

COVID-19

ANALYZING LEBANESE'S CONVERSATIONS IN TIMES OF COVID-19


Ipsos Lebanon

31st March– 5th April 2020



GAME CHANGERS





With the corona virus outbreak happening in Lebanon, people turned to social media platforms to share their knowledge, thoughts and feelings regarding this growing pandemic. As days pass, the situation is evolving, and people's conversations and focus are shifting accordingly.

Through Ipsos social intelligence analytics tool, a continuous analysis and reporting of Lebanese's voices are possible!

This report focuses on the major topics discussed, volume trend and people's emotions regarding the corona virus outbreak



115,585 public
conversations
analyzed



Tool:
Ipsos' Social
Intelligence
Platform Synthesio



Timeframe:
Phase 1: February 21st
to March 14th
Phase 2: March 15th to
March 22nd
Phase 3: 23rd to 30th
March
Phase 4: 31st March to
5th April



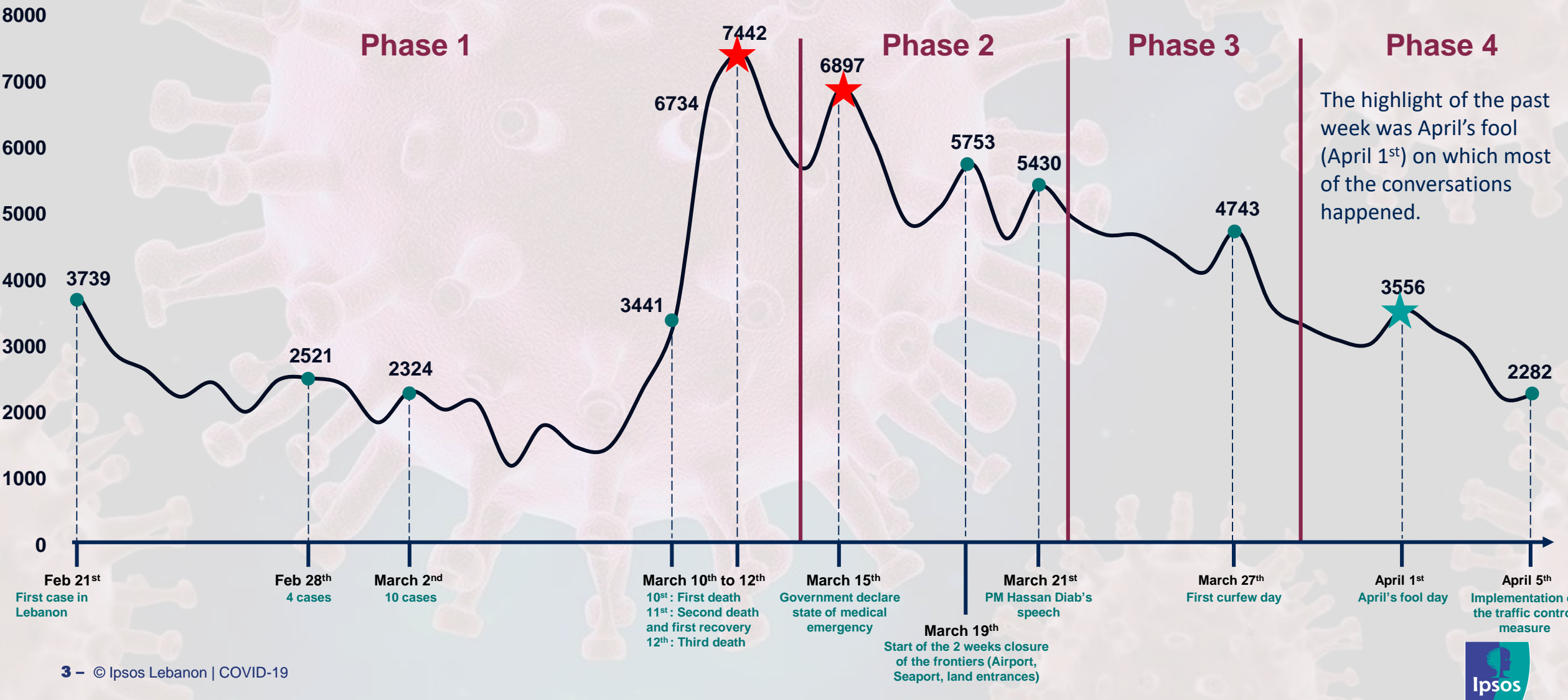
Languages:
Arabic, English
and French

Our SIA Tool adheres to GDPR guidelines which inhibits the access to personally identified data, including private profiles. All the data that is analyzed by Synthesio only covers public pages and accounts.

