

The background is a deep purple gradient. It features several microscopic images of virus particles. On the left, there is a large, detailed cluster of cells or viral structures. In the center and bottom, there are several spherical virus particles with distinct surface proteins. The overall aesthetic is scientific and thematic to the COVID-19 topic.

「Coping with Covid-19



@samirthanedar

WHY ANALYZE THIS?



MENTAL HEALTH

Mental health is a serious concern right now. What are people struggling with?



TOPIC WHITE SPACE

All we talk about is Covid-19. But what topics related to Covid-19 are we not discussing?



POSITIONING

Understanding how the public is reacting to Covid-19 can help shape how public facing endeavors are presented

WORKFLOW & METHODOLOGY



DATA COLLECTION

GetOldTweets API → 75,000 tweets
from Dec 1, 2019 to May 19, 2020



Topic Modeling

Best model was TF-IDF for vectorization
and NMF for dimensionality reduction



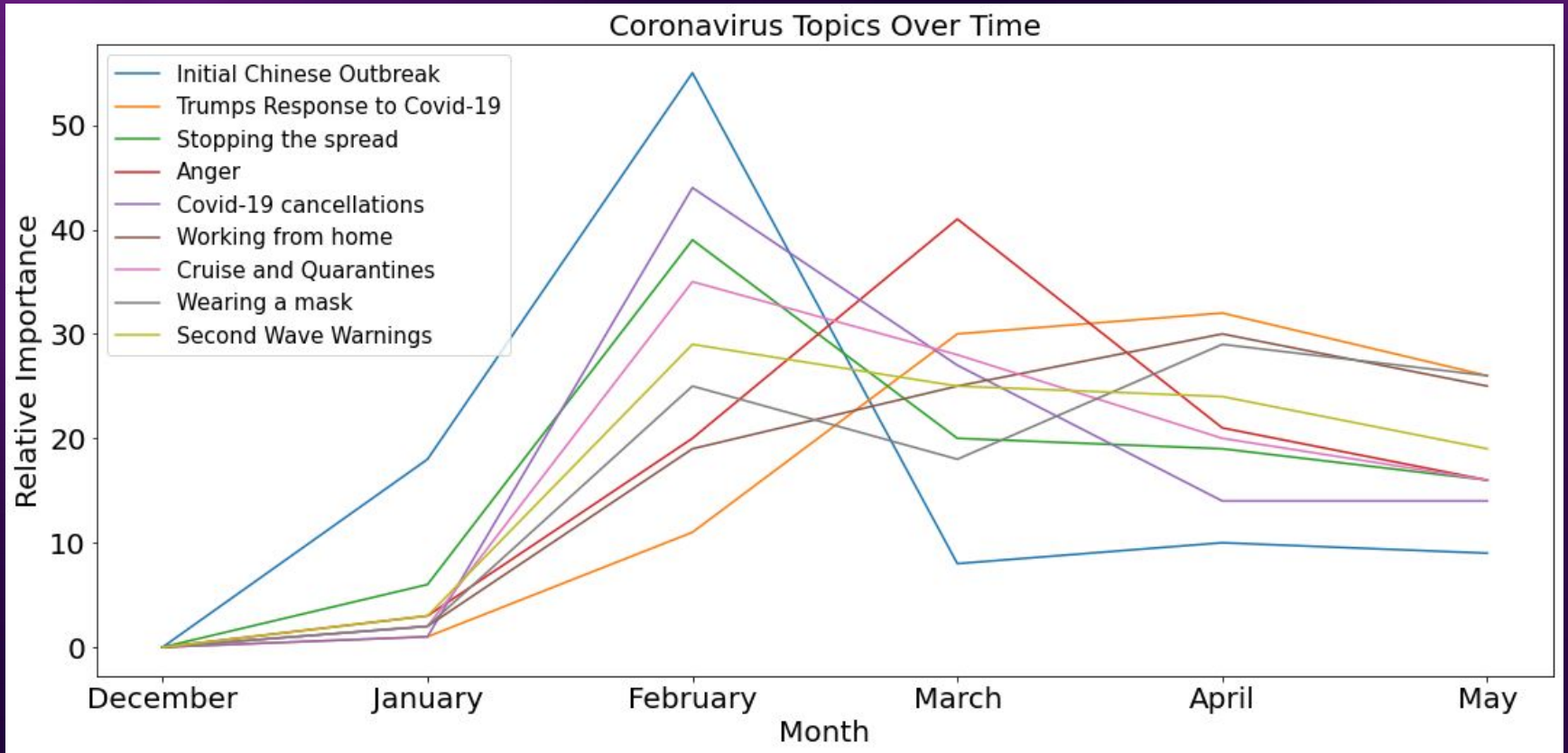
Preprocessing

Remove duplicates,
punctuation, capitalization,
and numbers

FINAL TOPICS

TOPICS	WORDS
Initial Chinese Outbreak	china, outside, outside china, wuhan china, travel, sars, hubei, flu, pneumonia
Trump response	trump, president, response, american, trump administration, trump response
Italy's Covid-19 Outbreak	report, italy, china report, bring, italy report, report bring, break, hubei
Stopping the spread	spread, stop, stop spread, prevent, prevent spread, country, slow, slow spread, cdc
Anger	A whole lot of curse words
Working from home	work, employee, worker, hard, school, work together, company, office
Cruise and Quarantines	quarantine, cruise, ship, lockdown, self, cruise ship, city, quarantinelifelife, princess
Wearing a mask	mask, face, wear, face mask, wear mask, protect, wear face mask, hand, use
White House Briefings	house, white, white house, bill, relief, force, package, stimulus, task, democrat
Second Wave Warnings	bad, good, flu, cdc, second, wave, second wave, warns, winter, cure

FINAL TOPICS



DEC & JAN - “Mystery illness”

Top Words:

