



# COVID-19 ONLINE LISTENING

Listening in on online India's  
chatter about the pandemic

Period: 16th March to 7th April 2020

**“Every good conversation starts with good listening” - Mike Arauz.**

What happens when you put over 1.3 billion people under a national lockdown? To get an idea, we started by listening and analysing conversations online.

Read on to find out how Indians are dealing with one of the deadliest pandemics in recent history.



# THE FLOW



## Soul searching

What search trends from Google can tell us about the Indian states of mind.

## United States of India

How the conversation is shaping up across the different states of India

## Quarantimepass

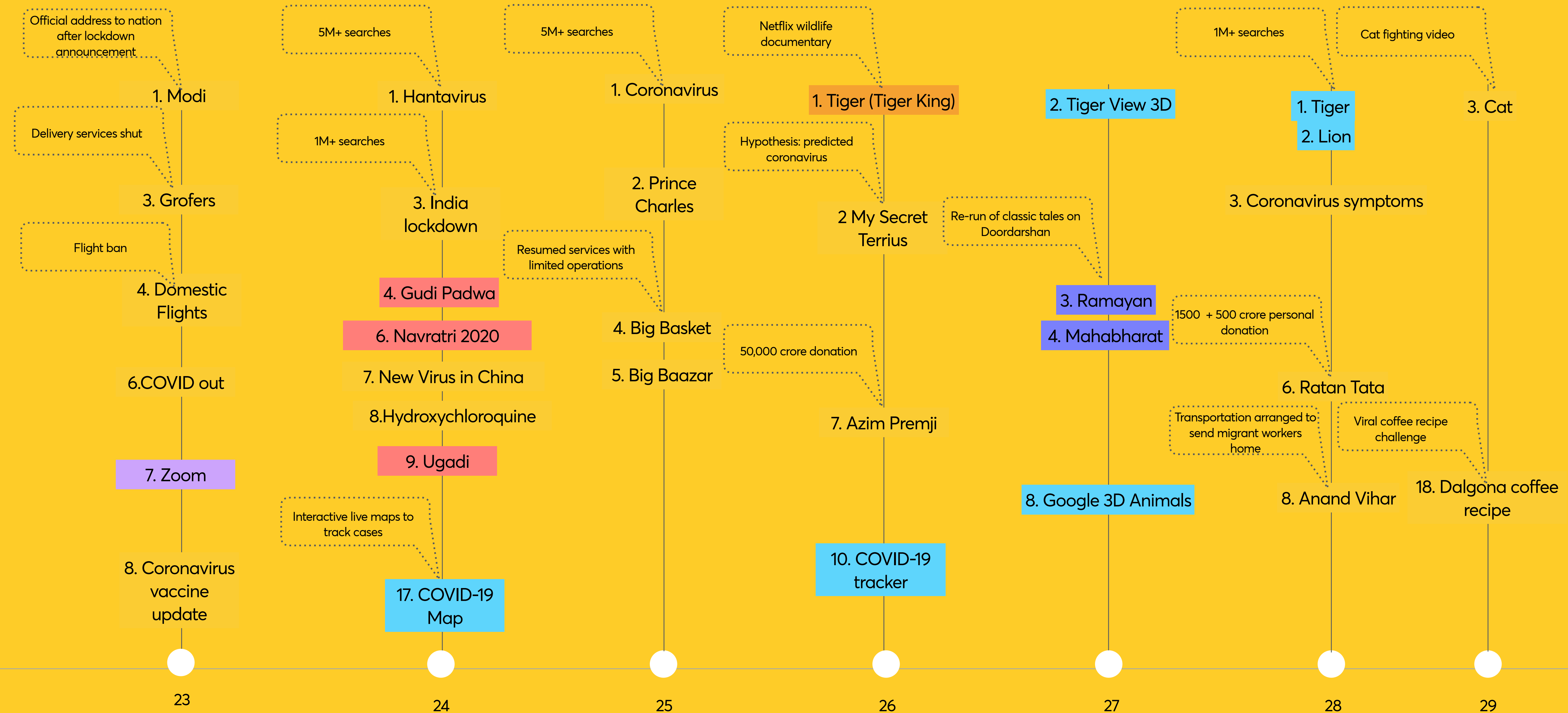
What's keeping locked down India occupied?



16th March- 22nd March: **The Anxiety-filled learning phase**



## 23rd March- 29th March: Settling in the new 'normal'



## 31st March- 7th April: Entertainment & Solidarity keeps us going

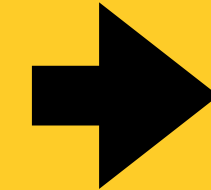


## How the pandemic is shaping culture in a gist...

(Aggregating the colour coded topics)

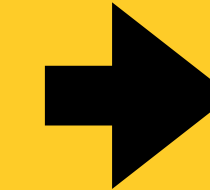
### Bigger the better

India is all about big communities and the zoom app allows up to 100 participants which makes it everyone's favourite



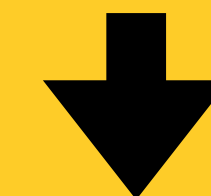
### Watch, watch, watch

Spanish show Money Heist topped the charts in India. A number of movies are released early. Watching movies is made more fun with Netflix Party. Every content has now potential to hit the charts



### Unbroken Spirit

Searches for festivals like Navratri, Ram Navmi, Ugadi, Gudi Pawda recorded high numbers even amidst the pandemic as Indians greatly value culture & traditions



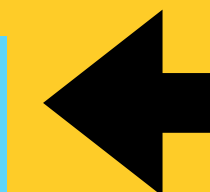
### United We Stand

Initiatives like lighting a diva, clapping, Muskurayenge India is giving rise to hope, solidarity and positivity among a billion citizens to fight the virus



### Real life, real time

Google 3D animals lets you put virtual animals in real world. COVID maps & trackers provide real time information & updates. Arogaya Setu, is an app launched by government to track corona affected people



### Back to roots

The nostalgia ride is soaring high as people reminisce older times now more than ever. The epic tales of Ramayana & Mahabharata witnessed a viewership of 51 million in the first week especially from the younger audience.