COVID-19 VOLUME TREND

Since the 1st COVID-19 case was reported in Lebanon, conversations online peaked when the first 3 death cases were announced and when the government announced the state of medical emergency

Total analyzed mentions: 163,515
Phase 1: February 21st to March 14th
Phase 2: March 15th to March 22nd
Phase 3: March 23rd to March 29th
Phase 4: March 30th to April 5th



MAIN TOPICS DISCUSSED - IN A NUTSHELL



MAIN TOPICS DISCUSSED

Phase 4



21%

Cases spread

As the epidemic crisis evolves, **people** are sharing the total numbers of new cases, cured patients and deaths along with analysis of the situation such as the predicted the duration of this epidemic



16%

Socio-economic impact

The Lebanese are discussing the direct impact of the virus **on the global and local economy** such as shrinkage of the economy, the increase in social inequality, lay-offs, decrease in purchasing power, bank restrictions, inability to provide and pay the rent and bills.

*COVID-19 MENA Consumer Sentiment Tracker – Lebanon - wave 3

64%

of the Lebanese believe that **the number of infected people in the country will increase but not reach a crisis point.***

93%

of the Lebanese believe that the coronavirus outbreak **will have a financial impact on them and their families. ***

45%

of the Lebanese believe that the **corona virus poses a threat on their jobs or businesses. ***

MAIN TOPICS DISCUSSED

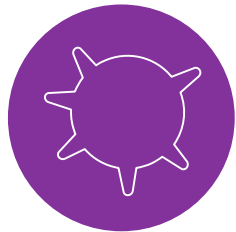
Phase 4



11%

Stay home/ physical distancing

People were highlighting the importance of **self-isolation**. Some stressed on the importance of **mental health** during this lockdown along with ways to do so. Other were sharing their experience during the quarantine such as “**breaking the routing**” activities and sharing jokes.



11%

Virus information

The latest information and **facts** regarding corona virus were shared among the Lebanese community ranging from **treatment, preventative measures and most vulnerable population to the latest cure and vaccine updates**. Many raised awareness regarding the lack of evidence proving that dogs or cat can contract the virus urging people not to get rid of their pets.

*COVID-19 MENA Consumer Sentiment Tracker – Lebanon - wave 3

63%

of the Lebanese are using **online streaming and video services such as Netflix more frequently than usual** during the lockdown.*



There is no evidence that a dog cat or any pet can transmit COVID-19 .. Stop killing pets 🙅🏻 #Covid_19

@EtienneBodji

MAIN TOPICS DISCUSSED

Phase 4



10%

Dissatisfaction with the government/municipalities

The Lebanese expressed their dissatisfaction with how the local authorities is generally handling the outbreak. This week their dissatisfaction mainly stemmed from their disapproval of the current preventative measures such as the **traffic control based on the license plate number**.



5%

Contribution and support

Empathy and solidarity were shared among Lebanese during this critical moment. People discussed the contributions provided by the public, celebrities and politicians to support the healthcare system.

*COVID-19 MENA Consumer Sentiment Tracker – Lebanon - wave 3

51%

of the Lebanese **trust** the government in **delivering information on the Coronavirus**.*



