**Covid-19 Analysis from December 2019 – February 28, 2020**

**Observation 1:** The virus was first identified in China in December 2020. There is little Twitter noise worldwide during December. This does not appear unusual as there was little transparency about the virus in the initial phase of the virus nor is China particularly known for being particularly forthcoming with such information.

**Observation 2:** The team hypothesized that original tweets, likes, and retweets would increase steadily with the progression of the virus. This isn’t what the data set reflected. Original tweets occurred on days when there was major world headlines. The clear instance of this is on January 31st when the US announced travel restrictions for those who had been to China and the first quarantines. Similar large announcements occurred on February 9th, 2020 when the Chinese stated that they would invest 10bn to fight the virus and on February 21st when the WHO announced that Covid-19 was officially a pandemic.

**Observation 3:** Tweet “Likes” and “Retweets” differed slightly. There were still peaks on days which correlated to major headlines, but as the virus progressed there “Likes” and “Retweets” reflected more stable forward progression as was expected. Also, the comparison between “Likes” and “Retweets” reflects that Twitter users are more inclined to like rather than retweet.

**Conclusions:**

News cycles have significant impact on original tweets rather than sustained but increasing information such as what was experienced in the early part of the Covid-19 pandemic.

As awareness of a topic, like Covid-19, grows, Twitter users are more likely to be involved in that topic. This corresponds to more tweet “Likes” and “Retweets.”