



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

March 16 - 22, 2021
New Zealand

Proactively Released

Update Summary:

FAQs:

This week over 75% of questions were about the vaccine rollout. There were also questions about testing/testing wait times, cases and managed isolation facilities.

Engagement with news stories:

Stories about new cases gained the public's attention this week. New Zealanders were engaged with stories about the vaccine rollout. There was also interest in articles about the trans-Tasman travel bubble.

Conversation analysis:

The volume of conversation about vaccines has dropped by 32% from the previous week. Despite this, overall sentiment has remained relatively even with some minor fluctuations. There continues to be debate between pro and anti-vaxx beliefs. Analysts observed this week in the neutral conversation that people are sharing the Ministry of Health online tool and others are explaining the rollout to others who have questions.

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 vaccines.

FAQs

March 16 - 22, 2021

VACCINE (77%)

- Is it recommended by the NZ Government for pregnant woman to get vaccinated?
- Which group are emergency service workers in?
- Are there plans to post how many NZers are being vaccinated daily?
- Once we get the first vaccine how long will the wait be to get the second vaccine?
- Does “everyone” include non-residents on a work visa?
- How will those with relevant conditions to be in Group 3 be identified?

TESTING (5%)

- I have just seen that a staff member at the Grand Millennium has had a positive test. Should I be concerned and get a test?
- We are waiting on COVID test results. How long will it take for results to come back?
- Do I need a test done before travelling to Australia?
- I thought travellers had to have a negative test 72 hours before boarding? Is this not a requirement – can you please clarify.

CASES (4%)

- How many cases are there today?
- How did we have 90 cases the other day to now 55?
- Am wondering if any of the new border cases have had the vaccine before they came here?

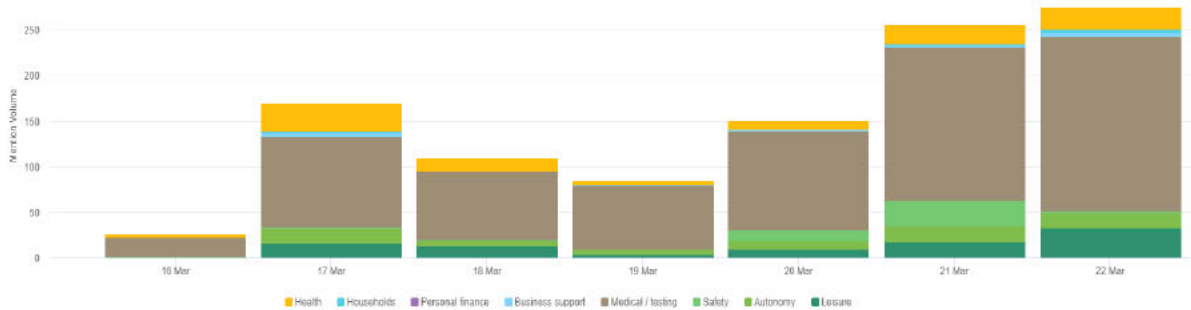
MIQ (3%)

- Will New Zealanders overseas who get the vaccine need to quarantine on arrival in Aotearoa?
- Is there a fundamental difference in how MIQ hotels are run – like why does this happen so much in Auckland?
- My sister gets released from MIQ tomorrow – does she need to self isolate at home for a few days?

SUMMARY: This week over 75% of questions were about the vaccine rollout. There were also questions about testing/testing wait times, cases and managed isolation facilities.

Conversation on UAC19 Facebook page 16 – 22 March 2021

CATEGORIES OVER TIME



Time	Total vol. on page	Average posts per day	Highest vol.
Date range: March 16 - 22	1,918	274	March 22

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
L3 (August 12 – 31)	1,596	Aug 12

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.

SUMMARY:

Stories about new cases gained the public's attention this week. There were also numerous stories about the vaccine rollout.

New Zealanders also showed interested in articles about the trans-Tasman travel bubble.

Average engagement decreased by 32 engagements from the previous period.

TOTAL ENGAGEMENT PER CATEGORY:

- Cases: 21,987
- Vaccine: 13,256
- Travel: 8,680
- International: 6,630
- Economy: 6,431
- #NZPOL: 4,644
- Virus: 3,635
- MIQ: 2,920
- Enforcement: 1,740
- Alert Levels: 905
- Misinformation/conspiracy: 711

TOP CATEGORIES OF INTEREST

CASES

Managed isolation worker tests positive for **Covid-19** in Auckland

By [League Cricket](#) Mar 22, 2021
[tvnz.co.nz](#)

6.7K 2 0 25

VACCINE

Māori as young as 45 should receive priority access to **Covid-19** vaccine, Māori medical leaders say

By [League Cricket](#) Mar 19, 2021
[tvnz.co.nz](#)

2K 1 0 0

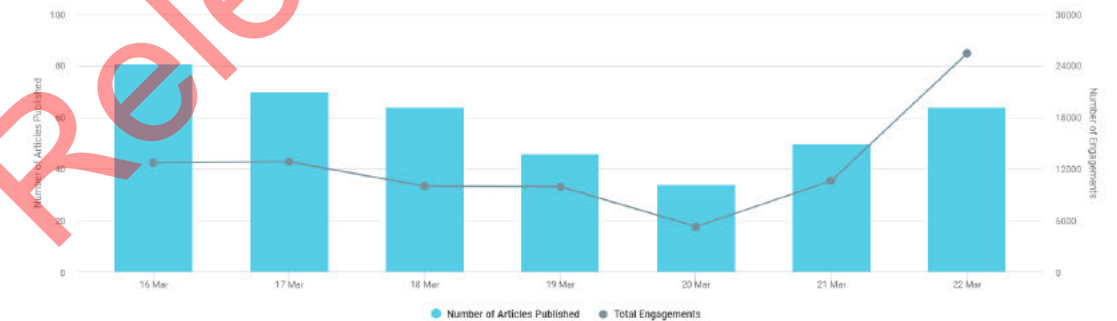
TRAVEL

Covid 19 **coronavirus**. Transtasman travel bubble still at least three weeks away - NZ Herald

By [Derek Cheng](#) Journalist **NEW** Mar 17, 2021
[nzherald.co.nz](#)

2.2K 9 0 0

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)

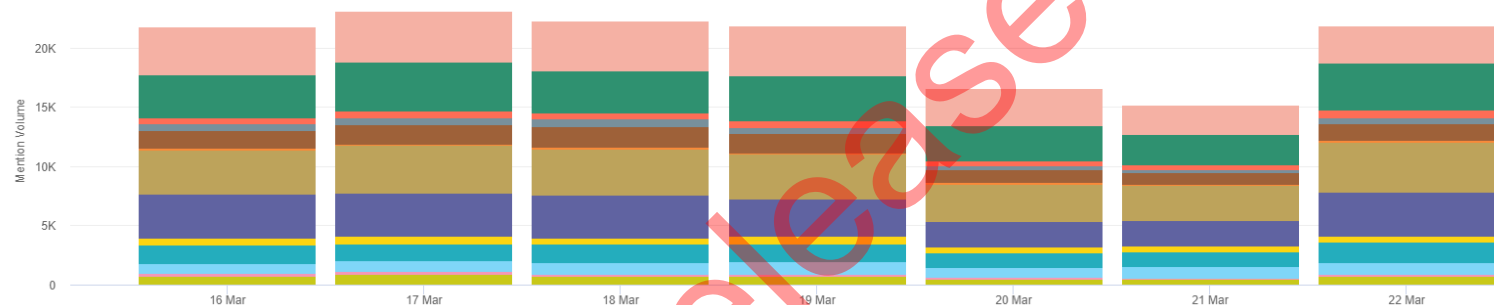


Date range	Articles analysed	Total engagement	Average engagements
March 16 – 22	409	86,738	212
March 9 - 15	482	118,070	244
March 2 – 8	869	365,524	420

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



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.

Enforcement

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

Domestic violence

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

Environmental issues

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

Economy

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

Contact tracing

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

Virus

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

#NZPOL Decisions

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

Team of five million / Unite against virus

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

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.

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.

Timeframe

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

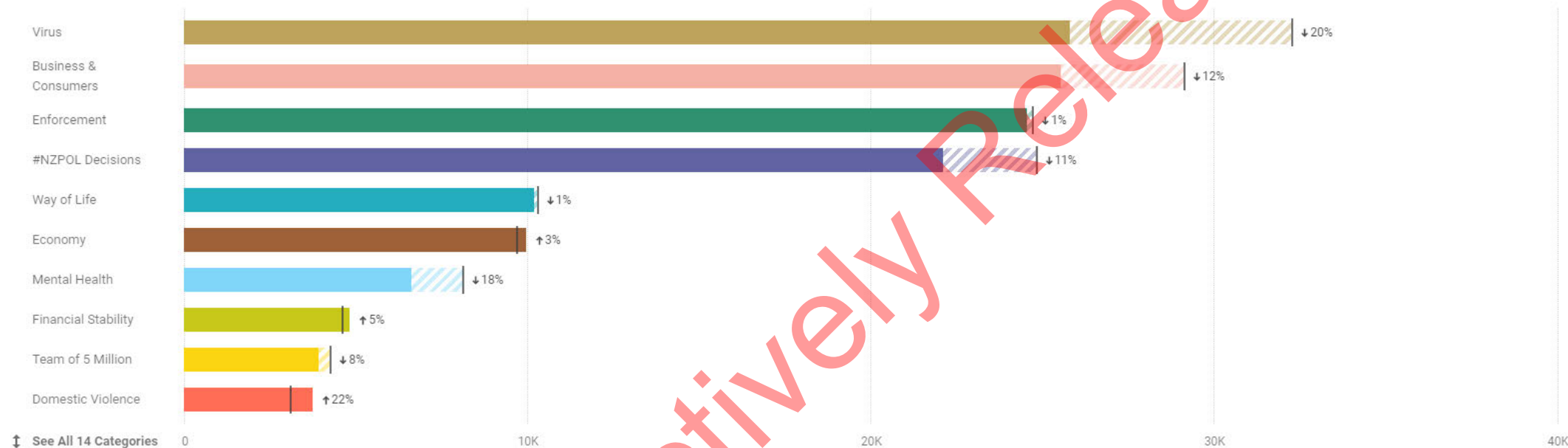
Financial stability

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

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

Category change: week on week

Categories current week (16 - 22 March) benchmarked against previous week (9 - 15 March)



↑ See All 14 Categories

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

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

Total volume of conversation:

March 16 - 22: 381,459

March 9 - 15: 458,928

March 2 - 8: 537,798

Category change: week on week

Categories current week (9 – 15 March) benchmarked against previous week (2 – 8 March)



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

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

Total volume of conversation:
March 9 – 15: 458,928
March 2 – 8: 537,798
Feb 23 – 1 March: 502,709

Net sentiment of each category per week.

