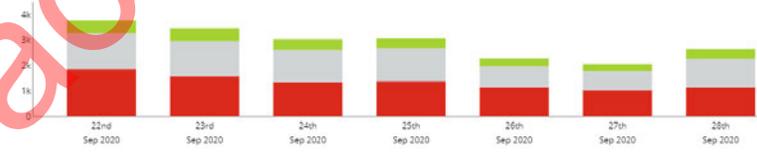
TIMEFRAME



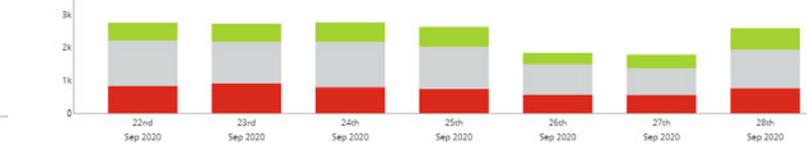
TEAM OF 5 MILLION



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.

Conversation analysis: September 22 - 28

Analysts examined conversation around contact tracing and the use of the NZ COVID Tracer app/other methods of contact tracing. Contact tracing was the largest category (25%) on the Unite Against COVID-19 FAQs page for this time period (page 4).

There is conversation highlighting barriers that are preventing people from using the NZ COVID Tracer app, such as being unable to download the app due the age of the phone or QR codes not working with the app.

Anger and disgust being expressed by some New Zealanders towards businesses not displaying QR codes and New Zealanders that are not signing themselves in/using the app. People wanting to protect themselves and their communities by taking part in the contact tracing process are feeling frustrated that their safety is being put at risk.

There are a few people discussing how recent cases used the COVID Tracer app and that this has helped contact tracers with quickly identifying those who may have been exposed.

Some New Zealanders are discussing what is holding them back from using the contact tracing app.

People are discussing barriers to using the NZ COVID Tracer app. Examples include older phones not being able to download the app or not being able to log back into the app after being logged out.

Discussion of contact tracing has some New Zealanders expressing uncertainty about the rules of displaying QR codes in Alert Level 1.

There is anger (56%) and disgust (11%) being expressed towards businesses not displaying the codes or towards other New Zealanders not using the app or manually signing in. This inability to take part in a process that will help protect themselves and the community is causing concern and frustration.

A few people are talking about how recent/new cases had been using the app and how this has made a difference for the work of contact tracers.



Having issues with the app/QR codes

I try to download QR code but my driver license or my name not pick by the app . Is any place I can go or contact number I can call and resolve this issue Unite against COVID-19 please help me thanks .
Like · Reply · 1 d

Anyone else had issue with the app today. I use it on a daily base but today I was logged out for no reason and had to log in again. Glad all data still there. Was there an update on the app? Had it happen last time with an update...
Like · Reply · 3 d

Uncertainty about the rules regarding QR codes

Do shops, pubs etc etc have to have manual sign in, in level one.
Like · Reply · 5 d

MUSI be displayed? Under what legislation is it a requirement to display at any level?
Like · Reply · 4 d

Refusing to take part/sees it as a joke

I had thought of putting the phone up to the app then have a loud pre-recorded voice say ' covid alert covid alert do not enter, immediately present yourself at the nearest detention centre!!!' Then run off as fast as I could 🤣🤣🤣
11:07 AM · Sep 26, 2020

Encouraging NZ to keep up contact tracing

I'm reading some businesses have taken down their QR codes.
Please don't.
QR codes need to become a routine habit. Good tracing can help close outbreaks before they get big enough to want levels 3 or 4, but we need to use them 2 weeks before outbreaks.
Sep 23, 2020

Also, what's the point of having a tracing app that lies dormant at L1? I say make it so businesses keep the QR codes at ALL levels. People can opt in. I'm in the habit now and with the weak positive results showing up, I'd prefer to keep a record of where I've been.
7:59 AM · Sep 24, 2020

think having it optional to scan/contact trace at level 1 is a big problem. they should keep it mandatory so that they can stay on top of the virus even at level 1 should a case be detected
Like · Reply · 3 d

Happy to hear new cases had been using app which ensures ease of contact tracing

e heard that the tracing has gone much faster as the latest people who went to taupo were very vigilant using the tracing app
Like · Reply · 2 d · Edited

They were able to track down contacts quickly with the last group because they used the app.

Anger and disgust that people are not using app/businesses not displaying QR codes

Going into my local supermarket, I see people just walk past the sign in sheets or codes, and this was in level 2. Really irks me in a way.
Like · Reply · 3 d

saw so many not using the tracing app nor even signing in!! South Auckland.
Like · Reply · 3 d · Edited

I see alot of people dont even sign in with the app anymore now that we are down to level 1. People have even told me we dont have to any more (because I do). But I've seen on the covid pg that you still have to
Like · Reply · 3 d

Bottle-O shops not displaying COVID-19 QR code's seems to be their latest anti-social move
3:24 PM · Sep 26, 2020



* Excludes the 50% of posts that do not contain emotion

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis September 29 – October 5, 2020 New Zealand

Proactively released

Weekly Update Summary: September 29 – October 5, 2020

FAQs:

New Zealanders wanting to travel back home have questions about when the managed isolation allocation system/portal will be working. There are questions about Auckland moving to Alert Level 1. People are wondering about travel regulations and are asking about testing.

Engagement with news stories

Press coverage grew 14% from the previous week. New Zealanders were highly engaged with articles about Donald Trump testing positive for COVID-19.

Conversation analysis:

Conversation around managed isolation and quarantine was mainly initiated by Australia announcing quarantine-free travel from New Zealand into New South Wales and the Northern Territory from October 16.

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 managed isolation and quarantine.

FAQs

September 29 – October 5, 2020

MANAGED ISOLATION (20%)

- Is there an update when the managed isolation voucher website will be up and running?
- I'm trying to access the managed isolation allocation portal, but I can't find it on the MIQ site – could you provide any information please?
- I am wanting to book my managed isolation in order to book my flight – the link should have been live on the website. Is there a problem, or it is postponed to another time/day?

ALERT LEVELS (12%)

- When is the next announcement re: Level 1 for Auckland?
- When will Auckland's Alert Levels be reassessed?
- When will it be deemed safe to go back to Alert Level 1?

TRAVEL (10%)

- When will the restrictions be lifted for students outside NZ to apply for travel visas?
- I am a NZ citizen and travelling to NZ in November. My daughter does not yet have her NZ citizenship – will she be able to enter the country with me?

TESTING (10%)

- How many tests have been done in NZ so far?
- Why is the information about where is get tested on your website so inaccurate?
- What is the false/positive rates of the COVID test?

Date range	Total number of questions
September 29 – October 5	120
September 22 – 28	206

SUMMARY: New Zealanders wanting to travel back home have questions about when the managed isolation allocation system/portal will be working. There are questions about when Auckland will move to Alert Level 1. People are wondering about travel regulations and are asking about testing.

Conversation September 29 – October 5, 2020

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

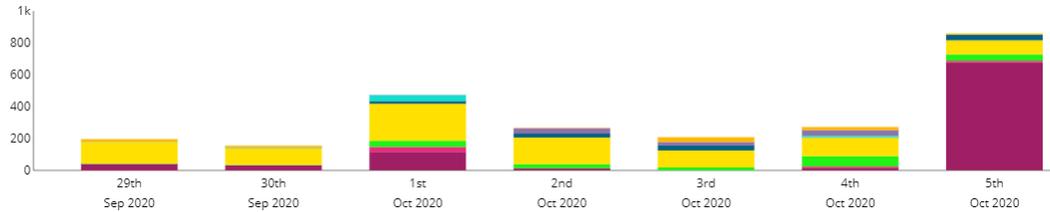
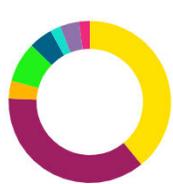


CHART: WEEK TOTALS



Medical / testing	39.0%	Business support	4.7%
Leisure	36.7%	Personal finance	2.1%
Health	3.5%	Households	3.8%
Safety	8.1%	Autonomy	2.1%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range: Sept 29 – Oct 5	2,712	387	Oct 5

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.

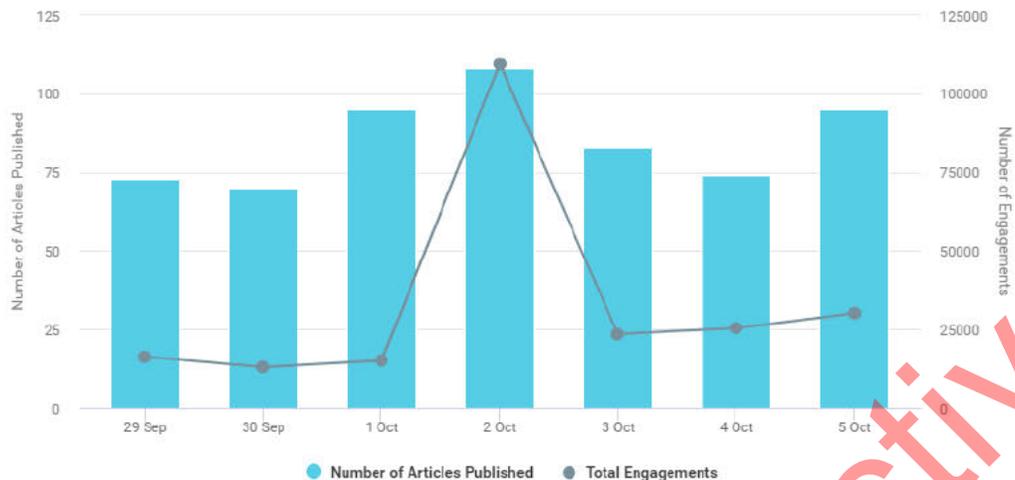
Autonomy

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, comments, shares & 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) SEPTEMBER 29 – OCTOBER 5 IN NEW ZEALAND



TOP CATEGORIES OF INTEREST

INTERNATIONAL

Covid 19 coronavirus: US President Donald Trump tests positive for virus

By Nzherald - Oct 2, 2020
nzherald.co.nz

Facebook 38.4K Twitter 42 Pinterest 0 Reddit 0

#NZPOL

National slams 'Labour's failures at the border' after 10 people with Covid-19 entered NZ on same flight

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

Facebook 1.1K Twitter 4 Pinterest 0 Reddit 52

CASES

Twelve new cases of Covid-19 in New Zealand today, all in managed isolation

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

Facebook 1.8K Twitter 16 Pinterest 0 Reddit 0

SUMMARY:

Press coverage grew 14% from the previous week while the average engagement grew by 133 engagements.

New Zealanders were highly engaged with articles about Donald Trump testing positive for COVID-19.

TOTAL ENGAGEMENT PER CATEGORY:

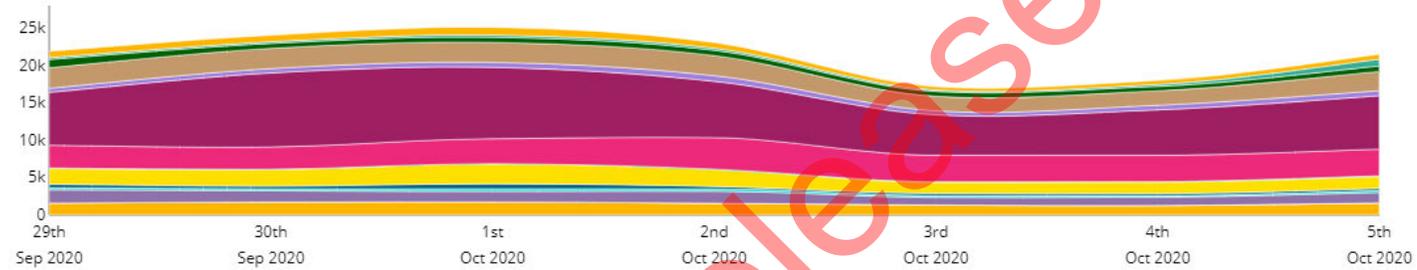
- International: 136,955
- #NZPOL: 18,259
- Cases: 16,007
- Enforcement: 5,357
- Alert Levels: 5,108
- Economy: 3,838
- Quarantine: 3,170
- Election: 2,684
- Travel: 2,158
- Opinion: 973
- Contact tracing: 660

Date range	Articles analysed	Total engagement	Average engagements
September 29 – October 5	598	232,617	388
September 22 - 28	522	133,131	255

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:

Sept 29 – Oct 5: 430,155

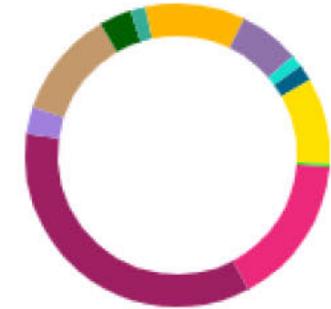
Sept 22 – 28: 423,042

Sept 15 – 21: 436,139

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Oct 5	4,906	3.4%	2,313	1.59%	4,823	3.42%	16,282	11.4%	4,210	2.91%	52,844	34.9%	22,592	16.1%
Sept 28	5,589	3.77%	2,290	1.55%	5,347	3.69%	17,142	11.4%	4,359	2.91%	55,003	34.9%	20,364	13.9%
Sept 21	7,120	4.44%	3,560	2.19%	5,135	3.26%	19,802	12.2%	5,601	3.36%	48,694	28.8%	24,632	15.3%

