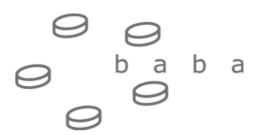baba

EXPLORATION ON THE WORD
#CONTAGION

March, 27th 2020

babaconsulting.com

Context

The current situation of emergency makes us stop and reflect on our present and future scenarios. News proliferates, as comments and social media buzz, in a chaotic and intense flows of stimuli on pandemic spreading.

Objective

We at baba suggest first of all a reflection on **what's the meaning of #contagion? :** it's a conceptual structure but it's as well a common word, affecting the audience' conversations, the media and the discussions.
To see what happens form this side, we have run a **social media listening** in order to identify a few relevant insights,

Methodology

The web listening (software tool: **Brand24**) about the meanings of #contagion/ #contagio, in Italians' conversations (Italian language) has been run from Feb 24th to March 24th, 2020.

Conversations were analyzed from sources such as:
Twitter, YouTube, blogs, news websites, forums.

Positive/negative analysis are based on an algorithm which recognizes the sentiment, constantly learning with a 93% of accuracy. As always the software analysis has been questioned and deepened by our overview.

#contagion is mostly running on news and articles from **authorities** (infoitinterno, infoitsalute, Emergenza24…), with an **overload of negativity** that has permeated the general mood and influenced the p**erception of a state of emergency.** For instance, the two main peaks of the mentions refer to two restrictive acts by the Italian government.

THE 3 MOST POPULAR MENTIONS (with the largest total amount of interactions)
show the impact and the importance of official sources in this current situations and the
need of reassurance, control, authority.

1° -> Italian government

> **Giuseppe Conte** ✔ @GiuseppeConteIT · 21h
> L'emergenza che stiamo vivendo non conosce confini. È uno shock senza precedenti che richiede misure eccezionali di reazione, necessarie non solo a contenere la diffusione del contagio, ma anche ad arginare gli effetti negativi prodotti sul tessuto socio-economico.
>
> 💬 1.034   🔁 1.039   ♡ 8.175

2° -> scientific journalism

> **SuperQuarkRai** ✔ @SuperQuarkRai · 26 feb
> I virus sono microscopici e usano il nostro corpo per riprodursi. Questo coronavirus è sconosciuto, perciò è importante limitare il contagio. Sono fiducioso, seguo le indicazioni delle autorità, senza spaventarmi. Attenti piuttosto alle fake news! #coronavirusitalia #26febbraio
>
> 💬 117   🔁 2.300   ♡ 6.739

3° -> spiritual authority

> **Papa Francesco** ✔ @Pontifex_it · 6 mar
> Desidero esprimere nuovamente la mia vicinanza ai malati del #Coronavirus e agli operatori sanitari che li curano, come pure alle autorità civili e a tutti coloro che si stanno impegnando per assistere i pazienti e fermare il contagio.
>
> 💬 187   🔁 907   ♡ 6.812

What is mentioned in the discussion about this theme is a surely reflection of the difficulty to understand such an enormous phenomenon and controversial attitude based on two opposite dynamics: escaping (the contagion) and containing (the contagion).
It's a fact that if in this first period the institutions and the citizens were not cooperating.

distanza nuovo regione italiani fare ogni alcuni possono stati presidente propria primo quindi già giorno oggi prima

persone stato contenimento ben possibile contatto attività lombardia storia coronavirus

diffusione avere quarantena meno paura mai vita parte fino bene sanitaria paese spesso governo stata però

decreto fatto fine secondo covid casi cina giorni dopo mondo così emergenza quando senza sicurezza

virus momento infatti casa cosa condizioni sempre subito viene misure rispetto può state altro ancora

prevenire poi essere modo limitare cittadini stesso quali salute numero rischio caso altre ora tutte altri

lavoratori sanitari contenere controllo marzo tempo potrebbe lavoro evitare solo italia

Given the main keywords associations, the sentiment analysis has given us some interesting associations,
in order to take out the main meaning paths of #contagion

Meanings go much further than the medical one and enlighten an Italian community more worried by the effects of the 'black swan' on society' fundamentals than from the spread of the disease.

FAKE	INFORMATION	ECONOMY	DONATION	RACISM	SHAME
(mentions: 5220)	*(mentions: 3625)*	*(mentions: 1264)*	*(mentions: 912)*	*(mentions: 767)*	*(mentions: 394)*
news, harmfully infecting the media	circulating about prevention	affected by the quarantine	initiatives from peoples and brands	renewing its arguments within the dramatic moment	both referring to positive people feeling bad for getting the virus, and of some political acts

Each one of this theme share the same conceptual structure
as per the way (FAKE, INFORMATION), the causes (RACISM) the effects (ECONOMY, DONATION, SHAME) of spreading.

The audience shown by the sentiment analysis:

W H O ?

