



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

February 2 - 8, 2021
New Zealand

Proactively Released

Weekly Update Summary:

FAQs:

New Zealanders have questions about new cases and the communication of new cases to the public. There are questions about the details of the vaccine roll out and the vaccine itself. People are asking about the adequacy of testing and test data/results. People have questions about the functionality of the NZ COVID Tracer app and businesses displaying QR codes.

Engagement with news stories:

Stories about the death of UK veteran Captain Tom Moore at 100 after testing positive to COVID-19 gained the public's attention this week.

Conversation analysis:

The volume of conversation about COVID-19 vaccines increased by 39% from the previous week. Sentiment has remained stable with a very slight increase in both positive and negative sentiment and a decrease in neutral.

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 COVID-19 vaccines.

FAQs

February 2-8, 2021

CASES (39%)

- Why are cases still coming through at day 0 when pre-departure testing is mandatory?
- Is there a case in the Waikato? I'm getting very worried with posts going around on Facebook.
- Why do they no longer put what countries the new cases have come from?

VACCINE (12%)

- Can we get a list of what is in it before saying yes to having the jab?
- Can we have a timeline for normal people?
- Can I travel overseas and not have to do quarantine if I get vaccinated?
- The MoH website says they're planning on having enough vaccines for every New Zealander – does that just refer to NZ citizens or residents?

TESTING (9%)

- Are you sure the official tests on day 1, 3 etc are adequate now the virus has mutated twice?
- Is there anywhere I can look to find out how many people have been tested but not yet received results?
- Is there any data available yet on the pre-flight testing and follow up testing on arrival in NZ?

NZ COVID TRACER APP (8%)

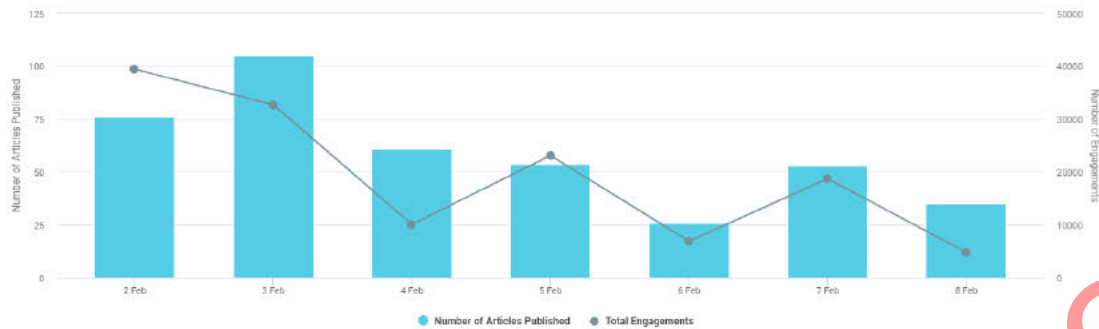
- It looks like the NZ COVID Tracer app is not compatible with the first beta version of iOS 14.5. Is there an update in the make or do I just wait until the next beta and hope it is fixed then?
- If you update the app does your previous QR history remain?
- Where do you report a business for not having a QR code up?

SUMMARY: New Zealanders have questions about new cases and the communication of new cases to the public. There are questions about the details of the vaccine roll out and the vaccine itself. People are asking about the adequacy of testing and test data/results. People have questions about the functionality of the NZ COVID Tracer app and businesses displaying QR codes.

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)



Date range	Articles analysed	Total engagement	Average engagements
February 2 - 8	410	135,793	331
January 26 – February 1	694	268,660	387
January 19 – 25	531	196,400	369

TOP CATEGORIES OF INTEREST

INTERNATIONAL

Covid-19: Captain Tom Moore, UK veteran who raised money for healthcare workers, dies at 100

By Danica Kirka Feb 2, 2021
stuff.co.nz

Facebook 5.4K Twitter 17 Pinterest 1 Reddit 58

CASES

New potential community **Covid-19** case in Hamilton

By League Cricket Feb 5, 2021
tvnz.co.nz

Facebook 4.9K Twitter 10 Pinterest 0 Reddit 145

VACCINE

Covid-19 coronavirus: Jacinda Ardern reveals vaccine timeline as experts approve Pfizer jab - NZ Herald

By Amelia Wade Journalist Feb 3, 2021
nzherald.co.nz

Facebook 5.2K Twitter 16 Pinterest 1 Reddit 0

SUMMARY:

Stories about the death of UK veteran Captain Tom Moore at 100 after testing positive to COVID-19 gained the public's attention this week.

There were numerous stories about the community case in Hamilton and updates of case numbers.

New Zealanders were also interested in stories about the country's vaccine approval and roll out.

Average engagement decreased by 56 engagements.

TOTAL ENGAGEMENT PER CATEGORY:

International: 41,531

Cases: 25,931

Vaccine: 23,989

Way of life: 10,084

MIQ: 6,046

Mental health: 4,228

#NZPOL: 2,750

Virus: 2,143

Economy: 822

Testing: 255

Travel: 242

Conversation on UAC19 Facebook page February 2 - 8, 2021

CATEGORIES OVERTIME

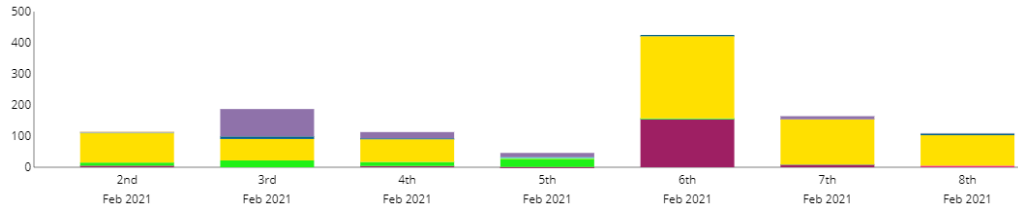
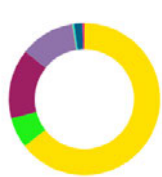


CHART: WEEK TOTALS



Time	Total vol. on page	Average posts per day	Highest vol.
Date range: February 2 - 8	1,618	231	Feb 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.

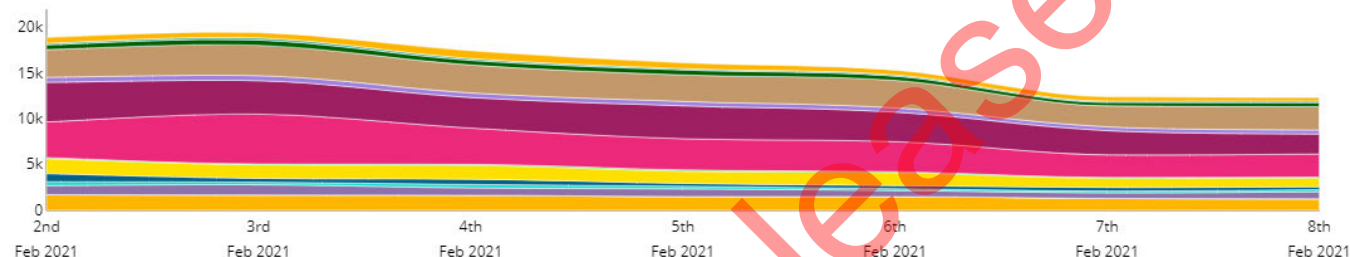
Autonomy

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.

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 vaccination, 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.

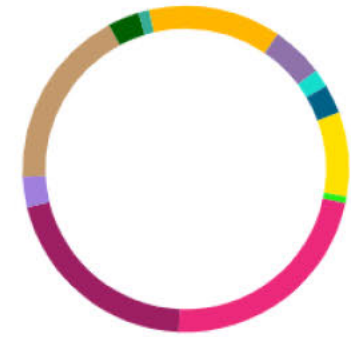
Category breakdown: Total weekly volume & percentage change in public, social conversation

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

Total volume of conversation:
 Feb 2 – 8: 369,320
 Jan 26 – Feb 1: 352,600
 Jan 19 – 25: 413,220

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Feb 8	3,597	3.63%	1,079	1.05%	3,072	3.1%	18,552	18%	3,154	3.02%	22,482	20.5%	23,187	22.3%
Feb 1	3,057	2.96%	1,718	1.5%	3,059	3.04%	17,025	15.8%	3,789	3.39%	22,800	18.7%	27,299	24.2%
Jan 25	2,697	2.8%	1,552	1.64%	2,538	2.69%	15,615	16.5%	3,160	3.35%	18,672	19.8%	23,585	24%

Total conversation: Week ending Monday, Feb 8
Largest segment: Virus 22.3%



Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Feb 8	656	0.639%	8,481	8.32%	3,372	2.91%	1,860	1.78%	5,412	5.19%	9,551	9.52%
Feb 1	2,066	1.83%	8,400	7.69%	3,774	3.26%	1,437	1.45%	7,132	6.41%	10,329	9.66%
Jan 25	1,263	1.34%	6,960	7.4%	1,670	1.77%	1,499	1.77%	6,409	6.8%	8,555	9.1%

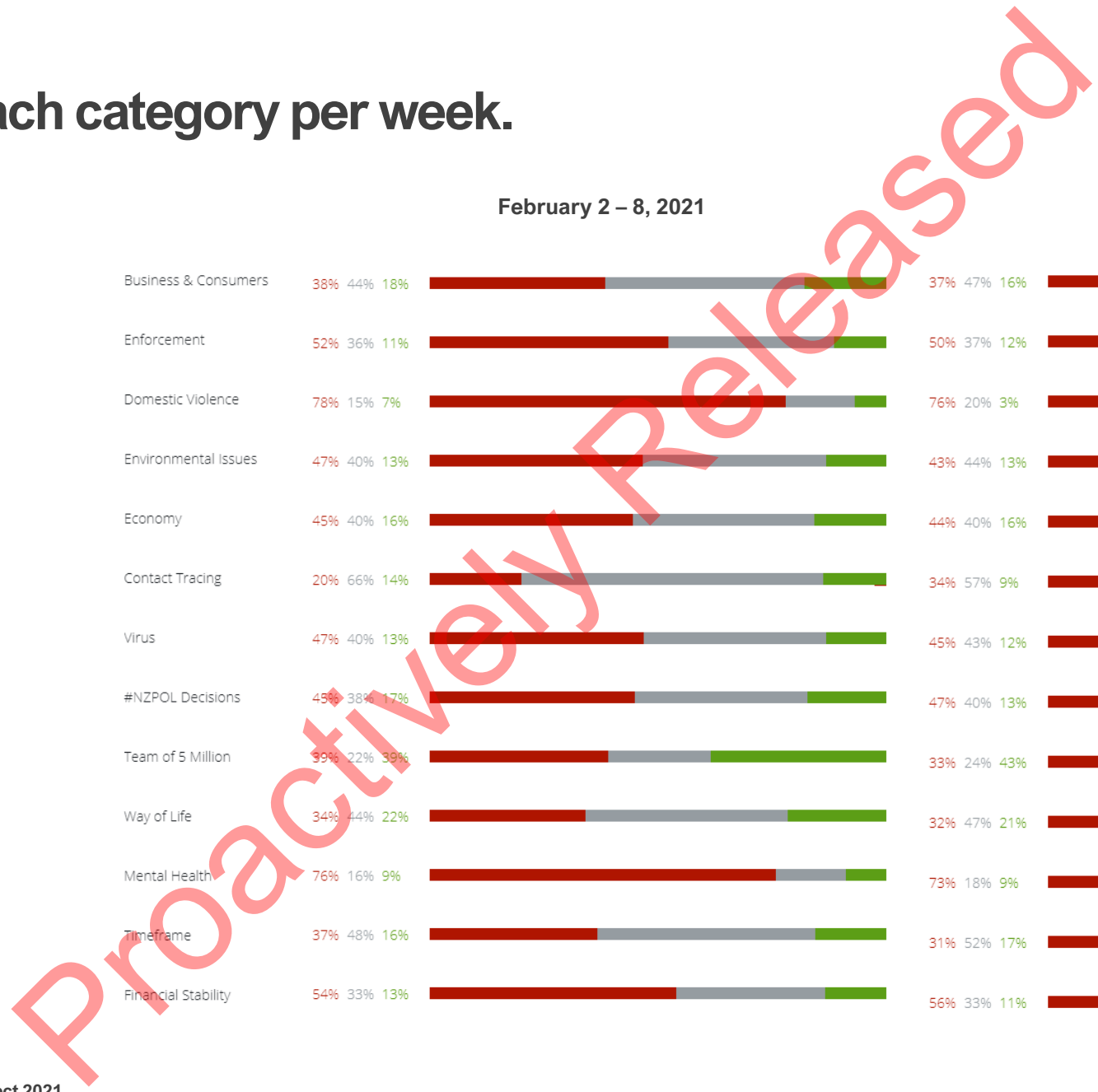
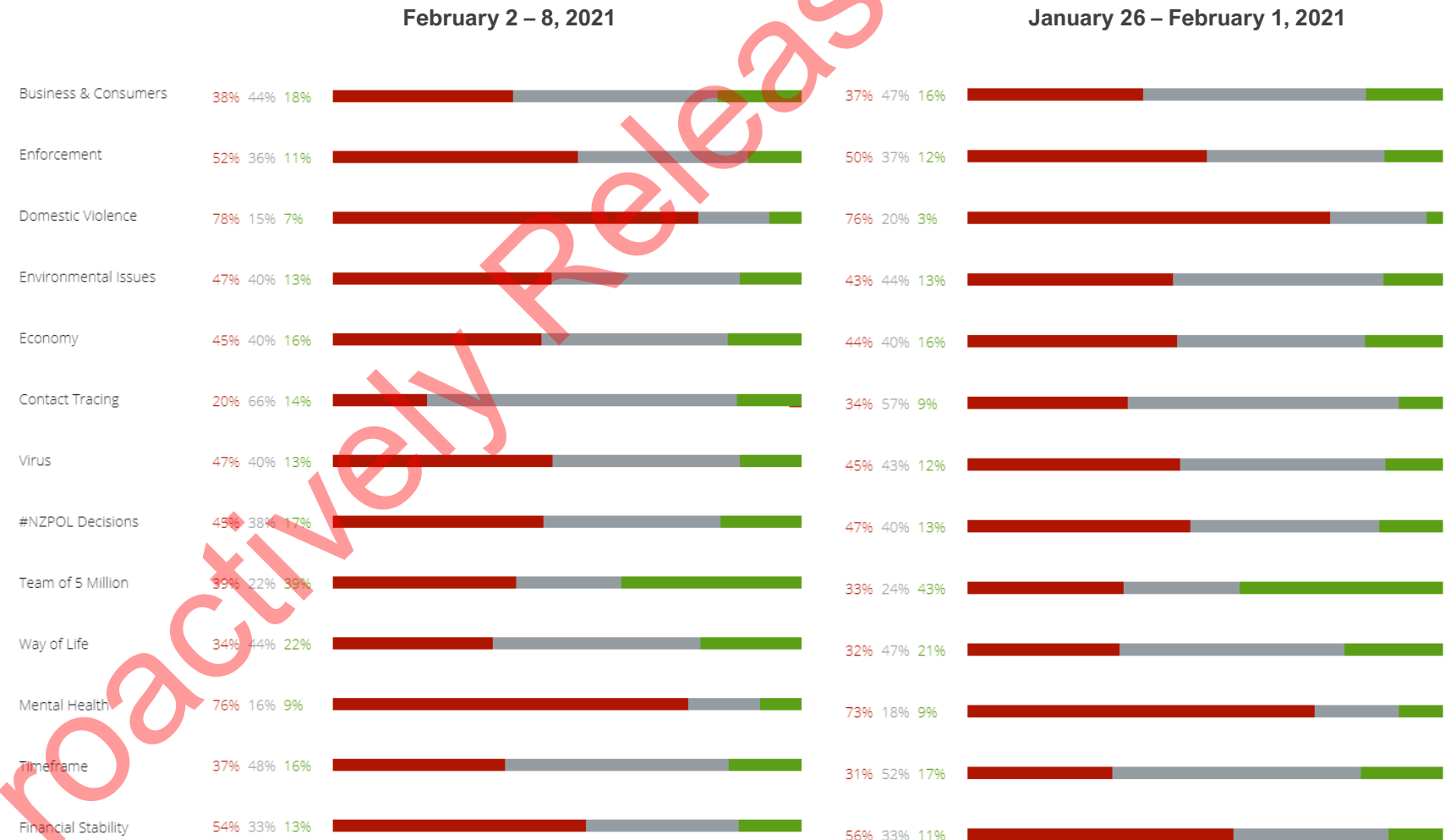
Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Net sentiment of each category per week.

Negative sentiment decreased across Contact Tracing, #NZPOL decisions and Financial Stability.

All other categories increased slightly in negative sentiment.