Total conversation: Week ending Monday, Oct 5

Largest segment: #NZPOL Decisions 34.9%



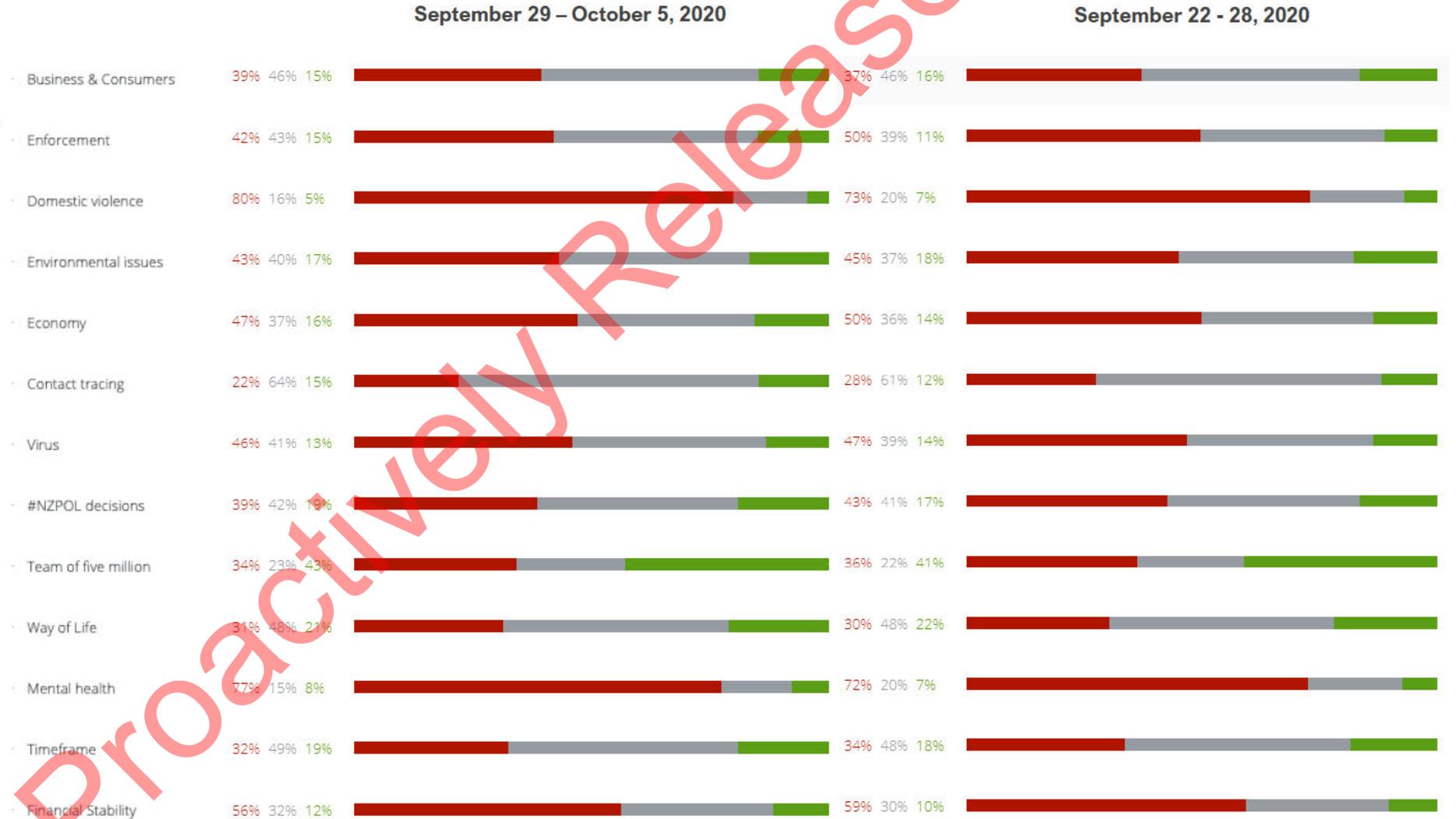
Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Oct 5	448	0.333%	13,033	9.13%	2,642	1.78%	1,859	1.3%	9,090	6.5%	10,078	7.2%
Sept 28	714	0.464%	14,389	9.63%	3,462	2.31%	1,780	1.24%	9,814	6.67%	11,024	7.58%
Sept 21	713	0.455%	23,140	14.1%	2,494	1.52%	1,532	0.961%	10,161	6.25%	11,630	7.12%

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.

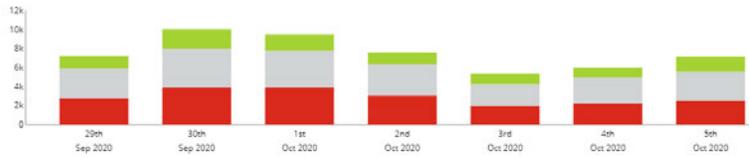
This week saw increases in negative sentiment for the Business & Consumers, Domestic Violence, Way of Life and Mental Health categories.

All other categories became less negative.

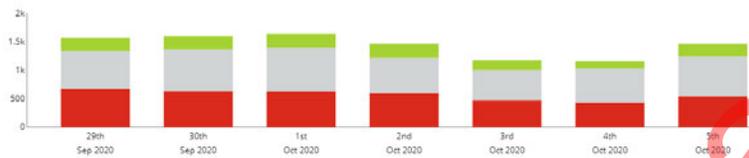


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

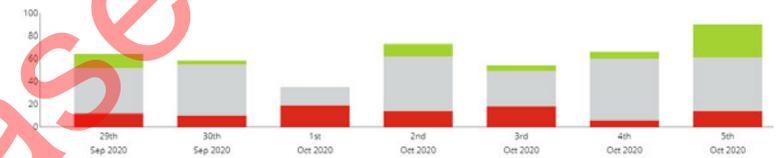
#NZPOL DECISIONS



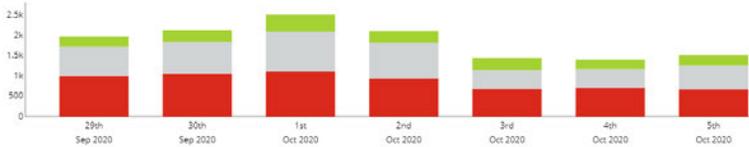
BUSINESS & CONSUMERS



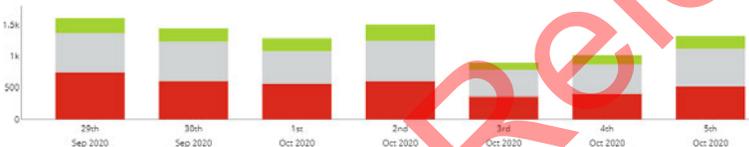
CONTACT TRACING



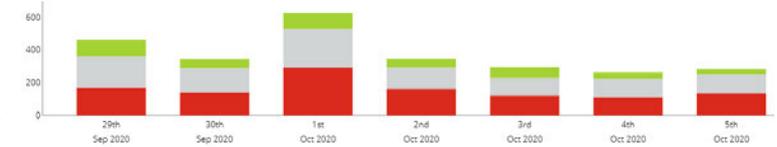
ECONOMY



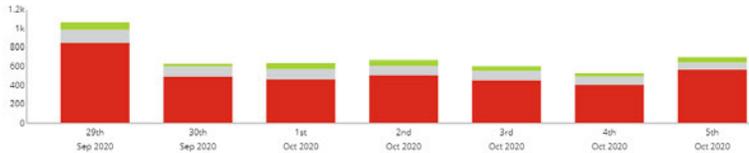
ENFORCEMENT



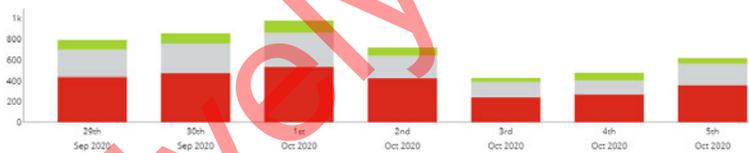
ENVIRONMENTAL ISSUES



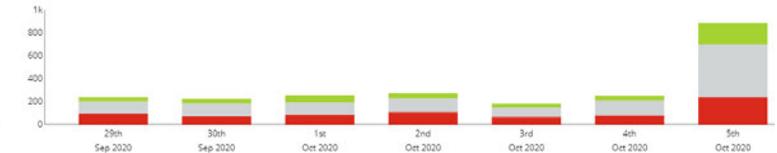
MENTAL HEALTH



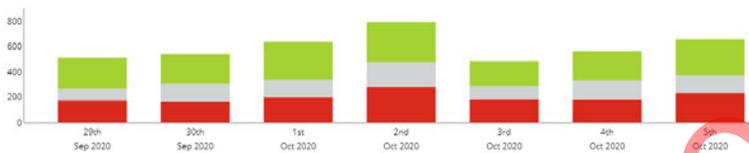
FINANCIAL STABILITY



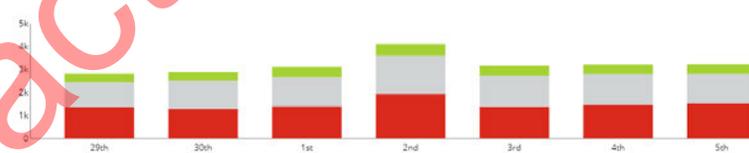
TIMEFRAME



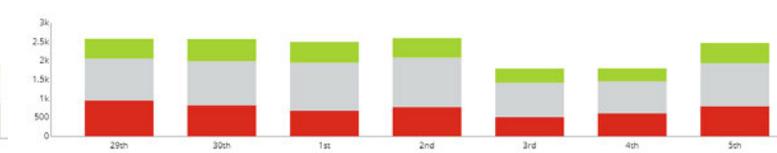
TEAM OF 5 MILLION



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.

Conversation analysis: September 29 – October 5

Analysts examined conversation around managed isolation and quarantine.

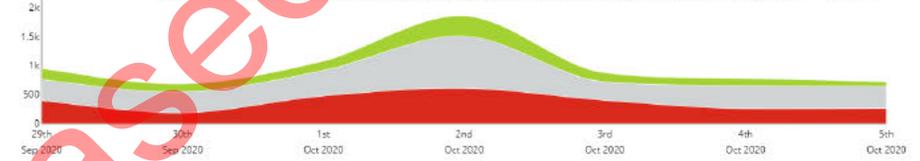
On October 1, Australian states New South Wales and Northern Territory announced they would open quarantine free travel to New Zealanders in mid-October, with New Zealanders having to quarantine on their return.

This has initiated conversation around control, safety and community. Examples include expressions of joy that people are one step closer to being able to visit loved ones, expressions of concern that those who travel will take up a spot in MIQ that could be for a returning Kiwi or expressions of anger that with New Zealanders still needing to quarantine the price and time taken to do so is not worth the effort of travelling to Australia.

There are people discussing the belief that the current MIQ border measures are working and keeping New Zealanders safe and COVID-19 out of the country.

Some New Zealanders are discussing managed isolation/quarantine in relation to the announced quarantine-free travel to NSW/NT.

Volume of conversation about managed isolation/quarantine Sept 29 – Oct 5



With Australia announcing quarantine-free travel from New Zealand into New South Wales and the Northern Territory from October 16, there is discussion about New Zealanders having to quarantine on their return.

People are expressing joy (15.6%) – for example that they are one step closer to seeing their loved ones or expressing sadness (25.6%) – for example that those who travel may take a spot in MIQ that could be for a returning New Zealander.

A few New Zealanders are expressing gratitude towards the MIQ staff/workers.

There are people sharing their opinion that the current MIQ set-up is working to ensure the safety of the country.

There is conversation (3%) around the All Blacks potentially having to do managed isolation at Christmas time.

Thankful for the MIQ staff and the work they are doing

I thanks to all of our quarantine workers you are doing a excellent job. Kia Kaha to the people testing positive. Like · Reply · 5 d

Well that's another 14-day isolation - my third this year - completed.

The whole process was very well organised and the medical and security staff were kind. Our entire flight from Shanghai has been released this morning with the words: "欢迎回家新西兰" "Welcome home."

Think the current set-up at MIQ is working

100% of close contacts have or are doing self-isolation. AMAZING result. Like · Reply · 1 w

Good to see quarantine is working.Keep it up. Like · Reply · 5 d

Just idiotic comment from Reti. Nearly 70,000 people through the quarantine facilities and no community transmission except for the church group in Mount Roskill. I would say the quarantine facilities are doing there job pretty well. Like · Reply · 4 d

We were faster than the majority of countries to close the border, we have the strictest and most successful isolation, quarantine, and testing protocols in the world. there are almost no border management issues, with tens of thousands of people coming through, and if you think that the wage subsidy was a waste of money you must really hate businesses and workers. Like · Reply · 3 d · Edited

Discussion around the Australian travel bubble with NSW/NT

I live in fear your whole life . Seeing family is important. The cost to quarantine in NZ after is ok. If you dont want to go just dont be a hater . Stay in NZ for your whole life . Like · Reply · 2 d

oh great I missed the pay bit. Pleased about that. However these people are now taking up valuable quarantine space from those who are overseas and have been trying to get home for months. Like · Reply · 4 d

Ridiculous unless you can afford over 3k to isolate when you return to NZ...waste of time for most until no quarantine... Like · Reply · 3 d

No thanks because it has now been shown that you'll catch the virus from the isolation facility. I'm not going near any of those facilities. Like · Reply · 4 d

Don't believe sports teams should get preferential treatment

Do your quarantine like everyone else who has to. The All Blacks shouldn't get special treatment. Like · Reply · 6 d

...and JK is absolutely on point.. Gummon AB's you're bigger than that..no sulking and skulking...If ya dont wanna go, then vacate your position to the other boys who will go and play, and quarantine over christmas if they have to..Geez already..you lot arent irreplaceable.. Like · Reply · 6 d

Travelers to NZ from COVID-19 free nations should be exempt from MIQ

But you still can't fly to NZ without quarantine from Covid free Cook Islands. Pathetic. Like · Reply · 3 d

What does the NZ government define as "safe"? I am still trying to work out what is unsafe about countries or states with no cases. Like · Reply · 4 d



* Excludes the 42% of posts that do not contain emotion

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

October 6 - 12 2020
New Zealand

Proactively Released

Weekly Update

Summary: October 6-12, 2020

FAQs:

New Zealanders have questions about businesses displaying QR codes and using the NZ COVID tracer app. People are asking about test result wait times and locations of testing facilities. There are questions about the MIQ process and travel regulations.

Engagement with news stories

Press coverage fell 6% from the previous week. New Zealanders continue to be highly engaged with articles about Donald Trump.

Conversation analysis:

Conversation around avoiding complacency, remaining vigilant and being proactive in taking personal measures to prevent/control another potential COVID19 outbreak has increased this week.

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 complacency and remaining vigilant.

FAQs

October 6 - 12, 2020

CONTACT TRACING (16%)

- Are businesses still meant to be displaying the QR codes/sign in sheet? I've noticed a lot of shops aren't providing them.
- Should we still be tracking our movements and using the app even in Level 1?
- Where do we email the contact tracing register forms to?

TESTING (15%)

- My husband went for a test and still hasn't heard anything back. I had a test and got my negative result back in 10 hours. Why is there such a disparity in the test result wait time when we know we have the capacity for fast testing?
- Why is there no presence of voluntary community testing at populated places i.e. malls, supermarkets?

MANAGED ISOLATION (10%)

- What happens if those in managed isolation don't pay their fee?
- My trip to the USA for my family member's funeral will be made in haste. Can MIQ accommodate someone with only a week or two notice?

TRAVEL (13%)

- Will it still be necessary for whanau to say goodbye in the airport carpark or are support people allowed in the airport now?
- Do you know if airlines are offering chaperoned flights to Australia?
- Do we have to wear masks on planes?

Date range	Total number of questions
October 6 - 12	53
September 29 – October 5	120

SUMMARY: New Zealanders have questions about businesses displaying QR codes and using the NZ COVID tracer app. People are asking about test result wait times and locations of testing facilities. There are questions about the MIQ process and travel regulations.

