

COVID-19

Epidemic in Hong Kong

Wisers Unveils
"Epidemic Index 2.0" to
Reveal What Netizens Say



WISERS

Advantage
Through
Intelligence





Let Big Data Speak: Wisers Unveils "Epidemic Index 2.0" to Reveal What Netizens Say

■ Foreword

The COVID-19 outbreak has been raging across the world since late 2019 and it has brought Hong Kong the most serious public health crisis since the SARS outbreak in 2003. On the heel of social unrest last year and followed by high unemployment rate with deteriorating economy as the outbreak has brought business activity to a halt, the situation has led to a new wave of governance challenges. This report offers deep insight on epidemic development and public sentiment in Hong Kong.

Since the outbreak, the public have focused on issues ranging from border closure to the influx of students returning from overseas, from sharing the latest news about face mask supply to supporting local mask production, from home quarantine to city-wide social distancing measures. What were the most well received and least well received issue for Hong Kong people? The government successfully proposed three rounds of anti-epidemic relief package with record amount. However, the reception was mixed at best. While some welcomed the relief, others criticised it as "public opinion being bought off with money". How should genuine public opinion be interpreted and identified?

Let data speak! Since 1 January, Wisers' big data system has identified 2.98 million netizens' reactions and analyzed more than 24.45 million comments left by netizens. A total of 250 million interactions with online social media have been reviewed as well. By utilizing Wisers technology, our research team has come up with a series of phased trends of the epidemic and public opinion highlights. The team also analyzed public opinions on various anti-epidemic measures rolled out by the government and they will be discussed in detail.

This is the second epidemic report released by Wisers after the first report in February. This report covers six months of online public sentiment on various turning points of the epidemic. It provides multiple perspectives to facilitate a more comprehensive understanding and analysis of online public sentiment.

Like all HongKongers, Wisers sincerely hopes this epidemic is the last one we will see. However, with the limited knowledge we have so far on COVID-19, some experts anticipate another wave of outbreak at the end of 2020. Along with expected easing of the Government's social distancing rules, we hope to share our findings with the Government, policymakers, experts, stakeholders in society and others. We are hopeful that unbiased insights gained from our big data will be a reference for policymakers to better prepare for future epidemic.



Contents

Foreword	P.2
1. Research Methods and Spotlights Detected	P.4
1.1 Research Period	P.5
1.2 Technology Adopted and Research Direction	P.5
1.3 Spotlights Detected	P.6
2. Wisers Epidemic Index	P.7
2.1 Full Study Period: Summary of Key Points	P.8
• The Most Worrisome Day: 5 January	P.12
• The Happiest Day: 14 February	P.14
• The Angriest Day: 28 February	P.16
2.2 Staged Research: Summary of Key Points	P.18
• Stage One: Entire City Talking about Scrambling for Face Masks	P.20
• Stage Two: Saying Thank You is the Main Theme in This Stage	P.22
• Stage Three: A Mixed Bag of Emotions and Changing Online Public Sentiment	P.25
• Stage Four: When Anti-epidemic Efforts Meet Social Protests; Politics Makes a Comeback in Online Discussions	P.28
3. Comments on Anti-epidemic Policies on the Internet: Summary of Key Points	P.31
3.1 Border Closure	P.33
3.2 Quarantine	P.38
3.3 Social Distancing Rules	P.43
• "Wisers Special Topic: Social Distancing Rules and Market Situation "	P.48
3.4 Anti-epidemic Measures	P.49
3.5 Press Conferences Held by Centre for Health Protection	P.53
• "Wisers Special Topic: The Most Popular Official As Seen by Netizens? "	P.57
3.6 Mandatory Business Suspension of Bars	P.58
3.7 Distribution of Face Masks	P.62
3.8 Mandatory Business Suspension of Beauty Parlours and Entertainment Premises	P.66
3.9 Subsidy for Face Mask Production	P.70
• "Wisers Special Topic: Comparison of Face Masks of Different Brands"	P.74
3.10 Two Rounds of Government Anti-epidemic Fund	P.76
• "Wisers Special Topic: Relief Measures under the Budget Attract Most Concerns?"	P.84
4. Conclusion: Advice On Next Round of Outbreak	P.86



Chapter One

Research Methodology and Public Opinion Spotlights Detected



1. Research Methodology and Public Opinion Spotlights Detected

1.1 Research Period

This study was conducted from 1 January to 15 May 2020 with the help of the Big Data System of Wisers Information Limited. The findings are as follows:

- 840,000 posts detected related to COVID-19 (Facebook, Instagram, YouTube, forums, blogs, etc.)
- Over 24.45 million comments left by netizens
- 250 million netizen interactions

1.2 Technology Adopted and Research Direction

Wisers' artificial intelligence technology was applied in data mining, sentiment analysis, semantic analysis, hot keywords identification, and more. Wisers' professional editorial team made insightful reading into the information and conducted in-depth analysis. Below is an outline of the two study directions:

1. Wisers Epidemic Index

A consolidated index between the "Epidemic Awareness Index" and "Netizen Sentiment Index":

- The "Epidemic Awareness Index": It is compiled based on the volume of posts, post reach and netizen interaction. Netizen interaction refers to the data of interaction between netizens and posts related to the epidemic, for example, the number of comments, likes, shares and reactions.
- "Netizen Sentiment Index": It is compiled with Wisers' AI system by analyzing netizens' comments to identify their sentiments – to gauge if they feel happy, sad, fear, or angry at different stages of the epidemic.

2. Online responses to HKSAR Government's anti-epidemic policies

To analyze the trends of public opinions, discussion focuses, likes and dislikes, and compare netizens' acceptance with respect to 10 government anti-epidemic policies in three major categories, namely disease control measures, protective equipment, and financial support.



1. Research Methodology and Public Opinion Spotlights Detected

1.3 Spotlights Detected

After digging into big data with hundreds of millions of entries, Wisers system identified the followings:

- Online public sentiment can be divided into four different stages according to netizens' evolving discussion enthusiasm, with different focuses in each stage. In the first stage, the single largest spotlight is on the face mask supply. The second stage is led by discussion surrounding the health care workers. The third stage sees a mixed bag of public emotions; while the discussion about the re-emergence of protests dominates the fourth stage.
- Netizens were lukewarm in response to the HKSAR Government's two measures (namely, subsidising production of face masks and delivering face masks to citizens for free) as compared to other measures taken by the government though the phrase "face masks" has dominated Hongkongers' discussions and sentiments, .
- The most popular public officers in the HKSAR was not a member of the politically accountable team.
- The happiest day of Hongkongers was on 14 February, not because it was the Valentine's Day, but because face masks were finally available on market.
- The angriest day of Hongkongers was the day the politically accountable team announced donating their salaries to the Community Chest
- The development of the epidemic is inversely proportional to the panicky sentiment: Although the epidemic continued to develop and there were community outbreaks, the panicky sentiment as detected by big data showed a continuous downward trend after reaching a peak on 5 January.

In addition, the research team also used big data to identify the most frequently mentioned local mask brands, mask retailers, and more. How do netizens think about the retail industry that has entered a chilly winter? Big data can tell.

The following is the analysis of the epidemic situation over the past six months and the insights gained with the use of Wisers big data.



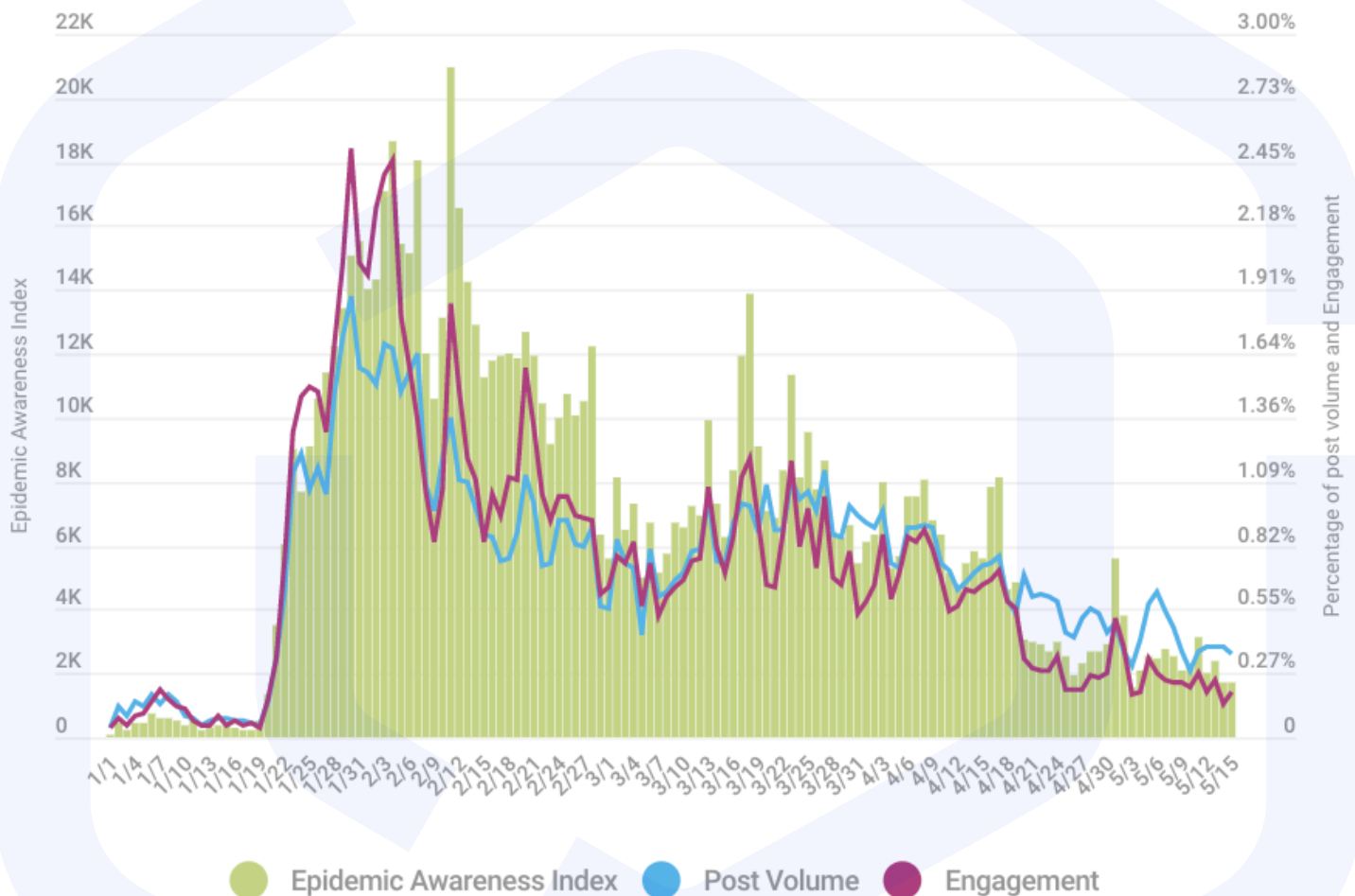
Chapter Two

Wisers Epidemic Index

2.1 Full Study Period: Summary of Key Points

Hong Kong has been fighting the epidemic since 23 January when the first case of COVID-19 was confirmed. This chapter will analyze Hongkongers' changes of sentiments amidst the epidemic, including the reasons for being happy, angry, panic, and worried as well as how their levels of concern for epidemic situation have gone from high to low.

Wisers' Epidemic Awareness Index Chart

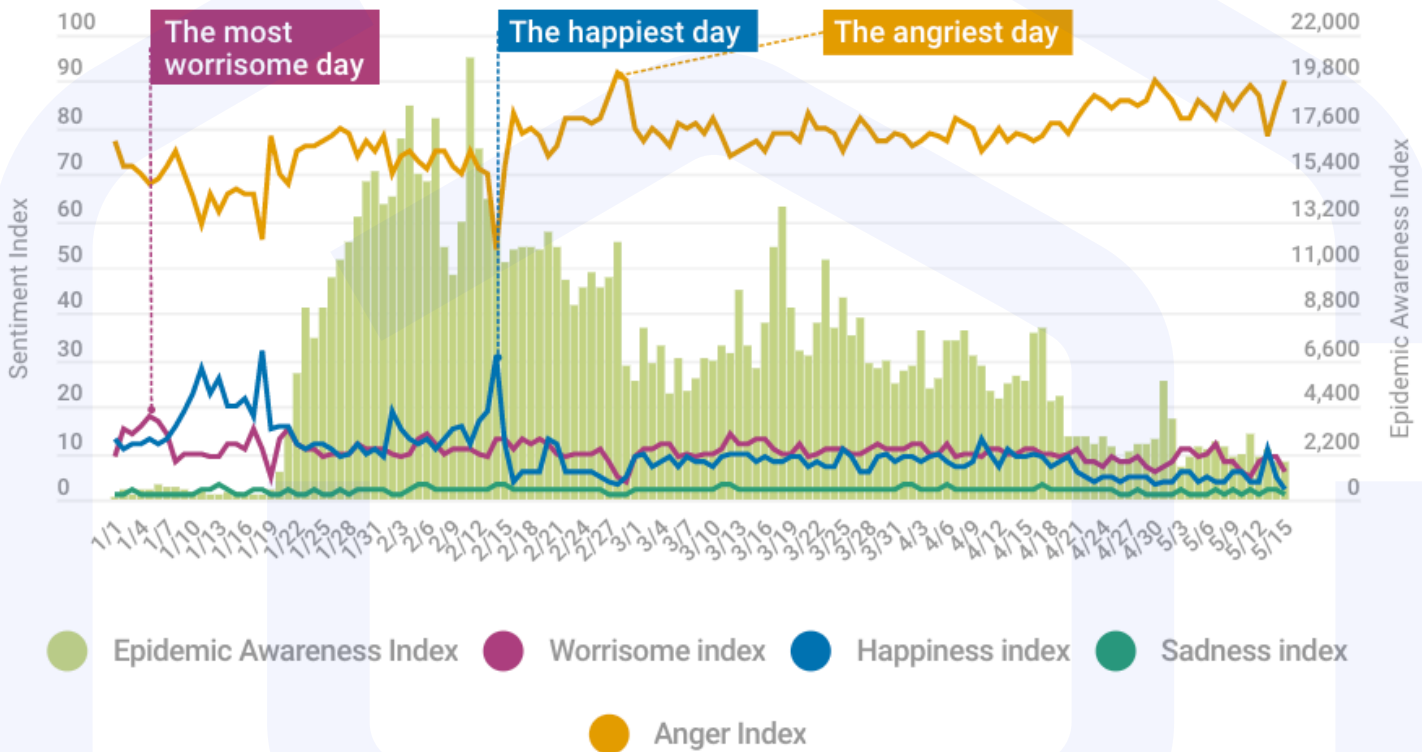


Overall Trend Analysis

- Wisers Epidemic Index was launched on 1 January to comprehensively track public sentiment amidst the epidemic. In the early stage, netizens did not pay much attention to the epidemic, and there was not much discussion about it. However, 20 January is a turning point with a surge of post number on that day. The number of posts related to the epidemic and netizen interaction rate peaked on 7 February. After that, although the number of confirmed COVID-19 cases in Hong Kong increased sharply, it has not significantly triggered public sentiment, which only showed a small rebound during 8-19 March (please refer to the next page for more details).

- 86% of the posts related to the epidemic came from Facebook, reflecting that it is still the most commonly used social media by netizens, followed by discussion forums, accounting for 5%, and the rest from Instagram, blogs, and more.
- Netizens often mentioned the epidemic situation as it affected their daily lives and social activities. Netizens were mainly the post issuers (42%), followed by media outlets (27%) and bloggers (12%).

Wisers' Netizen Sentiment Index Chart



- The impact of COVID-19 on people's mental health has become a major concern in the world. In Hong Kong, investigations by different experts and social welfare organizations also found that the epidemic has made many Hongkongers live under pressure and anxiety.
- Wisers' big data found that netizens were most panic in early January. Many netizens used the "fear" emoji to express their feelings when discussing the local suspected cases of COVID-19. However, as the epidemic developed, the use of fear emoji, instead of going up, has declined steadily, reflecting that Hongkongers have quickly digested the news of the coronavirus.
- Compared to fear, the emojis of "angry" and "happy" were most commonly used. It is highlighted that the "angry" emoji has been used more often than the other three emojis at all times during the research period, which can be regarded as the dominant emotion of netizens during that time.
- There were some happy days during the study period. Not only was 14 February "the happiest"

day" for netizens during the period, it was also "the least angry day" for them. Big data showed that it was related to the real-name face mask registration rolled out by local pharmacy chain Watsons as well as the festive atmosphere of the Valentine's Day.



To Learn More : How can big data help interpret netizens' emotions?

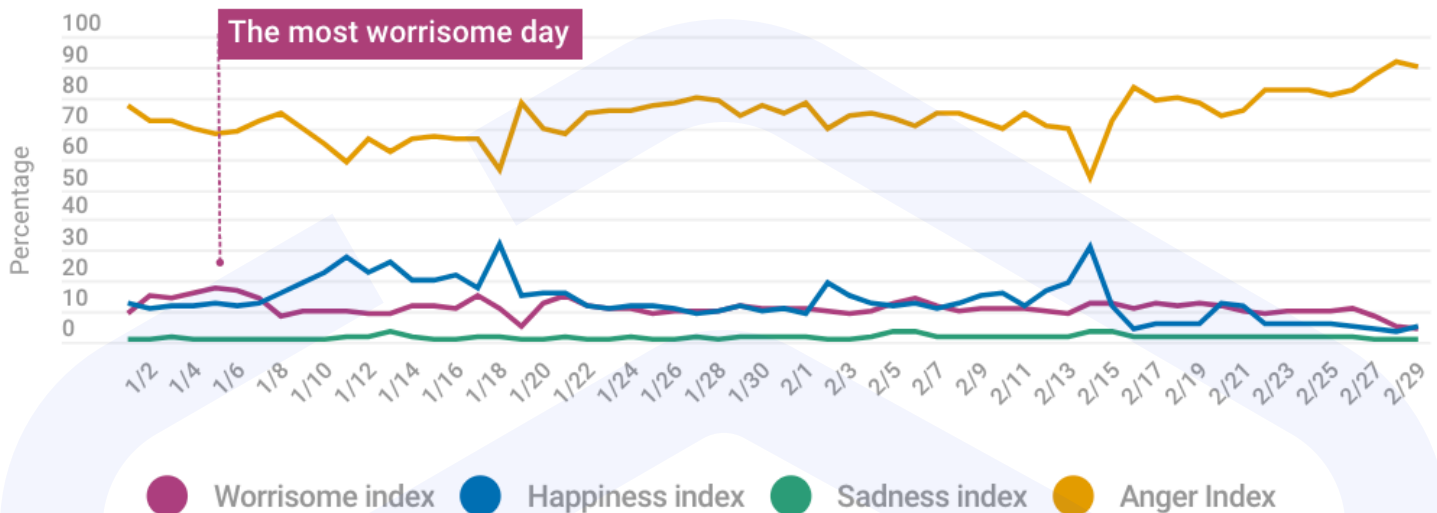
- When leaving comments, netizens' choice of dictions often reflected their mood at the moment.
- By leveraging Wisers AI system, the research team analyzed from the over 21.2 million comments detected over the period to see how netizens expressed themselves, and compiled the Netizen Sentiment Index by looking at the ratio of different emojis (happy, sad, fear and angry) to one another as clicked by netizens



Chapter Two : Wisers Epidemic Index

2.1 Full Research Period: Summary of Key Points

【The Most Worrisome Day】: 5 January Sources of COVID-19 Remained Unknown, Netizens Worried About Epidemic Situation in China



Word cloud from netizens' comments

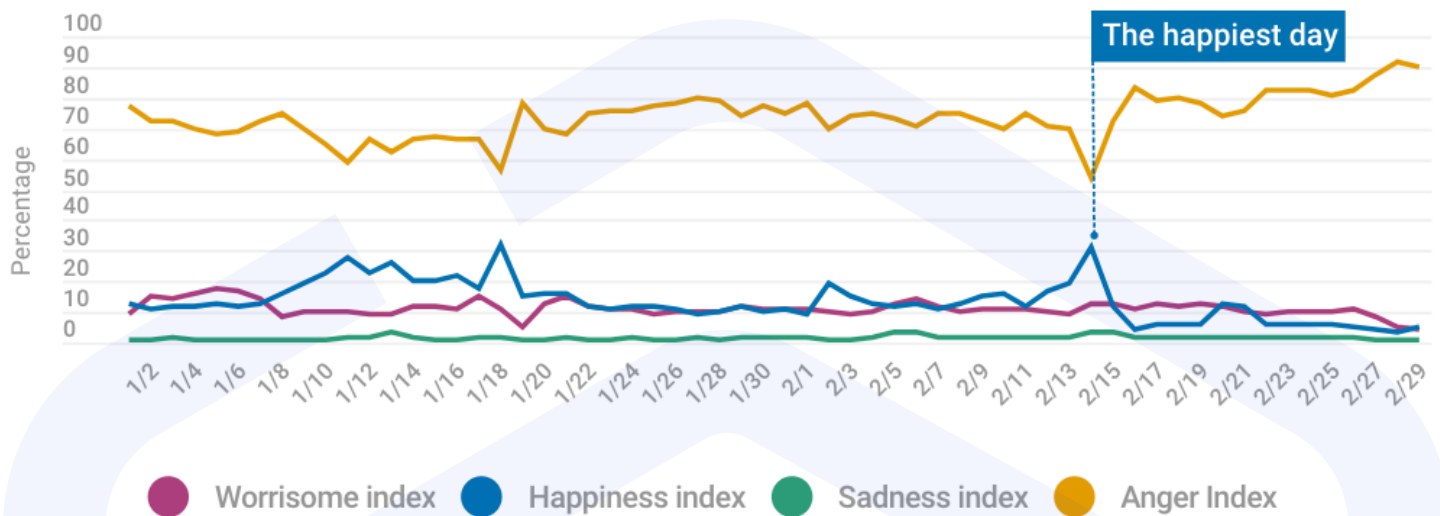
- Statistics showed that 5 January was the most worrisome day, as sources said Hong Kong reported some suspected COVID-19 cases. On 2 January, some Hongkongers arriving from Wuhan were reportedly infected with COVID-19, and were admitted to hospitals for isolation treatment. On 4 January, the Government announced the activation of the Serious Response Level in public hospitals. On 5 January, Hong Kong reported 16 suspected cases of COVID-19 infections. The top five posts garnering the most number of worrisome emojis indicated that citizens were panic about it.
- Wisers' word cloud search system found that the words "**Mainland(大陸)**" and "**Wuhan(武漢)**" appeared 270 and 195 times, respectively. Many netizens opined that there was an outbreak in Wuhan, and did not believe only 59 cases were diagnosed. They suspected the Chinese authorities have been lying about the spread of the epidemic and the number of confirmed cases. "A dozen of Hongkongers were infected. How come there are only 50 cases in Mainland?" a netizen said.
- Another reason that created panic is that the community was worried about "**human-to-human(人傳人)**" transmission (58 times) of the virus, and suggested that citizens should "**wear masks(戴口罩)**" (44 times).



