

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: 10 October 2022

Total number of hits/posts: 13,310

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

Term/Topic	Posts	Term/Topic	Posts
Fear	1,060	Long Covid	786
Future	3,607	Normal	1,650
Government	3,850	Worry	2,357

Emerging themes

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

1. Return to “normal” life polarizes views

- Relief at the prospect of the resumption of life as it was “before Covid”
- Fear and concern around Covid infection risk post-14 October deregulation
- Welcoming of relaxation of government dictates
- Concern that government is abnegating responsibility

2. Ongoing impact of Covid on lifestyles

- Narratives from wide range of people of the ongoing health complications of Long Covid
- Uncertainty around vaccination protection and impact of potential new mutations
- Shift to individual responsibility for precautionary measures, such as mask wearing
- Concern, as well as acceptance, of increasing community infections

3. Fear and worry are pervasive

- Concern as to unknown long-term impacts of repeated Covid infections
- Worry around economic stress and job security in the Covid era
- Fear of community spread of Covid and impact on inter-generational families
- Young people especially concerned for the future in the current global context, including Covid

4. Planning responses into the future

- Government only listening to select individuals with focus on the present rather than the future
- Concern that under 30s in high-risk settings are not getting vaccination boosters
- With Covid support/payments withdrawn people will attend work when infected
- Parliamentary inquiry into Long Covid welcomed