Conversation October 6 – 12, 2020

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

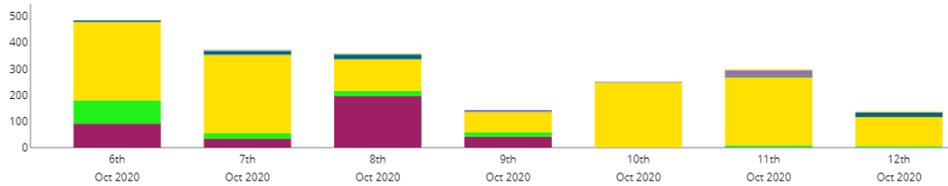


CHART: WEEK TOTALS



Medical / testing	68.9%	Households	1.8%
Leisure	18.0%	Health	0.5%
Safety	7.7%	Autonomy	0.0%
Business support	2.9%	Personal finance	0.1%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range: Oct 6 - 12	2,199	314	Oct 6

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.

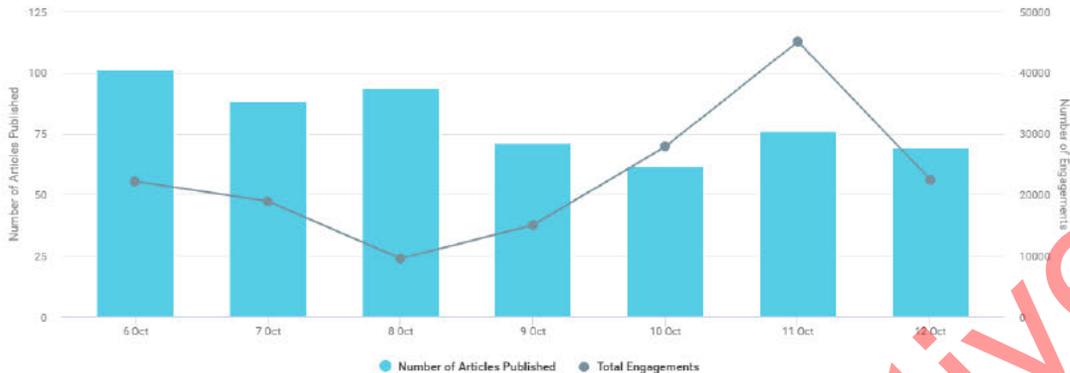
Autonomy

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, comments, shares & 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) OCTOBER 6 – 12 IN NEW ZEALAND



TOP CATEGORIES OF INTEREST

INTERNATIONAL

Covid 19 **coronavirus**: Donald Trump, still infectious, back at White House - without mask

By Nzherald - Oct 6, 2020

nzherald.co.nz

Facebook 3.2K Twitter 9 Pinterest 0 Reddit 0

CASES

Covid 19 **coronavirus**: Zero new cases today; No-one in hospital with virus - NZ Herald

By Nzherald - Oct 11, 2020

nzherald.co.nz

Facebook 2.1K Twitter 37 Pinterest 0 Reddit 18.2K

MEDICAL

'Near extinction' of influenza in NZ as numbers drop due to **lockdown**

Oct 10, 2020

mz.co.nz

Facebook 2.9K Twitter 1.5K Pinterest 0 Reddit 8K

SUMMARY:

Press coverage fell 6% from the previous week while the average engagement fell by 102 engagements.

New Zealanders continued to be highly engaged with articles about Donald Trump.

TOTAL ENGAGEMENT PER CATEGORY:

- International: 44,630
- Cases: 33,061
- Medical: 21,767
- #NZPOL: 15,723
- Mental health: 7,137
- Flouting: 3,210
- Election: 2,071
- Virus: 1,471
- Economy: 1,397
- Way of life: 1,017
- Alert Level: 826
- Contact tracing: 589
- Quarantine: 539
- Testing: 466

Date range	Articles analysed	Total engagement	Average engagements
October 6 - 12	561	161,006	286
September 29 – October 5	598	232,617	388

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.

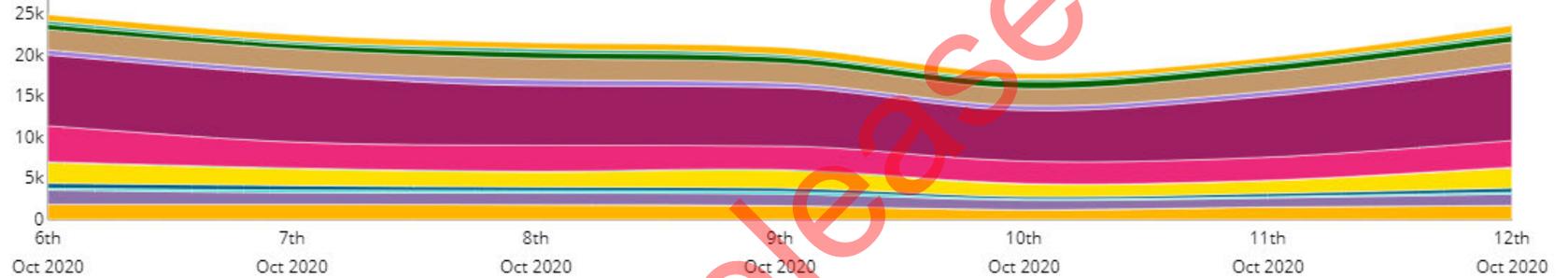
Mental health

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.

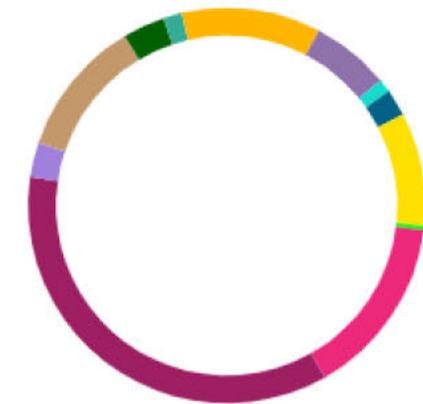
Total volume of conversation:

Oct 6 – 12: 428,347
 Sept 29 – Oct 5: 430,155
 Sept 22 – 28: 423,042

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Oct 12	5,145	3.64%	2,128	1.51%	4,831	3.42%	16,064	11.3%	4,077	2.85%	54,634	35.5%	21,046	14.8%
Oct 5	4,906	3.4%	2,313	1.59%	4,823	3.42%	16,282	11.4%	4,210	2.91%	52,844	34.9%	22,592	16.1%
Sept 28	5,589	3.77%	2,290	1.55%	5,347	3.69%	17,142	11.4%	4,359	2.91%	55,003	34.9%	20,364	13.9%

Total conversation: Week ending Monday, Oct 12

Largest segment: #NZPOL Decisions 35.5%

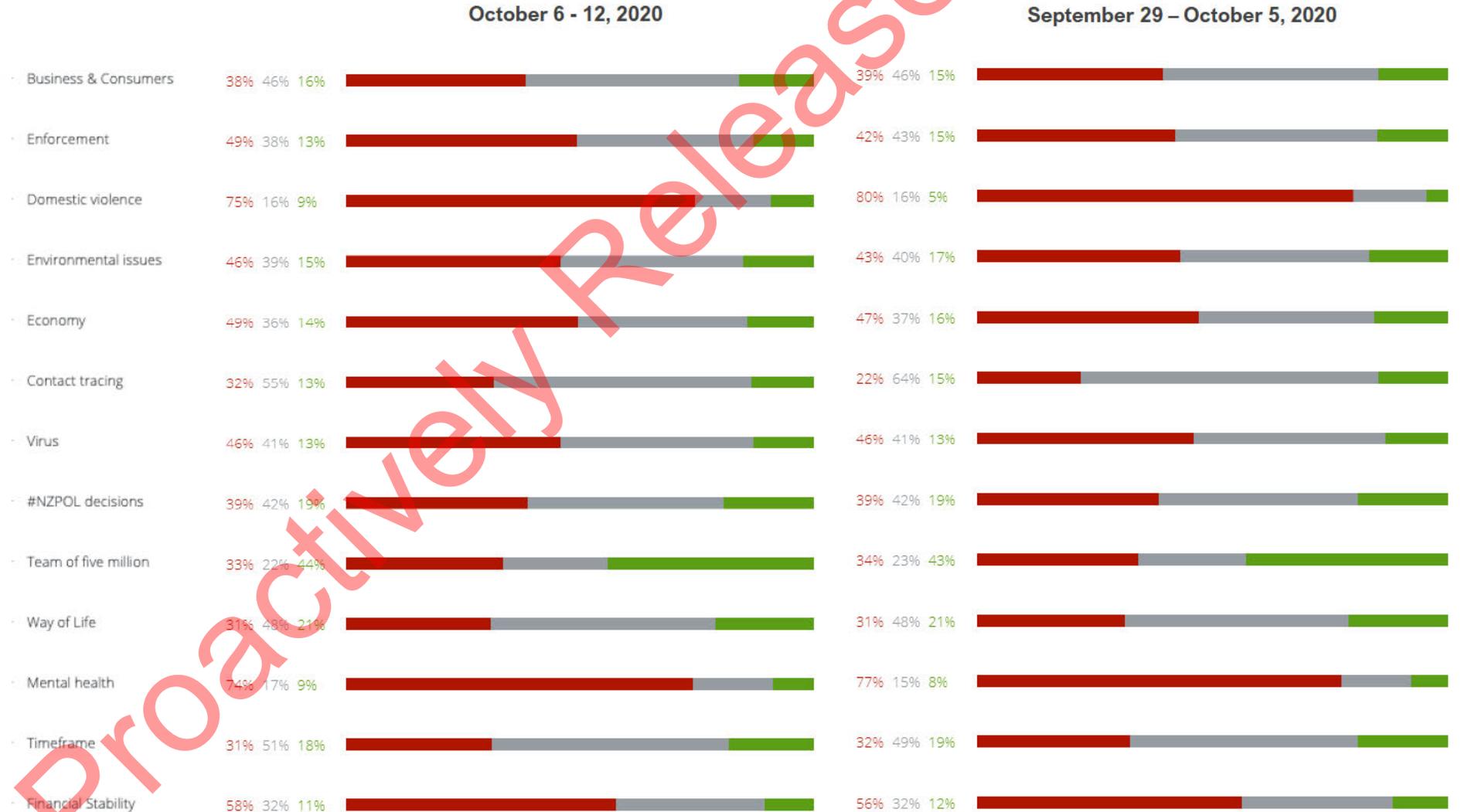


Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Oct 12	523	0.37%	13,389	9.26%	3,130	2.19%	1,489	1.06%	9,182	6.43%	10,944	7.69%
Oct 5	448	0.333%	13,033	9.13%	2,642	1.78%	1,859	1.3%	9,090	6.5%	10,078	7.2%
Sept 28	714	0.464%	14,389	9.63%	3,462	2.31%	1,780	1.24%	9,814	6.67%	11,024	7.58%

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.

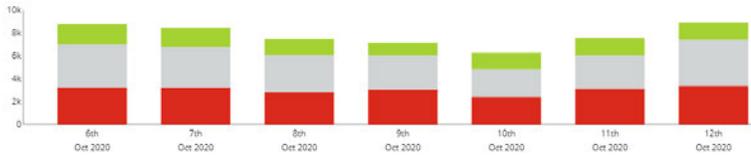
Net sentiment of each category per week.

There were minor increases in negative sentiment across the Enforcement, Environmental Issues, Economy, Contact Tracing and Financial stability categories. All other categories became more less negative or remained stable.

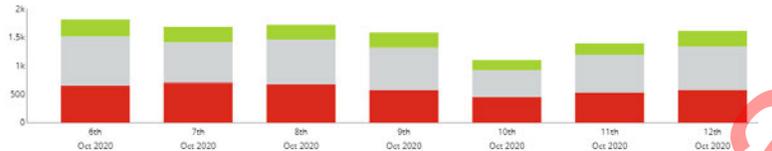


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

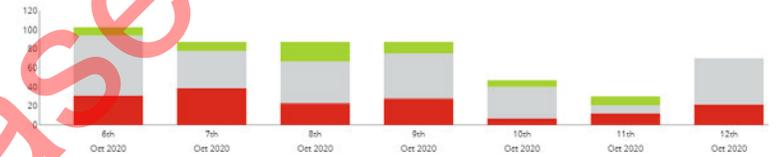
#NZPOL DECISIONS



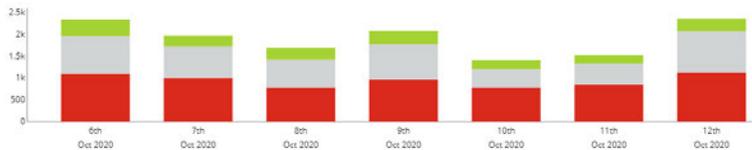
BUSINESS & CONSUMERS



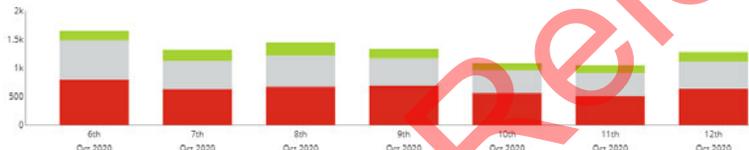
CONTACT TRACING



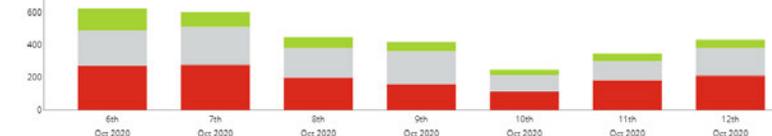
ECONOMY



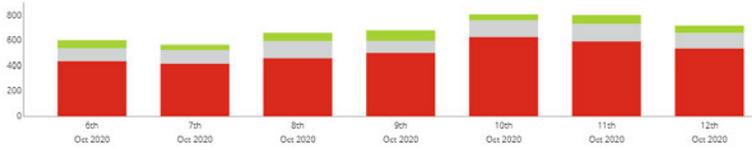
ENFORCEMENT



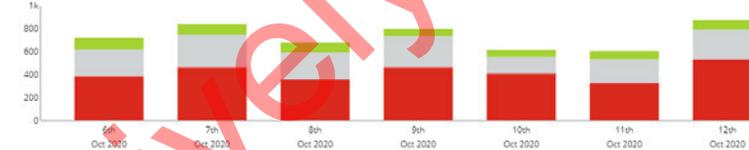
ENVIRONMENTAL ISSUES



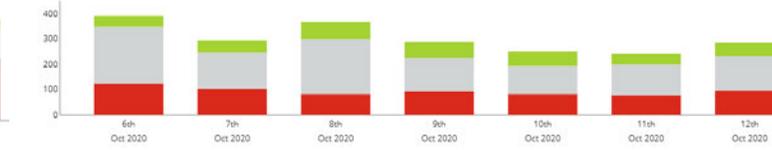
MENTAL HEALTH



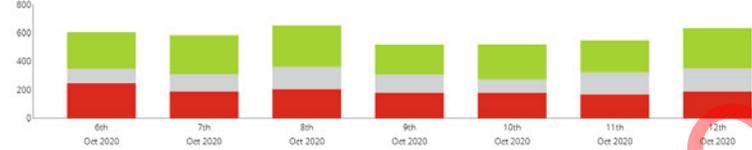
FINANCIAL STABILITY



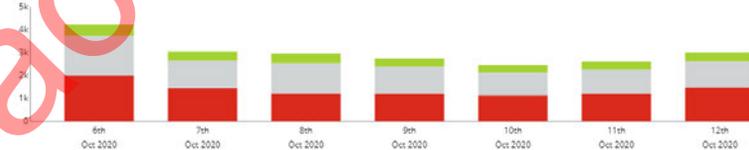
TIMEFRAME



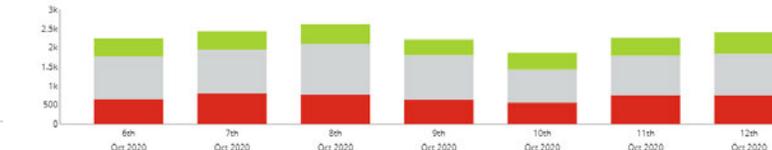
TEAM OF 5 MILLION



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' discussing complacency and vigilance now the entire country is at Level 1?

