

MEDIA MEASUREMENT

Social media listening & analytics considerations for COVID-19 communication



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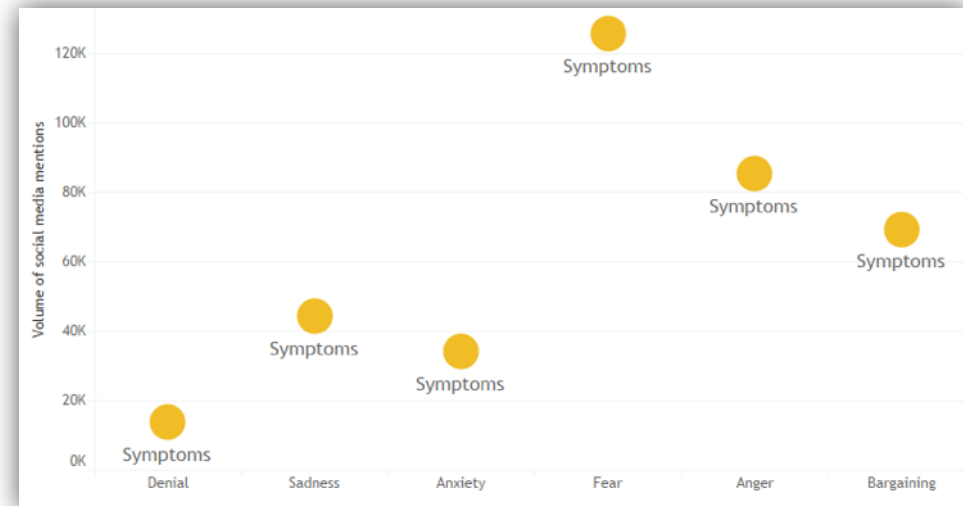


Sentiment Vs Emotion

- Social media listening tools often measure **positive, negative or neutral sentiment**
 - Varying, often low, accuracy
 - Development driven by commercial purpose i.e. sentiment towards a product/service
 - Weak relevance in public health emergencies

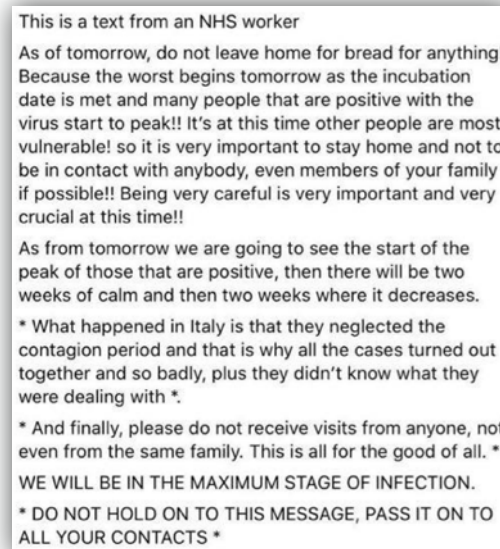
WebMD COLD vs. FLU vs. ALLERGIES vs. COVID-19				
SYMPTOMS	COLD	FLU	ALLERGIES	COVID-19** (can range from mild to serious)
Fever	Rare	High (100-102°F). Can last 3-4 days	Never	Common

- **Emotion analysis** on social media conversations harder to analyze, but more useful
 - Provides actionable insights to respond appropriately to citizens and different stakeholder groups
 - Measure efficacy of public health messaging
 - Reduce susceptibility to share misinformation