- Mystery
- Pneumonia
- Wuhan

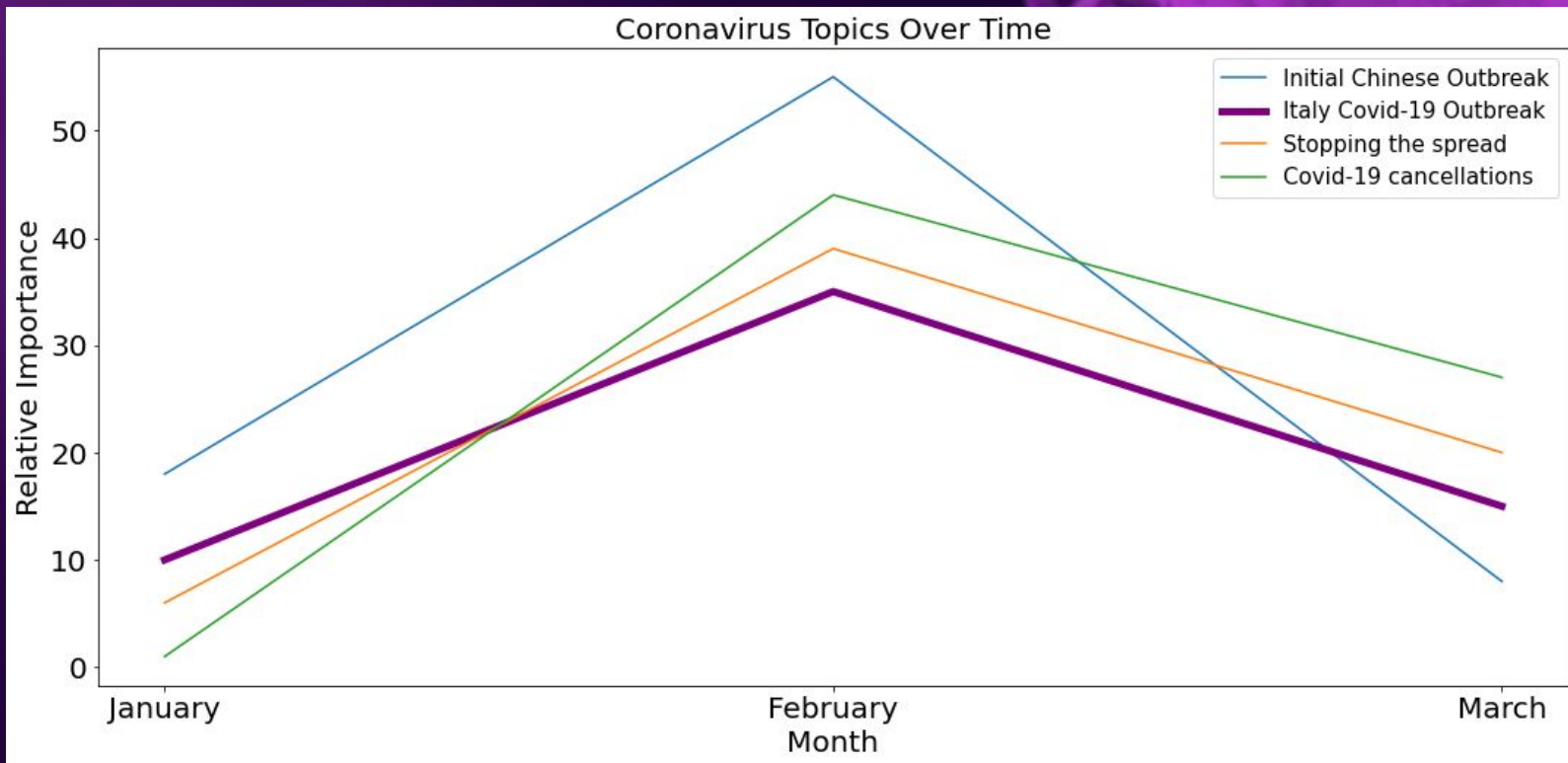


CBC Health News ✓
@CBCHealth

