An exploration of COVID-19 and social distancing through global human stories

MARCH 2020
We hear it so often now; we are living in unprecedented times. The Coronavirus and social distancing measures are having an extraordinary impact on our lives today and will continue to do so into the foreseeable future.

To help uncover insights into these strangest of times we’ve run a Discover.ai project, sampling millions of social media posts and hundreds of diverse blog and news sites, where people are discussing their rich and varied experiences online, across the UK, US, Italy and China.

In just two days we’ve been able to immerse ourselves in conversations spanning social media, parenting, care, working from home, science, public health, wellbeing and travel and to draw out key insights on a truly global scale. We believe no other approach can provide this breadth of scope yet depth of insight at such speed.

Our key conclusion from this analysis is that while these times are extraordinary and also disturbing, the key insights we need come from the ordinary and yet richly inspiring stories people are sharing whilst living their lives and learning to get by. Importantly, this insight comes from the spontaneous things people are saying and doing day to day – perhaps not those things they would choose to say if asked specific questions about their experiences in more traditional consumer research.

To navigate the richness that we uncovered, we have identified 10 big behavioural themes, each one with multiple sub themes and each one a window into people’s experiences that we believe can serve as inspiration to help us navigate resourcefully this unprecedented experience.
1. TALKING .. (BECAUSE WE CAN'T DO MUCH ELSE)

Talking is probably the best known version of therapy. Whether into thin air; the not always responsive air of therapists’ rooms or endlessly into social media. We’re all doing it right now.
SECOND GUESSING AND SPECULATING

Imagination and invention is a resource to manage risk and uncertainty. From one day to the next, when we are dealing with unprecedented degrees of uncertainty, at every level, then speculation is rife.

EXAMPLE QUOTES

ANYONE HAVE A GUESS (AND I KNOW IT’S ONLY A GUESS) OF HOW MUCH IT WILL SLOW THE GAIN OF THE PPS IF EZRA COMES OUT WITH MAJOR NEWS RIGHT IN THE MIDDLE OF THIS SCARE? UK

BASED ON THIS MOTIVATION, WHEN INDIVIDUALS FEEL THREATENED, UNABLE TO CONTROL THE RESULTS, OR FEEL ANXIOUS AND POWERLESS, CONSPIRACY THEORIES JUST PROVIDE A WAY TO REDUCE THE SENSE OF THREAT CHINA

DOES ANYONE KNOW THE SITUATION AT DISNEYSEA OR DISNEYLAND AMIDST THE CORONA VIRUS SCARE UK

BUT IT IS ALSO UNCLEAR HOW MANY MILD CASES REMAIN UNREPORTED - SO THE DEATH RATE COULD ALSO BE LOWER UK

BREAKING NEWS

WE’RE FOLLOWING EVERY UPDATE

Knowledge is power or the illusion of it. Hanging on to every headline, tuning in to every update, streaming dedicated news resources to our phones .. forewarned is forearmed..

EXAMPLE QUOTES

I MEAN WE ALL HANDLE THIS DIFFERENTLY - I PERSONALLY FEEL MORE IN CONTROL IF I STAY CONSTANTLY ON TOP OF THIS UK

DO NOT GO OUT, WASH YOUR HANDS FREQUENTLY, DRINK PLENTY OF WATER, PAY ATTENTION TO THE LATEST NEWS OF THE VIRUS CHINA

WEATHER WEB: CORONAVIRUS, THE APOCALYPTIC PREDICTION OF A TEAM OF SCIENTIST: 650 MILLION PEOPLE WILL GET SICK ITALY

WE RECOMMEND RECOMMEND WORLDometers...INFO I THINK IT’S /CORONAVIRUS AFTER THAT ON WEB. EXCELLENT COUNTRY BY COUNTRY SITE, SHOWS DAILY INCREASES & DEATHS & RECOVERY BY COUNTRY, ALSO MANY GRAPHS UK

INSIGHTS & IMPLICATIONS

The language of speculation

Both guesswork and uncertainty but also the idea of gambling or cashing in

The idea of frequency, regularity is interesting

A sense of monitoring news & repeated acts e.g. handwashing - nervy repetitive tasks
**REVELLING IN THE WHY’S AND WHEREFORE’S AND STIRRING THE POT**

Excitement creates energy. Disasters can incite their own weirdly attractive state of melodrama. Gossip streams & fake news are perhaps a way to find the buzz needed to rise to previously unknown experiences and the challenges they present.

**EXAMPLE QUOTES**

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<th>LAWYER AND CITIZEN JOURNALIST CHEN QIUSHI VANISHED WHILE DOCUMENTING THE CORONAVIRUS LOCKDOWN</th>
<th>TEXAS PENAL CODE - FALSE ALARM OR REPORT STATES A PERSON COMMITS AN OFFENSE IF THE PERSON KNOWINGLY COMMUNICATES A REPORT OF AN EMERGENCY THAT HE KNOWS IS FALSE OR BASELESS</th>
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**INSIGHTS & IMPLICATIONS**

- Staccato style passing of information & opinion
- Creates compelling sense of urgency & scandal

**SPINNING APOCALYPTIC PROPHECIES**

Fearing the worst can be oddly comforting. Like watching horror movies. The experience of escalating to an intense experience of fear then coming back down to ‘normal’ equates to a self-soothing experience on a chemical as well as notional level.

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**INSIGHTS & IMPLICATIONS**

- Using dramatic and apocalyptic language and imagery
- Judgement day, zero, epicentre

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2. TRYING ON SOME DIFFERENT VERSIONS OF DENIAL

Denial is a primitive, deep rooted, psychological defence mechanism. It typifies early childhood experience "It’s not happening – lalala". One of the most fascinating aspects of adult denial is how complicatedly inventive we can become in finding strategies for denial.
BOILING IT DOWN TO SIMPLE MATHS

So much of the discussion around the coronavirus is focused on cold hard numbers and statistics... all squared away in an orderly fashion that belies the reality of our experience.

EXAMPLE QUOTES

USING YOUR STATISTIC OF 290K-650K DEATHS PER 1 BILLION INFLUENZA CASES, THAT'S ONLY A DEATH RATE OF 0.029% - 0.065% OUT OF 83,909 CASES OF COVID-19 THERE HAVE BEEN 2,869

UK

USING THESE NUMBERS FATALITY RATE 2.5% 109/4295 20% OF CASES IN SERIOUS OR CRITICAL 855/4295 LETS ASSUME NO MORE CASES AND 10% IN SERIOUS/CRITICAL DIE (85) SO 191 DEAD OR 4.4% FATALITY RATE...

USA

THE TOTAL NUMBERS ARE: - 40,235 CONFIRMED, INCLUDING 36 IN HK, 10 IN MACAO AND 18 IN TAIWAN - 909 DEATHS, INCLUDING ONE IN HK - 3,283 DISCHARGED, INCLUDING ONE IN MACAO AND ONE IN TAIWAN - 23,589 SUSPECTED CASES FOR CHINA

USA

CONFUSION, Defiance & Parties in the Park

Much talk of chaos and anarchy. We will refuse to go quietly. The idea of this and the attendant measures required are a fundamental challenge to our liberty.