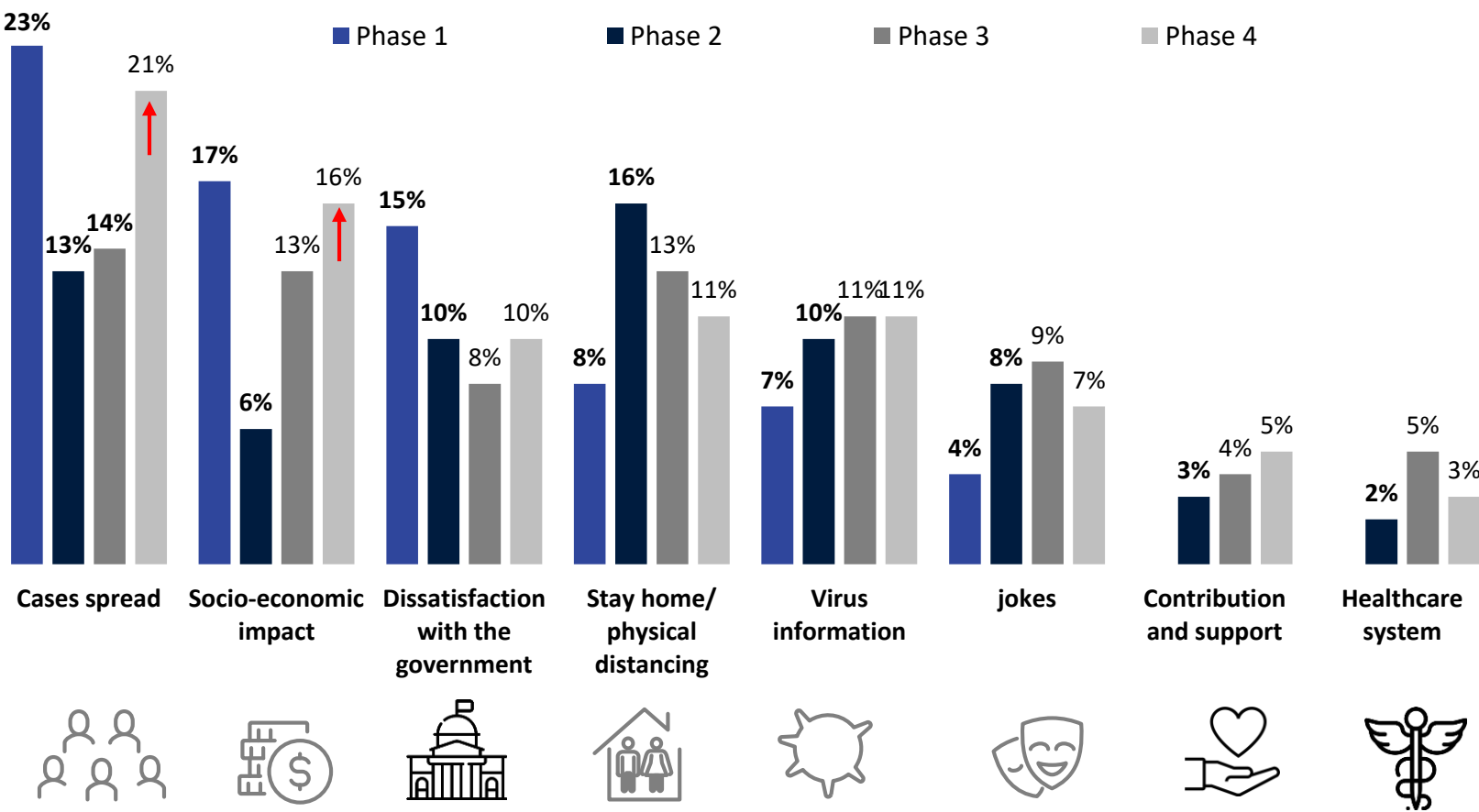
UpdatedDonationReport - COVID-19
Response: 2 million ❤️ from all of us to all of you! Thank you for helping us save lives! Donate

Online: <https://www.supportlrc.app>

@RedCrossLebanon



In Phase 4 the focus was back on the spread of the virus and number of cases as well as on the socio-economic impact of the pandemic especially with the worsening of the economic crisis in Lebanon.



EVOLUTION OF THE MAIN TOPICS DISCUSSED

With the current country lockdown and its implications, online discussions are changing focus.

Increased focus on the spread of the virus.

With the growing impatience and economic repercussions, people are searching for answers on when this epidemic will end by discussing the latest figures and predictions as well as the latest cures/vaccines.

Increased focus on the local economic crisis and the dissatisfaction with the local authorities

People are expressing their disapproval with some of the control measures implemented by the government. The Lebanese also expressed their dissatisfaction and disappointment in how the local authorities did not support the people especially those who can't provide for themselves and their families the basics such as food and shelter. Some also criticized how the local authorities are publicizing their actions that are to be considered their duties.

