

# “Lockdown” Social Media Analysis

16-23 November, 2020

United Kingdom



## ABOUT THIS REPORT

**Methodology:** Impact Social has analysed the public discussion\* of lockdown in the UK. We cleaned the datasets by removing all re-tweets, shares, media and overtly political statements - to focus solely on citizen conversations related to lockdown. We then randomised the datasets and took out statistically representative samples for our teams to physically read.

The comments were then categorised as:

**Neutral:** Where the word 'lockdown' was mentioned but no sentiment was expressed

**Negative/Positive:** Where people spoke of 'lockdown' in negative or positive terms in relation to a discussion topic.

**Analysis date range:** 16-23 November, 2020

**Search terms:** "lockdown"

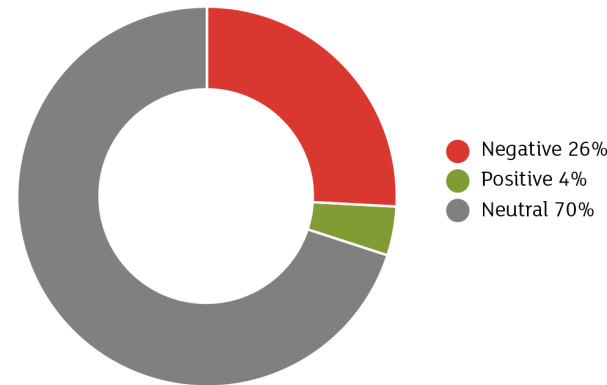
\*All data publicly available and findings entirely anonymised. We do not hold information on any individual person or persons.



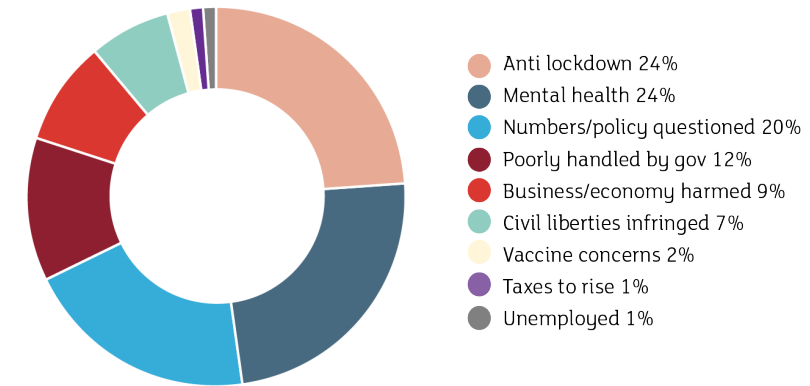
**Key Takeouts**

- Discussion sentiment in relation to lockdown is overwhelmingly negative.
- People express their distrust of SAGE conclusions with some convinced that subsequent infringement laws have the potential to do more harm than good.
- The government is accused of being misleading, of having a poor strategy and relying on advice which is too narrow in its thinking.
- Many are worried about their mental wellbeing and that of others which is compounded by concerns about unemployment, personal finances and the wider economy.
- Resentment is growing due to the infringements on personal liberty with some predicting civil disobedience should the situation continue.

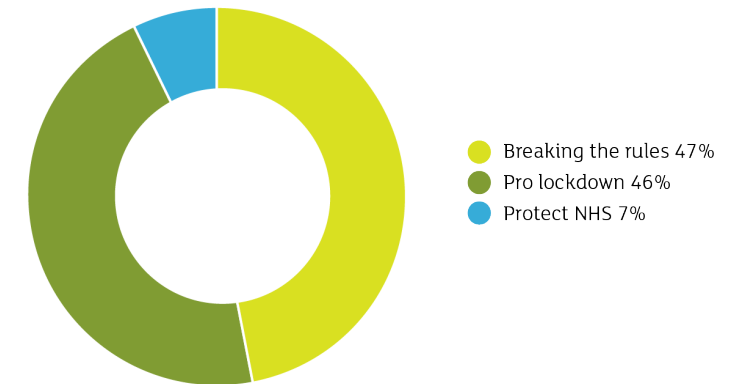
**SENTIMENT**



**NEGATIVE DISCUSSION**



**POSITIVE DISCUSSION**



**Notes on the data:** The numbers in the header above show the dataset used for analysis. Impact Social collected publicly available data geo-located to the UK. We then exported these conversations taking out randomised, representative samples for our analysts to physically read. The donut charts show how the discussion is segmented and the topics driving it.

### NEGATIVE DISCUSSION

#### **Anti Lockdown**

People are expressing their opposition to the lockdown as they feel strongly that it does more harm than good overall and question whether lockdowns even work as a way of suppressing the disease. Meanwhile a good number are very angry at being told to lockdown as they do not feel that the disease is deadly enough to warrant such action. Finally some share their opposition to the opening up of society over Christmas if, as a consequence, more draconian measures will be enforced in the new year.

#### **Mental health**

This conversation ranges from people speaking about feeling bored, frustrated and lonely, to more serious cries for help from people wondering how they are going to get through the next few months. For some the situation is compounded by losing their job or suffering a sharp reduction in income which results in increased levels of anxiety or depression.

#### **Numbers/policy questioned**

Many appear to doubt the numbers on which the second lockdown was based. They feel SAGE was determined to lockdown the UK and produced figures in order to ‘bounce’ Johnson into making it happen. As evidence figures regarding infection/death/R rate are being exchanged and debated. The overall conclusion is that whilst the March lockdown may have been justified phase II was not as rates were falling previous to implementation. They see the second lockdown as a huge overreaction which will have devastating consequences for the UK.

#### **Poorly handled by government**

Johnson and co come in for sharp criticism. The PM is accused of weak leadership and lacking a clear strategy to get through the crisis. They list perceived failures such as track and trace, antibody testing, NHS app, etc and speak of how they have been misled by phrases such as ‘flattening the curve’ and resent being told to expect a normal life by Christmas only to be cruelly let down. The prime minister is also accused of being too reliant on SAGE with suggestions that he broaden the scientific advice received.

#### **Business/economy/taxes/unemployed**

This is a very personal discussion about how lockdown is impacting real lives. Pub owners speak of how they spent money getting ready to reopen safely only to get ‘shafted’ by the government. Others such as driving instructors speak of living off nothing due to being self employed. Meanwhile those who have already lost their jobs share their misery and concern for the future and question whether the cure is in fact worse than the disease?

#### **Civil liberties infringed**

Huge frustration appears to be bubbling away in many households. Much of this stems from the prolonged initial lockdown after which people felt they had done their bit for society. Armed with a better understanding of the numbers, resentment is building about why such draconian measures are required once again with many openly stating that they cannot stand the situation much longer. Some predict huge levels of defiance within the population should such measures continue.

## “LOCKDOWN’ ANALYSIS SUMMARY

### **Vaccine concerns**

Here people express concern about the safety of the vaccines due to their rapid development time. However some conclude that the jab is a risk worth taking if the only other option is wave after wave of lockdown.

### **POSITIVE DISCUSSION**

#### **People breaking the rules**

Those in favour of lockdown are very annoyed at the failure of some fellow citizens who ignore the rules. Many express that the second lockdown is unlike the first as people aren't taking it seriously and call upon Johnson to crack down.

#### **Pro lockdown**

Lockdown converts support Johnson for making a courageous decision by ordering a second lockdown. Faced with another potentially huge wave of deaths they applaud the prime minister for putting people's lives first.

#### **Protect the NHS**

Johnson's mantra to ensure hospitals are not overrun is still being repeated as a need to “do the right” thing under lockdown.

Impact Social is a specialist social media, online monitoring and analysis company. Using big data software Impact Social tracks over 60 million online sites including Twitter, Instagram all blogs, forums and news websites. Whatever is said publicly, in the media or online we can follow live, 24/7 in 44 different languages.

This is where our reliance on algorithms ends. **Once the data has been received our in-house experts read and analyze the content - often amounting to 1,000's of individual posts. Our unique methodology ensures unrivalled accuracy to show what has been said, by whom and its impact. We are the only company in the world providing this level of analysis.**

What does the analysis show?

Our expertise is in accurately assessing all media, stakeholder and public conversations which have an impact - positively or negatively - on any given subject, organisation or individual. This can be provided as a general overview or in greater detail reflecting:

- The overall conversation
- The level of influence
- The topics under discussion and the share of voice
- The share of the discussion positive to negative and what is driving it
- Which stakeholder group is having the most impact

These questions and many more are what Impact Social was established to answer. **In essence we create live rolling focus groups of thousands, hundreds of thousands, sometimes millions of people.**

We work with international organizations, government departments, global brands, the world's largest trade associations, national governments and on Presidential, Prime Ministerial and local elections.

Areas of expertise: geo-politics, political campaigns, issues management, brand reputation, crisis communications, financial services and litigation. Impact Social is based in London and Washington D.C. [www.impactsocial.com](http://www.impactsocial.com)