EXAMPLE QUOTES

I'D RATHER DIE OF CORONAVIRUS THAN BE SCARED OF EVER LEAVING MY HOUSE AGAIN

UK

WE MUST WIN THE BATTLE AGAINST THE VIRUS AND TAKE BACK OUR RIGHTS AND CLAIM THE VALUES OF A FREE SOCIETY FORMED BY FREE INDIVIDUALS

ITALY

THE POLICE BLITZ IN CERVETRI CHURCH AND THE TOTAL ABSENCE OF REACTIONS FROM CHURCH AND INSTITUTIONS IS AN ALARMING SIGNAL OF WHAT IS NOW THE CULTURE OF THIS STATE OF EMERGENCY

ITALY

CORONAVIRUS BRITISH PUB CHAIN VOWS TO STAY OPEN AMID CORONAVIRUS BUT WITH SOCIAL DISTANCE BETWEEN DRINKERS

USA

INSIGHTS & IMPLICATIONS

Absurd strings of incoherent numbers that are essentially meaningless

A confusion of nothing ness under which lies panic

The idea of liberty and an attack on liberty

A force to claim back our rights, values of a free society
INSISTING THERE’S NO EVIDENCE, IT’S ALL BEEN OVERBLOWN

A very overt and deeply classic form of denial. This literally is not happening. Typically, here, discussion revolves around comparisons with colds or common flu and a theory of fake news.

EXAMPLE QUOTES

BREAKING: PRESIDENT TRUMP CALLS A PRESS CONFERENCE TO ASSURE THE AMERICAN PEOPLE THAT THE #CORONAVIRUS HAS BEEN COMPLETELY CONTAINED, USA

STS@ IT’S ALL ABSOLUTE SCARE SCENARIOS – DON’T YOU SEE THAT… HOW MANY DIED, UK

IF I WERE OF A SUSPICIOUS STATE OF MIND, I MIGHT WONDER WHY THIS NOT VERY FATAL DISEASE, OF ORIGIN MYSTERIOUS, IS BEING REPORTED IN SUCH APOCALYPTIC TERMS, UK

WHAT I AM SCARED ABOUT IS THE LOSS OF REASON AND WAVE OF FEAR THAT HAS INDUCED THE MASSES OF SOCIETY INTO A SPELLBINDING SPIRAL OF PANIC. ONE THING FOR CERTAIN IS THAT IN A MONTH WE WILL KNOW HOW LETHAL COVID-19 IS AND IF THIS IS A OVERREACTION, UK

CASTING BLAME AND ASPERSIONS

Blaming is well understood as a cognitive distortion. This is all happening – but by assigning blame I can somehow make it go away, give it back to where it came from. We saw here some shocking depth of prejudice at a stated and, perhaps more worryingly even, also subliminal, level.

EXAMPLE QUOTES

THE SCARIEST THING IS THE #SIDEFFECT OF THE EPIDEMIC - THE CONFLICTS, #BLAME, #CYBERBULLYING, HEATED EMOTIONS, USA

EUROPE AND THE UNITED STATES BLAME CHINA FOR TRANSMITTING THE VIRUS TO THEM, CHINA ACCUSES EUROPE AND THE UNITED STATES OF EUROPE OF POOR PREVENTION AND CONTROL THAT CASUED THE SPREAD, CHINA

IT’S HUMAN NATURE TO BLAME SOMEONE ELSE, ARGUE AGAINST IT, SAY IT’S NOT OUR FAULT AND THERE’S NOTHING WE CAN DO, UK

CORONAVIRUS, FORZA NUOVA’S RACIST BLITZ AGAINST CHINESE STORES, ITALY
3. CONSTANTLY SEEKING DIVERSION & ENTERTAINMENT

escapism. *n.* the tendency to escape, from the real world, to the delight or security of a fantasy world.
THE ETERNAL RELIABILITY OF CAKE AND PROSECCO

Comfort eating is a known phenomenon. Comfort foods are a ‘real thing’, foods that incur a psychologically pleasing state. Here, we see shoppers bulk buy snacks, while a French comedian muses that “we will come out of this not better but fatter” ...

EXAMPLE QUOTES

'TONIC' FOR VIEWERS AS ITV PREPARES TO SHOW IRISH RACING IN A BARREN LIVE SPORTING LANDSCAPE. THANKS TO WORLDWIDE CORONAVIRUS OUTBREAK

FROM BEAUTY REGIMENS TO HOMEMADE CARNIVAL GAMES, RESIDENTS STUCK AT HOME FOUND WAYS TO ENTERTAIN AMID THE LOCKDOWN

THIS CAN ALSO TRIGGER THINGS LIKE EATING AND SUBSTANCE ABUSE DISORDERS BECAUSE THESE THINGS CAN MAKE YOU FEEL LIKE YOU'RE GAINING CONTROL ON A PARTICULAR AREA OF YOUR LIFE WHEN EVERYTHING ELSE FEELS OUT OF CONTROL, SAYS DR WRIGHT

AUTOCONSOLATION: FOOD, AS WELL AS FROM A HORMONAL & PHYSIOLOGICAL POINT OF VIEW, OFTEN ACTS AS A ‘CUDDLE’ ALSO FROM AN EMOTIONAL POINT OF VIEW: FOLLOWING AN UNPLEASANT EVENT, A GOOD PIZZA OR A SLICE OF CAKE CAN GIVE A MOMENT OF GRATIFICATION

EXAMPLE QUOTES

A CONTINUED FASCINATION WITH HOW THE OTHER HALF LIVES

Online discussions around celebrities coping may emphasise we are in this together & be iconic and instructive. At the same time, they serve to distance & deny, pushing this whole lived experience back into the domain of fantasy entertainment (where it does not need to be dealt with).

EXAMPLE QUOTES

LONDON-BORNP STAR SAM SMITH IS ”SCARED”

THE RICH FLEE LONDON AHEAD OF CORONAVIRUS LOCKDOWN: VISCOUNTESS WEYMOUTH STAYSAT HER LONGLEAT ESTATE WHILE LADY MARY CHARTERIS SELF-ISOLATES OUTSIDE CITY

KATY PERRY ‘IS IN LOCKDOWN DUE TO A ‘CORONAVIRUS SCARE’

DAILY MAIL FUELS CORONAVIRUS LOCKDOWN PANIC AS ABC PRESENTERS STAR LIVE FROM THEIR LIVING ROOMS

INSIGHTS & IMPLICATIONS

The things we lean on – small indulgences at best or significant addictions as worst.

But a sense these are allowable in current times

A strange intermingling of fantasy & reality

At the same time reassuring & alarming; sense of relegating the issue to the land of ‘soap’
HERE WE ALL ARE, WATCHING FROM HOME

“Put the telly on”. A metaphor for escapism if ever there was one. Stories of Netflix binging, or holing up with boxed sets, along with of course a sharp rise in online gaming and pornography have all been mentioned. At the same time, hearteningly, record book sales are apparently a thing too.