TOPIC OF THE WEEK

ITS TIME TO COME HOME!

On the 31st of March, the Lebanese government announced a plan to repatriate Lebanese expatriates. The decision created a polemic among citizens, some feared that bringing them back will worsen the number of coronavirus cases while some applauded the decision. The tickets steep fares also raised some eyebrows, despite their justifications the MEA was accused of charging exorbitant prices forcing expats to ask for financial aids.

L'Orient-Le Jour
@LOrientLeJour

About 22,000 Lebanese living abroad have already registered their names. [#Lebanon](#) [#Coronavirus](#) [#Covid19](#) @HaddadScarlett



Mohamad G Abiad
@dr_abiad

Are we ready or are we going back to square one? A faux pas?!?! Returning expats is a disaster waiting to happen. Politicians' careless decisions strike again! This time jeopardizing the health system as if destroying the economy was not enough! 🙄

fawaz
@afawaz135

They can come home and be broke here

Abby Sewell @sewella · Mar 31
Lebanese students stuck in Italy suffering double blow from banking restrictions and quarantine -- today Lebanese officials gave preliminary approval to a plan to bring stranded expats home beginning April 5
english.alarabiya.net/en/News/middle...

اللواء جميل السيد
@jamil_el_sayyed

الحوت!
منذ أسبوع أعلن جهوزه لنقل المغتربين مجاناً،
ثم هو اليوم يطالب بثمان البطاقات مضاعفاً،
ونسي أنه نظم عشرات رحلات الإستجمام مجاناً لسياسيين
وقضاة وضباط وكلفت مئات آلاف أل\$،
وهؤلاء يحمونه!
الميدل إيست شركة تملكها الدولة والناس عبر مصرف لبنان،
هو يظنها ملك أبيه،
الحساب آتي..