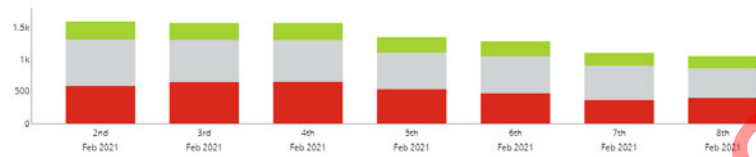
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.



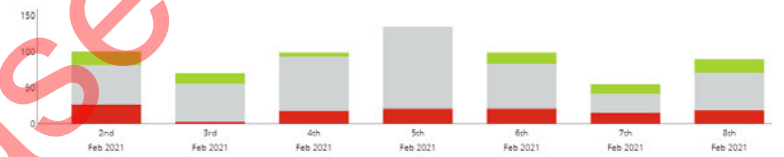
#NZPOL DECISIONS



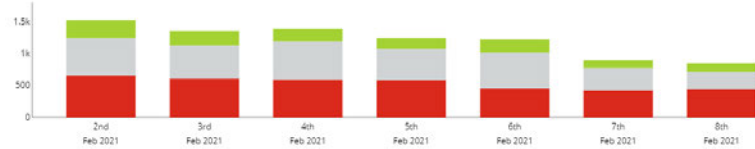
BUSINESS & CONSUMERS



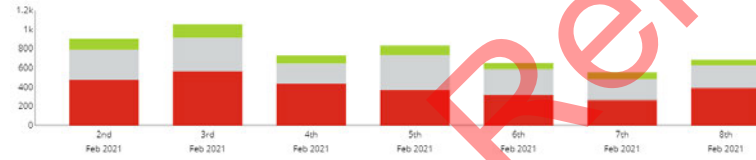
CONTACT TRACING



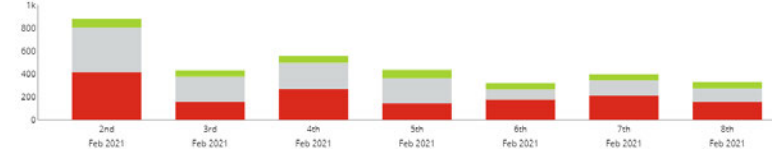
ECONOMY



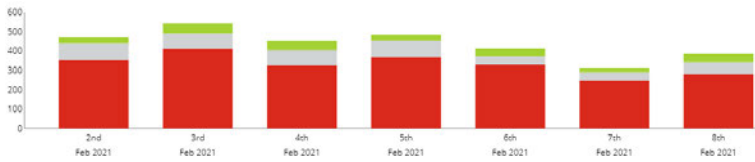
ENFORCEMENT



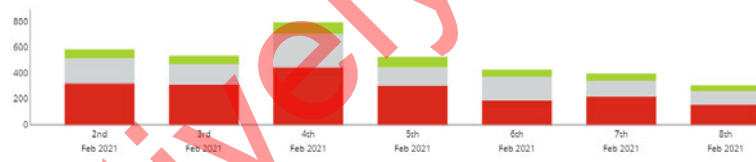
ENVIRONMENTAL ISSUES



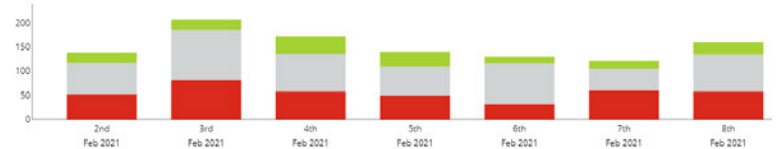
MENTAL HEALTH



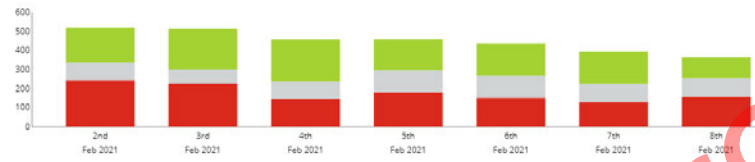
FINANCIAL STABILITY



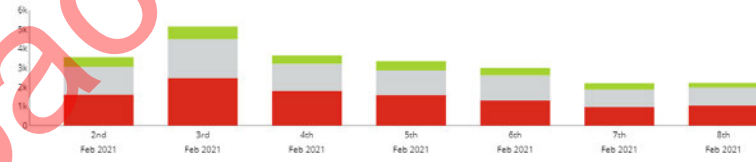
TIMEFRAME



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:

Analysts examined social conversation relating to COVID-19 vaccines between 2 – 8 February.

The volume of conversation about vaccination increased by 39% from the previous week.

A spike in conversation on February 3 was driven by news articles about Medsafe conditionally approving the Pfizer vaccine, the PM talking about the vaccine roll out and Arvida Group making it compulsory for new staff to be vaccinated.

Sentiment has remained stable with a very slight increase in both positive and negative sentiment.

People are sharing whether they will or won't get the vaccine once available in New Zealand. There continues to be misinformation and conspiracy theory commentary while there is pushback and debate from commentators calling out these anti-vaxxers. People are discussing their thoughts on New Zealand's vaccine roll out.

The volume of conversation (2 – 8 February) about vaccination increased by 39% from the previous week.

Sentiment has remained stable with a slight increase in both positive and negative sentiment from the previous week.

News articles on February 3 about Medsafe conditionally approving the Pfizer vaccine, the PM speaking about the vaccination roll out and Arvida Group making it compulsory for new staff to be vaccinated caused conversation to spike.

The sentiment of overall vaccine conversation is 50% negative. This includes those sharing anti-vax misinformation and conspiracy theories with others pushing back against/debating the misinformation. There are also people concerned about the vaccine being rushed and hesitant about the vaccine. There is chatter about NZ's vaccine roll out.

Pushing back against misinformation

this virus is in the same family as swine flu and bird flu do you think they have just been sitting on their hands since then? what has happened is they got the funding required to finish off the job and produce a vaccine that is effective for this virus strain if swine flu had made a big comeback it would have been the same deal

Like · Reply · 6 d

because that's not how this vaccine has been created. This vaccine basically teaches your immune system how to fight the virus. There is no virus in the vaccine.

Like · Reply · 1 w

Expressing concern about rushed vaccine

yeah I feel for the current employees who may have to change workplaces. I personally wouldn't accept the vaccine because it's far too new.

Like · Reply · 1 w

maybe so but covid vaccine is a rushed experimental drug that took under a year to make, why are you lot not alarmed?

There continues to be misinformation and/or conspiracy theories shared

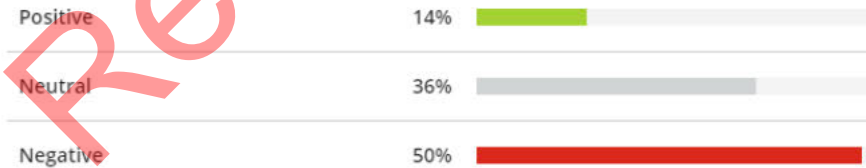
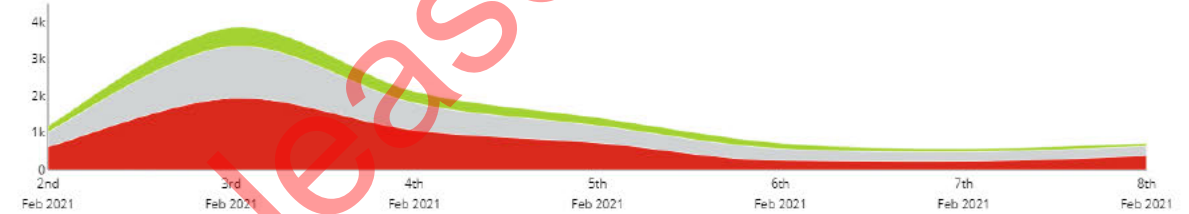
Feb 4, 2021

The #CovidVaccines are killing people as expected. But no problem.. just keep jabbing people with the deadly toxic shit. Unbelievable!

Stick your snake oil up ur @##. I will wear my Im not vaccinated tee shirt proudly out in the public arena.

Like · Reply · 1 d · Edited

Sentiment of conversation 2 – 8 February



People discussing the NZ's vaccine roll out

Vaccine this lot before their government's incompetence allows the virus to mutate further. Bringing forward NZ's vaccination schedule and jumping to the front of the queue would be for little benefit if it just keeps on mutating in the UK and elsewhere.

A timetable setting out times and dates for groups to be vaccinated. It's not that hard, they know how many vaccines they ordered, now they just have to push for the vaccine to arrive in a timely manner as we have been promised. Have all the vaccination places in place, train the staff to do the job. Should be training them now so there's no shortage and vaccine can be used immediately as it arrives in the country

Like · Reply · 6 d · Edited

People talking about if they will or won't get the vaccine

Just give me the vaccine. After essential works, of course.

Like · Reply · 6 d

I've never had the flu vaccine and never get sick. Never will have the covid vaccine. Never !!!!

Like · Reply · 1 w

👍, I think you'll be able to avoid it for awhile, though I imagine flying will require the vaccine. Whilst I think the vaccines are safe, I'll wait as long as I can before getting it.

4:59 PM · Feb 7, 2021

Neutral content (36%) includes New Zealanders sharing local and international links or news articles about the vaccine and the vaccination roll out. Some of this information is scientific/legitimate while others borders on conspiracy/anti-vax misinformation.

The positive sentiment of 14% are those who are pro-vaccine. Some are talking about what they will do, or their family will do, once vaccinated e.g., travel or sharing about those they know who have been vaccinated.


Discussing what they or families will do once vaccinated

I can't wait for this to be available to the public that want it. I am looking forward to not worrying I could be carrying something that could hurt my immunocompromised son or any of my immunocompromised clients. I can't socially distance at work, so this will be such a relief. I get the annual flu shot for exactly the same reason.

Like · Reply · 1 w · Edited 👍👍👍 64

People sharing local/international links and news articles

<https://qz.com/.../pfizer-will-make-15-billion-from-.../>

 QZ.COM
Pfizer's Covid-19 vaccine is set to be one of the most lucrative drugs in the world

Like · Reply · 6 d

Discussing friends/family who have had the vaccine overseas or expressing pro-vaccine perspectives

All the anti vaccine folk on here are lucky to be alive because most have parents from NZ who were all vaccinated against the killer polio!

Like · Reply · 1 w 👍👍 45

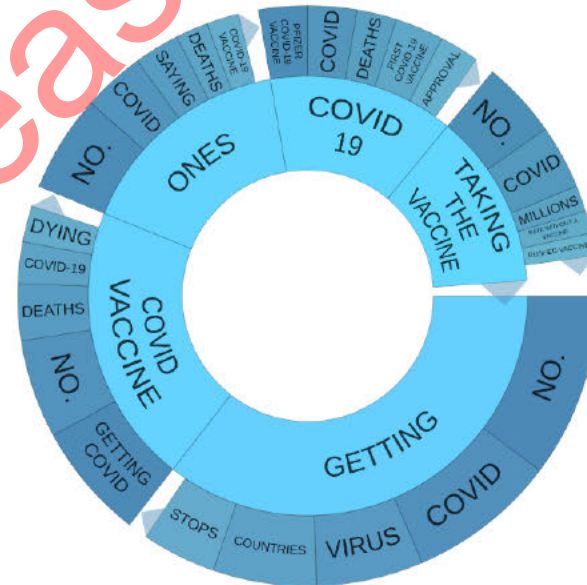
cheers mate. Am doing well and hope to have the vaccine this week. Hope Wellington is treating you well.

Like · Reply · 2 d

Really happy to hear that my elderly uncle in the UK got his first vaccine shot today.

9:24 AM - Feb 4, 2021 🔒

Topic wheel of vaccine conversation, 2 – 8 February



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

February 13 - 15, 2021
New Zealand

Proactively Released

Update Summary February 13 - 15:

FAQs:

The average number of questions to UAC channels is currently 31 questions higher than August Alert Level change in 2020.

In the past 3 days New Zealanders have asked questions about travelling in and out of Auckland and the travel exemption process. People are asking about the Alert Level system rules. There are questions about the new community cases and the locations the family have visited.

Engagement with news stories:

Stories about the new COVID-19 community cases drew high interest over the past three days. Facebook reactions suggest that announcements have been received with both anger and support.

Conversation analysis:

Our recent change in Alert Levels has not yet generated the typical spike in the 'Team of 5 Million' category with only a 10% increase compared to 175% increase when levels changed in August.

New Zealand organisations are sharing information about what the shift in Alert Levels will mean for their customers. Some individuals are frustrated at how the changes have been communicated, while some are voicing support.

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 the 'Timeframe' and 'Team of 5 Million' categories.

FAQs

February 13 - 15, 2021

TRAVEL (32%)

- Will we be able to return to Wellington tomorrow afternoon?
- Can I fly into Auckland on Tuesday to catch an international flight?
- If a family member needs to come from outside of Auckland to assist me with caregiving is that allowed?
- I have applied for the travel exemption. Do I get an email or a letter and how long does it take?

ALERT LEVELS (24%)

- Why is New Plymouth not in Alert Level 3?
- Can sports events still go ahead in Alert Level 2?
- Is the Auckland border extending to Pokeno?
- Can you please clarify whether Kaiwaka and Mangawhai are in Alert Level 2 or 3?
- Do hospital appointments still continue in Alert Level 3?

CASES (9%)

- What about their 9th, 10th and 11th movements?
- It was reported 8 Feb Puke Ariki museum, this says library. Please can it be confirmed which area they were in?
- What does casual plus contact mean?
- Which McDonalds was it on the Southern motorway?

NZ COVID TRACER APP/QR CODES (7%)

- How do we report a business that is not displaying a QR code?
- Is it ok to just scan the QR codes as Bluetooth and location turned on drains the battery so much?
- Does the app send push notifications for Alert Level changes?

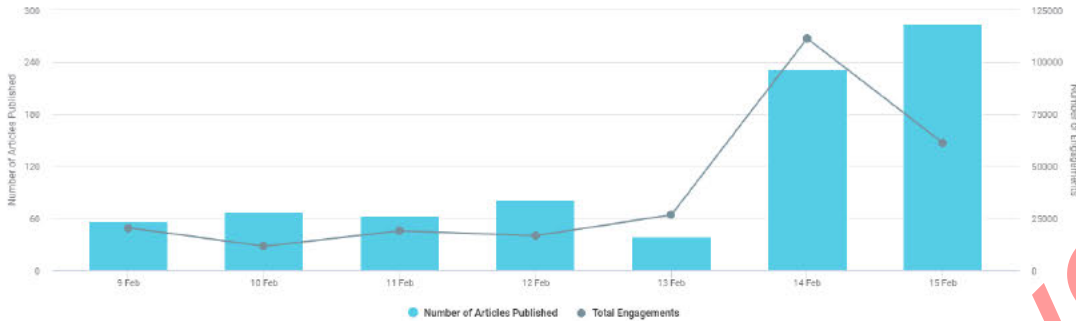
Date range	Average number of questions per day
February 13 – 15, 2021	251
Aug 12 – 31, 2020	220

SUMMARY: New Zealanders have questions about travelling in and out of Auckland in Alert Level 3 and the travel exemption process. People are asking about the Alert Level system rules. There are questions about the new community cases and the locations they have visited. People have questions about the functionality of the NZ COVID Tracer app and businesses displaying QR codes.

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) FEBRUARY 9 - 15



Date range	Articles analysed	Total engagement	Average engagements
February 13 - 15	554	194,303	350
February 10 - 12	211	47,017	222
February 7 - 9	149	45,547	305

TOP CATEGORIES OF INTEREST

CASES

COVID-19 live updates: Two coronavirus cases detected in south Auckland community

By [Mark Quinlivan](#) Journalist Feb 13, 2021
[newshut.co.nz](#)

Facebook 10.1K Twitter 135 Pinterest 0 Reddit 973

ALERT LEVELS

Covid-19 coronavirus: Auckland into level-3 lockdown; NZ to alert level 2 - NZ Herald

By [Jason Walls](#) Journalist Feb 14, 2021
[nzherald.co.nz](#)

Facebook 6.5K Twitter 621 Pinterest 2 Reddit 0

#NZPOL

Covid 19 coronavirus: Jacinda Ardern answers questions following alert level move - NZ Herald

By [nzherald](#) Journalist Feb 14, 2021
[nzherald.co.nz](#)

Facebook 4.1K Twitter 4 Pinterest 0 Reddit 0

SUMMARY:

Stories about the new COVID-19 community cases drew high interest over the past three days.

There was also public interest in stories about New Zealand's Alert Level changes.

Average engagement increased by 128 engagements from the previous three-day period.