Negative sentiment increased across 'Domestic Violence', 'Contact Tracing', 'Economy', 'Financial Stability' and 'Way of life'. All other categories decreased in negative sentiment.

Comparing current week (16 – 22 March) & previous week (9 – 15 March)



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

Conversation analysis:

The volume of conversation about vaccines has dropped by 32% from the previous week. Despite this, overall sentiment has remained relatively even with some minor fluctuations.

Analysts observed in the neutral conversation that people are sharing the Ministry of Health online tool and explaining the rollout to others who may have questions.

The volume of conversation has dropped 32% from last week. Sentiment of conversation continues to have high proportions of neutral and negative content.

The volume of conversation has decreased by 32% from the previous week however sentiment has remained somewhat even.

Neutral sentiment was again the largest segment at 53%. This rose 4% from last week. Alongside news articles and information about the vaccine roll out both internationally and in New Zealand, it included discussion of the new MIQ worker case and if they had been vaccinated, people explaining the government's rollout to others who have questions and sharing the Ministry of Health's online vaccine tool.

The positive sentiment category dropped 2% from the previous week to 8%. It included people expressing gratitude for government's rollout response and people expressing excitement and relief that they or their family members will get or soon be getting the vaccine in New Zealand.

Sharing the vaccine online tool MoH has developed

The Ministry of Health has developed a new online tool to help you work out when you might be able to get a vaccine for Covid-19. [covid19.govt.nz/health-and-wel...](https://www.covid19.govt.nz/health-and-welfare)
@minhealthnz



Aotearoa, find out when you'll be able to get your vaccine.



Providing explanation of rollout/vaccines to others

Different vaccine. We are getting Pfizer vaccines in NZ, it's the astra-zeneca vaccine which has had issues overseas.

If your friend has any of those they are group 3 and eligible for the vaccination from May apparently

9:34 PM · Mar 22, 2021

Discussing the new MIQ worker case and whether they were vaccinated

I thought MIQ workers were all vaccinated?

Like · Reply · 1 d

Article states that the person is asymptomatic. It will be interesting to see if the family test positive. Presumably they have been vaccinated as well.

Like · Reply · 1 d

Grateful for the government's response/vaccine rollout

NZ's vaccination appointment calculator (run by gov, not media) is a lesson in good gov comm, as it does not simply put the emphasis on when your appointment is but also on why you are not in an earlier group & convincingly reminds people to be emphatic with those at higher risk

7:01 PM · Mar 22, 2021

Mar 17, 2021 12:44:09 AM

Sooooooo glad we will all have access to the Pfizer vaccine!! 😊

This vaccine is essential in helping us return to normal living. Vaccines have been around a long time!

Excited to be eligible for the vaccine/seeing family members get the vaccine

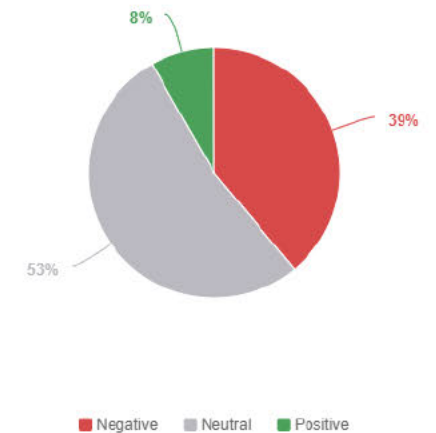
Looks like I'm eligible to receive my COVID vaccine soon. Awesome will be getting it as soon as work offers it.

2:51 PM · Mar 22, 2021

My grandma got her first dose of the vaccine today. Mum is scheduled to receive hers in a couple of weeks. Feeling immense relief and gratitude 🙏

7:41 AM · Mar 17, 2021

Sentiment of vaccine conversation, March 16 - 22



Negative sentiment dropped 2% this week to 39%. There continues to be people expressing their hesitancy or refusal to have the vaccine as well as anti-vaxx chatter. There are people expressing unhappiness with the speed of the government's current vaccine rollout.

Anti-vaxx views and sharing of misinformation

People are very slowly realising that they are the guinea pigs for mRNA vaccines.

Pharmaceutical companies can't believe their good fortune: they received complete immunity from claims for anything negative as a result of mRNA vaccine use, and they get all the profits.

#COVID19

RNZ News @rnz_news
 Covid-19: France, Germany and Italy suspend AstraZeneca vaccine
 rnz.co.nz/news/world/438...
 10:29 AM - Mar 16, 2021

People pushing back against the anti-vaxx conversation/ conspiracy crowd

millions of people worldwide have had the vaccine with few issues. Cases reduced by 94 % in Israel.

Like · Reply · 1 w 5

New Zealand isn't getting this vaccine, we are getting the Pfizer one. As for thousands around the world dying after having the vaccine, where's your proof?

Like · Reply · 1 w 14

"Hi. These vaccinations are not "experimental". Claims that they are, are coming from groups opposed to vaccines, and—sorry about this—it's pretty tiring to have to pointing out they're simply not true. Phase III trials were complete last year, and there's 20+ years of back story to how they were developed.

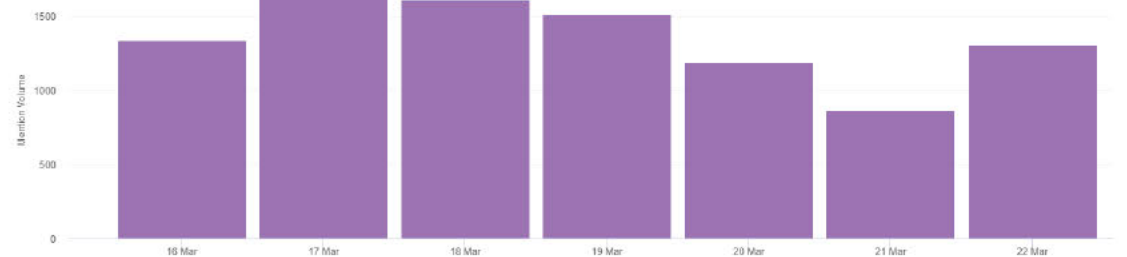
Unhappy with the government's vaccine rollout response

What's the vaccination plan. By this time next week, we'll have 400k doses and will have vaccinated 30k in 6 weeks. The vaccine only has a six month shelf life. At this rate that's only 130k doses used, or 270k doses wasted.

7:40 PM - Mar 23, 2021

we are going to be left behind as long as they continue to postpone the vaccination of the general population, meanwhile tourism continues to suffer and the government is giving away money that is not theirs. we'll all pay for it later ...

Volume of conversation over time, March 16 - 22



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

March 23 - 29, 2021
New Zealand

Proactively Released

Update Summary:

FAQs:

New Zealanders have questions about the vaccine rollout. There are questions about recent cases. People are asking about tests and the test wait time. There are questions about MIQ rules.

Engagement with news stories:

News about the vaccine rollout including numerous stories about vaccine centers opening around NZ have made this a popular category of interest. At the one-year milestone of NZ's introduction of alert level restrictions, stories reflecting on the past 12 months gained interest this week. A story detailing a funeral party visiting a woman in MIQ also gained a lot of engagement in the 'Way of Life' category.

Conversation analysis:

The volume of conversation around vaccines remained stable with less than a 2% drop compared to last week. The conversation is predominantly neutral and negative with low positive content. Analysts noted conversation about vaccines and travel bubbles – one visible theme was that we should wait for all elderly to be vaccinated before travel bubbles take place.

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- 2. Engagement with News Stories**
Understanding what matters to New Zealanders by exploring engagement with news stories about COVID-19.
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Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 4. Social Listening**
Exploring conversation about vaccines.

FAQs

March 23 - 29, 2021

VACCINE (42%)

- I live with a family member that is a frontline healthcare worker. She is due to get the vaccine soon – will we be able to get it with her?
- When will we see a daily update on the number of vaccines given?
- What kind of proof of underlying condition will be required for Group 3?
- When will NZ start vaccinating over 70s?
- When are vaccination centers going to open up for Group 1 outside Auckland?

CASES (18%)

- How many of the 74 current cases have been hospitalized?
- Why is the worker classified as a border case? This is a community case.
- How come the Countdown worker with a 'weak' positive hasn't been counted as a community case?
- If you were in isolation at the Grand Millennium during the past two weeks, are you considered a close contact?