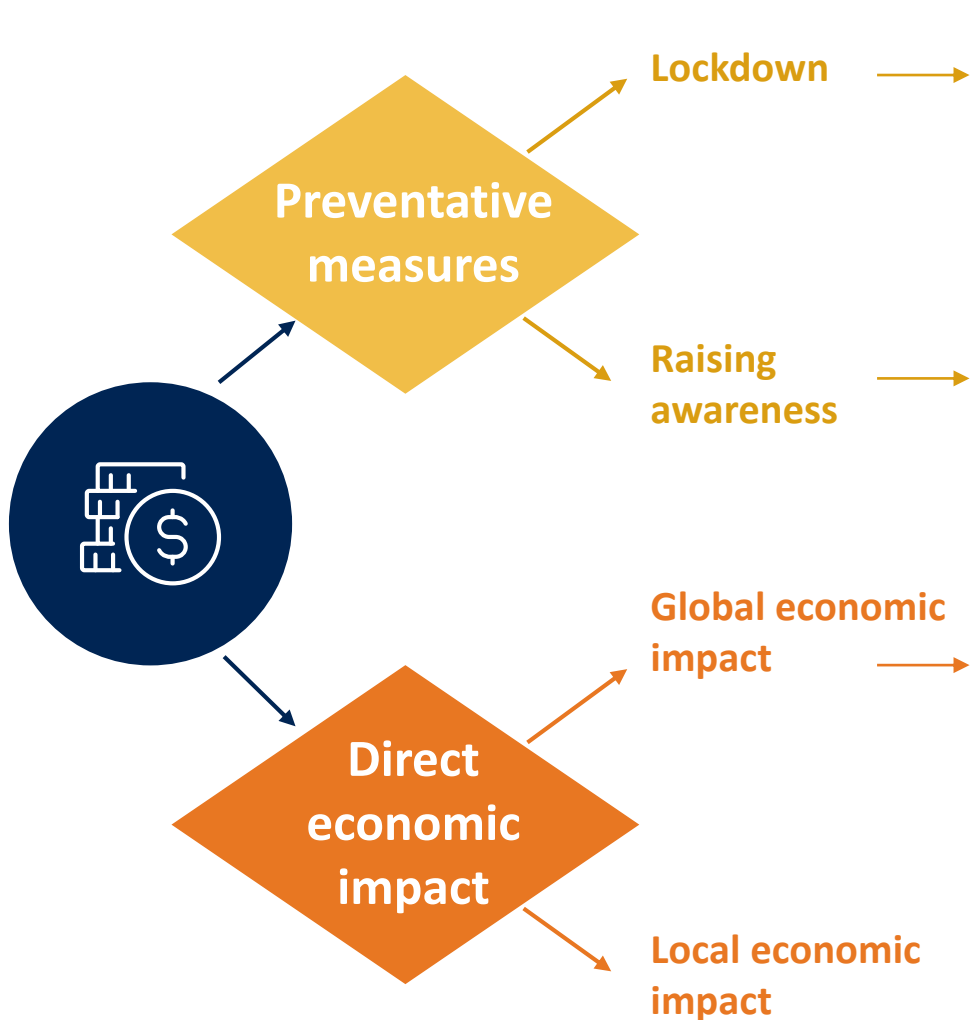
Joe Rahal
@rahal_joe

[#الاجراءات_الحكومية](#) المتخذة لمواجهة [#كورونا](#) أكثر من ممتازة:
الاجراءات المتبعة في [#المطار](#) لاستقبال [#المغتربين](#) بحضور [@Hassan_B_Diab](#)
قرار [@M_MohamedFehmi](#) حول تنظيم سير السيارات.
مما يؤكد أن [#الحكومة](#) ملتزمة بواجباتها تجاه [#المواطنين](#)
ولكن البعض يتقنون فن "صف الحكي" [#شو_بعد_بدكن](#)

Sanfoura_official
@Sanfouraoffici1

[#وزير_الصحة](#) [#Covid_19](#) [#StayHome](#)
[#جبران_نكبة_لبنان](#) [#حمد_حسن](#) [#حسان_دياب](#) اللي
بشوف الاستعراضات و المقابلات و الابتسامات و النرجسية
بالمطار بفكر انو الرحلة و الاقامة مش على حساب المغتربين
[@Hassan_B_Diab](#) [@Hamad_hassan20](#) 🙄🙄🙄🙄

SOCIO-ECONOMIC IMPACT - DEEP DIVE



- Lockdown extension
- Curfew declaration
- Security forces control
- Lebanese returning home

شركة طيران الشرق الأوسط لصاحبها
مصرف لبنان ومحركها محمد الحوت نطرح
أسعارًا خيالية لتذاكر العودة إلى لبنان من
إفريقيا، يجب على من ضغط لإعادة المغتربين
الضغط مجددًا لعدم سرقة تعبهم، طبعًا مع
#مقاطعة_شركة_MEA_#كورونا
Lebanon#
@Lobnene_Blog

يعني العالم دايرة تنتقد اللي
ضاهر يجيب لقمة عابشو،
والقوى الامنية عم تعمل
ظبوبة على المعتز،
والمسؤول داير يوزع
كورونا على اتباعه
#خليك_بالبيت
@alaakabalan

- Call for solidarity with refugees in camps
- Increase in domestic violence

Due to the Covid-19 outbreak, the reported domestic violence cases increased by 60% in Lebanon. Something has to be done for the victims and we should all support the hard working associations in their prompt actions and fight against violence

[@AbaadMENA](#) [@RDFlwomen](#) [@KAFALebanon](#)
@yaramariakhoury

- Financial support
- Financial losses
- Economic disparity between social classes
- Economic forecasting
- Events cancellation