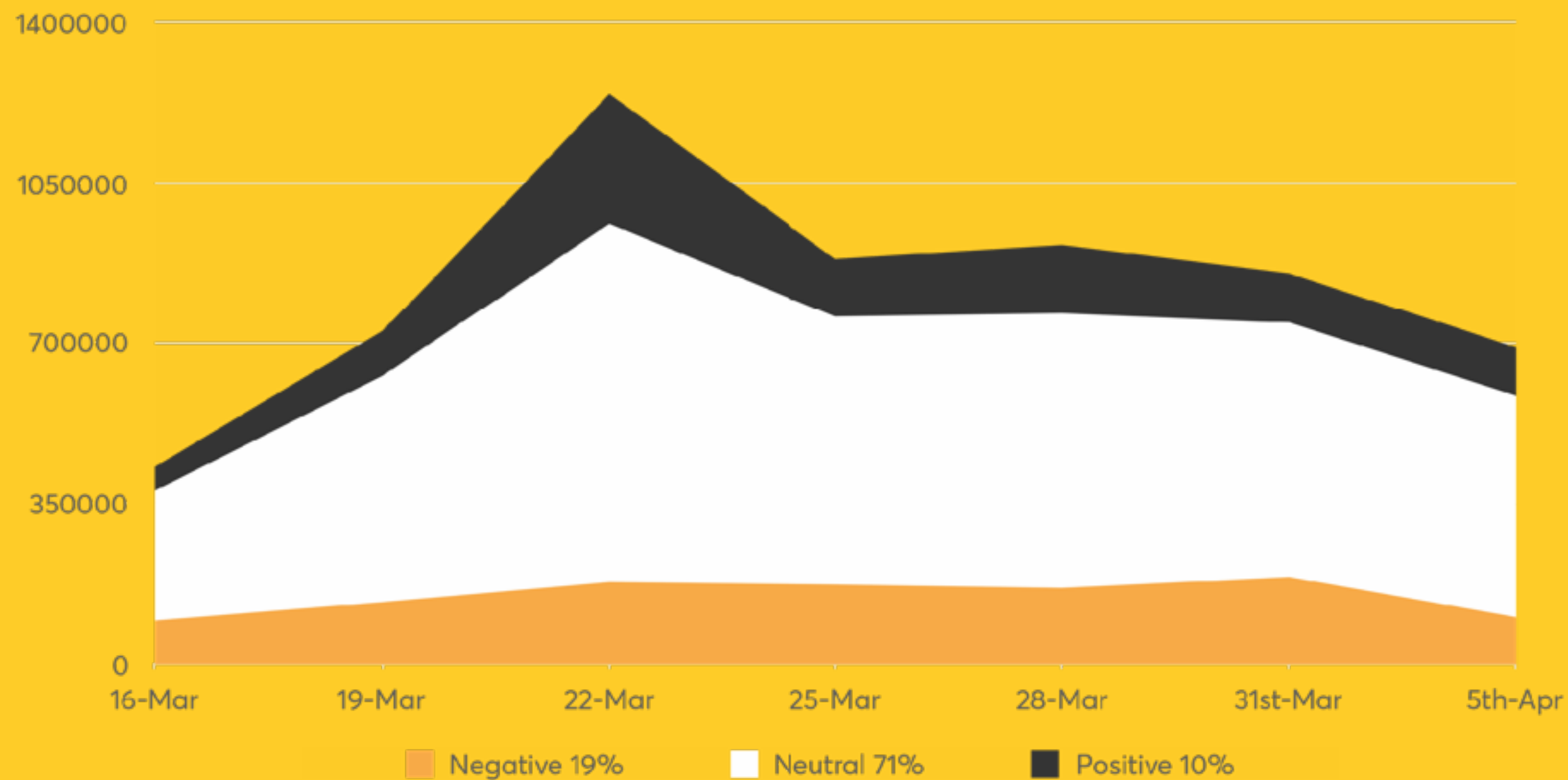


## United States of India

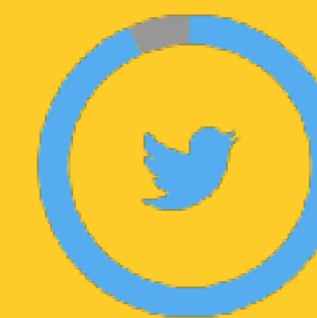
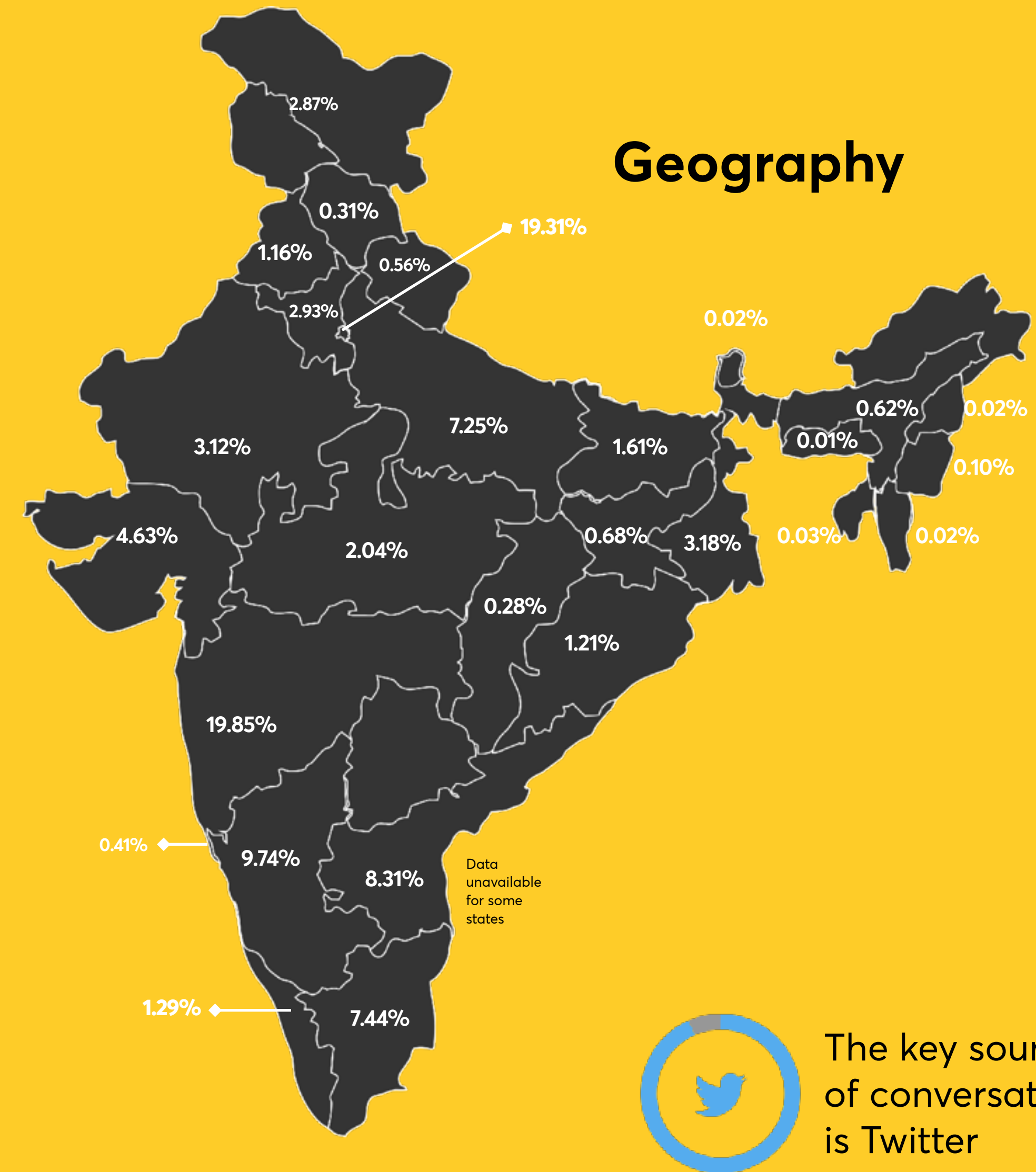
How the conversation is shaping up across the different states of India

## Volume and Sentiment

Analysing 15,736,968 conversations on COVID-19 in India.

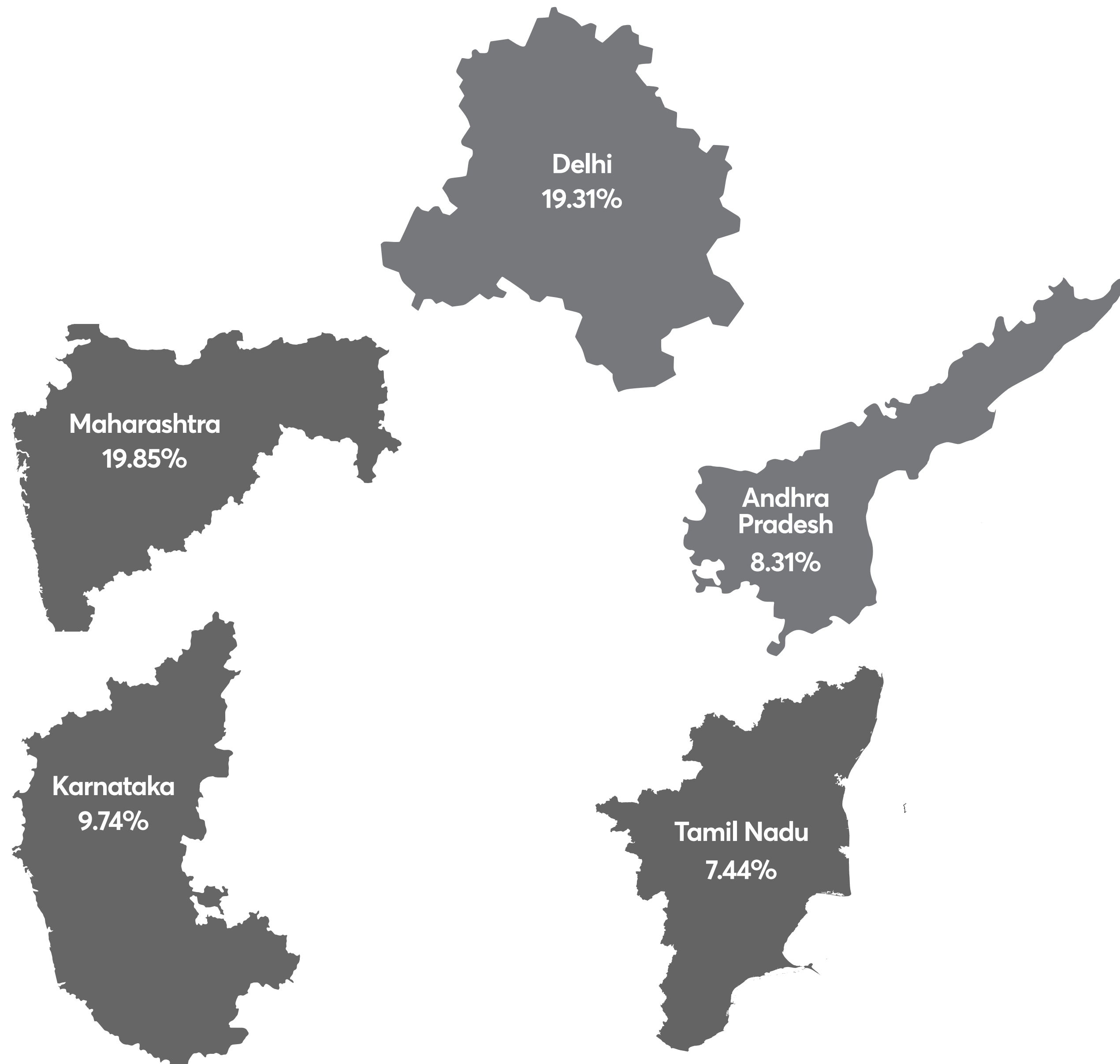


## Geography



The key source of conversations is Twitter





## Top 5 states leading conversations on COVID-19 in India.

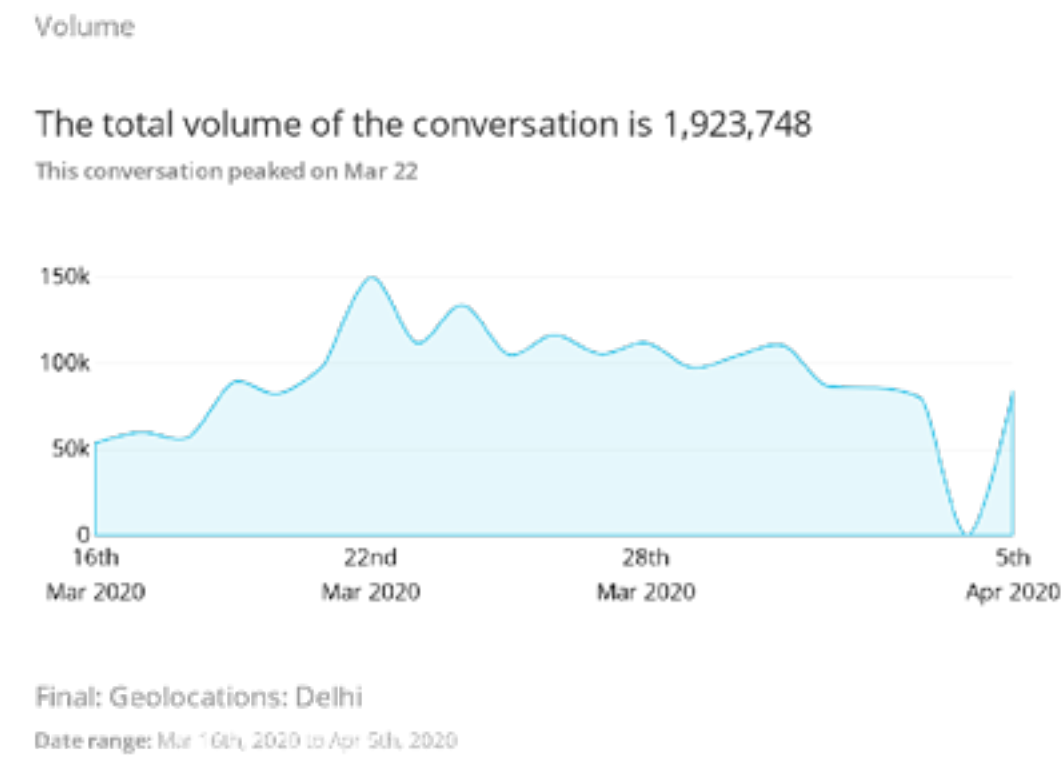
65% conversations are being lead by  
Delhi, Maharashtra, Andhra Pradesh,  
Tamil Nadu and Uttar Pradesh

# Size of conversations in leading Indian states.

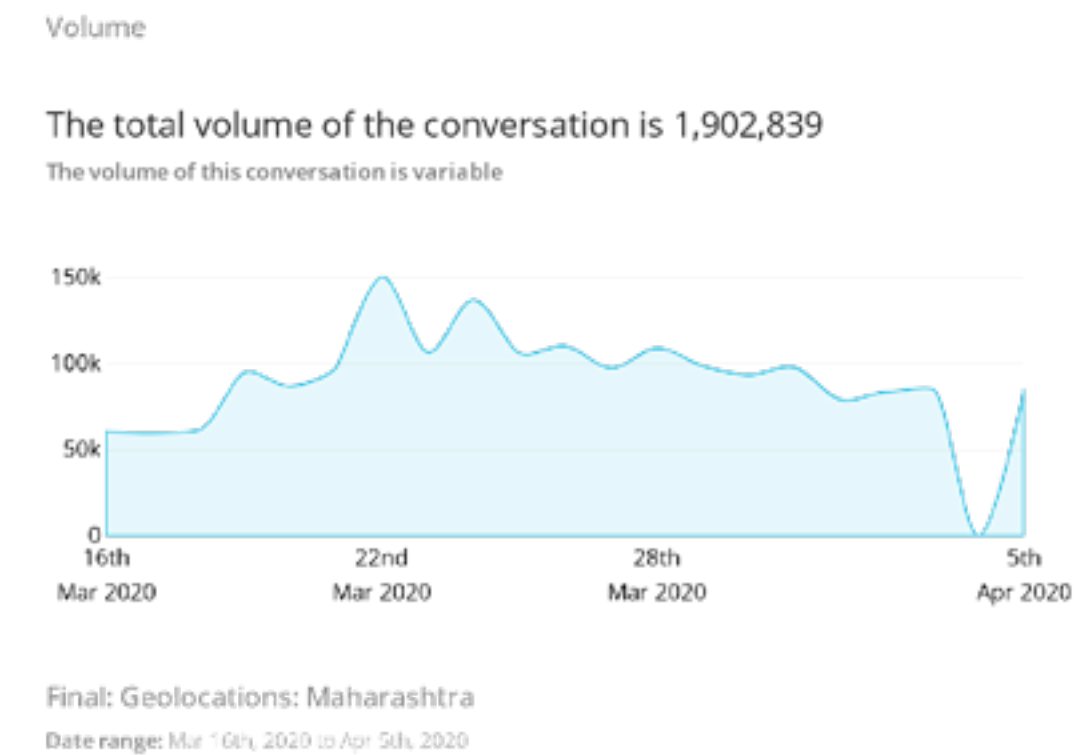
Conversations picked up during the **Janata Curfew** and on the announcement of **country-wide lockdown**.

