



ONE COUNTRY

“COVID-19”

Snapshot of Online and Social Media Analysis in Rural
Iowa, Michigan, Minnesota, New Hampshire,
Pennsylvania, and Wisconsin

June 7 – 14, 2020

Rural Citizens



47,000 original posts



18,000 unique authors

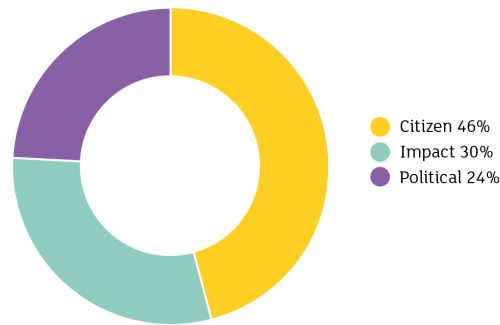
Overview

Net sentiment against President Trump is now as low as at any time during the COVID-19 crisis. However it is important to note that rural people are becoming a little less interested in this topic as the weeks go by.

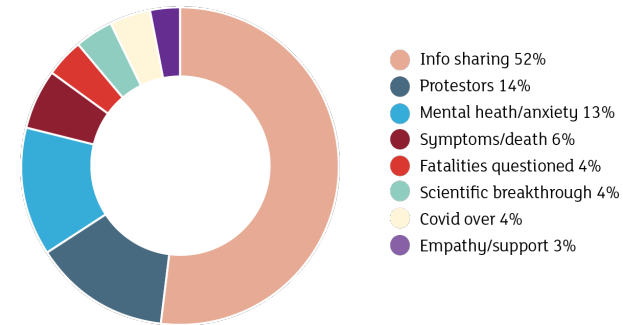
In addition, the percentage of COVID-19 related conversations which are directly political in content may also be trending downward. This suggests the heat may be relenting for Trump as attention of rural people is being diverted elsewhere and/or they are adjusting to the new normal.

However, the disease is far from over and with fatalities and infection rates continuing to rise – plus a dreaded second wave in the minds of health officials and much of the population – this disease will likely hound Trump all the way to the ballot box.

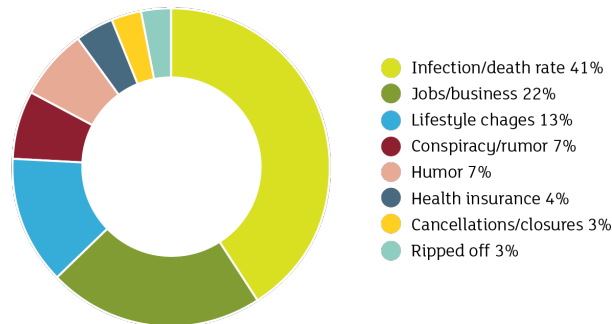
DISCUSSION SPLIT



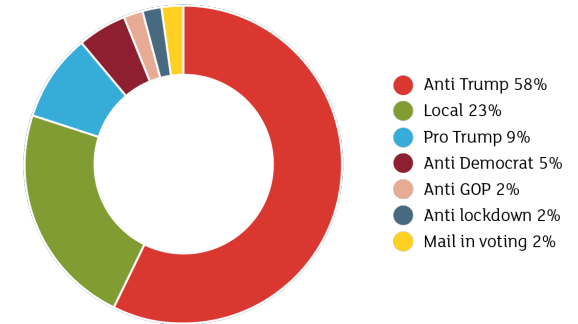
CITIZEN DISCUSSION



IMPACT DISCUSSION



POLITICAL DISCUSSION



ONE COUNTRY

Analysis: Key Takeaways

Citizen Discussion

- Rural people continue to share information about COVID-19, it's spread, prevention, etc. Over this period the conversation focused more on the impact of Remdesivir in treating patients with the disease. People also spoke about the effectiveness of face masks along with the importance of boosting their immune system and how this can be achieved.
- The Black Lives Matter protests continue to stoke a mixed reaction among the rural populous. For some, COVID-19 and Black Lives Matter are of equal importance and the protests are therefore justified. Others are concerned the protests will lead to another spike and while sympathizing with the Black Lives Matter cause, worry about the health impact. Meanwhile, the remainder just use the crises to score political points.
- Mental health issues and anxiety have been a recurring theme of conversation every week since this analysis began in mid-March. It is clearly a major side effect of COVID-19 and the lockdown which is likely to worsen in the weeks and months ahead.
- Contrary to those who state the disease is a hoax, fellow citizens continue to regularly post that they either have symptoms, tested positive ,or know someone who has died from coronavirus.
- The debate over fatality rates continues, albeit at a reduced level, leaving those who feel strongly that they have been lied to about the severity of the disease to denounce COVID-19 as 'over'.