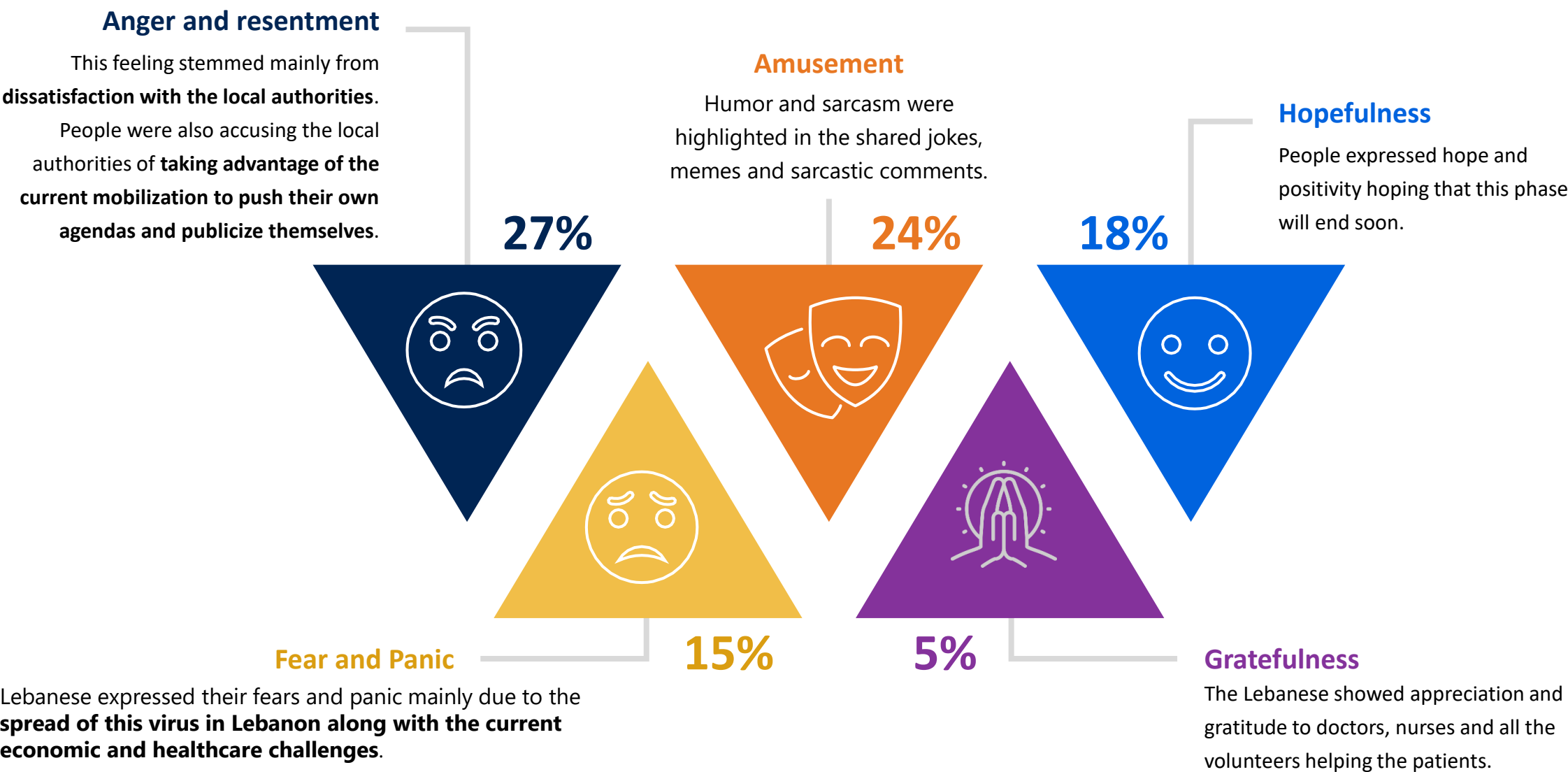
Using coronavirus as the perfect excuse, banks are no longer giving \$ &, hence, they are effectively imposing haircuts on depositors. Meanwhile, the govt and centralbankgovernor keep saying otherwise. Stop lying & assume responsibility for a fair & credible plan [@Hassan_B_Diab](#)
@samiatallah1