Top five posts with the highest number of worrisome emoji

Posts	Sources
<u>食物及衛生局局長陳肇始今早出席活動後表示，醫管局再收到6宗曾到武漢，返港後出現發燒、呼吸道感染或肺炎徵狀的個案，累計至</u>	Stand News 立場新聞 (Facebook)
<u>【武漢市衛健委稱不明原因病毒性肺炎並非沙士】 武漢爆發不明原因病毒肺炎，個案增至59宗。 武漢市衛生健康委員會表示，初步</u>	香港電台視像新聞 RTHK VNEWS (Facebook)
<u>食衛局局長陳肇始出席公開場合時透露，截至今日，公立醫院於過去24小時接收多6名曾於過去14天到訪過武漢，並出現發燒、呼吸</u>	香港蘋果日報 (Facebook)
<u>1125 # 武漢肺炎 昨日中午至今，總共新增6人從武漢返回香港後出現感染病徵。個案總數增至14人。</u>	香港突發事故報料區 (Facebook)
<u>食物及衛生局局長陳肇始表示，再多6人由武漢返香港之後出現發燒、呼吸道感染或肺炎病徵，令總人數增加至14人。而中國就指武漢</u>	杜汶澤 喱騷 Chapman To's late show (Facebook)

【The Happiest Day】: 14 February Local Pharmacy Chain Watsons Rolls Out Real-name Face Mask Registration



Word cloud from netizens' comments

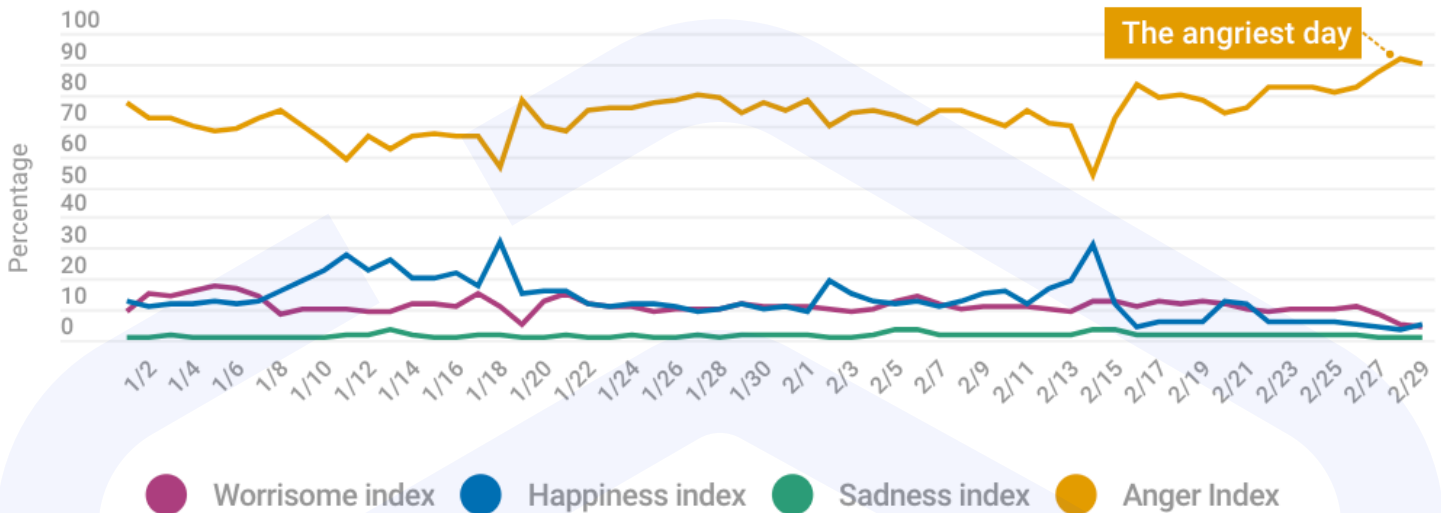
- According to Wisers' first Epidemic Index report, "**masks(口罩)**" dominated the online sentiment from 1 January to 15 February. The study also found that the day face masks hit the market was the happiest day for Hongkongers during the study period.
- Although 14 February was the Valentine's Day, the team found that most of the netizens who expressed their happiness in their comments focused on the news about the real-name face mask registration launched by local pharmacy chain Watsons owned by tycoon Li Ka-shing. The number of visitors of Watsons' website peaked at 1.49 million. The day was also the least angry day during the research period.
- In terms of hot keywords, the most frequently searched keywords on 14 February was "**registration(登記)**" (721 times), followed by "**Thanks to Shing Gor(多謝誠哥)**" (470 times), "**Shing Gor(誠哥)**" (428 times), and "**Watsons(屈臣氏)**" (174 times). The results showed that netizens were excited as they could finally get hold of some face masks. Some netizens commended the real-name registration system, saying it was fair and could prevent people from hoarding and profiteering. Other netizens left message to thank Li Ka-shing.
- 18 January is another happiest day of netizens. The team found that it was the day the Centre for Health Protection announced many of the suspected cases were false alarms. That day was also the second least angry day during the research period.

多謝誠哥
屈臣氏
登記
排隊
誠哥
公平
多謝
希望
口罩
感謝
謝謝

Top five posts with the highest number of happy emoji

Posts	Sources
<u>【網上登記 實名制 口罩輪候系統正式上線】 多謝大家嘅日帶俾我哋嘅驚喜幫手一</u>	Watsons(Facebook)
<u>情人節係一年一度情侶集體放閃嘅日子，但今年殺出武漢肺炎呢個阻頭阻勢嘅電燈膽，搞到啲情侶出街唔敢攞攞錫錫，連食飯見面都少咗</u>	100毛 (Facebook)
<u>【名額已滿 實名制 口罩輪候系統】 多謝大家滿滿嘅支持 網上登記3萬個名額已滿最高峰輪候人數高</u>	Watsons(Facebook)
<u>當佢50個一盒咁賣，兩盒都係20蚊咋thx！ #好期待呀 #兩毫thx 【李八方online】鄧家彪嫌眾志賣貴口罩捱鬧</u>	香港蘋果日報 (Facebook)
<u>情人節快樂 以前，從沒有想到，我們是可以戴著口罩錄節目的～ 到底音質如何？期待成品。</u>	黃紫盈 Connie Wong (Facebook)

【The Angriest Day】: 28 February Singapore Ministers Take Pay Cuts vs Hong Kong Top Officials Donate Salary



Word cloud from netizens' comments

- According to big data, two weeks after spending "the happiest day" on 14 February, netizens came across the "angriest day" during the research period. After intensive data comparison, the team found that the reaction was triggered by two events:
 - On 28 February, the Singapore government announced that the Prime Minister, Cabinet ministers and other political office holders will take a one-month salary cut to stand in solidarity with Singaporeans in the difficult time;
 - On the same day, Chief Executive Carrie Lam, her cabinet and other top officials announced their goodwill to donate one month's salary to The Community Chest of Hong Kong, yet the move could not pacify the anger of netizens.
- In addition to "**Hong Kong(香港)**", the hot word search system found that "**Community Chest(公益金)**" (343 times) and "**one month(一個月)**" (194 times), were the most popular words mentioned on social media on 28 February. After further analysis on netizens' remarks by the AI system, it is found that comments of netizens who expressed their anger could be classified into three types – questioning the amount of salary donation was too small, criticising the Government for copycatting Singapore. Some netizens even urged Lam to take pay cut instead. The phrase "**pay cut(減薪)**" also appeared at least 172 times.

一個月 成班 下台
高官 垃圾 香港 捐錢
減薪 人工 公益金 支持 捐比
黑警 林鄭 新加坡

Top five posts with the highest number of angry emoji

Posts	Sources
<u>【特首與所有政治任命官員捐出一個月薪酬予公益金】 政府公布，行政長官和所有政治任命官員，包括各司局長、特首辦主任、各副局</u>	香港電台視像新聞 RTHK VNEWS (Facebook)
<u>港府晚上發聲明宣佈行政長官、司局長、行政長官辦公室主任、副局長及政治助理所有政治任命官員，會將一個月薪酬捐予「香港公益金</u>	香港蘋果日報 (Facebook)
<u>你支唔持支777同班膠官捐出1個月人工俾志願機構,話同市民共渡時間呢? 支持唔支持 DLLM跟風 減一半以上工</u>	巴打絲打 Facebook Club (Facebook)
<u>【林鄭月娥到政府合署視察 戴上口罩及有政府人員陪同】 行政長官林鄭月娥下午到金鐘道政府合署視察。 林鄭月娥在政府合署的高</u>	香港電台視像新聞 RTHK VNEWS (Facebook)
<u>20:18 香港 先不說為何只捐給公益金一個慈善機構。 別國官員減人工，是在公帑出少該筆工資。而香港官員所謂捐一個月人工</u>	香港突發事故報料區 (Facebook)



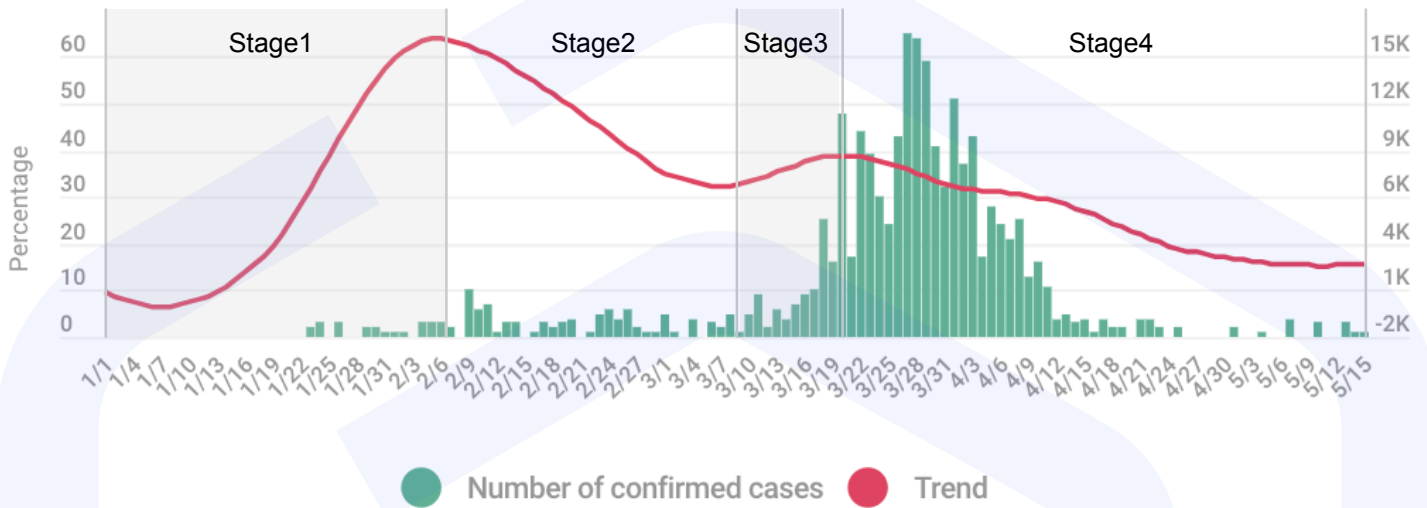
Chapter Two : Wisers Epidemic Index

Staged Research: Summary of Key Points

Staged Research: Summary of Key Points

Relationship between the sentiment trend and the number of confirmed COVID-19 cases

Number of confirmed cases. Courtesy of the Department of Health



The Government has introduced an array of measures in response to the rapidly changing epidemic situation. The public opinion saw a substantial change during the research period. In order to gain more insights into Hong Kong amid the epidemic, the research team made use of big data and arithmetic operation model in their analysis and found that online sentiment has undergone four stages:

- Of the four stages, Stage One showed the strongest rising trend of online sentiment. Starting from 7 February, although the COVID-19 pandemic had severe impacts on society, the economy and people's livelihood, online sentiment showed a slow downward trend.
- Online sentiment saw a small rebound in Stage Three (please refer to the next page for more details), yet the trend continued to fall until 15 May.
- Below is the online public sentiment identified in different stages from the posts with highest engagement (the sum of netizens' comments, shares, and responses), as well as hot words in comments.



To learn more : How do data study help understand the public sentiment trend in different stages?

- The red curve in the above chart represents the trend of "Epidemic Awareness Index", which is compiled by adopting data smoothing, a statistical technique. The "Epidemic Awareness Index" was compiled based on all the epidemic-related posts and online interactions (the total sum of the numbers of replies, comments and shares) collected by Wisers big data system during the research period.
- The team distinguished the different online public sentiment stages amid the epidemic according to the positive/negative slope of the curve (red line in the figure).



Chapter Two : Wisers Epidemic Index

Stage One (1 January to 6 February): Entire City Talking about Scrambling for Face Masks

Stage One (1 January to 6 February): Entire City Talking about Scrambling for Face Masks

- This is the most iconic stage: netizens' discussion of the epidemic has suddenly heated up. Big data showed that the key turning point occurred on 20 January, Zhong Nanshan, mainland respiratory expert, discovered human-to-human transmission in the early stage of COVID-19 outbreak. People started panic buying of face masks, arousing heated discussions on the Internet until 7 February.
- In fact, "face masks" dominated the online discussions in the first stage, netizens were more enthusiastic in discussing face masks compared to the epidemic.
- The first Wisers Epidemic Index report only covers the period until 15 February. For more detailed analysis on Stage One, please refer to the first report: [Click here to download](#)

Top five posts with the highest engagement (in descending order)

Date	Post	Sources
Jan 28	<u>【即時留言講埋預留數量 Like埋我地Page你之後會收到update</u>	Pepe.hk (Facebook)
Jan 23	<u>#新款口罩or面罩</u>	on9仔女同盟會 (on9 限定) (Facebook)
Jan 31	<u>[萬寧與你 一起抗疫] 各位顧客：武漢新型冠狀病毒疫情持續，導致口罩等防護產品的全球需求緊張，影響香港貨存的補充速度。</u>	Mannings 萬寧 (Facebook)
Jan 21	<u>新型冠狀病毒感染肺炎的疫情來勢洶洶，我呼籲市民大眾一起做好防疫措施：勤洗手、時刻保持個人及環境衛生、有需要時正確佩戴外科</u>	陳肇始 Sophia Chan (Facebook)
Jan 30	<u>有頭髮邊個想做癩痢？有口罩誰人想再翻用？</u>	蔣麗芸議員 (Facebook)

Word cloud from netizens' comments





Chapter Two : Wisers Epidemic Index

**Stage Two (7 February to 7 March):
Saying Thank You is the
Main Theme in This Stage**

Stage Two (7 February to 7 March): Saying Thank You is the Main Theme in This Stage

Top five posts with the highest engagement (in descending order)

Date	Post	Sources
Feb 11	<u>【十萬口罩運抵香港】 經過連日緊張跟進，眾志從美國採購的100,000個口罩，現已安全到埗兼順利清關，剛趕赴機場取貨.....</u>	黃之鋒 Joshua Wong (Facebook)
Feb 10	<u>望住呢堆貨，我差啲喊咗出嚟..... 我相信好多香港人同我一樣，由年初一到依家，經歷咗唔知幾多次比人 cut 單、現金.....</u>	杜汶澤(Facebook)
Feb 11	<u>收到好多唔同嘅志願團體致電我表示需要口罩，首先，我要交代下目前個情況。今日我已經出咗10000隻去長康邨，主要係針對.....</u>	杜汶澤(Facebook)
Feb 11	<u>好消息！關二哥保佑！收到第二批貨！兵貴神速！已經透立法會入面嘅議員朋友，聯絡到社福界，即刻送10000隻口罩比尋晚爆發</u>	杜汶澤(Facebook)
Feb 12	<u>尋「罩」他鄉的故事：R 小隊速報 — Filter 到咗啦 上回講到，R 小隊反轉台灣，終於買到部口罩機啦～事隔</u>	HKTVmall (Facebook)

Word cloud from netizens' comments



- Compared with Stage One, big data showed that although **"face masks(口罩)"** still settled for the second place of the hot word ranking (1,008 times), **"thank you (感謝)"** topped the chart (1,195 times) in Stage Two. Together with other hot words showing gratitude such as **"thanks (多謝)"** (757 times) and **"appreciate your help(辛苦晒)"** (353 times), the data reflected that the panic and craze of stocking up supplies that dominated online public sentiment in Stage One has shifted to the second stage - showing gratitude.
- In fact, the happiest day of Hongkongers during the research period – 14 February, also related to the sale of face masks in the market. (please refer to the previous page for details)
- However, the angriest day of netizens also took place in this stage, as the Chief Executive and other top government officials announced donating their salaries on 28 February (please refer to the previous page for more details). The related discussion lasted only for a day, and online public sentiment fell again.

- With thank you being the main theme of this stage, who was it said to? The research team examined the top five posts with the highest engagement during the period and found some threads: Demosistō, artiste Chapman To, HKTVmall, and Li Ka-shing.
 - 11 February: a post by Joshua Wong Chi-fung, Secretary General of Demosistō, announcing the arrival of 100,000 face masks procured from the US; some of the face masks will be given to the needy
 - 10-11 February: three posts by artiste Chapman To about face mask donation
 - 12 February: HKTVmall indicating availability of face mask filter materials, which means local face mask production will soon go ahead
 - 14 February: Watsons, under Li Ka-shing, announcing the launch of an online real-name registration system for the distribution of face masks to consumers at large
- Big data indicated that the posts issued by KOLs and retailers had triggered a wave of thank you by netizens, and drove up engagement and index in this stage. They scurried to procure face masks around the world to cater to the public demand. As such, it can be seen that even though netizens' sentiment was different compared to the previous stage, what dominated netizens' attention was still the supplies of anti-epidemic items, in particular, face masks.
- The research team also found netizens slamming the incompetence of the Government in addressing face mask shortage, and the public had been left on their own. The incident dealt a blow to the Government's image. Please refer to Chapter Three for more detailed analysis on netizens' comments on the anti-epidemic measures.
- In addition, some netizens hoped health care workers and the disadvantaged would be given the priority when it comes to the distribution of anti-epidemic items.



Chapter Two : Wisers Epidemic Index

Stage Three (8 March to 19 March) A Mixed Bag of Emotions and Changing Online Public Sentiment

Stage Three (8 March to 19 March)

A Mixed Bag of Emotions and Changing Online Public Sentiment

Top five posts with the highest engagement (in descending order)

Date	Posts	Sources
Mar 13	<u>近日有外國記者喺華盛頓郵報發表文章，話香港雖然離武漢肺炎嘅發源地中國好近，但就因為香港人吸取咗03年SARS嘅教訓、養成</u>	100毛(Facebook)
Mar 11	<u>香港的確診數目低，防疫工作有效，是基於：1，備受特府憎恨的香港政府醫院前線醫護人員，在口罩防護衣資源不足之下，發揮了極</u>	陶傑 Channel (Facebook)
Mar 10	<u>【給陳法拉女士】你不為「日本腦炎」歧視日本而發聲？不為「德國麻疹」歧視德國而發聲？不為「伊波拉病毒」歧視剛果而發</u>	香港作家王迪詩 (Facebook)
Mar 10	<u>【快速應變隊 隨時候命】因應疫情發展，政府用「組裝合成」法或改建工程增建檢疫設施。為確保消防安全，消防處因應個別檢疫中</u>	香港消防處 Hong Kong Fire Services Department(Facebook)
Mar 18	<u>港大微生物學家袁國勇及其助教，以專業身份，指出武漢肺炎源自中國；並進一步指出是中國人殘殺濫食野生動物的劣質本性所致；再進</u>	陶傑 Channel (Facebook)

Word cloud from netizens' comments



- Compared to the other three stages, Stage Three is the shortest one and public sentiment was also the most fast changing in this period.
- After some infection clusters such as the "hot pot group" and "North Point Buddhist Centre group" were detected in February, Hong Kong merely saw single-digit increase in daily infection cases starting from early March; related online discussion died down.
- Big data indicated that epidemic-related discussion made a small comeback at this stage after a lapse previously. The sudden surge in public opinion on 17-18 March marked a key turning point. In-depth analysis showed that the rebound was due to the followings:
 - (1) 17 March: The European Union closed its borders to all other nations for 30 days; Chief Executive Carrie Lam announced a global red outbound travel alert (excluding the Mainland, Macao or Taiwan)

- (2) 18 March: In their bylined article in Ming Pao Daily, Professor Yuen Kwok-yung and Honorary Assistant Professor DC Lung, both from the Department of Microbiology of the University of Hong Kong, said the bad habits of Chinese people were the cause of the coronavirus.
- Although online sentiment was dominated by "anger", a number of positive posts and comments were detected on 17 March. The day marked the first day of border lockdown by the European Union, while two posts with the highest interaction in Hong Kong were by online KOL Finance Fellow and Studio Incendo, who sang praises to health care workers for the strike they staged in early February. Netizens said the strike had forced the Government to close the border, thus bringing the epidemic under control, especially when the epidemic was flaring up across Europe. Many netizens appreciated Hong Kong people's high awareness of epidemic prevention and habit of wearing face masks.
- A sharp reversal of online public sentiment was seen on 18 March. Five posts, or a fourth of the posts with the highest engagement, were related to the article published by Professor Yuen Kwok-yung on Ming Pao Daily about the forgotten yet hard-earned lesson learned 17 years ago. It dominated the opinion on that day. Netizens left messages mainly to applaud Yuen's courage in speaking up and his pursuit of scientific truth.
- At this stage, "**Hongkongers(香港人)**" was the top hot word (428 times). The related posts mainly read, "Well done, Hongkongers", "Good Job, Hongkongers". Other hot words included "**wear face mask(戴口罩/帶口罩)**", which appeared around 222 times.



Chapter Two : Wisers Epidemic Index

Stage Four (19 March to 15 May): When Anti-epidemic Efforts Meet Social Protests; Politics Makes a Comeback in Online Discussions

Stage Four (19 March to 15 May): When Anti-epidemic Efforts Meet Social Protests; Politics Makes a Comeback in Online Discussions

Top five posts with the highest engagement (in descending order)

Date	Post	Sources
Apr 8	<u>【Get Ready ! HKTVmall 口罩登記抽籤安排！由拍板去馬 飛去搶口罩機，到買原材料、運輸組裝</u>	HKTVmall (Facebook)
Apr 24	<u>【中環「和你 Lunch」 母親攜子出席：催淚彈比疫症更危險 「講得齊上齊落，就一定要繼續做。」】 網民召集今午在中環</u>	Stand News 立場新聞(Facebook)
Mar 21	<u>一月中，醫護已強烈呼籲你封關，你不聽 二月初，我們以行動叫你封關，你說以極端手段去爭取訴求是不會得逞 二月中，你說要驅除</u>	醫管局員工陣線 HA Employees Alliance (Facebook)
Apr 4	<u>面對疫情，有唔少地方嘅政府高官都選擇與民同行，作出減薪之舉，希望可以共同渡過呢個難關。但畫面一轉嚟香港，發現政府做咩都</u>	100毛(Facebook)
May 1	<u>1個人會犯限聚令，返工會犯限聚令。只有香港警察唔會犯限聚令。因為香港法律由警察制定(好似係)。</u>	香港蘋果日報 (Facebook)

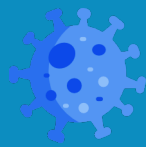
Word cloud from netizens' comments



- Hong Kong still detected some sporadic infection cases starting from late March with the influx of returnees from overseas. The number of infection cases surged rapidly with as many as 65 infection cases reported on 27 March, marking a new single-day record. Meanwhile the Government took a series of social distancing measures including putting a cap to the number of people gathering in public place and mandating business suspension for bars, cinemas, among others (see detailed analysis in Chapter Three).
- The sporadic epidemic outbreak, however, did not ignite online public sentiment. Epidemic-related discussions were on the decline. What dominated public opinion in this stage was the theme of "**gratitude(感謝)**" (673 times) and "**thank you(多謝)**" (509 times), similar to what was seen in Stages Two and Three. Netizens thanked health care workers for working dutifully. Meanwhile, "**face masks(口罩)**" (482 times) remained a hot word across the four stages. Many netizens opined

that even if the epidemic was under control, the public must stay vigilant and keep wearing face masks.

- It is worth noting that new public opinion spotlights appeared in this stage with comments heavily laced with political rhetoric. Among the top 15 hot words, five of them were related to protests or politics including "**cockroaches(甲由)**" (103 times), "**police gangs(黑警)**" (92 times), "**the 50-cent keyboard warriors(五毛)**" (93 times), "**health care gangs(黑醫護)**" (63 times), and "**turning up in protests(出嚟)**" (61 times).
- The aforementioned viewpoint can be further proven by the posts with the highest engagement. Among the top five posts, two posts were related to protest activities, including a report by Stand News on 24 April about protests at lunch hour in Central, for which a large number of netizens left comments to show support and said the Five Demands were not forgotten; another one involved a report by Apple Daily on 1 May about the protest agenda in the Labour Day Golden Week, calling on netizens to support "yellow stores(黃店)" and describing the police as "**police gangs(黑警)**". It cast doubt on the practice of serving summons on those who were said to have violated the social distancing rules. On the other hand, some netizens called protesters names such as "**cockroaches(甲由)**", saying that their "**turning up in protests(出嚟)**" has disrupted public order.



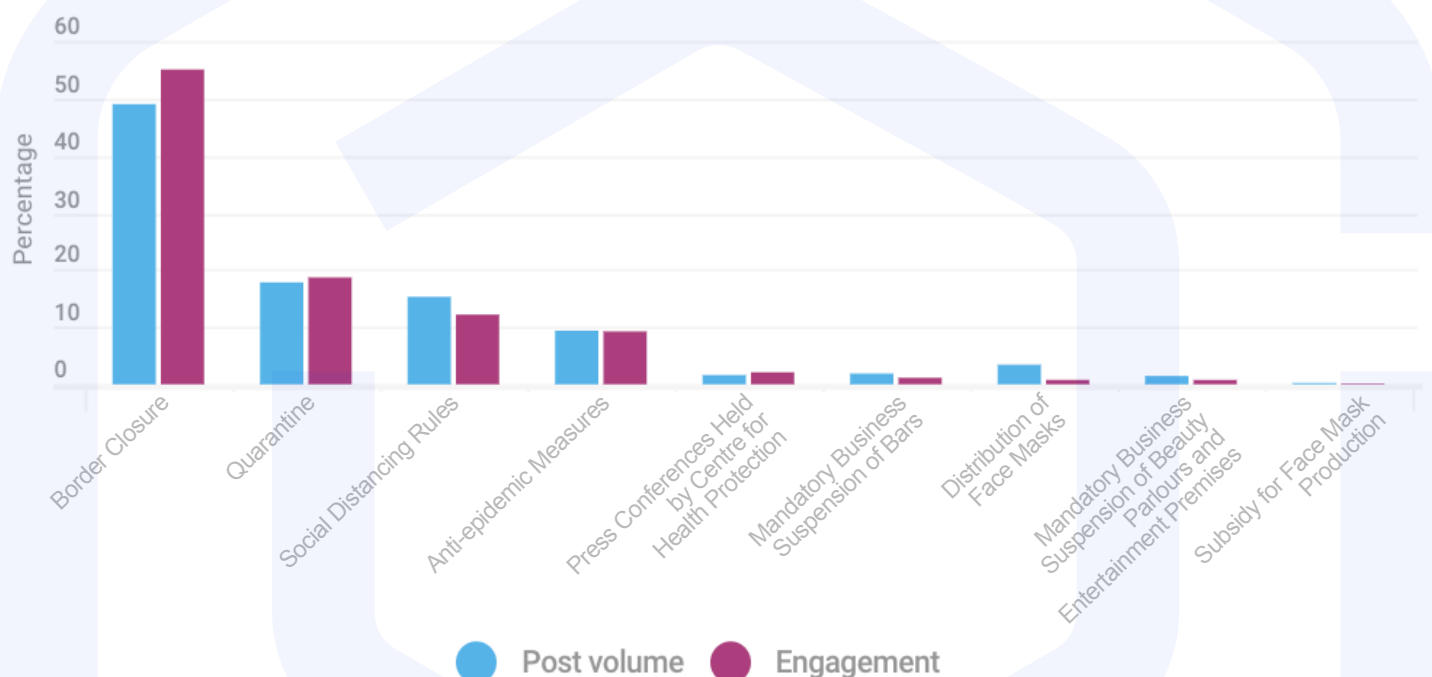
Chapter Three

Comments on Anti-epidemic Policies on the Internet: Summary of Key Points

Comments on Anti-epidemic Policies on the Internet: Summary of Key Points

- The Government has launched a series of measures in response to the latest development of the epidemic and the related impact on society.
- Wisers Research Team made use of the big data system to ferret out online posts in relation to the anti-epidemic measures. It selected nine measures that were most talked about on the Internet (excluding the Government's Anti-epidemic Fund) based on the engagement. Here is the findings of big data:

A comparison between the post volume and engagement in relation to nine anti-epidemic measures



Summary of Key Points

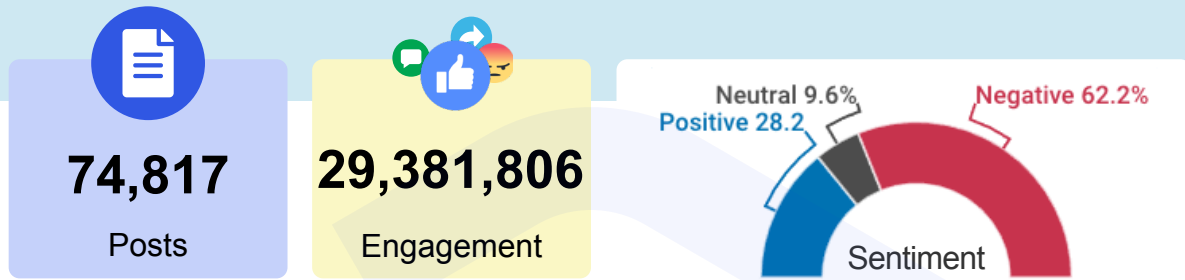
- Over the past six months, online discussions about "border closure" and the engagement topped the list. They accounted for over 48% of total post volume in relation to anti-epidemic measures and 55% of total engagement, as shown on the above chart.
- As a whole, "border closure", "quarantine", "social distancing rules" and "anti-epidemic measures" accounted for more than 90% of post volume and 95% of engagement.
- According to [Wisers' first Epidemic Index](#), "face masks" was almost the sole item that attracted most public concerns in the early stage of outbreak. Even though the Government successively launched some subsidy schemes for local face mask production and distributed free masks to cater to the urgent needs of the public, these measures failed to attract public attention on the Internet or trigger any heated discussion as reflected by big data.
- Among these measures, netizens were more concerned about the free mask distribution than subsidy for local mask production.



3. Comments on Anti-epidemic Policies on the Internet: Summary of Key Points

3.1 Border Closure

3.1 Border Closure



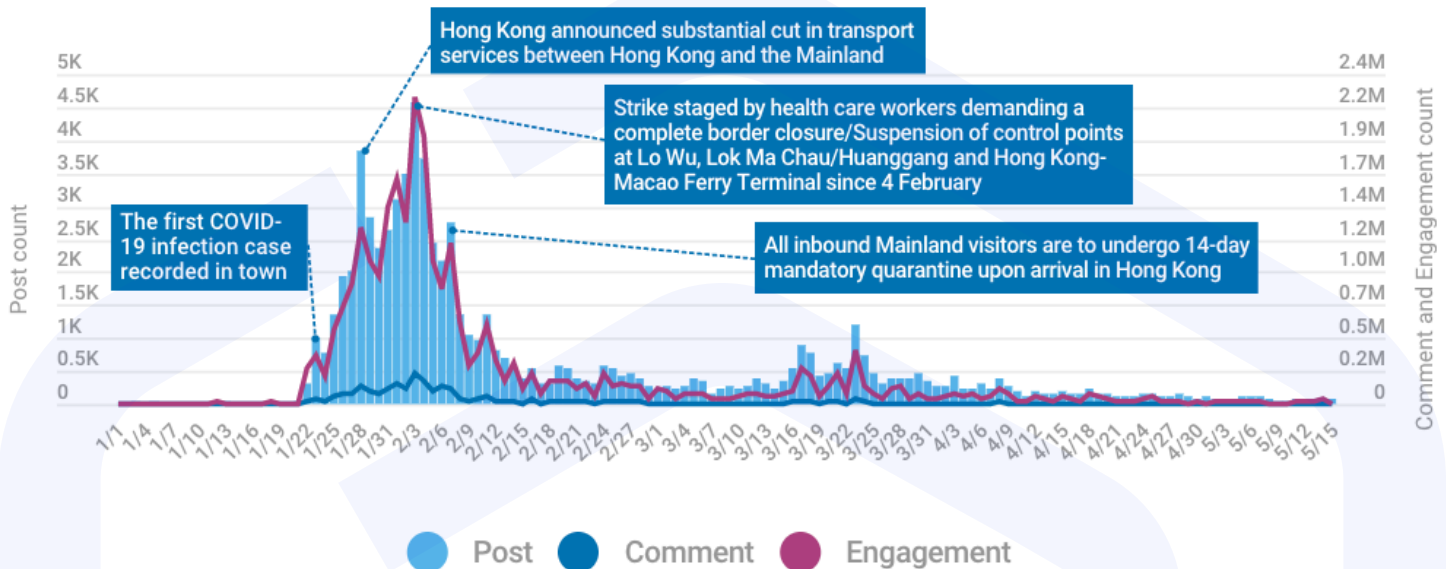
Brief introduction of the measures

Since the outbreak in January, the public had been calling on the Government to close the city's borders completely. The Government adopted a phased approach and suspended a number of cross-border control points gradually:

- 25 January: The Government announced suspension of flight and Express Rail Link services between Hong Kong and Wuhan in Hubei Province until further notice.
- 28 January: The Government further axed transport services between Hong Kong and the Mainland and suspended a number of cross-border control points including those at West Kowloon Station of the Guangzhou-Shenzhen-Hong Kong Express Rail Link and Hung Hom Station.
- 3-4 February: On 3 February, the Government announced suspension of control points at Lo Wu, Lok Ma Chau/Huanggang, and Hong Kong-Macao Ferry Terminal effective from 4 February.
- 5-8 February: On 5 February it was announced that effective from 8 February, all Mainland visitors are to undergo a 14-day mandatory quarantine upon arrival in Hong Kong
- 23 March: It was announced that for a period of two weeks, all non-Hong Kong residents are banned from entering the city.

3.1 Border Closure

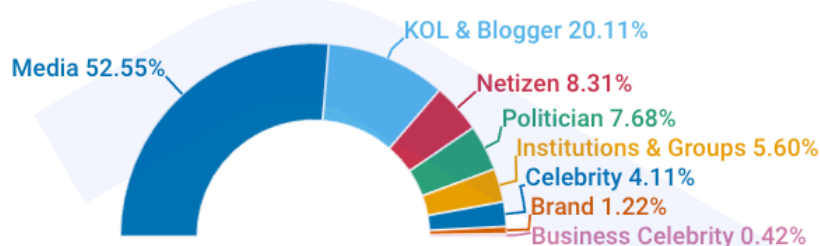
Online public sentiment towards the policies



- Among the anti-epidemic measures selected by the research team, "border closure" topped the charts of post volume and engagement. It was the measure that effectively ignited public sentiment in the past half year.
- Nevertheless, as shown by big data, netizens' concerns and discussions about "border closure" dropped significantly after early February. In other words, it merely drove online public sentiment in the initial stage of the research.
- Big data showed that every time an announcement related to border closure was announced, it drove online public sentiment to a small peak, in particular the suspension of control points at Lo Wu, Lok Ma Chau/Huanggang and Hong Kong-Macao Ferry Terminal (3-4 February) most effectively set off heated discussions.
- Based on further comprehensive analysis, border closure was not the only factor that flared up discussions. The day health care workers staged a strike to demand for "full border closure" also attracted huge netizen attention. The phrase "support strike of health care workers" appeared 3,448 times on a single day and became the hottest phrase of that day. As a result of the two events, 3 February became the day with the most heated discussion on border closure.
- The announcement about barring non-Hong Kong residents from entering the city for two weeks (23 March) paled in comparison in terms of public concern and discussion enthusiasm although it still brought a small rebound in the declining public sentiment.

3.1 Border Closure

Types of Communicators



Five types of posts with the highest engagement

Types	Posts	Sources
Media	<u>頭條新聞：第1集一無品芝麻官</u>	RTHK 香港電台 (YouTube)
KOL & Blogger	<u>港澳的朋友對不起了，因武漢病毒疫情擴散，為了保護台灣居民，即日起宣布封關。台灣政府宣佈，由2月7日開始禁止中港澳人士入</u>	爵爵&貓叔 (Facebook)
Netizen	<u>醫管局工會周六將與政府談判，若政府繼續拒絕封關，4600名醫護將於下周一起罷工。 1430 香港 立場</u>	香港突發事故報料區 (Facebook)
Politician	<u>記者問深圳南山好多武漢肺炎確診病人，林鄭一係唔答，一係就扯開話羅湖有火車，唔面對廣東確診人數已經成為全中國頭幾位！繼續堅</u>	譚文豪 Jeremy Tam (Facebook)
Institutions & Groups	<u>日本 韓國口罩都爆晒單盡我地所能都唔夠搶 與其係咁...不如睇下其它出路...德國 德國口罩 有身份證就可以 盡</u>	黃色鎖匙圈 (Facebook)



Post with the highest number of Likes

83,415

頭條新聞：第1集一無品芝麻官

RTHK 香港電台 (YouTube)



Post with the highest number of angry emoji

35,733

武漢肺炎肆虐、武漢政府封城至今，經已四日。台灣、澳門、菲律賓、新加坡等多個國家同地方...

100毛 (Facebook)



Post shared most

29,422

日本 韓國口罩都爆晒單盡我地所能都唔夠搶 與其係咁...不如睇下其它出路...德國德國口罩有身份證就...

黃色鎖匙圈 (Facebook)



Post with the highest number of comments

49,628

日本 韓國口罩都爆晒單盡我地所能都唔夠搶與其係咁...不如睇下其它出路...德國德國口罩有身份證就...

黃色鎖匙圈 (Facebook)

3.1 Border Closure

Word cloud from netizens' comments



Positive opinions

- According to Wisers' big data analysis, the hottest positive word found was "**support(支持)**" (104,585 times). Further in-depth analysis indicated that netizens expressed support mainly for the health care workers, as well as the strike health care workers staged, in a bid to have the Government respond to their full border closure demand. From the hot words chart, researchers found that hot words related to the support for health care workers included "**health care(醫護)**" (94,766 times), "**strike(罷工)**" (36,425 times), "**gratitude(感謝)**" (5,043 times), "**thank you(多謝)**" (9,588 times), "**add oil(加油)**" (26,815 times), "**stay safe(平安)**" (7,835 times), "**frontline(前線)**" (5,043 times), "**contribution(付出)**" (5,523 times).

Negative opinions

- The words mentioned most frequently were "**health care(醫護)**" (108,165 times), "**strike(罷工)**" (83,893 times), "**government(政府)**" (82,622 times), and "**border closure(全面封關)**" (60,911 times).
- However, Wisers' in-depth analysis found that the word "**strike(罷工)**" referred to two polarizing views.
 - On the one hand, some netizens described health care workers as selfish, saying they paid no regards to the interests of patients.
 - On the other hand, a considerable proportion of netizens left comments under the strike to bash the Government for failing to effectively contain the epidemic and impose full border closure.



Wisers' Revelation

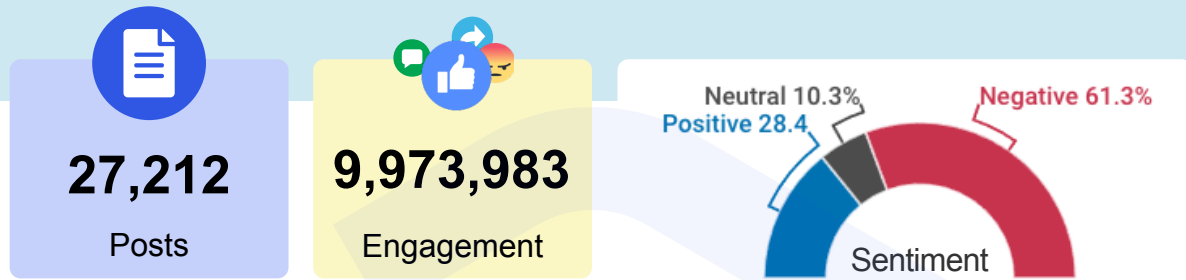
- In comparison, more netizens left comments to support health care workers' strike than the border closure measures. The strike was a key event that fueled discussions about border closure.



3. Comments on Anti-epidemic Policies on the Internet: Summary of Key Points

3.2 Quarantine

3.2 Quarantine

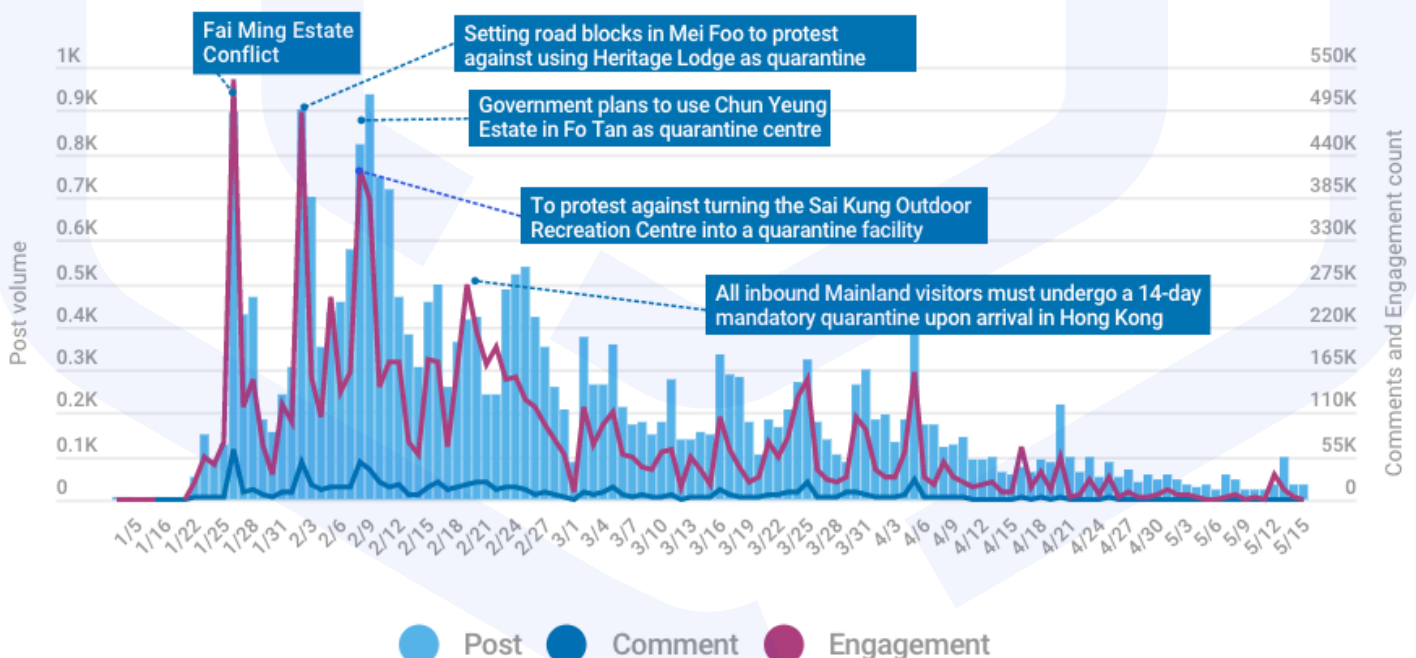


Brief introduction of the measures

The Government announced first on 22 January its decision to designate two holiday campsites as quarantine centres.

- 25 January: The Government announced converting Fai Ming Estate in Fanling into a quarantine centre,
- 3 February: The Government announced using Jao Tsung-I Academy and Sai Kung Outdoor Recreation Centre as quarantine centre.
- 8 February: The Government announced plans to use Chun Yeung Estate in Fo Tan as quarantine centre.

Online public sentiment towards the policies



- As seen from big data, more online discussions and interaction were triggered as the public were more concerned about the protests regarding the quarantine centre locations than the quarantine measure itself.

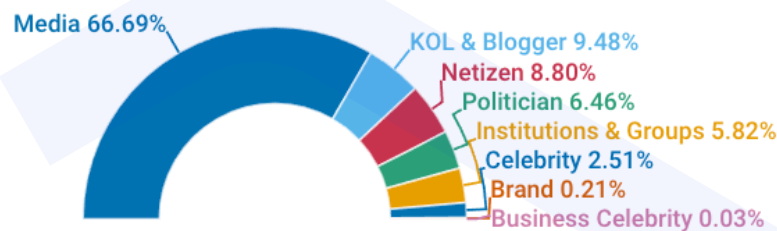


3.2 Quarantine

- The Government's choice of turning Chun Yeung Estate in Fo Tan into a quarantine centre attracted the most public attention and heated discussion including protests against the plan (9 February) and Chief Executive's visit (19 February). On the other hand, the confrontation at Fai Ming Estate was the single public sentiment spotlight among the hottest discussion topics.
- Although the protests enkindled public sentiment, the hot discussions just lasted 36-48 hours. Wisers' past analysis showed that a hot discussion topic generally brews for 72 hours. In comparison, netizens' discussions of the quarantine measures were rather short-lived.
- As the protests waned, online public sentiment also receded starting from mid-February.

3.2 Quarantine

Types of Communicators



Five types of posts with the highest engagement

Types	Posts	Sources
Media	【美孚】今日晚上再有市民在美孚巴士總站附近聚集，反對政府將饒宗頤文化館改作檢疫中心。至晚上8時許有人堵路，警方到場制服	Stand News 立場新聞(Facebook)
KOL & Blogger	醫護輸咗就係輸咗。倒一倒帶，當醫護第三日7,000人大罷工時，政府出必殺技「14日強制檢疫」。記得嗎？當時特首只提及好	華爾街狠人(Facebook)
Netizen	你支持邊度做隔離營？空置公屋 禮賓府 警察宿舍	巴打絲打 Facebook Club (Facebook)
Politician	【瘟疫日紀事（三）：視察饒宗頤文化館】隨著疫情持續擴散，政府決定徵用饒宗頤文化館內賓館「翠雅山房」作為隔離營。早前有美	Regina Ip 葉劉淑儀(Facebook)
Institutions & Groups	#newsdailymusic Billie Eilish和家人在居家隔離被24歲狂迷Prenell Rousseau騷	newsdailyhk (Instagram)



Post with the highest number of Likes

41,788

[頭條新聞：第2集一大帥申冤](#)

RTHK 香港電台
(YouTube)



Post with the highest number of angry emoji

31,360

[【美孚】今日晚上再有市民在美孚巴士總站附近聚集，反對政府將饒宗頤文化館改作檢疫中心。至晚上8](#)

Stand News 立場新聞
(Facebook)



Post shared most

10,929

[03年嘅教訓仲未夠慘烈？#武漢肺炎【沙士確診者林志焄比喻「洩煤氣」轟港府假封關：未有吸取03...](#)

香港蘋果日報
(Facebook)



Post with the highest number of comments

13,931

[【直播】2020.01.26 丘比特和你隔 粉嶺現場居民不滿政府徵用粉嶺暉明邨作隔離營#丘比特 #丘品直...](#)

Cupid Producer
(Facebook)

3.2 Quarantine

Word cloud from netizens' comments



Positive opinions

- The positive hot word that appeared most frequently was "**support(支持)**" (17,304 times) and this time it was for the Police. Many netizens left comments to support the Police in enforcing the law against protesters.

Negative opinions

- Negative hot words that topped the list were "**government(政府)**" (19,326 times), "**quarantine(隔離)**" (10,302 times), and "**police gangs(黑警)**" (8,706 times). Netizens mainly left comments regarding the following three areas:
 - The absence of public consultation before the Government set up quarantine centres;
 - The location of quarantine centres that are close to residential areas; and
 - Police using excessive force towards protesters.



Wisers' Revelation

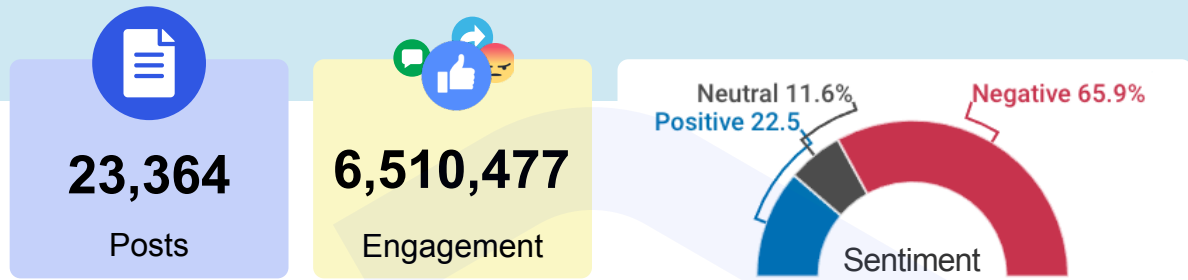
- Netizens were more enthusiastic in leaving comments on the protests against the quarantine measure than the measure itself. The heated discussion only lasted for one day, with no momentum of persisting.



3. Comments on Anti-epidemic Policies on the Internet: Summary of Key Points

3.3 Social Distancing Rules

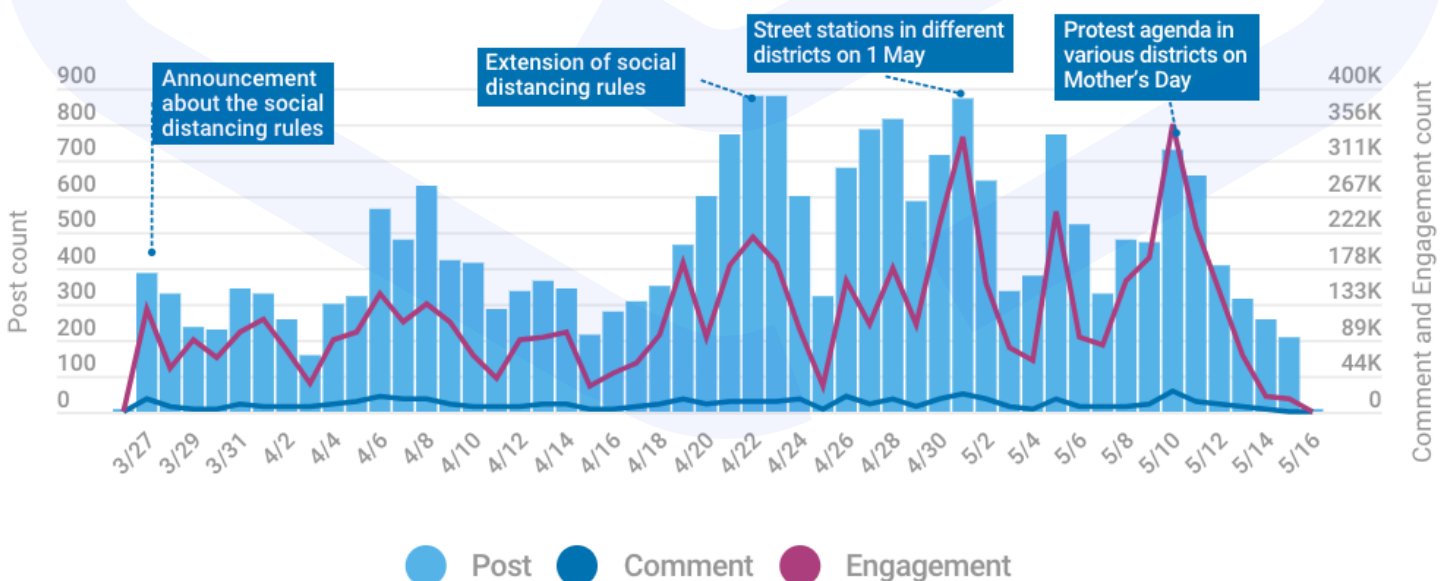
3.3 Social Distancing Rules



Brief introduction of the measures

- The Government announced the Prevention and Control Disease (Prohibition on Group Gathering) Regulation on 27 March, prohibiting group gatherings of more than four people in public places. The Government published the regulation in the Gazette, which took effect at midnight on 29 March. Offenders need to pay a fixed penalty of HK\$2,000; they may also be liable to a maximum penalty of HK\$25,000 fine and six-month imprisonment.
- Under the regulation, restaurants were required to serve only half of the usual customer number, while a distance of at least 1.5 metres must be kept between tables. Each table cannot be occupied by more than four people. Such requirement was later eased on 8 May. Since then, each table cannot be occupied by more than eight people.
- On 28 April, for the first time, the Police evoked the social distancing rules to arrest those who gathered in shopping malls in protest activities.
- As the social distancing rules were closely related to the market situation, and economic activities were the spotlights during anti-epidemic period, a separate chapter analyzing the relationship between social distancing rules and the market is added in this section.

Online public sentiment towards the policies

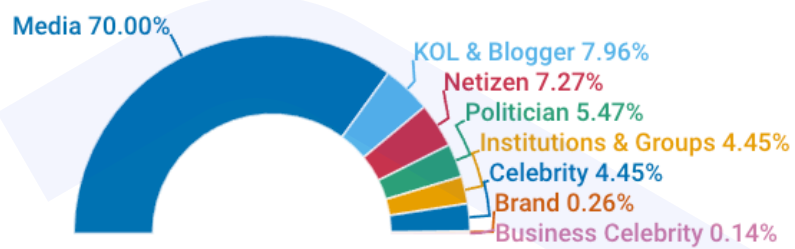


3.3 Social Distancing Rules

- As a whole, online discussions were fueled by the "social distancing rules". The day with the most heated discussions was not the day the rules were announced (27 March); heated discussions started from mid-April and reached the peak on the Mother's Day
- The top two heated discussions were both related to protests during the public holidays:
 - On the Mother's Day (10 May), some netizens initiated assembly in various districts across Hong Kong. Subsequently the Police dispersed groups that gathered in various places, citing violation of social distancing rules.. Nine out of ten posts hitting the highest engagement were related to Police's action in different districts.
 - On the Labour Day (1 May), the Police disperse some Politician from setting up street stations across town, citing violation of social distancing rule.. Similarly, nine out of ten posts hitting the highest engagement on that day were related to Police's action across different districts. .

3.3 Social Distancing Rules

Types of Communicators



Five types of posts with the highest engagement

Types	Posts	Sources
Media	<u>昨日原本是溫馨母親節，限聚令稍為解封到8人聚會，不少市民見疫情穩定都一家外出行街食飯，各區商場昨午又有「和你Sing」和</u>	appledailyhk (Instagram)
KOL & Blogger	<u>一日24小時，香港究竟可以發生幾多荒謬嘅事？樂富藍屍有預謀襲擊手無寸鐵市民，黑警故意放走施襲者，但受害者就被控非法集結</u>	華爾街狠人 (Facebook)
Netizen	<u>警午市入「四季常餐」查足45分鐘 逐張枱度距離 禁食客離開 1500 蘋果香港</u>	香港突發事故報料區 (Facebook)
Politician	<u>【母親節快樂】各位朋友，今天是母親節，很高興政府日前及時放寬限聚令至八個人，大家母親節聚會時可以讓更多親友聚首一堂，</u>	Regina Ip 葉劉淑儀 (Facebook)
Institutions & Groups	<u>國歌法殺到嚟[fearful face]『行政長官林鄭月娥舉行行會前見記者，再次將重點放在立法會運作。她「力撐」立法會主席梁君彥獲取的外聘</u>	lihkg.forum (Instagram)



Post with the highest number of Likes

47,352

昨日原本是溫馨母親節，限聚令稍為解封到8人聚會，不少市民見疫情穩定都一家外出行街食飯，各區商

appledailyhk (Instagram)



Post with the highest number of angry emoji

20,455

光榮冰室老闆「Glory」接受《立場新聞》查詢時表示，今日警方較早時間已曾巡查一次，至晚上

Stand News 立場新聞 (Facebook)



Post shared most

6,910

一日24小時，香港究竟可以發生幾多荒謬嘅事？樂富藍屍有預謀襲擊手無寸鐵市民，黑警故意放走施襲

華爾街狠人 (Facebook)



Post with the highest number of comments

5,928

林鄭月娥見記者相關報道：周日起禁4人以上公眾地方聚會工作、紅白二事可豁免 周六晚起食肆人

Stand News 立場新聞 (Facebook)

3.3 Social Distancing Rules

Word cloud from netizens' comments

Positive



Negative



Positive opinions

- Positive hot words that appeared most were "**support(支持)**" (13,174 times) and "**police(警察)**" (7,278 times). Netizens left comments mainly to support the Police in enforcing the law against social distancing rule offenders.

Negative opinions

- The hot words that were mentioned most often were "**police gangs(黑警)**" (16,201 times) and "**government(政府)**" (14,453 times). Netizens left comments mainly to cast doubt on the Police's abusive use of social distancing rules. Netizens deemed the law enforcement unfair and picking on young people; summons were not issued to those who supported the Police. Some comments questioned if the Government tried to suppress the public citing social distancing rules.

3.3 Social Distancing Rules



Wisers special topic :

Online public sentiment about the "social distancing rules" and "market situation"

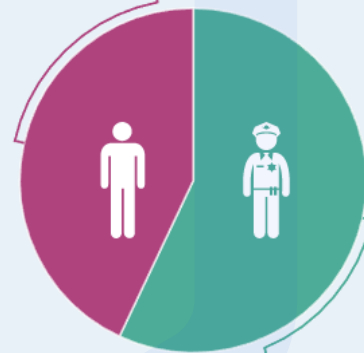
In relation to market situation, the hot word that appeared most frequently was "business". Analysis by Wisers' artificial intelligence system showed that netizens usually mentioned "business" with negative emotion (1,705 times), but the word was mainly used in the following two contexts :

- Netizens expressed dismay at protesters assembling in shopping malls affecting business and shopping sentiment
- Netizens expressed dismay at the Police getting into the shopping malls and dispersing the crowd, leading to temporary business closure

Breakdown of the two: 57% were against the Police, while 43% against protesters.

工作 豁免
安寧 活動
投訴 返工 生意
食飯 黃店 經濟
利益 出街 失業 安全
人工 公司 生活 排隊

against protesters 43%



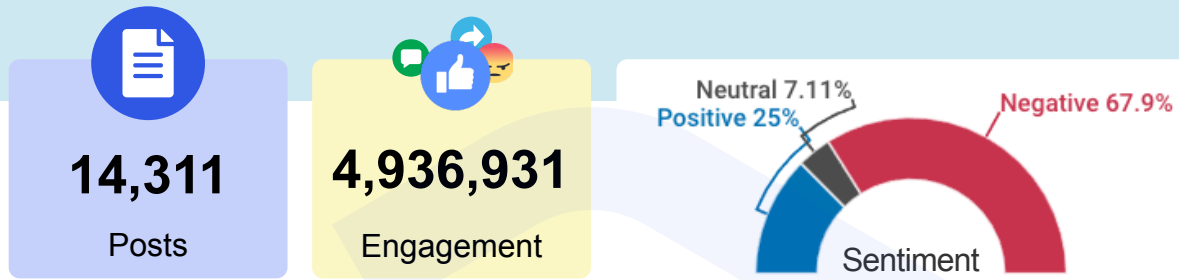
against the Police 57%



3. Comments on Anti-epidemic Policies on the Internet: Summary of Key Points

3.4 Anti-epidemic Measures

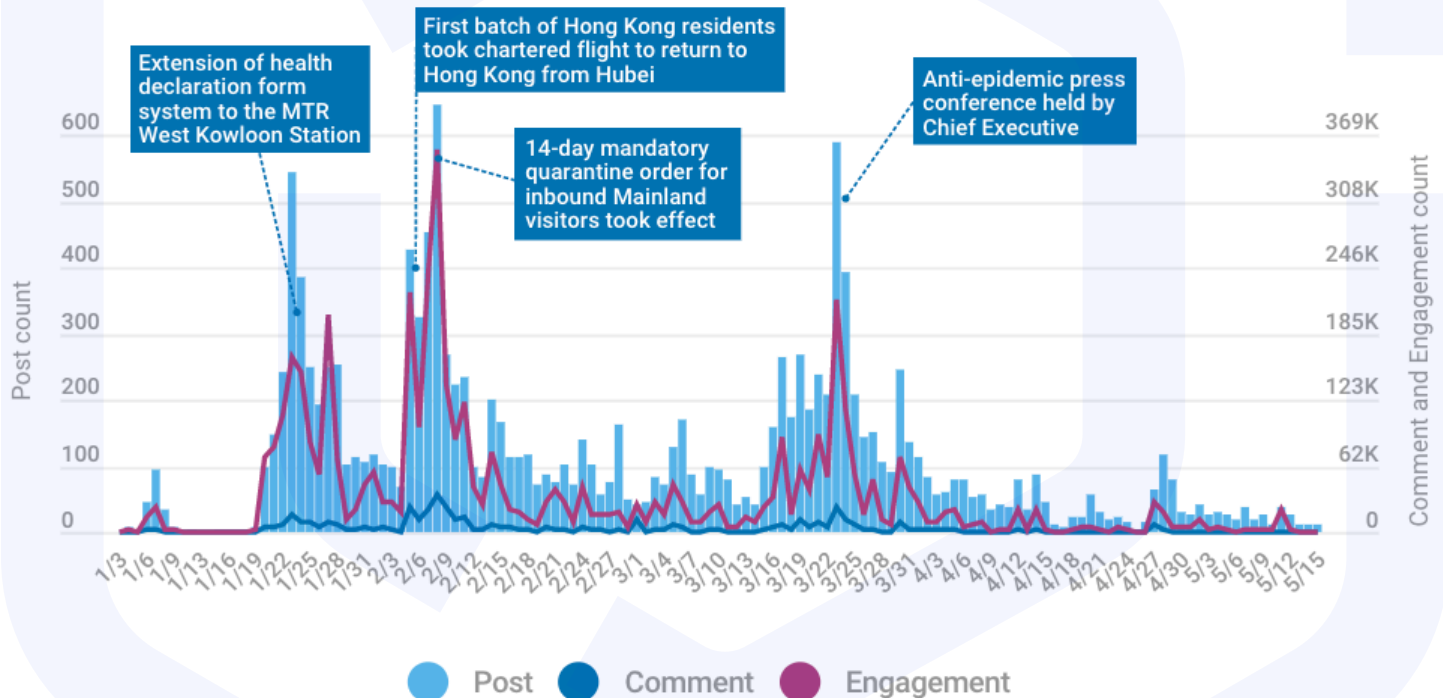
3.4 Anti-epidemic Measures



Brief introduction of the measures

- 23 January: After Hong Kong recorded the first case of COVID-19 infection, the Government successively launched a series of anti-epidemic measures, including health declaration form system, mandatory quarantine at quarantine centres and home, among others.

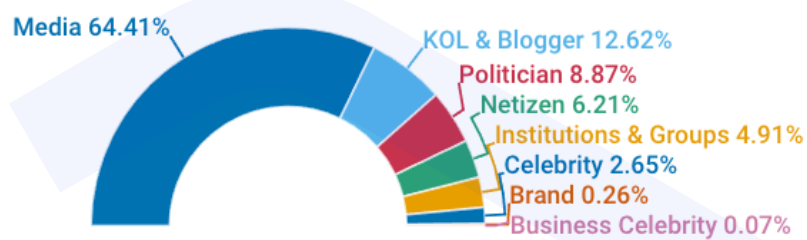
Online public sentiment towards the policies



- The anti-epidemic measures can be divided into the followings:
 - anti-epidemic measures at cross-border control points,
 - mandatory quarantine, and
 - bringing back Hong Kong residents stranded abroad
- Big data showed that among the three anti-epidemic measures, most online discussions were triggered by mandatory quarantine for inbound Mainland travelers, followed by chartered flights arranged by the Government for Hong Kong residents stranded in Hubei.
- In addition, during the press conference about updates on anti-epidemic measures, the remarks of Chief Executive questioning those who have violated the quarantine order whether they felt morally indebted to health care workers fueled heated discussions among netizens.

3.4 Anti-epidemic Measures

Types of Communicators



Five types of posts with the highest engagement

Types	Posts	Sources
Media	<u>武漢肺炎肆虐、武漢政府封城至今，經已四日。台灣、澳門、菲律賓、新加坡等多個國家同地方，早已針對武漢旅客進行嚴格嘅入境管制</u>	100毛(Facebook)
KOL & Blogger	<u>(超痴線！荒謬絕倫！) 今朝聽香港電台《千禧年代》陳肇始局長講解關於防疫最新安排：主持人：點樣知道入境人士有冇去過湖北？</u>	華爾街狠人(Facebook)
Politician	<u>香港的防控疫情工作堅持以科學為證及理據為本，以目前共95宗確診數字看，措施是有效的。香港與內地毗鄰，人員往來頻繁，而我</u>	林鄭月娥 Carrie Lam(Facebook)
Netizen	<u>當眾恐嚇 人神共憤，顯現人性最醜惡一面 你哋再出聲我就封貨 我唔好過，都唔會比你哋好過 //林鄭以「封關影響唔係</u>	巴打絲打 Facebook Club(Facebook)
Institutions & Groups	<u>高登一手 著名中國男高音莫華倫返港後被驗出對武漢肺炎病毒呈陽性反應，已送入東區醫院隔離病房作進一步檢查。消息指他於3月7</u>	高登討論區 HKGolden(Facebook)



Post with the highest number of Likes

28,309

武漢肺炎肆虐、武漢政府封城至今，經已四日。台灣、澳門、菲律賓、新加坡等多個國家同地方，早已

100mosthk
(Instagram)



Post with the highest number of angry emoji

35,733

武漢肺炎肆虐、武漢政府封城至今，經已四日。台灣、澳門、菲律賓、新加坡等多個國家同地方，早已

100毛
(Facebook)



Post shared most

18,441

(超痴線！荒謬絕倫！) 今朝聽香港電台《千禧年代》陳肇始局長講解關於防疫最新安排：主持人：點

華爾街狠人
(Facebook)



Post with the highest number of comments

10,245

香港的防控疫情工作堅持以科學為證及理據為本，以目前共95宗確診數字看，措施是有效的。香港與內

林鄭月娥 Carrie Lam(Facebook)

3.4 Anti-epidemic Measures

Word cloud from netizens' comments



Positive opinions

- The positive hot words that appeared most frequently were "**support(支持)**" (7,553 times) and "**add oil(加油)**" (3,457 times) towards health care workers. Netizens left comments to support the work of health care workers amid the epidemic.

Negative opinions

- The negative hot words that appeared most frequently were "**government(政府)**" (15,619 times) and "**border closure(封關)**" (8,225 times). Netizens left comments saying that the Government subsequently needed to launch different anti-epidemic measures as it did not close all the borders in the initial stage of the outbreak. Netizens described the relevant measures as band-aid solutions.
- In addition, "**quarantine(隔離)**" (8,003 times) was another negative hot word. Netizens mainly condemned those who sneaked out and violated the home quarantine order as irresponsible.



Wisers' Revelation

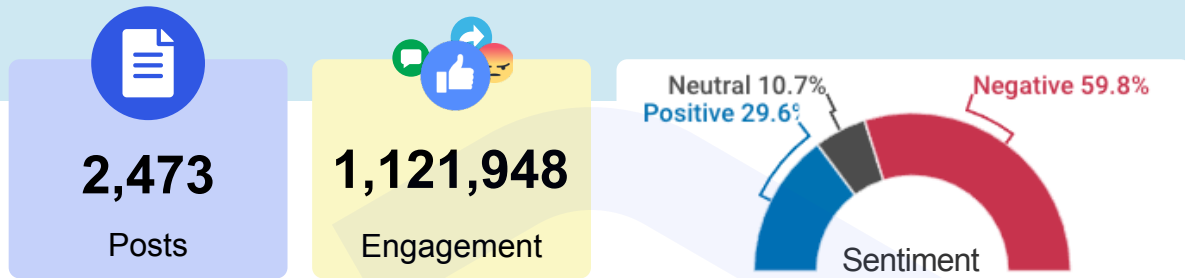
- Although posts and engagement in relation to "anti-epidemic measures" took up the fourth place of the chart, a considerable proportion of posts and comments actually focused on health care workers' strike and Chief Executive's Q&A sessions during the press conference. Apart from that, netizens' discussions still focused on the lack of full border closure by the Government instead of commenting on the measure itself.



3. Comments on Anti-epidemic Policies on the Internet:
Summary of Key Points

3.5 Press Conference of the Centre for Health Protection

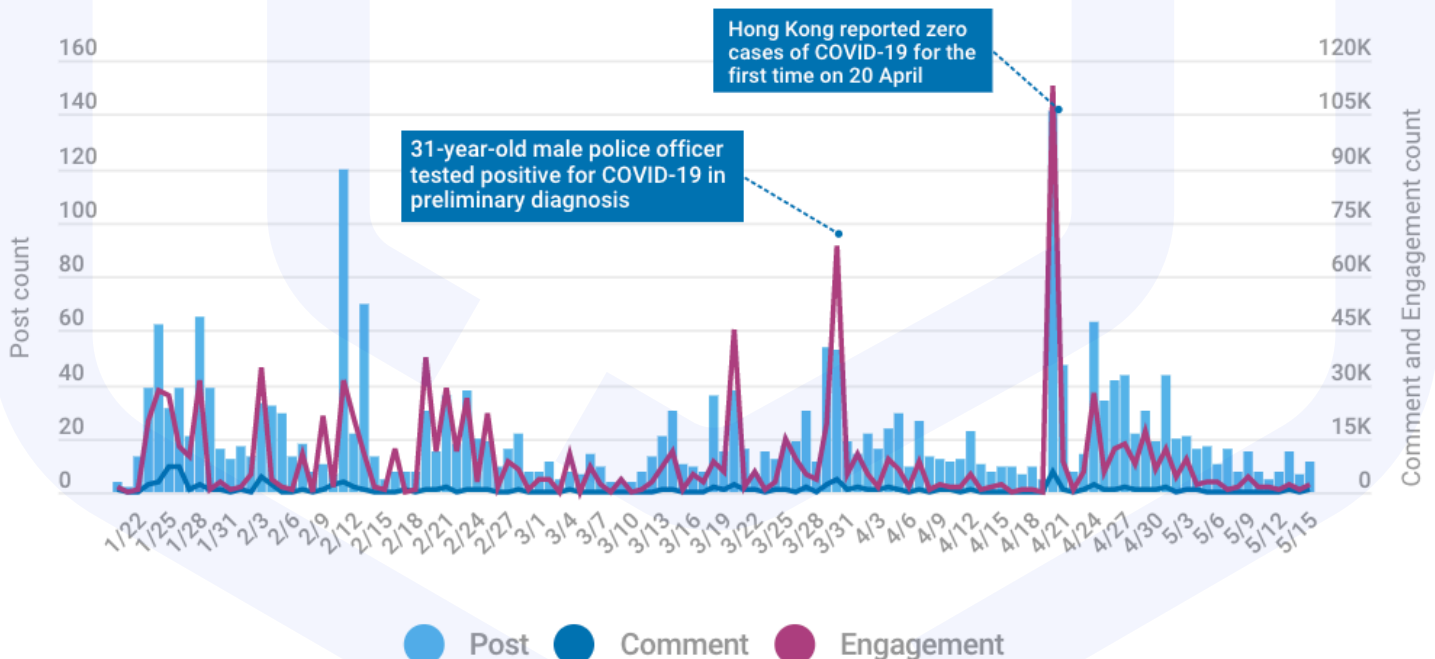
3.5 Press Conference of the Centre for Health Protection



Brief introduction of the measures

- Since 20 January, the Centre for Health Protection (CHP) has been holding regular press conference at 4:30pm every day to give the latest updates on the novel coronavirus infection cases.
- Conference speakers included Dr Chuang Shuk-kwan, Head of Communicable Disease Branch of CHP of the Department of Health; Dr Lau Ka-hin, Chief Manager (Quality & Standards) and Dr Sara Ho, Chief Manager (Patient Safety and Risk Management) of Hospital Authority; and more.

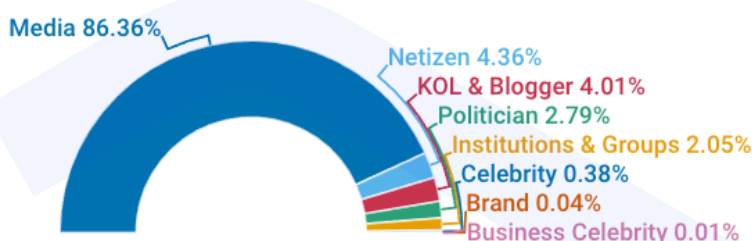
Online public sentiment towards the policies



- Hong Kong reported zero cases of COVID-19 for the first time on 20 April, which set off the largest netizen reaction on the Internet.
- Police officer infected with COVID-19 could easily trigger netizens' interaction.
- It is worth noting that the three days with the hottest online discussion took place after March, yet netizens' attention and discussion of the press conference started to decline starting from March.

3.5 Press Conference of the Centre for Health Protection

Types of Communicators



Five types of posts with the highest engagement

Types	Posts	Sources
Media	<u>//有醫護人員透露，早前有同事被傳染病科的護士長或資深護士告誡，指在普通病房工作的醫護人員不應戴上N95口罩，只需戴普通</u>	香港蘋果日報 (Facebook)
Netizen	<u>講撚左嫁啦 成班撚樣民智未開 繼續擺酒啦 去飲既中左招都係犯賤 不過搞清楚先 宜家個責任係係新人到呀 因為出席既人都未必</u>	巴打絲打 Facebook Club(Facebook)
KOL & Blogger	<u>首先感謝 民間記者會發佈中心 手足安排今晚記者會，大力踢爆醫管局管理層的無能，毫不理會前線的生死，只顧保障自己權位，我們</u>	專業清算師 (Facebook)
Politician	<u>新型冠狀病毒肺炎疫情嚴峻，行政長官昨天舉行抗疫記者會，公布特區政府一系列的防控策略和措施，主要策略包括：(1) 提升我們</u>	陳肇始 Sophia Chan(Facebook)
Institutions & Groups	<u>#10219 \醫護搵命搏，但你又知唔知，一個唔好彩中左武漢肺炎原來不受勞工保障？ 衛生署喺機場返工嗰位醫生中左武肺，</u>	HA Secrets (Facebook)



Post with the highest number of Likes

20,438

【林鄭視察陸路口岸 無戴口罩 於懲教工場戴帽露頭髮 參觀致電中心與職員握手】 武漢新型冠狀病毒

thestandnews (Instagram)



Post with the highest number of angry emoji

12,425

//有醫護人員透露，早前有同事被傳染病科的護士長或資深護士告誡，指在普通病房工作的醫護人員不

香港蘋果日報 (Facebook)



Post shared most

8,504

《康美樓的一夜》 文：康美樓居民阿朗（全民教育局特約文章） 我住在長康邨康美樓25年了。 看着電視

全民教育局 HKEd4All (Facebook)



Post with the highest number of comments

4,387

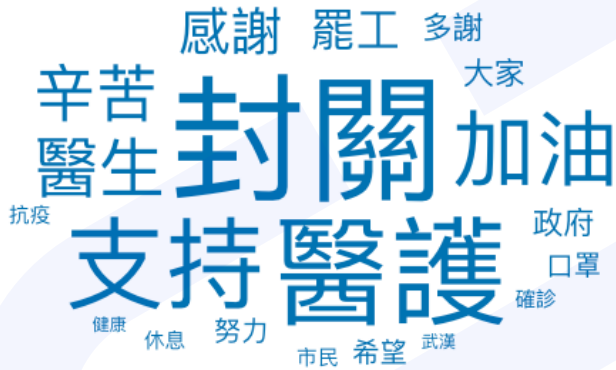
【蘋果fb live】衛生署記者會 交代武漢肺炎香港最新情況 同步直播：[fire]果燃台 bit.ly/34vE4mT

香港蘋果日報 (Facebook)

3.5 Press Conference of the Centre for Health Protection

Word cloud from netizens' comments

Positive



Negative



Positive opinions

- The positive hot word that appeared most frequently was not related to the development of the epidemic, but "**border closure(封關)**" (2,888 times) and "**healthcare workers(醫護)**" (2,468 times). Many netizens left comments to express their gratitude to healthcare workers who went on strike, thus forcing the Government to introduce more quarantine measures and driving down the number of confirmed cases in the city.
- In addition, "**doctors(醫生)**" (1,346 times) was also one of the hot words with positive sentiment. Netizens thanked Dr Chuang Shuk-kwan, Head of Communicable Disease Branch of CHP, for attending the press conference every day to update citizens on the latest epidemic situation.
- "**Chuang Shuk-kwan(張竹君)**" (416 times) also ranked 24th on the hot positive word chart, the first public figure whose name gets into the top 50 hot word chart.

Negative opinions

- Apart from the hot words with negative sentiment such as "border closure" and "government", the most frequently mentioned hot words were "**face masks(口罩)**" (2,934 times) and "**Wuhan(武漢)**" (2,440 times). Most netizens left comments to question if those confirmed patients contracted the virus because they did not wear a mask often.



Wisers' Revelation

- Big data again proved that healthcare workers were the most popular stakeholders among netizens amid the epidemic; of them, Dr Chuang Shuk-kwan is the public officer winning the most support from netizens.

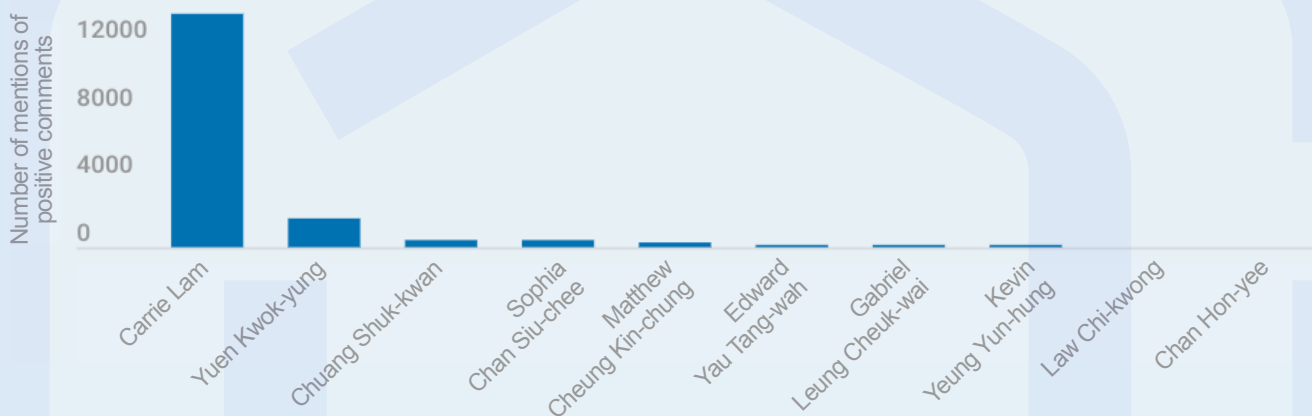
3.5 Press Conference of the Centre for Health Protection



Wisers special topic : Who is the most popular public officer as seen by netizens?

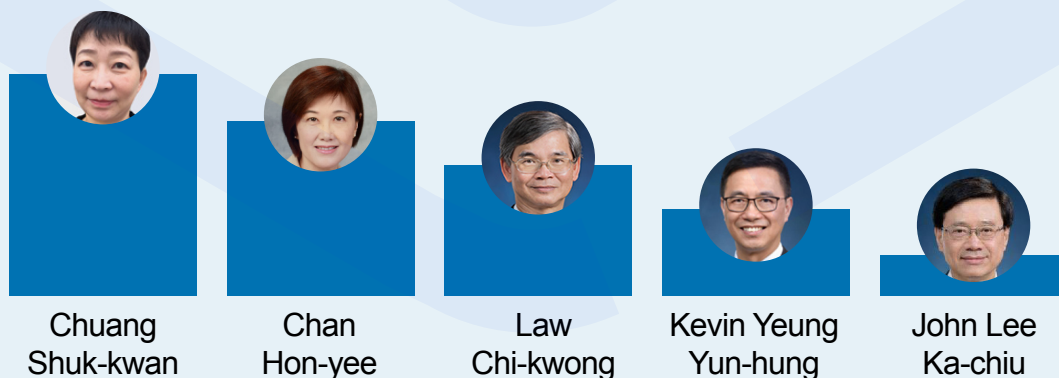
As Dr Chuang Shuk-kwan has received many positive comments. The research team further compared all the comments related to the epidemic during the study period. Wisers' AI system analyzed the positive and negative implications of the comments and tried to find out which public officer was rated most positively.

Below are the top 10 most frequently mentioned public officer identified by the AI system:



As seen from the big data available, the most frequently mentioned public officers is Chief Executive Carrie Lam, followed by Professor Yuan Kwok-yung (second), and Dr Chuang Shuk-kwan Head of Communicable Disease Branch of the Centre for Health Protection of the Department of Health (third).

However, looking at the positive comments alone is not comprehensive enough. The research team went on to ferret out the negative comments mentioning various public officers. After balancing out the number of positive and negative mentions, the team arrived at the top 5 most popular public officers are as follows:



To conclude, Dr Chuang Shuk-kwan has become the most popular public officer during the anti-epidemic period with relatively more positive comments and less negative comments.



3. Comments on Anti-epidemic Policies on the Internet: Summary of Key Points

3.6 Government Orders Closure of Bars

3.6 Government Orders Closure of Bars



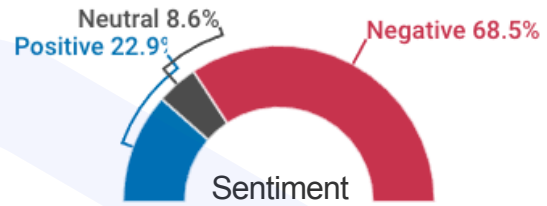
2,874

Posts



1,121,948

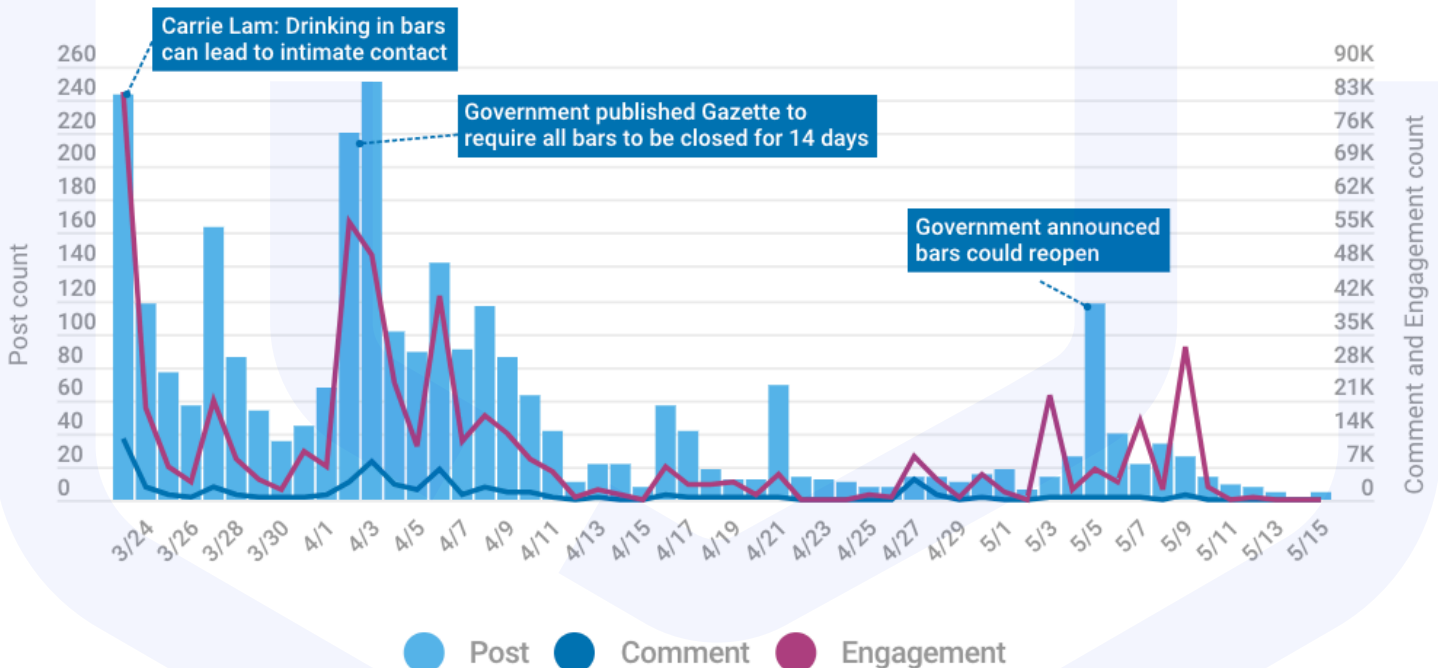
Engagement



Brief introduction of the measures

- 23 March: Government plans to temporarily ban alcohol sales in bars.
- 2 April: Government issued directions in the Gazette to close bars and premises selling liquor for 14 days from 6pm on 3 April.
- 21 April: Government announced the extension of relevant measures until 7 May

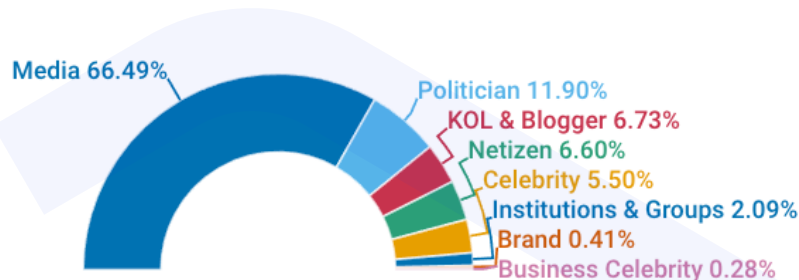
Online public sentiment towards the policies



- Big data showed that 23 March was the day with the most heated online discussion. Speaking in a press conference, Chief Executive Carrie Lam explained that alcohol sales in restaurants and bars are banned because people would get intimate after a few drinks. Lam's remark triggered a surge in online sentiment on that day.
- The sentiment receded after the Government clarified that the ban on alcohol sales was just a suggestion.
- Online public sentiment flared up again on 2 April as the Government published Gazette to require all bars to be closed for 14 days.

3.6 Government Orders Closure of Bars

Types of Communicators



Five types of posts with the highest engagement

Types	Posts	Sources
Media	<u>【武漢肺炎】推「禁酒令」 8600 間食肆酒吧修例禁賣酒 林鄭：飲醉少少親密係高風險</u> https://bit.ly/3d	Stand News 立場新聞 (Facebook)
Politician	<u>今日香港沒有新的確診個案，已經是在過去半個月內第四日零個案，而其他日子亦只有幾宗。大眾舒一口氣的同時，社會上對是否需要放</u>	林鄭月娥 Carrie Lam (Facebook)
KOL & Blogger	<u>——唔係愛國咩？林鄭係北京力撐嘅，係習總的選擇，妳居然鬧佢？酒吧唔俾賣酒，針咁到肉就知痛？ //武漢肺炎肆虐全球，連日</u>	潘小濤 (Facebook)
Netizen	<u>大台真係大晒架</u>	巴打絲打 Facebook Club (Facebook)
Artistes	<u>限聚令人數上限尋日起由4人放寬至8人，被強制關閉嘅酒吧、麻雀館同健身中心等則有條件重開。雖然卡拉OK仍要關閉至5月21號</u>	champhantoslateshow (Facebook)



Post with the highest number of Likes

20,239

【武漢肺炎】袁國勇：不要對疫苗抱有太大期望 有疫苗我都唔肯打 / #立場報道 外界關注武漢肺炎的

thestandnews (Instagram)



Post with the highest number of angry emoji

4,317

行政長官林鄭月娥今日在記者會上，宣布新的防疫措施，在記者會結束前，林鄭向所有前線醫護及防疫

Stand News 立場新聞 (Facebook)



Post shared most

3,443

【武漢肺炎】推「禁酒令」 8600 間食肆酒吧修例禁賣酒 林鄭：飲醉少少親密係高風險

Stand News 立場新聞 (Facebook)



Post with the highest number of comments

4,461

今日香港沒有新的確診個案，已經是在過去半個月內第四日零個案，而其他日子亦只有幾宗。大眾舒一

林鄭月娥 Carrie Lam (Facebook)

3.6 Government Orders Closure of Bars

Word cloud from netizens' comments



Positive opinions

- The most frequently mentioned hot positive word was "**support(支持)**" (2,134 times), as netizens expressed their support to the Government's move to order business suspension of bars, as well as to Hong Kong police's law enforcement actions at bars.
- With regards to the supports for Hong Kong police, many netizens mentioned that lawmaker Tanya Chan was suspected of flouting the social distancing order.

Negative opinions

- "**Government(政府)**" (3,866 times) and "**border closure(封關)**" (1,614 times) were the most frequently mentioned hot words with negative sentiment, as netizens bashed the Government for making abrupt changes to the anti-epidemic measures, leaving citizens and businesses at a loss.
- Meanwhile, "**lawmaker(議員)**" (1,516) was the third most frequently mentioned negative hot word. Netizens mainly criticised lawmaker Tanya Chan for violating the order as she attended a meeting in the bar.



Wisers' Revelation

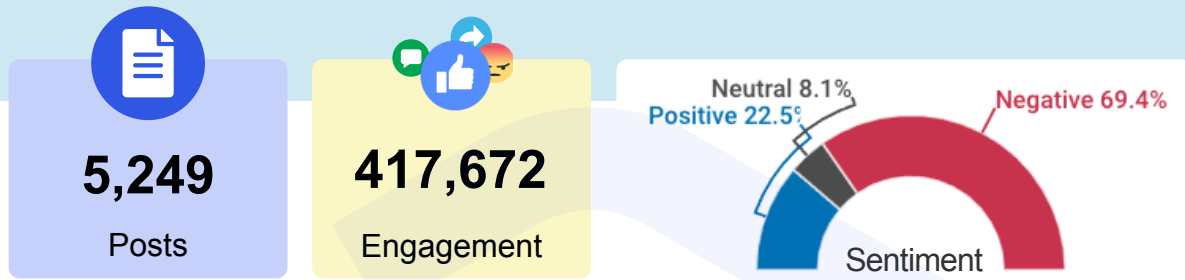
- Compared with other measures, the bar closure order has not aroused much netizen attention and discussion. Instead, netizens were more critical about the remarks of the Chief Executive.



3. Comments on Anti-epidemic Policies on the Internet:
Summary of Key Points

3.7 Government's Mask Distribution Programme

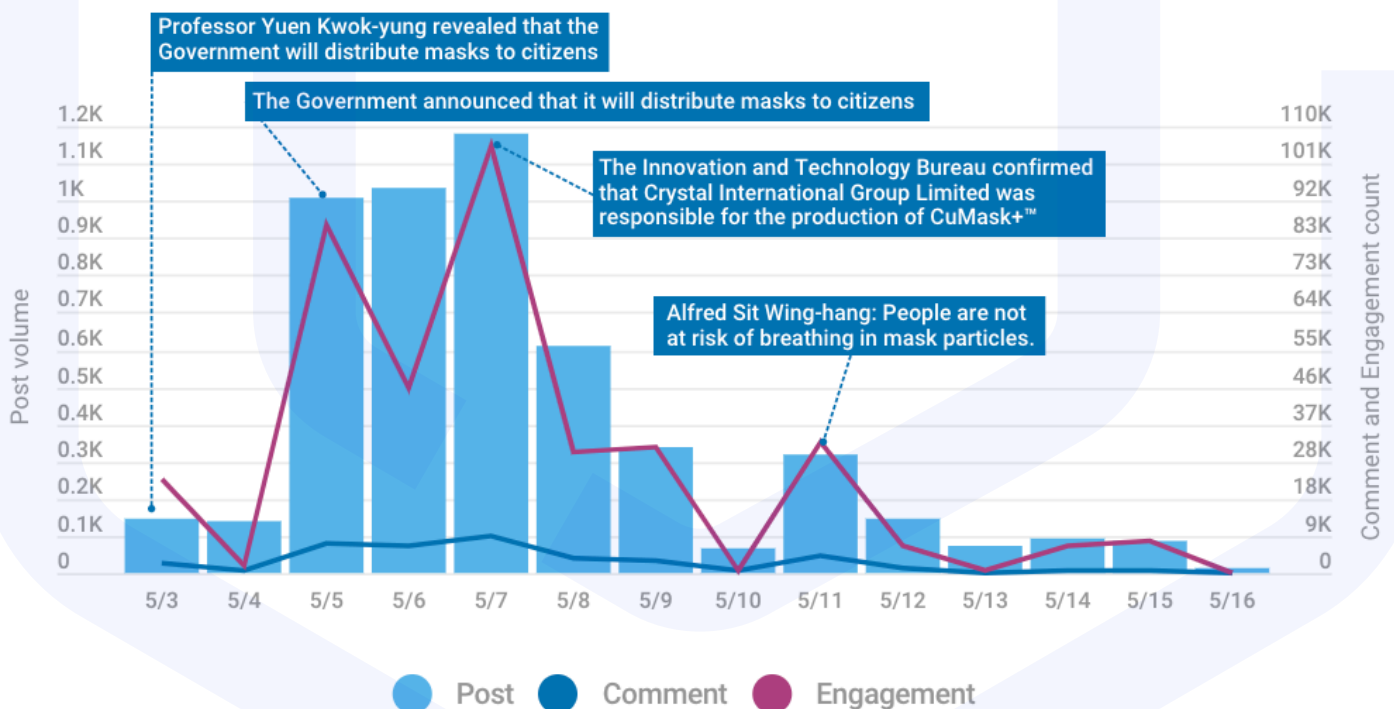
3.7 Government's Mask Distribution Programme



Brief introduction of the measures

- 3 May: Professor Yuen Kwok-yung from the University of Hong Kong revealed that the Government will distribute reusable masks to citizens.
- 5 May: The Government announced that it will distribute free reusable CuMask+™ to all Hong Kong citizens. The mask is reusable for up to 60 washes. All Hong Kong identity cardholders are eligible to get one.

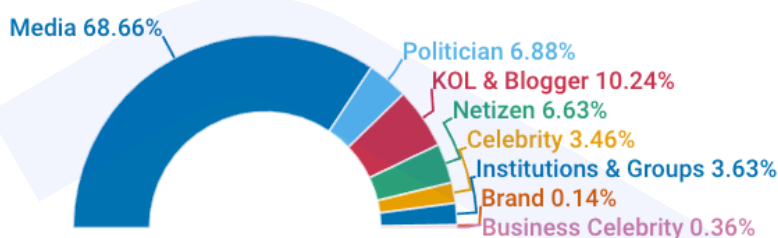
Online public sentiment towards the policies



- Big data showed that the Government's move to distribute masks to citizens aroused heated discussion on the Internet, but it was no match with the controversies surrounding the CuMask+™ manufacturer.
- Wisers' past analysis showed that a hot discussion topic generally brews for 72 hours. After 72 hours, netizens' enthusiasm would die down.
- However, there was a different public opinion trend brewing this time: The Government's announcement on 5 May has brought online public sentiment to a peak. But after 72 hours the sentiment shot up to the peak again due to controversies over the mask manufacturer. The focus of discussion has shifted and public sentiment has flared up for a few days.

3.7 Government's Mask Distribution Programme

Types of Communicators



Five types of posts with the highest engagement

Types	Posts	Sources
Media	<u>幾個月前的口罩荒過了，市民都早就習慣戴口罩。而政府宣佈6月正式派發可重用口罩。#武漢肺炎</u>	appledailyhk (Instagram)
KOL & Blogger	<u>創新及科技局長常任秘書長蔡淑嫻今朝在電台證實，為政府生產可重用口罩的生產商，是晶苑國際集團，她解釋當初不公開生產商名稱，是不</u>	華爾街狠人 (Facebook)
Politician	<u>麥美娟實測試用銅芯抗疫口罩 一片教你點登記 清洗指南 一人一口罩</u>	麥美娟 (Facebook)
Netizen	<u>政府派口罩 登記網頁原始碼驚見「警務署」開發者大名</u>	警嫂流動水炮車 (LIHKG)
Institutions & Groups	<u>銅芯抗疫口罩今日派發，但連日嚟受到批評，被指似底褲、專利造假等。化學博士K Kwong、前理工大學機械工程學系講座教授梁煥方、</u>	hk.glory.moveon (Instagram)



Post with the highest number of Likes

19,899

幾個月前的口罩荒過了，市民都早就習慣戴口罩。

appledailyhk (Instagram)



Post with the highest number of angry emoji

5,514

"〈冇公開招標 有人股價飆升〉政府昨日（6日）起向全民派發可重用口罩，但一直未有公佈有關涉款達8億

香港蘋果日報 (Facebook)



Post shared most

2,314

"〈冇公開招標 有人股價飆升〉政府昨日（6日）起向全民派發可重用口罩，但一直未有公佈有關涉款達8億

香港蘋果日報 (Facebook)



Post with the highest number of comments

911

創科局局長薛永恒見記者 介紹可重用口罩 CU Mask

Stand News 立場新聞 (Facebook)

3.7 Government's Mask Distribution Programme

Word cloud from netizens' comments

Positive



Negative



Positive opinions

- Apart from the hot words such as "**face masks(口罩)**" and "**government(政府)**", the hot positive word that was mentioned most often was "support" (1,582 times), netizens sang praises to Chief Executive Carrie Lam for distributing CuMask+™.
- It is worth noting that "**appreciate your help(辛苦)**" (420 times) came in the sixth place on the hot positive word chart. The research team found that netizens thanked all the postmen for distributing the masks to Hong Kong citizens, which has increased their workload.

Negative opinions

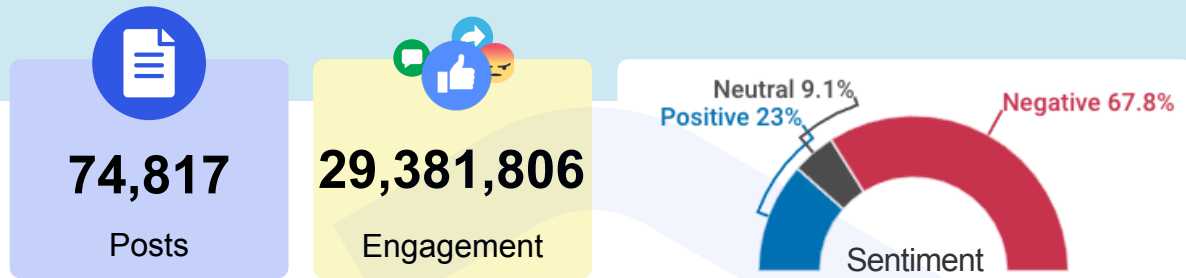
- Apart from the hot words such as "**face masks(口罩)**" and "**government(政府)**", the most frequently mentioned hot negative words were "**registration(利益)**" (1,911 times) and "interest" (1,211 times), as netizens were concerned whether their personal information will be leaked or will be used for other purposes such as vote-rigging.
- Some netizens mentioned that the Government did not conduct tendering of the HK\$800 million mask production project, triggering concerns about collusion between the government and the manufacturer.
- The word
- Panties(底褲)** (948 times) also made it into the hot negative word chart, and the discussions centred on the design of the CuMask+™. Some netizens said that they would not wear it.



3. Comments on Anti-epidemic Policies on the Internet:
Summary of Key Points

3.8 Government Orders
Temporarily Closure of Beauty Parlours
and Entertainment Venues

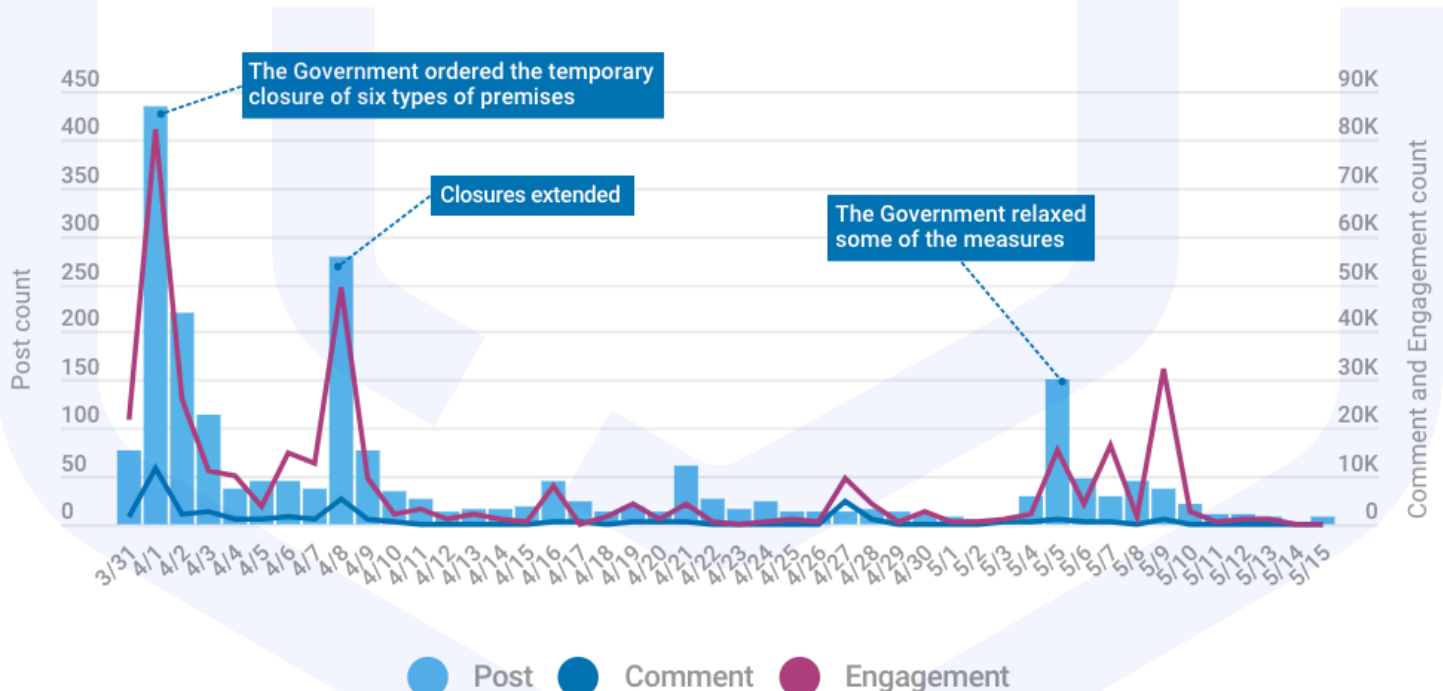
3.8 Government Orders Temporarily Closure of Beauty Parlours and Entertainment Venues



Brief introduction of the measures

- 1 April: The Government announced a 14-day closure of beauty parlours, clubhouses, nightclubs, karaoke bars, mahjong-tin kau establishments and massage parlours.
- It also announced further closure extension on 8 and 21 April.
- 5 May: The Government announced that it will relax some measures, with the reopening of beauty parlours, massage parlours and mahjong establishments first, while karaoke lounges, bathhouses, party venues, nightclubs and clubs should remain closed.