Conversation around avoiding complacency, remaining vigilant and being proactive in taking personal measures to prevent/control another potential COVID19 outbreak has grown this week.

Topics of discussion include continuing to scan in with the COVID tracer app, testing numbers, wearing masks and social distancing.

The conversation reflects people's personal sense of safety, differing political attitudes and trust (or distrust) in the public's ability to comply or trust in the government's COVID response.

Being proactive themselves but concerned that others are being complacent.

I have not seen anyone else besides me and my family using this app. And every time I do and people race past me into shops etc. I think "what if I get this virus and all these people find themselves infected without recall?" It's so easy and quick to ... See more

Like · Reply · 4 d

I always use it without fail, always have, right from the start. I saw quite a few people using it while we were at level 2 here, however since we've dropped back to level 1 I've hardly seen anyone use it! It's BS they're tracing you, the way the softw... See more

Like · Reply · 3 d

Me going out in a mask and gloves and scanning in on Covid Tracing App because I am not a complacent idiot.



11:41 AM · Oct 6, 2020 from Auckland, New Zealand

Concerned at how precarious our current state with no cases in the community is, and how quickly things can change.

A good result, but no reason to become complacent. We have witnessed how one single lapse in hygiene in a controlled environment led to a new community cluster and several needless deaths. Let's stay vigilant and maintain safe protocols.

Like · Reply · 5 d

can change in a moment!

Like · Reply · 2 d

Concern that the public have already become complacent – reflected in low test numbers.

Coronavirus: New community cases: 0 | Remaining Active: 6 | Days since last case: 11 - 06/10

Complacency already kicking in? We need to keep that testing rate up to around 4-5K a day?

READ POST AT reddit.com

Very low testing numbers in New Zealand again. Complacency looks to be occurring again. #COVID19nz.

1:13 PM · Oct 13, 2020

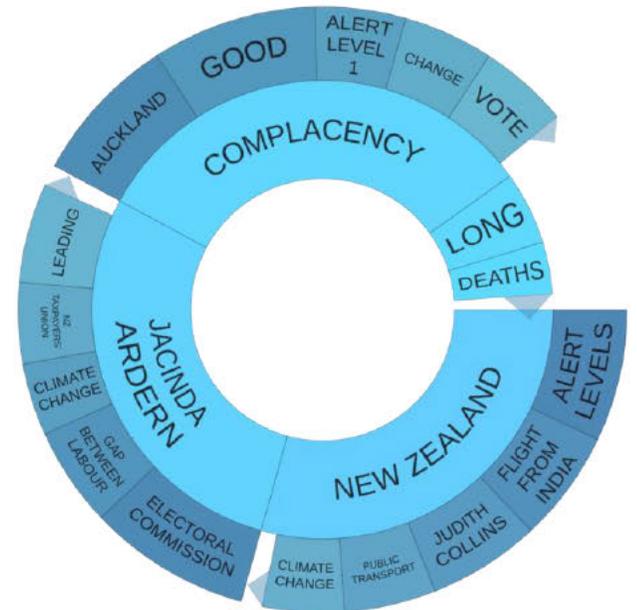
Some are confused about whether use if the tracer app is still required/necessary.

Whole day in Whangarei and I saw nobody using the app. In one shop somebody told me I didn't need to do now.

Like · Reply · 5 d

businesses HAVE to display QR code or and have contact registers. They must supply customers/visitors with the means to contact trace. We are still requesting all our visitors do one or other.

Like · Reply · 5 d



Trust that with the right precautions we should be able to live normally.

There has to be a move to go forward or get stuck in a rut!!! level down is the way forward. Community transmission under control, border and isolation facilities operational. Tracking app in place 'just scan' and go. level one is good

Like · Reply · 1 w

Anxious about the public's ability to comply, but hopeful for change.

I agree we should of progressed more slowly for sure but fingers crossed Aucklanders have developed new habits that they will continue to use. Be sensible NZ and be cautious, respectful of others and continue to do the right things to stay safe

Like · Reply · 1 w

Yes agree.. but a lot of people become complacent when in L1, and shouldn't have to be told how to stay safe. Fingers crossed that people will conform for everyone's safety sake.

Like · Reply · 1 w

Reflection that it is becoming harder to remain proactive for them personally.

you know I try hard to do this but getting harder by the day. Think I would rather have an automatic one so I don't have to think about it. We nearly had one but government still dithering

Like · Reply · 4 d

Encouraging/supporting others to remain vigilant.

Everyone continuing to use the COVID tracer app regularly pat yourself on the backs. Let's not get complacent...

8:22 PM · Oct 8, 2020 from Napier City, New Zealand

I see people all the time using the app. Just now when I went out to vote I was the only one who didn't scan the code (manually signed in instead)

Like · Reply · 4 d

More responsibility should be on the vulnerable to keep themselves safe.

Well now it is up to the public to use common sense. If immune compromised, elderly or just want to stay safe, then wear a mask in public.

Like · Reply · 6 d

Stopped for me several months ago, lots of ways to die, more likely to die many other ways. Need to protect the vulnerable from this virus and live life. Forget about the govt fear

Like · Reply · 1 w

Lack of concern and refusing to comply.

Just pretend scan then carry on with you're life..

Like · Reply · 3 d

Concern about complacency in the government's COVID response.

The only complacency that's happening is under her watch, not protecting the border properly. Today is the first day airline staff have had any restrictions on the border. February to October it took to do something.

Like · Reply · 1 w

Only because that church cluster I bet have not been all tested

Like · Reply · 6 d

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

October 13 - 19 2020
New Zealand

Proactively Released

Weekly Update Summary: October 13 -19, 2020

FAQs:

New Zealanders have questions about the MIQ process. People are asking about QR code scans and the NZ COVID tracer app. There are questions about new cases and testing procedures.

Engagement with news stories

Press coverage fell 9% from the previous week. New Zealanders were highly engaged with an article about Winston Peters shutting down a COVID-19 denier at a New Zealand First campaign event.

Conversation analysis:

With the announcement of a new community case on Sunday, October 18, the discussion around cases rose 103% from the previous day.

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 cases.

FAQs

October 13 - 19, 2020

MANAGED ISOLATION (25%)

- What is the procedure for Kiwis who travel to Australia – do they need to quarantine on their return?
- When my parents arrive in Auckland and are taken to managed isolation can I bring a bag of things to the hotel and staff can deliver it to them?
- Is there any chance we can do our managed isolation in Christchurch?

CONTACT TRACING (15%)

- Could we start publishing the number of QR code scans each day as a way of positively reinforcing it as a thing we should be doing?
- Would we be able to see a chart of QR codes over time alongside tests?
- My app suddenly stopped scanning last week and after uninstalling/reinstalling all my data is gone. Any idea what has happened to my data?

CASES (15%)

- The port worker who visited New Plymouth – where did he stop on the way there and back?
- How many days in a row has there been no community transmission?

TESTING (13%)

- How long does it take from swab time to results time please?
- My flatmate got tested for COVID-19 today due to having cold-like symptoms and is awaiting her test results. Do I and the other flatmates need to isolate until her results come back?

Date range	Total number of questions
October 13 - 19	66
October 6 - 12	53

SUMMARY: New Zealanders have questions about the MIQ process. People are asking about QR code scans and the NZ COVID tracer app. There are questions about new cases and testing procedures.

Conversation October 13 - 19, 2020

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

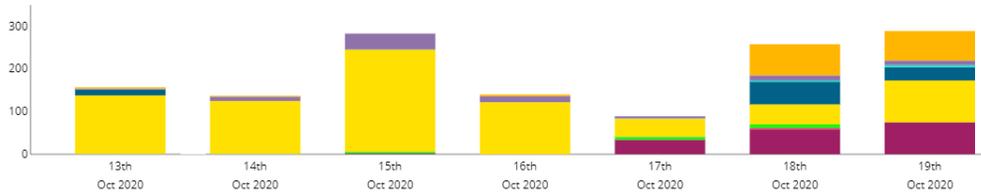


CHART: WEEK TOTALS



Medical / testing	59.8%	Safety	1.6%
Business support	7.3%	Autonomy	0.3%
Health	11.2%	Personal finance	0.7%
Households	6.7%	Leisure	12.4%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range: Oct 13 - 19	1,564	223	Oct 18

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
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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.

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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.

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.

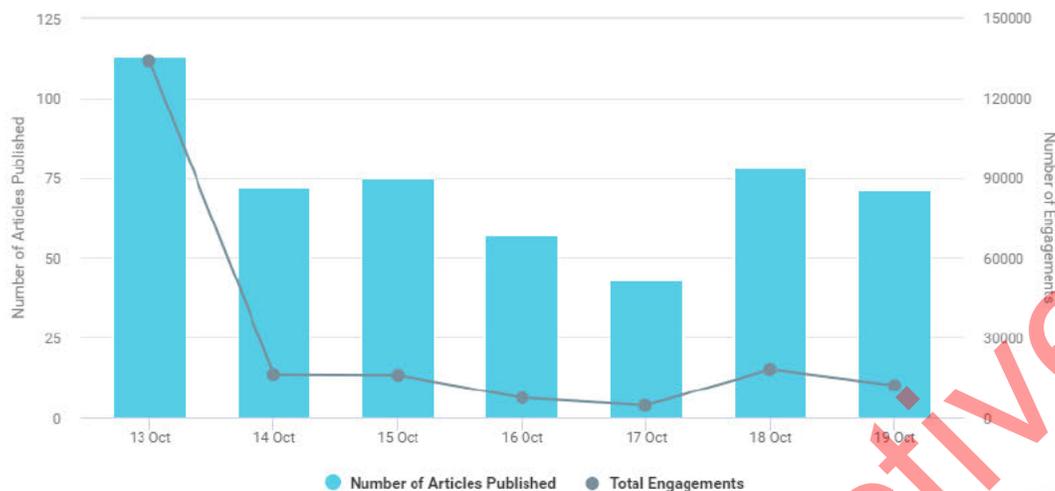
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This conversation illustrates New Zealanders' need for freedom and autonomy. Restrictions on way of life. Travel and border restrictions. Questions and comments about what is permissible at different Alert Levels and what the timeframe for shifts might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

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Analysis is based on the top 100 stories that received highest engagement (likes, comments, shares & 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) OCTOBER 13 - 19 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
October 13 - 19	509	207,689	408
October 6 - 12	561	161,006	286

TOP CATEGORIES OF INTEREST

ELECTION

'Sorry sunshine, wrong place' – Winston Peters shuts down American **Covid-19** denier at campaign event

By [League Cricket](#) - Oct 13, 2020

[tvnz.co.nz](#)

f 6.9K **t** 304 **p** 2 **r** 95.4K

CASES

Coronavirus: New community case of **COVID-19** in New Zealand

By [Lana Andelane](#) - Oct 18, 2020

[newshub.co.nz](#)

f 1.5K **t** 13 **p** 0 **r** 410

INTERNATIONAL

Trump throws face masks to crowds of supporters at first rally since **Covid-19** diagnosis

By [League Cricket](#) - Oct 13, 2020

[tvnz.co.nz](#)

f 2.3K **t** 12 **p** 0 **r** 0

SUMMARY:

Press coverage fell 9% from the previous week while the average engagement rose by 122 engagements.

New Zealanders were highly engaged with an article about Winston Peters shutting down a COVID-19 denier at a New Zealand First campaign event.

TOTAL ENGAGEMENT PER CATEGORY:

Election: 116,514

Cases: 22,442

International: 15,757

#NZPOL: 11,344

Misinformation/Conspiracy: 7,021

Quarantine: 3,270

Travel: 2,675

Virus: 2,191

Economy: 2,014

Medical: 1,676

Way of life: 809

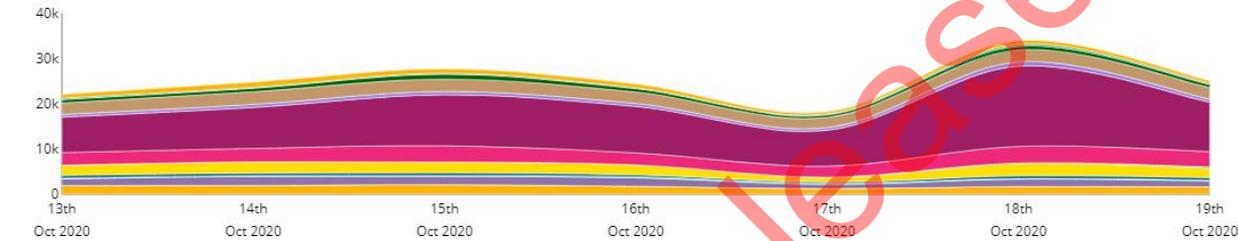
Testing: 425

Enforcement: 376

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:

Oct 13 – 19: 517,578

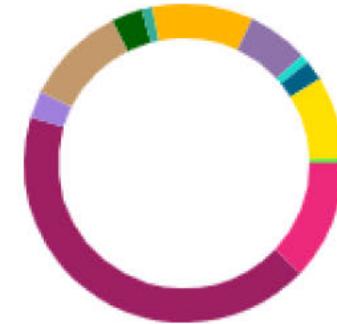
Oct 6 – 12: 428,347

Sept 29 – Oct 5: 430,155

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Oct 19	5,312	3.21%	1,844	1.07%	5,192	3.5%	17,137	10.2%	4,657	2.75%	74,638	42.6%	20,486	12.2%
Oct 12	5,145	3.64%	2,128	1.51%	4,831	3.42%	16,064	11.3%	4,077	2.85%	54,634	35.5%	21,046	14.8%
Oct 5	4,906	3.4%	2,313	1.59%	4,823	3.42%	16,282	11.4%	4,210	2.91%	52,844	34.9%	22,592	16.1%