TOTAL ENGAGEMENT PER CATEGORY:

- Cases: 85,250
- Alert levels: 37,795
- #NZPOL: 20,860
- Vaccine: 9,628
- Misinformation/conspiracy: 3,922
- Virus: 2,135
- Economy: 2,001
- Contact tracing: 694
- International: 538

News of the Alert Level change for New Zealand was met with mixed emotions. A look at the 'reactions' to key news stories about the COVID response show a spectrum of sentiment towards the government's response.

Sunday 14 February

As it happened: Three COVID-19 cases detected in south Auckland community

11.3K



- 20% 😡 Angry
- 31% 😞 Sad
- 11% 😂 Haha
- 36% 😮 Wow
- 2% 😍 Love

Monday 15 February

Covid-19 coronavirus: Auckland into level-3 lockdown; NZ to alert level 2

7.1K



- 6% 😡 Angry
- 36% 😞 Sad
- 11% 😂 Haha
- 45% 😮 Wow
- 2% 😍 Love

Covid 19 coronavirus: No new cases in community, five in managed isolation

7.9K



- 1% 😡 Angry
- 2% 😞 Sad
- 8% 😂 Haha
- 5% 😮 Wow
- 84% 😍 Love

Covid-19 coronavirus: Anti-lockdown protesters gather outside PM's Auckland office

2.8K



- 8% 😡 Angry
- 1% 😞 Sad
- 88% 😂 Haha
- 1% 😮 Wow
- 2% 😍 Love

Auckland to go to Alert Level 3 following three Covid-19 community cases

8.5K



Prime Minister Jacinda Ardern has tonight announced Auckland will go into Alert level 3 from tonight after three new Covid-19 cases were reported in the community.



- 37% 😡 Angry
- 23% 😞 Sad
- 11% 😂 Haha
- 19% 😮 Wow
- 10% 😍 Love

Covid 19 coronavirus: Jacinda Ardern answers questions following alert level move

4.1K



- 8% 😡 Angry
- 1% 😞 Sad
- 74% 😂 Haha
- 2% 😮 Wow
- 15% 😍 Love

First batch of Pfizer's Covid-19 vaccine arrives in New Zealand

3K



The first batch of Pfizer's Covid-19 vaccine arrived in New Zealand this morning. Prime Minister Jacinda Ardern confirmed this afternoon.



- 9% 😡 Angry
- 3% 😞 Sad
- 47% 😂 Haha
- 6% 😮 Wow
- 35% 😍 Love

Conversation on UAC19 Facebook page 9 – 15 February 2021

CATEGORIES OVERTIME

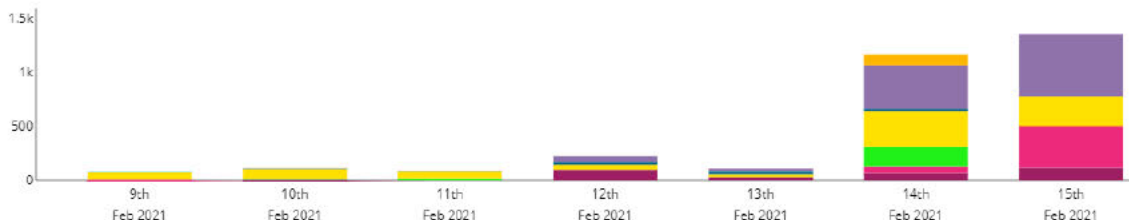


CHART: WEEK TOTALS



Medical / testing	29.1%	Households	33.7%
Autonomy	14.5%	Safety	6.6%
Personal finance	0.3%	Health	3.3%
Business support	2.6%	Leisure	9.8%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range: February 9 - 15	3,744	534	Feb 15

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.

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.

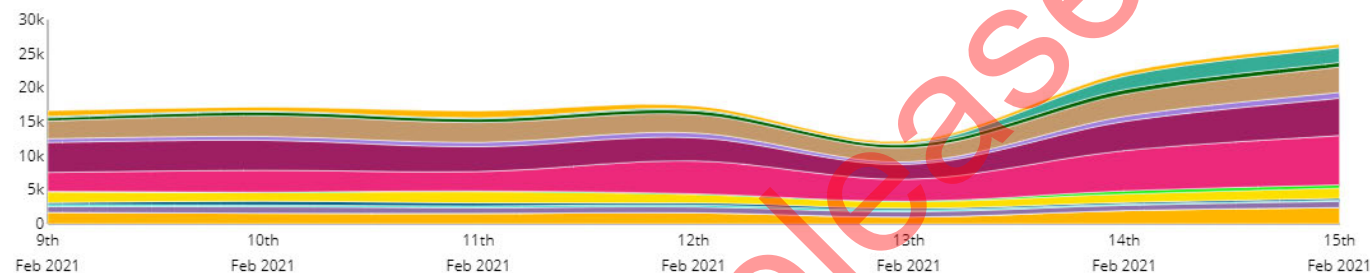
Mental health

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 vaccination, 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.

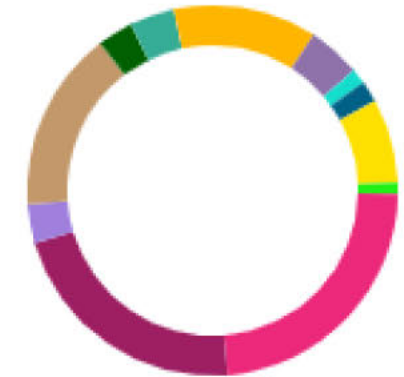
Category breakdown: Total weekly volume & percentage change in public, social conversation

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

Total volume of conversation:
 Feb 9 – 15: 404,068
 Feb 2 – 8: 369,320
 Jan 26 – Feb 1: 352,600

Week ending	Financial Stability		Timeframe		Mental Health		Way of Life		Team of 5 M		#NZPOL Decisions		Virus	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Feb 15	4,055	3.36%	4,794	3.91%	3,565	3.1%	19,040	15.8%	4,129	3.42%	28,747	21.7%	28,901	23.4%
Feb 8	3,597	3.63%	1,079	1.05%	3,072	3.1%	18,552	18%	3,154	3.02%	22,482	20.5%	23,187	22.3%
Feb 1	3,057	2.96%	1,718	1.5%	3,059	3.04%	17,025	15.8%	3,789	3.39%	22,800	18.7%	27,299	24.2%

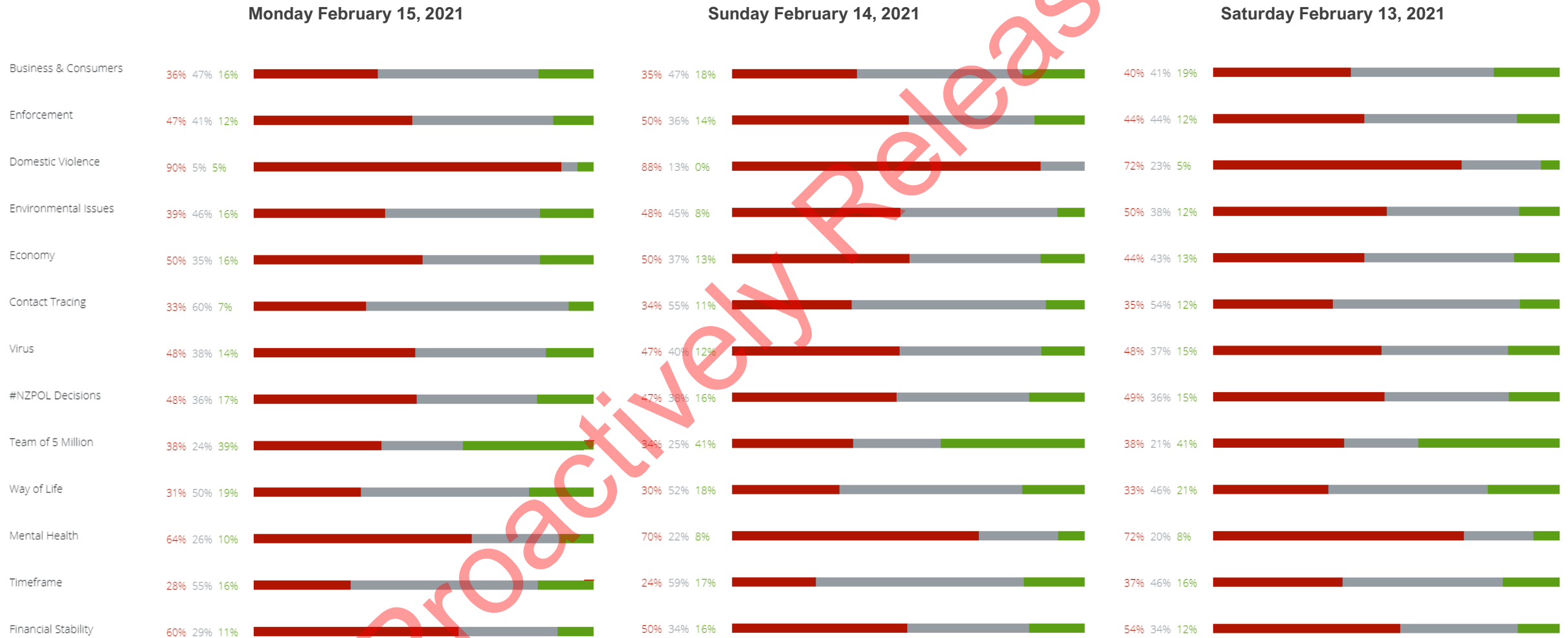
Total conversation: Week ending Monday, Feb 8
Largest segment: Virus 23.4%



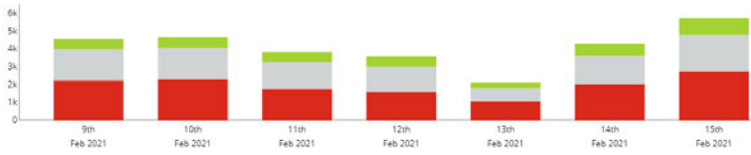
Week ending	Contact Tracing		Economy		Environmental Issues		Domestic violence		Enforcement		Business & consumers	
	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%	Volume	%
Feb 15	1,221	1.01%	8,929	7.35%	2,333	1.87%	1,573	1.31%	5,806	4.64%	10,854	9.15%
Feb 8	656	0.639%	8,481	8.32%	3,372	2.91%	1,860	1.78%	5,412	5.19%	9,551	9.52%
Feb 1	2,066	1.83%	8,400	7.69%	3,774	3.26%	1,437	1.45%	7,132	6.41%	10,329	9.66%

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.

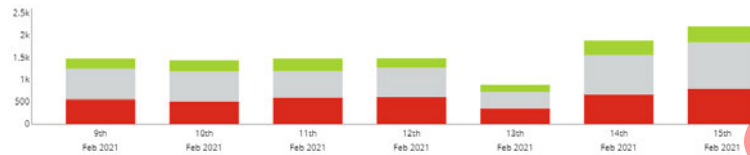
Net sentiment of each category: Feb 2021 Alert Level change (13th – 15th).



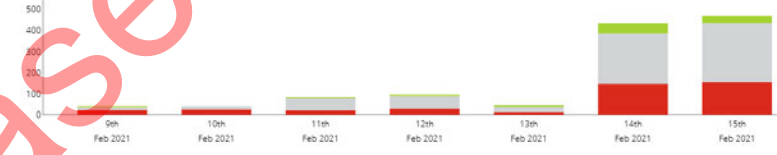
#NZPOL DECISIONS



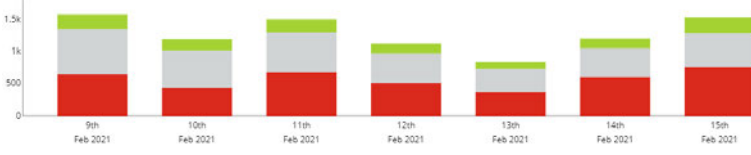
BUSINESS & CONSUMERS



CONTACT TRACING



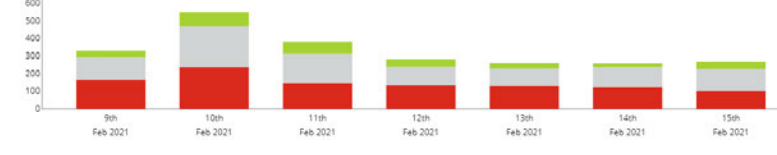
ECONOMY



ENFORCEMENT



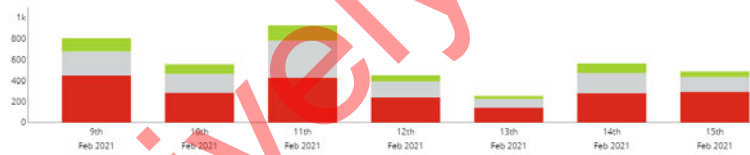
ENVIRONMENTAL ISSUES



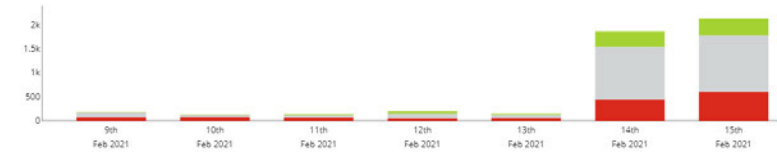
MENTAL HEALTH



FINANCIAL STABILITY



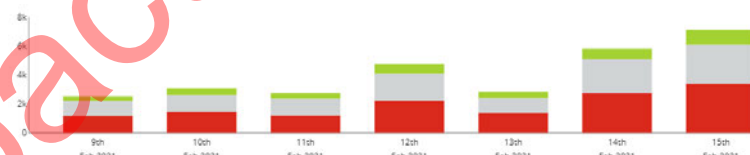
TIMEFRAME



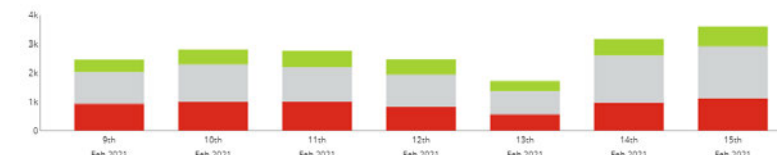
TEAM OF 5 MILLION



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:

Team of 5 Million

Analysts looked at how this category has tracked over the Alert Level changes New Zealand has experienced.

While sentiment and themes remained largely consistent, the spikes in volume each time NZ has changed Alert Level in response to COVID risk has decreased.

In August 2020 the category saw a significant jump in the first 3 days of Alert Level changes (8 – 10 Aug comp w 11 – 13 Aug) of 175% where as our recent Alert Level change conversation has only increased by 10% in this category (10 – 12 Feb comp w 13 – 15 Aug).

Timeframe

Neutral was the highest portion of sentiment in this commentary (57%) with New Zealanders sharing news articles about the change of Alert Levels and organisations and schools communicating what the changes mean for their customers and students.

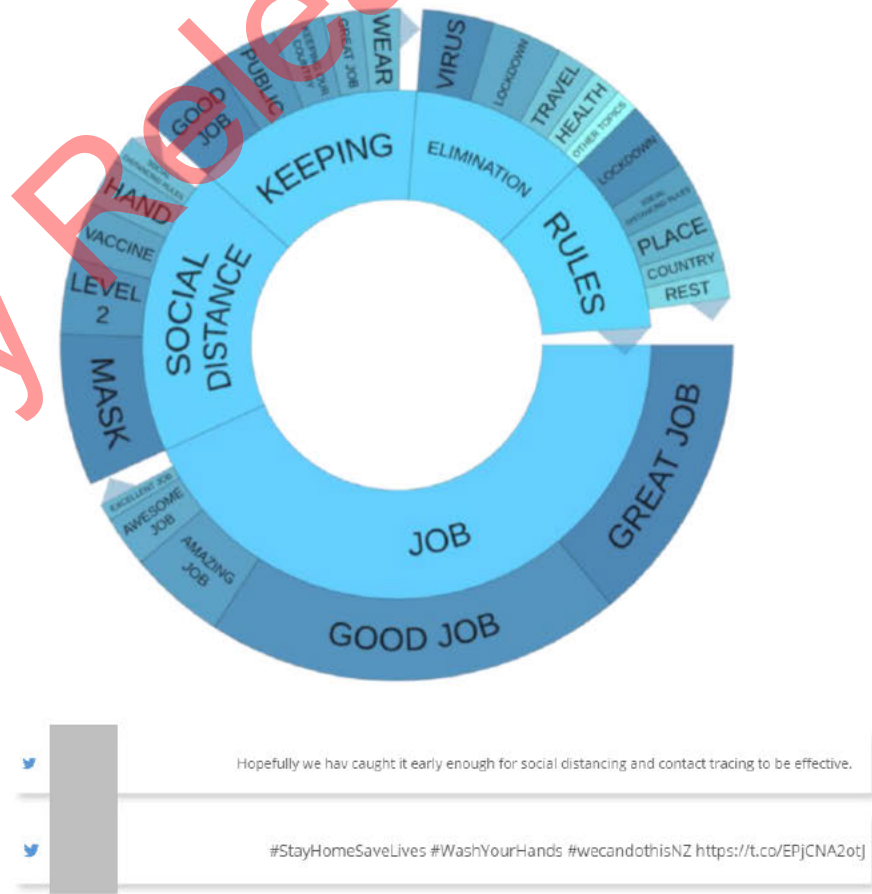
Positive sentiment included those supporting the government's decision to move Alert Levels and New Zealanders encouraging others to be safe.