The buzz faded down gradually which was instantly picked up as India paid a tribute to frontline workers during **the 9 pm 9 min tribute**.

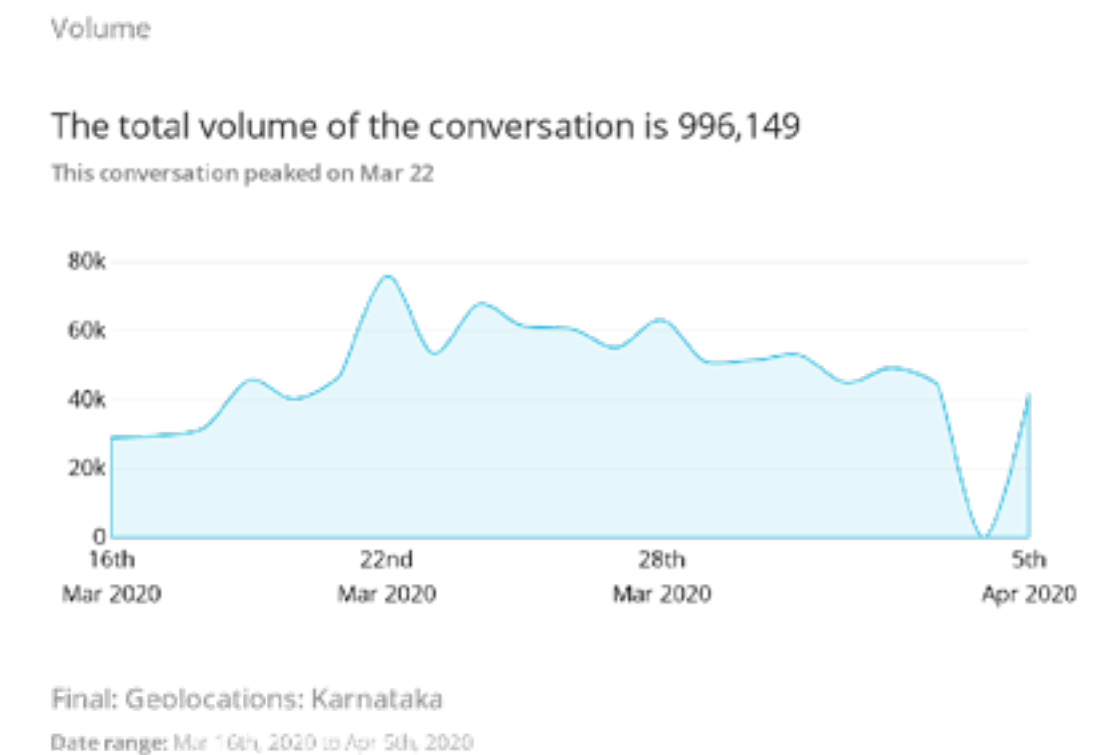
## Delhi



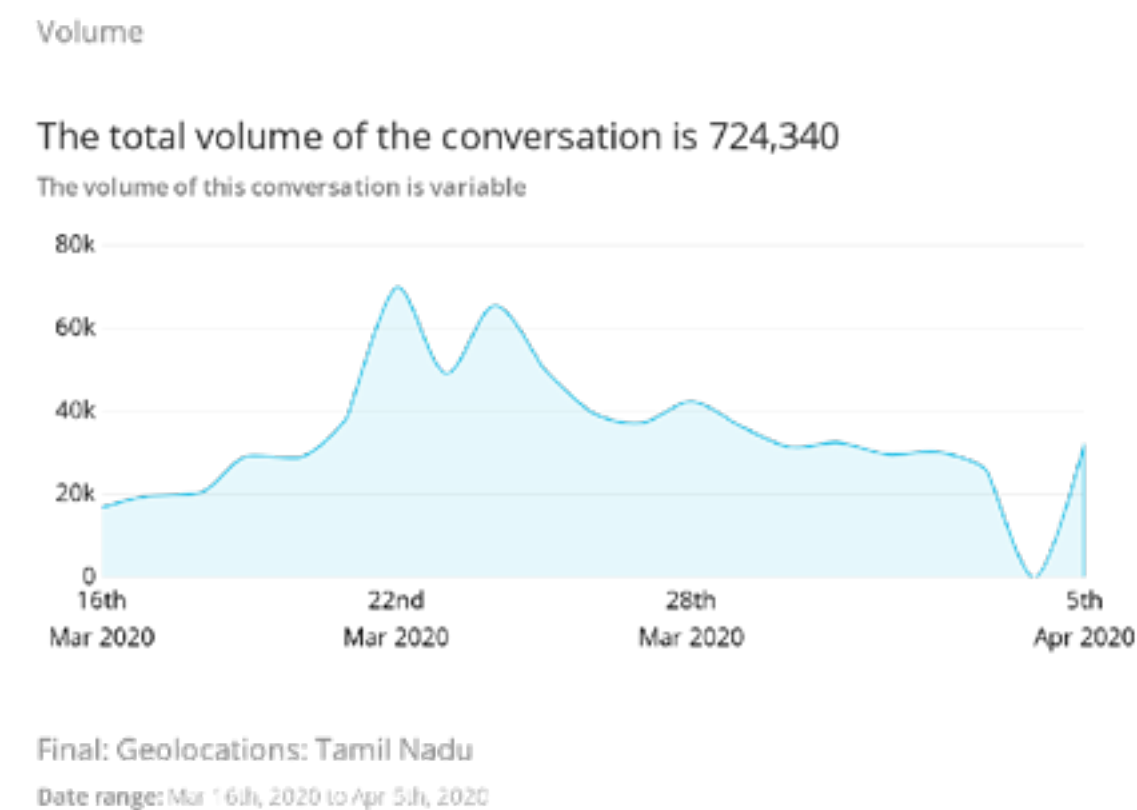
## Maharashtra



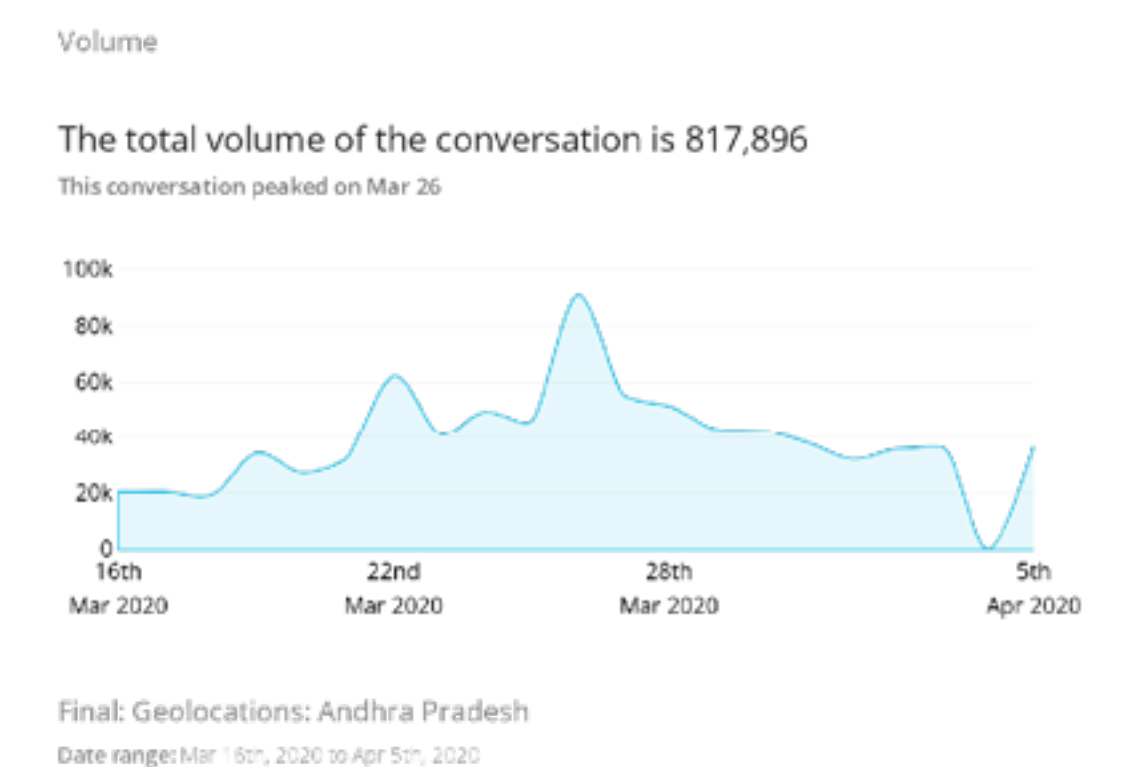
## Karnataka



## Tamil Nadu



## Andhra Pradesh



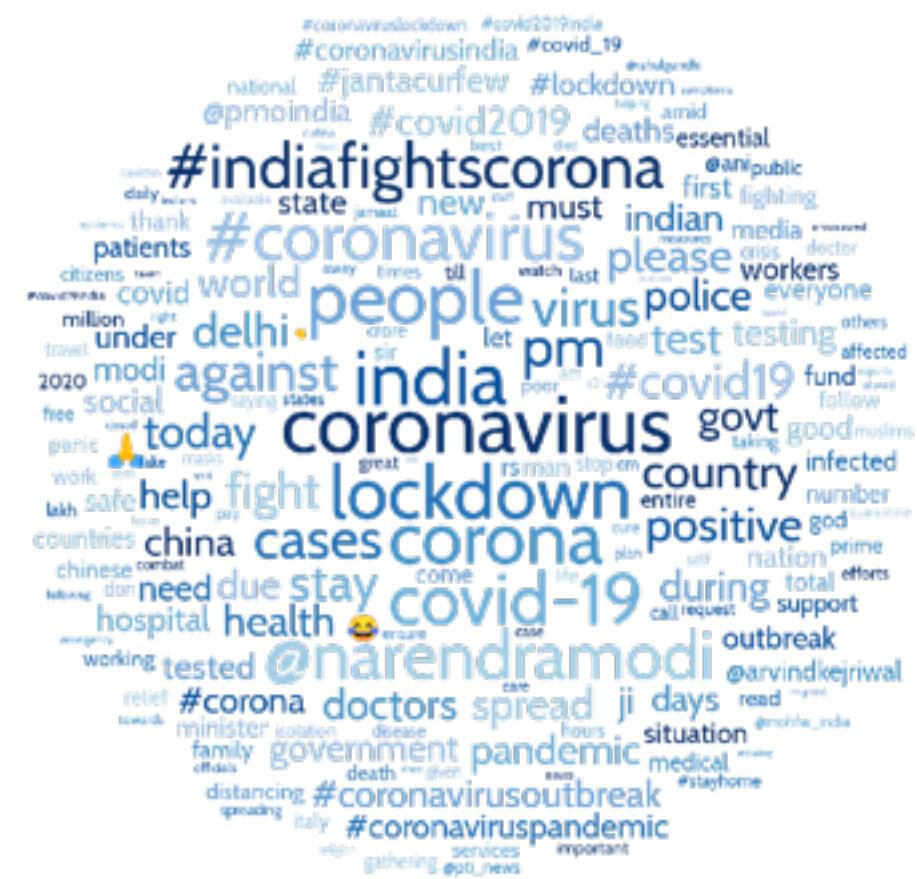


# Conversation clusters

People sharing their plight through **stories real and fictional** (memes).

