

CORONAVIRUS

What online citizens in Kuwait want to know this week

Application of **social intelligence and analytics** based on an analysis of 2,000 mentions on social media in Kuwait between 12th of March to the 15th 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 want to know right now:

1 QUARANTINE CONCERNS 22%

This week online citizens of Kuwait have raised their concerns about the recent self-quarantine measures implemented by the Government mainly focusing on topics relating to:

Complying with Procedures: Individuals were mainly curious about whether citizens are abiding by the rules and guidelines set by the ministry of health to prevent the spread of the virus

Proper Procedures: Citizens of Kuwait have issued their inquiries regarding how the quarantine works and raising their concerns about not being able to visit mosques. further questions were asked doubting the effectiveness of the quarantine.



2 TRAVEL BANS AND CONCERNS 20%

With the recent suspension of travel employed by Kuwait and foreign countries, citizens are turning to social media asking questions about:

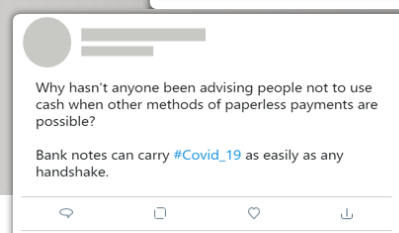
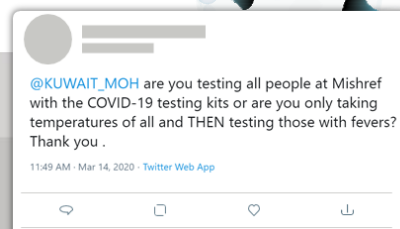
Kuwaitis living abroad: Concerned family members have expressed their worries regarding Kuwaiti expatriates and students living abroad.

Workers visiting Kuwait: while others are raising their concerns about workers arriving in Kuwait.

3 PREVENTATIVE MEASURES 17%

Citizens are requesting information about the preventative measures being applied in Kuwait, mainly concerned about topics relating to:

Best practices: asking questions about the best way to wash their hands, enquiring about things to avoid doing and testing measures implemented by the ministry of health.

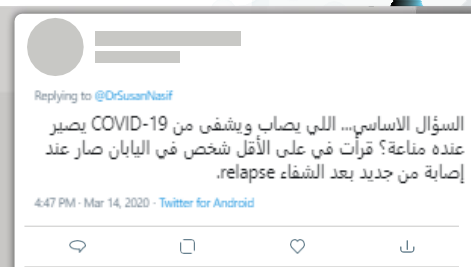


4 PERSPECTIVE AND KNOWLEDGE SHARING 15%

Online citizens seem to be searching for answers and a sense of perspective about the outbreak:

Learn about the virus: citizens are trying to understand more about how the outbreak came about and how it's spreading quickly, different theories were shared online.

Containment and Treatment: Questions were posted around how the virus can be contained from spreading as well as whether medical solutions/ treatments have been introduced. Individuals often asked about home remedies that were not scientifically proven to work.



5 LEGITEMACY OF FACTS AND INFORMATION 12%

Social media citizens of Kuwait are doubting the correctness of facts and information they have found online often asking their followers for clarifications and consulting them on whether sources they've come across are legitimate and trustworthy.

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