



COVID-19

A Report on Digital Anxiety Dynamics

DECEMBER 2019 TO FEBRUARY 2020



About this report



The data was collected using different online platforms that measures and tracks the online behavior of people in terms of the searches made on search engines and type of engagement done by people on different websites.

The data consists of consumers in the following different countries – *Total Number of Searches done on Search Engines for the term "Coronavirus" and "Covid-19"*

India



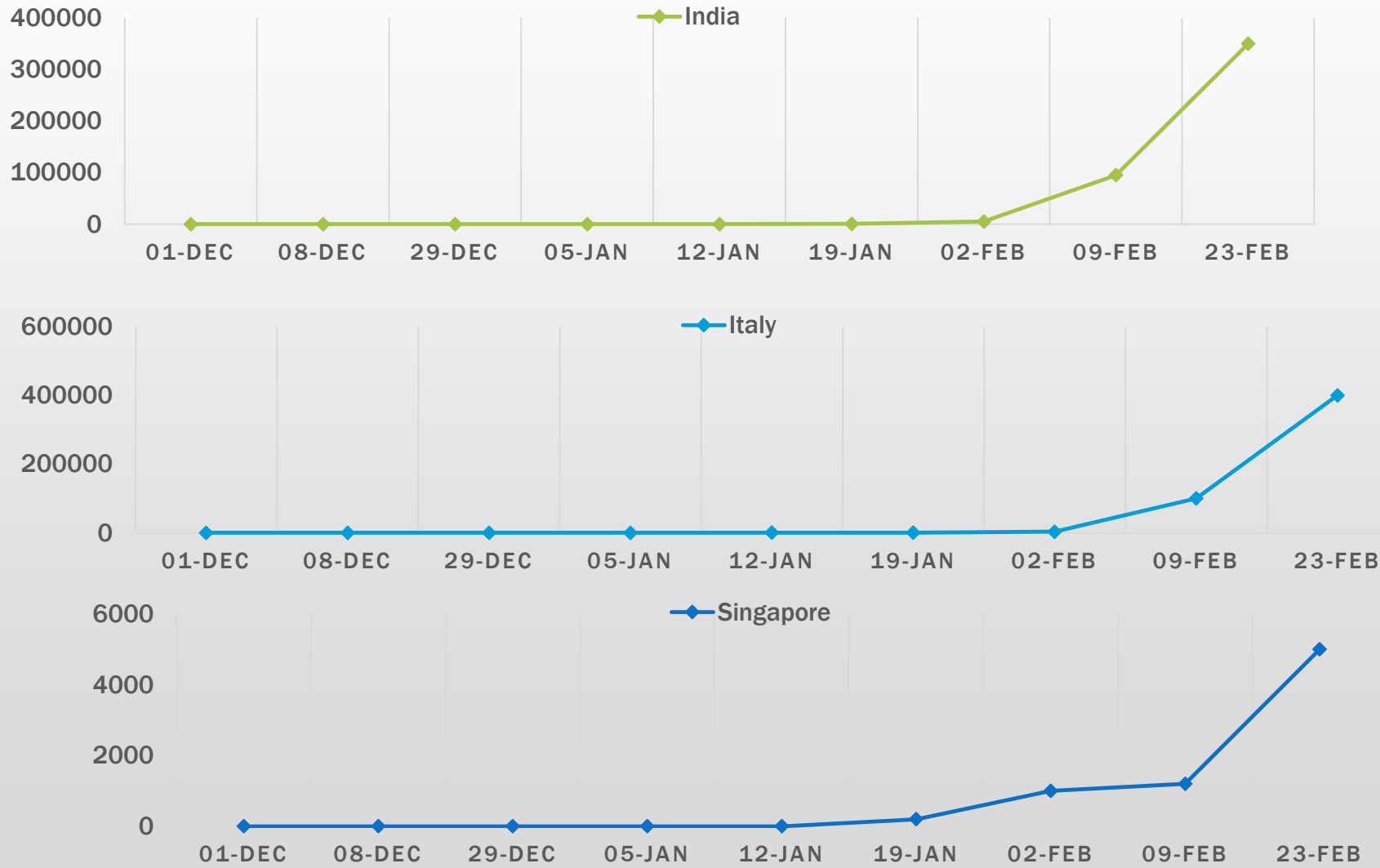
Italy



Singapore



Outbreak timeline and trends in search interest for covid-19/ coronavirus news



KEY TAKEAWAYS

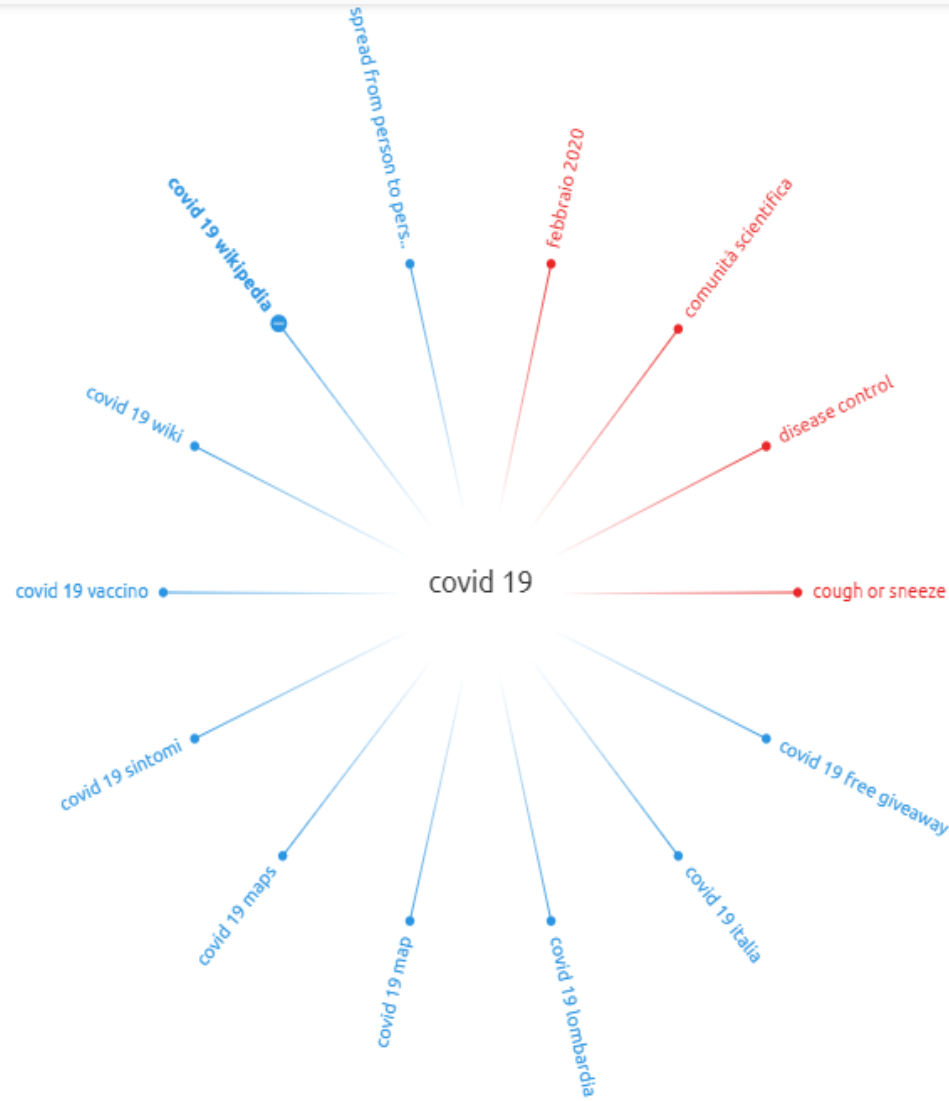
The behavioural tracking data reveals that across countries, concerns about the virus outbreak, started peaking between 9th -23rd February 2020.

Possibly the anxiety level was propelled by the news and social media? Also, implies limited anxiety until the virus was confined to China

What were people talking about coronavirus in Italy?