Information Vs Narratives

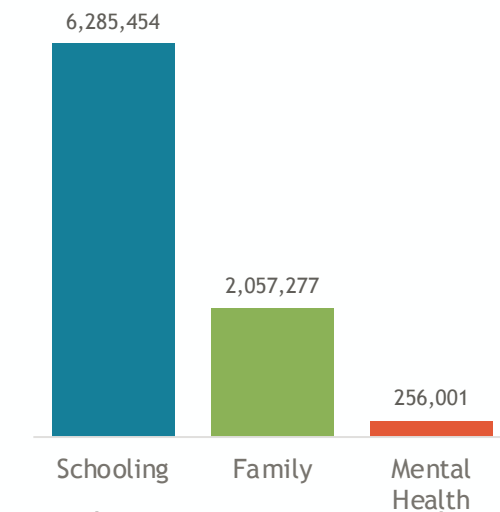
- Preoccupation with identifying good, or bad, specific information can distract from mission
 - Specific posts of information have often been individually spread by the time they are identified and challenged
 - Citizens will normally change behavior because of multiple exposures to messages, rather than one instance
 - Useful when content can be identified systematically or by influential sources
- As the key debates become more nuanced understanding how narratives emerge and develop becomes more valuable
 - Once narratives get a foothold with similar misinformation coming from multiple sources it has longer lasting impact
 - Developing an understanding of the narratives and relative emotion allows for a more effective communications response
 - Nuanced misinformation is harder to detect without identifying by source/account



Volume Vs Velocity

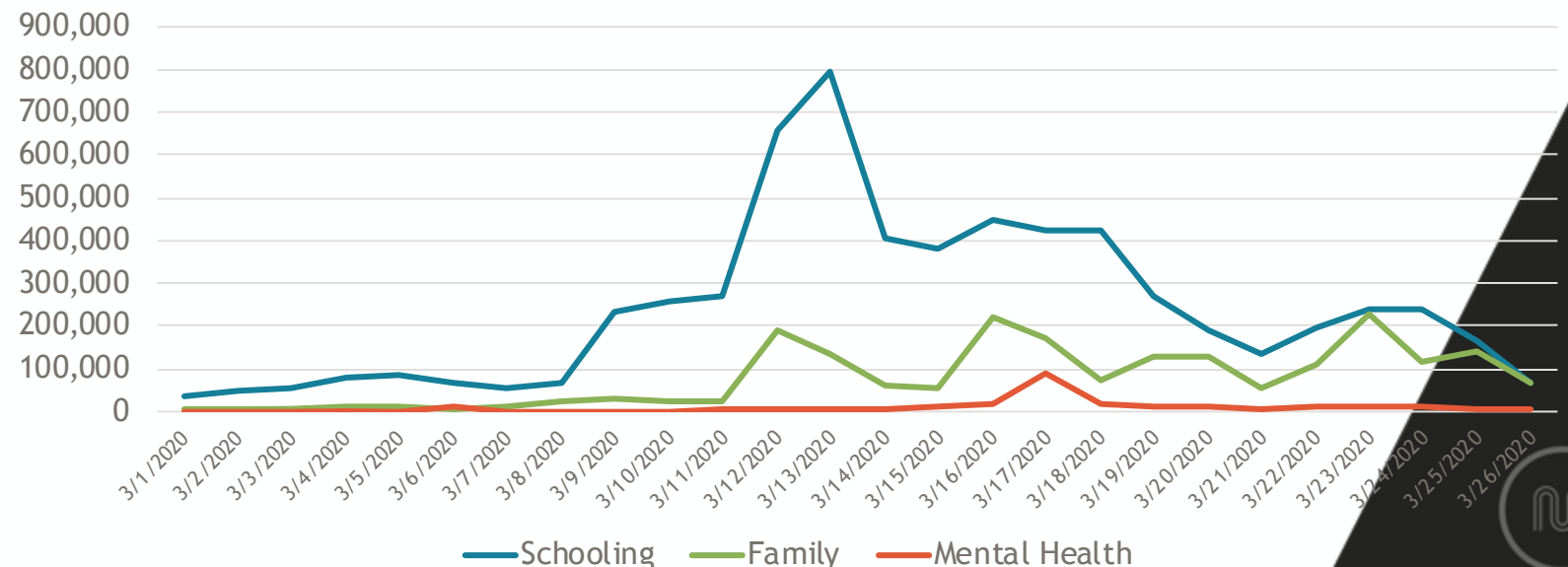
- Too many tools and projects wrongly focus on volume of content as an indication of influence
 - Just because there is a high volume it does not mean anyone is influenced - the converse is also true
 - Easy to measure so too many projects place importance on volume of posts/content
 - Reach, engagement and frequency more relevant
- The velocity in which a narrative or piece of content becomes shared is more meaningful
 - The relative speed that citizens share and/or are exposed to a measure the more likely they are to be impacted
 - Often reaches communities less often touched by misinformation and therefore find it harder to spot
 - Early detection is therefore important to counteract viral misinformation or harmful narratives