Total conversation: Week ending Monday, Oct 19

Largest segment: #NZPOL Decisions 42.6%



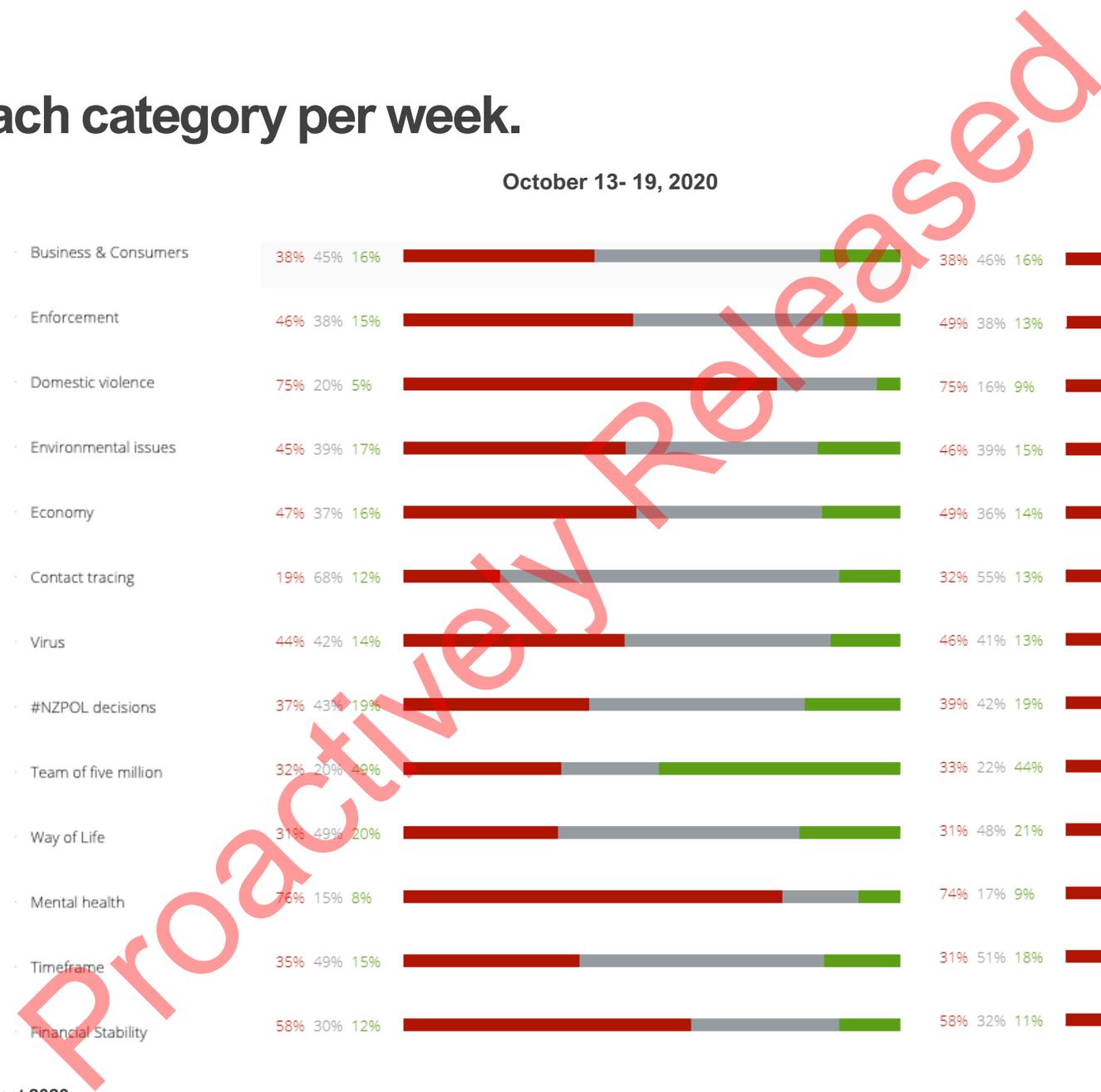
Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Oct 19	583	0.38%	14,104	8.41%	3,385	2.06%	1,428	0.847%	10,316	6.22%	11,661	7%
Oct 12	523	0.37%	13,389	9.26%	3,130	2.19%	1,489	1.06%	9,182	6.43%	10,944	7.69%
Oct 5	448	0.333%	13,033	9.13%	2,642	1.78%	1,859	1.3%	9,090	6.5%	10,078	7.2%

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

Net sentiment of each category per week.

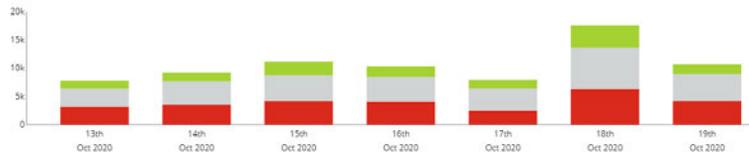
There were minor increases in negative sentiment in the Mental Health and Timeframe categories.

All other categories became more less negative or remained stable.

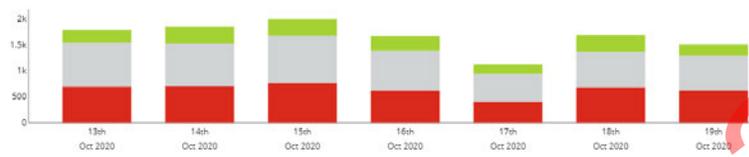


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

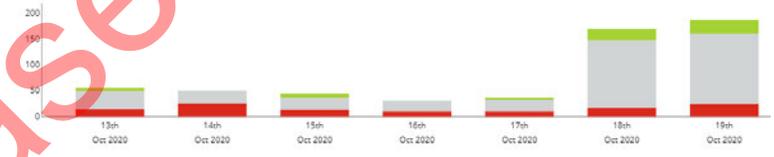
#NZPOL DECISIONS



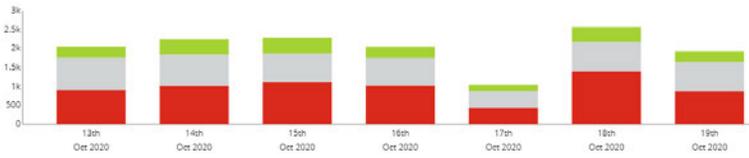
BUSINESS & CONSUMERS



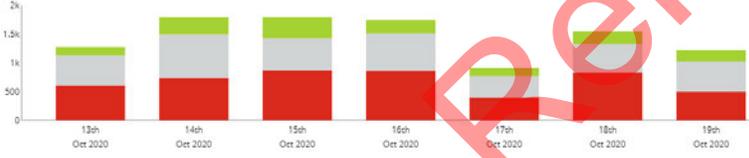
CONTACT TRACING



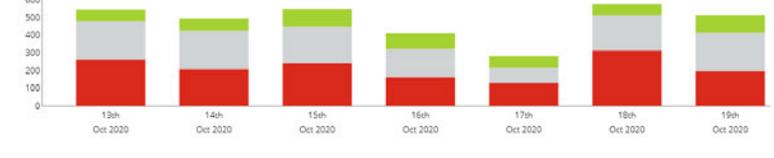
ECONOMY



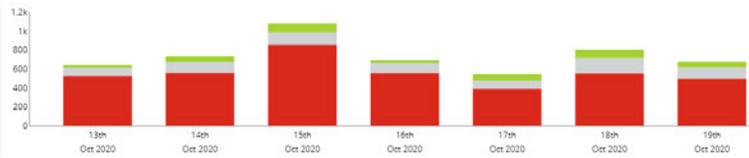
ENFORCEMENT



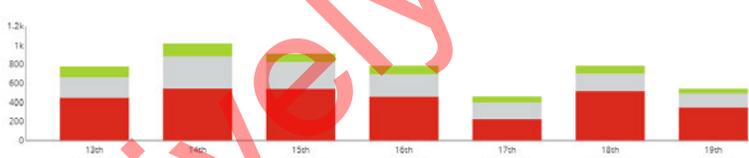
ENVIRONMENTAL ISSUES



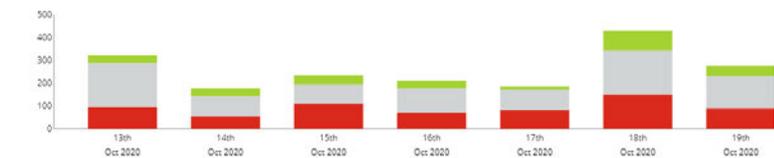
MENTAL HEALTH



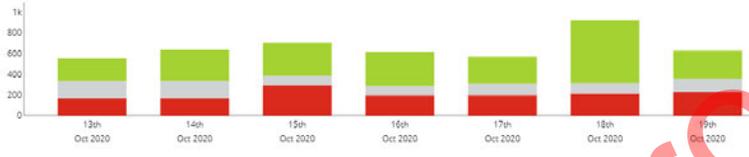
FINANCIAL STABILITY



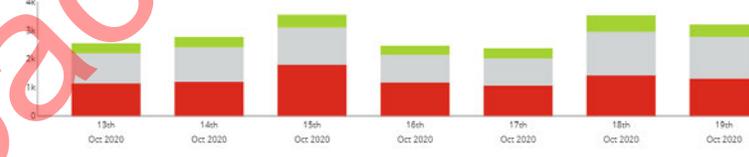
TIMEFRAME



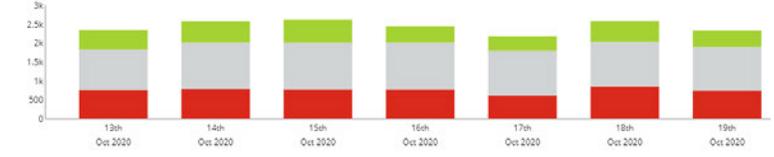
TEAM OF 5 MILLION



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.

Conversation analysis: October 13 – 19

Analysts examined conversation around cases.

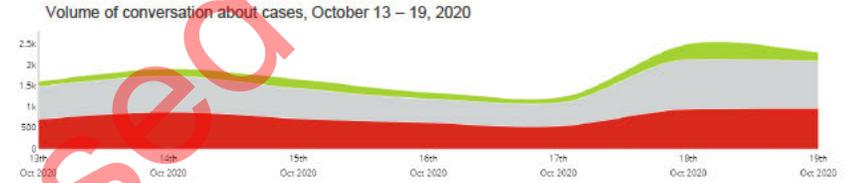
With a new case reported in the community on Sunday, October 18 discussion around cases rose 103% from the previous day (Saturday, October 17 was the 2020 New Zealand general election).

Prior to the announcement, some New Zealanders had been expressing joy and gratitude at the lack of community cases here.

The new case has initiated conversation around safety and governance. Some commenters are expressing the belief that a new case/s was to be expected given the situation globally and feel the current system is working as it should.

There are people discussing the belief that due to the new case being announced on Sunday, instead of on election day when the positive test result came through, it could have impacted the election results.

With the re-emergence of a COVID-19 community case, some New Zealanders are expressing the belief the system is working as it should.



A new community case in New Zealand was announced on Sunday, October 18.

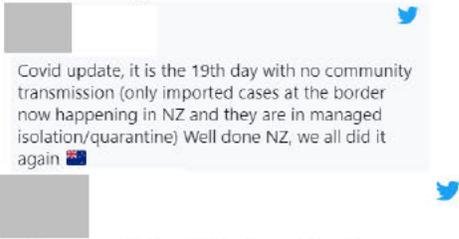
Prior to the announcement, some New Zealanders had been expressing joy and gratitude for the lack of community cases in the country.

Following the announcement, people are asking for more information about the new community case/s and expressing the belief that it was not unexpected for it to return given the global COVID-19 situation.

This conversation was impacted by election discussion. Some people were expressing the belief that if the new case had been announced on Saturday instead of Sunday it may have had an impact on the election results.

Over the time period, sadness expressed (34%) included New Zealanders' sadness at the state of other countries' cases globally.

Expressing joy at New Zealand's lack of community cases



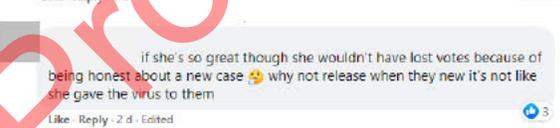
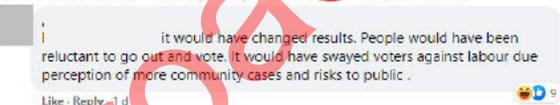
We've gone 21 days (that's 3 weeks) with no new community cases!!

#COVID19nz

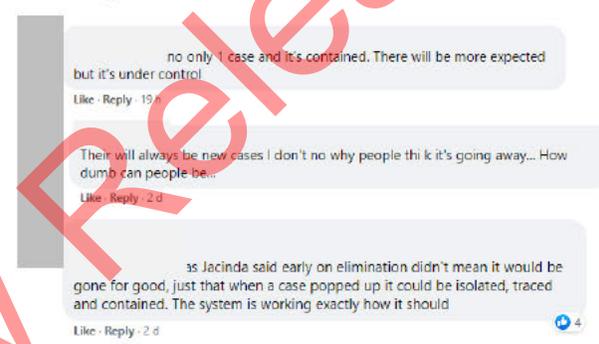
Frustration that New Zealanders don't realise what a lucky position the country is in



Belief that releasing new case prior to election would have changed results



A new case was not unexpected as virus is still happening globally, our system is working



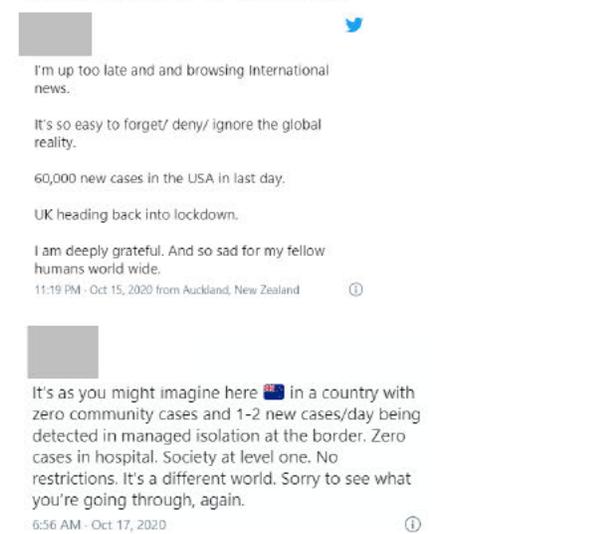
Expressing gratitude to the new case getting tested quickly



Wanting more information about the new case

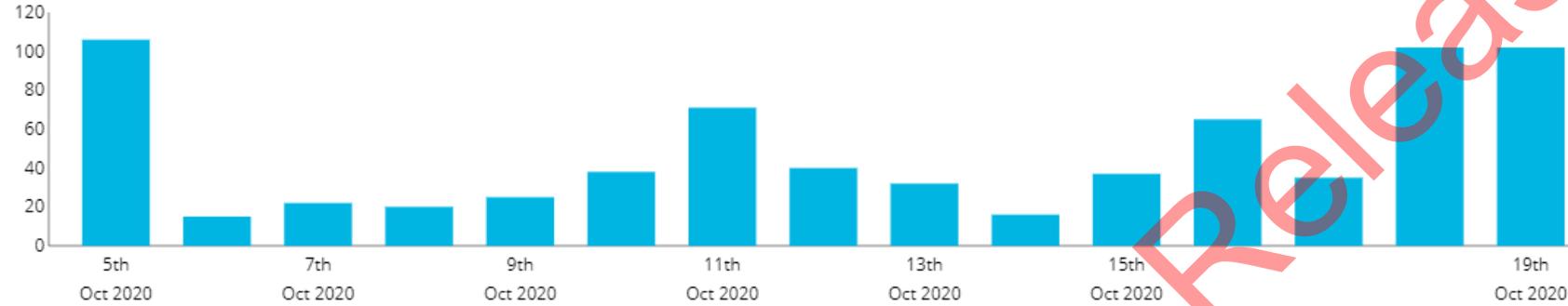
Does anyone know the name or when the ship carrying close contacts of the case announced today will land in Napier?