KEY QUESTIONS BEING SEARCHED

1. How does COVID-19 spread?
2. What is the big deal about the new coronavirus, COVID-19?
3. Is a person with COVID-19 contagious before symptoms appear?
4. How dangerous is the COVID-19 Wuhan coronavirus?
5. What is Coronavirus and how does it spread?
6. How is COVID-19 transmitted in humans?
7. What is your biggest fear about Covid-19 (Coronavirus)?
8. How exactly did Covid-19 spread so quickly in Italy?
9. How does the coronavirus spread?



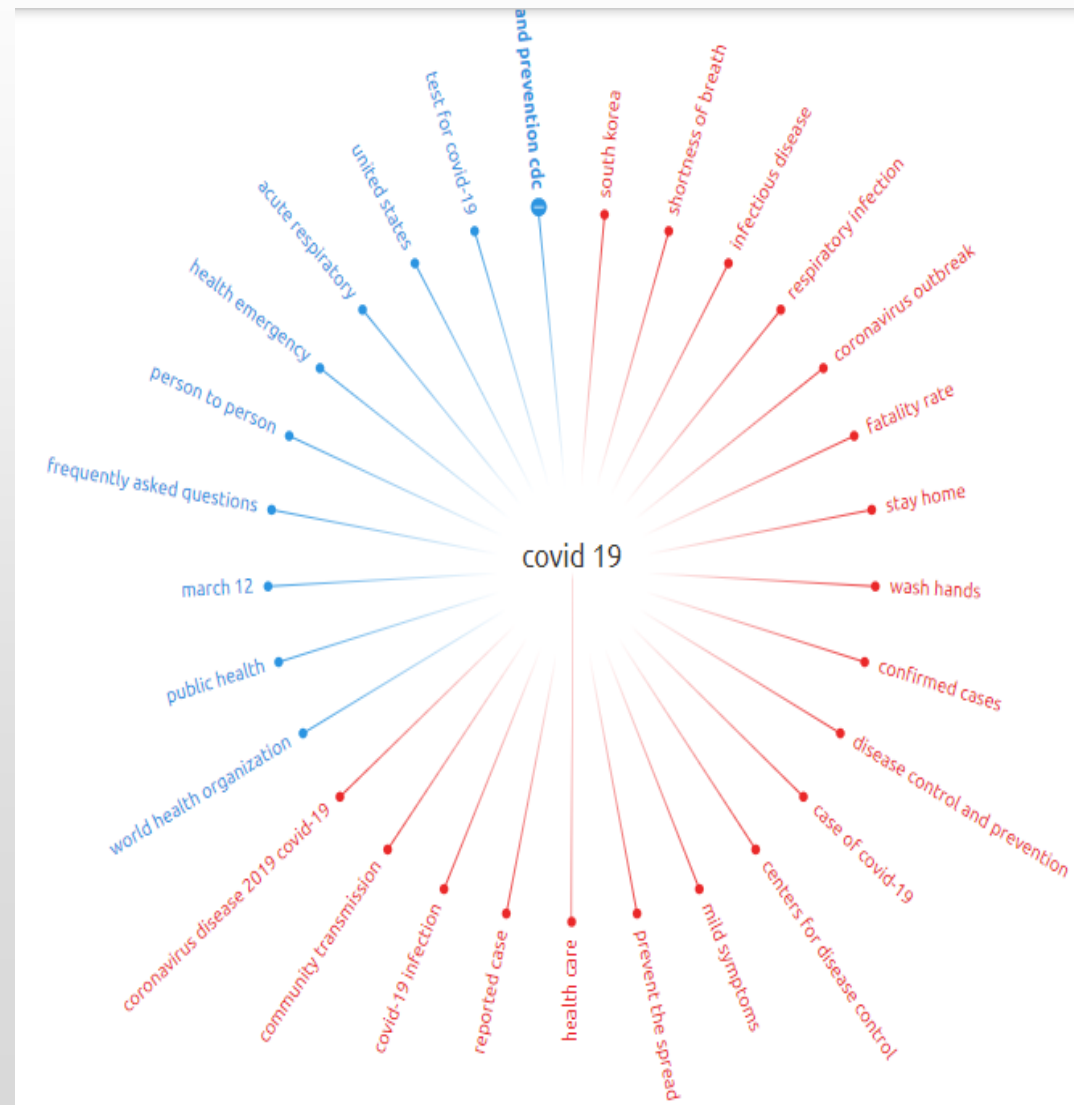
SEARCH DRIVER : DISEASE SYMPTOM & TRANSMISSION