TESTING (14%)

- Do you know how long it takes to receive a test result currently?
- I was under the impression people needed a negative test before flying?
- Are Covid tests free for the public?
- My flatmate had her Covid test today and is still awaiting the result. Do I need to self-isolate?

MIQ (7%)

- Regarding the Grand Mercure case – what happened to staying inside your room from Day 12 test until departure?
- Why are people leaving a hotel to exercise in another area? That's ridiculous.

SUMMARY: New Zealanders have questions about the vaccine rollout. There are questions about recent cases. People are asking about tests and the test wait time. There are questions about managed isolation rules.

Conversation on UAC19 Facebook page 23 - 29 March 2021

CATEGORIES OVER TIME



Time	Total vol. on page	Average posts per day	Highest vol.
Date range: 23 – 29 March	588	84	March 29

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

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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.

SUMMARY:

News about the vaccine rollout including numerous stories about vaccine centers opening around NZ have made this a popular category of interest. At the one-year milestone of NZ's introduction of alert level restrictions, stories reflecting on the past 12 months gained interest this week. A story detailing a funeral party visiting a woman in MIQ also gained a lot of engagement in the 'Way of Life' category. International news about Brisbane's snap lockdown and stories about India's surge in cases generated engagement.

TOTAL ENGAGEMENT PER CATEGORY:

- Vaccine: 19,533
- Cases: 16,708
- Way of Life: 10,119
- International: 7,644
- Border: 7,466
- Travel: 6,151
- Enforcement: 4,374
- #NZPOL: 4,319
- MIQ: 4,234
- Economy: 3,121
- Contact Tracing: 2,370
- Virus: 1,265
- Misinformation: 975

TOP CATEGORIES OF INTEREST

VACCINE

Māori king Tūheitia receives first dose of the Pfizer Covid-19 vaccine

By League Cricket Mar 26, 2021
tvnz.co.nz

Facebook 1.6K Twitter 0 Pinterest 0 Reddit 0

CASES

Covid 19 **coronavirus**: Family member of MIQ worker returns 'weak positive' test result, 3 others test negative - NZ Herald

By Derek Cheng Journalist NEW Mar 23, 2021
nzherald.co.nz

Facebook 3.6K Twitter 1 Pinterest 1 Reddit 0

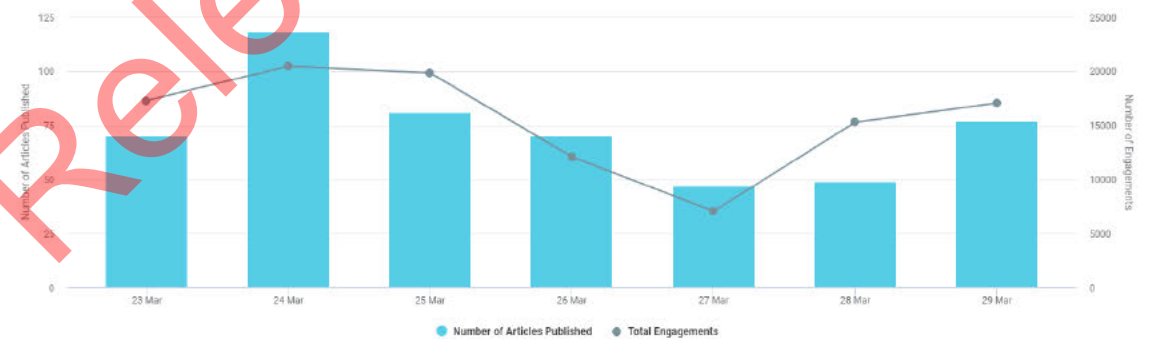
WAY OF LIFE

COVID-19: Devastating video shows funeral party gathering outside managed isolation facility so woman can farewell her mum

By Mark Quinlivan Journalist NEW Mar 24, 2021
newshub.co.nz

Facebook 4.3K Twitter 8 Pinterest 0 Reddit 0

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)



Date range	Articles analysed	Total engagement	Average engagements
March 23 - 29	512	108,923	212
March 16 - 22	409	86,738	212
March 9 - 15	482	118,070	244

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



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.

Enforcement

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

Domestic violence

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

Environmental issues

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

Economy

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

Contact tracing

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

Virus

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

#NZPOL Decisions

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

Team of five million / Unite against virus

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

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.

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.

Timeframe

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

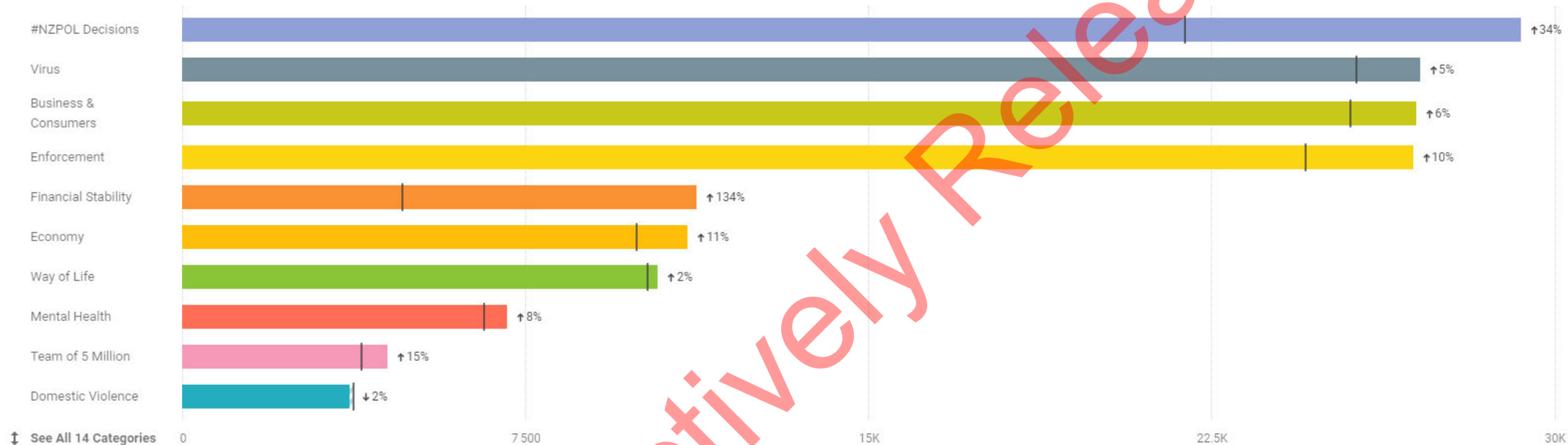
Financial stability

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

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

Category change: week on week

Categories current week (March 23 - 29) benchmarked against previous week (March 16 - 22)



↑ See All 14 Categories

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

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

Total volume of conversation:
March 23 – 29: 438,036
March 16 – 22: 381,459
March 9 – 15: 458,928

Category change: week on week

Categories current week (16 - 22 March) benchmarked against previous week (9 - 15 March)



↓ See All 14 Categories

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

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

Total volume of conversation:

March 16 - 22: 381,459

March 9 - 15: 458,928

March 2 - 8: 537,798

Net sentiment of each category per week.

All categories increased in negative sentiment except for Domestic Violence and Environmental Issues.

Comparing current week (23 - 29 March) & previous week (16 - 22 March)



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

The volume of conversation remains stable this week and sentiment of conversation continues to have high proportions of neutral and negative content.

The volume of conversation around vaccines remained stable with less than a 2% drop compared to last week.

The conversation is predominantly neutral and negative with low positive content.

Neutral sentiment remains the largest category – it dropped 2% this week to 51%. It continues to have the sharing of news articles and information about the vaccine roll out.

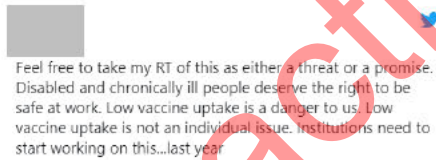
There are questions about the rollout e.g., what group do people and their families fit into.

Negative sentiment has risen 2% this week. It has the continuing division between pro and anti-vaxxers. In the category analysts noted conversation about vaccines and travel bubbles – people were expressing the opinion that vaccination should be widespread before travel bubbles happen. Another visible theme is that we should wait for elderly to be vaccinated before travel bubbles take place.

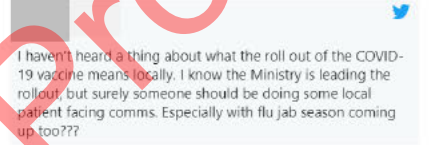
Sharing news about the rollout



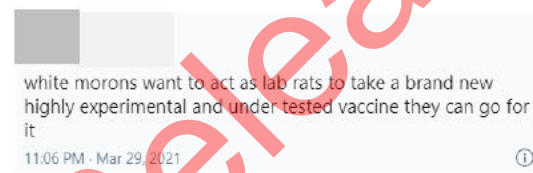
Concern about low vaccine



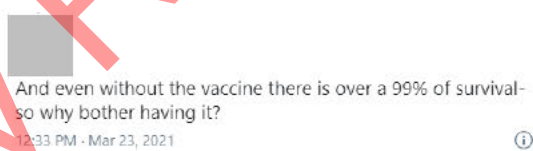
Asking for more information about the rollout



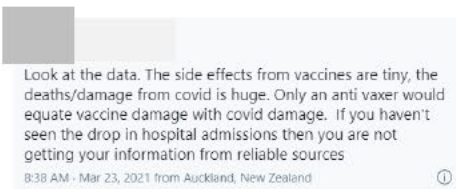
Conspiracy/anti-vaxx sentiment



The vaccine has aborted babies in it?