Posts by Topic Split



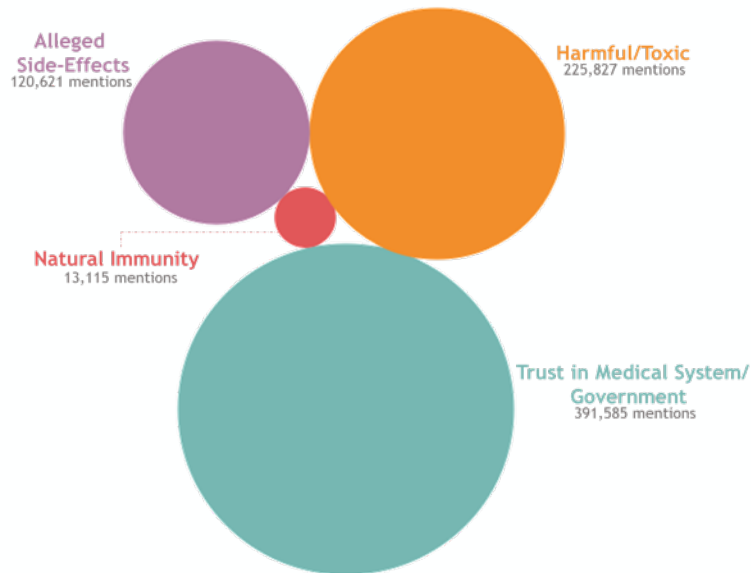
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Social Media: COVID-19 and Secondary Impact on Key Topics




Wrong Vs Right

- Analytics projects often focus on key sources sharing good, or bad, information
 - Challenging and resource intensive to detect individual pieces of wrong information quickly before spread, unless at platform level
 - Arguably more important to help citizens identify misinformation
 - With more nuanced topics it becomes a risk if seen to be hindering public debate
- Focusing on sharing correct information as, and via via trusted sources
 - Building trusted knowledge of correct knowledge to some extent immunizes citizens from misinformation
 - Analytics can help developing content strategies by identifying content types popular in different communities
 - Measuring and tracking trust in institutional sources and influencers important to maintain and build positive flows of information



Frequent or excessive alcohol consumption can increase your risk of health problems.

FACT:
Drinking alcohol **DOES NOT** protect you against COVID-19 and can be dangerous

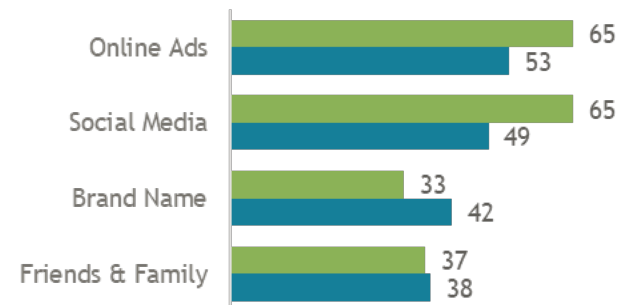
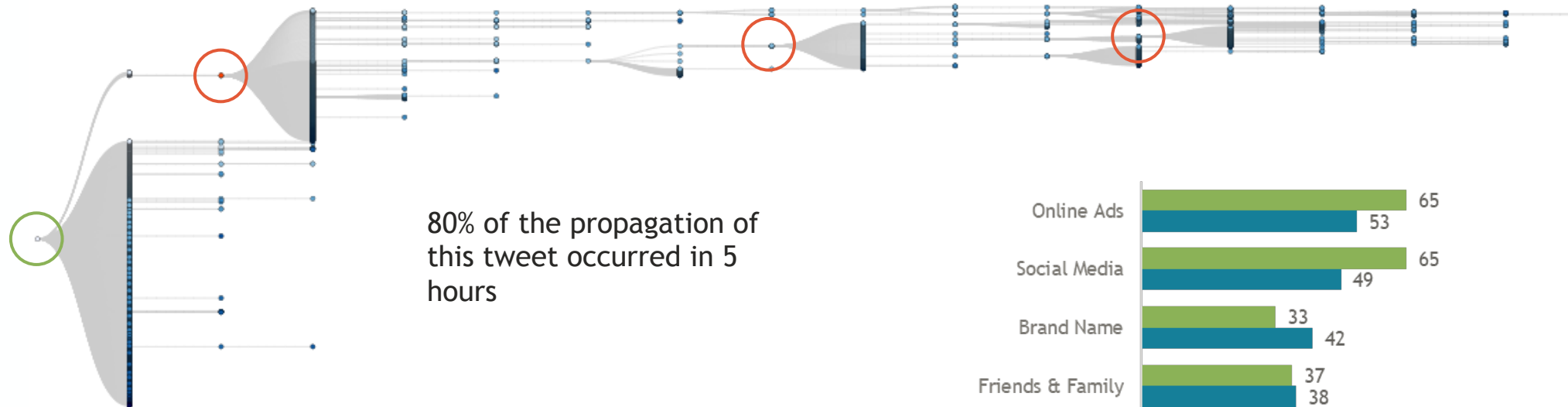


