Creative Communication in COVID Times: Sentiment Analysis of #HealthyAtHome

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ABSTRACT

The paper discusses the #HealthyAtHome during COVID times. The usage of Twitter is increasingly been used to gather data and make meaningful interpretations. This hashtag was initiated to develop consciousness among individuals regarding the importance of staying at home. Tweets on this hashtag were obtained and a qualitative analysis was conducted. Twitter has an amazing power to connect people with content with the pace at which it spreads through re-tweets. We concluded that #HealthyAtHome was successful in being creative as it reflected positive sentiments. The word cloud prepared through tweets shows other hashtags like #healthylifestyle, #socialdistancing etc.; suggesting that people realized the real meaning of staying at home. Since communication content can be customized and updated instantly at relatively low cost through twitter; it can be used for positive engagement of users.

Keywords: *#HealthyAtHome, Sentiment Analysis, Tweets, Twitter Analysis*

INTRODUCTION

The year 2020 has bought with it several disruptions and COVID-19 being the worst of them. This crucial pandemic has spread enormous worries and anxiety in everyone's life and it has caused a huge loss to the global economy too. Also, it has caused tragic loss of life and mental health of people during the lockdown period was evidently the most affected

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side due to which people have suffered stress disorders which led to psychological imbalance. Being stuck at homes, no physical or any other activities were performed which has affected the mental well-being of people and caused more inclination to fall in the trap of this deadly virus.

During the most challenging time of the century i.e. COVID-19 coronavirus outbreak, Twitter adopted a marketing strategy for developing consciousness among individuals regarding the importance of staying home. Twitter is a social communication network that is increasingly used in academic research/ market surveys to get information or data and to understand the public sentiments as represented by Twitter users. Twitter also provide wide range of creative communication tools such as Followerwonk, ManageFilter, Twixonomy, Tagboard and Nestivity (Kent, 2014). These tools help Twitter users communicate effectively. Twitter introduced #HealthyAtHome (Tagboard) as a creative communication tool to encourage every individual to stay at home. In the study, tweets from around the world are obtained for #HealthyAtHome and qualitative analyses is performed on the dataset to obtain public's sentiment. The sentiment analyses will conclude the outcome and the positive impact of #HealthyAtHome using a creative communication tool on the sentiments of every individuals across the globe.

REVIEW OF LITERATURE

One cannot imagine human existence without communication, whether it is verbal or non-verbal. Communication is the exchange of ideas, information, knowledge, feelings, emotions from one person to another person. It is an attempt to understand an individual completely (Mitashree, 2018). Communication helps in building relationships be it professional or personal. It is "transference and understanding of meaning" and it performs basic functions of providing information for facilitating decision making, fostering motivation, controlling the behaviour of people, and a tool for expressing feelings & emotions (Robbins, 1989). For communication to be effective, it is important to receive feedback so as to make sure that the intended message is delivered and understood in its literal sense. Thus, every effort is made to deliver the message in the simplest manner so that it can be understood with ease. Effective communication is necessary in both the personal and professional world. The ability to communicate with clarity and good content can give a competitive edge to any organization. Effective communication can help to achieve customer satisfaction,

encourage and motivate employees, and helps in responding to a crisis in a constructive manner (Nwabueze & Mileski, 2018).

Communication in the 21st century is not confined to merely encoding and decoding simple messages but to bring a new set of information with creativity so as to produce a large amount of constructive and positive feedback. In the present scenario of a complex and competitive business environment, the need for a good communication tactic has gained much relevance in order to sustain and function smoothly in both internal and external interactions with the outside world (Kumar, 2011). Creativity helps in seeking innovation in the engagement of individuals and generating new ideas for communicating the desired content (Tripathy, 2018).

Creativity begins with imagination. It is the ability to discover and make something new and connect with the world with a unique and unexplored field of inquiry. It produces works that broaden the horizons of imagination (Yagnik, 2020). Many kinds of research have been done for decades to define creativity. An in-depth understanding of creativity can be made by the work of (Runco, 2014) where he explained creativity as a combination of different proportions of its elements namely: discovery, innovation, intelligence, logic, imagination, invention, and flexibility. Sterrberg (2006) stated in his study that creativity is not only a thinking process but a skill to apply it analytically and practically to your potential problems. Thus, it requires synthesizing your own ideas, involves careful evaluation, and persuading people of the value of these ideas.