Janata Curfew and the 9 pm tribute  
contribute to **India's collective spirit**  
through **#indiafightscorona**

From **understanding the lockdown to speculating its end**, it's the most-talked about topic across the states.



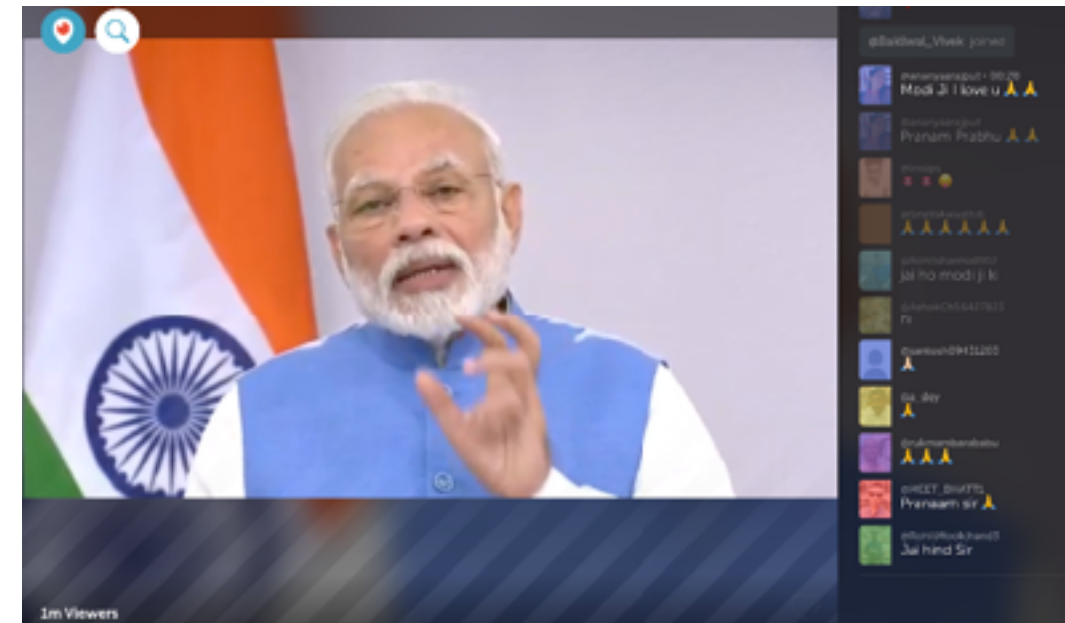


# Top content across states

The top performing content for each state:

- **Delhi** turned to online video streaming platforms for **Prime Minister's speech**.
- **Maharashtra** is sharing latest updates on the **cases and cures** of COVID-19.
- **Donations for Daily Wage workers** was among the top shared content in **Karnataka** as people used social media to spread the word.
- In **Tamil Nadu**, filmstars urged their followers to stay at home to be safe.
- **Andhra Pradesh's** conversations focussed on the **PM National Relief Fund** and the people who contributed to it.

## Delhi

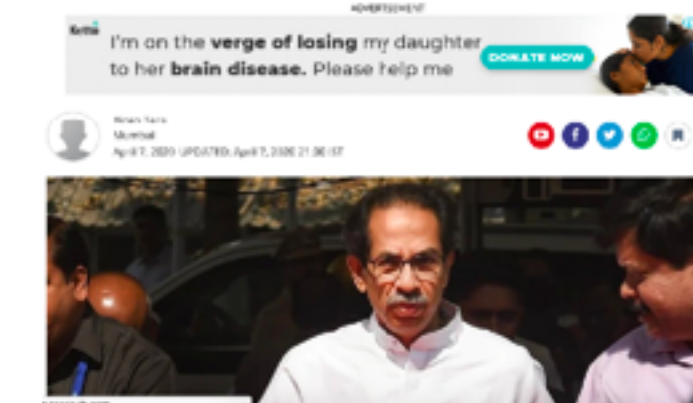


Prime Minister's speech was most watched.

## Maharashtra

### Decision of extending Covid-19 lockdown only after April 14: Maharashtra CM Uddhav Thackeray

Maharashtra Chief Minister Uddhav Thackeray on Tuesday said a decision on the coronavirus-enforced lockdown will be taken at an appropriate time after a review amid hints it may continue in the state beyond April 14.



COVID cases and updates amongst the top shared content.

## Karnataka



Encouraging donations for the daily wage workers.

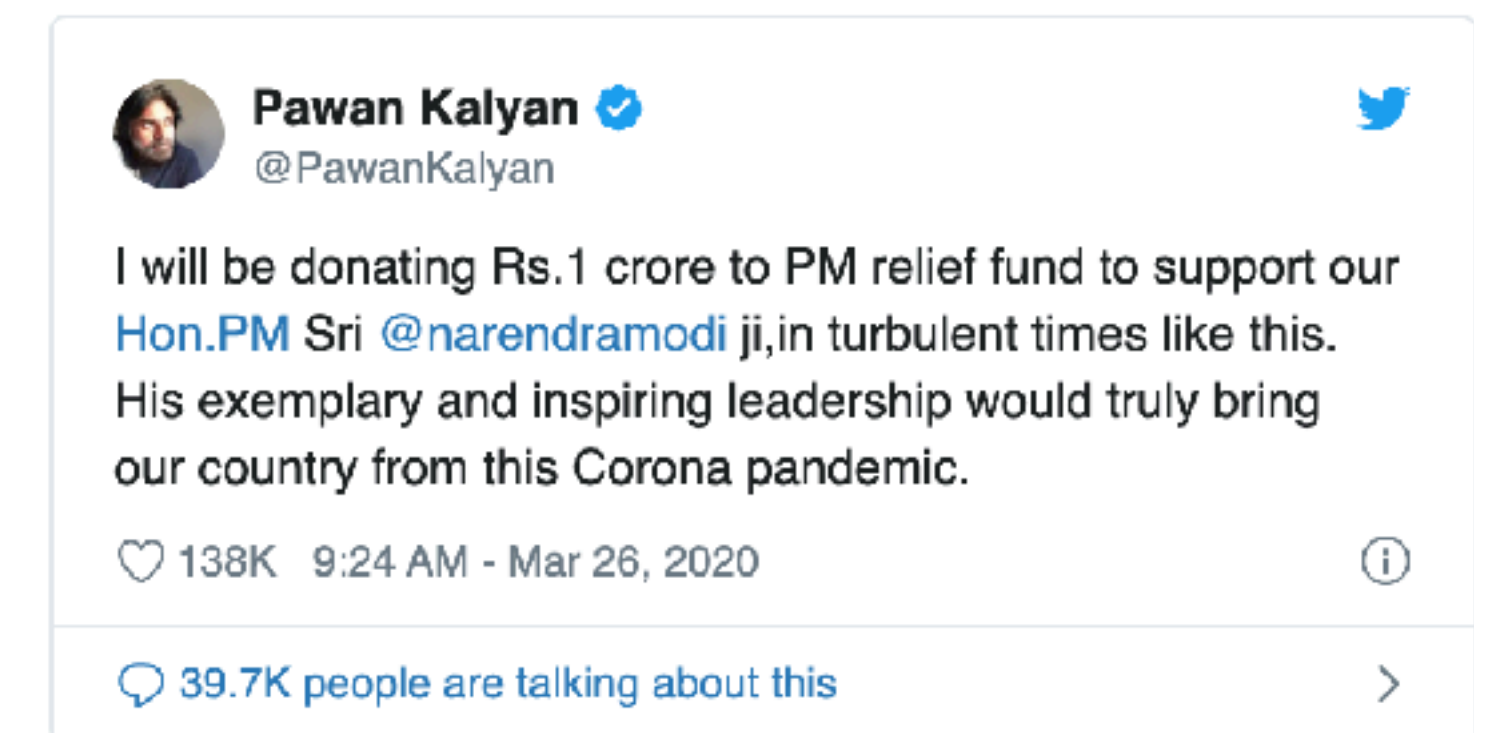
## Tamil Nadu



Celebrities using their influence to spread an important message of staying safe.