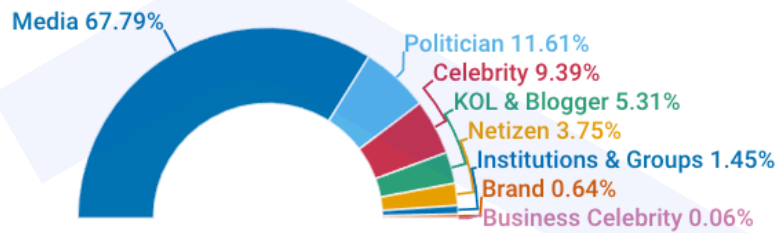
Online public sentiment towards the policies



- The hottest online public sentiment was recorded on the day the Government announced the relevant measures, but it receded thereafter.
- The Government announced on 8 and 21 April the business closures would be extended.
- Compared to the bar closure order, netizens were less enthused about the Government's business suspension order on the other six types of premises, with most of the interaction recorded on the day the closure order was announced.

3.8 Government Orders Temporarily Closure of Beauty Parlours and Entertainment Venues

Types of Communicators



Five types of posts with the highest engagement

Types	Posts	Sources
Media	<u>政府一系列防疫措施原訂今日(5月7日)屆滿，特首林鄭月娥早前宣布將多項措施延長 14 日，今日零時零分起生效，5月21</u>	thestandnews (Instagram)
Politician	<u>今日香港沒有新的確診個案，已經是在過去半個月內第四日零個案，而其他日子亦只有幾宗。大眾舒一口氣的同時，社會上對是否需要放</u>	林鄭月娥 Carrie Lam(Facebook)
Artistes	<u>限聚令人數上限尋日起由4人放寬至8人，被強制關閉嘅酒吧、麻將館同健身中心等則有條件重開。雖然卡拉OK仍要關閉至5月21號</u>	chamantoslateshow (Instagram)
KOL & Blogger	<u>【#沈旭暉平行時空】林鄭月娥獨家呈獻：批鬥式抗疫，Round 2 武漢肺炎疫情全球大爆發，世界各地陸續封關，更見香港</u>	堅離地城：沈旭暉國際生活台 Simon's Glos World(Facebook)
Netizen	<u>卡拉OK有條件重開 但不可唱歌、點歌或播歌...人均最低消費279元</u>	不容姑息 (LIHKG)



Post with the highest number of Likes

18,962

限聚令人數上限尋日起由4人放寬至8人，被強制關閉嘅酒吧、麻將館同健身中心等則有條件重開。雖然

chamantoslateshow (Instagram)



Post with the highest number of angry emoji

8,182

醫護無論罷工定到而家呢一刻，都係冒住最大嘅危險係最前線抗疫。而葉劉就喺疫情最嚴竣嘅時候，提

香港蘋果日報 (Facebook)



Post shared most

1,259

【#沈旭暉平行時空】林鄭月娥獨家呈獻：批鬥式抗疫，Round 2 武漢肺炎疫情全球大爆發，世界各地陸續

堅離地城：沈旭暉國際生活台...(Facebook)



Post with the highest number of comments

4,461

今日香港沒有新的確診個案，已經是在過去半個月內第四日零個案，而其他日子亦只有幾宗。大眾舒一

林鄭月娥 Carrie Lam (Facebook)

3.8 Government Orders Temporarily Closure of Beauty Parlours and Entertainment Venues

Word cloud from netizens' comments

Positive



Negative



Positive opinions

- Big data showed that the most frequently used hot positive word was "**support(支持)**" (1,159 times),
 - Netizens "**support(支持)**" the Government's anti-epidemic effort
 - Netizens "**support(支持)**" Hong Kong police's enforcement on merchants that flouted the Government's business suspension order.

Negative opinions

- The most frequently mentioned negative hot word were "**government(政府)**" (3,227 times) and "**border closure(封關)**" (1,102 times). Most of the netizens bashed the Government for its poor arrangement of shop closure, as merchants and citizens were severely affected.
- Some netizens criticised the Government for its slow response, saying that it should shut premises with high risk of virus transmission immediately after the cluster outbreak was detected in a gym centre in March.
- Netizens jeered that the Government's decision of not closing the borders resulted in closures of citizens' most frequented premises.



Wisers' Revelation

- It is found that the brewing trends of public sentiment of "bar closure order" and "beauty parlour closure order", their word clouds and even the volume of relevant big data generated are very similar, reflecting that the impacts of closing these two types of premises on citizens were more or less the same. The small data volume indicated that the overall impact on citizens was limited.



3. Comments on Anti-epidemic Policies on the Internet: Summary of Key Points

3.9 Subsidy for Face Mask Production

3.9 Subsidy for Face Mask Production



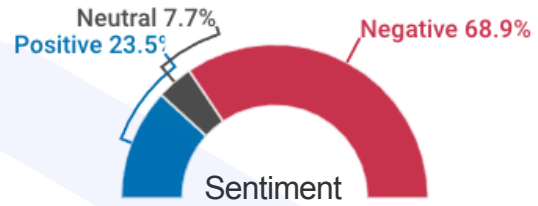
382

Posts



87,432

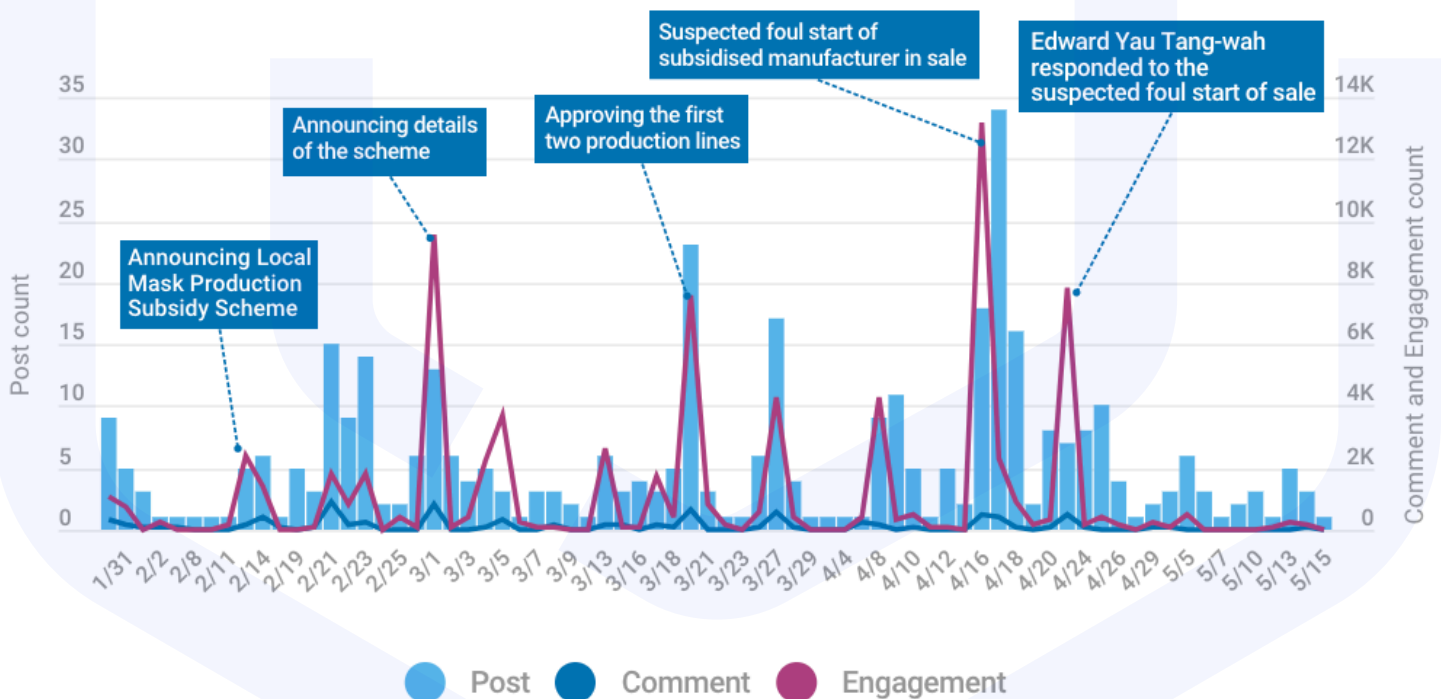
Engagement



Brief introduction of the measures

- The Government announced the first round of Anti-epidemic Fund on 14 February, including the launch of Local Mask Production Subsidy Scheme to subsidise private manufacturers in the setting up face mask production lines and developing re-usable face masks.
- Manufacturers eligible for the subsidy should fulfil the criteria of ensuring supply to the Government.

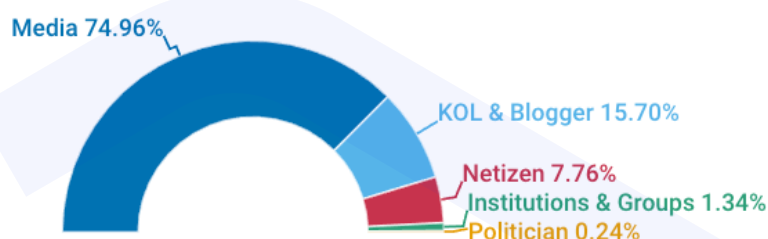
Online public sentiment towards the policies



- As shown by big data, the announcement made by the Government on 14 February did not fuel online discussions or feedback. The Government's approval of two production lines, to a certain degree, ignited some discussions among netizens, but the enthusiasm was not comparable to what came after negative news about the subsidy scheme.
- The most heated discussions arose on 16-17 April, as some media reported on the suspected foul start of some subsidised face mask manufacturers in sale. On the following day, Edward Yau Tang-wah, Secretary for Commerce and Economic Development, responded to the case, which triggered a surge in related posts.

3.9 Subsidy for Face Mask Production

Types of Communicators



Five types of posts with the highest engagement

Types	Posts	Sources
Media	<u>【參加政府資助計劃 V Care Mask 公開發售最貴 300 元一盒 政府未有貨 / #立場報道】 政府在 3</u>	thestandnews (Instagram)
KOL & Blogger	<u>武肺在美國爆發，死亡與確診直線上升，曾引起中國網民一陣歡呼，慶祝美國國力終於衰落，中國有機會成為霸主。然而隨著美國紐約</u>	陶傑 Channel (Facebook)
Netizen	<u>如題。2145 香港 立場</u>	香港突發事故報料區 (Facebook)
Institutions & Groups	<u>3200萬口罩火速到港戰疫 武漢肺炎疫情持續，但口罩供應嚴重短缺，連日出現搶購潮，政務司司長張建宗昨日指出，政府近期已進</u>	向香港警察致敬 (Facebook)
Politician	<u>商務局局長邱騰華、物流處處長全部收皮！</u>	Chi Chuen Ray Chan (Facebook)



Post with the highest number of Likes

8,437

【參加政府資助計劃 V Care Mask 公開發售最貴 300 元一盒 政府未有貨 / #立場報道】 政府在 3

thestandnews (Instagram)



Post with the highest number of angry emoji

3,925

每月280萬個供應政府，25萬個供應本地市場[grinning face] #武漢肺炎【政府批出兩條口罩生產線資助

香港蘋果日報 (Facebook)



Post shared most

1,120

武肺在美國爆發，死亡與確診直線上升，曾引起中國網民一陣歡呼，慶祝美國國力終於衰落，中國有機

陶傑 Channel (Facebook)



Post with the highest number of comments

742

元秋仲未心息，拍埋片話蒸口罩有方法、有根據。#武漢肺炎【李八方online】世人笑她太瘋癲？元秋出

香港蘋果日報 (Facebook)

3.9 Subsidy for Face Mask Production

Word cloud from netizens' comments

Positive



Negative



Positive opinions

- The hottest positive hot words included "**face masks(口罩)**" (231 times), "**government(政府)**" (111 times), and "**support(支持)**" (70 times). Some comments expressed support to the Government's subsidy scheme, saying that it will help increase local supply of face masks.

Negative opinions

- The word "**government(政府)**" (919 times) also became the hottest negative hot word, followed by "**face masks(口罩)**" (868 times). Netizens were disappointed with the Government's efforts with respect to face mask supply. Some netizens questioned if the locally produced face masks might be shipped to the Mainland or supplied to the Police.



Wisers' Revelation

- Although this is one of the anti-epidemic measures that received heated discussions, the related post volume and engagement only accounted for 0.1 to 3%. Related online discussions were lukewarm and not comparable to the news of free distribution of face masks, which attracted much more public attention and discussions.

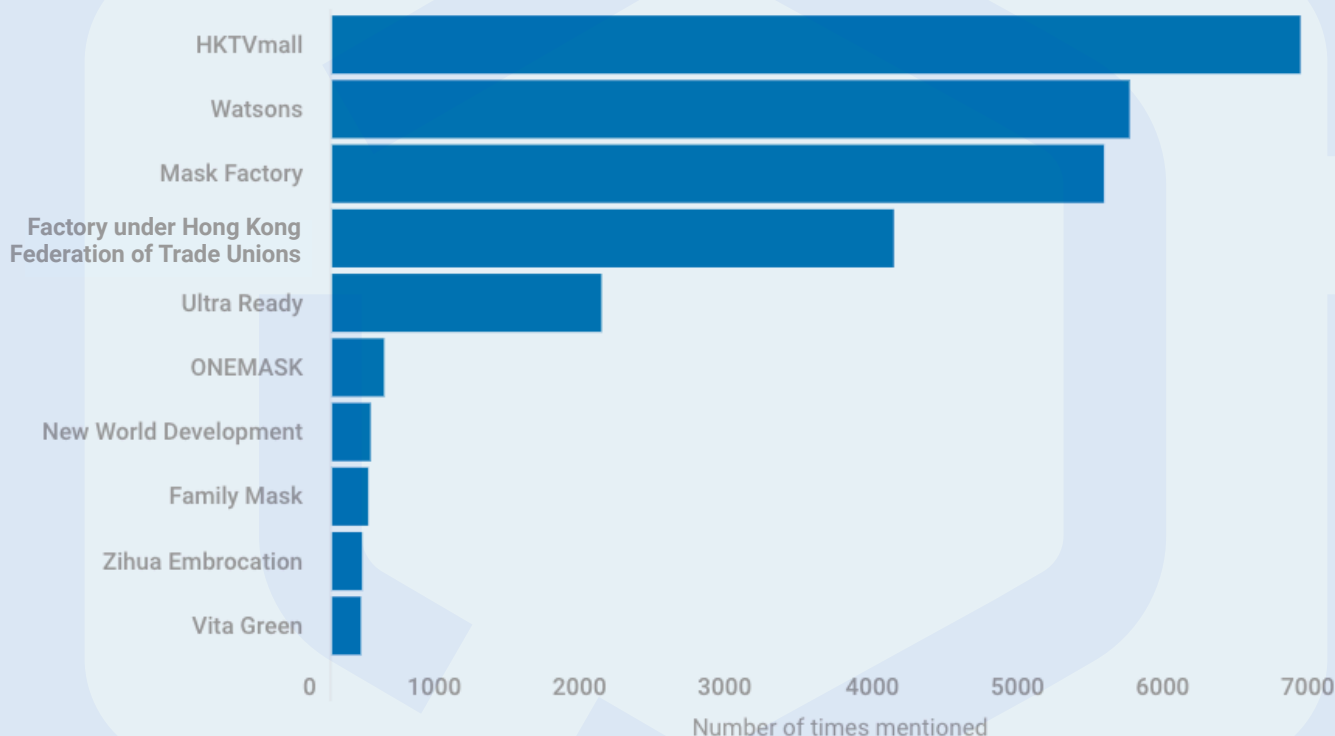
3.9 Subsidy for Face Mask Production



Wisers special topic : Comparison of Face Masks of Different Brands

Netizens were lukewarm in response to the Government's face mask measures. Online discussion about the search for face masks was nevertheless enthusiastic. The research team made use of the relevant keywords and conducted online search for six retailers and 27 face mask brands with a view to examine how often they were mentioned by netizens and the netizens' comments with the highest engagement. The findings are listed as follows:

Top ten local face mask brands with the highest number of mentions:



HKTVMall face mask was mentioned most often (6,655 times). When scrutinising netizens' comments, the research team found out that HKTVMall face mask was supported by netizens mainly thanks to its standard price (HK\$2 each), which was lower than others on the market.

In the comments about Watsons (5,481 times), Mask Factory (5,305 times), and Ultra Ready (1,852 times), netizens mainly called on others to purchase these face masks as soon as possible, without expressing any particular opinion on these brands.

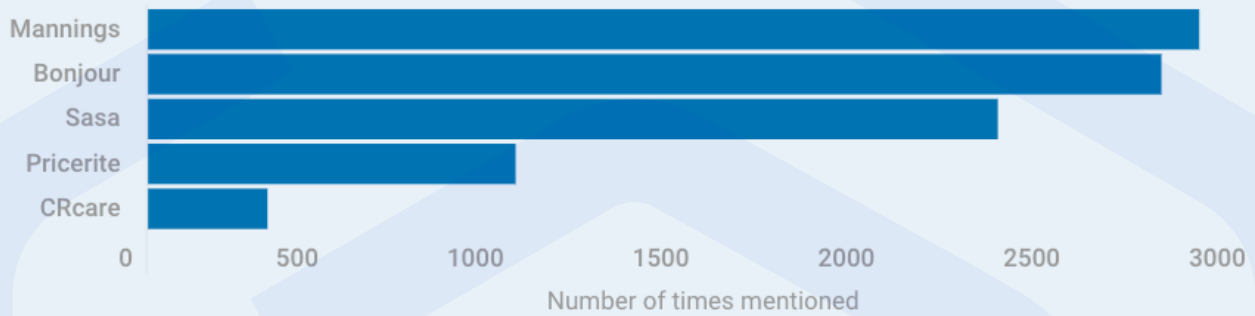
As for the face masks from Hong Kong Federation of Trade Unions (HKFTU) (3,861 times), netizens mainly left comments to cast doubt on the over-pricing. They deemed it expensive for the Government to spend an average of HK\$3 on one face mask, and the HKFTU was suspected of collusion.

3.9 Subsidy for Face Mask Production



Wisers special topic : Comparison of Face Masks of Different Brands

Top five face mask retailers with the highest number of mentions





3. Comments on Anti-epidemic Policies on the Internet: Summary of Key Points

3.10 Two Rounds of Government Anti-epidemic Fund

3.10 Two Rounds of Government Anti-epidemic Fund

- The Government successively unveiled two rounds of Anti-epidemic Fund (21 February and 18 April), involving a total of about HK\$160 billion. In between the announcements of two rounds of funding, Financial Secretary Paul Chan delivered his latest Budget (26 February) and launched a relief package worth HK\$120 billion.
- Unlike other measures mentioned in this chapter, the Anti-epidemic Fund aims to allocate funds to support citizens battered by the epidemic. How did Hongkongers react to it? How many applauses? How many complaints? What were the reasons behind?
- The funds allocated by these two rounds of Anti-epidemic Fund even exceeded the amount of relief package announced in the Budget. How did big data reflect the different views of Hongkongers towards them?
- Wisers' past analysis showed that a hot discussion topic generally brews for 72 hours. In comparison, netizens' discussions of the quarantine measures were rather short-lived. To achieve a more objective comparison, the research team made reference to a research report published by Wisers earlier, which found that a hot discussion topic generally brews for 72 hours. The research team took 72 hours as its research period to analyze the development of public sentiment regarding the three announcements made by the Government and compared the differences.