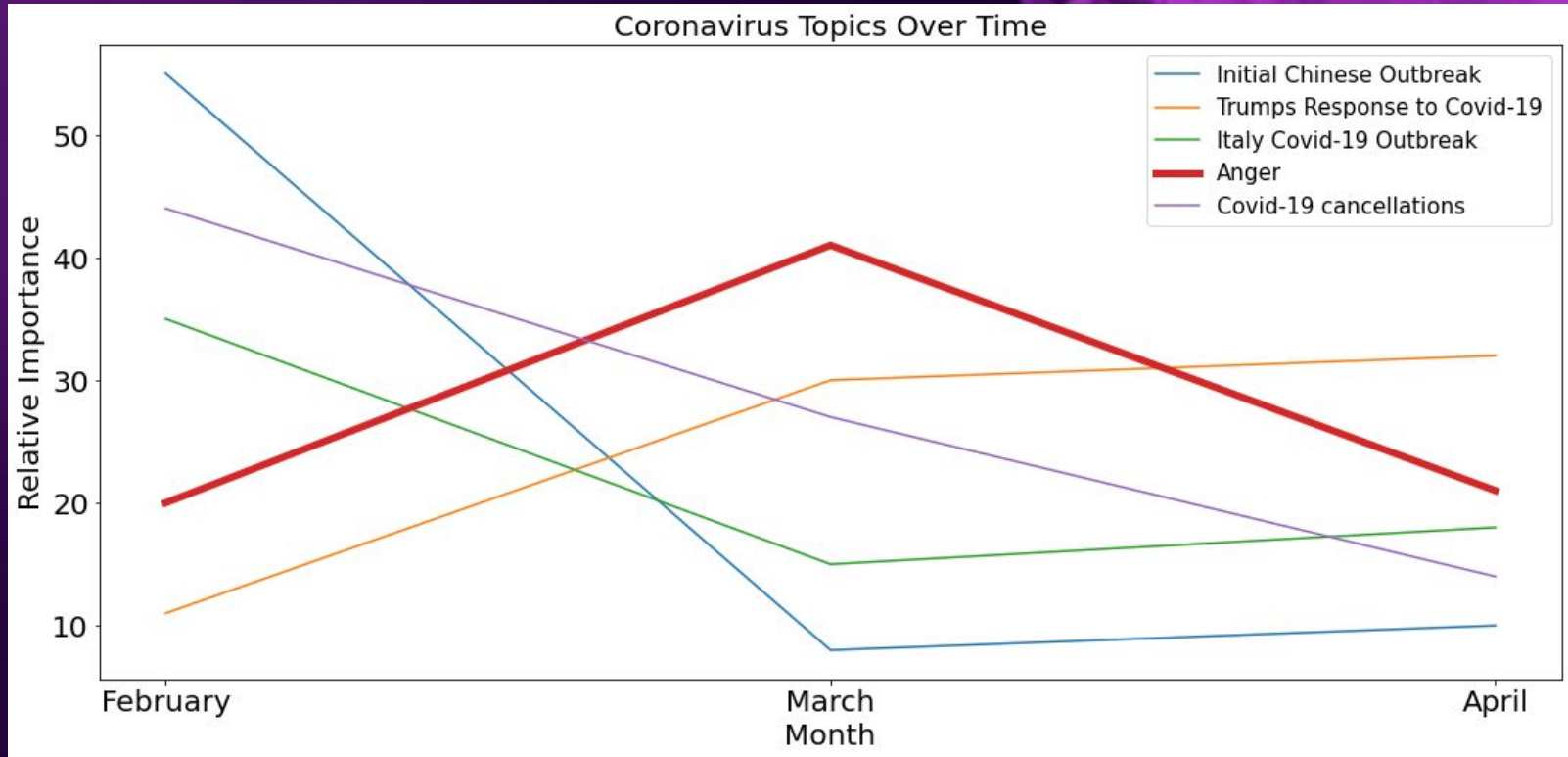
China's mystery 'coronavirus' isn't currently spreading, WHO says ift.tt/2te8pIG