Because of the uniqueness and persuasion characteristics of creativity, business organizations across the globe have started incorporating creativity in their communication strategy (both internal and external). It has facilitated them in decision making, resolving conflicts, generating innovativeness, and solving problems. They are now focusing on creative innovative ideas and delivering those ideas to a mass level of the audience. Creative thinking implies wisdom in different forms of communication and supported a strong social blend (Kumar & Lata, 2015). Creativity in communication has helped organizations to gain the attention of the masses because people nowadays are more inclined and interested to adopt the unusual and uncommon intellect. Thus, out of the box thinking and coming out with insightful ideas arose ground-breaking ideas and solutions. Creativity in the communication context is considered as a combination of logic and imagination together for problem-solving (Croome, 1999). It can be interpreted that creative communication can help the organization to improve its marketing strategy and connecting

with a large number of people. It helps in standing out by using more eye-catching phrases and grabbing mass attention. Creativity helps in refreshing and comes with a unique flair of one's marketing effort and helps in establishing a strong image among people.

Reinartz and Saffert (2013) stated that numerous lab experiments have found that creative messages get more attention of people and helps in getting positive response. They did a survey of 473 TV advertising campaigns and asked a panel of consumer to rate their creativity to examine the relationship between perception and sales and found out that creativity do matters. Campaigns which were highly creative were more effective, influencing and engaging. Thus, mass media campaigns are widely used to reach to a large proportion of people and expose them to creative yet insightful messages with the help of existing media (Wakefield et al., 2010).

Mass media campaigns are used for its unique characteristics of disseminating well defined behaviorally focused messages to large number of people in low cost and in short span of time. These campaigns can be of short or long durations. Mass media campaigns can directly or directly affect the behaviour change (Hornik & Yanovitzky, 2003). Many of them directly affect the recipient and invoke emotional response and some of them can fall short or even backfire because of their inappropriate formatting and boring content. Mass media campaigning can help in increasing the frequency and depth of interpersonal communication. Campaigns are excellent communication tool and great example of how creative one can be. Thus, large number of firms are seeking to improve and increase their capabilities by innovation and creativity (Boeddrich, 2004). This has promoted the ideation system of generating innovative and creative ideas (Bjork et al., 2010). Creativity should always be linked with its two main aspects of meaningfulness and connectiveness. In the fields of communication and public relation, creativity and critical thinking is extremely required (Matthews, 2010). For getting success in this decade, creativity, cooperation and communication is required (Atkins, 1999). Campaigns use variety of communication strategies to change the behaviour and mindset of people and influence political and economic context (Weinreich, 2010). Campaign designers try to design complicate messages creatively so that it can be remembered by people for long time (Snyder, 2007) and also the emotional tone should be taken into consideration. Wagler (2013) in his study interviewed some creative professionals to provide their views on interactive media and creativity in

which they stated that creative communication includes innovative ideas and engagement of large audience.

Internet facility has provided an opportunity to expand the personal networks (Coyle & Vaughn, 2008) through social networking sites. These websites have encouraged mass communication and provided an opportunity for content delivery, motivation, recommendation and self -description. Using creative communication and spreading the message through social networks is the new culture today. It has been noted in the work of (Coyle & Vaughn, 2008) that social networking sites has contributed in exploding the creative and expressive ability of an individual. Social networking using internet has gained popularity and helped advertisers to create a platform to reach to a large audience for communicating their ideas and create brand image (Jothi et al., 2011). There are various sites like Facebook, Instagram, Snapchat, Twitter etc. which are used by advertisers to build relationship with the people. It is said by (Lacy & Hernandez, 2009) that Twitter has given a platform to people to be highly creative and make interesting tweets so as to increase the followers and become trending. It has been found in the study of (Jothi et al., 2011) that digital media has more views on its communication content and internet is now becoming the most important element in communication. Nowadays communication on social networking cites is more attractive and influencing. Studies states that people respond to innovative, interesting, and engaging messages more which demand public involvement and engagement.

