

CORONAVIRUS

What's Trending in Qatar? (Social Media Conversation)

Powered by Ipsos Social Intelligence Platform **Synthesio**. Trending topics mentioned by social media users in Qatar around COVID-19 were extracted and analysed. Percentage below represents the percentage of mentions. Below are the social conversations by online citizens of Qatar around key topics.



~95,000
of mentions on
Social Media

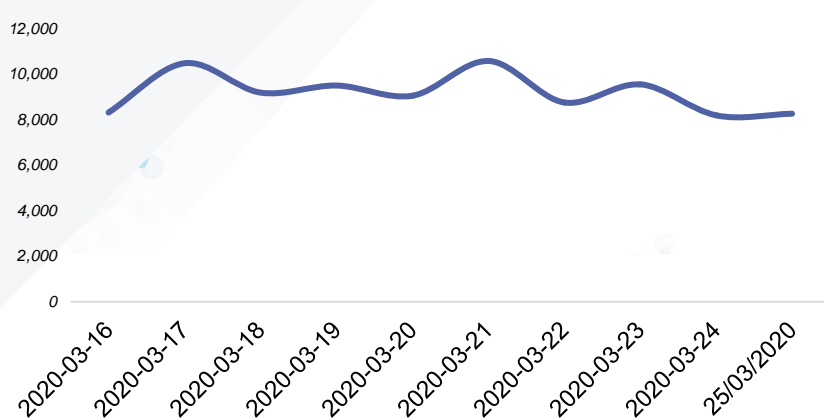


Time Frame:
16th - 25th of March

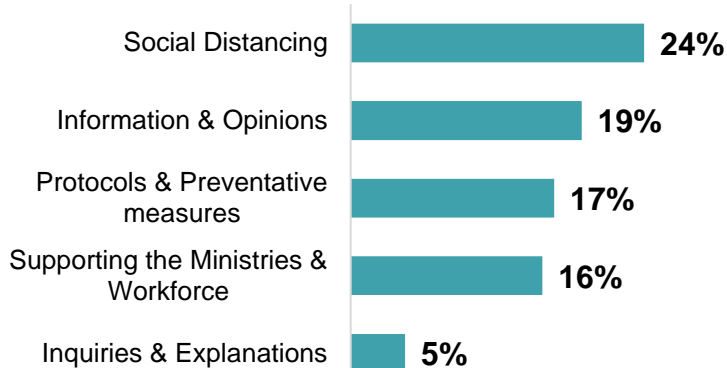


Tool:
Ipsos' Social Intelligence
Platform **Synthesio**

COVID-19 Volume of Mentions:



Top 5 Conversation Topics*

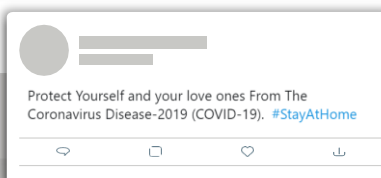


Trending Topics:

1

SOCIAL DISTANCING & STAY AT HOME 24%

Social Distancing & Staying at Home is the most trending topic in Qatar. Online Citizens are sharing their thoughts with those around them to stay at home and to avoid gatherings. Furthermore, residents are also requesting an in-home quarantine to be set by the government to help reducing the spread of the virus.



2

Information & Opinions 19%

Latest Facts and Figures: Online Citizens are sharing the latest numbers and information that the Government entities published, this information is usually regarding the status of total number of COVID -19 cases, new reported and recovered cases.

Perspectives: Majority point of views are about the spread of the virus & its origins. Additionally, Online citizens are sharing their opinions & discussing them.



3

PROTOCOLS & PREVENTATIVE MEASURES 17%

With the fear of the virus spreading, Online Citizens are sharing best practises and as well as the guidelines advised by the government to avoid the spread of virus in the community.

Preventative Measures: Online citizens are sharing guidelines regarding hygiene and asking questions on best practices to prevent from the COVID-19.

Protocols: Online citizens are sharing news and knowledge regarding the rules and guidelines that the government has set to stop the virus from spreading such as banning on public gatherings.

4

SUPPORTING GOVERNMENT & WORKFORCE 14%

Online Citizens are showing their gratitude & support towards decisions made by the government entities and the effort exerted by front line medical staff. They are sharing their remarks online regarding their solidarity with them.



5

Inquiries & Explanations 5%

With many questions left unanswered Online Citizens are voicing their concerns over social media often asking questions about the virus and if certain government decisions apply to them. Furthermore, Online Citizens are sharing explanations and posts published by the ministry of health online.

* Topics were analyzed based on 2000 mentions

Ipsos is monitoring social conversations about the Coronavirus 24/7 worldwide.

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GAME CHANGERS