- The key questions in Italy were about how fast the disease spreads, and its transmission and control.
- Few however did seek to get clarifications on the disease outcomes and the lethal nature of the virus.

What were people talking about coronavirus in India?

KEY QUESTIONS BEING SEARCHED

1. What is COVID 19, and what are its causes?
2. Does the corona virus (COVID-19) spread by spitting?
3. How to manage COVID-19 risks when organizing meetings & events?
4. What is the meaning of 'corona virus'?
5. How dangerous is the coronavirus?
6. How dangerous is the COVID-19 Wuhan coronavirus?
7. What are the symptoms of Coronavirus?
8. How does the coronavirus spread?
9. How to tell if you have it?



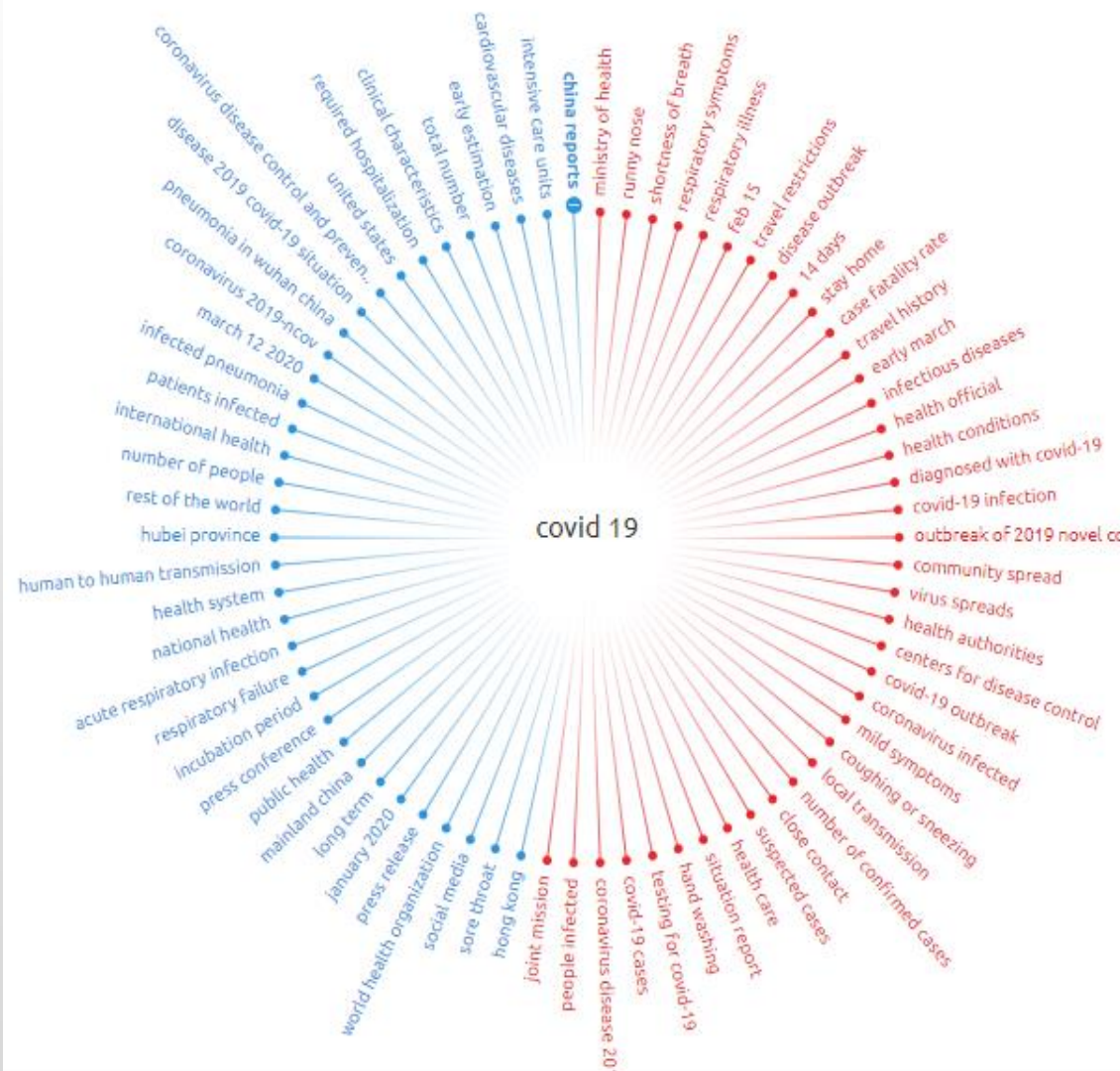
SEARCH DRIVER: TO KNOW MORE ABOUT VISUS AND SYMPTOMS