Negative sentiment included people frustrated at the lack of clear communication regarding Auckland's boundaries during Alert Level 3 and annoyed at Aucklanders who decided to leave the region before the change happened on midnight Sunday.

The category 'Team of 5 Million' captures expressions of encouragement from the public calling others to rally together, comply with the rules and cheerleading the cause.

The category contains straight forward expressions of support and therefore the content and sentiment stays largely the same.

- Breakfast Wall - Reply to: BREAKING: The Prime Minister has confirmed the new community cases are the UK variant with no connection to MIQ. Watch the full interview here: <https://www.tvnz.co.nz/one-news/new-zealand/auckland-family-contracted-covid-19-have-uk-variant-not-connected-miq-ardern>
- It doesn't matter which party was leading this country, At the moment we are in a pretty good place considering the rest of the world. the current party is in fact ...
- Jacinda Ardern Wall - Reply to: In case you missed the extra COVID case information we shared this morning, here's the latest....
- Thank you for doing an amazing job at our helm.
- Countdown Supermarkets Wall - Reply to: Not quite the Valentine's Day news we were hoping for, but there's never been a better time to start a relationship with the COVID app. 🍀🍀 We're putting Alert Level 3 measures into place in our Auckland stores, and Level 2 measures throughout the other parts of the country. This includes physical distancing in our stores, limits on customer numbers, queue control and extra cleaning and hygiene measures. We're well practiced in what needs to be done to
- Thank you to all the countdown staff who do an amazing job, in these times especially 🙌
- Breakfast Wall - Reply to: Mōrena! Auckland is now in Alert Level 3 and the rest of the country is in Alert Level 2. How are you feeling about the level changes this time round? Let us know below.
- Disappointing. But It is what it is. so let's obey the rules and get rid of it.

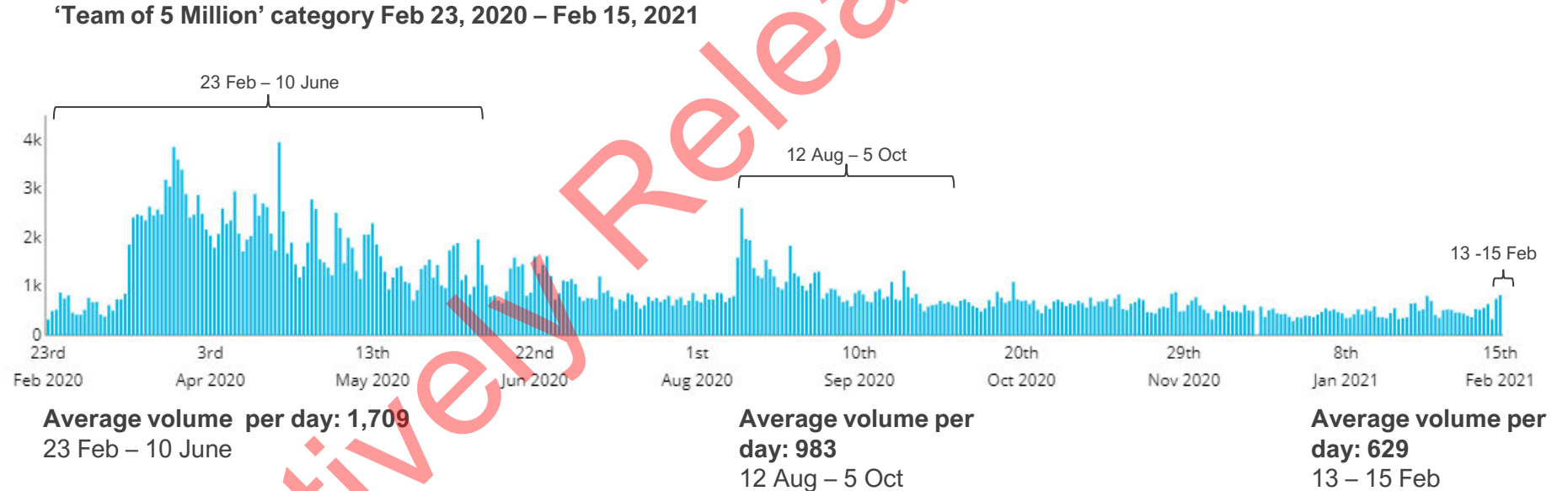


Hopefully we hav caught it early enough for social distancing and contact tracing to be effective.

#StayHomeSaveLives #WashYourHands #wecandothisNZ <https://t.co/EPjCNA2otj>

There are fewer people and organisations publicly voicing support than in previous Alert Level changes.

While it is unsurprising that the 'Team of 5 Million' category has decreased as New Zealand cycled through Alert Levels and settled into our 'new normal' the recent Alert Level change does not yet have the typical spike in volume.



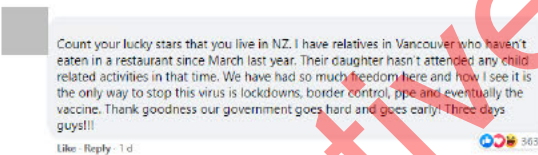
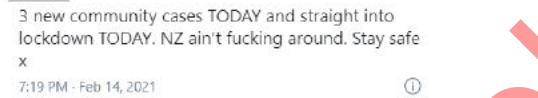
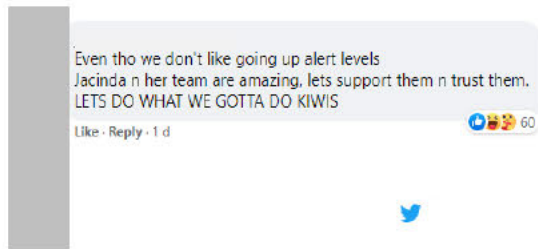
Conversation is largely neutral and informative, with many organisations sharing updates about what the Alert Level changes will mean for them. Individuals are expressing both support and frustration over the level changes and what is expected of them.

Positive sentiment (17%) over the past three days includes those expressing support towards the government's decision to move Alert Levels. There are New Zealanders also encouraging each other to remain safe considering the changes.

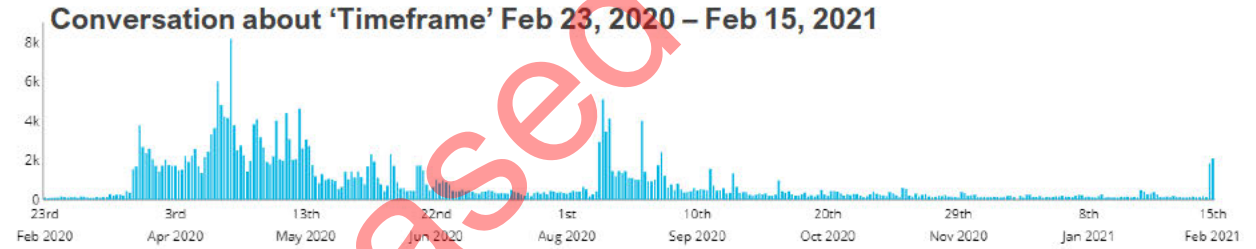
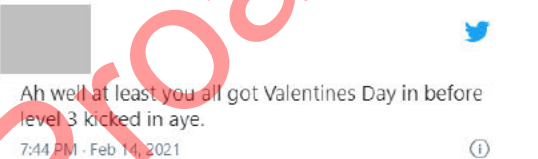
There are people sharing light-hearted jokes about Valentines Day and move to Alert Level 3.

Neutral sentiment (57%) includes the sharing of news articles and businesses/organisations/schools sharing updates for their customers/students around the Alert Level changes.

Supporting the change of Alert Levels



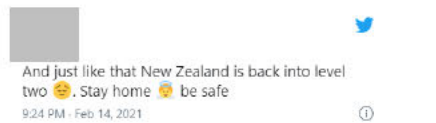
Jokes about Valentine's Day and Alert Level 3



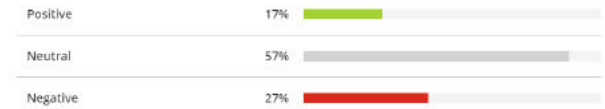
Businesses, schools and organisations sharing updates/information about what Alert Level changes mean for them



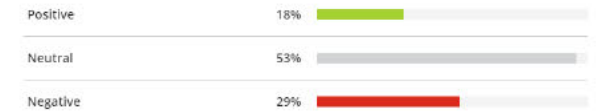
Encouraging others to stay safe during the change of Alert Levels



Sentiment of conversation about Timeframe, Feb 13 - 15, 2021



Sentiment of conversation about Timeframe, Aug 12 - 14, 2020 (Auckland Alert Level 3, rest of country Alert Level 2)



Compared with August 12 - 14, 2020 (when Auckland was moved into Alert Level 3 with the rest of the country to Alert Level 2) conversation about timeframe between February 13 - 15 has dropped in volume by 67%, however sentiment is similar to the August 2020 period.

Negative sentiment (27%) includes people expressing anger towards Aucklanders leaving the region before Alert Level 3 started.

There continues to be people sharing conspiracy theories and misinformation.

Some people are expressing confusion and frustration about the communication of the Alert Level 3 boundaries and whether their community is included.

Frustration at Aucklanders leaving the region before Alert Level 3 started

Be the same as last time when Auckland went into lockdown... and they all fled down to the South Island, give it a week and it will be in the South Island as well then we will all be back in level 4!

Like · Reply · 1 d

Conspiracy theories/misinformation

Sure Comrade Ardern, lock down NZ again, destroy more businesses, enslave the people with more debt using the flu. If this were a pandemic anything like the Spanish Flu 2.6B people would be infected worldwide with 260M deaths. No conspiracy there?

Like · Reply · 1 d

you do know that the world health organization down grade c19 to a mild flu on March 19. This is only a government doing this without and science behind it. The death rate of c19 is .0002% the same as the flu.

Like · Reply · 1 d

Frustrated about lack of clear communications about Alert Level 3 Auckland boundaries

Frustrated
We are not considered auckland here in kiwaka mangawhai but have bene told by our mayor jason smith that we r level 3. Some clarity would be great.

Could we please have a list of check points for the North of Auckland boundary - there's a lot of small businesses up here who are very confused as the Mayor has put out a different map.

Like · Reply · 1 d

Timeframe discussion topic wheel, Feb 13 - 15



Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

February 23 – March 1, 2021
New Zealand

Update Summary:

FAQs:

The average number of daily questions to UAC channels increased by 16 questions compared to the February 14 Level 3 lockdown. Following the change in Alert Levels, people have specific questions about being able to travel in and out of Auckland. There are also questions about the Alert Level rules.

Engagement with news stories:

Stories about the new community cases gained the public's attention this week. There was interest in stories about the change of Alert Levels.

Conversation analysis:

Public conversation about South Auckland potentially being prioritised before other groups in the vaccine roll out reflected a lot of anger at the prospect. There has been a significant increase in frustrated conversation about compliance with people are debating whether there should be more penalties for rule breakers.

The category 'Team of 5 Million' increased as some are becoming motivated to encourage others to stick to the course and follow the rules.

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 compliance and non-compliance, and South Aucklanders potentially being prioritised in the vaccination rollout.

FAQs

February 27 – March 1, 2021

TRAVEL (32%)

- Can we travel through Auckland to get from one Level 2 region to another Level 2 region?
- I'm in Auckland and have a flight to Christchurch which is my place of residence. Do I need any documentation to show that I live in Christchurch?
- Is travel allowed into Auckland for a connecting flight?

ALERT LEVELS (28%)

- Is there guidance/clarification for people who have travelled from Auckland?
- Are there exemptions to the 100 people gathering limit at Level 2?
- What's the rule around fishing in Level 3?
- As a cleaner in Auckland am I able to work in Level 3 when I am working with a cleaner from a different household?
- Why is the rest of the country in Alert Level 2 when there are no cases?

CASES (12%)

- Can you confirm which MIT campus – the one in Manukau or Otara?
- Can you please confirm if you were a close or casual contact of a case does your household bubble also follow the same guidelines as you?
- What is a casual close contact?
- Where is a list of the places this person has been to?

TESTING (4%)

- My sister was a casual contact at MIT. Do I need to get a test?
- How come we are still seeing cases at the border? I thought people needed a negative test before travelling to NZ.
- How long will we have to wait before my daughter's test result comes back?

Date range	Average number of questions per day
February 27 – March 1	266
February 13 – 15	251
August 12 – 31, 2020	220

SUMMARY: The average number of questions to UAC channels increased by 16 questions compared to the February 14 Level 3 lockdown. Following the move to Alert Level 3 in Auckland and Alert Level 2 for the rest of the country, people have specific questions about being able to travel in and out of Auckland. There are also questions about the Alert Level rules. New Zealanders have questions regarding the new community cases and their locations of interest. People have specific questions about needing a test, test results and are wondering about tests prior to returning to New Zealand.

Conversation on UAC19 Facebook page February 23 – 1 March, 2021

CATEGORIES OVERTIME

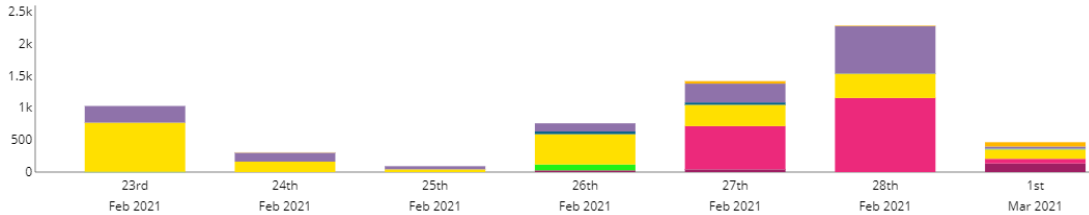
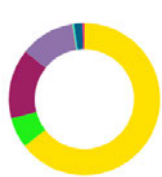


CHART: WEEK TOTALS



Medical / testing	64.4%	Health	0.1%
Safety	6.5%	Personal finance	0.3%
Leisure	14.9%	Business support	1.7%
Households	11.7%	Autonomy	0.4%

Time	Total vol. on page	Average posts per day	Highest vol.
Date range: February 23 – 1 March	7,525	1,075	Feb 28

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.

SUMMARY:

Stories about the community cases gained the public's attention this week. There were also numerous stories about the change of Alert Levels.

New Zealanders were also interested in the government's response to the latest cases and developments.

Average engagement increased by 206 engagements from the previous three-day period.