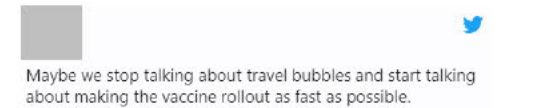


Push back against anti-vaxxers

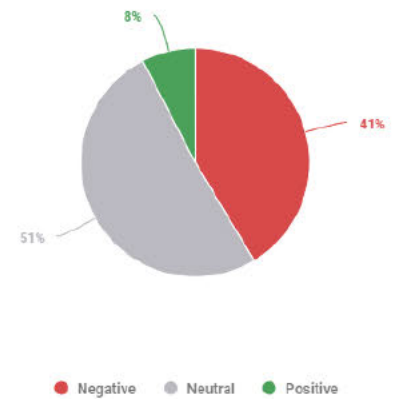


stop spreading false information. There's no conclusion either way, but the spread in Israel has significantly dropped since they started a broad vaccination program. Current evidence is that its extremely likely it significantly reduces the rate of infection.

Discussion about travel bubbles and vaccinations



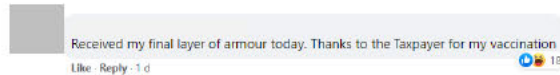
Sentiment of conversation, March 23 - 29



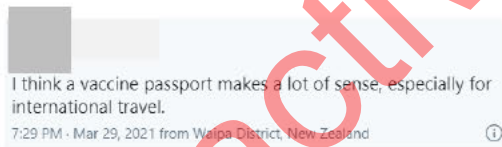
Positive sentiment is low and remained the same this week at 8%. There continues to be people sharing their gratitude and happiness for getting the vaccine.

Thrilled to be receiving the vaccine or having had it

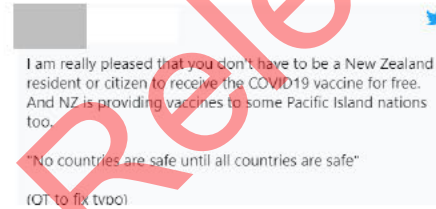
Well I can't wait to get my vaccine in a couple of weeks time



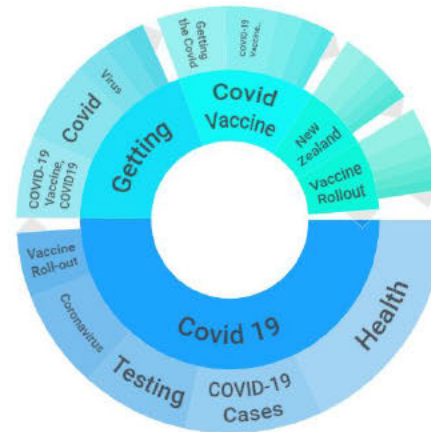
Talking about the possibility for a vaccine passport



Pleased that New Zealand is including all people in the country / distributing vaccines to Pacific Islands



Topic wheel of vaccine conversation, March 23 - 29



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

March 30 – April 5, 2021
New Zealand

Proactively Released

Update Summary:

FAQs: Sixty-four percent of questions were about the vaccine rollout, an increase of 22% from last week. People are asking about getting a test and the test wait time. There are questions about cases numbers and terminology. There are questions about travel in/out of New Zealand and COVID-19 passports.

Engagement with news stories:

This week New Zealanders were highly engaged with stories about how other countries are faring with COVID-19 and vaccine rollouts. The story about taxpayers paying for an Australian woman's extra MIQ time after refusing a COVID-19 test was of interest. The vaccine rollout continues to receive engagement.

Conversation analysis: The total volume of conversation about COVID-19 vaccines is stable with a slight increase of 4%. Negative sentiment decreased by 9% from the previous week & positive sentiment fell by 3% (proportionately). A theme noted this week was vaccine passports – some are expressing the view that they would be “dystopian” and a form of surveillance.

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 vaccines.

FAQs

March 30 – April 5, 2021

VACCINE (64%)

- Of the whole population, what percentage is going to fall into Group 4?
- I've heard if you had cancer you are advised to not get vaccinated – is this true?
- Any news when practice nurses doing the testing will get it?
- How do you find out if you fit into Group 2?
- I have been booked to get my first vaccine and was wondering if I can bring a support person or will they have to wait outside?

TESTING (12%)

- Who do I call about finding out my test results?
- Are there any places in South Auckland that have free covid tests as my niece needs one?
- What has happened to the negative test before they could board a flight?
- These positive tests showing up on day zero/one are starting to wear thin. What is being done to assure the team of 5 million that these prearrival tests are legit?

CASES (4%)

- How many days in a row without community cases are we now?
- Why do we not show where the latest border cases flew in from?
- What happens to the historical cases? Are they as thoroughly traced and checked as other cases?

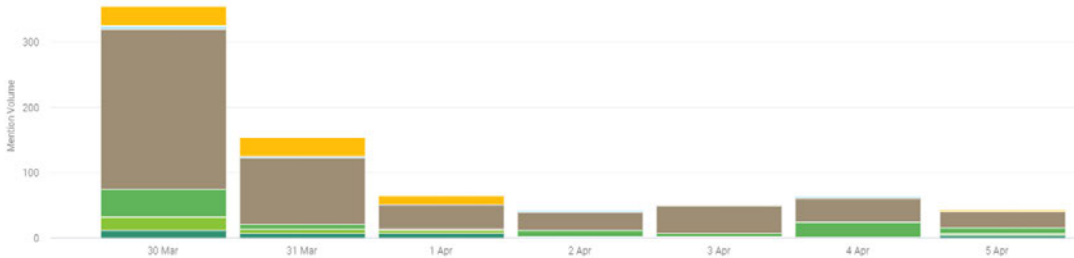
TRAVEL (4%)

- What is the chance of someone travelling from a hot spot country into NZ via Cook Islands/Niue to avoid isolation?
- When will the border going to re-open please?
- I would like to know if the NZ govt will issue internationally valid COVID travel passports with the vaccination?

SUMMARY: New Zealanders have questions about the vaccine rollout. People are asking about getting a test and the test wait time. There are questions about cases numbers and terminology. There are questions about travel in/out of New Zealand and COVID-19 passports.

Conversation on UAC19 Facebook page March 30 – April 5, 2021

CATEGORIES OVER TIME



Time	Total vol. on page	Average posts per day	Highest vol.
Date range: March 30 – April 5	3,378	482	March 30

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
L3 (August 12 – 31)	1,596	Aug 12

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.

SUMMARY:

This week New Zealanders were highly engaged with stories about how other countries are faring with COVID-19 and vaccine rollouts. The story about taxpayers paying for an Australian woman's extra MIQ time after refusing a test was of interest. The vaccine rollout continues to receive engagement.

TOTAL ENGAGEMENT PER CATEGORY:

International: 16,452
 MIQ: 7,599
 Vaccine: 6,393
 Cases: 6,195
 Travel: 4,506
 Enforcement: 2,757
 #NZPOL: 1,354
 Way of life: 819
 Economy: 585
 Mental Health: 355

TOP CATEGORIES OF INTEREST

INTERNATIONAL

Covid-19 coronavirus: Highly contagious mutations hit Europe - NZ Herald

By Nzherald Journalist NEW Apr 5, 2021
nzherald.co.nz

Facebook 2.4K Twitter 48 Pinterest 0 Reddit 1

MIQ

Taxpayers footed bill for extra MIQ after Australian woman refused Covid-19 test

By League Cricket Apr 4, 2021
tvnz.co.nz

Facebook 3K Twitter 1 Pinterest 0 Reddit 0

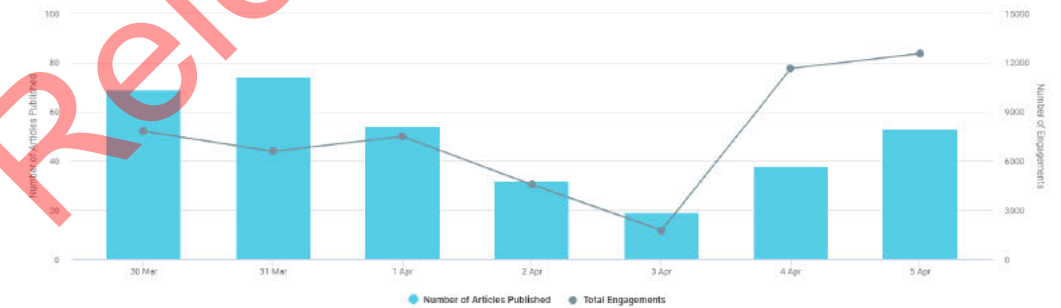
VACCINE

Chris Hipkins, Ayesha Verrall become first ministers to receive Covid-19 jab

By League Cricket Mar 30, 2021
tvnz.co.nz

Facebook 1.2K Twitter 0 Pinterest 0 Reddit 3

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)

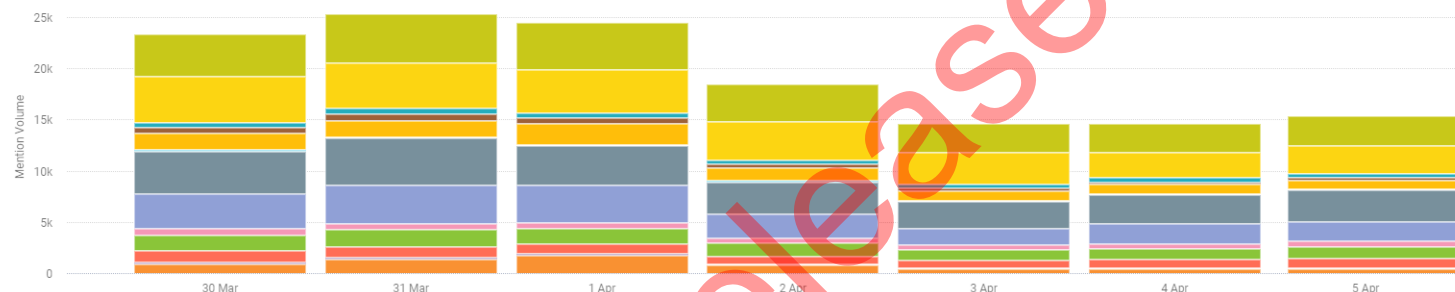


Date range	Articles analysed	Total engagement	Average engagements
March 30 – April 5	339	52,372	154
March 23 - 29	512	108,923	212
March 16 – 22	409	86,738	212

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



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.