- The key questions in India were explorative in nature and anchored around understanding more about the virus, its transmission and the symptoms.
- Focus on disease outcomes and eradication was lower in India.

What were people talking about coronavirus in Singapore?

SOME KEY QUESTIONS ASKED

1. How dangerous is the COVID-19 Wuhan coronavirus?
2. How concerned are you about the Wuhan coronavirus, COVID-2019?
3. What is the big deal about the new coronavirus, COVID-19?
4. As a Chinese citizen, are you worried about the COVID-19?
5. How dangerous is the coronavirus?
6. Is the Corona virus a threat?
7. Does UV light kill Wuhan Coronavirus (COVID-19)?
8. What does Wuhan of the name coronavirus mean?
9. How serious is the 2019–20 Coronavirus?
10. Was the Wuhan Virus man made?
11. How did the Wuhan virus happen?
12. Would high temperature destroy the virus?

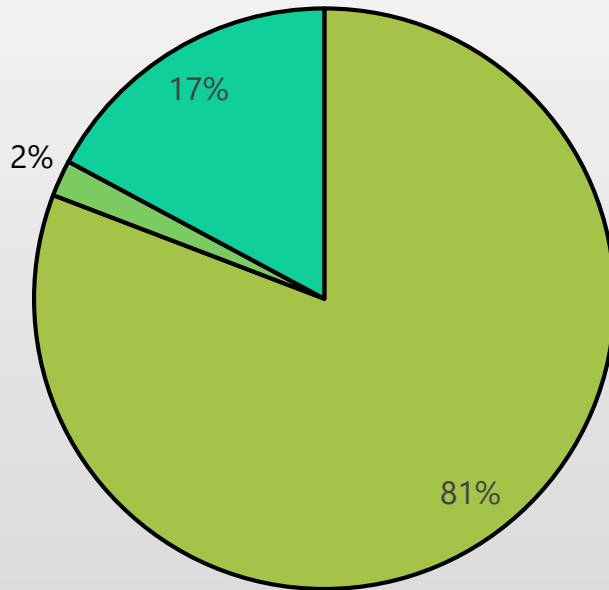


- SEARCH DRIVER : NEED TO ACQUIRE KNOWLEDGE ABOUT GENESIS TO SYMPTOMS TO OUTCOMES TO ERADICATION
- In Singapore, the searches were more rigorous and intensive.
- The search straddled a mix of explorative enquiry about the virus, origin, symptoms, outcomes and also a few enquiries around what would destroy it.