TOTAL ENGAGEMENT PER CATEGORY:

- Cases: 81,021
- Alert Level: 49,558
- #NZPOL: 38,629
- Virus: 10,749
- Vaccine: 6,714
- Enforcement: 5,450
- Travel: 2,778
- Economy: 2,704
- Testing: 2,452
- Financial stability: 1,783
- Team of 5 million: 1,167
- International: 924

TOP CATEGORIES OF INTEREST

CASES

South Auckland man infected with **Covid-19** after family member's secret **lockdown** contact with another infected family

By League Cricket Feb 28, 2021
tvnz.co.nz

Facebook 8.4K Twitter 34 Pinterest 0 Reddit 0

ALERT LEVELS

Covid-19: Auckland to move back to Alert Level 3 restrictions for 7 days

By League Cricket Feb 27, 2021
tvnz.co.nz

Facebook 8K Twitter 12 Pinterest 0 Reddit 0

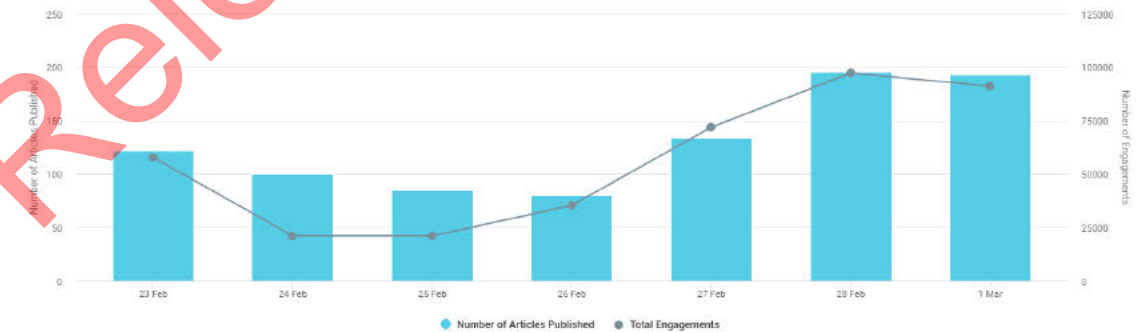
#NZPOL

COVID-19: Jacinda Ardern refuses to apologise to KFC worker, says family was told to self-isolate

By Crystal Wu Journalist Mar 1, 2021
newshub.co.nz

Facebook 3.9K Twitter 41 Pinterest 0 Reddit 0

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

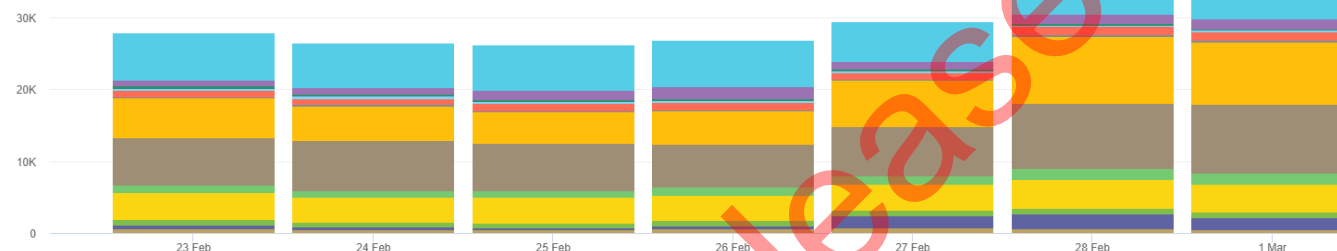


Date range	Articles analysed	Total engagement	Average engagements
February 27 – March 1	523	260,484	498
February 24 - 26	265	77,423	292
February	294	114,051	387

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

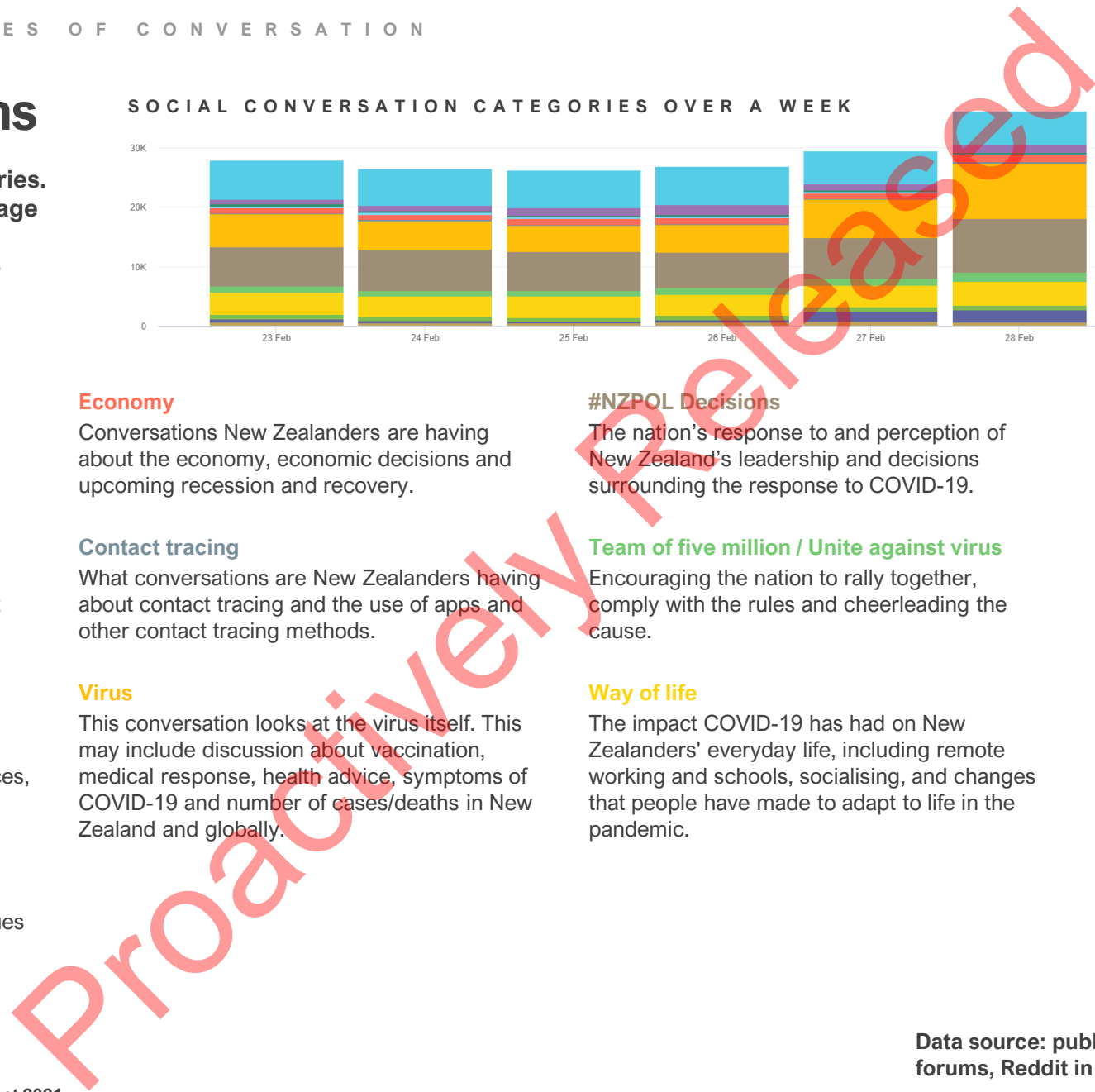
What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Timeframe

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

Financial stability

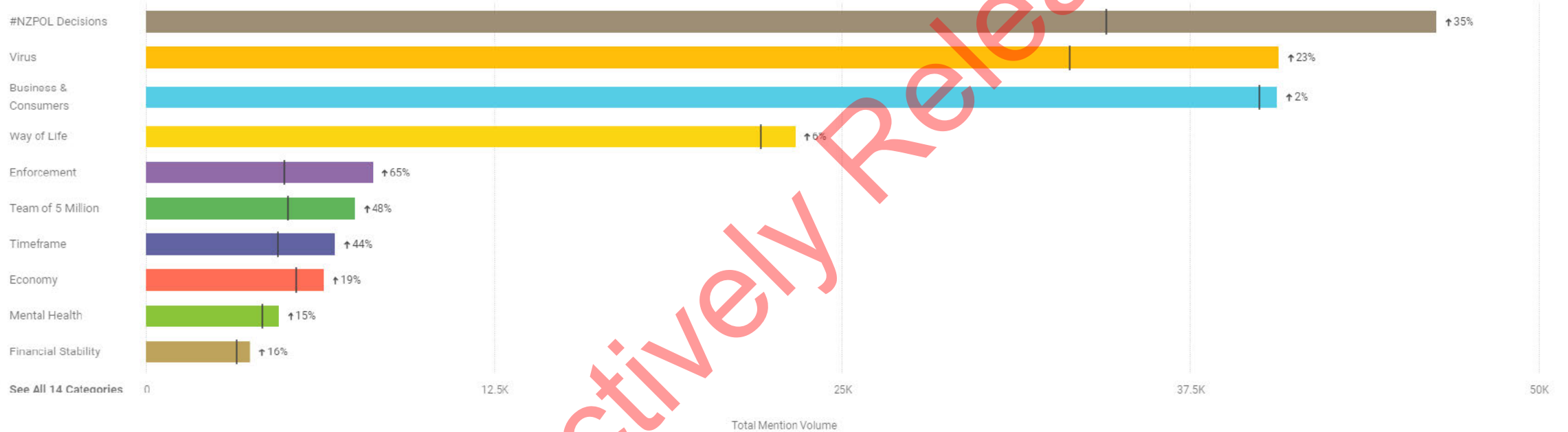
The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.



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

Category change: week on week

Categories current week (23 Feb – 1 March) benchmarked against previous week (16 – 22 Feb 2021)



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.

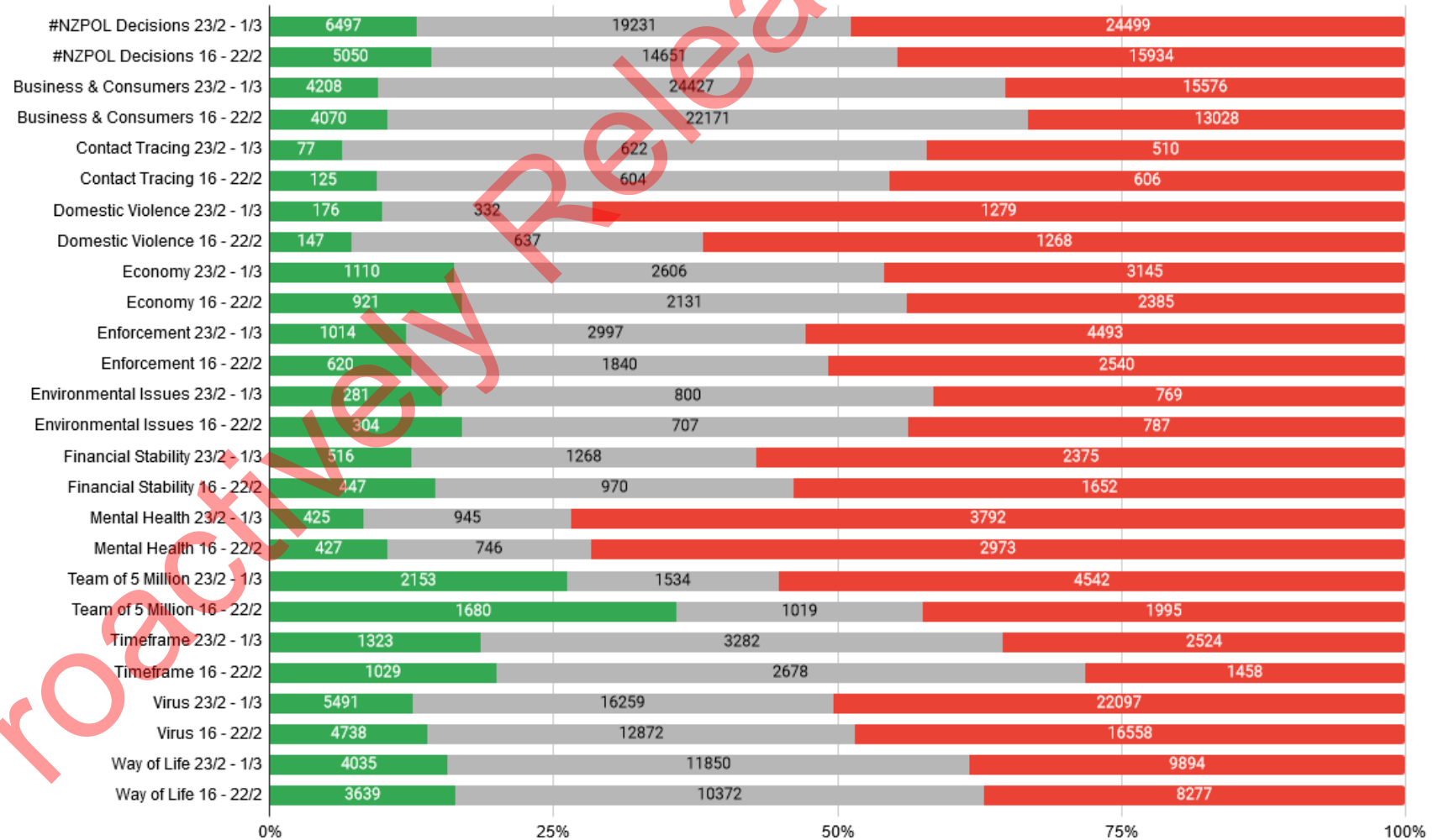
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
Feb 23 – 1 March: 502,709
16 – 22 Feb 1: 425,494

Net sentiment of each category per week.

Increases in negative sentiment over all categories other than 'Contact Tracing' and 'Environmental Issues' this week.

Comparing current week (23 Feb – 1 March) & previous week (16 – 22 Feb 2021)



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

Conversation analysis:

Vaccinating South Aucklanders.

- Conversation in response to several stories about the potential the South Auckland would be prioritized in New Zealand's vaccine roll-out contained more expressions of anger and frustration than empathy and understanding.
- Discussion includes chat about which groups people think should receive the vaccine first, who "deserves" to be at the front of the queue.

Conversation about compliance and non-compliance.

- While there has been a significant increase in frustrated conversation about compliance and non-compliance there has also been an increase in the 'Team of 5 Million' category which shows that people are becoming motivated to encourage others to stick to the course and follow the rules.

Anger and frustration is overriding empathy and understanding that the South Auckland community could be prioritised in the vaccination rollout.

With talk of the South Auckland community potentially being prioritised in the government's vaccination rollout, online commentary is divided.

Discussion includes chat about which groups people think should receive the vaccine first, who "deserves" to be at the front of the queue and political agendas.

Negative conversation includes racist and uninformed commentary towards the South Aucklanders and the community cases. "Rule breaking" is at the front of people's minds and is causing anger and frustration. There is also discussion of people's wariness/refusal to have the vaccine.

Neutral conversation is the largest segment – this is due to people retweeting or sharing news articles about the new community cases and vaccine rollout.

Expressing belief that Aucklanders/South Aucklanders should be at the front of the queue

It makes sense for Aucklanders to be prioritized for the vaccine, and South Auckland should be front of the line. #COVID19nz #nzpol
6:10 PM · Mar 1, 2021

As a non-Aucklander I'd be really happy for Auckland to be prioritised for vaccine. Particularly South Auckland. A safer Auckland would clearly make for a safer more stable country.
10:14 AM · Mar 1, 2021

FWIW I think rolling out the vaccination programme into the South Auckland community very early in the piece is a great idea. The vaccination programme shouldn't be looked upon as personal protection - it's about protecting everybody (and breaking chains of transmission)
4:39 PM · Feb 28, 2021

Expressing understanding that South Auckland community is closely connected to the border

It makes sense to me 🙌
Airport in South Auckland ✓
Jetpark quarantine hotel in South Auckland ✓
Border workers reside in South Auckland ✓
Vulnerable communities in South Auckland ✓
Like · Reply · 5 d · Edited

For everyone pitching a fit that it's racist to suggest - south Auckland is where the last two community spread clusters have been, there's a much higher proportion of front line workers in the area, and it's where the airport is. It's the area of highest risk. It has nothing to do with race.
Like · Reply · 5 d

Concern it will turn into demonisation of South Aucklanders or them being treated like political guinea pigs

ofc South Auckland are going to be the guinea pigs for this vaccination 😬 It's the lockdown higher agendas for me.
1:49 PM · Mar 1, 2021

Replying
This could so easily turn into demonising of South Auckland communities. The same communities who do our border work and should've been protected well before now by vaccination.
5:28 PM · Mar 1, 2021 · Twitter for iPhone

As South Aucklanders are "rule breakers" they don't deserve to be vaccinated

Yesh because they cant follow the rules - doctors, nurses and unwell people should get vaccinated not idiots

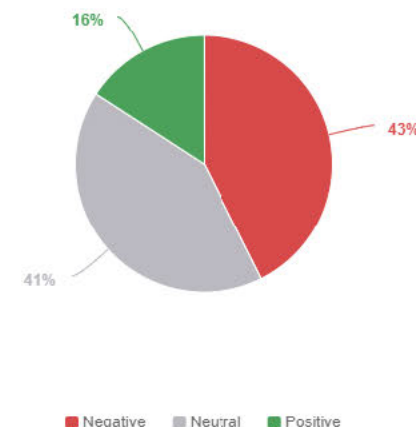
They wouldn't be at risk if they obeyed the rules. Prosecute them not vaccinate them Other people should be in line first
Like · Reply · 2 d

Na they are suffering because some are not following the rules!!! Not government fault they can't and won't follow the rest of us so stop blaming everything on government we are all responsible for ourselves!!!!
Like · Reply · 2 d

Other groups e.g., elderly/immune compromised should be prioritised over South Aucklanders

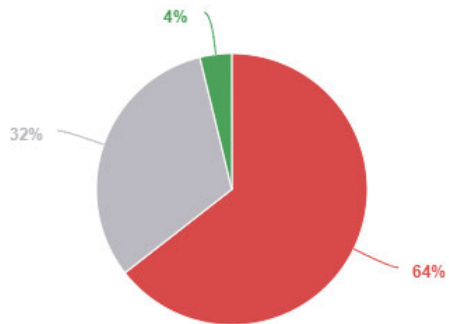
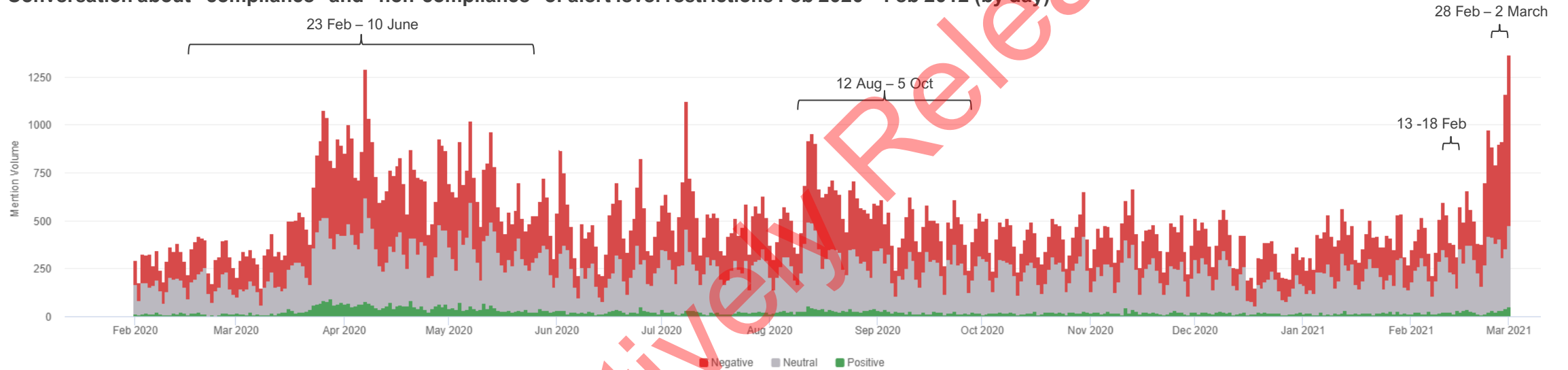
How about prioritising the elderly and those who are immuno suppressed and have medical conditions? The Papatoetoe community just need to start taking this a bit more seriously and doing as they are told, not going to work when your meant to isolate and not holding open homes when someone's sick!
Like · Reply · 5 d · Edited

Sentiment of conversation, Feb 23 – March 1



Conversation about 'compliance' and 'non-compliance' in negative and has jumped to surpass initial lockdown levels.

