



COVID-19: Circuit Breaker Measures

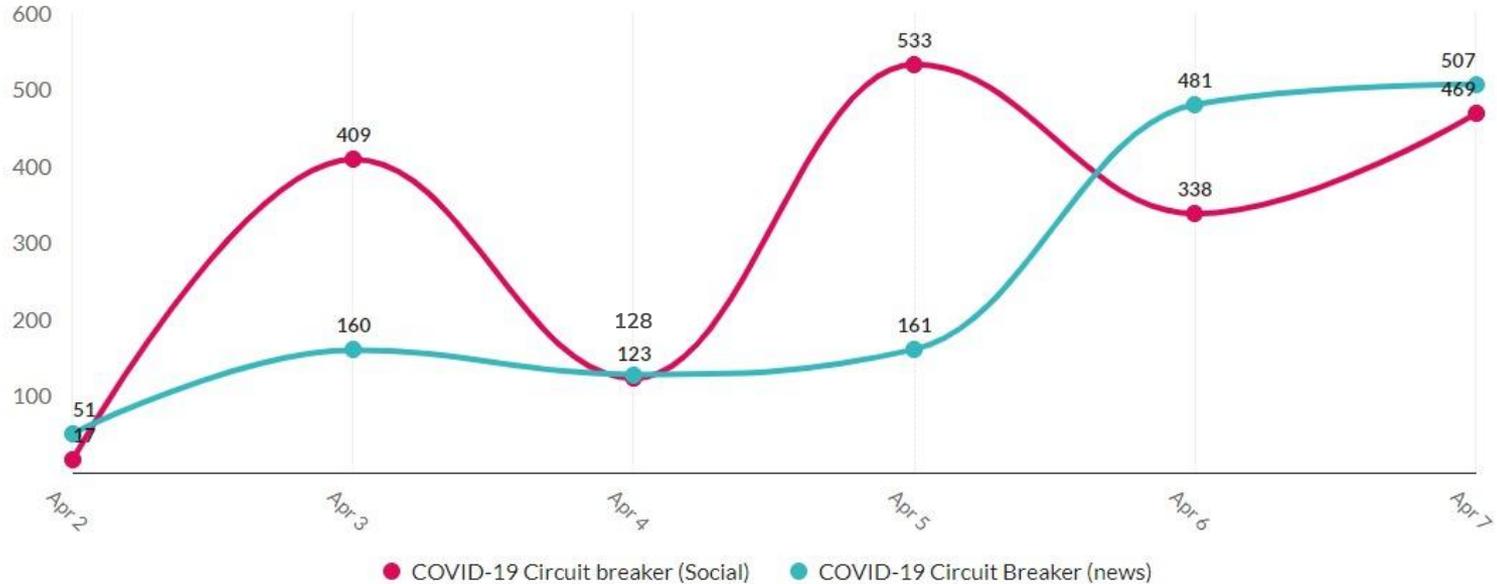
2 - 7 April 2020

Circuit Breaker Measures

As Singapore begins to embrace 'a new normal' amidst the escalating COVID-19 outbreak, conversations around the latest set of measures to curb further spread, additional support from the third budget, and how this impacts local businesses, households and day-to-day lives is at an all-time high.

Media Volume

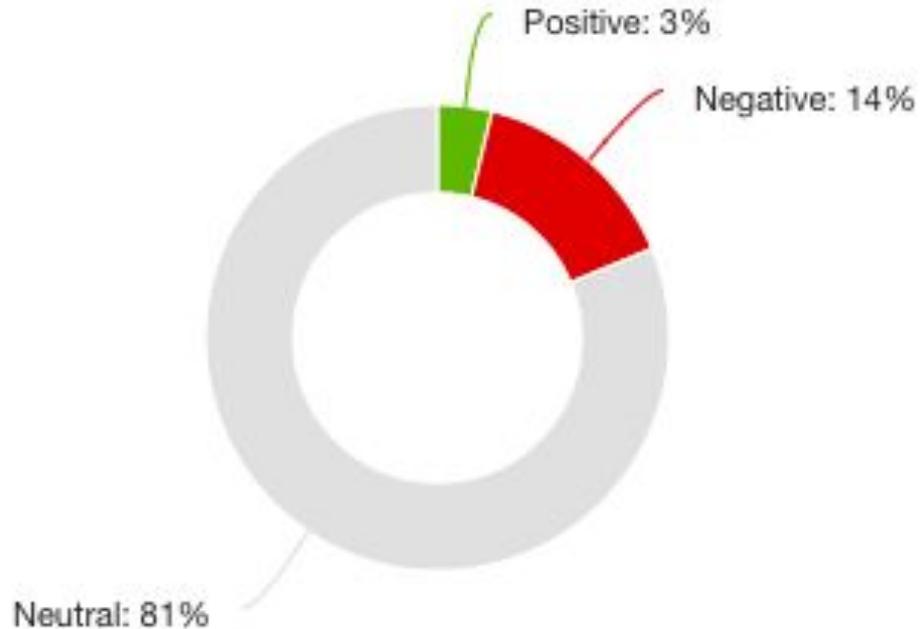
Media Volume provides insight into how media coverage is trending over time.