Enforcement

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

Domestic violence

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

Environmental issues

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

Economy

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

Contact tracing

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

Virus

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

#NZPOL Decisions

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

Team of five million / Unite against virus

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

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.

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.

Timeframe

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

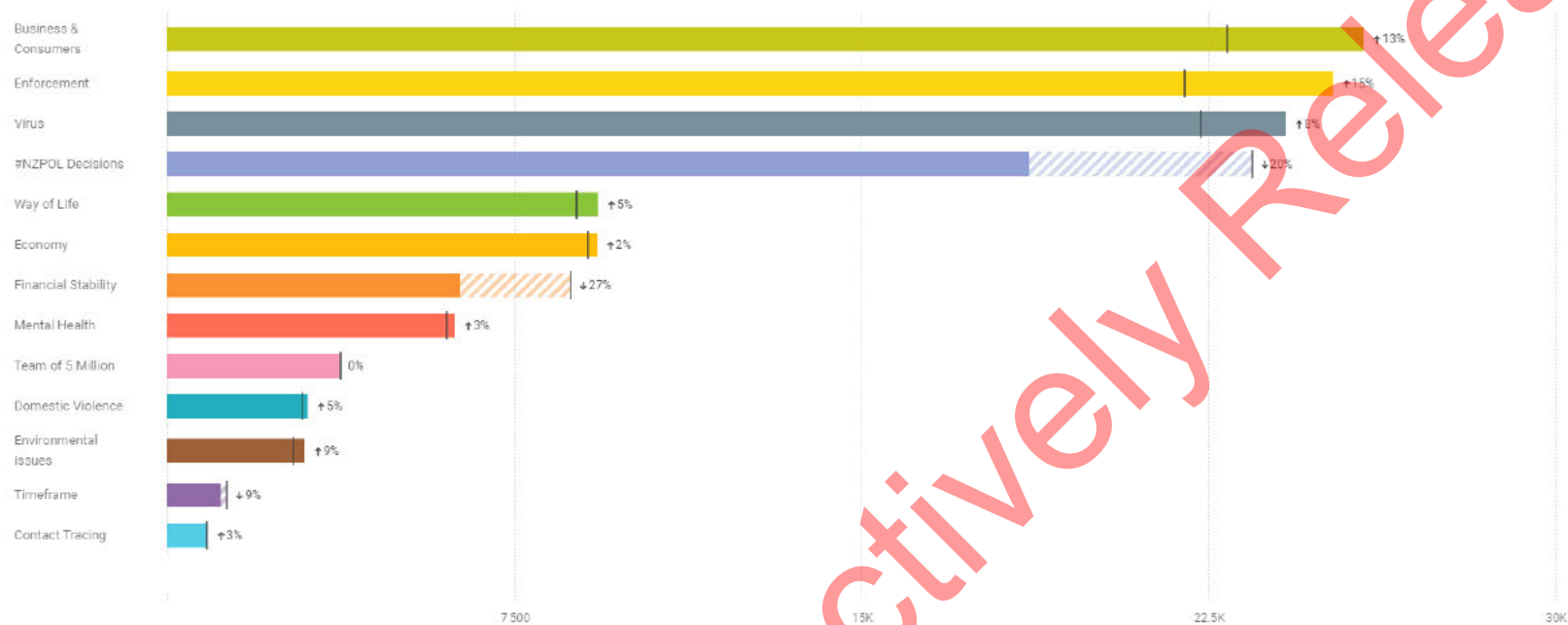
Financial stability

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

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

Category change: week on week

Categories current week (March 30 – April 4) benchmarked against previous week (March 23 - 29)



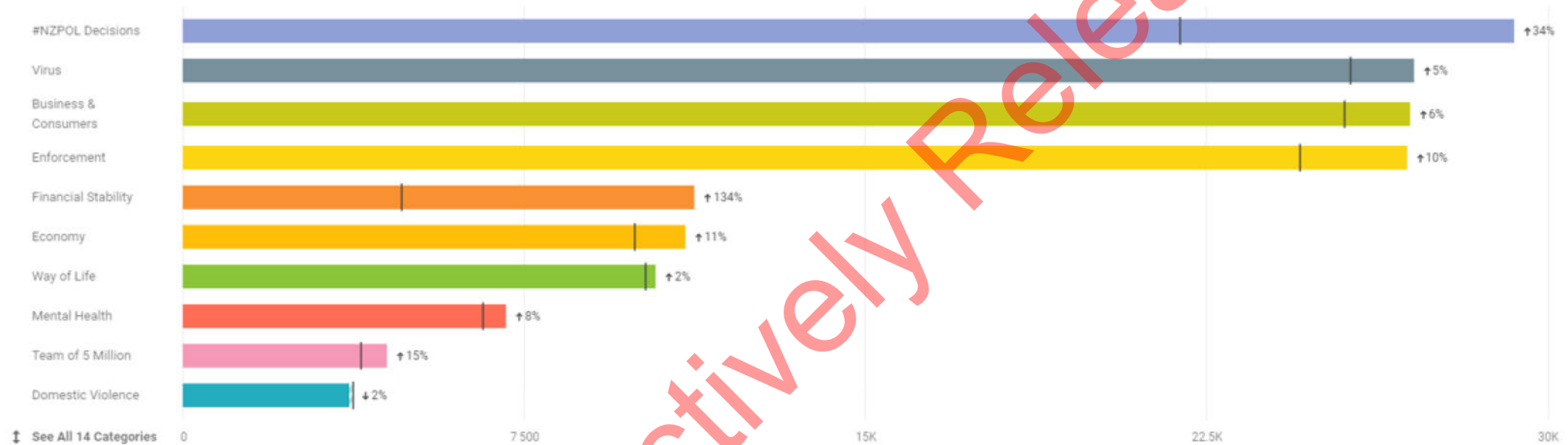
Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

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

Total volume of conversation:
March 30 – April 5: 363,732
March 23 – 29: 438,036
March 16 – 22: 381,459

Category change: week on week

Categories current week (March 23 - 29) benchmarked against previous week (March 16 - 22)



See All 14 Categories

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

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

Total volume of conversation:
March 23 – 29: 438,036
March 16 – 22: 381,459
March 9 – 15: 458,928

Proactively Released

Net sentiment of each category per week.

All categories decreased in negative sentiment except for Environmental Issues.

Comparing current week (23 - 29 March) & previous week (16 - 22 March)



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

Vaccine conversation summary:

Conversation is still largely neutral and negative in sentiment.

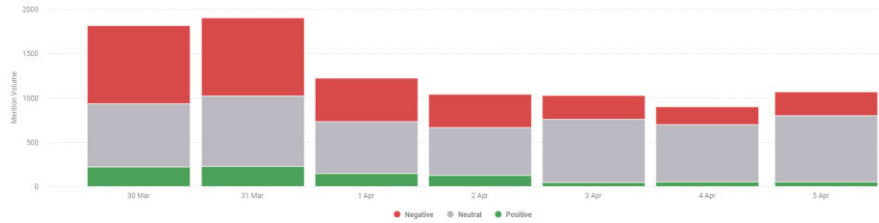
This week saw decreases in negative sentiment from last week and a large drop in the daily volume of conversation from 1 April.

While the nature of conversation remains similar to the previous week, the drop in daily volume of conversation from 1 April and negative sentiment could be due to the Easter break and people being away from digital devices.

The high proportion of neutral sentiment reflects an interest in vaccine rollouts and vaccine development both in New Zealand and overseas as seen in the high international press engagement this week.