Posted January 12, 2020

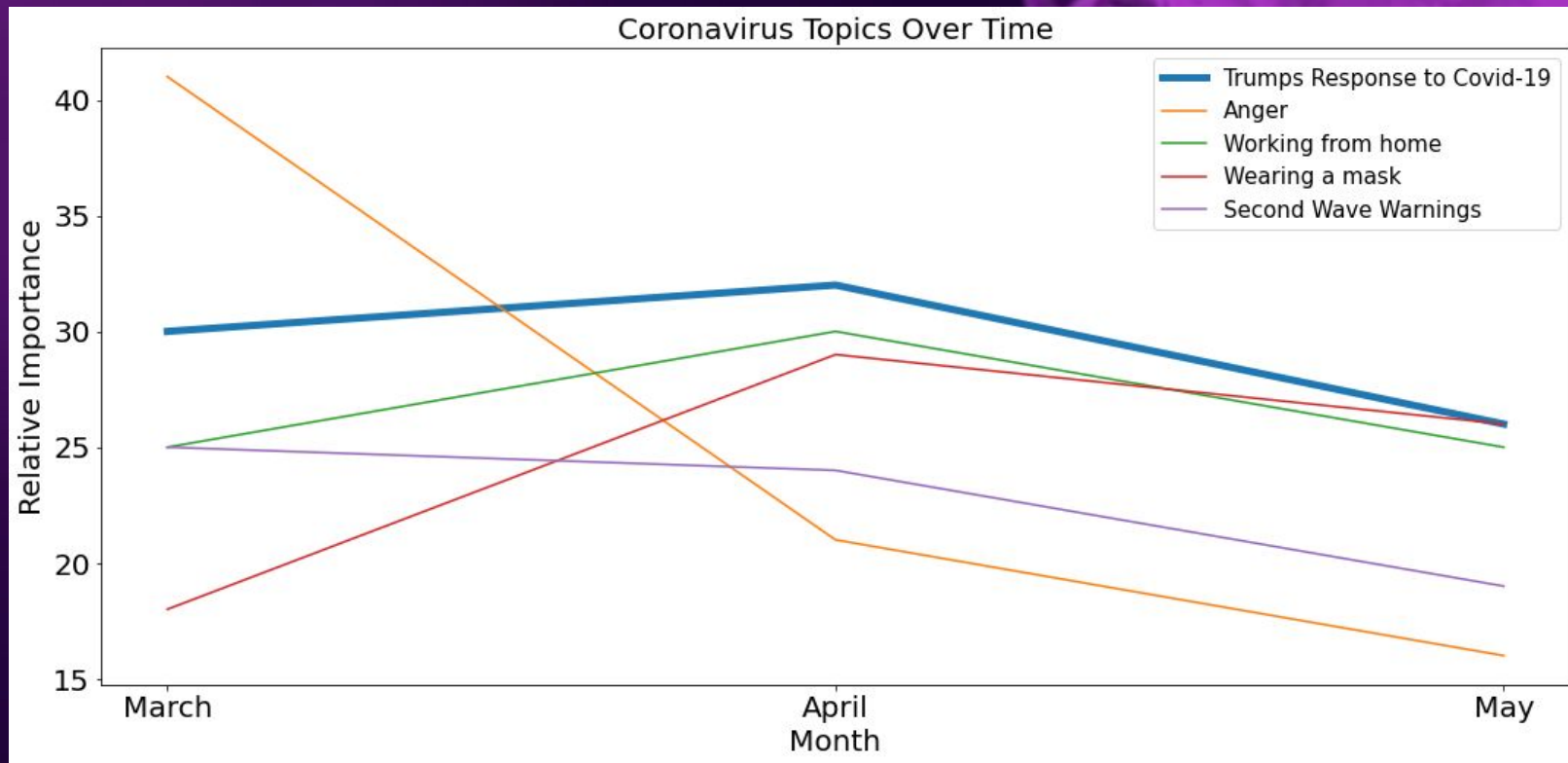
FEBRUARY - China → Italy



MARCH - Anger peaks



APRIL/MAY - All about Trump



INTERESTING POINTS

01

Solutions aren't discussed that much
e.g. (Vaccines and Epidemiology)

02

People tend to be angry and focus on
criticizing other people

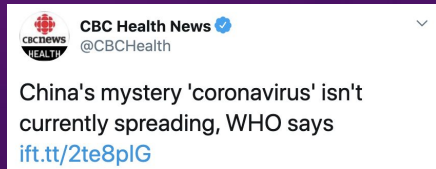
03

Second wave warnings peaked in February

04

5 stages of grief playing out over twitter?

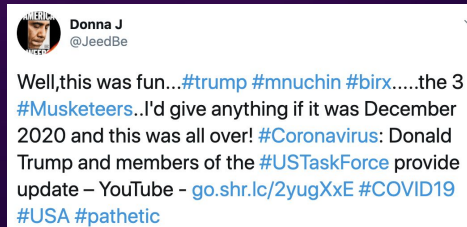
5 STAGES OF GRIEF?



Denial



Anger



Bargaining



Depression

Acceptance?

FUTURE WORK

01

Sentiment Analysis

02

Understanding the discussions around individual Covid-19 topics like the government shutdown

03

Keep analyzing as this plays out



THANKS!



Questions?

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik

