

# TIGER C19

Timely Integration of User  
Generated Responses about C19

## Introduction and Approach

**WHAT:** TIGER C19 is an ongoing collaboration between the Burnet Institute and the University of Melbourne that combines big data analytics of social media postings with qualitative research methods.

**HOW:** Using a sophisticated data analytics tool, TIGER C19 extracts posts containing selected key terms or topics from two social media platforms: “Reddit” and “Twitter”. The resulting data are then subjected to thematic analyses, as presented below.

**WHY:** TIGER C19 informs public health and health information responses by examining local Covid-related issues of current interest as both a supplement and complement to other research and intelligence. The current focus is on Victoria, though the emerging themes have broader resonance and application to other jurisdictions in Australia and overseas.

## Summary of results

Table 1 and "Emerging Themes" below summarise the findings derived from the posts and reposts for the key words or topics.

Data collection period: 29 April 2022

Total number of hits/posts: 9,923

**Table 1: Summary of Reddit and Twitter ‘captures’ by key words**

Term/Topic	Posts	Term/Topic	Posts
Booster	1,089	Election	4,106
Long Covid	1,139	Travel	3,469
Covid Normal	119		

## Emerging themes

We analysed the most popular posts (and repost trails) to determine emerging key themes.

### 1. Reduction in media coverage and debate on Covid and the pandemic

- TIGER C19 data hits down from regular 30k+ to under 10k.
- Less news coverage and URLs and direct references in social media.
- Almost absent from election debate.
- Government avoiding topic so as not to provide criticism from the opposition.

### 2. Vaccination booster program divides opinion

- Debate around choice and pressure to conform regarding Covid booster shots.
- Mixed opinions and support for mandatory booster shots for certain workplaces.
- Uncertainty as to evidence and safety of vaccinating young children.
- Concern that boosters will be required every six months into the future with unknown side-effects.

### 3. Covid normal as the new paradigm

- “Covid normal” as a semantic term to shift emphasis away from the pandemic as a problem.
- Cynical political response, at election time, as a reflection of public opinion, attitudes, and behaviour.
- Shift from focusing on public health to focusing on the economy and getting people back to work.
- Many welcome “Covid normal” to permit events (e.g. Anzac Day), socialising and travel.

### 4. Long Covid as an emerging issue

- Highlights problems linked to rapid development of Covid vaccines with limited understanding of long-term side-effects.
- Positive impact of Long Covid being taken seriously, leading to more focus for research, education, and support for those affected by this and similar conditions.
- Extent and spread of Long Covid fear as a reason to maintain public health measures to reduce spread of infection.
- Some industries (e.g. aviation) intend to check employees for signs of Long Covid where it may impact on performance.

### 5. Travel restrictions lifted

- Many accounts of travel as a cathartic and positive experience after lockdowns and restrictions.
- Hopes of travel businesses and academic institutions for returning customers and students.
- Accounts of delays and cancellations due to reduced workforce at travel hubs.
- Concern that travel will lead to new Covid variants and subsequent lockdowns.