

# COVID-19 Twitter Reactions

*A DS 4002 Case Study by Lily England*



Imagine it's March 2020. COVID-19 is spreading rapidly, and daily life in the U.S. is grinding to a halt. Schools are closing. Cities are shutting down. People are turning to social media to vent, question, support, and search for answers.

As a rising data analyst at a public health research group, you're given an urgent and meaningful assignment:

Uncover how the public is feeling based on what they are talking about.

Are tweets about "Amazon" and deliveries filled with relief or frustration? Do people express anger about "lockdowns," or "Trump"? What topics trigger the most negative responses, and where does hope break through?

In this case study, you'll work with real tweets from the early pandemic to explore how sentiment shifted across topics. The tweets have already been labeled as positive, negative, or neutral. Your job is to filter them by keyword, track patterns, and tell a compelling story about how different issues shaped public emotion.

This is more than just a data assignment. It's an opportunity to use your skills to understand how a nation responds to a crisis, and how public health communicators can learn from it. Your insights could help future leaders craft messages that resonate and support people during times of uncertainty.

You'll submit a 1–2 page report with clear visualizations that show how sentiment varies across topics. Your audience is a public health communications team—people who need your help to make better decisions based on how real people reacted in real time.