## Andhra Pradesh

@Reddyvenkates17 retweeted



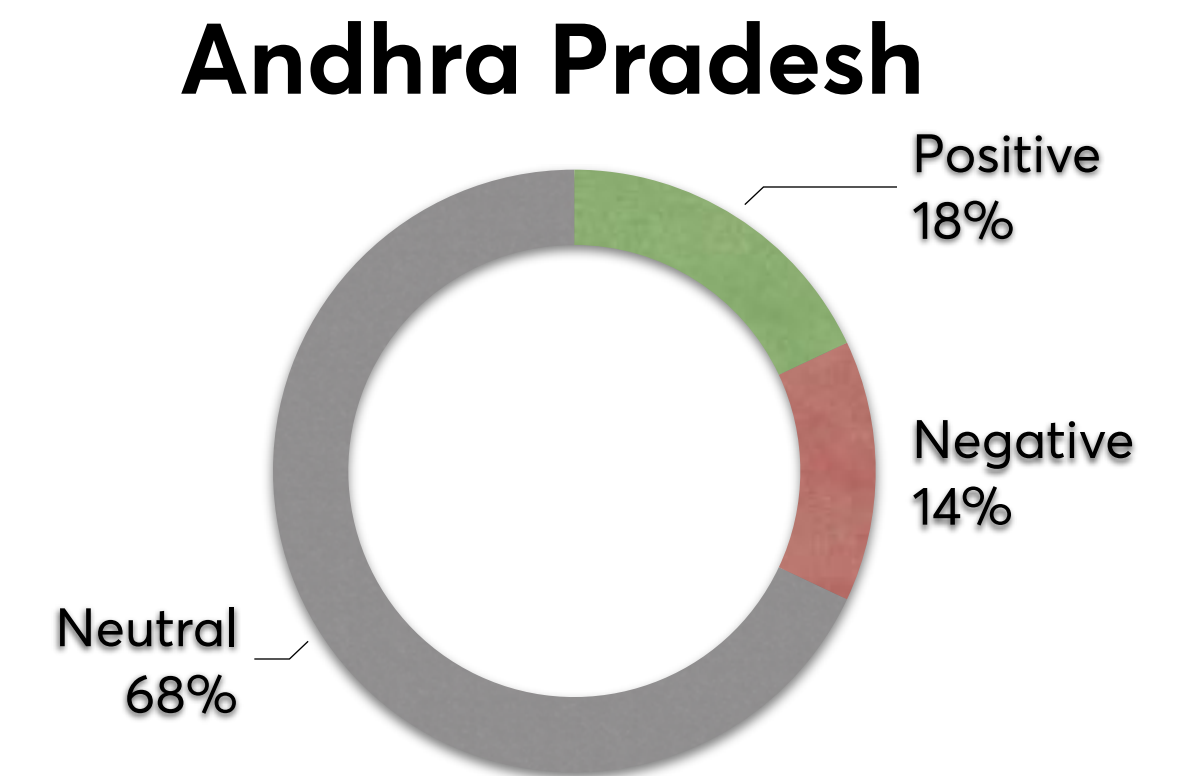
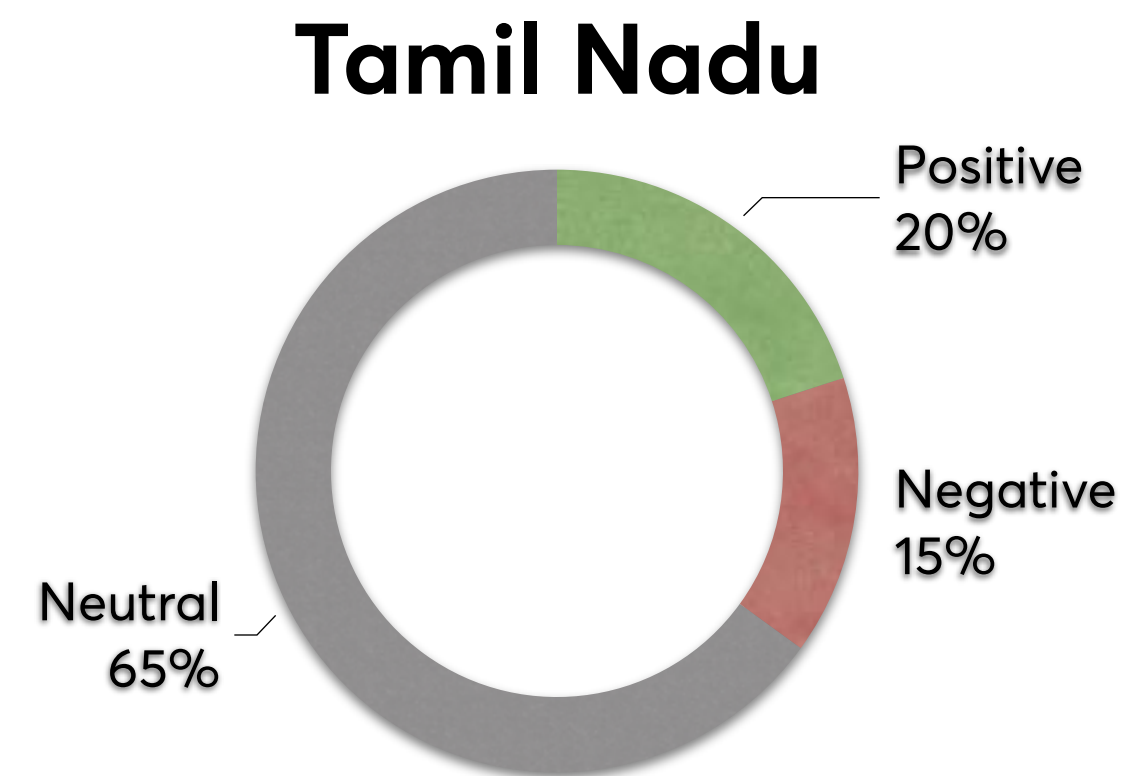
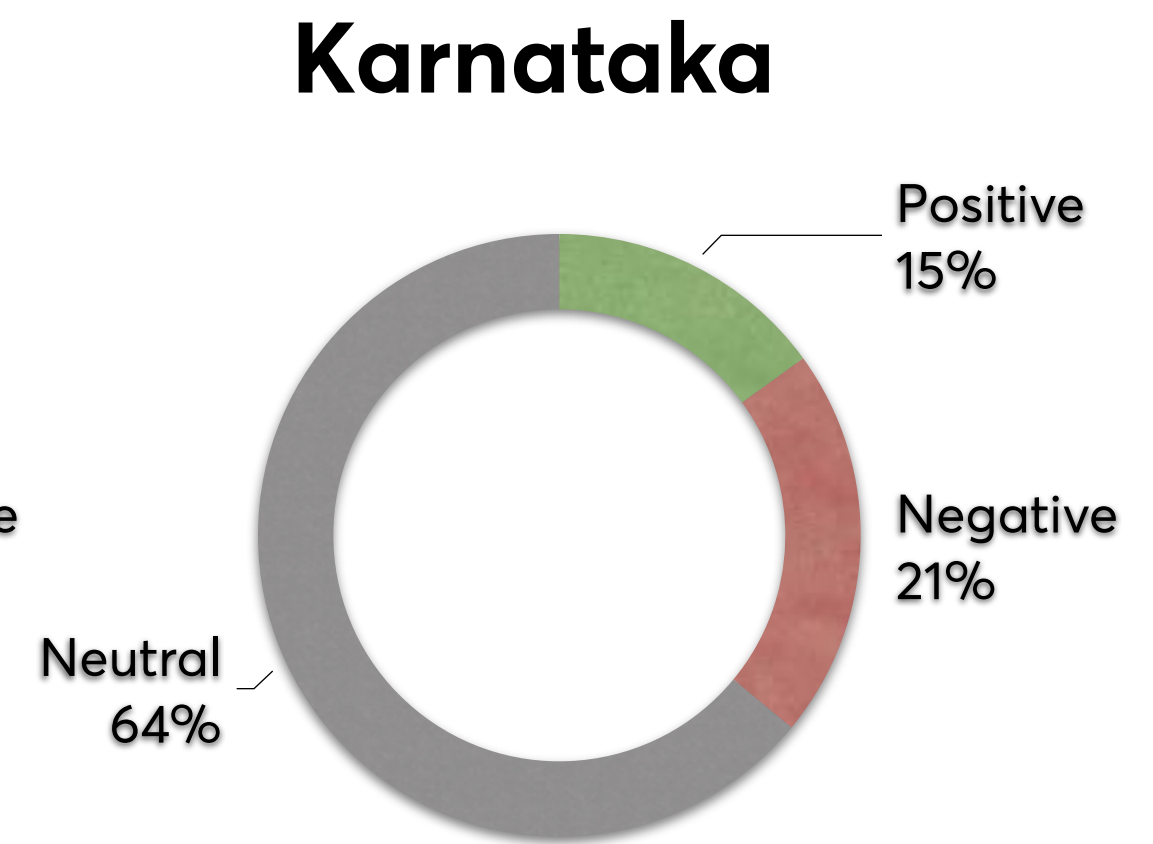
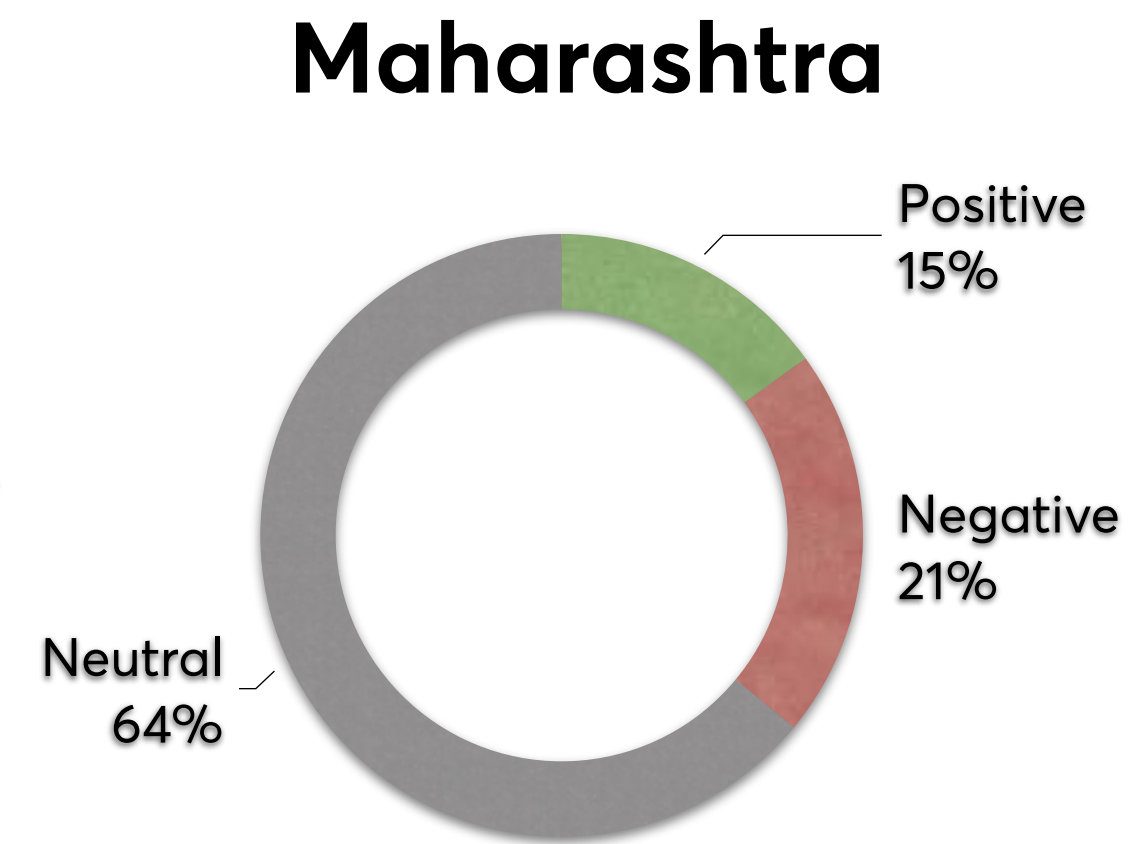
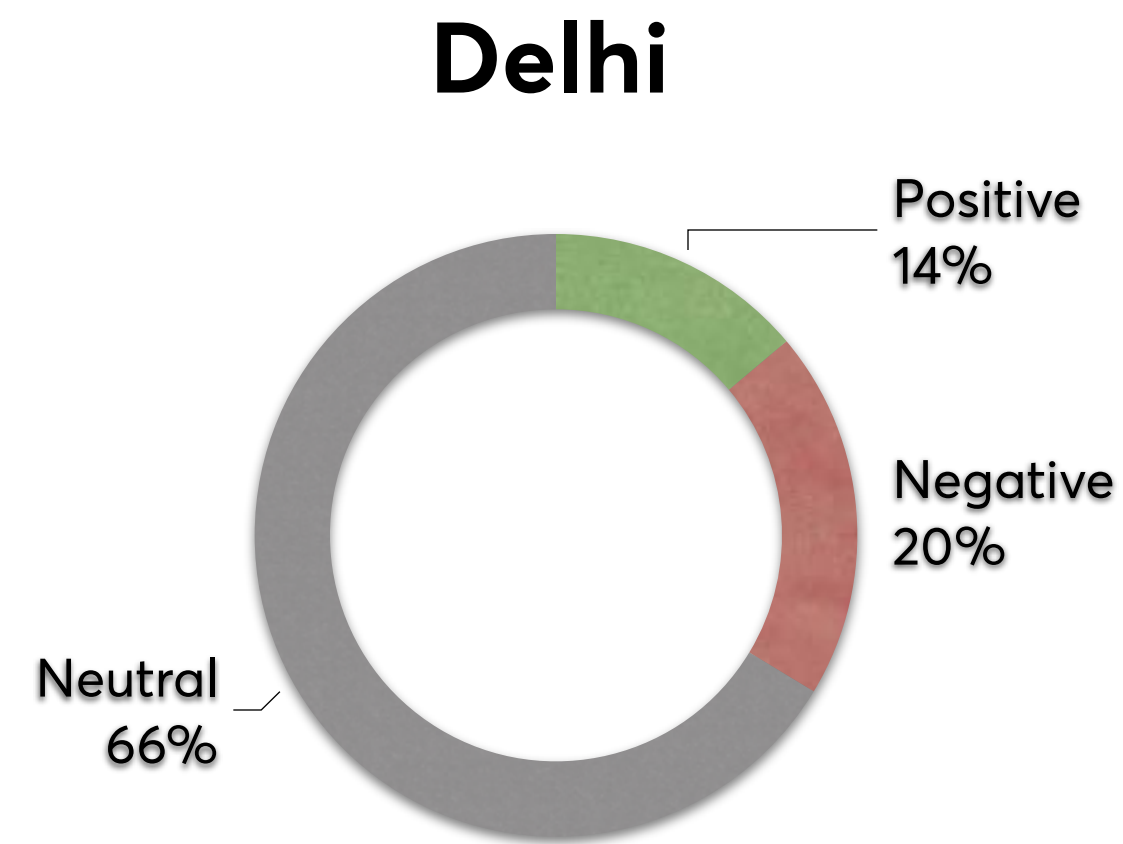
Film stars donated huge sums to the Government's initiative.



# Sentiment of conversations

The typical average negative sentiment rate is **8%** - any figure higher than this is out of ordinary, which is the case today.

However, negativity has decreased by **2-4%** over the span of the lockdown in the 5 states.



# Authors & influencers leading conversations

**Political leaders and the Government** are amongst the top sources of information which people prefer to read.

In times of crisis, Indians are **relying more and more on authorities** to deliver updates that change the way they're living

**Maharashtra:** The most influential authors in this conversation are:

@pmoindia - Narendra Modi  
@cmomaharashtra - Uddhav Thackrey  
@ani - Asian News International  
@askanshul - Anshul Saxena - News reporter / Journalist  
@MumbaiPolice

**Delhi:** The most influential authors in this conversation are:

@pmoindia - Narendra Modi  
@ani - Asian News International  
@arvindkejriwal - Chief Minister of Delhi  
@mohfw\_india - Ministry of Health & Family Welfare

**Andhra Pradesh:** Some of the influential authors in this conversation are:

@narendramodi - Prime Minister of India  
@KTRTRS - Working President of TRS  
@pawankalyan - Actor  
@TelanganaCMO - Official account of CMO Telangana

**Karnataka:** Some of the influential authors in this conversation are:

@pmoindia - Narendra Modi  
@ani - Asian News International  
@askanshul - Anshul Saxena - News reporter / Journalist  
@bsybjp - Chief Minister of Karnataka

**Tamil Nadu:** Some of the influential authors in this conversation are:

@narendramodi - Prime Minister of India  
@vijaybaskarofl - Minister for Health and Family Welfare  
@mohfw\_india - Ministry of Health & Family Welfare  
@suriya\_offl - Actor/Producer

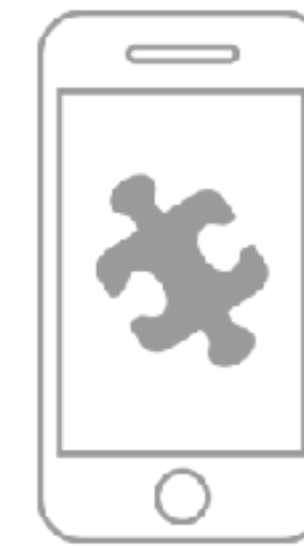
# Quarantimepass - What's keeping locked down India occupied?

## Top 5 activities during COVID-19 outbreak in India

Work From Home



Multi-player Games



Family



Literature and Reading

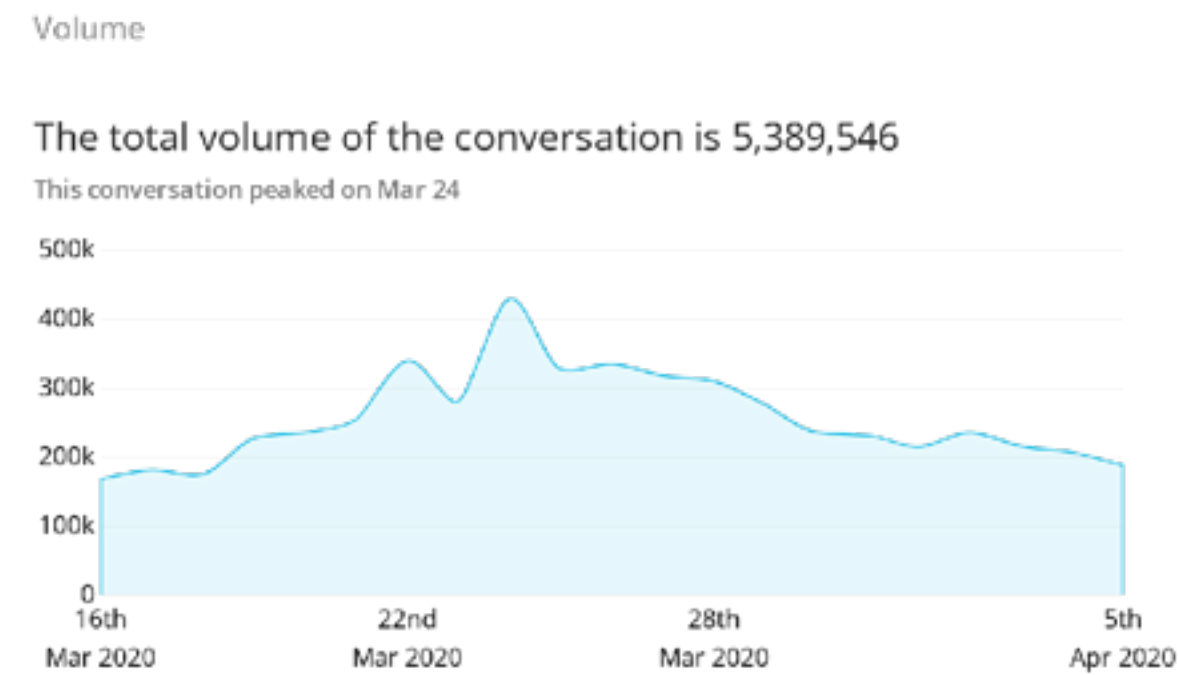


Video platforms (TV/OTT/Web)



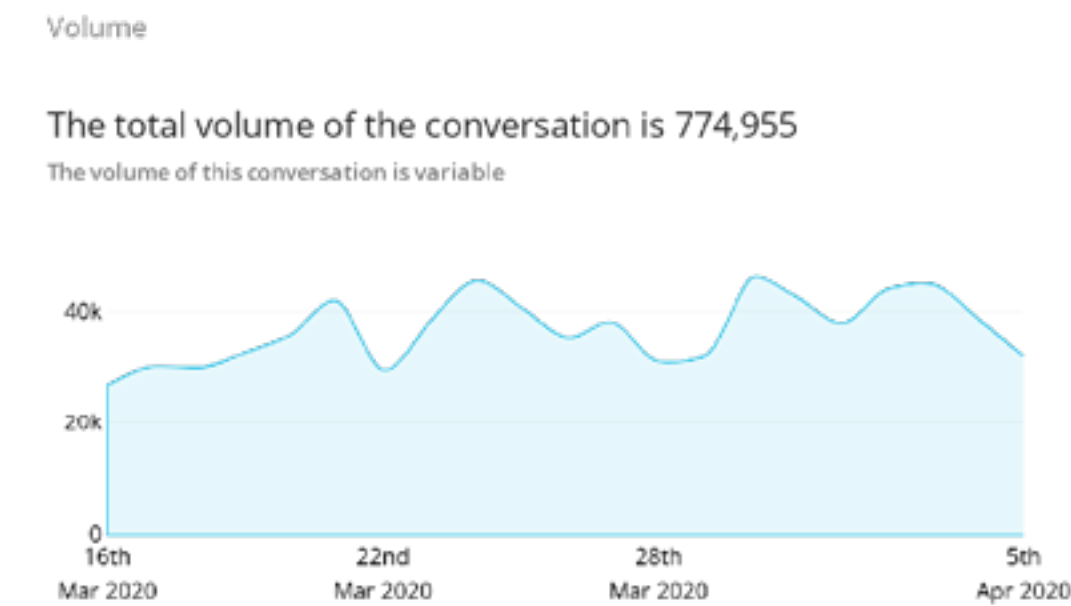
# Size of conversations around the top 5 activities

## Work From Home



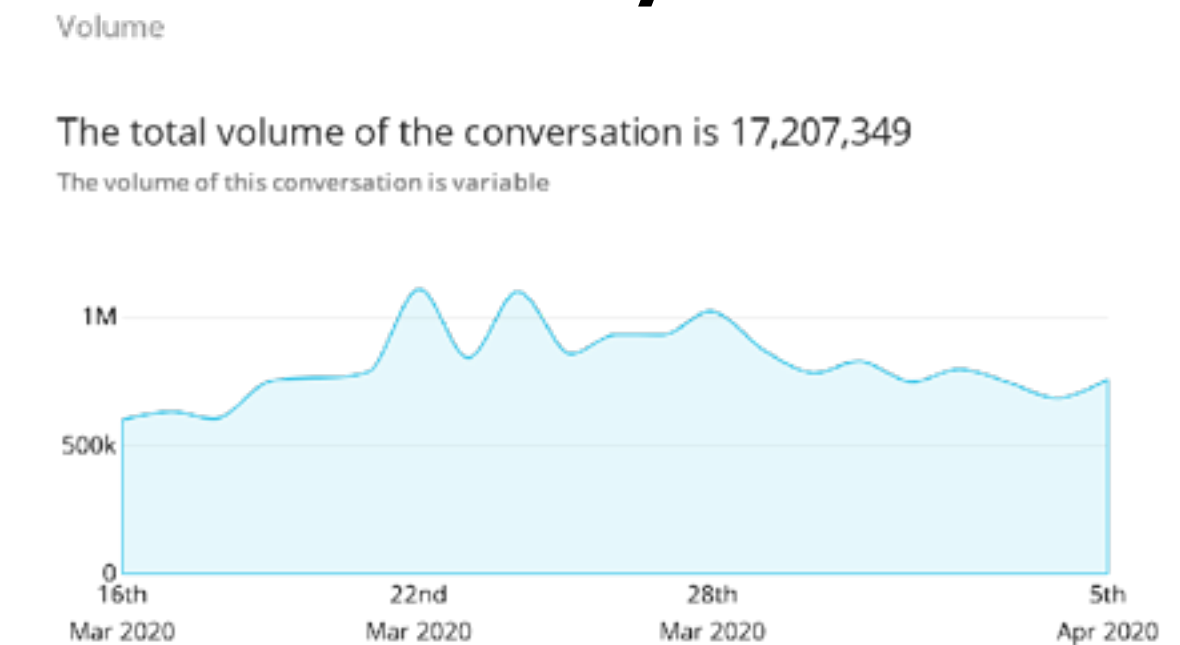
Conversations spiked after the lockdown was implemented.

## Multi-player Games



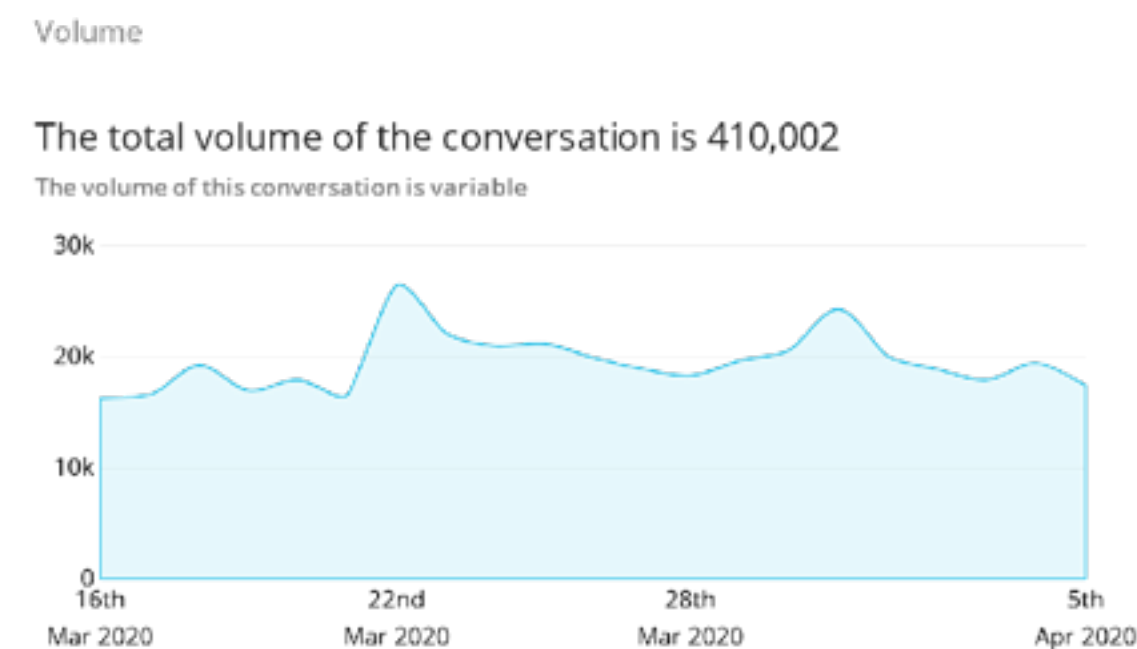
A consistent source of engaging social entertainment.

