

CORONAVIRUS

Online Citizens of Kuwait Concerns During Pre-Closure

Application of **social intelligence and analytics** based on an analysis of 1,000 mentions on social media in Kuwait between the 4th of March to the 11th of March.

Powered by Ipsos Social Intelligence Platform **Synthesio**. Questions asked by social media users around coronavirus were extracted and analysed. Percentage below represents the percentage of questions asked by topic. Key things online citizens in Kuwait were asking about before the closure of governmental entities, malls and Cafes

1

PREVENTATIVE TECHNIQUES 26%

At the early stages of the pandemic individuals were generally concerned about their personal well being often asking about:

Best Practice: looking for the best methods of doing every day tasks such as washing their hands and other hygienic behaviours. Questions were also asked about food to consume to improve their immunity.

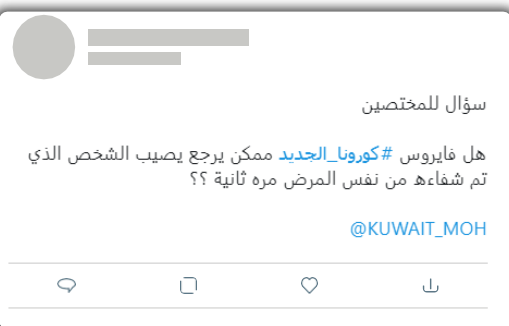
Self Quarantine: before the quarantine took place individuals were already asking about whether the government will implement closure and if public gatherings/ events are still taking place.



2

PERSPECTIVE AND EXPLANATION 23%

With the desire to discover the unknown individuals are turning to social media asking for perspectives, theories and explanations regarding the spread of the virus often voicing their own opinion on the matter as well as sharing others.



3

Government Decisions 15%

Citizens of Kuwait have addressed their questions about different governmental activities that are taking place. Often asking about the impact of the virus on healthcare and educational sector.

Health: individuals were asking questions about the procedures and measures that the ministry of health is taking

Education: parents were asking about the measures that schools will be taking place to ensure the safety and security of their children.

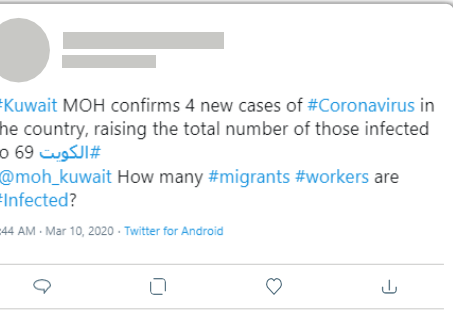


4

CLARITY OF FACTS AND FIGURES 14%

During the earlier stages of the virus in Kuwait, citizens asked for clarity on the facts and figures relating to the virus:

Updates: Citizens asked questions to understand the latest updates in terms of the number of infections and deaths. They often addressed their concerns to the government asking them to share the latest information.



5

LONG-TERM OUTLOOK 7%

Kuwait online citizens asked questions about the longer-term outlook:

How long will it last: Citizens question how long prevention measures are likely to last? will the virus be contained with warmer weather? How to cope with stress and avoid panic?

Source of income: shop owners and businessmen have also articulated their concerns on social media over their future as their sources of income are being negatively impacted.



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