

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 analyzed. Below are the social conversations by online residents of Qatar around key topics.



~75,922 # of mentions on Social Media



Time Frame: 1st April – 15th of April



Tool: Ipsos' Social Intelligence Platform Synthesio

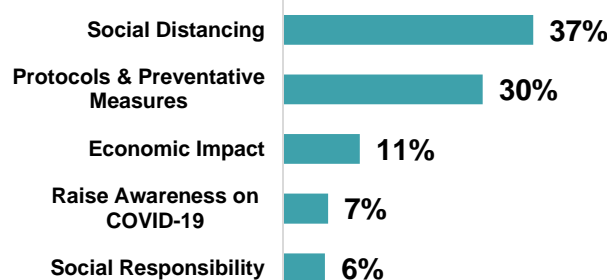
COVID-19 Volume of Mentions:



Top Trending #Hashtags:



Top 5 Trending Topics:



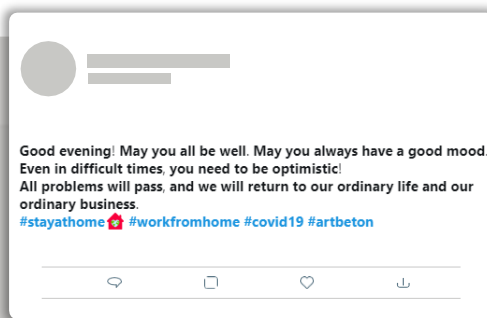
Trending Topics:

1

SOCIAL DISTANCING & STAY AT HOME 37%

Social Distancing is the top trending topic in Qatar.

Social Distancing & Staying at Home: 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 reduce the spread of the virus.



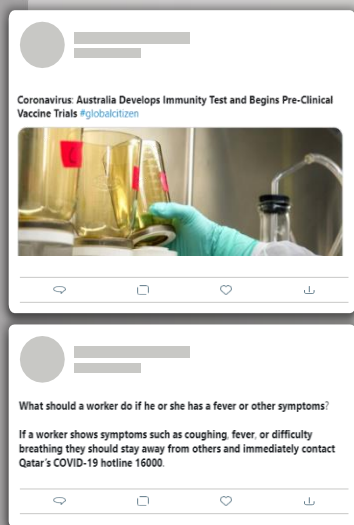
2

PROTOCOLS & PREVENTATIVE MEASURES 30%

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 the virus in the community.

Preventative Measures: Online citizens are sharing guidelines regarding hygiene and asking questions on best practices to prevent the spread of 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.



3

ECONOMIC IMPACT 11%

Online citizens of Qatar have raised their concerns about the recent self-quarantine measures implemented by the Government as well as the spread of the virus, mainly focusing on topics relating to the Economic impact of COVID-19 on their day-to-day lives.



4

RAISE AWARENESS ON COVID-19 7%

Online citizens have shared tips, facts and figures, as well as emphasis the importance of self-quarantine to better raise awareness on COVID-19, and shine light on the overall seriousness of the spread of the virus and its implications.



5

SOCIAL RESPONSIBILITY 6%

One trending topic in Qatar regarding COVID-19 is social responsibility. Many online citizens of Qatar had shared on social media charitable initiatives aimed for medical relief and helping those in need in current tough times.



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

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GAME CHANGERS