## Family



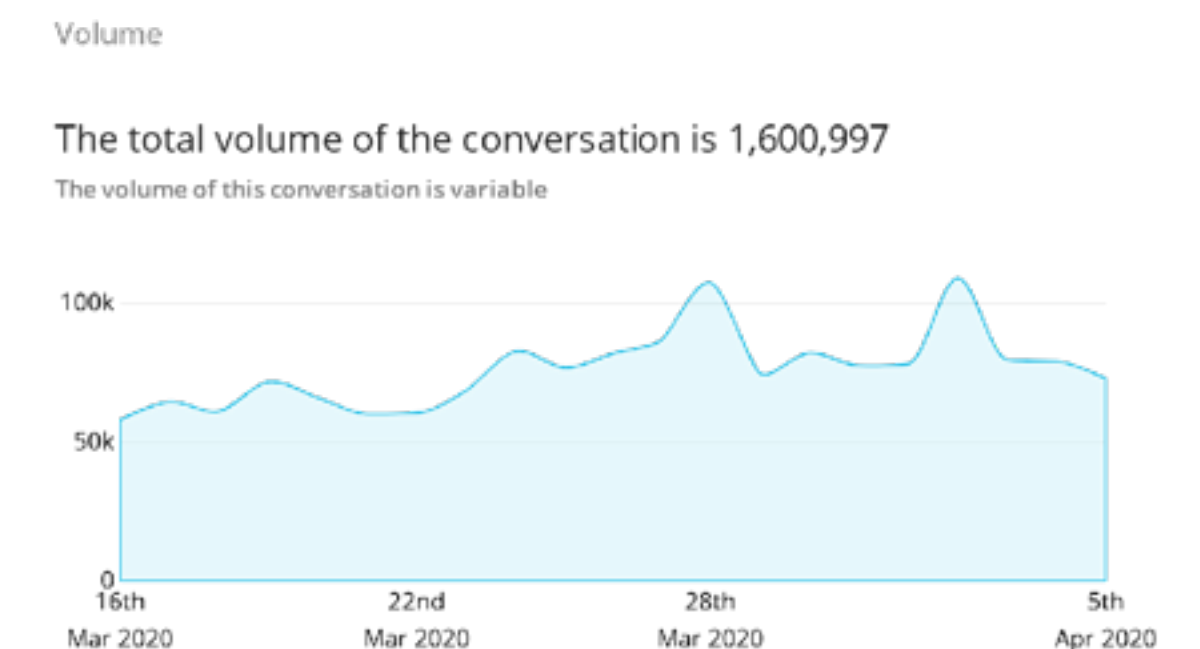
From caring to reconnecting, family conversations are not fading away.

## Literature and Reading



Picking up that reading list and following through is finally happening.

## Video platforms (TV/OTT/Web)



Being a couch potato is now akin to saving the world.



# Word Cloud for the top 5 activities

# Work From Home



# Multi-player Games



# Family



## Literature and Reading



## Video platforms (TV/OTT/Web)





# Top content relating to the top 5 activities

## Work From Home



Employees cite working from home as being responsible.

## Multi-player Games

when you finish 1st in Ludo and have no idea what to do next



Memes on how people are invested in multi-player games.

## Family



P.M asks to spend time with the family while announcing Janata Curfew.

Work from home **tips, complaints** of firms refusing to implement it, **home work-stations** were shared on social media.

**Humorous memes** on the way multiplayer games have keep people hooked and competitive are doing the rounds.

**Bonding with the family** during the curfew announcement to make people stay at home.

People are **inculcating reading** habits to be occupied during the lockdown or quarantine.

**Binge-watching** series as well as **rewatching movies/series** (Mahabharata/Ramayan) with family was observed during the lockdown.

## Literature and Reading



Games and books - a quarantine companion.

## Video platforms (TV/OTT/Web)



Requests by a follower to OTT platforms to keep people occupied during the lockdown.



# Top brand content relating to the top 5 activities.

Addressing the massive emerging need, **BSNL** took a **generous step** for a smoother work-from-home.

**W.H.O.'s new campaign** makes sure you are maintaining **social distancing** but also having a **good time** by partnering with gaming apps.

**Old shows making a come-back** on TV is nostalgia in action for India's families. Filling in the void left by several current daily soaps that have stopped airing.

**Curated lists of best-sellers** across various regional languages are bringing reading back in fashion.

**Perfectly timed launches** for new seasons for OTT shows are creating a significant buzz.

## Work From Home

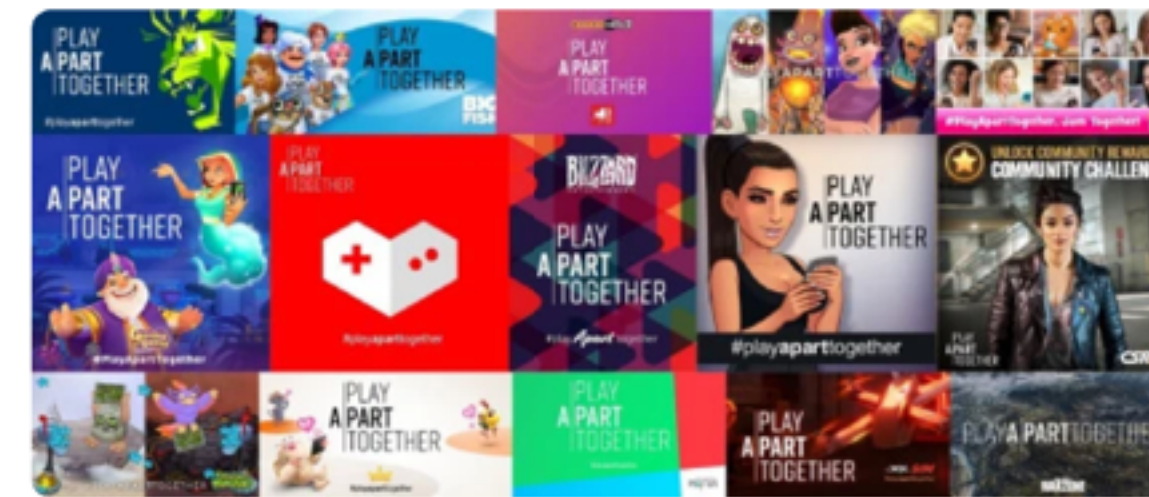
**BSNL launches free of cost 'Work from Home' broadband plan**



A free service for its landline users.

## Multi-player Games

40 more game companies join WHO #PlayApartTogether coronavirus awareness campaign



An initiative by WHO to encourage social distancing.

## Family

For my mother, 'Ramayan' was not just about gods, it was about bringing families living under one roof together



**Prashant Dixit**  
Senior copy editor, ThePrint

When Doordarshan announced a rerun of Ramayan, arguably to keep people indoors during the coronavirus lockdown, my first thought was to call my mother and give her the news first-hand. But I forgot.

On Saturday, she called to tell me, "they have started Ramayan again". Someone loath to modern TV shows — "they are only good for breaking families apart, create mistrust" — her excitement over a programme on TV made even the atheist in me mutter, "thank god for this".

Old shows being aired again serving as family entertainment

## Literature and Reading

**NBT Allows Free Download of Over 100 Bestsellers to Encourage Reading During Covid-19 Lockdown**



National Book Trust's COVID initiative.

## Video platforms (TV/OTT/Web)



Netflix creates a buzz for a new season of Money Heist - a binge watch for lockdown

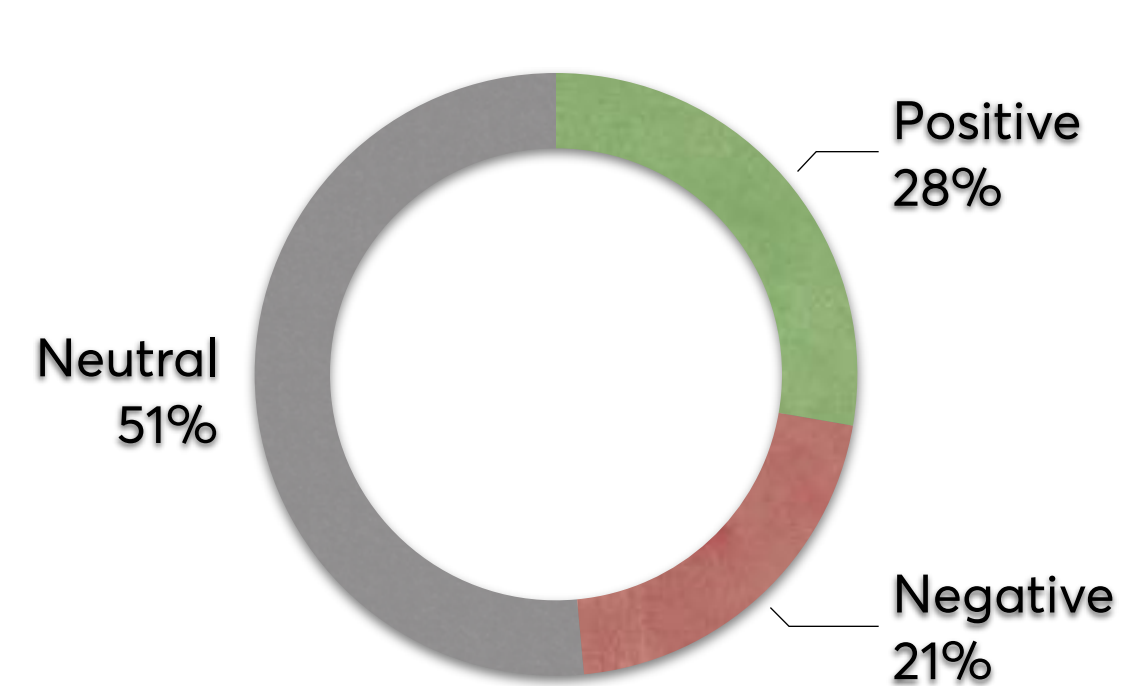


# Sentiment of conversations around the top 5 topics.

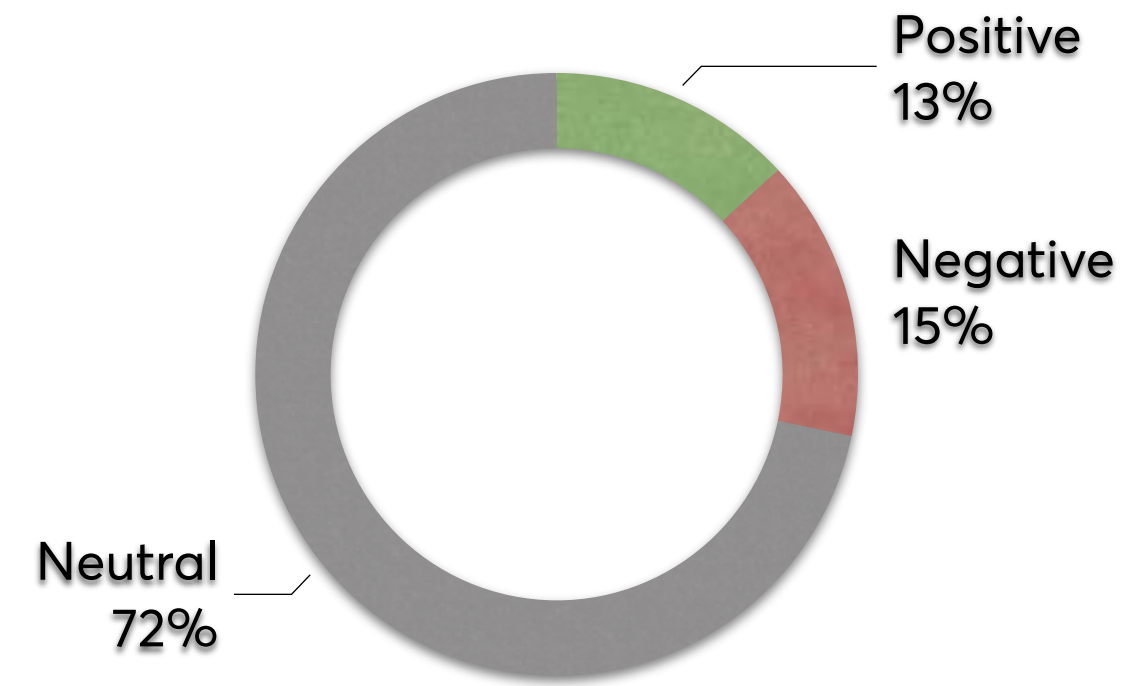
Conversations around **Work From Home** and **Family** are **more negative** than the rest.