Conversations around this (**3.37k in total**) jumped on 3 April, following PM Lee's address on the 'circuit breaker' measures, and started picking up steam on 5 April in anticipation of their implementation. The highest point was on **7 April (976)** when the new measures kicked-in, and this was further enhanced by chatter around a new law which bans private gatherings during the next four weeks.

Sentiment

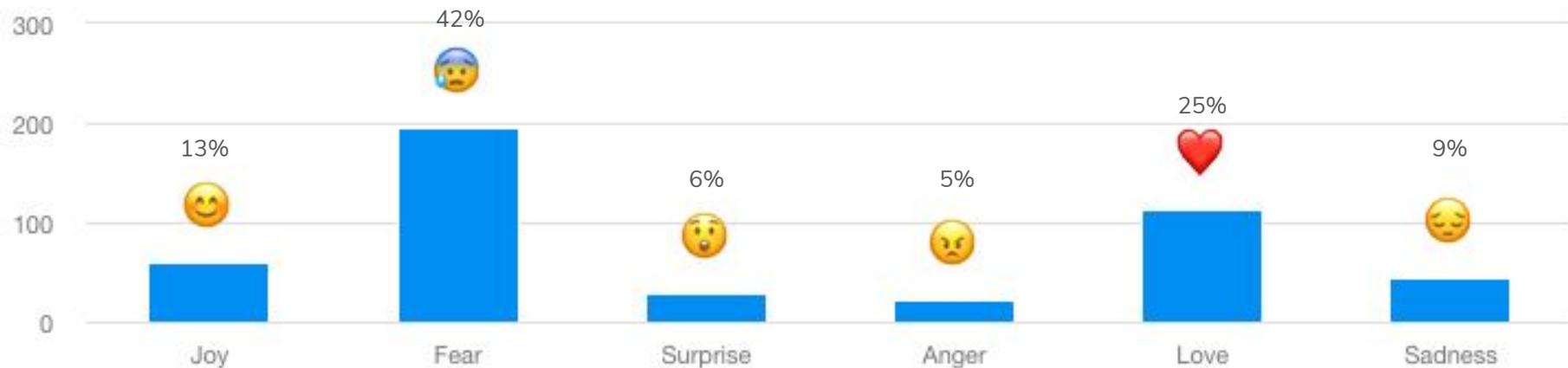
Sentiment provides insight into how media coverage is broken down by positive and negative sentiment over time.



Conversations around the potential consequences of continued social gatherings - which were cited to justify the need for circuit breaker measures and the prohibition of private gatherings - contributed to most of the **negative sentiment (14%)**, while the **positive sentiment (3%)** was driven by appreciation for the additional relief measures announced in the Solidarity Budget.

Emotional Comparison

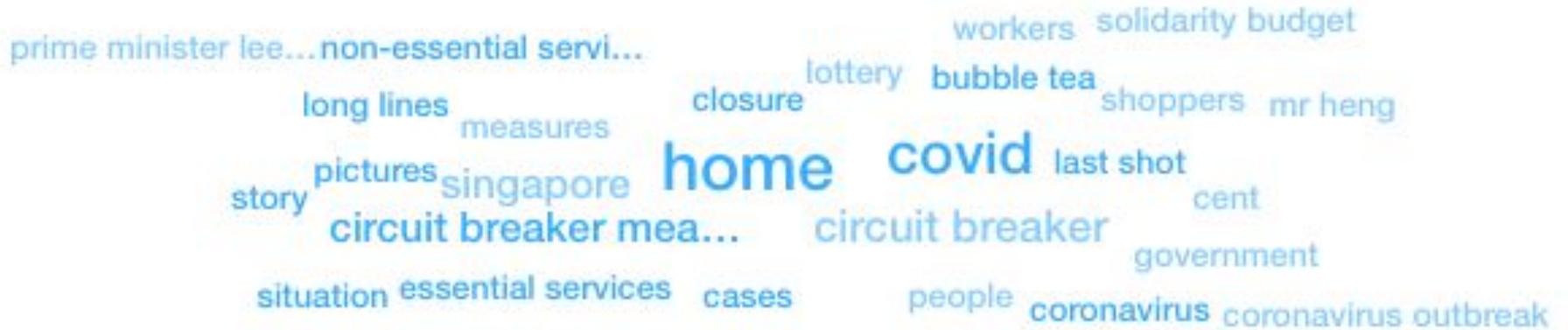
Emotional Comparison provides insight into how media coverage fair when broken down by emotions.



The dominant emotion coming through in most of these conversations was **fear (42%)** around the escalating outbreak, particularly on 6 April following a spike in cases to 120 on the previous day. This was followed by **love (25%)** as people expressed relief in light of the strengthened control and support measures.

Trending Themes

Trending Themes provides insight into how media coverage a brand or product gets relative to its competition.



Words directly relevant to the new measures such as 'home', 'circuit breaker' and 'non essential services' understandably dominated most of the chatter, but it's interesting to note that conversations around 'bubble tea', 'lottery' and 'long lines' were also trending on social media during this period as Singaporeans pondered the impact these measures would have on their day-to-day lives.

Meltwater Quote



“Conversations around COVID-19 and its impact on Singaporeans’ lives and livelihoods have been wide-ranging over the past few months as the outbreak and government’s response to it evolves. Every day is a ‘new normal’ and businesses, particularly those in vulnerable industries such as travel, F&B and retail, are struggling to adapt to the circumstances,” said [Mimrah Mahmood](#), **Senior Director & Partner, Meltwater.**

“With most of Singapore coming to a standstill in the last couple of days, now is the time for enterprises to evaluate what these new developments mean for their business, and build strong resilience plans to not only survive but to thrive in these difficult times.”

Prominent Posts



babyboo
@basicbitche99

Honestly the ONLY reason why we are winning through this COVID situation is simply cuz how transparent our government is being with how they handle everything from A-Z.

Yes there is a lot that can be said about our Govt but you can never fault them for being transparent.

The Straits Times @STcom · 3 Apr

PM Lee to address nation at 4pm on Covid-19 situation
straitstimes.com/politics/pm-le...

2:38 pm · 3 Apr 2020 · [Twitter for iPhone](#)



Didier Chanove
@DidierChanove

Replying to @leehsienloong

Hope people takes seriously government "circuit breaker" resolution. If everyone listens and do his/her part we will clean up SG of COVID-19. Gov recommended a long time ago to Stay Home, now it is mandatory. Just follow instructions and we will beat this virus! Take care 🙏

9:00 pm · 5 Apr 2020 · [Twitter for iPhone](#)



Preeti Jha @PreetiJha · 15h

On the first day of #lockdown (or the #circuitbreaker as it's called here) in #Singapore, the government steps up #SocialDistancing with a new bill criminalising social gatherings in private or public for those not living together #coronavirus #Covid_19



COVID-19: Social gatherings of any size in both private and public sp...
SINGAPORE: As Singapore battles the COVID-19 outbreak, all social gatherings of any size in both private and public spaces have ...

channelnewsasia.com



Charles William
@Seshan_Charles

Every move is a good move. Follow advice, adhere to regulations, do not panic/spread panic, trust your government. Nobody does this for fun. #Covid19Out #coronavirussingapore

The Straits Times @STcom · 3 Apr

Coronavirus: PM Lee Hsien Loong's full address to the nation on the Covid-19 situation
straitstimes.com/singapore/coro...

5:56 pm · 3 Apr 2020 · [Twitter for Android](#)