Social networking platforms has given rise to numerous public campaigns whose purpose is to inform, motivate and persuade people to promote behavioural changes for the betterment of society as w whole (Atkin & Rice, 2013). Creativity in content and its coverage has developed a persuasive aspect of campaigns. It has been noted in many previous studies that the key priority of public campaigns is to have direct effect on behaviour of its audience and the utmost priority is to identify strategies, policies and concepts for making effective public communication campaigns. Atkin and Salmon (2013) stated that public campaigns begin with conceptualizing an idea as per the situation, it involves careful assessment of the opportunities and possible barriers and also includes identification of which behaviour outcome will be from which group of audience. Due to changing focal behaviours of people, the main purpose of these campaigns is to bring out a strong influence. The model of public campaigns is to identify target audience and to find out

triggering points or target behaviours which will be directly influenced by the messages and content of the campaigns. Ajzen et al. (2007) public campaigns have the ability to influence behaviour of people and bring out positive and negative responses. Roger (2003) in his study stated the pertinent role of opinion leaders through diffusion theory. He stated that opinion leaders play a vital role in exercising influence on the attitude and behaviour of people in their family groups and friends. Bracht (2001) further added that for community-based campaigns, critical examination is done for analyzing communication networks, perception and pattern of opinion leadership and their relationship with business and government.

It is not necessary that these campaigns always receive appreciation and positive response but sometimes due to irrelevant, boring, useless, unbelieving content, audience do not actively participate and accept the message incentive. Thus, there are various reasons due to which a message does not get attention and acceptance and face a lot of barriers at each stage starting from attention, response to behavioural outcome (Hornik, 2002). Many a times, audience regard message as unmotivating, tiring, confusing and unimportant. Thus, a positive link can be seen and developed between creative communication strategy and successfully doing a public campaign (whether online or offline). So, the effectiveness of public campaigns lies in being relative rather than delivering absolute standards. Experts have concluded that public communication campaigns have gained relevance and made a strong impact notably in health sector. Despite of several barriers, research shows that in addressing important issues, health campaigns like anti-smoking, drunk driving, AIDS and many more have successfully contributed with significant results. Karan (2015) in her recent study examined the impact of health campaigns on awareness, consciousness, prevention, motivation, knowledge and adoption of health-conscious environment for health improvement and concluded that most of the audience exposed to such health public communication campaigns have been influenced by it and adopted the recommendations for bringing a change in their lifestyle. Countries all over the world are making serious and continuous efforts for educating and creating awareness to its citizens for adopting healthy lifestyle, social networks and creative communication strategies have added the benefit of spreading such information at mass level quickly (Jackson & Duffy, 1998). Many health campaigns in Singapore were launched in 1992 to address issues like obesity, dental health, diet, smoking, hypertension and blood cholesterol. Besides these health-related campaigns, Singapore

government has also used public communication campaigns to educate citizens (Chua, 1998). Findings from (McGuire, 1984) stated that for developing and encouraging physical activity behaviours, health public campaigns serve as integrated and sustained approach. Mass media campaigns have predominated for ensuring longevity according to the attitudinal views of the target audience.

RESEARCH QUESTIONS

- Is #HealthyAtHome an efficient creative communication tool during challenging time for spreading consciousness among individuals across the globe?
- What is the impact of the #HealthyAtHome on twitter user's sentiment?

RESEARCH METHODOLOGY

The study explores the Twitter's creative communication tool and its impact on public sentiments. The study analyses the tweets and retweets obtained from #HealthyAtHome using NVivo 12 Qualitative Software. The tweets obtained using NCapture comprises 1369 tweets and retweets but after removing irrelevant tweets from either unauthorized Twitter accounts or irrelevant tweets, the total count of tweets obtained are 1084 in excel format. The refined tweets and retweets are imported to NVivo 12 and sentiment analysis is performed to obtain the public's sentiment. These tweets are analyzed using 'Autocode' approach in NVivo 12 using the option 'to identify sentiment' based on each and every sentence mentioned in the tweets and retweets. The sentiment analysis represented the positive, negative, neutral and mixed sentiments of the public towards #HealthyAtHome. The word query is performed using minimum word limit of 6 alphabets. The impact and efficiency of #HealthyAtHome as a creative communication tool are represented by qualitative analyses of the tweets obtained.