Conversation about "compliance" and "non-compliance" of alert level restrictions Feb 2020 – Feb 2021 (by day)



Total sentiment compliance conversation: 28 Feb – 2 March

- Conversation within this topic is negative.
- Volume over the past few days has surpassed peaks on **April 7** - stories about New Zealanders' 'flocking to the beach' around the country & **July 8** - a man with COVID temporarily left MIQ to visit Countdown.

New Zealanders are discussing lockdown/Alert Level rules and whether there should be more penalties for people who breach them.

Calls for every person to do their part.

We are all carrying the load. When someone thinks it's ok to get a test then not isolate, the rest of the country has to suffer cause we have to be locked down

Like · Reply · 6 h · Edited 11

Wanting harsher punishment for breach.

There shouldn't be a warning any more we've had plenty of warnings and experience to know what lockdown means or level three means fine them all

Like · Reply · 3 h 5

Enough, is enough should be punished for there actions. I know who they were. You are making our community so shameful.

Like · Reply · 3 h 10

Voicing concern that people are not staying home.

People are already flouting the rules with no fear of consequence. I live on a busy Papatoetoe road and traffic flow has been no different than any other level 1 week. Out of curiosity I just timed how many cars passed by. In 1 minute 12 cars. That doe... See more

Like · Reply · 6 h 4

Asking others to be more kind (regarding church meeting on Sunday morning).

I it was a last minute news bulletin at 9pm Saturday night. They went to church Sunday morning. They weren't the only people who didn't know. Get over it.

Like · Reply · 3 h 6

Blame should be place on the govt. Regarding MIQ in largest city.

Though I don't condone the actions of the teenagers who were frolicking around South Auckland while they were meant to self-isolate, I do agree that the public's anger towards South Aucklanders is misplaced.

The blame should squarely be pointed at the government's strategy. 12 months into this crisis and we still place our MIQs in the biggest city in the country, oftentimes right in the most heavily populated areas. Why?

Leakages at the border are inevitable and are clearly happening. The government then has the cheek to blame us, the victims of their never ending lockdowns, for not scanning or not being kind, or becoming complacent or this and that.

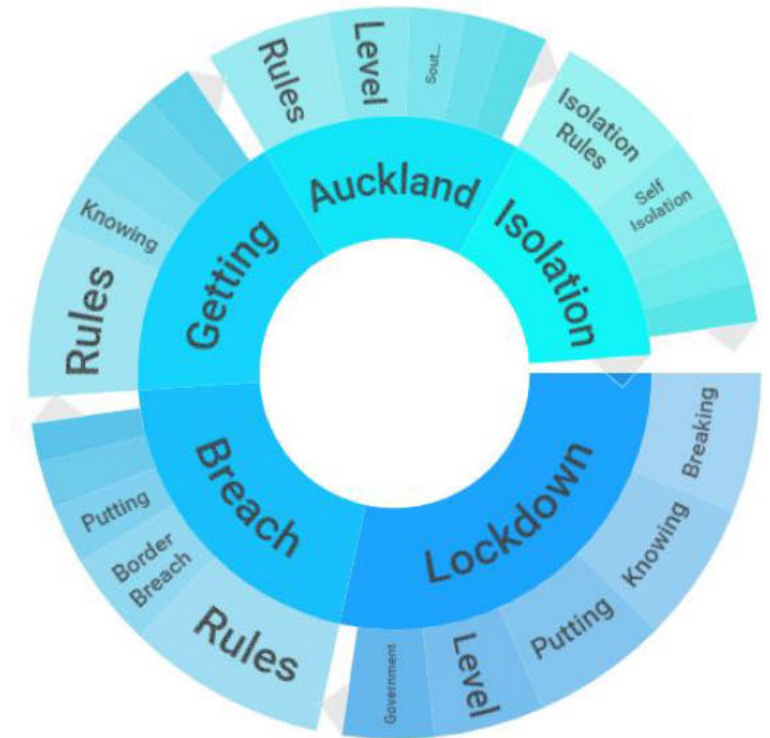
It's a typical behaviour of an abusive partner. Play the victim when something goes wrong. It's all OUR fault.

Like · Reply · 6 h 8

Better procedures are needed.

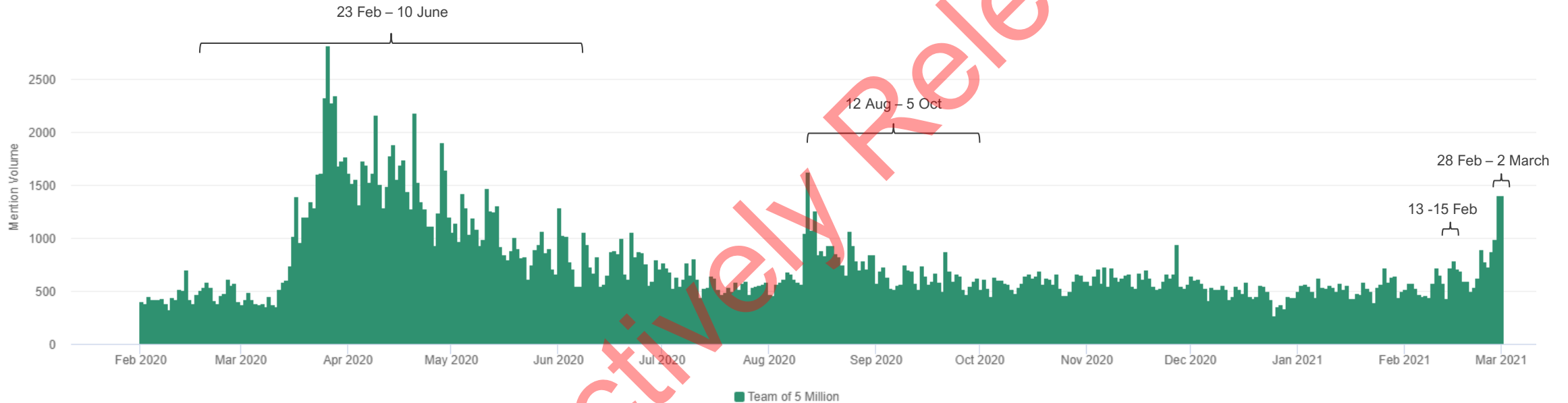
I like I said better procedures, signed paperwork saying they understand their obligations, better tracking and checking up on isolaters in the community, punish the politicians not the patsys for their lack of procedures

Like · Reply · 7 h · Edited 6



Conversation in 'Team of 5 Million' has increased beyond what we saw earlier in February as more people are motivated to encourage others to follow the rules.

'Team of 5 Million' category Feb 1, 2020 – March 2, 2021



The category 'Team of 5 Million' captures expressions of encouragement from the public calling others to rally together, comply with the rules and cheerleading the cause.

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

March 2 – March 8, 2021

New Zealand

Update Summary:

FAQs:

People have questions about Alert Level rules and the changing of levels. There are questions about New Zealand's vaccine rollout and the types of vaccines available. New Zealanders have questions regarding active cases and terminology. People are asking about getting a test, the wait time for test results and how often cases are being tested.

Engagement with news stories:

Stories about Destiny Church leaders Brian and Hannah Tamaki leaving Auckland before Auckland moved to Alert Level 3 gained the public's interest this week. New Zealanders were also interested in articles about the vaccine/vaccine roll out.

Conversation analysis:

The volume of conversation about vaccines was high. There continues to be a lot of debate between pro and anti-vaxx beliefs. This week there was an additional focus on how to access reliable information as well as some observations about a culture of online bullying towards others who do not hold similar beliefs as you.

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 COVID Vaccines.

FAQs

March 2 - 8, 2021

ALERT LEVELS (21%)

- When will the next alert level change be decided?
- Does the 10 max per table/booking still apply? We have been making sure to keep to the rules but experiencing pushback from some customers.
- Is construction work allowed during level 3?
- Are you allowed your cleaner in Level 3?

VACCINE (17%)

- Will healthcare workers and their families be next in line for the vaccine?
- When can we expect vaccine roll out to the general public?
- Which vaccine has been ordered for those who cannot have the Pfizer one? Like my son who has anaphylaxis.
- How many people have been vaccinated to date and how many have had an adverse reaction of any kind if any?

CASES (13%)

- Why do we still have cases from people arriving from overseas – don't you need a negative test before boarding a flight?
- Is there anyone currently in hospital with covid?
- What is the CT value?
- Why do you say it is a 'border related' case? Was it caught at the border or not?

TESTING (9%)

- Will the Kmart and other contacts be re-tested? I read the virus on occasion incubates for over 20 days.
- How long should one expect to wait for test results in Tauranga?
- If we have to leave the country and require a negative test from the destination government, where can we get this test at a reasonable rate?

SUMMARY: People have questions about Alert Level rules and the changing of levels. There are questions about New Zealand's vaccine roll out and the types of vaccines available. New Zealanders have questions regarding active cases and terminology. People are asking about getting a test, the wait time for test results and how often cases are being tested.

Conversation on UAC19 Facebook page 2 – 8 March, 2021

CATEGORIES OVERTIME

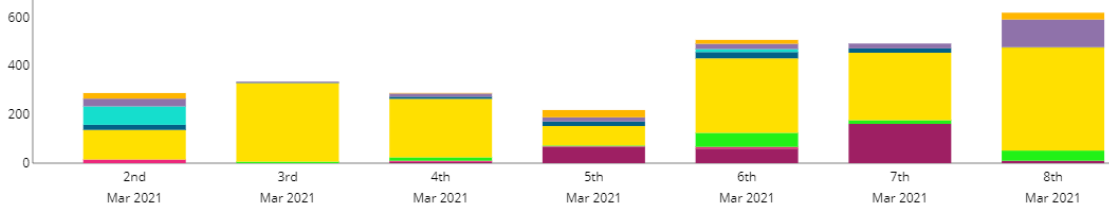


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Average vol. on page	Average posts on page per day	Highest vol. on page
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L2 (May 15 – June 10)	349	Jun 8
L3 (August 12 – 31)	1,596	Aug 12

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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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SUMMARY:

Stories about Destiny Church leaders Brian and Hannah Tamaki leaving Auckland before the move to Alert Level 3 gained the public interest this week.

New Zealanders were also interested in articles about the vaccine roll out.

Average engagements fell by 24 engagements from the previous week.

TOTAL ENGAGEMENT PER CATEGORY:

Alert Levels: 92,283
Vaccine: 48,122
Cases: 39,158
#NZPOL: 20,302
Enforcement: 16,880
International: 14,131
Flouting: 12,603
Economy: 7,131
MIQ:5,216

TOP CATEGORIES OF INTEREST

ALERT LEVELS

Destiny Church leaders leave Auckland on eve of **lockdown**, ask Rotorua followers for money

By [League Cricket](#) Mar 2, 2021
[tvnz.co.nz](#)

14K 6 0 0

VACCINE

Covid-19 vaccine passports 'almost an inevitability' within next year - Chris Hipkins

By [League Cricket](#) Mar 7, 2021
[tvnz.co.nz](#)

4.3K 0 0 12

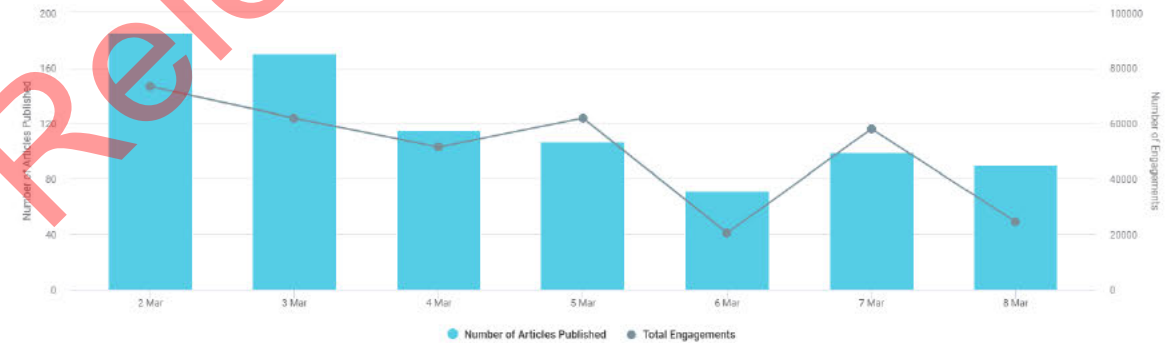
CASES

Coronavirus: Air New Zealand crew member tests positive

By [Rachel Sadler](#) Journalist NEW Mar 7, 2021
[newshub.co.nz](#)

2.7K 20 0 0

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



Date range	Articles analysed	Total engagement	Average engagements
March 2 - 8	837	350,958	419
February 23 - March 1	957	424,749	443
February 16 - 22	817	317,168	364

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.

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.

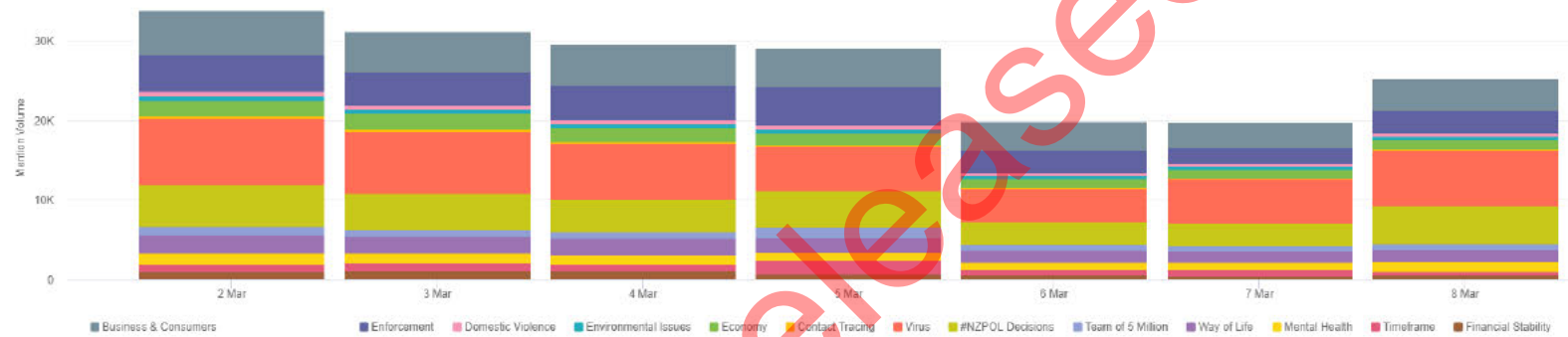
Domestic violence

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.