Analysis: Key Takeaways

Impact Discussion

- Details about infection and death rates are still being talked about but with less and less commentary attached. Some people seem to be getting bored with it all which makes others wary. They eagerly remind fellow citizens that two million and counting have contracted the disease in the US resulting in more than 100,000 deaths – and warn against complacency.
- Talk about jobs and businesses is mixed. Plenty are clearly suffering having done the right thing in lockdown and now feel they are have been left destitute. In addition, there are small businesses which are not receiving any support for which they feel they are eligible. They therefore question the criteria and call for transparency as to who exactly received the financial lifelines which were promised.
- Meanwhile others talk optimistically about markets opening up and the opportunities to be had.
- Despite having their lives turned upside down, some have embraced the changes. They are proud as to how they have adapted during these challenging times.



Analysis: Key Takeaways

Political Discussion

- Interest in COVID-19 as a topic of general conversation is waning and becoming slightly less political in content among rural people, a trend which will surely be welcomed by the White House.
- Nevertheless, anti-Trump net sentiment is back to its lowest level since this analysis began 12 weeks ago. A perceived mishandling of the coronavirus and the Black Lives Matter protests result in a huge outburst of anger and abuse directed towards the president. People are also disgusted by Trump's handling of the economy and his decision to press ahead with political rallies – thereby putting his supporters at risk from the disease.
- Others see things differently and are eager to point out that China started COVID-19 – not Trump – and that George Floyd was killed by the police. They also point out that before the disease hit, the economy was doing well and it is unfair to blame the downturn on something which is completely out of the president's control.
- State governors continue to be attacked from all sides accused of prolonging the lockdown or being responsible for deaths in nursing homes – with Governors Wolf and Whitmer continuing to shoulder much of the blame



Sample Posts

Impact Discussion

- 🗣️ *WHO are accused by conspiracy theorists of working with China to prevent the world knowing about the spread of Covid-19*
- 🗣️ *Are we just to forget that we are over 2 million infected cases in the United States. A pandemic doesn't go away simply because we're bored with it.*
- 🗣️ *So what about the people who followed the quarantine orders that are STILL unemployed as a direct result of COVID that are now being blatantly ignored?*
- 🗣️ *Small biz/employees continue in crisis. Who got the \$1/2 trillion? SBA promised to disclose then backtracked. Info should be public. Trump administration won't say who got \$511 billion in taxpayer-backed coronavirus loans*
- 🗣️ *Buyers and sellers are returning to the housing market. Although more buyers than sellers, leading to pricing stability/increases despite the COVID-19 pandemic*
- 🗣️ *After 63 days of full-time virtual learning, IT'S SUMMER! We made it! In a year shaped by a global pandemic and an uprising against police brutality & systemic racism, they have shown resilience, empathy & understanding far beyond their years. We laughed, we cried, we adventured,*
- 🗣️ *Deadly Chinese COVID-19 Warnings Were Hidden from the World for Months by WHO*



Sample Posts

Citizen Discussion

💡 *Keep your distance. Wear a mask. Wash your hands. By now, you know these ways to protect yourself from #covid19. But there's something else - eat healthy foods. According to @eatright, these nutrients help strengthen your #immune system*

💡 *Racism kills. Corona kills. Have to fight both at the same time, simple as that.*

💡 *I'm still a bit worried that we're eventually going to be seeing another spike in covid; especially after all the protests, and the fact that things are opening up again, despite there still being numbers. sure they're 'going down' but still.*

💡 *yeah it's depressing to stay home during a pandemic but how about being depressed all the time and always being alone 😊*

💡 *This was really enlightening for me, as someone who was sick for 51 days. And I kind of want to send it to my husband's boss, who sent increasingly less subtle emails that she didn't believe I had COVID and wanted him to stop working from home.*

💡 *FRAUD. CDC says covid 19 fatality rate is .026 or .04 for symptomatic cases. State data makes it look far more deadly. If CDC numbers true, we have yet another hoax against. @realDonaldTrump take notice*