Gratitude for being in New Zealand, sadness towards state of the world



* Excludes the 40% of posts that do not contain emotion

Following last week's data coverage glitch please find below the graph illustrating the mentions of need for vigilance and conversation around not becoming complacent remains steady.



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

October 20 – 26, 2020

New Zealand

Proactively Released

Weekly Update Summary: October 20 -26, 2020

FAQs:

New Zealanders have questions about the NZ COVID tracer app including app notifications and functionality issues. People are wanting more information about new cases. There are queries about the MIQ process and people are questioning if New Zealand will be moving Alert Levels.

Engagement with news stories

Press coverage rose 11% from the previous week. New Zealanders were highly engaged with articles about new cases.

Conversation analysis:

In response to Dr Ashley Bloomfield urging New Zealanders to remain vigilant in their precautions against COVID-19, there has been elevated conversation about personal responsibility.

The conversation reflects that there is an understanding by many why using the NZ COVID tracer app is important, however there are also embarrassed admissions from individuals who are not using the app or wearing masks as much as they should.

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 responsibility and vigilance.

FAQs

October 20 - 26, 2020

CONTACT TRACING (30%)

- Both my partner and I are Android 10 users. We saw a preview of the notification yesterday but that's all we got. Is this just an Android problem or an app problem?
- Do places still have to display QR codes and how many on each property?
- Where are the QR codes at the Britomart Transport Centre?

CASES (26%)

- Does this number include the Westpac positive case?
- Where did the case at Malt Bar come from please?
- Why are you just reporting cases and not hospitalisations?

MANAGED ISOLATION (15%)

- Are my husband and I able to choose an isolation facility?
- Are there plans to make quarantine more affordable for those wanting to visit family in Australia over the festive season?
- Any idea when the system will unlock dates and we will be able to secure a voucher for after January 15?

ALERT LEVELS (8%)

- Is it likely we will be moving up levels again because of the community case?
- Is there a chance we will go into Level 3?
- The COVID ads are playing more frequently and people are assuming another lockdown is looming. Is there a reason for the frequency changing?

Date range	Total number of questions
October 20 - 26	137
October 13 - 19	66

SUMMARY: New Zealanders have questions about the NZ COVID tracer app including app notifications and functionality issues. People are wanting more information about new cases. There are queries about the MIQ process and people are questioning if New Zealand will be moving Alert Levels.

Conversation October 20 - 26, 2020

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

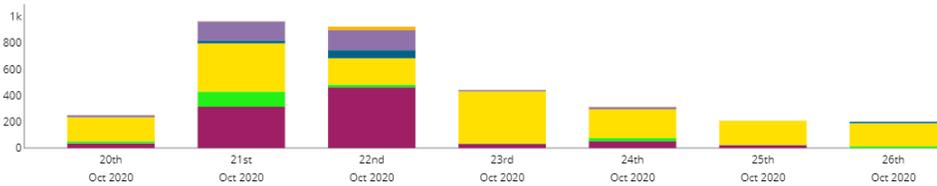


CHART: WEEK TOTALS



Time	Total vol. on page	Average posts per day	Highest vol.
Date range: Oct 20 - 26	3,355	479	Oct 21

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.

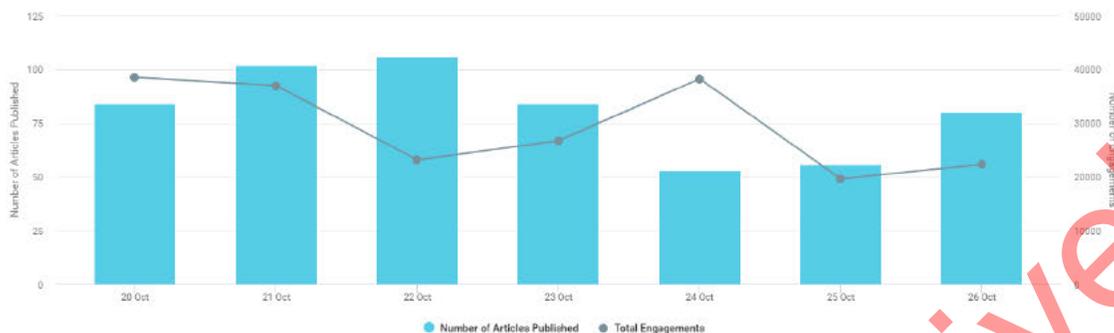
Autonomy

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, comments, shares & 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)
OCTOBER 20 - 26 IN NEW ZEALAND



TOP CATEGORIES OF INTEREST

CASES

Covid 19 **coronavirus**: International seamen test positive at Christchurch isolation facility - NZ Herald

By Nzherald - Oct 20, 2020
nzherald.co.nz

Facebook 11.3K Twitter 54 Pinterest 2 Reddit 50

INTERNATIONAL

Covid 19 **coronavirus**: Victoria makes history by crushing second wave - NZ Herald

By Nzherald - Oct 20, 2020
nzherald.co.nz

Facebook 4.9K Twitter 33 Pinterest 0 Reddit 0

ECONOMY

Joseph Gordon-Levitt moves new TV production to New Zealand to escape Covid-19 pandemic in the US

Oct 24, 2020
stuff.co.nz

Facebook 250 Twitter 23 Pinterest 0 Reddit 19.9K

SUMMARY:

Press coverage rose 11% from the previous week while the average engagement dropped by 45 engagements.

New Zealanders were highly engaged with articles about new cases.

TOTAL ENGAGEMENT PER CATEGORY:

Cases: 69,928
International: 45,500
Economy: 20,162
Virus: 11,325
Travel: 3,443
Alert Levels: 3,237
Way of life: 2,849
Quarantine: 1,160
Opinion: 974
#NZPOL: 907
Testing: 759
Misinformation/conspiracy: 640
Flouting: 590

Date range	Articles analysed	Total engagement	Average engagements
October 20 - 26	565	205,530	363
October 13 - 19	509	207,689	408

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.

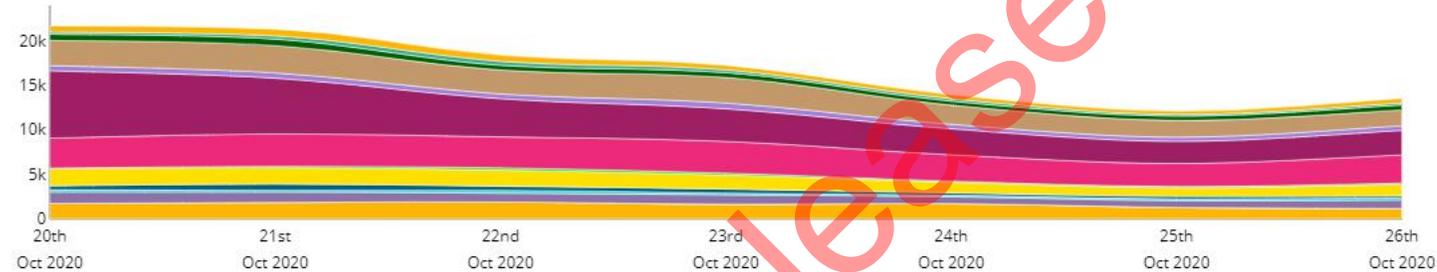
Mental health

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:

Oct 20 – 26: 404,241

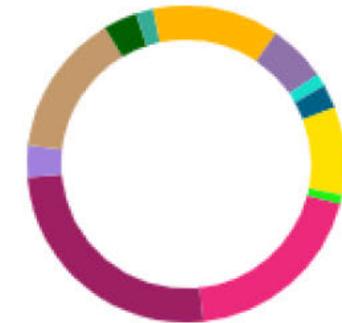
Oct 13 – 19: 517,578

Oct 6 – 12: 428,347

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
Oct 26	3,629	3.35%	1,937	1.74%	3,775	3.42%	15,969	14.6%	3,629	3.25%	29,337	25.4%	21,504	19.2%
Oct 19	5,312	3.21%	1,844	1.07%	5,192	3.5%	17,137	10.2%	4,657	2.75%	74,638	42.6%	20,486	12.2%
Oct 12	5,145	3.64%	2,128	1.51%	4,831	3.42%	16,064	11.3%	4,077	2.85%	54,634	35.5%	21,046	14.8%

Total conversation: Week ending Monday, Oct 26

Largest segment: #NZPOL Decisions 25.4%



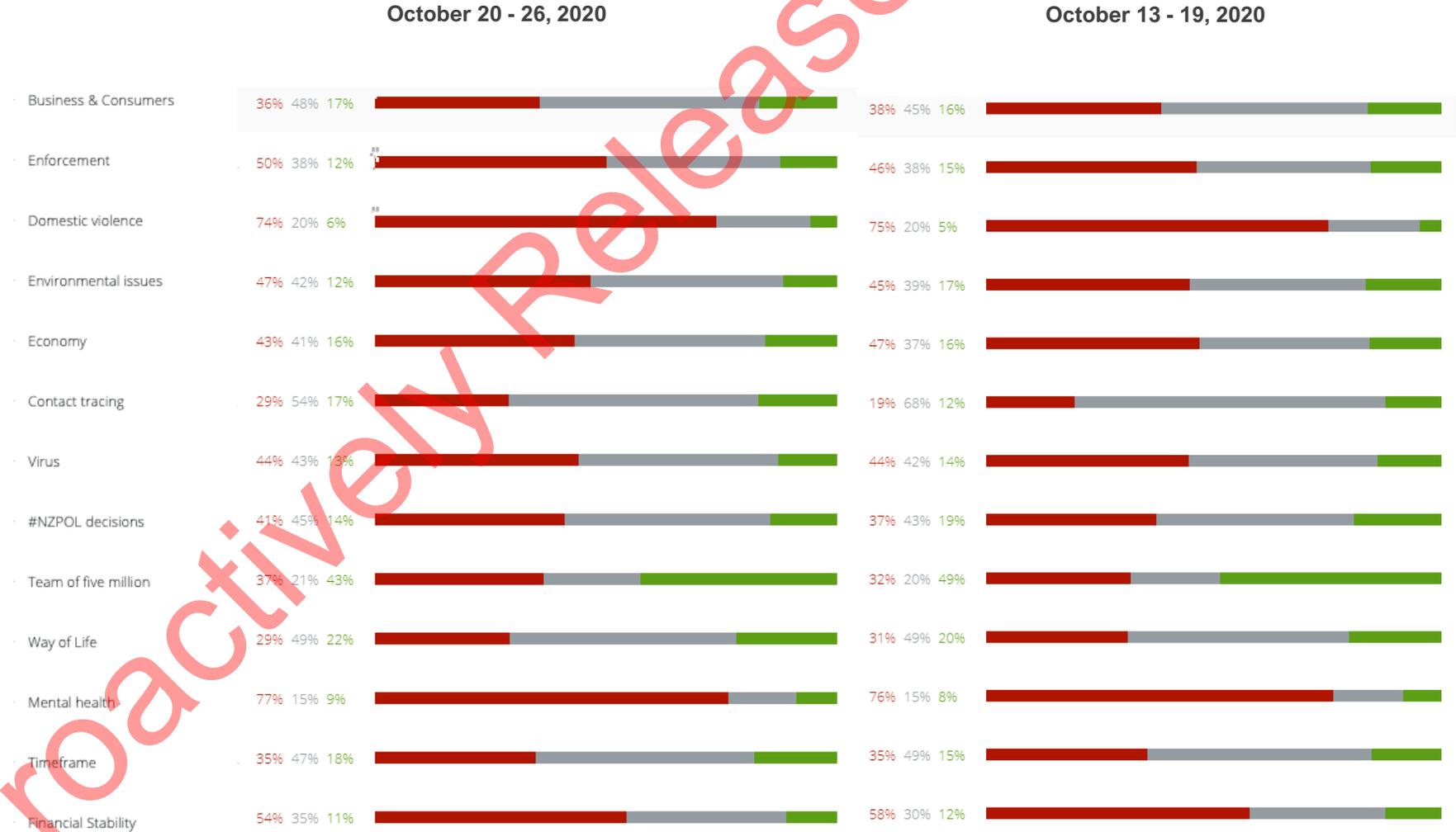
Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
Oct 26	1,080	0.947%	10,007	8.91%	2,731	2.43%	1,532	1.33%	6,388	5.9%	10,339	9.54%
Oct 19	583	0.38%	14,104	8.41%	3,385	2.06%	1,428	0.847%	10,316	6.22%	11,661	7%
Oct 12	523	0.37%	13,389	9.26%	3,130	2.19%	1,489	1.06%	9,182	6.43%	10,944	7.69%

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.

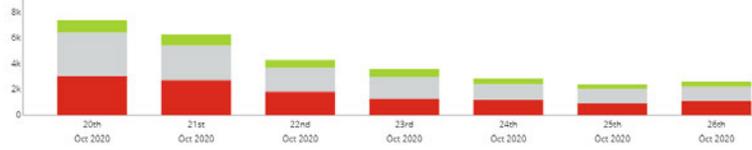
There were minor increases in negative sentiment in the Enforcement, Environmental Issues, Contact Tracing, #NZPOL, Team of 5 Million and Mental Health categories.

All other categories became more less negative or remained stable.