Other related searches that saw a spike

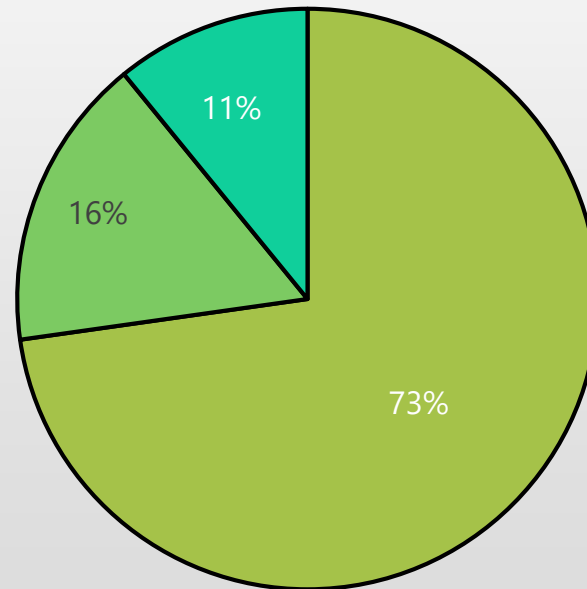


Total Volume Sanitizer Searches—
74,220



■ India ■ Italy ■ Singapore

Total Volume Mask Searches—
685,200



■ India ■ Italy ■ Singapore

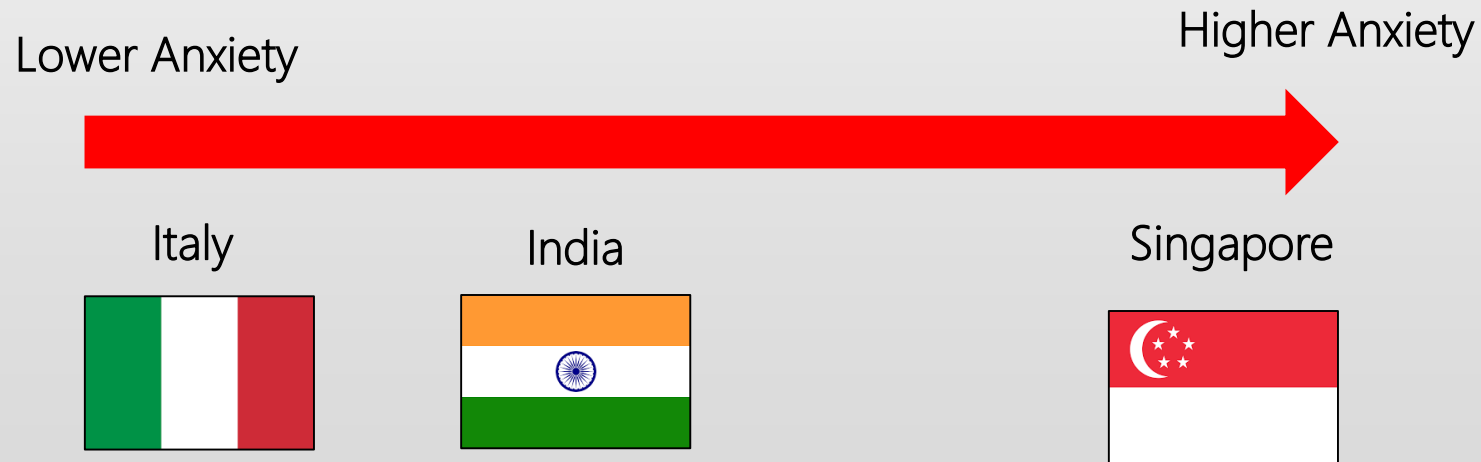
KEY TAKEAWAYS

- During the same period spike was seen in search for masks and sanitizers.
- Share of india was highest for both these searches

In sum:



Social anxiety was the highest in Singapore as evidenced by the number and quality of searches, followed by India and Italy.




So, can social anxiety be used as a predictor of citizen response?



Finding: Across the three markets researched; overall anxiety exhibited was the highest in Singapore, followed by India and least by Italy – as evidenced by the number and depth of the search.

Hypothesis: It is the agency belief that this differential level of anxiety, stood manifested in the individual citizen's response to the disease in each country. This in turn determined the disease outcome of the disease and its transmission amongst the local population in these countries.

While the datapoints are too few to conclude that anxiety exhibited in social media can be used to determine response of a country to the disease; it merits further exploration.



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