EXAMPLE QUOTES

TENCENT IS HAVING A HARD TIME KEEPING UP WITH DEMAND FOR ITS GAMES AMID THE CORONAVIRUS OUTBREAK

I THINK A LOT OF PEOPLE, CORONAVIRUS OR NOT, ARE SITTING AT HOME WATCHING NETFLIX

NETFLIX IS GOING TO REDUCE ITS STREAMING QUALITY AFTER SUBSCRIBERS HAVE TURNED TO BINGE-WATCHING THEIR FAVOURITE SHOWS AMID THE CORONAVIRUS OUTBREAK

AFTER THE CORONAVIRUS SCARE, ONLINE ACTIVITIES HAVE BEEN ACCELERATED SIGNIFICANTLY MAKING A HUGE ENTRY INTO UPCOMING 5G

INSIGHTS & IMPLICATIONS

Sense of us all resorting to the same defence mechanisms is bonding silly stuff

We are all in this together doing the same
4. JUST HUNKERING DOWN TO WHAT WE KNOW

‘Hunkering down’ is an old Scottish expression for sitting tight and low to ride out a storm. Holding on hard to what we know is a very human reaction to adversity.
**GROWING UP, EVEN WHILE FEELING LIKE A LITTLE KID**

A need to be grown up while your internal narrative runs closer to that of a toddler. This reminds of our collective responsibility to the plight of parents trying to hold everyone together right now.

**EXAMPLE QUOTES**

- **WHEN YOUR CHILD COMES OVER AND ASKS YOU WHY YOU ARE HOLDING A MOBILE PHONE FROM MORNING TO NIGHT—WHAT HAPPENED TO MAKE YOU SAD OR ANXIOUS**
- **IN THE FACE OF THIS EPIDEMIC, PEOPLE MAY HAVE THE FOLLOWING PSYCHOLOGICAL PROBLEMS: UPSET, NERVOUS, ANXIOUS, EASY TO BE ANGRY, COMPLAINING, SOMETIMES FEEL ISOLATED HELPLESS, DEPRESSED PESSIMISTIC; DIFFICULT TO TAKE CARE OF SELVES AND FAMILIES**
- **LIFE AS WE KNOW IT SEEMS TO BE CHANGING BY THE SECOND BEYOND OUR CONTROL, PARENTS ARE REALLY STRUGGLING**
- **I ALSO WONDER WHETHER SHE HAS PICKED UP FROM THE MEDIA THE WORRIES THAT ADULTS ARE HAVING ABOUT THE CORONAVIRUS: I HAVE A FEELING WE MAY START TO SEE A LOT OF CHILDREN BECOMING MORE ANXIOUS ABOUT THIS**

**INSIGHTS & IMPLICATIONS**

- Centrality of parental care role (often still with mother).
- Time to confront our collective responsibility here—families & children their care something we all need to step up for.

**KEEPING CALM (EASY TO SAY)**

The ‘keep calm & carry on’ mantra had already long lost its way in popular culture in favour of the far more relatable ‘now panic & freak out’. Most narrative online we are seeing suggests we are in truth swinging uncontrollably between the two.

**EXAMPLE QUOTES**

- **WE KEEP CALM, DECORUM, AND COMMUNICATION – COMMON SENSE PREVAILS**
- **IRONICALLY, THE OFFICIALS NOW URGING CITIZENS TO KEEP CALM UNDERSTAND FAR MORE ACUTELY THAN THE GENERAL PUBLIC HOW**
- **I THINK THE BEST WE CAN DO RIGHT NOW IS PRACTICE OUR GROUNDING AND CALMING TECHNIQUES, MAKE HEALTHY CHOICES, WASH OUR HANDS AND TRY TO KEEP CALM**
- **THE QUEEN IS SET TO ATTEND TOMORROW’S COMMONWEALTH DAY SERVICE AT WESTMINSTER ABBEY ALONGSIDE OTHER SENIOR ROYALS IN A CLEAR MESSAGE THAT SHE IS DETERMINED TO KEEP CALM AND CARRY ON**

**INSIGHTS & IMPLICATIONS**

- And did I say—Keep calm?!
  A sense of over stating the point masking a strong sense of panic in fact here.
RECALIBRATING (LIKE REALLY, WHAT REALLY MATTERS)

Getting a bit of perspective. Distancing ourselves. We are having to take a step back, recalibrate and work out what is really important. While it may be easy to say, it's not easy to do.

EXAMPLE QUOTES

I AGREE WITH WHAT MANCINI SAID, THE MOST IMPORTANT THING IS TO SAFEGUARD THE HEALTH OF ALL, IT IS AN EXCEPTIONAL SITUATION
ITALY

WE’VE BECOME SO COSSETED THAT WHAT WE'RE SEEING AS APOCALYPIC, IS ACTUALLY VERY SIMILAR TO NORMAL LIFE IN SOME COUNTRIES
UK

WE DO NOT SAY THAT IT WILL BE EASY, BUT WE INVITE YOU TO TRY, COMFORTING US AT THE THOUGHT THAT, WHEN ONE DAY ALL THIS IS OVER, WE WILL BE ABLE TO APPRECIATE EVEN MORE THE SIMPLE THINGS THAT BEFORE WE TOOK IT FOR GRANTED
ITALY

TOGETHER WE WOULD FOCUS, DEMONSTRATING UNITY AND WHAT ARE THE PRIORITIES TO PUT IN FRONT
ITALY

TELLING THE TALE FOR POSTERITY “I WAS HERE IN COVID-19”

I was here. The idea of who we are or where we are now as somehow indelible. The notion of leaving your mark. Chroniclers abound, diarising verbally & visually, an attempt to lock the moment?

EXAMPLE QUOTES

DURING THAT TIME IN THE HUOSHENSHAN HOSPITAL, HE RECORDED HIS DAILY LIFE WITH A POSITIVE ATTITUDE AND RECEIVED THOUSANDS OF ENCOURAGING MESSAGES FROM ACROSS THE NATION
CHINA

WE’VE BEEN TOGETHER FOR 20 DAYS – COUPLES SHARE THEIR SELF-ISOLATION HORROR STORIES
UK

IT’S THE LANTERN FESTIVAL TODAY, AND ALSO THE 17TH DAY SINCE THE #CORONAVIRUS HIT CITY #WUHAN WAS LOCKED DOWN
CHINA

THIS ITALIAN PHOTOGRAPHER IS DOCUMENTING HER LIFE IN THE CORONAVIRUS LOCKDOWN
USA

INSIGHTS & IMPLICATIONS

Need to prioritise – sense of counting our blessings and a need to refocus on the simple things

Isolation imposes a different pace to life where we can see the stuff that is important

The sense that no. days into the pandemic has become a new measure of time

A new language / set of measures / a new calibration
HOLDING BLINDLY TO FAITH AND HOPE

Holding on to blind faith. Hope springs eternal. Most of us hold to some kind of belief system to keep us going.

EXAMPLE QUOTES

BELIEVERS IN WUHAN BRAVE CORONAVIRUS TO SHARE THE GOSPEL. CHRISTIANS IN CHINA ARE SHARING THEIR FAITH BY RISKING DEATH TO GIVE OUT PROTECTIVE FACEMASKS TO THE CITIZENS OF WUHAN, THE EPICENTER OF THE CORONAVIRUS OUTBREAK.

USA

THE PURPOSE OF THE WORK IS TO SING THE GREAT NATIONAL SPIRIT IN THE FORM OF BEIJING SONGS, TO STRENGTHEN THE FAITH OF FIGHTING THE EPIDEMIC, TO TRANSMIT POWER, AND TO INSPIRE PEOPLE.

CHINA

IN LIFE I HAVE ALWAYS BEEN OPTIMISTIC BUT RIGHT NOW I THINK I HAVE LOST ENTHUSIASM AND FAITH IN EVERYTHING.

ITALY

GREECE’S ORTHODOX CHURCH SAID THAT HOLY COMMUNION, THE PARTAKING OF WINE SOAKED IN BREAD FROM THE SAME CHALICE FOR ATONEMENT FROM SINS, WOULD CONTINUE DESPITE THE CORONAVIRUS.

UK

INSIGHTS & IMPLICATIONS

We are reminded of the sheer strength of genuine conviction and commitment.

While for some religious extremes are not relatable in a sense we’re all sharing now this same vision of blind faith.
5. TRYING TO BE BRAVE – IT IS WARTIME, AFTER ALL

Deploying the metaphor of wartime vs peacetime. The sense that our peacetime has been shockingly shattered with a strange, distorted juxtaposition of today’s peacetime reality with wartime imagery and language.
### Bolstering Our Spirits, With a Revival of Blitz Mentality

Wartime stories – like Greek Mythologies – are a way to inspire ideas of hope and courage. Invoking the metaphor of war and the romantic ideals associated can elevate our experience.

**Insights & Implications**

- Sense of the provocative emotions of pride, humility and guilt all intermingled
- Juxtaposition between opposing and conflictual emotions

### Example Quotes

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<th><strong>Coronavirus Has Declared War on the World So We Must All Stop Our Selfish Whining and Remember That You Can’t Fight and Win – Wars Without Making Some Sacrifices</strong></th>
<th><strong>In Fact, I Am Witnessing Your Maturity and Openness in the Life Drama of Fighting the Epidemic</strong></th>
<th><strong>You Decide to Work to Save the Ageing and the Weak – As in War – While Dozens of Italians Spent the Weekend on the Ski Resorts on Latest Lombardy News. Speaks the Doctor of Bergamo</strong></th>
<th><strong>Care Home Residents Invoke Blitz Spirit Amid Coronavirus Chaos</strong></th>
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### Going ‘Up to the Front’

So many owe so much to so few... This image of a notional frontline and the concurrent emotions of pride and humility it leaves over for those of us in the notional ‘backline’ plays its part in engendering a sense of responsibility and order in a time of crisis.

**Insights & Implications**

- Sense of immense bravery and also fear
- Collective feelings both of responsibility and shame

### Example Quotes

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<th><strong>Health Care Workers Across China Are Going to the Front Lines to Help Fight the Coronavirus Outbreak</strong></th>
<th><strong>She Has Actively Joined the Ranks of Volunteers to Resolutely Win the Fight Against Epidemic Prevention and Control</strong></th>
<th><strong>One Doctor Warned Against Complacency and Shared What Life Is Like for Health Staff on the Frontline</strong></th>
<th><strong>Working Tirelessly to Respond to This Crisis Behind the Scenes, on the Frontline, Or at Home</strong></th>
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"I was afraid when I first arrived, but once I started working my fear was gone.”

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"Coronavirus please stay home, disinfect, wash hands.

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"Your country needs you."
6. REFRESHING EXCHANGES WITH REAL MEANING

Doctrines of mindfulness that encourage us to live in the moment fully have never felt more pertinent. There is the new sense that this is no longer a rehearsal and we are now living in a collective moment of truth.
GETTING THAT THEY ARE ALL OUR FAMILY

A proverb says “In time of test family is best”. Yet crisis times can create concepts of kinship that surpass blood ties and bind seemingly disparate individuals together in a tight knot of support.

EXAMPLE QUOTES

NO MATTER WHICH COUNTRY PIONEERED THE DEVELOPMENT OF THE NEW CROWN PNEUMONIA VACCINE, IT SHOULD ADHERE TO THE CONSCIOUSNESS OF THE HUMAN COMMUNITY SUPPORT & SHARE GLOBALLY

CHINA

SHE CAN UNDERSTAND THIS FATHER AND SON’S LONGING FOR LOVED ONES. WE MUST WORK HARDER TO TAKE GOOD CARE OF EVERY OBSERVER, SO THAT THESE FRAGILE HEARTS CAN ALWAYS FEEL THE WARMTH EVEN WITHOUT THE CARE OF THEIR LOVED ONES.

CHINA

IF YOU THINK YOU ARE WORRIED ABOUT YOUR FAMILY IN THIS CORONAVIRUS CRISIS, TRY HAVING SOME LOVED ONES HALF A WORLD AWAY IN A SITUATION LIKE THIS

USA

THE MEDICAL STAFF TOOK GOOD CARE OF EVERYONE, JUST LIKE THEIR FAMILY MEMBERS AND THEY WERE VERY MOVED

CHINA

NO SHIT! IT’S TIME TO SAY IT LIKE IT IS.

Time for the turning of the tables and calling out the righteous. Drastic times call for drastic measures. Time to tell it like it is and call out prejudice, hypocrisy.

EXAMPLE QUOTES

SUFFERERS HAVE TO FIGHT POLLEN, RAGWEED AND DUST, AND THEY HAVE TO FIGHT PEOPLE SCARED OF

UK

THE NEW EPIDEMIC HAS CAUSED A WORRYING WAVE OF PREJUDICE AGAINST ETHNIC GROUPS IN CHINA AND EAST ASIA AND SHE CALLED ON MEMBER STATES TO MAKE EVERY EFFORT TO PREVENT SUCH DISCRIMINATION.

CHINA

CORONAVIRUS OUTBREAK IS DIVINE PUNISHMENT FOR GAY PRIDE PARADES – WELL, HE’S A BIT OF A TW4T ISN’T HE?

UK

DUE TO SERIOUS RACIAL DISCRIMINATION IN FRANCE, AN ANONYMOUS ASIAN WOMAN LAUNCHED THE “I AM NOT A VIRUS” HASHTAG ON SOCIAL MEDIA AND FORWARDED IT ON TWITTER HOPING TO RAISE AWARENESS OF RACIAL DISCRIMINATION IN FRANCE

CHINA

Be INFORMED
Be PREPARED
Be SMART
Be SAFE
**SAYING THANK YOU (AND EVERYTHING ELSE THAT MATTERS)**

Before it’s too late. It’s better to say too much than too little. Crises dissolve cool facades rapidly and force us to confront the feelings we have for people who are important. For fear of losing them – the need to tell them how we feel.

**EXAMPLE QUOTES**

- **AT THIS TIME WE CAN TALK TO OUR FAMILY MEMBERS, THANK OUR PARENTS FOR THEIR NURTURING GRACE, AND ENHANCE PARENT-CHILD RELATIONSHIP**
  - China

- **SOME PEOPLE, INCLUDING SCHOOLCHILDREN, HAVE BEEN USING SOCIAL MEDIA TO SHARE THEIR MESSAGES OF LOVE AND SUPPORT, TO HELP BOOST THE MORALE OF MEDICAL PROFESSIONALS**
  - USA

- **IT COMES AS THOUSANDS OF ITALIANS IN ROME, MILAN, AND NAPLES APPLAUDED HEALTHCARE WORKERS FROM THEIR BALCONIES AND WINDOWS YESTERDAY**
  - UK

- **THERE ARE MANY MESSAGES OF SOLIDARITY THAT HAVE COME TO ITALY AND TO ITALIANS FROM THE MUSICAL WORLD FOR THE CORONAVIRUS**
  - Italy

**INSIGHTS & IMPLICATIONS**

- Personal message of thanks to those helping the sick, the medics and health care workers

- In parallel messages as well to nearest & dearest
7. AN ANTHOLOGY OF THE COMIC AND CURIOUS

In Architecture of Happiness Alain de Botton talks about the conceptual role of home to stabilise us with "the important truths" which, "distracted and irresolute, we have trouble holding onto".

This one is all about the stability of home truth. The kaleidoscope of colour represented by snapshots of ordinary but wonderful human moments in all this panic allows us to surround ourselves with insights into our extra-ordinary human experience and powerful home truths.
A COLLECTIVE BLESS FOR ALL THAT MAKES US LOVELY & HUMAN

Stripping people back to what makes us human binds us all in collective empathy. This crisis is rife with glimpses of relatable human moments which can feel strangely comforting, as if we received a silent hug in return.

EXAMPLE QUOTES

REUTERS / THURSDAY, MARCH 19, 2020 RESIDENT LAURENT LANTHIER AND HIS SON ROBIN, 12 POSE BEHIND THE WINDOW OF THEIR HOME WITH OBJECTS SIGNIFICANT TO THEM DURING A CORONAVIRUS LOCKDOWN

RESTLESS PETS, HUNGRY CHILDREN AND SLOW INTERNET CONNECTIONS BECAME A MAJOR CHALLENGE FOR BROADCASTERS THIS WEEK AS MANY PRESENTERS HOSTED PROGRAMMES FROM HOME AMID THE CORONAVIRUS

CHINESE OFFICIALS SOUGHT TO HELP HUBEI RESIDENTS’ EMOTIONAL TOLL AMID THE CORONAVIRUS LOCKDOWN, ADVISING THEY HAVE A GOOD CRY AND DO SOME PUNCHING EXERCISES.

THIS IS THE MOMENT THE DUTCH PM, MARK RUTTE, ENDED A PRESS CONFERENCE BY SHAKING HANDS WITH A COLLEAGUE – MOMENTS AFTER WARNING THE PUBLIC AGAINST DOING SO AMID THE #CORONAVIRUS OUTBREAK

EXAMPLE QUOTES

‘ALL I NEED NOW IS A QUARANTINI’: SINGER TINA ARENA SHOWCASES HER SENSE OF HUMOR AGAIN

MANU FEILDEL DISCOVERS HIS SIGNATURE SAUCE IS ONE OF THE ONLY ITEMS LEFT IN THE FRESH MEAT AISLE AT WOOLWORTHS AFTER CORONAVIRUS PANIC BUYERS STRIPPED THE SHELVES

WE HAVE AN OPEN AND HONEST CONVERSATION ABOUT OUR FEARS OF THE FUTURE, ONE OF US GETTING TESTED FOR COVID, AND FOR THE SAKE OF A MOMENT OF LEVITY APOCALYPTIC GROOMING AND THE THINGS THAT ARE KEEPING US SANE

NEW YORKERS ARE TORN BETWEEN TRYING TO COPY THE ITALIANS SINGING ON THEIR BALCONIES AMID THE CORONAVIRUS LOCKDOWN AND POKING FUN AT THOSE WHO ARE TRYING TO SET UP A SINGALONG

EXAMPLE QUOTES

IT’S LIKE THE CORONAVIRUS NOT EVERYONE’S GOING TO GET IT

INSIGHTS & IMPLICATIONS

Brief yet intensely emotional glimpses

Recognition all around with people of all sorts all around the world

A CERTAIN DARK HUMOUR

They say laughter is the best medicine. Social media usage analysis in the last month has noted that the emoji most commonly associated with the coronavirus has been crying laughing followed closely by crying loudly. This says it all really.

EXAMPLE QUOTES

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INSIGHTS & IMPLICATIONS

Gallows humour as a way to cope

Mass outflow of comedy on social media on a daily basis
AN ODE TO POTATOES, PASTA AND TOILET PAPER

The psychology of hoarding is fascinating. Our fascination with it also. This recent vision of the plain and particular role of accumulating to manage distress has been revelatory. (Not to mention inherent humour associated with the idea of a significant attachment to mundane items like potatoes.)

EXAMPLE QUOTES

AN INCREASING NUMBER OF SUPERMARKET SHELVES IN LONDON WERE EMPTY ON FRIDAY AS PEOPLE RUSHED TO BUY PASTA, TOILET PAPER, FLOUR AND FROZEN FOOD

PENDING ON TRANSPORT HAS PLUMMeted AMID THE CORONAVIRUS OUTBREAK, BUT THE BLOW HAS BEEN CUSHIONED BY PEOPLE PANIC BUYING RICE, TOILET ROLL, AND SURGICAL MASKS.

MUM WHO HAS BEEN STOCKFILING FOR FOUR YEARS SHARES THE FULLY-STOCKED PANTRY SHE PREPARED LONG BEFORE THE CORONAVIRUS OUTBREAK - AND NOW SHE’S SET FOR ANYTHING

‘UNBELIEVABLE!’ NICOLE KIDMAN’S SISTER ANTONIA REVEALS THE VERY UNUSUAL PLACE SHE FINALLY FOUND TOILET PAPER - AMID CORONAVIRUS PANIC BUYING SHORTAGE

INSIGHTS & IMPLICATIONS

The sense that there is perhaps a ‘spectrum of hoarding’ that we all sit along

A certain relatable nature to the hoarding activity, therefore which perhaps explains also why we all fervently call it out

How much toilet paper?
The simple calculator for how much toilet paper you need to survive the pandemic.