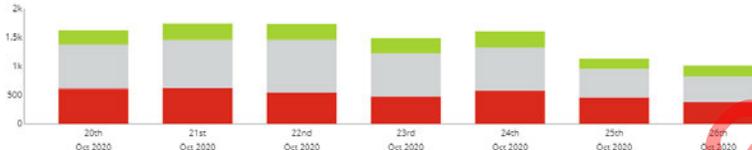


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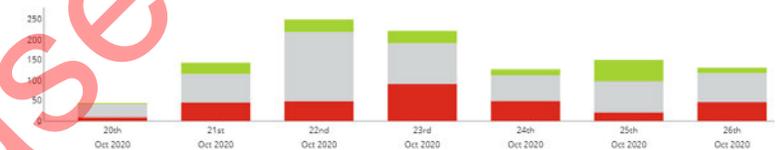
#NZPOL DECISIONS



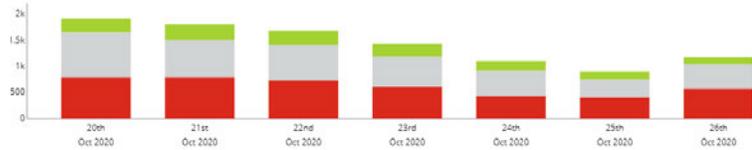
BUSINESS & CONSUMERS



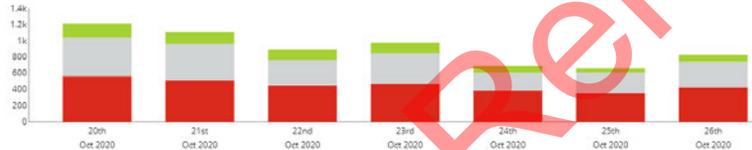
CONTACT TRACING



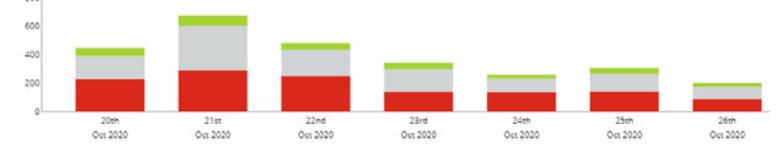
ECONOMY



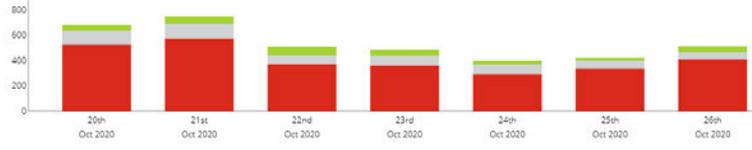
ENFORCEMENT



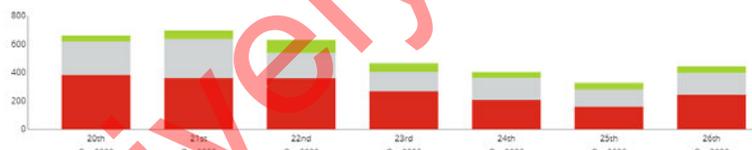
ENVIRONMENTAL ISSUES



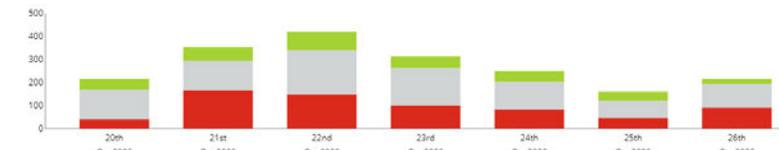
MENTAL HEALTH



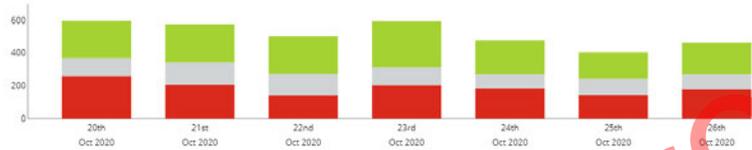
FINANCIAL STABILITY



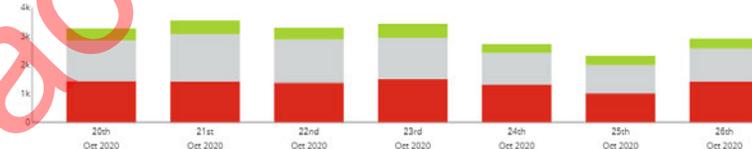
TIMEFRAME



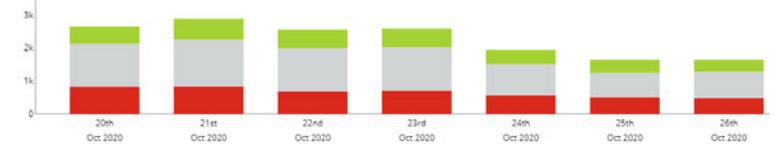
TEAM OF 5 MILLION



VIRUS



WAY OF LIFE



Categories with typically low volume excluded as sentiment skews.

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

Conversation analysis: October 20 – 26

Analysts examined conversation around responsibility and vigilance.

As Auckland joined the rest of the country at Level 1 in early October, conversation about the need to remain vigilant and avoid complacency has been on the rise.

The conversation reflects that there is an understanding why using the NZ COVID tracer app is important, however there are also embarrassed admissions from individuals who are not using the app or wearing masks as much as they should.

In response to Dr Ashley Bloomfield urging New Zealanders to remain vigilant in their precautions against COVID-19, there has been **elevated conversation about personal responsibility.**

The sentiment of this conversation is 68% negative, reflecting some people’s frustration at witnessing others being less compliant. However, there are also people cheering on others taking precautions.

Conversation surrounding the topic of responsibility includes those who believe the government should make use of the NZ COVID tracker app compulsory, as well as those who are urging individuals to take responsibility for their own actions.

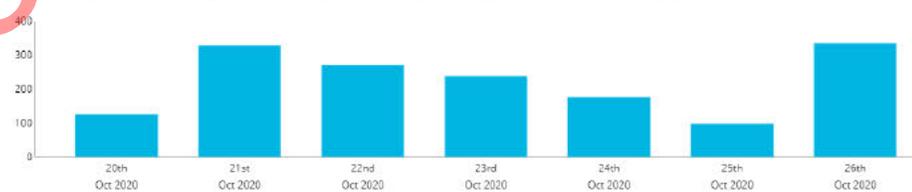
There are suggestions that UAC19 should incentivize or gamify the app to encourage New Zealanders to use it.

Stories about a decrease in available testing stations drew concern or frustration from some members of the public.

Different approaches to encouraging others to remain vigilant.



Volume of conversation surrounding vigilance and complacency on public social media in New Zealand Oct 20 – 26, 2020



Sentiment of conversation surrounding vigilance and complacency on public social media in New Zealand Oct 20 – 26, 2020



Some people are suggesting that it should be compulsory to scan before entering any premises.

As long as the option to not bother exists, many NZers will not bother. Make compliance compulsory and then back that up with enforcement. It's the only way to stop another big community outbreak.
Like · Reply · 4 d

Should be compulsory everywhere no entry without. Either app or sign in.
Like · Reply · 5 d

Just make it mandatory to sign into any business.. if you wear a tinfoil hat and worried about privacy then stay home!
Like · Reply · 4 d

Urging UAC19 to bolster its communication to encourage the use of the app.

I have a medical background and even I have become complacent with the app etc. They need to be pushing the messaging more in Level 1.
Like · Reply · 4 d

- Agree, they have now upped advertising...full page ad in Herald today...
Like · Reply · 3 d

Suggesting that post-election there is less emphasis on being vigilant.

Don't need to test, test, test. The covid election is over.
Like · Reply · 1 w

Using the tracker app is part of being an adult. Responsibility should be on the individual.

why? It's not their fault you need babysitting? Grow up and take responsibility yourself
Like · Reply · 4 d

I've been using the tracer app and wearing a mask when in supermarket/shop ever since we went back into level 2.5 - it's not that hard to maintain these safety precautions ...
Like · Reply · 4 d

It is not hard to do. Wear a mask on public transport or in crowded places. Wash your hands and scan or write down where you have been and who with. FFS do your bit to keep yourself and others safe. I have 40+ scans on my phone in past 2wks. There is n... See more
Like · Reply · 4 d

They're not forcing anyone to do anything. They have given the tools and recommendations and now it is up to us to take responsibility for ourselves.
Like · Reply · 4 d

Complying and taking precautions for others, including family and frontline staff.

I sign in everywhere. Because I care about my families health and the health of others. It's as simple as that,takes a couple seconds out of my day to do it. Grow up,get er done
Like · Reply · 4 d

What really pisses me off is even if you don't believe in Covid and how bad it is (which I do by the way),have some bloody empathy for all the people who do have it and all the medical staff who are dealing with it seriously do people not follow what's... See more
Like · Reply · 4 d

Incentivize app use.

21:53
how bout giving us some vouchers the ones that have been vigilantly checking in with our tracers - like me! it's just habit now
Like · Reply · 4 d

Suggestion that the Kiwi tendency to "chill" could be contributing to a lift in complacency.

We Kiwis are so quick to relax and chill. COVID is not a joke, the rest of the world is still fighting it
Like · Reply · 1 w

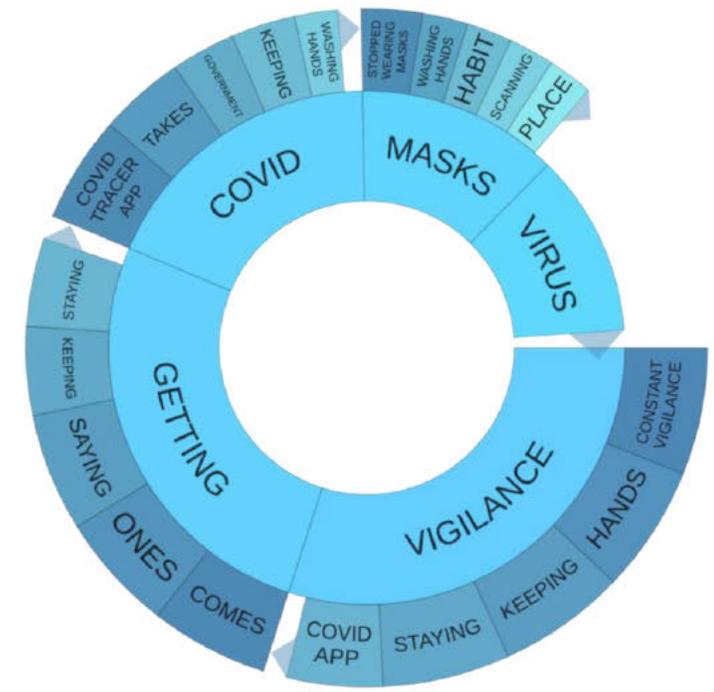
Urging the government to not get complacent.

Oct 20, 2020
Doctors say community clinics scaling back and not opening at weekends should not happen, and the Minister being unaware of the change points to problems with consistency & fragmentation in our COVID response @NewshubNZ #testing #doctors #nzpol #COVID19
Coronavirus: Dramatic scale-back of Auckland testing sites should never have happened, doctors say...
newshub.co.nz

They're being complacent again...i would have thought it would still be important to be open in the weekend?
8:56 PM · Oct 20, 2020

Some view the government as the complacent party and blame this for the reoccurrence of COVID in the community.

No but we had it locked round one then the Govt let it back in with complacency. Right we worked hard part one but people are tired of living in constant fear due to the inability of the Govt to get it right. While they were celebrating round one they got blindsided by their egos
11:37 AM · Oct 26, 2020



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis October 27– November 2, 2020 New Zealand

Proactively Released

Weekly Update Summary: October 27 - November 2, 2020

FAQs:

People are wanting information about new cases, in particular community transmission cases. New Zealanders have questions about the NZ COVID tracer app notifications and QR code instructions. There are queries about test wait times and test locations. Some people have questions about the MIQ process and numbers.

Engagement with news stories

Press coverage dropped 8% from the previous week. New Zealanders were highly engaged with an article about Fox News host Laura Ingraham attacking New Zealand's COVID-19 response.

Conversation analysis:

Regarding community cases, some people are expressing their anxieties around the new community case and people's complacent attitude towards using the NZ COVID tracer app.

Conversation reflects that there is an understanding of the connection between New Zealand's stringent border/health controls and the lack of community cases here. This discussion came after Fox News host Laura Ingraham attacked New Zealand's COVID-19 response and British politician Suzanne Evans likened New Zealand's quarantine policy to Nazi Germany.

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 community cases.

FAQs

October 27 – November 2, 2020

CASES (37%)

- Why is this community case isolating at home and not in a managed facility if they have received a positive test?
- How many days in a row have we had no community cases please?
- Why do they not say where people with COVID come from anymore?

CONTACT TRACING (21%)

- Been trying to create a QR code but each time it says my identity can't be verified. In the instructions page it says to enter my address but there's nowhere to supply this detail. Any advice please?
- Has anyone else had a message on the app to say your details have been part of a data breach and telling you to change your password?

TESTING (10%)

- I was tested at the Palmerston North Main Street community testing site and I am yet to hear about my results. Is there a contact number for that site?
- If we want to get tested can we just walk into any clinic?

MANAGED ISOLATION (7%)

- Are people allowed to send care packages to friends/family who are in managed isolation?
- How many people are currently in managed isolation?

Date range	Total number of questions
October 27 – November 2	68
October 20 - 26	137

SUMMARY: People are wanting more information about new cases, in particular community transmission cases. New Zealanders have questions about the NZ COVID tracer app notifications and QR code instructions. There are queries about test wait times and test locations. Some people have questions about the MIQ process and current numbers.

Conversation

October 27 – November 2, 2020

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

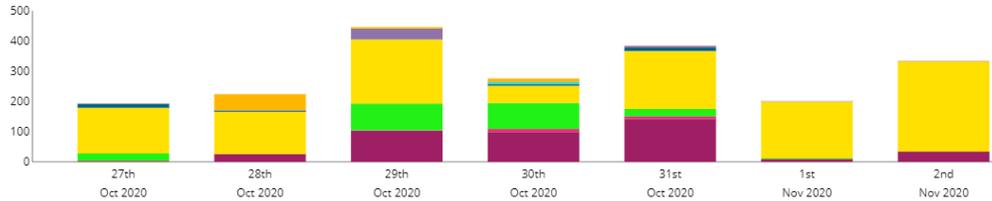
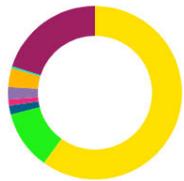


CHART: WEEK TOTALS



Time	Total vol. on page	Average posts per day	Highest vol.
Date range: Oct 27 – Nov 2	2,327	332	Oct 29

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.