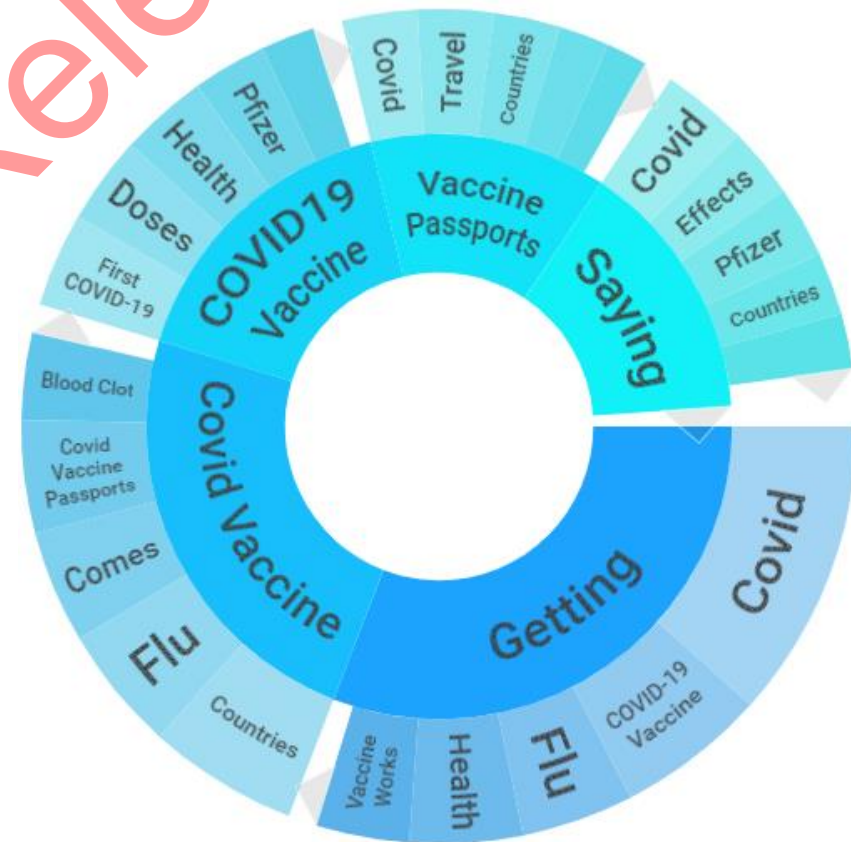
The total volume of conversation about COVID-19 vaccines is stable with a slight increase of 4%. Negative sentiment decreased by 9% from the previous week & positive sentiment fell by 3% (proportionately).

Sentiment of conversation about COVID vaccine on public social media in NZ, 30 March – 5 April.

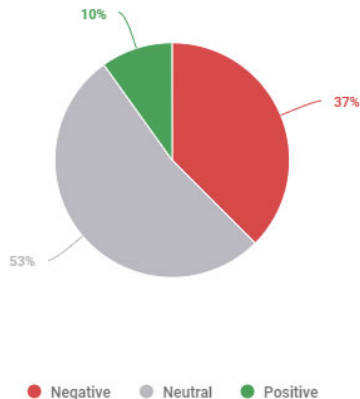


Total volume:
30 March – 5 April: 9,003
23 – 29 March: 8,669

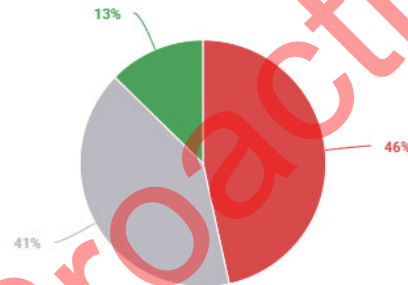
Vaccine topics 30 March – 5 April.



Total sentiment 30 March – 5 April.



23 – 29 March.



Major themes include vaccine passports, gratitude for the vaccine and the rollout both in New Zealand and overseas.

Positive sentiment: This conversation continues to have people expressing gratitude for getting the vaccine or excited to get one. There are people expressing why vaccines are a good idea.

Neutral sentiment: includes discussion and news of vaccine rollouts and the development of the vaccine/s. People are eager to know what is happening both in New Zealand and overseas.

Negative sentiment: There continues to be anti-vaxxer beliefs and conspiracy theories about the vaccine/rollout e.g., vaccines are causing death overseas. A visible theme is vaccine passports – there is conversation around it being “dystopian”, a form of surveillance and against human rights.

With the announcement of the dates for the travel bubble with Australia made on April 6, analysts anticipate next week potentially more conversation about vaccine passports/travel.

Explaining why people should get the vaccine

Every time I hear about someone refusing to get a vaccine, I think about a family member who had polio as a kid and has spent their life needing assistance to walk.

We are LUCKY to live in this time, compared to the past. If you can get a vaccine, get one.

7:53 AM - Apr 5, 2021

Expressing gratitude and happiness after getting the vaccine

1st dose covid-19 vaccine done 🙌 #frontlineworkers 🙌 @ Waitakere Hospital [instagram.com/p/CNBNRckBAm4q...](https://www.instagram.com/p/CNBNRckBAm4q...)

11:08 AM - Mar 30, 2021

COVID vaccine for me today. Painless. So very happy.

Illustrating how info can help those unsure to get the vaccine

Recently I got a thank you msg from my auntie in Vegas: she'd called my mum bc she had Qs re vax. Mum sent the animation by @StouxsieW and @XTOTL that I'd sent her ages ago. Auntie happily got her jabs and has shared link w/ all her friends now. #NZOTY w #globalImpact

9:22 PM - Apr 5, 2021 from Dunedin City, New Zealand

Discussion of vaccine development and rollout

It stopped being experimental at the end of the Phase III trials, Stephen. There is increasing evidence, from the tens of millions of doses administered to date, that the vaccine reduces both infection & transmission. By all means don't take it yourself, but stop using misinformation & intending to try to dissuade others.

Like · Reply · 5 d

Because this vaccine needs to be kept significantly colder than usual cold chain standards, and would require each practice being provided with a super cold freezer. There's thousands of clinics.

10:17 PM - Apr 5, 2021

Chris Hipkins and Ayesha Verrall will receive the first dose of the Pfizer Covid-19 vaccine tomorrow.

1:49 PM - Mar 30, 2021

Fear of a vaccine passport being introduced

No vaccine passport. It doesn't get much more dystopian than being required to show your "health papers" wherever you go.

2:42 PM - Mar 30, 2021

The vaccine passport is the next digital ID card. It's the introduction of China's surveillance system into free Western societies.

Anybody who pushes these passports as a "good idea" is trying to destroy liberal democracy and replace it with totalitarian communism.

3:31 AM - Mar 30, 2021

Think the vaccine has been rushed/untested

Unite against COVID-19 But it takes 10 years to test vaccine...not months..there is no information on what's the ingredients?..Don't we have right to know what is getting pumped into our Only bodies we've got? YES! IS THE ANSWER.

Like · Reply · 1 w

People expressing anti-vaxx and conspiracy beliefs

1. Inject the vaccine into an apple.
2. Name the chemicals in it.
3. Would you eat it or feed it your children.

Like · Reply · 1 d

What about the fact that the vaccine has been stopped in England and Europe due to deaths and severe side effects.

Like · Reply · 2 d

It's the bloody vaccine he has been hospitalise which the vaccine is meant to prevent it's black and white the vaccine is dangerous

Like · Reply · 3 d

People expressing hesitancy/skepticism about the vaccine

heard many experts who are normally pro vaccine who are very concerned about this Covid one - still in trial stage - unsure of long term negative affects on our immune systems - no responsibility from the companies if they cause death - plus many sad reports coming in from overseas from adverse reactions and people dying

Let's just say I'm feeling very cautious

Like · Reply · 1 w

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

April 6 - 12, 2021
New Zealand

Proactively Released

Update Summary:

FAQs:

New Zealanders have questions about the upcoming travel bubble with Australia. There are questions about the vaccine rollout. People are asking about current cases as well as testing requirements.

Engagement with news stories:

This week New Zealanders were highly engaged with an article on the University of Otago's website about a study that looked at 'silver linings' resulting from New Zealand's Alert Level 4 lockdown last year. There was interest in the government suspending travel from India. Stories about new cases drew engagement.

Conversation analysis:

On April 6, the New Zealand government announced that a travel bubble with Australia would commence on April 19. Noted themes of conversation include excitement at the announcement, anxiety around the bubble opening and concern about the impact of the Grand Millennium worker case/s on the travel bubble.

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 the Trans-Tasman travel bubble.

FAQs

April 6 - 12, 2021

TRAVEL (44%)

- Are visa holders allowed to travel within the Trans-Tasman bubble?
- How do we know if we are booking a “green zone” flight?
- Does the travel bubble apply to WA?
- Are you supposed to get a negative test before travelling to Australia in the travel bubble?
- Is a traveler from NZ liable for the cost of MIQ if they have to go into managed isolation on return from Australia?

VACCINE (22%)

- Can we get a tally of the number of vaccinations dose 1/dose 2 completion to date?
- When can teenagers under 16 get vaccinated?
- Can I get my second vaccination at a clinic closer to where I live?
- My husband is 73 and has hypertension. As I’m in the same household would I be eligible for early vaccination?

CASES (8%)

- Do the 20 border cases include people in quarantine with covid plus NZ workers who have caught it here?
- Why aren’t the security personnel being listed as community cases?
- Could you direct me to data on the countries of origin of all imported covid cases?
- Can you confirm that the close contact was fully vaccinated?

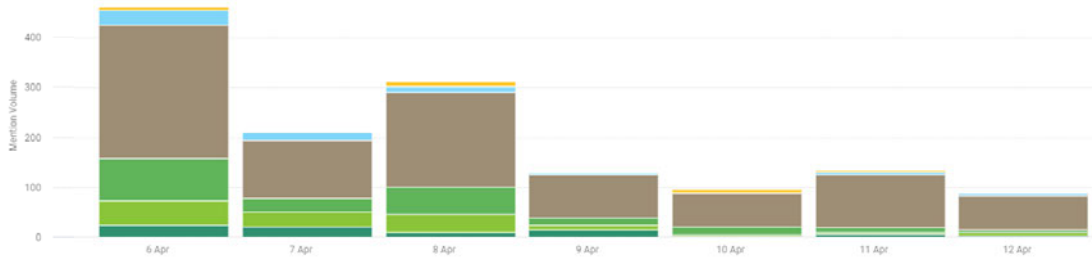
TESTING (6%)

- Do people coming back to NZ have to submit a negative test result?
- Is it mandatory to have the swab test?
- Is there any way that the legitimacy of the PCR tests provided at departure can be checked?
- What cycle threshold value does your PCR testing kits employ?

