



Coronavirus

Online & Social Media Analysis

Bristol Citizens

23rd March – 1st April, 2020



Methodology:

Impact Social analysed the social media discussion of 'coronavirus' in Bristol from 23rd March to 1st April . All conversations were read (by humans, not algorithms). All re-tweets, content repetition, media and influencers were removed from the dataset to allow the organic, raw discussions among Bristolians to be the focus of the analysis.

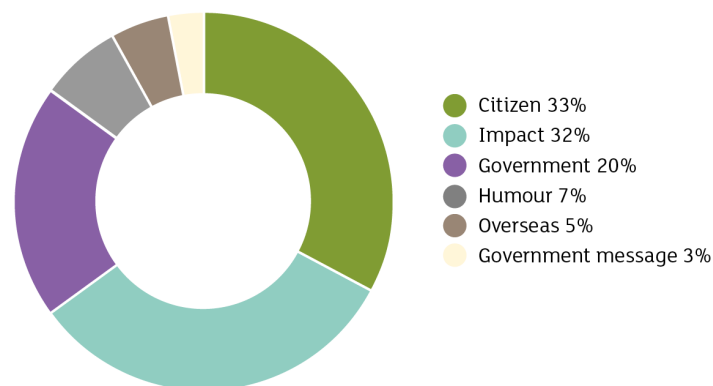
Overview

In the coming weeks and months we will see how discussions on the 'impact' of the disease and the general 'citizen' discussions are changing. Focus is now on the practical impact of social distancing and lockdown and ways in which the citizens of Bristol are self-organising and responding to the crisis. The local 'citizen' and 'impact' discussions are the dominating factors. Frustration with national government's handling of the crisis also looms large – there is little recognition of any of the economic announcements and when government is mentioned it is nearly always negatively.

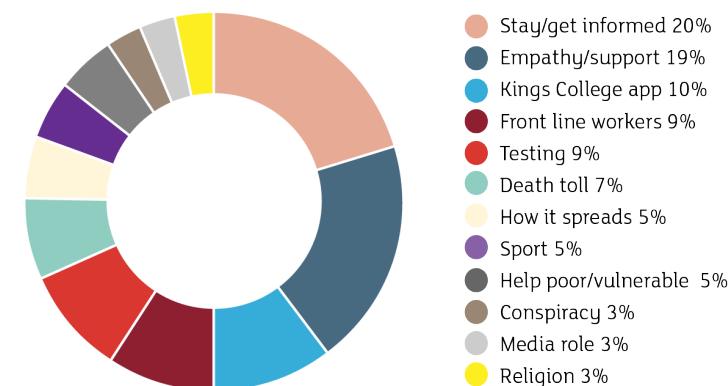
Search terms: corona virus / COVID19 / pandemic



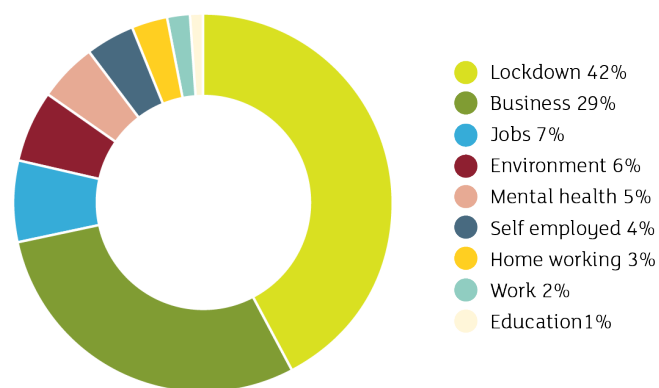
DISCUSSION SPLIT



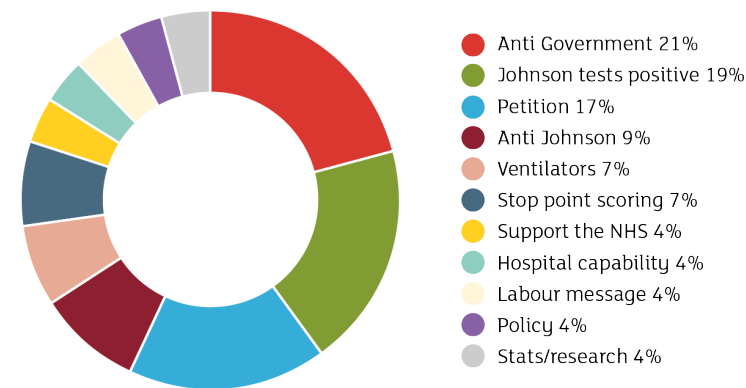
CITIZEN DISCUSSION



IMPACT DISCUSSION



GOVERNMENT DISCUSSION



Notes on the data: The numbers above right show the dataset used for analysis. Impact Social collected publicly available data geo-located to Bristol, we then exported these conversations taking out randomized, representative samples for our analysts to physically read. The donut chart shows how the discussion is segmented and the topics driving it.

Citizen Discussion

- There is a pragmatic, forward looking discussion characterizing Bristolians reaction to the COVID19 outbreak. The key topics driving the citizen discussion are constructive – sharing of official information and urging one another to stay informed via credible sources.
- Underlining this is a genuine sense of empathy for others' situations, reflecting an outward looking rather than introspective reaction, where citizens are sharing accounts of how support can be offered to those who most need it. Within this there are countless initiatives from public and private sectors offering resources and support of all kinds during lockdown.
- There is a feeling that citizens want to get active in fighting the pandemic, illustrated by widespread sharing of the Kings College virus tracker app.
- The discussion about testing was mostly benign and had not yet to pivoted to a more aggressive tone / demands for faster testing.
- Not surprisingly there is a morbid discussion about the spread of the disease and the death toll both globally and specifically in Bristol and the South West.

Impact Discussion

- Its clear that the social distancing and shielding restrictions are having the desired affect in Bristol where there is a big discussion about lockdown. Most of this is pragmatic, reflecting every day challenges, with sentiment being mostly neutral/agnostic. The online conversation reveals that Bristolians are doing their bit by staying home.
- The discussion relating to business is split – firstly it is made up of local businesses talking about the impact of the virus and steps being taken both individually and by government to mitigate impacts. Currently this is a pragmatic and rational conversation. Secondly, many citizens are calling out businesses who are failing to offer refunds on services which have been cancelled, mostly relating to holidays/leisure and transport.
- The impact of the virus on jobs is clearly a major concern and the conversation reflects anxiety about job security – linked to those talking about a lack of real support for the self employed this is a worrying discussion from the city's point of view. There was very little discussion of government measures, suggesting that national support is not having the desired impact.
- Bristol is clearly a city which cares for its environment and there is a significant discussion about the positive environmental impacts of lockdown – with air quality being a key driver of this.
- Mental health is an anchor conversation linked to lockdown which we are seeing in both London and New York analysis undertaken, suggesting this is an issue which all mayor cities need to address.

Government Discussion

- A difficult period for Boris Johnson and the Government as the undercurrent of their (perceived) slow response to the pandemic continues to drive frustration. This is underlined by the cut through for various petitions calling for a wartime style coalition government.
- Linked to this was cut through in discussions attacking political point scoring during a pandemic, with sentiment reflecting a desire for a united front from public officials on all sides.
- Bristolians complain bitterly about the apparent lack of government foresight and planning in this period specifically about the availability of ventilators.
- There is very little sign of support for the government and its multi billion pound pledge to help ailing businesses and support wages.