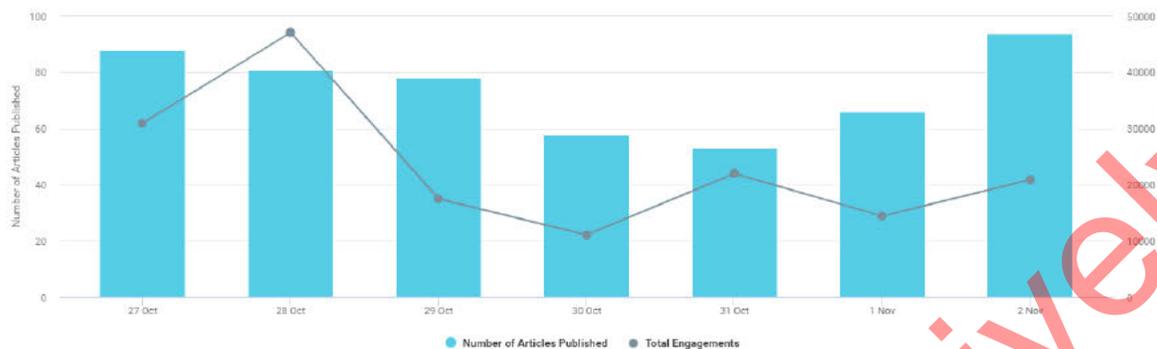
Autonomy

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, comments, shares & 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)
OCTOBER 27 – NOVEMBER 2 IN NEW ZEALAND



Date range	Articles analysed	Total engagement	Average engagements
October 27 – November 2	518	163,770	316
October 20 - 26	565	205,530	363

TOP CATEGORIES OF INTEREST

INTERNATIONAL

Covid 19 **coronavirus**: Fox News host Laura Ingraham attacks New Zealand Covid response - NZ Herald

By Nzherald - Oct 28, 2020
nzherald.co.nz

Facebook 16.9K Twitter 143 Pinterest 2 Reddit 2K

CASES

No new **Covid-19** community transmission cases for sixth consecutive day; 1 in isolation

By League Cricket - Oct 27, 2020
tvnz.co.nz

Facebook 2.5K Twitter 0 Pinterest 0 Reddit 0

QUARANTINE

Covid 19 **coronavirus**: International crews arriving at Auckland and Tauranga ports now face mandatory isolation - NZ Herald

By Nzherald - Oct 28, 2020
nzherald.co.nz

Facebook 1.9K Twitter 7 Pinterest 0 Reddit 0

SUMMARY:

Press coverage dropped 8% the previous week while the average engagement dropped by 47 engagements.

New Zealanders were highly engaged with articles about Fox News host Laura Ingraham attacking New Zealand's COVID-19 response.

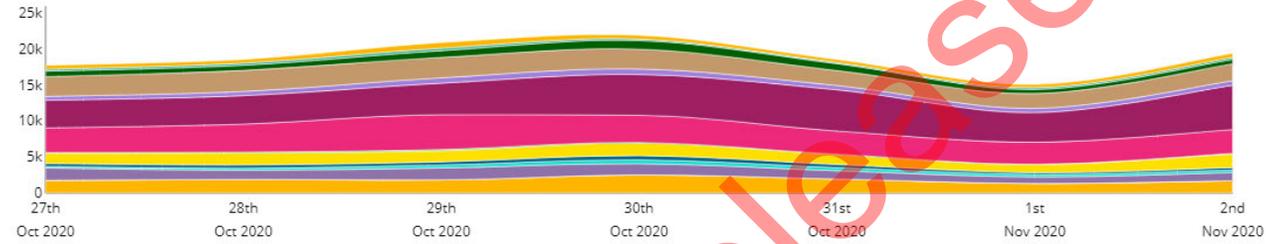
TOTAL ENGAGEMENT PER CATEGORY:

International: 93,243
Cases: 17,162
Quarantine: 4,506
Virus: 4,143
Travel: 4,124
Economy: 2,561
#NZPOL: 2,124
Contact tracing: 1,481
Medical: 1,011
Way of life: 896
Mental health: 722
Opinion: 628

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:

Oct 27 – Nov 2: 451,768

Oct 20 – 26: 404,241

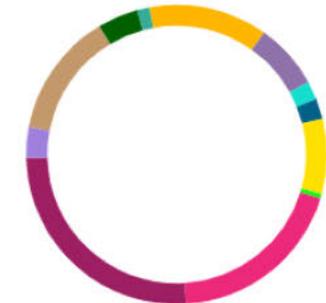
Oct 13 – 19: 517,578

Total conversation: Week ending Monday, Nov 2

Largest segment: #NZPOL Decisions 25.6%

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Nov 2	3,522	2.88%	1,673	1.35%	5,422	4.37%	16,519	13.4%	4,247	3.35%	34,220	25.6%	23,775	19.3%
Oct 26	3,629	3.35%	1,937	1.74%	3,775	3.42%	15,969	14.6%	3,629	3.25%	29,337	25.4%	21,504	19.2%
Oct 19	5,312	3.21%	1,844	1.07%	5,192	3.5%	17,137	10.2%	4,657	2.75%	74,638	42.6%	20,486	12.2%

Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Nov 2	658	0.503%	10,311	8.11%	2,930	2.18%	2,528	1.97%	9,262	7.11%	12,122	9.86%
Oct 26	1,080	0.947%	10,007	8.91%	2,731	2.43%	1,532	1.33%	6,388	5.9%	10,339	9.54%
Oct 19	583	0.38%	14,104	8.41%	3,385	2.06%	1,428	0.847%	10,316	6.22%	11,661	7%



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.

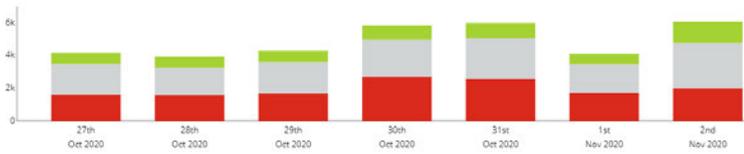
There were minor increases in Business & Consumers, Environmental, Economy, Virus, Way of life and Timeframe categories.

All other categories became more less negative or remained stable.

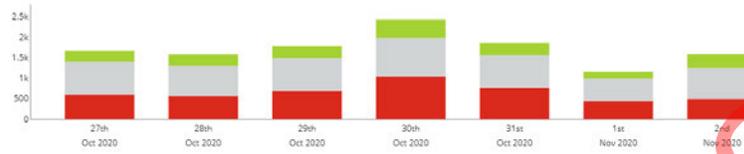


Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

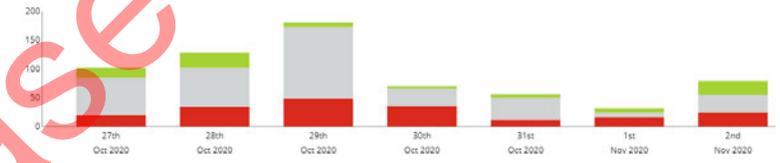
#NZPOL DECISIONS



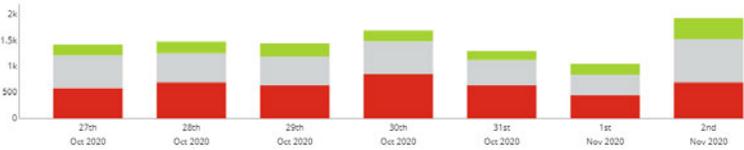
BUSINESS & CONSUMERS



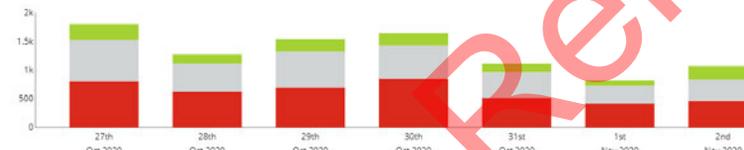
CONTACT TRACING



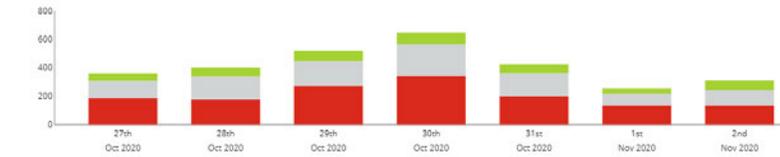
ECONOMY



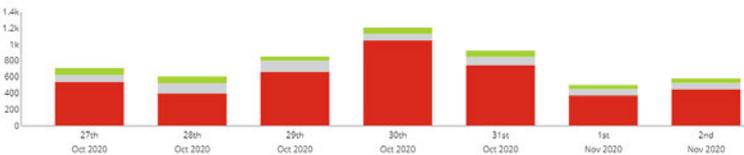
ENFORCEMENT



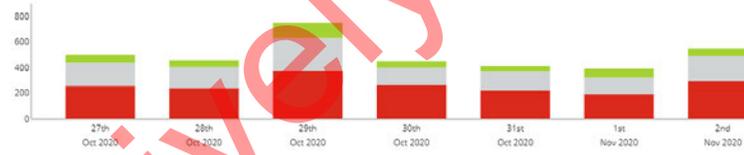
ENVIRONMENTAL ISSUES



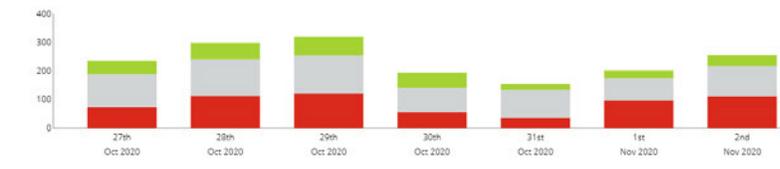
MENTAL HEALTH



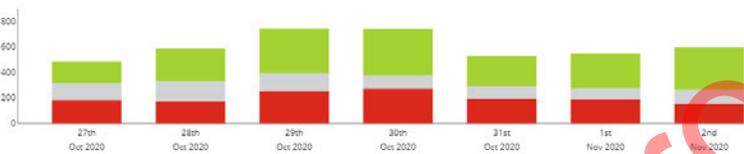
FINANCIAL STABILITY



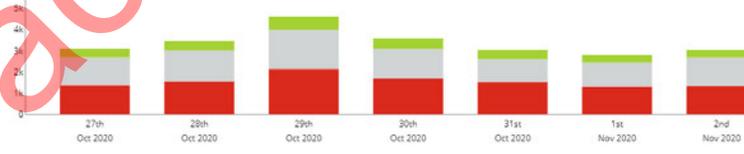
TIMEFRAME



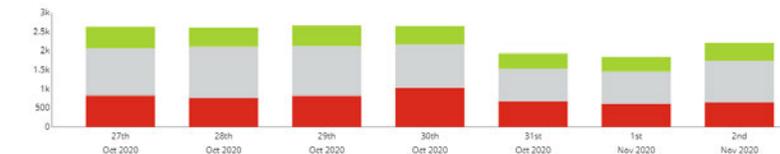
TEAM OF 5 MILLION



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.

Conversation analysis: October 27 – November 2

Analysts examined conversation around community cases.

On Monday, the first community case in 10 days was announced in Christchurch.

Some people are expressing their anxieties around the new community case and people's complacent attitude towards using the NZ COVID tracer app.

Conversation reflects that there is an understanding of the connection between New Zealand's stringent border/health controls and the lack of community cases here. This discussion came after Fox News Host Laura Ingraham attacked New Zealand's COVID-19 response and British politician Suzanne Evans likened New Zealand's quarantine policy to Nazi Germany.

With a new community case, people are expressing anxieties about tracer app usage complacency.

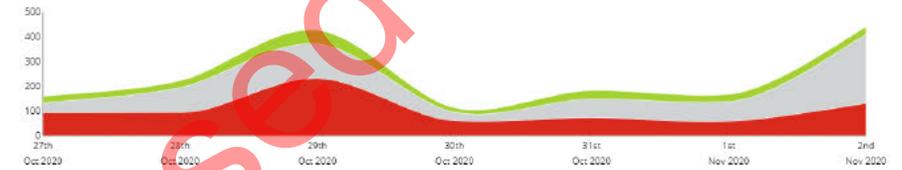
Until Monday, there had been no community cases for 10 days. A new case was a staff member working in a Christchurch managed isolation facility.

The conversation reflects some New Zealanders' anxieties that people are not using the NZ tracer app.

Some people are expressing anger at COVID-19 being back in the community.

There has been discussion of community cases and our MIQ process. Commenters are drawing the connection with New Zealand's stringent quarantine/border controls and the lack of community cases. This comes after Fox News host Laura Ingraham attacked New Zealand's COVID-19 response and British politician Suzanne Evans likened the quarantine protocols to Nazi Germany.

Sentiment of conversation about community cases, 27 Oct – Nov 2



Discussion about NZ's lack of community cases due to its health/border response

Unlike most of the rest of the world, the response in New Zealand to the pandemic was consistent and based on public health advice from the start. As a result we have an open economy and no community transmission of Covid-19, allowing us (for now) to go about our lives as normal

10:46 PM · Oct 28, 2020

We actually live here, and can tell you it's BS. We currently have no community transmission and incoming NZ nationals and residents are in 4-5 star hotels for 2 week's quarantine on arrival.

12:40 AM · Nov 2, 2020

Suzanne needs to get her facts straight. There are no 'camps' here. They're 5 star hotels where you quarantine for 14 days, get tested twice and have fully catered meals and can exercise. Learn to fact check before judging. There's no lockdown here, no community transmission.

11:36 AM · Oct 29, 2020

We're free to move around, enjoy social activities, sports events, etc. Zero covid community transmission (fingers crossed).

Our "hole" is just fine.

Thanks for asking. 🙄

3:43 PM · Oct 29, 2020

Expressing anger towards the government about this latest community

Calling it a community case instead of a quarantine failure is bad enough.

I fucking knew this would happen. The staff are the conduit from quarantine to the community. Better controls need implementing NOW. This is after I saw someones disposable dinner tray blowing around in the breeze outside the facility last week.

Covid-19: New community case in Christchurch confirmed by Ministry of Health
A staff member working in a facility in Christ...

8:48 PM · Nov 2, 2020

Reminding others to remain vigilant and take precautions

Yea so every business has to have a qr code on display at any entrances. You scan it and the idea is if there is a community case they will be able to get in touch quickly any possible contacts

9:23 PM · Oct 31, 2020

where we are NZ. No community cases. still use the covid app. if at a medical still wearing a mask. plenty of sanitizers at businesses. Can hold unrestricted crowds. very aware until vaccine time it can come back in Black. #jacindaardern #covidNZ #WentHardWentEarly

5:38 PM · Oct 29, 2020

Anxiety and frustration that people are not using the NZ COVID Tracer app

Are you scanning in?

ARE YOU???

One new community case in Christchurch, linked to isolation - Ministry

South Island 2 points · 1 day ago

100% I dont think I've seen anyone else scan in at all which is so disappointing. We just had a long weekend and its cup and show week next week. Coming up to Christmas everyone is about to get busy and shopping and work functions. It would be a huge disaster if anyone had to go into lockdown over christmas. It literally takes 2 seconds.

Wanting to know information about new cases

448

Can you advise us what you know about community case of covid in Chch please.

Like · Reply · 1 d

Where are the 4 community cases?

Like · Reply · 6 d

Thank you

Proactively Released

Contact