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



Economy

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

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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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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.

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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 (2 – 8 March) benchmarked against previous week (23 Feb – 1 March 2021)



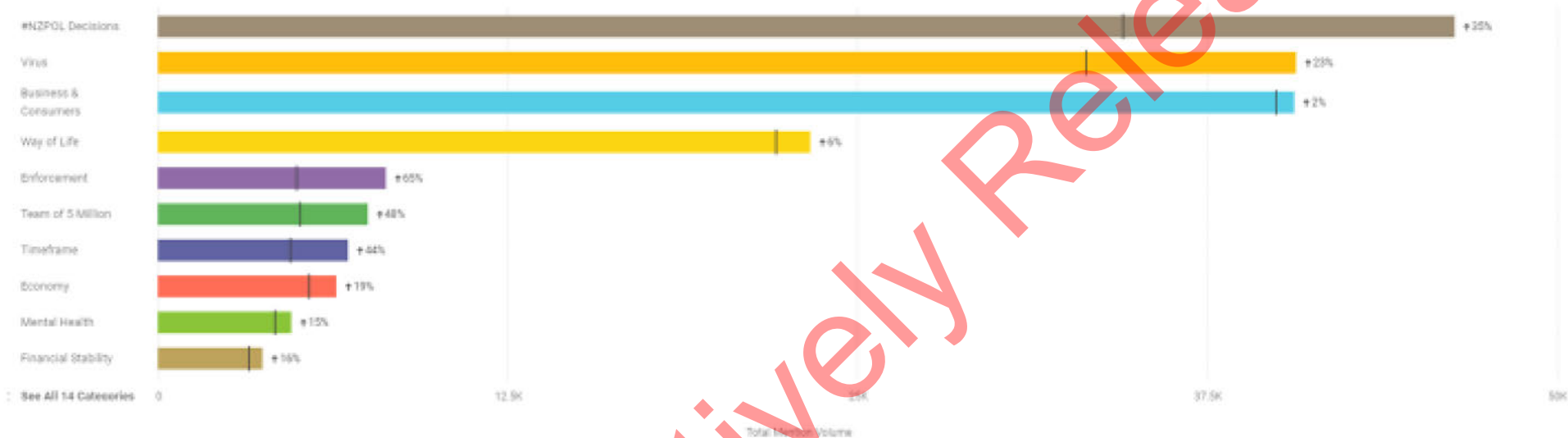
Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

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

Total volume of conversation:
2 – 8 March: 537,798
Feb 23 – 1 March: 502,709
16 – 22 Feb: 425,494

CATEGORY OF CONVERSATION:
BREAKDOWN & GROWTH

Categories week 23 Feb – 1 March benchmarked against week 16 – 22 Feb 2021



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.

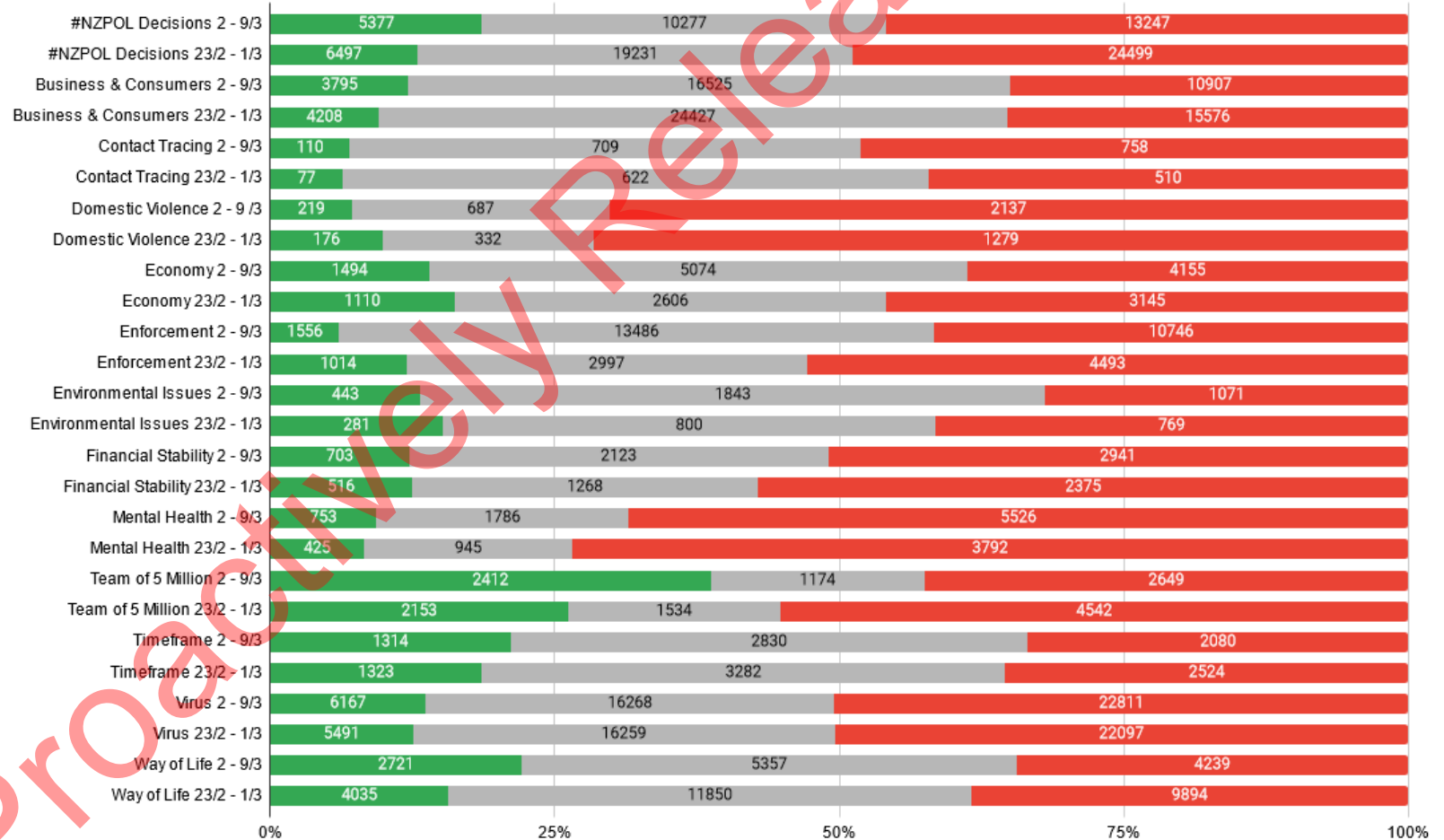
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
Feb 23 – 1 March: 502,709
16 – 22 Feb 1: 425,494

Net sentiment of each category per week.

Negative sentiment decreased across all categories apart from 'Contact Tracing' which became more negative and 'Virus' which remained generally stable, with a slight increase in positive sentiment.

Comparing current week (2 – 8 March) & previous week (23 Feb – 1 March 2021)



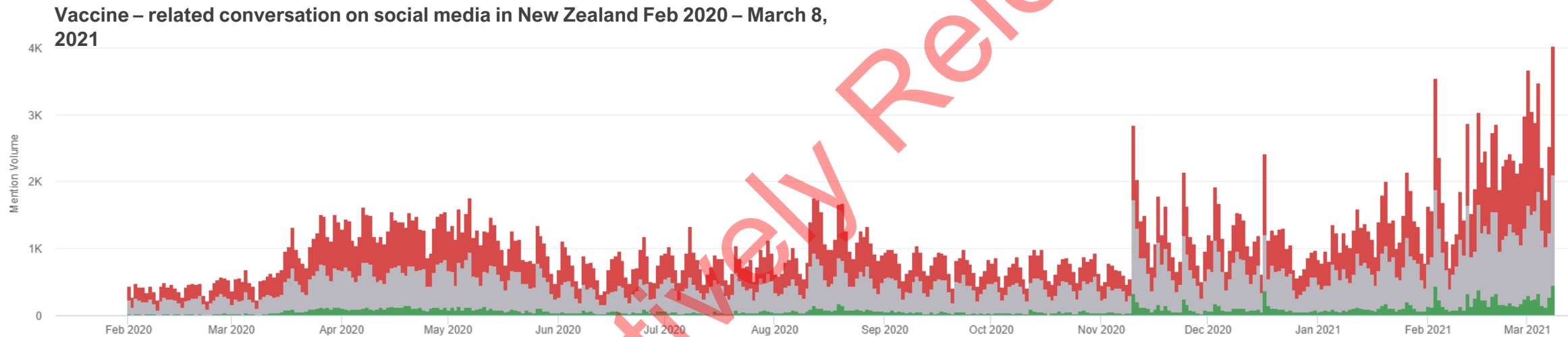
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Conversation analysis:

Conversation about vaccination is growing and continues to be charged. Public social media comments include a lot of pro and anti-vaxx debate.

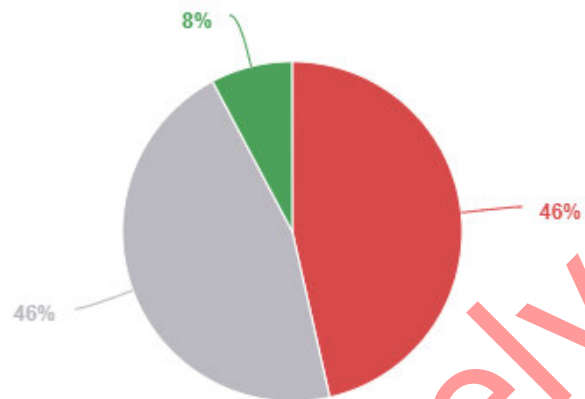
This week there was a new focus on where to find reliable information about COVID vaccines.

Conversation about vaccines has increased sharply in 2021 and is at its highest since February 2020. Sentiment is generally between 40 – 50% negative and reflects debate between anti-vaxx and vaxx advocate views.



Total dataset Feb 2020 – March 8, 2021

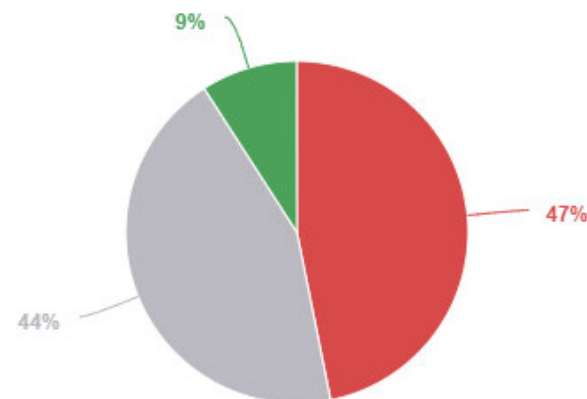
Volume: 430,000
Posts/comments of Facebook,
Twitter, Reddit, blogs, forums in
New Zealand.



■ Negative ■ Neutral ■ Positive

Current week March 2 – 8, 2021

Volume: 20,000
Posts/comments of Facebook,
Twitter, Reddit, blogs, forums in
New Zealand.



■ Negative ■ Neutral ■ Positive

Conversation continues to display a range of pro and anti-vaxx sentiment. This week there was a focus on how to find reliable information about the COVID vaccine.

Several stories about the vaccine roll out in the press drove conversation on this topic this week.

Conversation is charged with New Zealanders debating what is believed to be reliable or unreliable information about the COVID vaccines online.

- In general, many established themes/attitudes continue to be present in conversation including:
- Safety concerns due to a perceived rushed development of the vaccine.
- Suggestion that boosting your immune system is the better and less risky approach to COVID.
- Discussion about the vaccine enabling travel.
- Calling out anti-vaxxers vs “sheeple”.

New topics of conversation include discussion about accessing information about the vaccine. Comments around attacks on people who hold different views about vaccinations. And thoughts about priority groups in New Zealand’s rollout plan.

Vaccine skeptics who often proclaim not to be anti-vaxx but suggesting they won't accept a vaccine.

it's your choice and I hope it goes well for you. I am not an anti vaxxer but I am not in favour of it. Having said that, unlike others on here, I would not abuse or attack you for your views

Like · Reply · 6 d · Edited

and for the record I'm not Anti Vax nor a conspiracy theorist. My position, which I am entitled to, comes from reading as much as I can do from both sides of the argument and trying as best as I can to determine what is best for me and my family. That means looking for credible evidence on both sides and not simply listening to pol...

2 Mar

Calling out anti-vaxxers.

Will this jab protect me from the irrational anti-vaxers.

Like · Reply · 1 w

Boosting your immunity is safer.

indeed zinc and vit c would be a hell of a lot more effective and safe. You're not wrong there!

Like · Reply · 1 w

Sentiment of vaccine conversation over a week.



Requiring a vaccination to travel is not a new concept.

If you dont want a vaccine its usually due to lack of knowledge. If a person can't understand its up to health professionals to get out there and educate. If they don't want it after that fair enough but vaccine passports will be a way of tge future. And if uou go yo a vountry with rabies you have a vaccine or uou don't get health insurance. We will find health insurance will be declined without the vaccine.

Like · Reply · 1 w

Following the announcement that NZ has acquired further doses of the Pfizer vaccine

reddit.com (Reddit) 8 Mar
Government buys extra 8.5 million Pfizer-BioNTech COVID-19 vaccine doses bringing total to 10 million
"Does this mean NZ considers the other vaccines, specifically the Astra as inadequate and if I didn't get the Pfizer vaccine then when the borders open, I won't be allowed into NZ?"

People who have had experiences of COVID take on an authoritative role in this discussion.

Having survived Covid here in the states , but still suffering long term effects 10 months later , most would think I'd be totally for the vaccine. But I'm cautious , not for some of the crazy reasons that are going around in Memes, but just general risk reward. The majority of vaccines are for diseases where naturally getting the disease (or vaccine schedule) gives you lifelong protection , however the other human common cold Coronaviruses get on average yearly reinfection and I've already had a number of friends who've had verified Covid 2 or 3 times, so I want to wait a full year seasonal cycle after mass vaccinations to make a decision, once more data is in, and once it's a little bit more closer to a "real trial" rather than an emergency situation dice roll. As the the mRNA vaccines, I think the tech is cool , and has a lot of long term promise , but it truly is running "software" in our cells. It's more the thing that should be given to 50,000 brave volunteers who'd been given full disclosure and then study them for a decade , rather than experimenting on hundreds of million people. The risk/reward calculus is just a little off with it, though I definitely understand the incentives.

Like · Reply · 1 w · Edited

Misinformation about the COVID vaccine circulating on public channels.

Go get it let us no how happy you are after it you can go get it at drs oh that's right even drs and nurses turned down in Auckland DHS now is that silly or what yeah what pandemic

Like · Reply · 1 w

I did read that over 65 and 16 and under should not have the vaccine. It is an experiment and I'm definitely not getting it.

Like · Reply · 1 w · Edited

Discussing roll out and priority groups (positive/supportive)

Quarantine for the most part is working. Medical specialists and the vulnerable should be prioritised and South Auckland should also be prioritised as these are largely the ones working at the borders. Also, prioritising them for vaccination could prevent further lockdowns

Like · Reply · 1 w

More information needed as people fear the unknown.

Maybe people need clarity of whats in the vaccine and how the vaccination works. People generally fear the unknown... subsequently feed off each other drawing a negative conclusion about the vaccine.

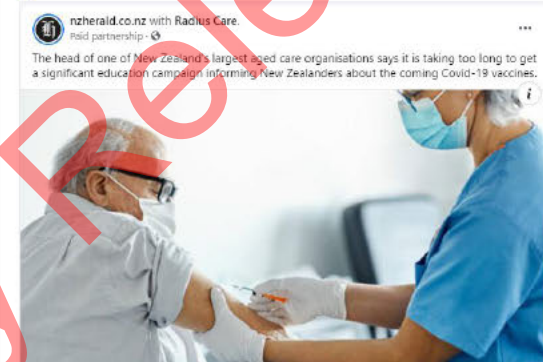
Like · Reply · 2 d · Edited

Following the Danish roll-out for guidance and information on the COVID vaccine information.

I follow the Danish roll out of the vaccine and the information is very comprehensive and detailed. Around the same population of NZ and as long as the vaccine arrives as promised everyone over 16 will be vaccinated at the end of June. We are way behind. I know we have had any COVID but that is no excuse. If we want to be part of t...

2 Mar

A sponsored story by Radius Care generated a lot of conversation this week.



Responses to the story focus on whose responsibility it was to find information about the COVID vaccine.

Stop being ignorant moaners and research some information yourself. You are adults .

Like · Reply · 1 w

There may be loads of information out there but not everyone is capable of "researching" it and of course, the likes of Pfizer will tell you it's perfectly safe. It is hard to know whose information is trustworthy but how you can obtain unbiased facts is the big question.