FAKE	INFORMATION	ECONOMY	DONATION	RACISM	SHAME
(mentions: 5220)	*(mentions: 3625)*	*(mentions: 1264)*	*(mentions: 912)*	*(mentions: 767)*	*(mentions: 394)*
These are two topic sides of the same coin and the targets that talk about them is pretty similar. **Authority** and public profiles, besides public-spirited **people of all age**, often upset about misleading news and their dangerous potential.		News **reporters**, financial **professionals**, **mature** profiles and keyboard warriors.	**Brands**, influencers, common **people**, moved by charity and asking for others.	Both people who stand up **intolerants** renewing their arguments within a dramatic moment and people **opposing the "racist" etiquette.**	Journalist and official communications to point at a **scandal in democracy** either **encourage inclusivity** for the infected people (and the risks that **hiding symptoms** can bring.)
Main source of mentions: NEWS	*Main source of mentions: NEWS*	*Main source of mentions: NEWS*	*Main source of mentions: NEWS*	*Main source of mentions: BLOGS*	*Main source of mentions: BLOGS*

FAKE

"I virus sono microscopici e usano il nostro corpo per riprodursi. Questo coronavirus è sconosciuto, perciò è importante limitare il contagio. Sono fiducioso, seguo le indicazioni delle autorità, senza spaventarmi. **Attenti piuttosto alle fake news**! #coronavirusitalia #26febbraio"
(6738 likes, 2300 retweet)

INFORMATION

"Voi invece sfruttate il contagio e continuate a sciacallare sui morti e fare **cattiva informazione.** Il Parlamento non è stato mai chiuso. È aperto, con limitazioni dovute al contagio. Basta ca**ate.."
(26 likes, 13 retweet)

RACISM

"#Coronavirus: era il 7 febbraio quando il ministero della Salute di @robersperanza divulgava questo video, poi trasmesso sui canali della #Rai, dove si affermava che "non è affatto facile il contagio" con tanto di bacchette cinesi (**contro il virus del razzismo**) in primo piano."
(1058 likes, 737 retweet)

DONATION

"Coronavirus, calano le **donazioni di sangue**. L'appello: "Nessun rischio contagio: i centri di raccolta sono sicuri" [aggiornamento delle 19:23]"
(99 likes, 43 retweet)

Coronavirus, calano le donazioni di sangue. L'appello: "Nessun rischio contagio: i centri di raccolta sono sicuri"

ECONOMY

"MATTARELLA,dopo parole di LAGARDE interviene"L'EUROPA DEVE AIUTARCI,NON DEVE CREARE OSTACOLI"dall'inizio del contagio abbiamo+di 1000 morti,**economia in ginocchio**.L'EUROPA anziché darci una mano ci AFFONDA! Atteggiamento INGIUSTO eVERGOGNOSO! via @repubblica"
(174 likes, 32 retweet)

SHAME

"Dalla Siria il **contagio della vergogna**. #Erdogan ricatta l'Europa minacciando ondate di profughi sulla #RottaBalcanica."
(1260 likes, 821 retweet)
"Siamo **fragili**, non vergogniamoci."

COMMENTO
Siamo fragili, non vergogniamoci
C'è una cosa che possiamo fare e subito: abbattere i muri che la vergogna alza tra noi come carta vetrata. Possiamo prendere a spallate di buonsenso e dignità il turbamento segreto che il contagio si trascina dietro come una coda riprovevole
di Barbara Stefanelli

#CONTAGION

mentions: **82691**
social media interaction **169554**
social media shares **42675**
social media likes **131678**

FAKE

(mentions: 5220)

social media interaction **14589**
social media shares 3329
social media likes 11260

INFORMATION

(mentions: 3625)

social media interaction 132
social media shares 136
social media likes 96

ECONOMY

(mentions: 1264)

social media interaction 1073
social media shares 294
social media likes 779

DONATION

(mentions: 912)

social media interaction 547
social media shares 226
social media likes 321

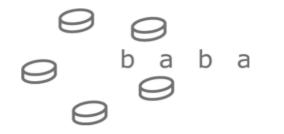**RACISM**

(mentions: 767)

social media interaction **6808**
social media shares 2191
social media likes 4167

SHAME

(mentions: 394)

social media interaction **5276**
social media shares 1646
social media likes 3630

The most engaging topics are "**fake**", "**racism**", "**shame**", as they lead a **political**, itchy discussion: they also express strong tones, that trigger passionate **gut** feelings and therefore more easily engagement.

#CONTAGION
final takeouts

1.

The conversational scene is emotionally overexcited and alerted, first of all by the Institutions,   that are visibly not decided to reassure Italian population by immediate decisions. The consequence is a general perplexity on the possibility of virus' containment, and a diffused escapism.

2.

Two main players profit of this situation, in the first Corona Virus month: the scientific vulgarization and the religious suggestion, witness of the common need of "top-down" help. And the right side of the political scene, insisting on the racist interpretation of the contagion and its own alternative proposals, of course against the Government ones.

3.

Under the most superficial threads,
Italians' conversations reveal the need of antibodies, of someone/something looking at the bigger picture and trying to see a bit further.
TO QUESTION (scenario 1, see the Trend Monitor map) can be a first answer, but certainly not enough to look forward positively.