RESULTS AND DISCUSSIONS

NCapture recorded 1369 tweets using #HealthyAtHome on 10th July 2020 using NVivo Qualitative Software (Fig. 1). It represents the tweets

distribution of the #HealthyAtHome across the globe concluding that it is a successful creative communication tool as individuals tweeted from every corner of the world.
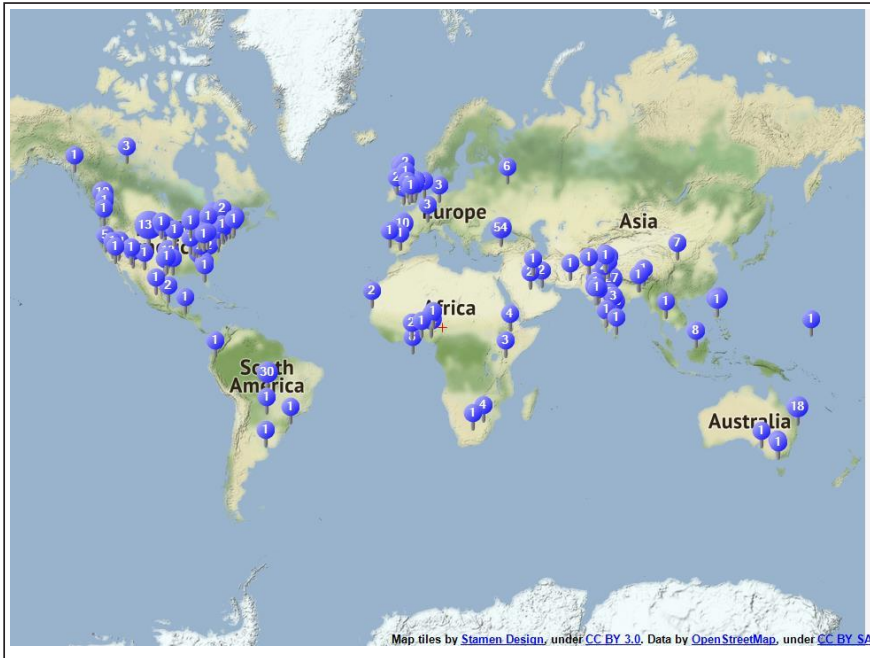

Fig. 1: Map Depicting 1369 Tweets Locations

After applying sentiment analysis, the 26% tweets are observed to be positive in comparison to 13% negative tweets depicting the greater positive impact of creative communication tool i.e. #HealthyAtHome (Fig. 2).