Sample Posts

Political Discussion

🗨️ *Trump's tweets are to infuse his base and distract the rest of us from his failures. And the media chases them every single time: 113,000 dead from COVID-19, 40 million out of work, and the worst civil unrest in my adult lifetime. Pick one of these.*

🗨️ *I think why the Dems are going to win in November is because of Trump's unbelievably bad response to COVID-19 and the fact that while the BLM protests (that are peaceful, remember) have been going on he's acted like a coward. He's sending the military against his own people*

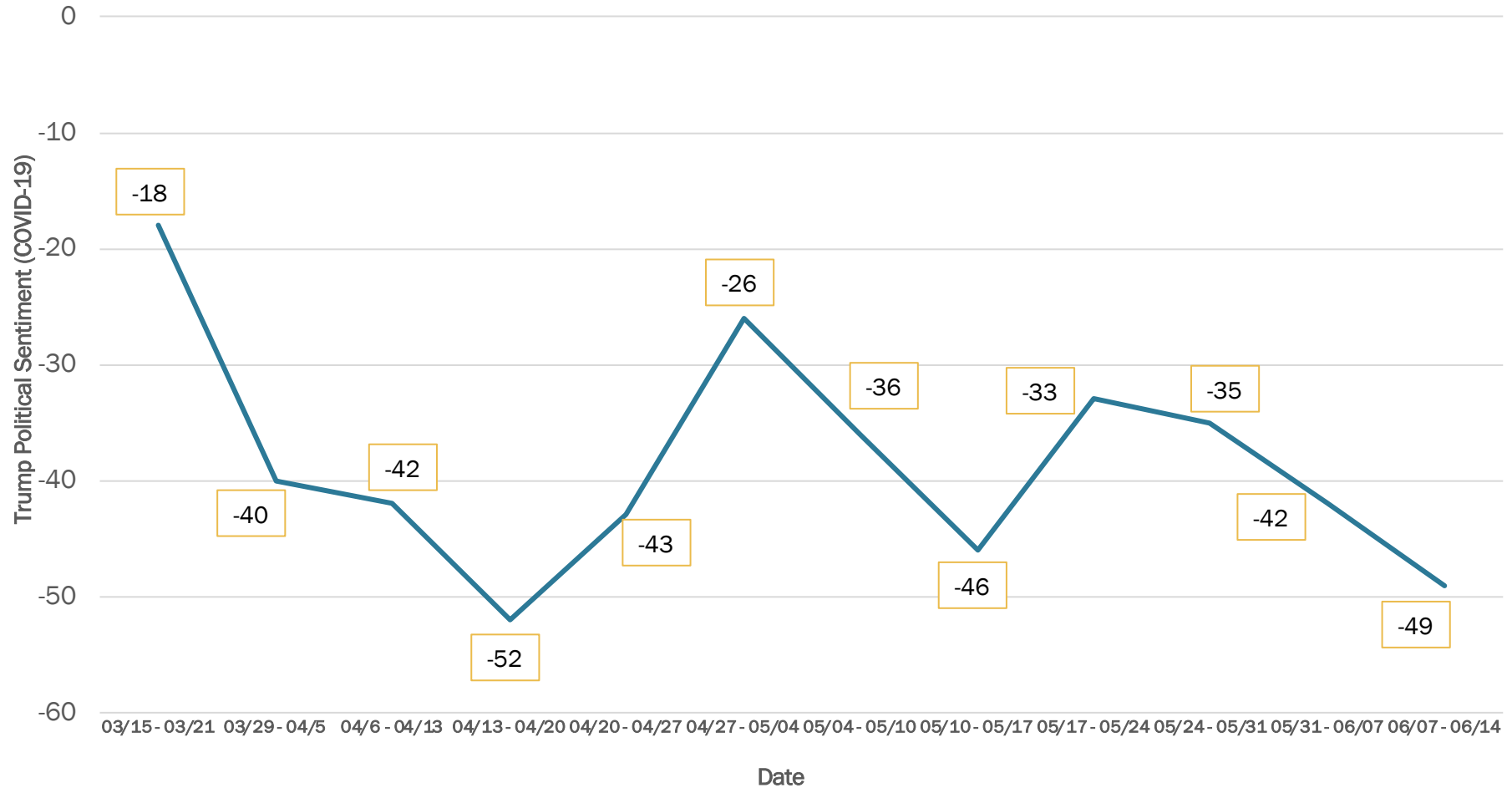
🗨️ *Attending Trump rally in Tulsa? Don't forget to sign your waiver for the hoax Coronavirus 19. Intelligent to kill off your own base!*