To Learn More : The Golden 72 Hours in Communication studies

- According to findings from big data research report "From Social Buzz to Mainstream" published by Wisers in October 2017, timeliness is the key consideration in communication.
- Nearly 90% of online news developed into printed news within 72 hours after the release of the original posts, and almost half of printed news originated from online news. It only took 24 hours or less to catch the attention of mainstream media in making the report.

3.10 Two Rounds of Government Anti-epidemic Fund

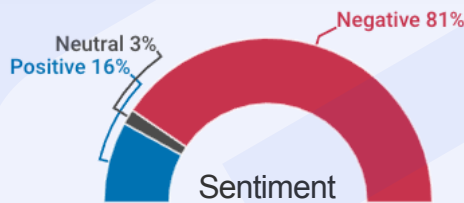
— First round of Anti-epidemic Fund — — Second round of Anti-epidemic Fund —



821
Posts



352,538
Engagement



Announcement of the first round of Anti-epidemic Fund: 21 February

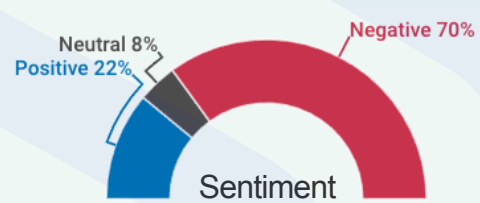
- Announced at 6:00pm
- The related public sentiment cooled down quickly after brewing for just two hours.
- At 10:00pm, Chief Executive Carrie Lam posted on her Facebook page saying that the sole objective of the Anti-epidemic Fund is to help the public ride over the difficulties and help maintain Hong Kong's competitiveness. She also suggested distributing additional monthly allowance of HK\$1,000 to cleaning workers and security guards, which again drove public sentiment to a new high.
- More than 6,000 comments were left by netizens under the post by the Chief Executive; yet most of the comments did not talk about the suggestion mentioned in the post. They focused on the following three areas:
 - Bashing the measure for failing to take care of the low-income earners
 - Criticising the Chief Executive;
 - Calling on the Chief Executive to step down.



14,311
Posts



4,936,931
Engagement



Announcement of the second round of Anti-epidemic Fund: 18 April

- Announced at 6:00pm
- Within 72 hours, the Chief Executive released successively on her page a total of eight posts about the objective and the Anti-epidemic Fund and related details, which further drummed up interaction with netizens who were active to leave comments.
- Chief Executive Carrie Lam's eight posts about the Anti-epidemic Fund attracted 4,714 comments in total, hitting a new high.
 - The second one is RTHK VNEWS, whose 13 posts received 4,424 comments.
 - The third one is Apple Daily, whose 14 posts received 3,848 comments.
- The content mainly focused on:
 - Expressing content with this round of Anti-epidemic and support for the Chief Executive.
 - Criticising the policy for covering only certain industries.

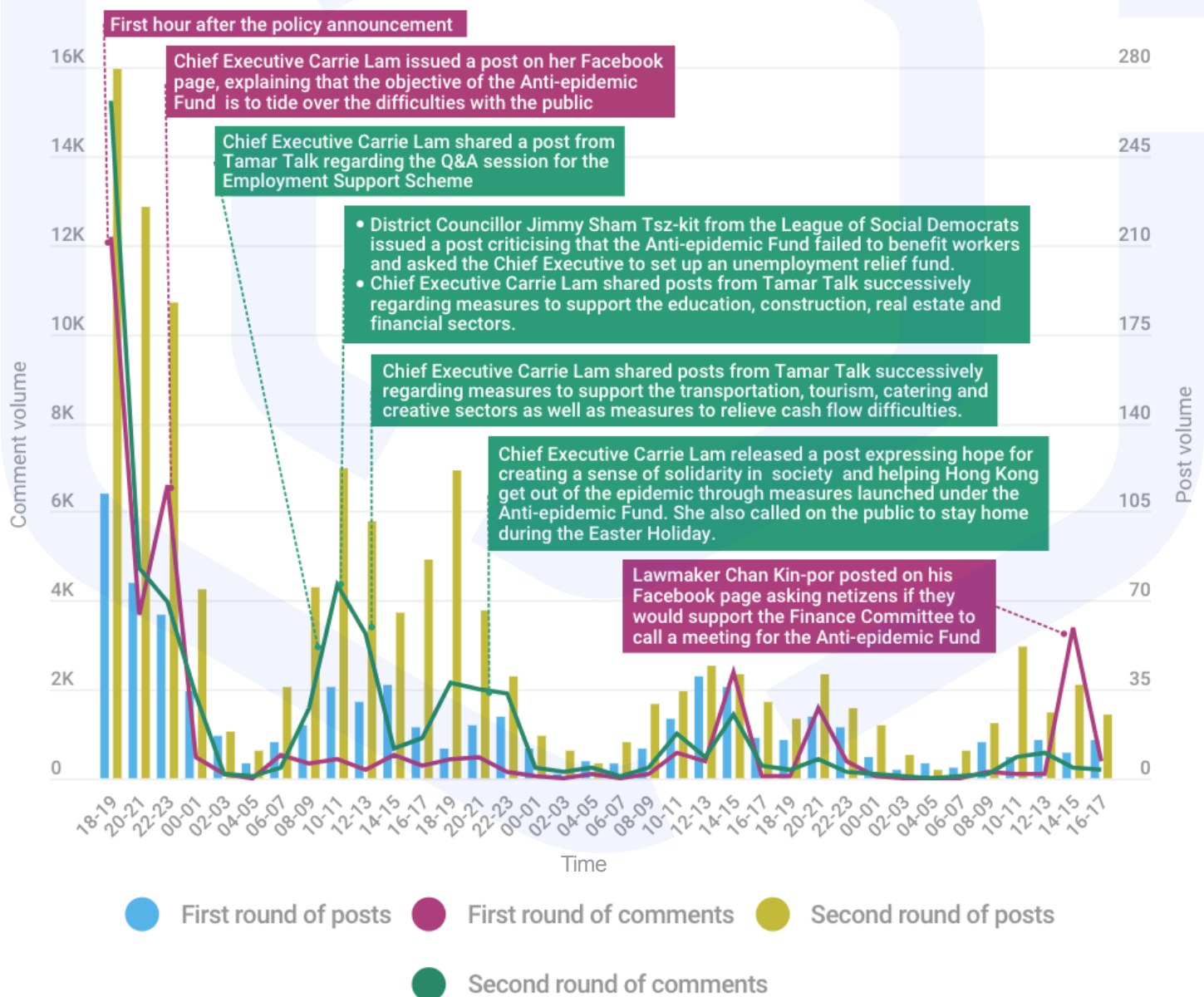


3.10 Two Rounds of Government Anti-epidemic Fund

- A small number of netizens left comments to support the Chief Executive. Within 72 hours after the measure was announced, Chief Executive Carrie Lam issued only one post to explain the Anti-epidemic Fund.
- Within 72 hours, the Chief Executive did not upload any new post. Online discussion of the first round of Anti-epidemic Fund quickly died down.

- Bashing the decision of not imposing full border closure.

Online public sentiment in 72 hours after the announcement of the Anti-epidemic Fund

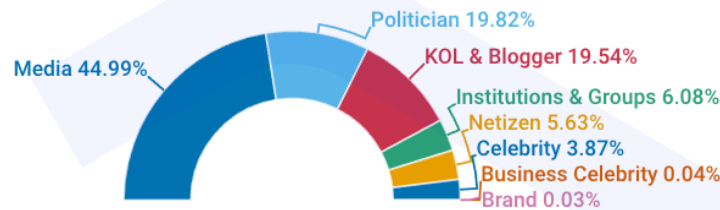




3.10 Two Rounds of Government Anti-epidemic Fund

— First round of Anti-epidemic Fund —

Types of Communicators

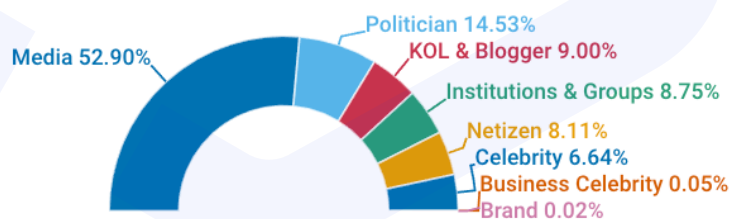


Five types of posts with the highest engagement

Types	Posts	Sources
Politician	<u>係咪盡快開財會？大家俾意見！政府宣布推出抗疫基金，有議員話如果淨係傾呢250 億就支持開財委會，咁其他2千億民生撥款係</u>	陳健波-波哥 (Facebook)
KOL & Blogger	<u>（民意調查，收唔收貨？）林鄭宣佈：一次性派超過250億港元，每間零售商、餐廳、幼稚園等全部派幾萬，所有低收入家庭，</u>	華爾街狠人(Facebook)
Media	<u>特首林鄭月娥今日（14日）在記者會公布早前宣布成立的防疫抗疫基金落實細節，向不同界別以及人士「派錢」，但並非人人有份。</u>	Stand News 立場新聞 (Facebook)
Netizen	<u>林鄭:向低收入家庭，派發一次性5000元津貼</u>	巴打絲打 Facebook Club(Facebook)
Institutions & Groups	<u>羅致光，不如你俾架車我，我俾返 22 片口罩你又點話？#你唔出聲都無咁嬲</u>	萬人齊撐！！快發牌比香港電視！！(Facebook)

— Second round of Anti-epidemic Fund —

Types of Communicators



Five types of posts with the highest engagement

Types	Posts	Sources
Media	<u>IE林鄭今日話司局長、特首辦主任減薪一成，根據特首辦嘅數字，林鄭嘅人工仍然係遠高於一眾國家嘅元首。-----</u>	100毛(Facebook)
KOL & Blogger	<u>（多撻謝 林鄭：「為咗答謝12萬名醫護人員在今次疫症的付出，我哋會豁免佢地3年醫護的註冊費！」（二年期的護士</u>	華爾街狠人(Facebook)
Institutions & Groups	<u>曾經隨手派\$500蚊畀普通話行乞阿婆嘅林鄭，大方宣布賣命對抗武漢肺炎疫情嘅醫護可以豁免\$230註冊費 睇PO</u>	高登討論區 HKGolden(Facebook)
Politician	<u>我昨天公布「防疫抗疫基金」第二輪的項目和其他具針對性的支援措施，社會的焦點都放在「保就業計劃」。事實上，這些措施除了發揮</u>	林鄭月娥 Carrie Lam
Netizen	<u>就算你出咗糧，d錢都係屬於國家嘅！</u>	巴打絲打 Facebook Club(Facebook)

3.10 Two Rounds of Government Anti-epidemic Fund

Word cloud from netizens' comments and sentiment distribution

First round of Anti-epidemic Fund



Second round of Anti-epidemic Fund



Note: Hot words cloud consolidated and drew 20 words from positive and negative comments. The negative ones are highlighted in red, while the positive ones in blue.

- Although both the words **'Support(支持)'** (303 times in positive comments, 2,028 times in negative comments) and 'face masks' (283 times in positive comments, 2,429 times in negative comments) came first in both the negative and positive hot word charts, after in-depth comparison, it was found that their implications are somewhat different.
- Here is an analysis of the hot words in relation to both rounds of the Anti-epidemic Fund :

— First round of Anti-epidemic Fund —

Positive opinions

- The word "**Government(政府)**" (919 times) also topped the negative hot word chart, followed by "**face masks(口罩)**" (868 times). Netizens were disappointed with the Government's efforts with respect to face mask supply. Some netizens questioned if the locally produced face masks might be shipped to the Mainland and supplied to the Police.

Negative opinions

- The hottest positive hot words included "**face masks(口罩)**" (231 times), "**government(政府)**" (111 times), and "**support(支持)**" (70 times). Some comments expressed support to the Government's subsidy scheme, saying that it will help increase local supply of face masks.

3.10 Two Rounds of Government Anti-epidemic Fund



Post with the highest number of Likes

20,146

係咪盡快開財會？大家俾意見！政府宣布推出抗疫基金，有議員話如果淨係傾呢250 億就支持開財委

陳健波-波哥
(Instagram)



Post with the highest number of angry emoji

18,855

（民意調查，收唔收貨？）林鄭宣佈：一次性派超過250億港元，每間零售商、餐廳、幼稚園等全部派

華爾街狠人
(Facebook)



Post shared most

5,073

【反了！大公報踢爆因府有自家產 CSI保護袍！】因管理不善而導致全民聲討的政府(簡稱因府)，今次竟

專業清算師
(Facebook)



Post with the highest number of comments

6,210

我十日前宣布成立「防疫抗疫基金」支援今次防控疫情的工作，多謝各個政黨和各界人士提出寶貴意見

林鄭月娥 Carrie Lam
(Facebook)

— Second round of Anti-epidemic Fund —

Positive opinions

- The positive hot word that was mentioned most often was "**support(支持)**" (1,830 times) - five times more when compared to the first round. Related comments were mainly about:
 - Supporting anti-epidemic measures launched by Chief Executive Carrie Lam
 - Supporting the Democratic Alliance for the Betterment and Progress of Hong Kong and the legislation for Article 23 of the Basic Law

Negative opinions

- The negative hot word that was mentioned most often was '**wages(人工)**' (2,290 times), and the related comments were about:
 - Discontent with Chief Executive Carrie Lam's getting a pay rise before taking a pay cut.
 - Discontent with the Government's move of subsidising the employers to pay for employees' salaries, while workers who are on unpaid leave and those unemployed are being neglected.

3.10 Two Rounds of Government Anti-epidemic Fund



Post with the highest number of Likes

6,429

【轉播節目：頭條新聞】
【喱騷關愛課金計劃】立即用轉數快 / 銀行轉

杜汶澤 喱騷 Chapman To's late...(Facebook)



Post with the highest number of angry emoji

14,942

IE林鄭今日話司局長、特首辦主任減薪一成，根據特首辦嘅數字，林鄭嘅人工仍然係遠高於一眾國家嘅

100毛 (Facebook)



Post shared most

3,777

IE林鄭今日話司局長、特首辦主任減薪一成，根據特首辦嘅數字，林鄭嘅人工仍然係遠高於一眾國家嘅

100毛 (Facebook)



Post with the highest number of comments

2,235

行政長官林鄭月娥宣布，她本人、3名司長、13名局長及行政長官辦公室主任，在未來12個月會減薪一成

香港電台視像新聞 RTHK...(Facebook)



Wisers' Revelation

- In comparison, obviously the second round of the Anti-epidemic Fund attracted more extensive and heated online discussions. On the contrary, netizens were lukewarm to the first round of the Anti-epidemic Fund, and their reactions were short-lived.
- One of the reasons for the public sentiment difference is the posts released on Chief Executive's page:
- Within 72 hours after the announcement of the first round of the Anti-epidemic Fund, the Chief Executive only released one post, while she released eight posts within 72 hours after the announcement of the second round of the Anti-epidemic Fund.
- Each post released by the Chief Executive attracted extensive discussions, contributing to shaping public sentiment under both rounds.
- Although as a whole, most of the comments left by netizens were negative, netizens were comparatively more positive towards the second round of the Anti-epidemic Fund.
- It is noteworthy that the word that triggered netizens' negative comments most changed from 'face masks' in the first round to 'wages' in the second round.

3.10 Two Rounds of Government Anti-epidemic Fund



Wisers Special Topic: Relief Measures under the Budget Attract Most Concerns?

Brief introduction

Apart from the two rounds of Anti-epidemic Fund, the Budget this year also proposed a series of relief measures worth HK\$120 billion, which are aimed at achieving the following four objectives:

- Helping enterprises to survive
- Protecting jobs
- Easing the financial burden of businesses and members of the public
- Helping Hong Kong's economy to recover as soon as possible once the epidemic is under control

Summary of Key Points

Word cloud about the Budget after taking away words related to the Police



- The Budget was announced at 11:00am with live streaming by media. From 10:00am to 12:00noon, among the comments left by netizens, about 81.2% focused on the HK\$10,000 handout, with the following two main points being the most notable:
 - Calling into question the long wait before the HK\$10,000 could be handed out to the public
 - Questioning the high administrative cost incurred
- Starting from 12:00noon, big data showed a quick surge in comments about Police expenditure, while comments challenging the hand-out measure dropped substantially. Comments about Police spending focused on the following two main points:
 - Objecting a significant rise in the Budget for Police expenditure
 - Questioning the bundling of cash handout with Police's increased spending

3.10 Two Rounds of Government Anti-epidemic Fund



Wisers' Revelation

- Data showed that netizens' discussions about the HK\$10,000 cash hand-out did not last long. After the news was digested and the public got to know the bundling of the cash handout with Police's increased spending, there appeared a shift in online public sentiment focus. Sentiment detected in the comments became more intense as well.
- In order to focus more on analysing public opinions on the relief measures and facilitate comparison with the two rounds of the Anti-epidemic Fund, the research team took away all the posts and comments related to funding for the Police and arrived at the following findings:

Word cloud about the Budget after taking away posts and comments related to Police expenditure



- After taking out words related to the Police, the top hot word in the ranking was "HK\$10,000" (9,208 times), followed by "objection" (7,394 time) and "veto" (6,018 times).
- Almost all netizens stated they would rather say no to the HK\$10,000 cash handout. Some netizens cast doubt on the high administrative cost and the long wait before the money reaches the hands of the public. Some netizens left comments reminding others that 'the Democratic Alliance for the Betterment and Progress of Hong Kong' (4,251 times) 'objected' to the bill of 'HK\$10,000' cash handout.
- The positive hot word that appeared most frequently was 'support' (4,035 times); yet according to the order of the number of times mentioned, the word 'support' was actually meant for different things, including:
 - Supporting filibustering, creating a lose-lose situation and vetoing the Budget
 - Supporting pay cut for Government officials
 - Supporting the closure of RTHK
 - Supporting legislation for Article 23 of the Basic Law
 - Supporting the Government
 - Supporting distribution of cash handout to only permanent residents



Chapter Four

Conclusion



Advice On Next Round of Outbreak

It's our hope at Wisers to help sum up experience through studying over 800,000 posts and 20 million comments for almost half a year in order to better equip Hong Kong to cope with the next wave of epidemic outbreak. Big data did bring forth a number of important revelations:

Timely response to public opinions is the key, or else efforts will go to waste

For instance, data showed that scrambling for face masks was a critical public issue at the initial stage of the epidemic. The private sector and various organisations spared no effort to scurry for face masks (as can be seen by Watsons launching a real-name registration system for the distribution of face masks to consumers at large, resulting in 14 February being the happiest day for netizens). Subsequently the Government launched two measures related to face masks in response to public demand. However, as Hongkongers had been used to news about the shortage of face mask supply, they were lukewarm about the new measures unveiled by the Government.

Another example is the demand for full border closure. Although the Government successively launched different measures and received certain netizen support, voices demanding for full border closure continued to be heard, which to a certain extent, had fueled public sentiment from phase two to phase four.

Press conferences with epidemic updates ease public concern; high approval rating for border closure and quarantine measures

Compared with other anti-epidemic measures, press conferences held by the Centre for Health Protection received the highest approval rating and the lowest disapproval rating. Its performance was the best among the ten anti-epidemic measures covered by this report. The research team believed one of the reasons was that the timely updates at the press conferences could give the public peace of mind. As seen from the big data, the most worrisome day for netizens was driven by uncertainty surrounding the pandemic. The press conferences have served to provide the latest update to the public. Actually as analysed in previous chapter, Dr Chuang Shuk-kwan, who hosted the press conferences, was the most popular official during the research period, which also spoke for the public's impression on press conferences held by the Centre for Health Protection.

The quarantine and border closure measures came in the second and third place, respectively. The related experience can be a good point of reference.

On the contrary, the measures of free distribution of face masks and subsidies to face mask manufacturers did not ignite much discussion. They scored low positive rating and high negative rating, reflecting huge room for improvement.

The three measures limiting social activities - social distancing rules, mandatory suspension of bars and beauty parlours, received roughly the same level of netizens' approval. Netizens were slightly more acquiescent to the social distancing rules than the other two.



Advice On Next Round of Outbreak

Be cautious about referencing measures taken by foreign countries; any mistake made will be costly

This research team was surprised by the findings about netizens' resentment, rather than applauses, towards the top government officials' move to donate their salaries to charity. Upon in-depth analysis, it was found the news came in just when the Singapore cabinet announced a pay cut. The comparison between the two shed a bad light on Hong Kong. The lesson learned this time may also be a good point of reference for the Government when making similar decision in the future.

-The End-