The typical average negative sentiment rate is **8%** - **any figure higher than this is out of ordinary**, which is the case today.

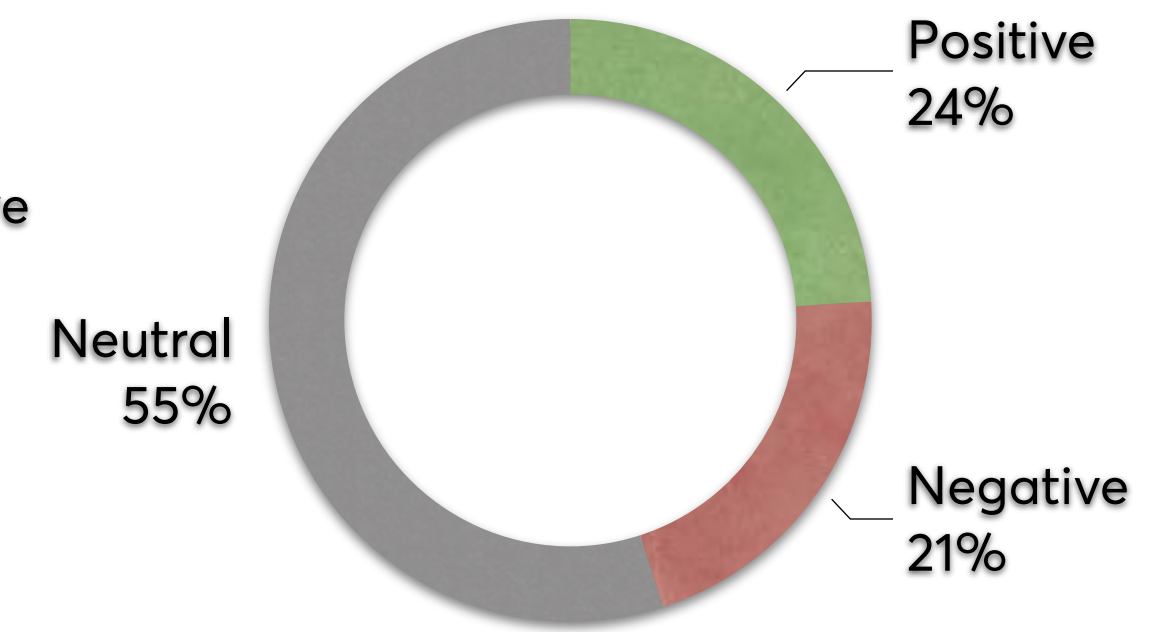
## Work From Home



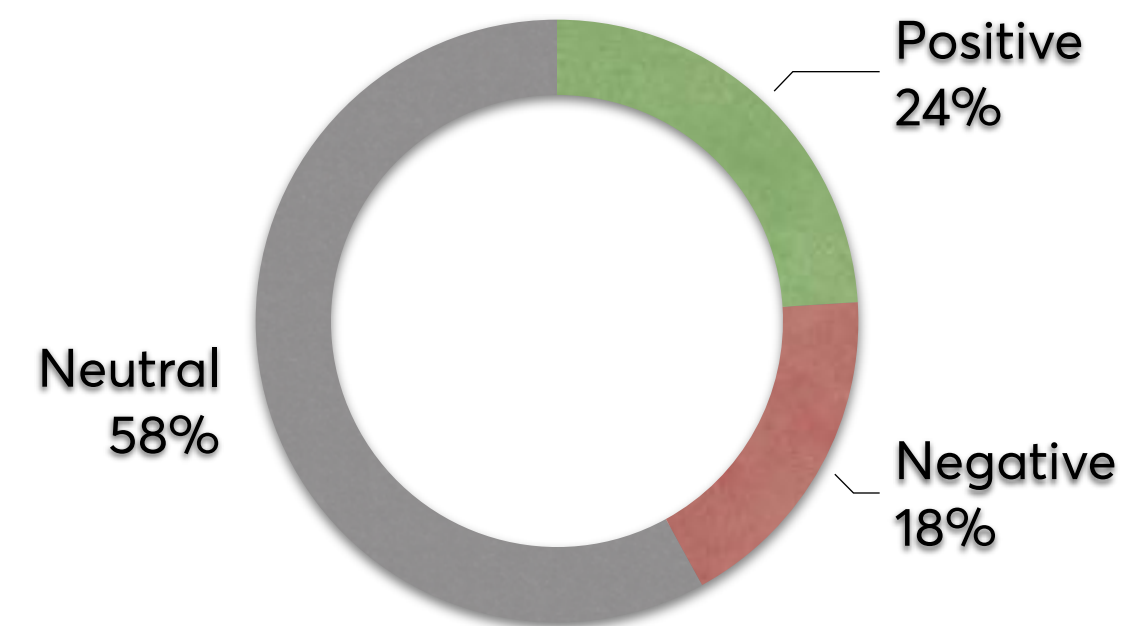
## Multi-player Games



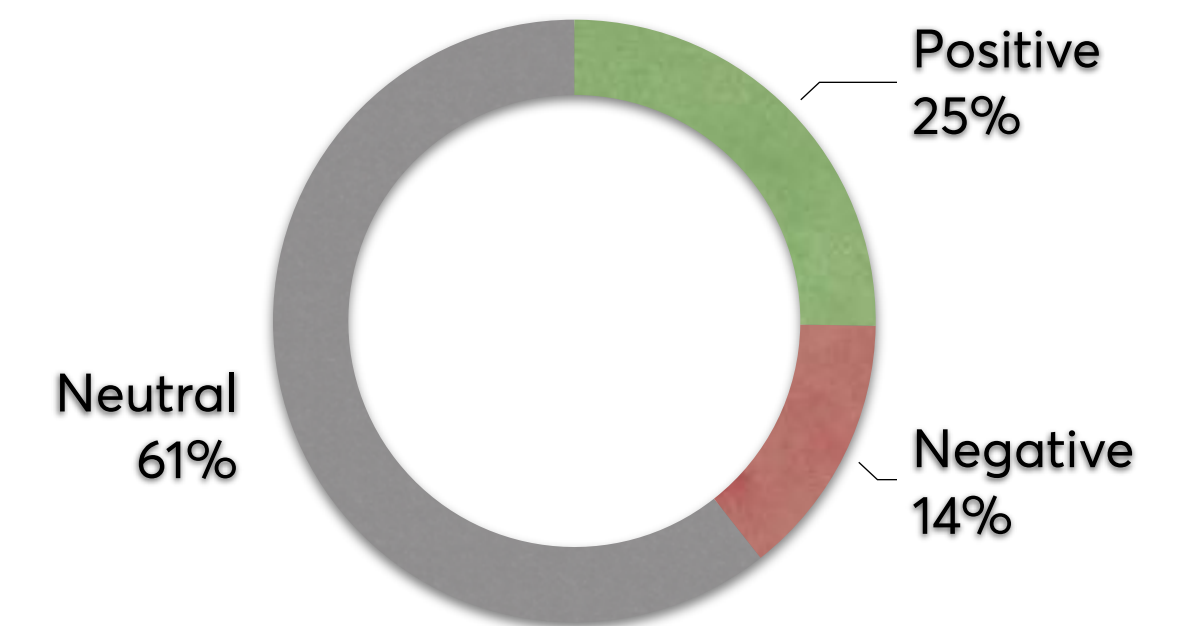
## Family



## Literature and Reading



## Video platforms (TV/OTT/Web)





# Authors & influencers leading conversations relating to top 5 activities.

- **Family and Work from home** conversations began **right after the announcement of Lockdown** by Prime Minister.
- Conversations for multiplayer **games** are mostly about **memes** or the technical **glitches** faced by the users.
- **Authors** are recommending books to pass the **quaran-time!**
- **New season releases** and influencer activity on social media has made the top OTT platform a topic of conversations.

**Work from Home:** The most influential authors in this conversation are:  
@narendramodi - Prime Minister of India

**Multi-player games:** The most influential authors in this conversation are:  
@pubgmobile\_in - PUBG MOBILE INDIA  
@AksharPathak - content creator

**Family:** Some of the influential authors in this conversation are:  
@narendramodi - Prime Minister of India

**Literature and Reading:** Some of the influential authors in this conversation are:  
@aranganathan72 - Author  
@ShashiTharoor - Author  
@chetan\_bhagat - Author

**Video Platforms:** Some of the influential authors in this conversation are:  
@netflixindia - Netflix India  
@primevideoin- Prime Video  
@DDNational - Doordarshan  
@hotstarvip - Hotstar

# Quarantimepass - What's keeping locked down India occupied?

## Work from Home

Indians searched for data plans to adapt to their new 'WFH' life. They also relied on funny videos, memes, images and tips related to work from home to cope with a new working style

## Multi-player games

Friends become frenemies when it's time to game. Online social games are the new boardgames for locked-down India

## Family

#StayHome appeals to keep your family safe is the mantra being propagated by every brand and celeb. Interestingly, while those away are missing their families others feel trapped. Searching for games and movies is either a way to connect with or a way to tolerate their families

## Literature & Reading

ReadTheory, a free reading comprehension tool, is a hit. Apart from that, people are looking for 'top' and 'best' books to read. Books like Jantu Vigyan, Brahmamgari Kalagamam, Eyes of Darkness are most searched for as these books either claim to find a cure or predicted coronavirus years ago.

## Video platforms (TV/OTT/Web)

Netflix and Doordarshan are big hits. For movies, people are looking for pirated sites to download movies. They are looking for curated 'top' and 'best' lists.



# STAY HOME STAY SAFE

STAY CONNECTED FOR MORE

 [tbwaindia.com](https://tbwaindia.com)

 [@tbwaind](https://www.facebook.com/tbwaind)

 [@TBWA\\_India](https://twitter.com/TBWA_India)

 [@backslashtbwaindia](https://www.instagram.com/backslashtbwaindia)  
[@tbwa.india](https://www.instagram.com/tbwa.india)

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