You will last 69 days
or 44% of your quarantine
Philosophers explore the idea of subject vs. object in relationships; the need we all have to feel recognised as – the responsibility we all have to recognise others as – a subject. This is fundamental to achieving an ideal of meaningful community.
With physical contact literally impossible we turn to the virtual exchange of heartfelt emotion and social media really comes into its own - holding us tight in this vast collective now.

**PLEASE SHARE / THANKS FOR SHARING**

**EXAMPLE QUOTES**

**TO BOOST MORALE AND SHOW UNITY, SOME ITALIANS ARE SINGING AND PLAYING MUSIC TOGETHER FROM WINDOWS AND BALCONIES**

**CHINA**

**RESIDENTS AT A CARE HOME, FORCED TO CLOSE TO VISITORS AMID THE CORONAVIRUS OUTBREAK, HAVE STILL MANAGED TO SHARE HEARTWARMING MESSAGES WITH THEIR LOVED ONES.**

**UK**

**CORONAVIRUS: PEOPLE SHARE PHOTOS OF THEIR CATS WHILE WORKING FROM HOME**

**CHINA**

**THE ITALIAN AIRFORCE PLAYED PAVAROTTI SINGING NESSUN DORMA AS THEY PUT ON AN INCREDIBLE AIR DISPLAY TO LIFT THE SPIRITS OF THEIR NATION DURING THE CORONAVIRUS LOCKDOWN**

**UK**

**EXAMPLE QUOTES**

**ON FEBRUARY 23, MORE THAN 10,000 LOCAL RESIDENTS FROM 140 COMMUNITIES IN WUCHANG DISTRICT VOLUNTEERED TO HELP ELDERLY PEOPLE AND THOSE IN NEED AMID THE #CORONAVIRUSLOCKDOWN IN WUHAN**

**CHINA**

**A COUNSELOR WHO SPOTTED THE WORRYING TREND OF PSYCHOLOGICAL DISTRESS BROUGHT ABOUT BY THE EPIDEMIC, SET UP A HOTLINE FOR THOSE IN A MENTAL HEALTH CRISIS AMID THE CORONAVIRUS OUTBREAK, WITH PRIORITY GIVEN TO PEOPLE AT THE EPICENTER IN HUBEI PROVINCE**

**UK**

**GROUPS ARE BEING SET UP AND RUN ENTIRELY BY VOLUNTEERS - AND OUR HOPE IS THAT THEY CAN HELP TO MAKE SURE PEOPLE WHO NEED SUPPORT GET IT**

**UK**

**INSIGHTS & IMPLICATIONS**

Singing on balconies; collective aperitif; patriotic spirit raising choral; moments of collective appreciation...

Many small but precious acts of collective self care - universally of one heart yet strangely local in flavour

**PITCHING IN HEARTILY**

The ideal of coming together in the face of adversity has powered armies & protected communities since Doomsday. From whole countries to companies & banks to local communities & neighbours, ‘rallying round’ stories abound.

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**INSIGHTS & IMPLICATIONS**

Powerful imagery of a very physical visual banding together

As well as on a spiritual or emotional level – tangible palpable sense of invisible
NEEDING OUR NEIGHBOURS MORE THAN EVER

The irony is not lost on us that just when we need each other most is when we cannot be together. In isolation has come an immensely encouraging resurrection in the idea of community & good old fashioned neighbourliness.

### EXAMPLE QUOTES

<table>
<thead>
<tr>
<th>THEY'RE ALSO OFFERING BUY ONE GET ONE FREE ON LOAFS OF BREAD TO HELP OUT YOUR NEIGHBOURS OR LOVED ONES</th>
<th>LOCAL HEROES: WUHAN MOTORISTS DEFY VIRUS THREAT TO HELP NEIGHBOURS CORONAVIRUS: TALES OF SOLIDARITY FROM CHINA'S VIRUS-HIT WUHAN</th>
<th>AS MORE AND MORE PEOPLE GO INTO SELF ISOLATION PEOPLE ARE COMING UP WITH NEW WAYS TO KEEP IN TOUCH WITH THEIR NEIGHBOURS</th>
<th>AFTER HEARING THE NEWS, THE COMMUNITY POLICEMAN SUN MINGCHUN AND THE RESIDENT CADRES DELIVERED FRESH VEGETABLES TO THEIR DOORSTEPS TO ENSURE THAT THE LIVES OF THE SELF-ISOLATED FAMILY WERE NOT AFFECTED.</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>WUHAN</td>
<td>USA</td>
<td>CHINA</td>
</tr>
</tbody>
</table>

KNIGHTS ON SCOOTERS WILL DELIVER US FROM EVIL

A comforting expression of this idea of community during isolation is being able to literally see this whole infrastructure of distribution and delivery surround us that forms the invisible ties that do connect us all together nevertheless.

### EXAMPLE QUOTES

<table>
<thead>
<tr>
<th>WU YOU DELIVERS MEDICINE DAY AND NIGHT TO THOSE IN NEED IN WUHAN</th>
<th>A CGTN STRINGER PAID A VISIT TO A LOCAL FRESH FOOD DELIVERY PLACE TO VISIT THE UNSUNG HEROES, WHO ARE WORKING TO ENSURE FRESH FRUITS AND VEGETABLES FOR THE RESIDENTS OF WUHAN EVEN AS THE CITY REMAINS LOCKED DOWN</th>
<th>HOME SERVICES IN THE RETAIL INDUSTRY IN 2020, INCLUDING INTRA-CITY DISTRIBUTION, TAKEAWAY SERVICES, AND GROCERY SHOPPING AT HOME, MAY BECOME A NEW INFRASTRUCTURE</th>
<th>THEIR STEEDS ARE NOT SINSEWY STALLIONS, BUT NIPPY, TWO-WHEELED ELECTRIC SCOOTERS AND MOTORBIKES, UPON WHICH THEY NEGOTIATE THE DESERTED STREETS AND LANES OF WUHAN IN CENTRAL CHINA'S HUBEI PROVINCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>CHINA</td>
<td>CHINA</td>
<td>CHINA</td>
</tr>
</tbody>
</table>
**REPURPOSING & GIVING – WITH LOVE**

A Robin Hood-esque and really refreshing redistribution of resources has sprung up spontaneously and has given a sense of real purpose in adversity that is very motivating.

**EXAMPLE QUOTES**

| WORKERS FROM LIBRARIES, LEISURE CENTRES AND SCHOOLS CLOSED AS A RESULT OF THE CORONAVIRUS OUTBREAK SHOULD BE CALLED UPON TO DELIVER FREE SCHOOL MEALS DIRECTLY TO THE HOMES | GENERAL MOTORS, FORD AND ELON MUSK OFFER TO MAKE VENTILATORS AS US FACES CRITICAL SHORTAGE AMID CORONAVIRUS CRISIS – DESPITE SHUTTERING THEIR PLANTS OVER FEARS FOR WORKERS | TECH YOUTUBE AND NETFLIX ARE CUTTING STREAMING QUALITY IN EUROPE TO FREE UP BANDWIDTH FOR HOME WORKERS DUE TO CORONAVIRUS LOCKDOWNS | IANG YIRUN, VICE CHAIRMAN OF THE MADAGASCAR CHINESE CHAMBER OF COMMERCE, BOUGHT 2,500 3M MASKS FROM FRANCE THROUGH FRIENDS AND SENT THEM BACK TO CANGNAN |
| UK | UK | USA | CHINA |

**NOT WAITING TO BE ASKED**

*We are self isolating.* This is an extraordinary idea. The clinical vocabulary coupled with the human implications conjured up. This is all about the idea of collective responsibility & personal sacrifice.