Like · Reply · 1 w

Whether or not one can simply look online, there needs to be a 'filter' or equivalent, and advertising, which covers covid vaccination and dispels myths.

Like · Reply · 1 w

Ease of access to information has been discussed. Some were pointing out how/where to find more info and others suggested reliable information was still not easily accessible.

I dont think the govt know this info themselves as it keeps changing. Its a new situation for them to handle. He needs to be patient.

Like · Reply · 1 w

It is not government who need to be giving this information out but Dr Bloomfield and his staff plus our sciences

Like · Reply · 1 w

the covid, Govt, and health websites have loads of information and links to info.

Like · Reply · 1 w

I thought the Government had just put out info on the vaccines, the vaccination process, what to expect, etc.

Like · Reply · 1 w

Well, that didn't take long to find! <https://covid19.govt.nz/health-and-.../covid-19-vaccines/>



Like · Reply · 1 w

This doesn't sound like kindness or tolerance, or understanding. A stressful time for everyone and really clear information that is readily available would help everyone!!!!

Like · Reply · 1 w

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

March 9 – March 15, 2021
New Zealand

Proactively released

Update Summary:

FAQs:

New Zealanders have questions about the government's vaccine rollout. People are wanting to know when the decision will be made to move Auckland to Alert Level 1. There are also questions about international travel and travel bubbles. People are asking about case numbers and definitions.

Engagement with news stories:

The average engagement fell by 179 engagements from the previous week. Stories about New Zealand's vaccine rollout gained public's attention. There were also numerous stories about what is happening overseas concerning COVID-19/vaccines.

Conversation analysis:

The volume of conversation regarding vaccines started to drop off this week but began to pick up on March 15. Despite this, overall sentiment has remained relatively even. There continues to be debate between anti-vaxx and pro-vaxx beliefs.

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 9 – 15, 2021

VACCINE (35%)

- What is the government offering for people who are unable to tolerate the vaccine?
- What about 16-year-olds and under?
- How long will it take for all New Zealanders to be vaccinated?
- Will there be a national database of those New Zealanders who have received the vaccine?

ALERT LEVELS (22%)

- When is the decision being made on Auckland moving to Alert Level 1?
- Have the government announced when they will review the current level for Auckland?
- Any news or updates on when Auckland might drop to Level 1?

TRAVEL (14%)

- When is the free travel to NZ for Niue?
- When will the borders be open to Tonga?
- Any plan for Australians to come to NZ quarantine free?
- Why can't we go to Niue as well?

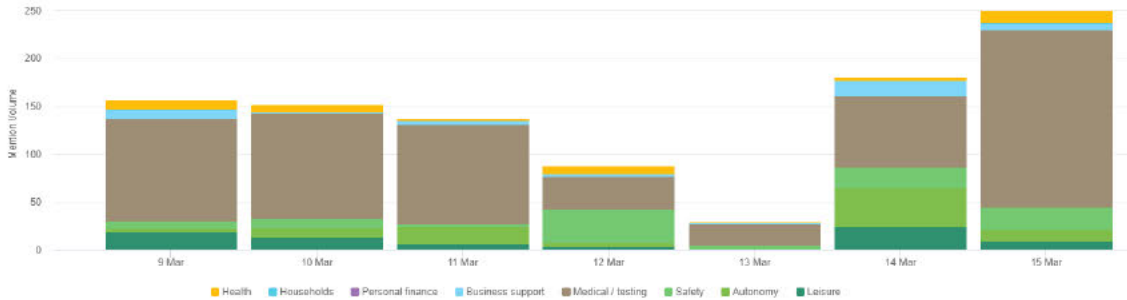
CASES (5%)

- How many active community cases do we have please?
- Can you explain the distinction of a “historical” case – what does that mean?
- How are the two people admitted into hospital couple of weeks back due to COVID?

SUMMARY: People have questions about the government’s vaccine rollout. People are wanting to know when the decision will be made to move Auckland to Alert Level 1. There are also questions about international travel and travel bubbles. People are asking about case numbers and definitions.

Conversation on UAC19 Facebook page 9 – 15 March, 2021

CATEGORIES OVERTIME



Time	Total vol. on page	Average posts per day	Highest vol.
Date range: March 9 - 15	2,507	358	March 15

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 Zealand's vaccine rollout gained public's attention this week. There were also numerous stories about what is happening overseas concerning COVID-19/vaccines.

New Zealanders were also interested in the articles about those returning not paying their MIQ bills and who has been allowed into the country.

Average engagement decreased by 176 engagements from the previous period.

TOTAL ENGAGEMENT PER CATEGORY:

- Vaccine: 28,315
- International: 18,644
- MIQ: 14,688
- Cases: 10,886
- #NZPOL: 9,196
- Alert Levels: 5,373
- Flouting: 4,286
- Economy: 1,581
- Conspiracy/misinformation: 1,225
- Virus: 591

TOP CATEGORIES OF INTEREST

VACCINE

Almost 13K frontline workers get **Covid-19** vaccine, 21 refuse

By [League Cricket](#) Mar 13, 2021
[tvnz.co.nz](#)

3.7K 1 0 0

INTERNATIONAL

Covid 19 **coronavirus**: The 'normal' photos crushing Europe amid third wave - NZ Herald

By [Nzherald](#) **NEW** Mar 15, 2021
[nzherald.co.nz](#)

2.5K 36 1 1

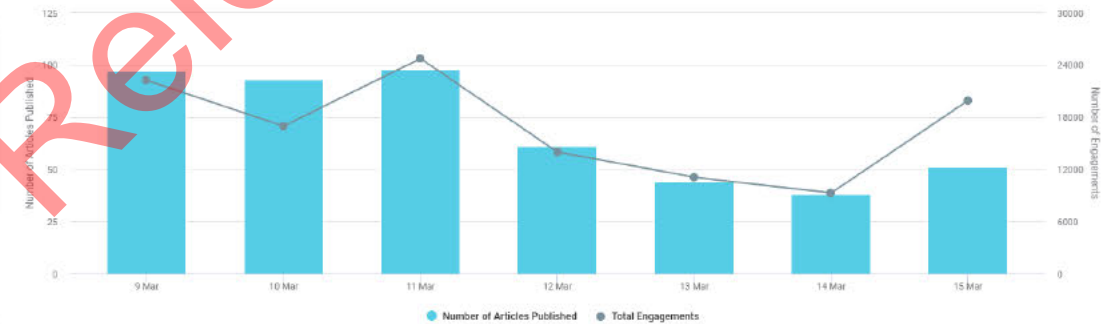
MIQ

Covid 19 **coronavirus**: One third pay MIQ bills, \$20 million still unpaid - NZ Herald

By [Nzherald](#) **NEW** Mar 10, 2021
[nzherald.co.nz](#)

7.9K 11 2 38

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



Date range	Articles analysed	Total engagement	Average engagements
March 9 - 15	482	118,070	244
March 2 - 8	869	365,524	420
February 23 - March 1	972	425,283	437

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.

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.

SOCIAL CONVERSATION CATEGORIES OVER A WEEK



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.

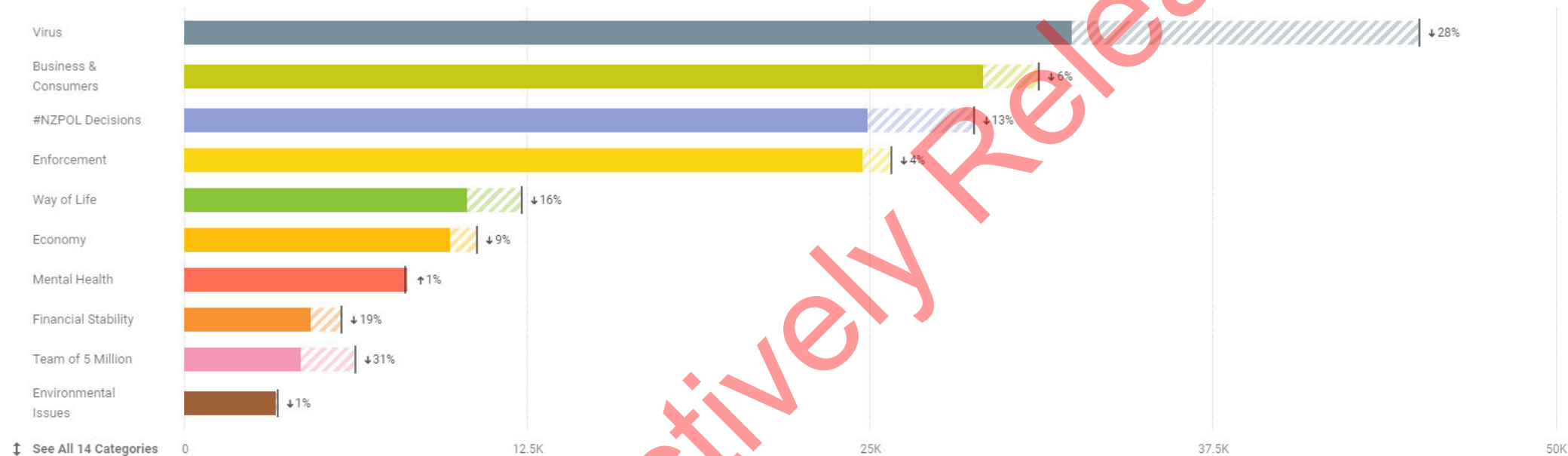
Financial stability

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



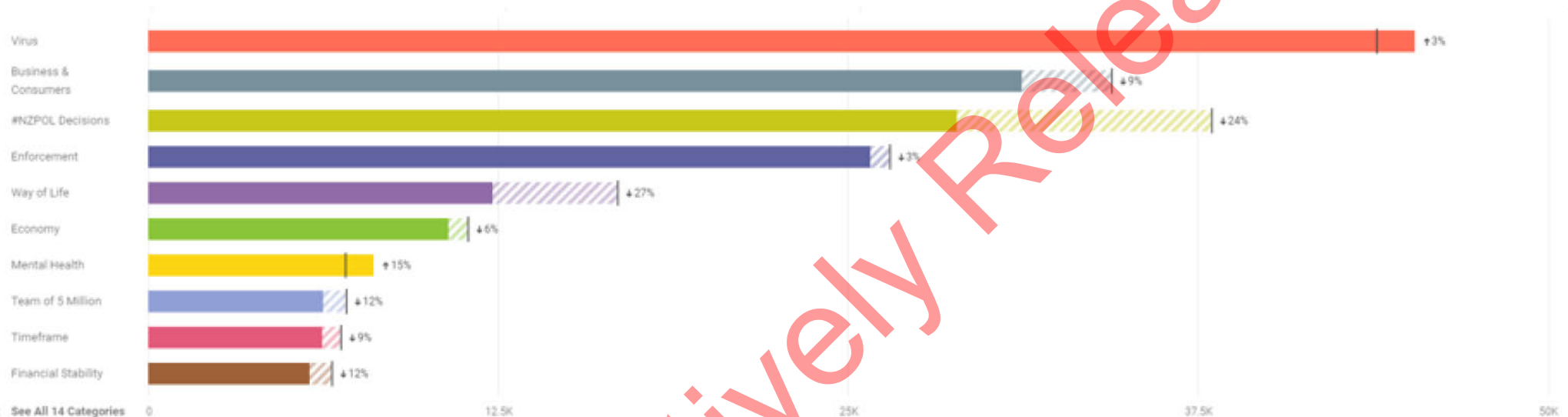
Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

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

Category change: week on week

Categories current week (2 – 9 March) benchmarked against previous week (23 Feb – 1 March 2021)



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:
Feb 23 – 1 March: 502,709
16 – 22 Feb 1: 425,494

Net sentiment of each category per week.

Negative sentiment decreased across all categories apart from 'Domestic Violence' and 'Mental Health' which became more negative.

Comparing current week (9 - 15 March) & previous week (2 - 8 March)



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

Conversation analysis:

The volume of conversation about vaccines started to drop off this week but began to pick up on March 15. However, sentiment has stayed relatively even from the previous week.

Analysts observed there was continuing debate between pro vs anti-vaxx perspectives. This week they noted that following comments from Māori party co-leader Rawiri Waititi regarding vaccines discussion arose around tangata whenua and their choice to have the vaccine.

Vaccine conversation started to drop off over the past week but is beginning to pick up again. There continues to be division between pro and anti-vaxxers.

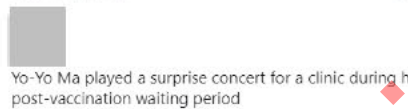
The volume of conversation around vaccines began to drop off over the past week but is starting to pick up again on March 15.

The largest sentiment of conversation this week was neutral (49%). This has gone up 4% from the previous week. In this category people are sharing news articles and factual information about the vaccination rollout/vaccine news both in New Zealand and internationally.

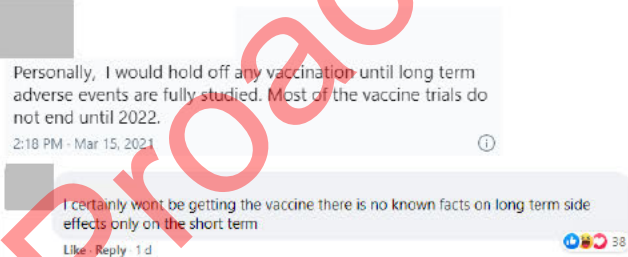
The positive sentiment category (10% - a drop of 1% from previous week) includes people expressing gratitude towards the government for securing the vaccines, sharing that they have received it or expressing happiness for being able to have one.

Negative sentiment (41% - a drop of 3% from the previous week) includes expressions of hesitancy or refusal to have the vaccine, people sharing conspiracy theories/anti-vaxx views with others pushing back against these perspectives.

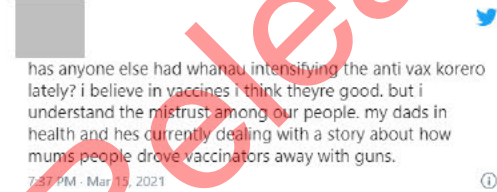
Sharing NZ/international news about vaccine/vaccination rollout



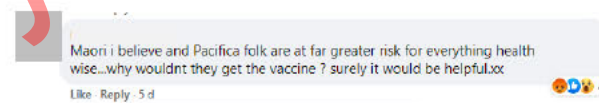
People expressing hesitancy about vaccine due to side effects



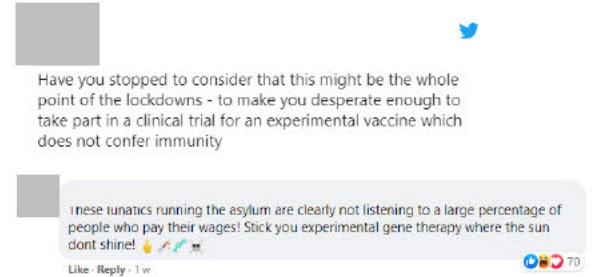
Expressing concern about the rise of anti-vaxx convo within family/whanau



Discussion about Māori and their choice to take the vaccine following statement from Māori Party co-leader Rawiri Waititi



Conspiracy/anti-vaxx views.



this vaccine IS EXPERIMENTAL! it is not even close to being fully tested. Just ask your insurance company. Death from complications related to these vaccines are not covered in your life insurance policy.

Sentiment of conversation over time, 9 – 15 March



Calling out anti-vaxxers

So in case you didn't realise, we're back at level 1 enjoying concerts and events. Oh, and the vaccine is synthetic (not a live virus) so it develops your immune response to Covid rather than making you sick. Do some research into the Pfizer vaccine & stop being uninformed.

11:16 PM · Mar 15, 2021



Yeah this was more targeted at the anti vaxxers idiots i see re the covid vaccine who are disagreeing with all scientific research but doing no actual studies of their own, no double blind studies, no peer review etc.

9:25 PM · Mar 15, 2021



Keen for information about rollout to educate others

Does anyone know the cost to the govt for the C19 vaccine programme? I'm seeing conspiracists throwing around huge figures and trying to paint the govt as being wasteful with taxpayer dollars on this. Being able to respond with actual numbers would be great.

7:26 AM · Mar 9, 2021



Sharing that they have got or are excited to be able to get vaccine

Got my first Vaccine today 🥳👍

Like · Reply · 2 d



I personally hate shots but I'm so excited to get a COVID vaccine this year 🥳

10:38 PM · Mar 15, 2021 · Twitter for iPhone

Thanking the government/expressing gratitude

Fantastic news. Can't wait to have my vaccinations. Thank you to the Labour Government for looking after your 5 million plus citizens.

Like · Reply · 1 w



Keen to ensure elderly/vulnerable get the vaccine before them

Auckland has appeared to declare itself more at risk for cases than down here on South Island. I'd be happy to delay my vaccine for an elderly patient in Auckland



Thank you

Proactively Released

Contact