🗨️ *Prior to the pandemic, the economy was at record highs and unemployment at record lows for all classes of Americans because of the policies enacted under President Donald Trump, such as an across-the-board reduction in federal income taxes and regul...*

🗨️ *This worldwide pandemic was just another attempt to destroy the US Trump MAGA movement, period! Dems. US Deep state and US media now the true guilty of hundreds of thousands of deaths, worldwide, just to win an election?????*



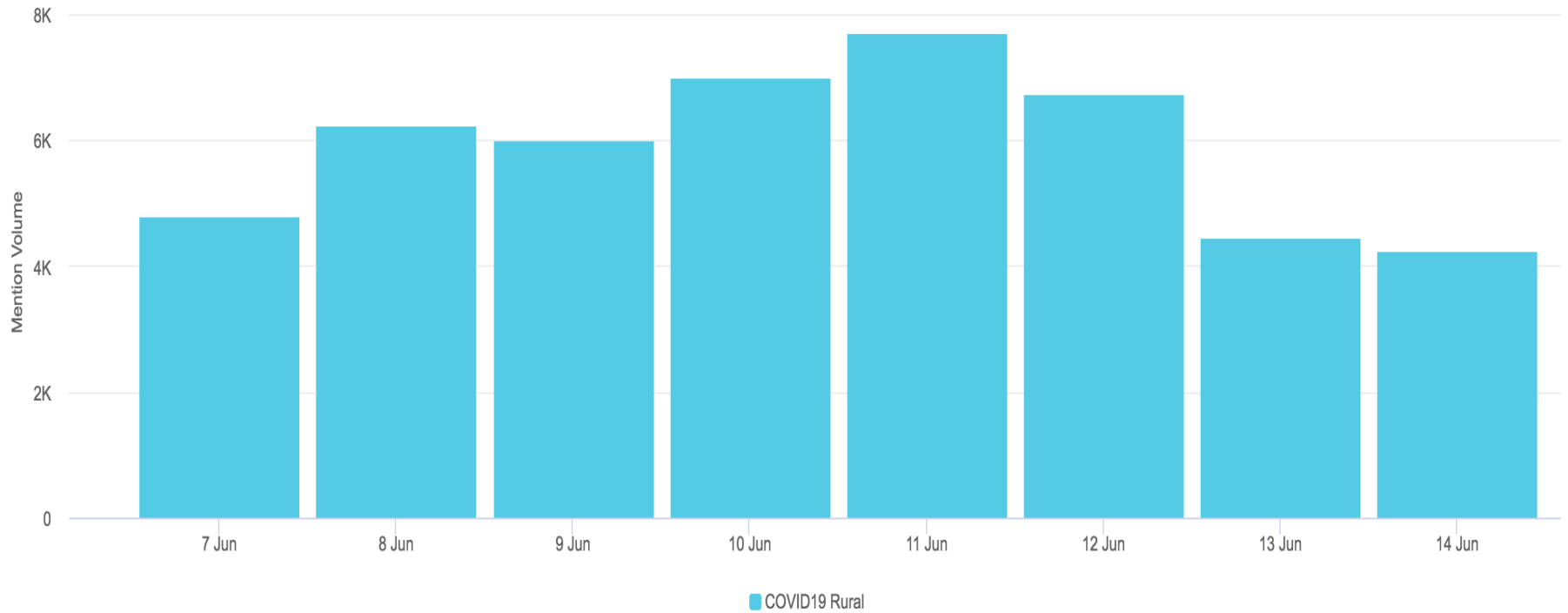
Trump Net Sentiment



Notes on the data: The line chart above tracks net sentiment on Trump in relation to COVID-19. It will show shifts in the perception of how the president is dealing with the pandemic and how this plays out within rural social media discussions over time.



CORONAVIRUS RURAL CONVERSATION – DISCUSSION VOLUME (BY DAY)



Prepared for One Country Project

by  **impact**Social



Methodology

This analysis is based on collected, publicly available, online data, geo-located to rural populations in the six states from May June 7 – 14, 2020, related to COVID-19. In total, 47,000 posts from 18,000 authors were collected across the six states.

Randomized, representative samples of these conversations were analyzed after removing shares, retweets, repetition, media, and influencers from the dataset to focus solely on the views of local citizens. These conversations were then scored – positive, negative, or neutral.