**EXAMPLE QUOTES**

| ACTOR SAM NEIL SAYS HE IS IN SELF ISOLATION – NOT OFFICIALLY, BUT BECAUSE IT’S WHAT ‘WHAT WE SHOULD ALL BE DOING AS MUCH AS POSSIBLE’ | WORKOUTS, COOKING LESSONS AND PUB QUIZZES – HOW PEOPLE ARE USING THE INTERNET TO SOCIALISE IN SELF-ISOLATION | WITH SOCIAL DISTANCING AND SELF-ISOLATION RAMPING UP AMID THE OUTBREAK OF CORONAVIRUS, IT NO LONGER FEELS RESPONSIBLE TO GO TO THE GYM | AUTHORITIES ARE RELYING ON CITIZENS TO ‘‘SELF CERTIFY’’ WHEN STATING THEIR REASONS FOR MOVING AROUND, THOUGH PEOPLE MAY NEED TO SHOW EVIDENCE OF THEIR NEED TO TRAVEL |
| UK | USA | UK | UK |

**INSIGHTS & IMPLICATIONS**

- A voluble effort to prop up the system in the crisis
- A sense of real generosity from individuals’ passion propelling organisations on
- An unprecedented sense of responsibility on a giant scale
- Idea of choosing to confine is breath taking; language is powerful yet entered overnight into collective culture
9. FOR RESILIENCE AND OPTIMISM

The power of positive thinking as a psychological tool is well covered. Its secret perhaps lies in its intrinsic practicality. This is all about the stuff of everyday life. It is about sweating the small stuff – little things to weave into everyday, that are explicitly enjoyable as well as inherently good.
1

BEING CRAFTY, CREATIVE & CANNY WITH RESOURCES

An outpouring of creativity as the new flavour of this pandemic experience. About finding occupation perhaps ... or perhaps more about seeing time and place now through a different lens; instilling some sense of the ideal of sabbatical into the reality of confinement.

EXAMPLE QUOTES

ILLUSTRATOR ROB BIDDULPH HAS BEEN GIVING FREE SHORT DRAWING LESSONS ON TWITTER FOR CHILDREN (AND ADULTS..) AMID THE CORONAVIRUS LOCKDOWN

PLANTING GREENERY AT HOME HAS BECOME POPULAR AMONG SOME LOCALS IN SHANGHAI AS A WAY TO DEAL WITH STRESS AMID THE #CORONAVIRUS EPIDEMIC

MILLIONS OF PEOPLE AROUND THE WORLD ARE IN SELF-ISOLATION DURING THE CORONAVIRUS PANDEMIC - BUT THESE PHOTOS PROVE THE TIME AT HOME HAS DONE NOTHING TO STIFLE THEIR CREATIVITY

ARTISTS CREATE WORKS FOR FIGHT AGAINST EPIDEMIC AS THE #CORONAVIRUS OUTBREAK STILL CONTINUES, ARTISTS AND INTANGIBLE CULTURAL HERITAGE INHERITORS AROUND CHINA ARE TRYING TO KEEP PEOPLE'S SPIRITS UP

INSIGHTS & IMPLICATIONS

Sense that the lid has come off suppressed creativity and a outpouring of craft – engendering a sense of re growth

Comes on top of a rising subculture of craft / DIY fuelled by vloggers

2

DAILY DOSES AND THE IDEA OF 'PSYCHOLOGICAL IMMUNITY'

Practical tips for daily life change hands with evangelical zeal. A focus on immunity is unsurprising but interesting discourse is elevating mindfulness narrative that is already well peddled to another level with the idea of psychological immunity.

EXAMPLE QUOTES

TRY TO HAVE FIVE PORTIONS OF FUN A DAY: IT'S NATURAL TO BE FEARFUL IN THE MIDST OF THE CORONAVIRUS OUTBREAK - BUT BEING AFRAID ACTUALLY LOWERS YOUR IMMUNE SYSTEM

WE SPOKE WITH A PSYCHOLOGIST AND STRESS COACH TO FIND OUT THE BEST WAY TO STAY HEALTHY AMID CORONAVIRUS FEARS

WE ALL RUSH HELTER-SKELETON TOWARDS PROTECTING OURSELVES FROM THE MONSTER WHO LURKS WITHOUT RATHER THAN STRENGTHENING OUR IMMUNE SYSTEM FROM WITHIN

WE HOPE CITIZENS UNDERSTAND HOW WE SHOULD INTERACT, SUPPORT EACH OTHER WHEN FACED WITH ISOLATION, LEARN TO FACE THEIR EMOTIONS, AND UNDERSTAND HOW TO FIND PSYCHOLOGICAL RESOURCES AND STRENGTHEN THEIR PSYCHOLOGICAL IMMUNITY.

INSIGHTS & IMPLICATIONS

5 a day on a psychological as opposed to nutritional or purely physiological level

This new notion of 'psychological immunity'
SAYING .. “WHEN IT’S ALL OVER, WE WILL ..”

The human survival mechanism has us looking into the future to save us folding up in the reality of looking at the present. Today’s on line chat is cheerfully rife with upbeat discussions of what we are looking forward to.

EXAMPLE QUOTES

WHEN IT IS ALL OVER, I WANT TO GO SEE THE BEAUTIFUL CHERRY BLOSSOMS IN WUHAN WITH YOU IN MY ARMS
- Diary of a Wuhan Doctor: Jiang Zhonghua
CHINA

AFTER IT’S OVER, WE WILL HAVE A GREAT PARTY IN LION SQUARE OF OUR UNIVERSITY!”
- AAMIR FROM PAKISTAN TELLS US HIS LIFE IN WUHAN AMID #CORONAVIRUS OUTBREAK
CHINA

AS SOON AS THE CORONAVIRUS SCARE IS OVER WE WILL BE OFF TO THE RACES
UK

LIAM GALLAGHER CALLS FOR AN OASIS REUNION FOR CHARITY SHOW AFTER THE CORONAVIRUS OUTBREAK ENDS.
UK

THE REASONS TO BE CHEERFUL

A bit of grin & bear it, a bit of come & share it, You're welcome we can spare it, yellow socks.

Ian Dury's ‘Reasons to be cheerful’ could have been written for now. An explosive eruption to celebrate the tiny things that get us out of bed.