SUMMARY: New Zealanders have questions about the upcoming travel bubble with Australia. There are questions about the vaccine rollout. People are asking about current cases and testing requirements/PCR testing equipment.

Conversation on UAC19 Facebook page April 6 – 12, 2021

CATEGORIES OVER TIME



Time	Total vol. on page	Average posts per day	Highest vol.
Date range: April 6 – 12	11,059	1,579	April 6

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
L3 (August 12 – 31)	1,596	Aug 12

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.

SUMMARY:

This week New Zealanders were highly engaged with an article on the University of Otago's website about a study that looked at the 'silver linings' resulting from New Zealand's Alert Level 4 lockdown last year. There was interest in the government suspending travel from India. Stories about new cases drew engagement.

TOTAL ENGAGEMENT PER CATEGORY:

Alert Level: 93,417
 Travel: 29,577
 Cases: 20,356
 Vaccine: 12,898
 International: 11,234
 MIQ: 7,085
 #NZPOL: 4,493
 Conspiracy/misinformation: 1,448
 Virus: 1,137
 Testing: 660

TOP CATEGORIES OF INTEREST

ALERT LEVEL

Silver linings in lockdown
 Apr 7, 2021
otago.ac.nz
 Facebook 198 Twitter 32 Pinterest 0 Reddit 90.8K

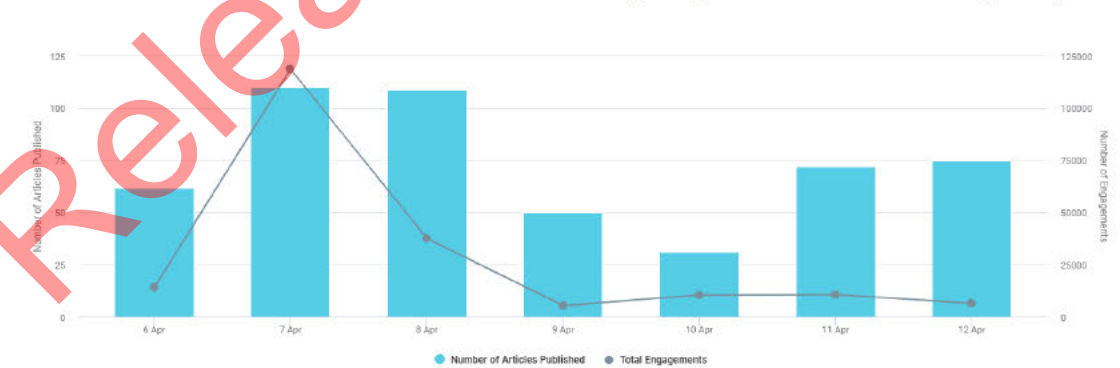
TRAVEL

Covid 19 coronavirus: NZ suspends travel from India to combat surge in infected travellers - NZ Herald
 By Ben Leahy Apr 8, 2021
nzherald.co.nz
 Facebook 11.7K Twitter 63 Pinterest 0 Reddit 0

CASES

Live updates: MIQ hotel worker tests positive for COVID-19, 23 new cases at border
 By Matt Burrows Journalist NEW Apr 7, 2021
newshub.co.nz
 Facebook 3.2K Twitter 21 Pinterest 0 Reddit 0

CHART: ARTICLES PUBLISHED ON COVID-19 (BAR) AND ENGAGEMENT (LINE)



Date range	Articles analysed	Total engagement	Average engagements
April 6 – 12	509	203,265	399
March 30 – April 5	339	52,372	154
March 23 - 29	512	108,923	212

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



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.

Enforcement

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

Domestic violence

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

Environmental issues

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

Economy

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

Contact tracing

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

Virus

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

#NZPOL Decisions

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

Team of five million / Unite against virus

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

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.

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.

Timeframe

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

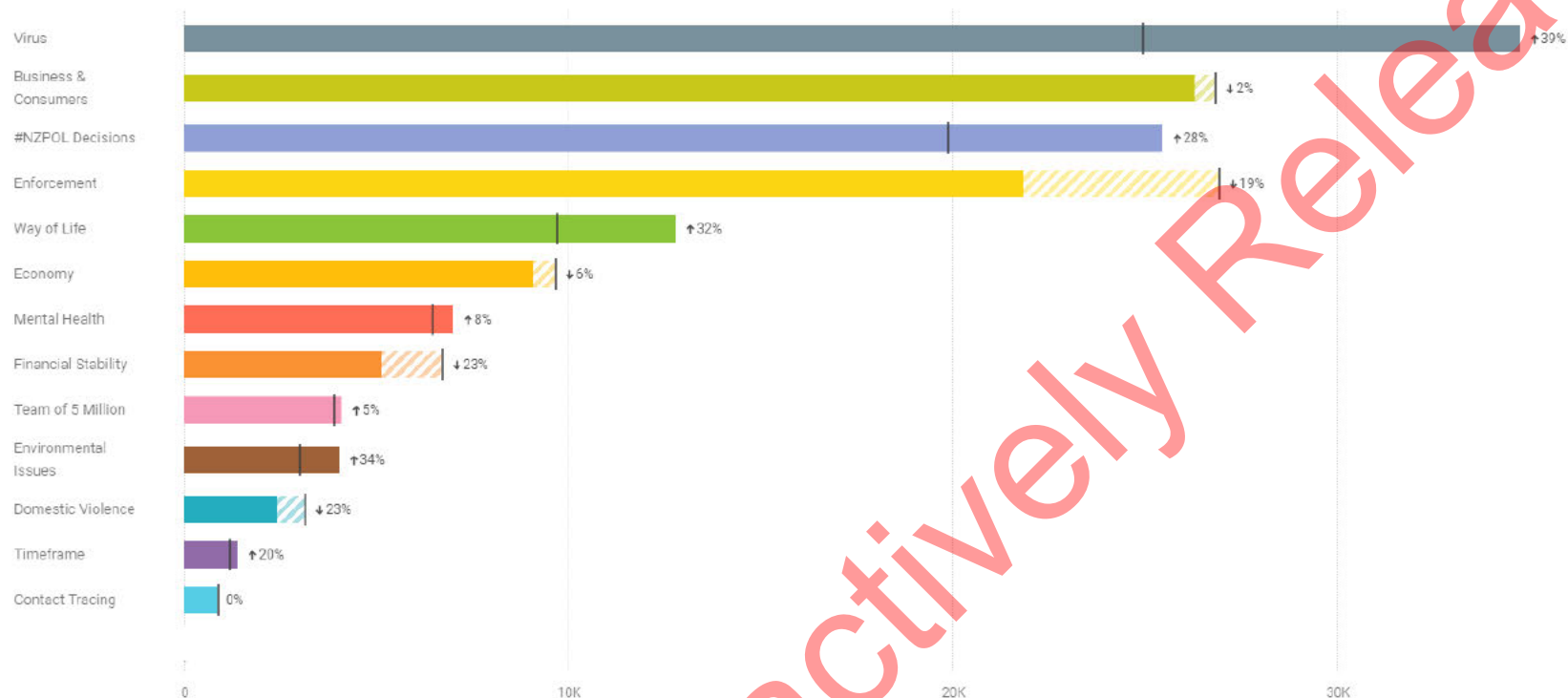
Financial stability

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

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

Category change: week on week

Categories current week (April 6 - 12) benchmarked against previous week (March 30 - April 5)



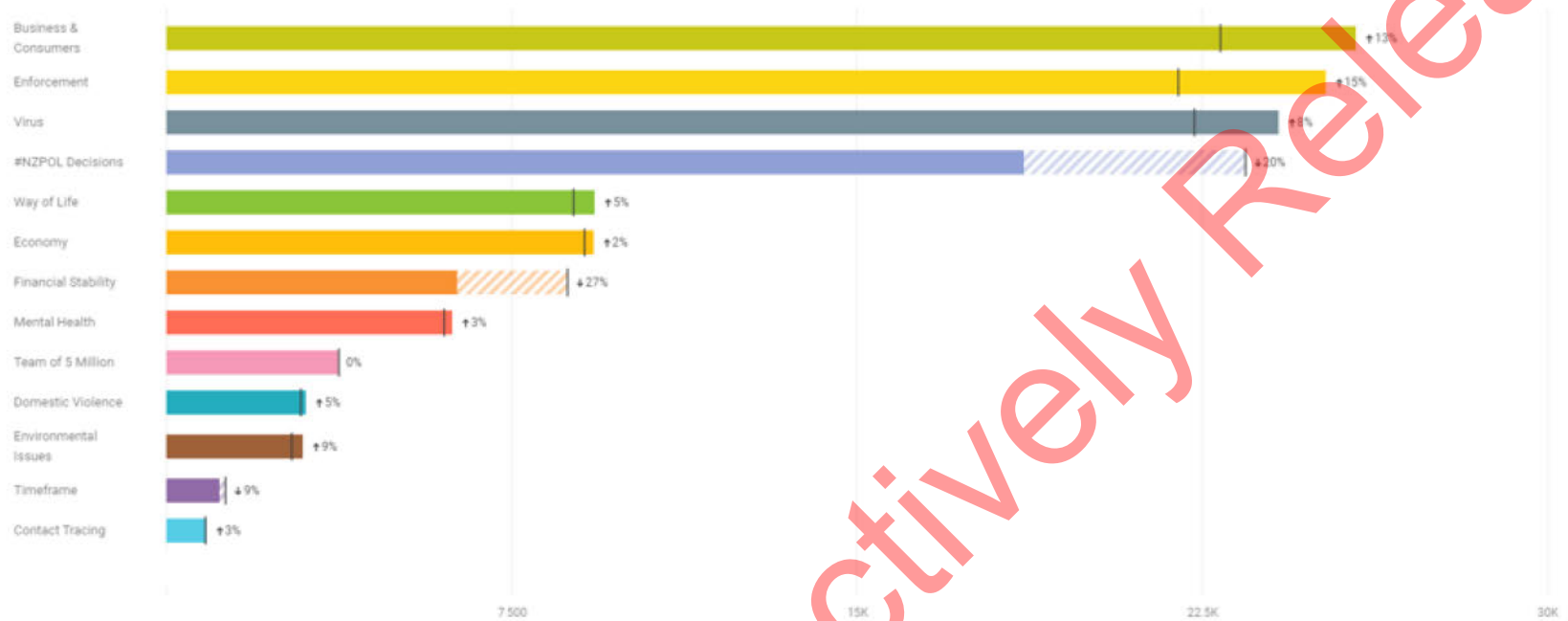
Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