Local economic impact

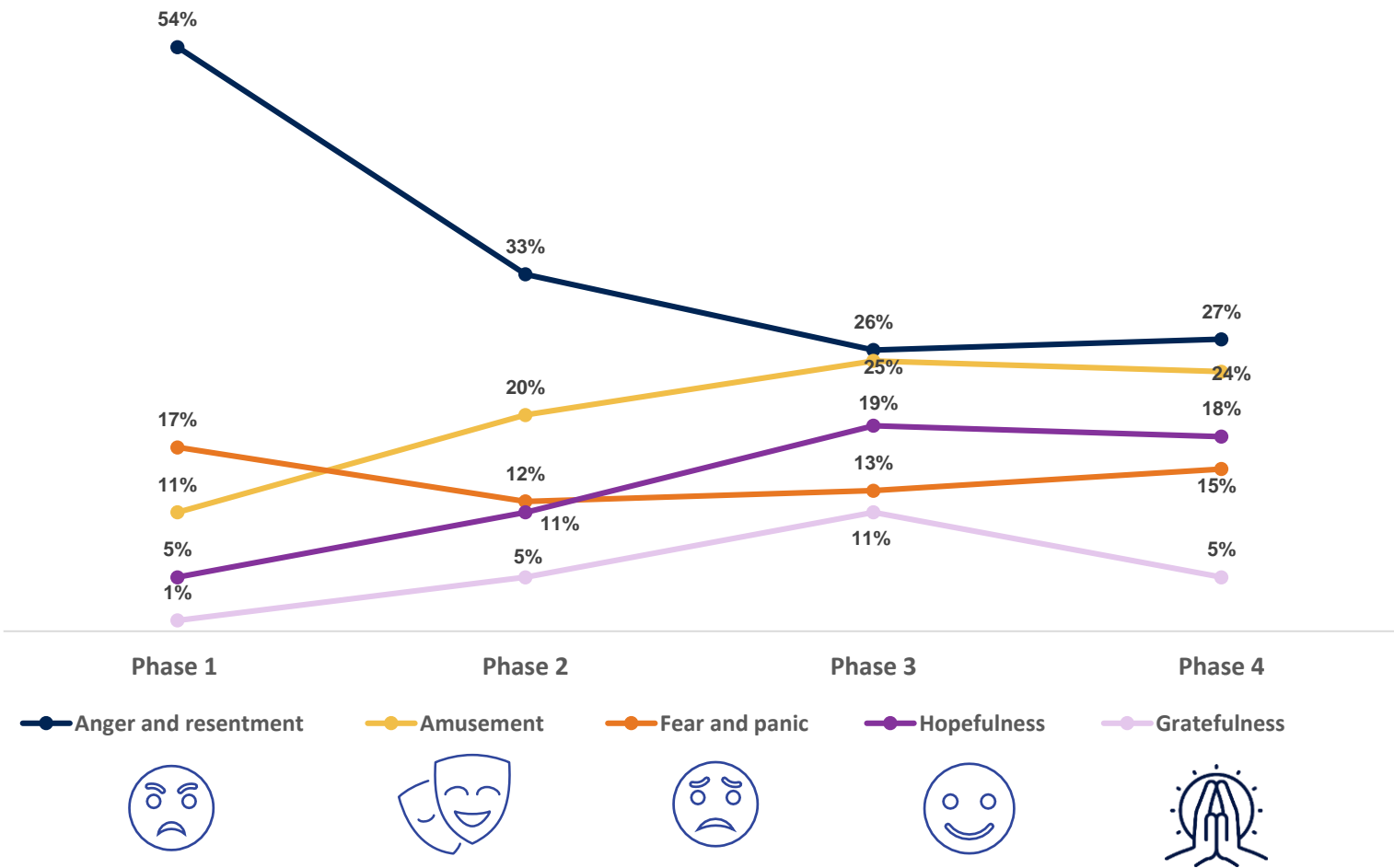
- Future potential in the agricultural sector
- Work from home
- Lay-offs
- Rise of e-commerce (online grocery shopping, online courses)
- Banks (withdrawal restrictions, closure, expansional loans provisions)

CONTENT SENTIMENT ANALYSIS

Phase 4




Looking at how people's emotions have evolved since the announcing of the first case in Lebanon, anger and resentment as well as fear and panic have decreased over the time, amusement and hopefulness has increased.



CONTENT SENTIMENT EVOLUTION

Stagnant times - Stagnant emotions

There has been an overall shift from negative towards positive emotions due to the controllable epidemic growth in the country and the feeling of safety in isolation. However when compared to the past phase, people seem to be in a pending phase; unsure about how things will unfold in the future.

 Khalasna ba2a COVID19! Be a normal virus metel as7abak and die when the weather is warm! 🙏🙏🙏🙏 @ImYara

THANK YOU

For More Information, please contact:

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GAME CHANGERS

