COVID-19 – South Africa

MEDIA CONTENT ANALYSIS REPORT

27 - 28 March 2020
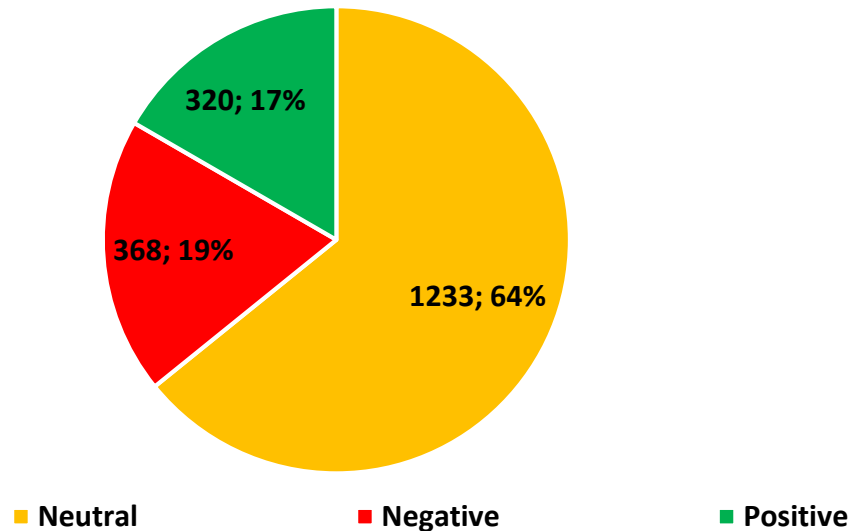
government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

An analysis of current media headlines on COVID-19 shows a focus on the **first deaths recorded;** together with a sharp increase in the **number of cases confirmed;** and **the lockdown**.

* Disclaimer: This report is mainly based on automated data visualisation. It should be noted that the sentiment analysis is therefore also automated: whenever a person tests negative for COVID-19, an article is rated negative; and whenever a person tests positive, an article is rated positive. Sentiment analysis might be a slightly distorted.

Article sentiment on COVID-19

Pie chart:
- 320; 17% (Positive, green)
- 368; 19% (Negative, red)
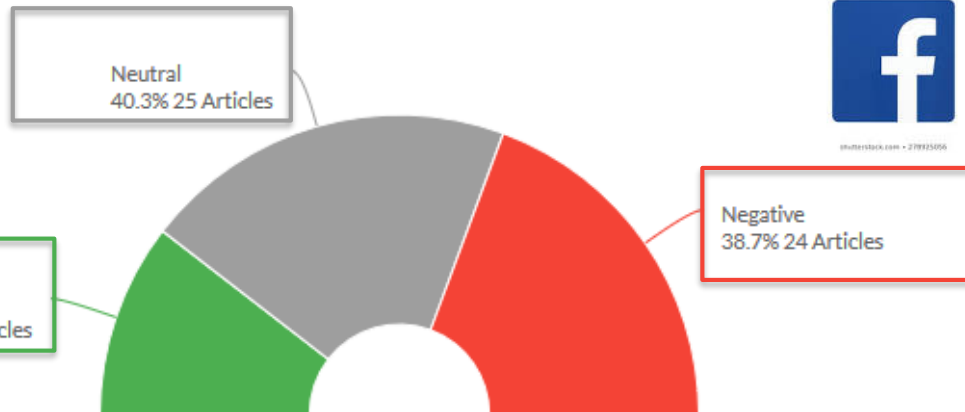- 1233; 64% (Neutral, yellow)

Legend: ■ Neutral ■ Negative ■ Positive

✳ Most coverage on COVID-19 in SA remains **neutral in sentiment**, just reporting factually on the situation.

✳ **Positive coverage** (down from the day before and compared to negative) is about a good response as roads were virtually empty on the first day of lockdown; and institutions expressing support for government COVID-19 measures.

✳ **Negative sentiment** is about the impact of COVID-19 on business/the economy; exposure of service delivery failures; and certain violations of lockdown regulations.

COVID-19 Sentiment analysis: Social Media Platforms

Neutral
40.3% 25 Articles

Negative
38.7% 24 Articles

Positive
21.0% 13 Articles

TOTAL REACH & IMPRESSIONS

Facebook	3 386 496 reach
Twitter	1 053 192 impressions

* The **Neutral sentiment** on **40.3%** with some citizens pleading if _#LockdownSA_ can be enforced in a stricter way. There are still thousands in our country that are not taking this seriously.
* **Positive Sentiments** on **21.0%** Citizen saying the Waking up on the 1st day of the _#LockdownSA_ feeling positive that, WE THE PEOPLE, can defeat of our common enemy #CoronaVirusSA. UNITED WE STAND!! #LockDownWorship
* **Negative Sentiments** increased to **38.7%** On SANDF and Police deployment 1) Security service not maintaining the right distance 2) Violently kicking a community member is just wrong and Can #SANDFDeployment be seen around Kasi's around the country! Baphi Kanti? People are reckless ouchea. Or are they protecting the rich alone in Sandton? Mr @PresidencyZA . I am watching @eNCA live, your _#LockDownSA_ plan is not working. I am 100% in support, but "our people", SAPS officers + invisible missing #SANDF are not doing our jobs. Lastly, some areas didn't have electricity and some without water for most of day one #LockDownSA

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