EXAMPLE QUOTES

WHEN I EAT WITH MY ITALIAN FAMILY, EVERY MEAL SEEMS LIKE A FEAST
- USA

SELF-CARE: RECORD GOOD THINGS EVERY DAY, TREAT YOURSELF LIKE FRIENDS AND FAMILY, IMAGINE WHAT YOUR FRIENDS SAY WHEN THEY SEEK COMFORT IN FRONT OF YOU, COMFORT THEM
- CHINA

PEACH BLOSSOMS, PLUM BLOSSOMS AND MAGNOLIAS TURN IN FULL BLOOM, DELIVERING MESSAGES OF SPRING IN THE AIR
- CHINA

LAURA DERN WEARS LATEX GLOVES TO SHOP FOR FLOWERS AND GOODIES AT FARMER’S MARKET AMID THE CORONAVIRUS
- UK

INSIGHTS & IMPLICATIONATIONS

Poignant and precious glimpses of what it means to be human and what is important to us all

Touching to see the things that are important to us all are so universal and simple

The small things that actually make a difference are coming into their own and getting air time

This narrative very much is the crest of a wave that has been swelling for some time
10. FAST FORWARD TO A NEW FUTURE

Projecting forward into the future is a version of a psychological defence mechanism that most of us use when what we up are against in the here and now gets uncomfortable.
IMAGINING SOME KIND OF A HEREAFTER

Since forever people have needed to know what happens next? A massive version of are we there yet? Speculation about life after the coronavirus is fed by a vision of Wuhan slowly emerging from the other side of this abyss.

EXAMPLE QUOTES

103-YEAR-OLD IRANIAN WOMAN MAKES FULL RECOVERY FROM CORONAVIRUS AFTER BEING IN HOSPITAL FOR A WEEK  
UK

CHINA’S BIGGEST FACTORIES ARE OFFERING BONUSES AND THE GOVERNMENT HAS LAID ON PLANES, TRAINS AND BUSES  
UK

FACTORIES RUMBLING BACK INTO ACTION, WORKERS LINING UP TO GET THEIR TEMPERATURES CHECKED, TRUCKS CARRYING LOADS OF HEAVY METAL  
CHINA

A HANDFUL OF TITLES PREDICTED TO BE POPULAR WILL BE RELEASED, WITH DISTRIBUTORS DONATING ALL PROFITS BACK TO CINEMAS HARRY POTTER AND A DOG’S JOURNEY: CHINESE CINEMAS DETAIL PLANS TO LURE BACK AUDIENCES AFTER CORONAVIRUS  
UK

EXAMPLE QUOTES

VENICE’S CANALS ARE BEAUTIFULLY CLEAR AND DOLPHINS ARE SWIMMING THROUGH ITS PORTS AS ITALY’S CORONAVIRUS LOCKDOWN CUTS DOWN ON WATER TRAFFIC (VIDEO)  
USA

THERE HAVE BEEN SIMILAR DECLINES IN AIR POLLUTION AS A RESULT OF CORONAVIRUS LOCKDOWN MEASURES IN CHINA AND NORTHERN ITALY  
UK

LOWER POLLUTION EMISSIONS WERE RECORDED ACROSS BRITAIN YESTERDAY AS LARGE NUMBERS OF PEOPLE STAYED AT HOME WHILE CORONAVIRUS LOCKDOWNS LED TO UNPRECEDENTED IMPROVEMENTS IN AIR QUALITY ACROSS ASIA AND EUROPE  
UK

WITH THE CRUISE SHIPS GONE AND THE SOUVENIR STALLS CLOSED, THE CORONAVIRUS LOCKDOWN HAS TRANSFORMED LA SERENISSIMA’S WATERWAYS ‘NATURE IS TAKING BACK VENICE’  
UK

INSIGHTS & IMPLICATIONS

Sense that we wait breathlessly for a vision of what is happening in Wuhan where it all started

Cautiously positive tales of hope

INSIGHTS & IMPLICATIONS

Good news on the environmental front

Contributes to a suggestion that at some level maybe this was all ‘meant to be’ or certainly an inherent rightness to it

REVELATIONS – WE ARE SEEING FISH AGAIN

An inclination to find in every cloud a silver lining .. Commentary about seeing fish in previously murky waters of Venice canals or the impact of planes being on the tarmac and not in the air can help to create a sense of purpose to all this.
BEING ABLE TO CHANGE, USHERING IN NEW VALUES & NEW RULES

Stephen Hawking said “intelligence is our ability to adapt to change”. Evolution experts claim humankind is particularly adaptive. Yet changing our individual behaviour can be a real toughie. This area speaks to the rapid pace of change in life today..

EXAMPLE QUOTES

I THINK JOB HOPPING WILL BECOME EVEN MORE POPULAR AFTER CORONAVIRUS OVER

UK

EPIDEMIC HAS CHANGED OUR ORIGINAL WORK AND LIFE RHYTHM, AND IT HAS ALSO BROKEN OUR USUAL CONCEPTS AND LIFESTYLES.

CHINA

WHAT IS TRULY ALARMING ABOUT THE RESPONSE TO THIS PHENOMENON, IN ITS VARIED FORMS - FLOODS, VIRUS, WHATEVER - IS ITS FAILURE TO ALLUDE TO THE OBVIOUS: THE REMARKABLE CAPACITY OF HUMAN INTELLIGENCE FOR INVENTION, ADAPTATION AND CO-OPERATION

USA

FORCED EVERYONE TO CHANGE OUR DAILY HABITS IN FAVOR OF RESTRICTIONS AND SMALL RULES FOR GOOD AND SAFETY

ITALY

THE MOTHER OF ALL INVENTION

Necessity breeds invention. When the going gets tough. Sidestepping protocol to rapidly develop treatments, vaccines, switching manufacturing capability to produce antibac’ in lieu of perfumes, raising from new hospitals .. are living proof of this truth.

EXAMPLE QUOTES

WUHAN: CHINA HAS BUILT A NEW HOSPITAL IN 10 DAYS

CHINA

THIS IS WHAT HAPPENED IN WUHAN – WHERE THEY BUILT 2 NEW HOSPITALS- CAPACITY 2.000 - IN A FEW WEEKS - SOMETHING ONLY CHINA CAN DO

UK

ENGINEERING COMPANIES HAD COME UP WITH AN EMERGENCY VENTILATOR PROTOTYPE TO FIGHT THE CORONAVIRUS OUTBREAK WHICH SHOULD BE APPROVED FOR USE IN HOSPITALS BY THE END OF NEXT WEEK

UK

THE CORONAVIRUS SCARE IS A WAY TO CUT THROUGH SAFETY PROTOCOLS AND STANDARD BEST PRACTICES TO RAM A LIGHTLY TESTED VACCINE THROUGH

UK

EXAMPLE QUOTES

INSIGHTS & IMPLICATIONS

Changed rituals and routines especially on the work front after relatively little time being hailed as an advance

Sense that for many this has been opportunity to reappraise on a personal level daily choices and instigate actual change

INSIGHTS & IMPLICATIONS

Compelling evidence of what we can when we must

Leads to a questioning of what we cant when we neednt