World Health Organization #Coronavirus #COVID19



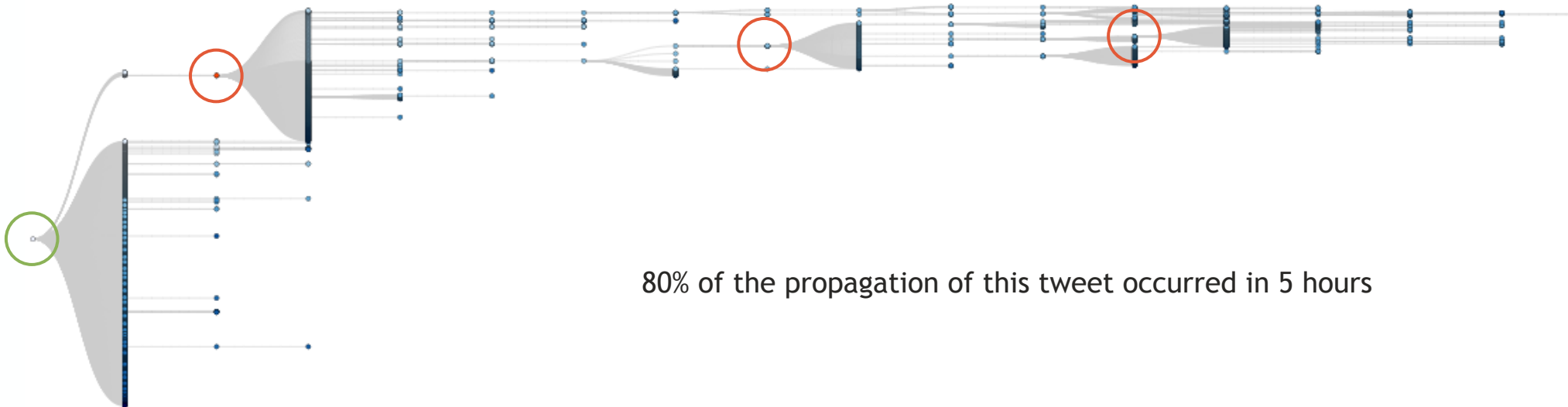
Sharers Vs Seekers

- Identifying those who originate and share misinformation of limited value
 - Often retrospective and only useful when seeking to share information with specific communities of interest or identifying networks
 - Again focused on sources which are more likely to be identified and acted on at platform level
 - Does provide actionable insights when looking at those who share trusted information
- Identifying citizens asking questions identifies a valuable set of data
 - The questions citizens most want answered represent a significant information demand opportunity
 - Meeting information demand helps win the long-term battle
 - If trusted sources don't fill information voids misinformation often will



Key takeaways

- Identifying those who originate and share misinformation of limited value
 - Often retrospective and only useful when seeking to share information with specific communities of interest or identifying networks
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80% of the propagation of this tweet occurred in 5 hours





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