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

Total volume of conversation:
April 6 - 12: 435,487
March 30 - April 5: 363,732
March 23 - 29: 438,036

Category change: week on week

Categories current week (March 30 – April 4) benchmarked against previous week (March 23 - 29)



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

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

Total volume of conversation:
March 30 – April 5: 363,732
March 23 – 29: 438,036
March 16 – 22: 381,459

Net sentiment of each category per week.

All categories increased in negative sentiment aside from Business & Consumers, Contact Tracing, Domestic Violence, Economy, Enforcement and Financial Stability.

Comparing current week (April 6 – 12) & previous week (March 30 – April 5)



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

Travel bubble conversation analysis:

On April 6, the New Zealand government announced that a travel bubble with Australia would commence on April 19. This is a specific topic that analysts can continue to follow and benchmark.

There was excitement following the announcement with people keen to make and share travel plans.

Some people are expressing anxiety and concern about the Trans-Tasman bubble regarding safety and health e.g., if the planes used to fly over the Tasman will be in good condition or worried about high-risk family members.

The recent border worker case/s at the Grand Millennium has some people wondering if this will impact the travel bubble or if the bubble should even go ahead if cases are in the community and potentially spreading.

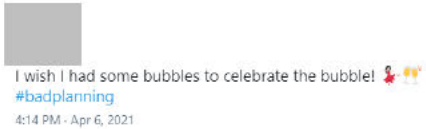
Major themes include excitement at the news, anxiety around the bubble opening and wanting a bubble with the Pacific Islands.

The largest sentiment category is neutral at 60%. This includes news articles and commentary in anticipation of the bubble and discussion about how it will work. There are people reminding others of the need to scan/be vigilant.

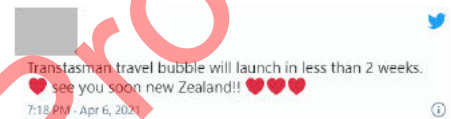
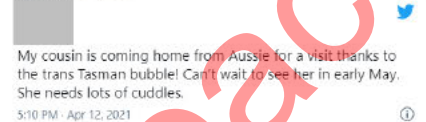
Positive sentiment was at 14%. People are expressing excitement about the confirmation of the bubble and sharing travel plans for themselves or friends/family.

Negative sentiment (26%) includes people wanting to see a travel bubble opened with Pacific as they need the People are expressing anxiety and concern about the bubble and how it will work. The recent border worker case at the Grand Millennium has led some people to wonder if the bubble should go ahead.

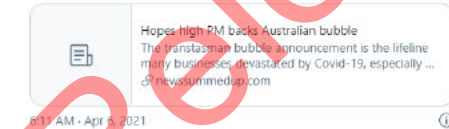
People expressing their excitement about the travel bubble



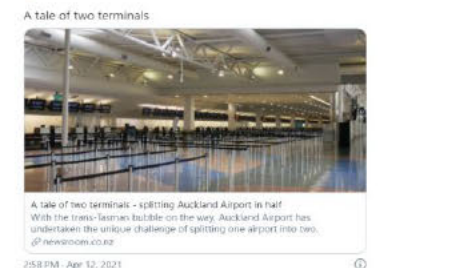
Discussing travel plans to and from Australia



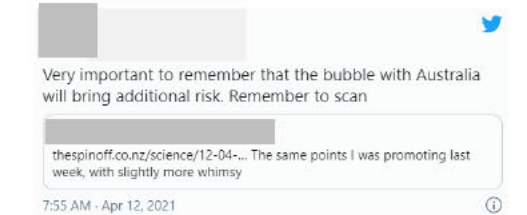
Anticipation of the travel bubble



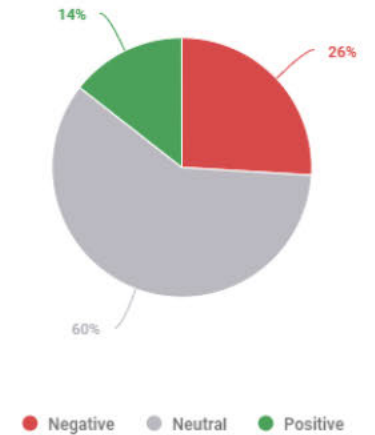
Telling others the travel bubble news/sharing how it will work



Reminding others that considering the travel bubble scanning continues to be crucial



Sentiment of conversation, April 6 - 12



Want to see a travel bubble opened up with the Pacific Islands

Pacific islands bubble would be m more beneficial.
Like · Reply · 3 d · Edited

Just as the trans tasman bubble was about to open...d'oh! Just open up to the cook islands, Samoa and Tonga already, they deserve our tourist dollars more than oz
Like · Reply · 1 d

Concern following the worker case at Grand Millennium

Apr 11, 2021 08:43:27 AM
So is the Trans Tasman bubble still going ahead? Would seem foolish unless you want wide spread cases? 😞

Apr 11, 2021 08:38:31 AM
And we're still doing this bubble with Australia? Just because they pushed us into it?

Concern, anxiety or hesitation about the travel bubble opening

My 🍷 on the bubble opening: Where are they going to get the extra crew? Will they be commissioning some of the mothballed planes? Will everything on the planes be properly brought back to spec without rushing and fucking it up? So, I'm in no rush to get on one of those planes.
5:01 PM · Apr 6, 2021

Too fan
I feel comfortable (and somewhat safe) at the moment to travel around the South Island. Heck we loaded the kids up and clocked up 800kms+ over the last three days. But if this Bubble happens I feel I will restrict my movements to a lot closer to home, and not venturing further afield.
Like · Reply · 1 w

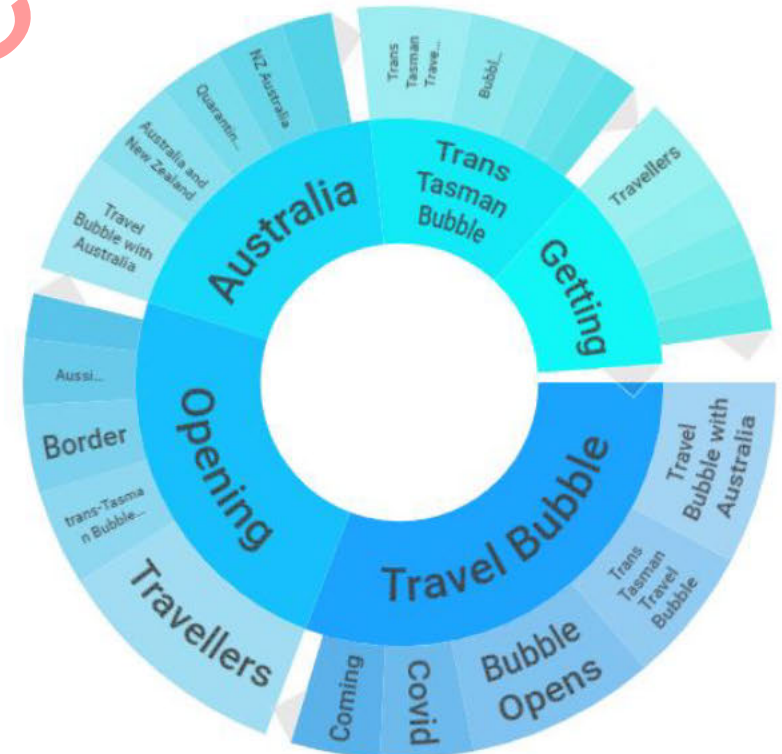
So nervous about this whole bubble thing. My Dad had a scan this morning and his heart is doing great, but he's still very high risk. I work near the airport too. I'm just... 😞
1:48 PM · Apr 7, 2021

Not wanting the travel bubble to go ahead until vaccinations are completed

Agree 100% and I haven't met a single person who wants a bubble with Australia before both countries are vaccinated. Unless you're involved in tourism, it's a dumb idea which I hope doesn't backfire on us.
2:34 PM · Apr 11, 2021

Try being in NZ. Nothing happening here and they are going to open the bubble to Australia. I hope not until vaccinations are completed.
5:33 AM · Apr 6, 2021

Travel bubble topic wheel, April 6 – 12



Thank you

Proactively Released

Contact