On the contrary, 42% neutral and 17% mixed sentiments are observed to depict the limitation of a creative communication tool. At later stage, 1175 tweets are obtained after refining the database and autocode technique is performed for analyzing public's sentiment regarding #HealthyAtHome. It is found that the tweets represent 61% positive and 31% negative sentiments (Fig. 3) concluding the positive impact of #HealthyAtHome on public's sentiment.
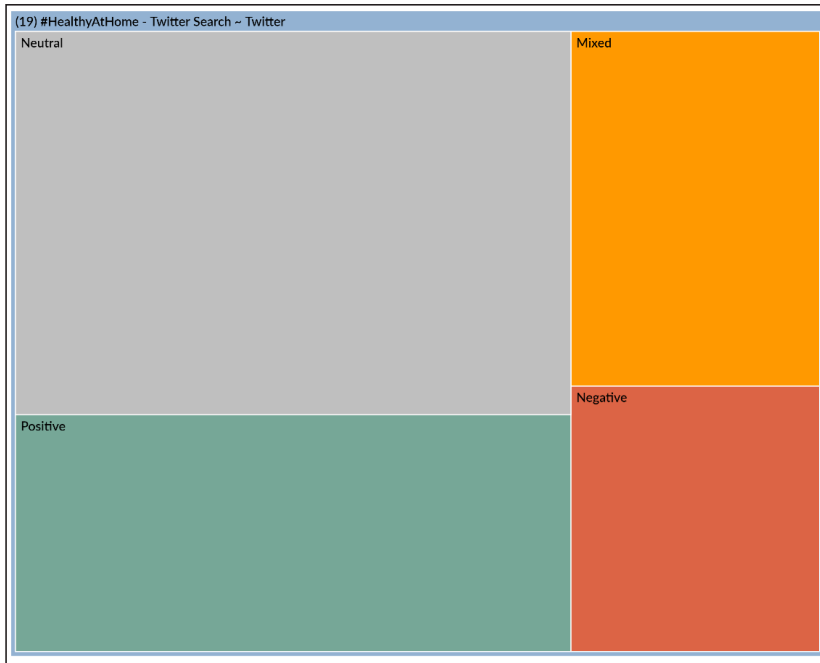
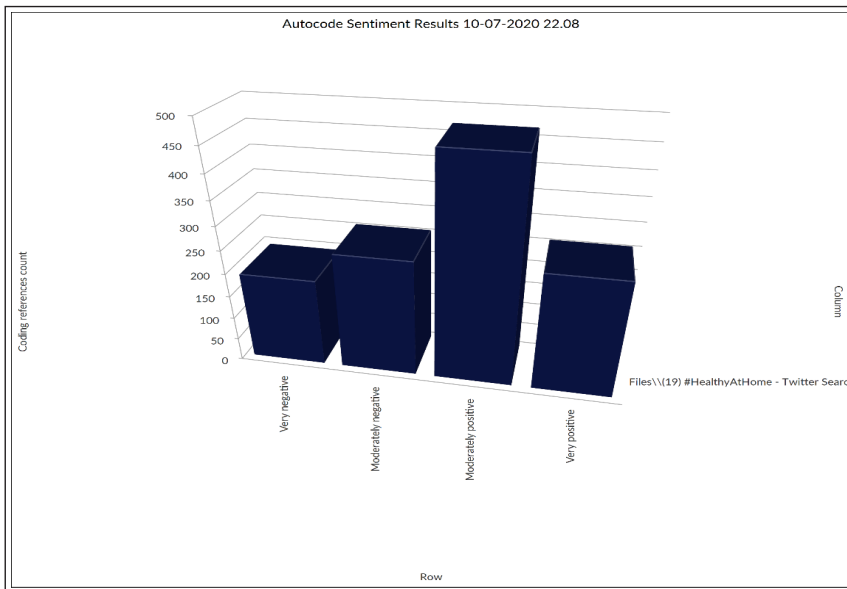**Fig. 2: Number Count of Sentiments References Comparison**

Fig. 3: Autocode Sentiment Results

Hence, #HealthyAtHome is an efficient creative communication tool during pandemic and its overall impact is found to be positive on public's sentiment across the globe.

Fig. 4: Word Query of #HealthyAtHome

Fig. 4 represents the word query of #HealthyAtHome. Some words that catch our eye are: "#social distancing", "#Monday motivation", "#healthy lifestyle", healthy food, quarantine exercises, stay home, fitness, immunity. All these words reflect a positive sentiment and relate to the purpose of staying at home. These words convey that #HealthyAtHome has been creative enough to convey the importance to stay at home.

CONCLUSION AND IMPLICATIONS

Social networks have bought a progressive shift in the way people around the world communicate and engage with each other. An idea or a thought could be communicated to a wider target population quickly by marketing efficient creative communication tools or techniques or networks on the right information and communication network. A combination of marketing strategy and creative communication tool using a social network (Twitter) could be explored either by the corporates, business or government agencies for communicating information worldwide quickly in the challenging times like now. It is an important mechanism for advancing government and business effectiveness. It helps in connecting with a large population and remote groups, also the communication content can be customized and updated instantly at relatively low cost. The Tagboard (#HealthyAtHome) is used to motivate and improve mental

wellbeing of individuals in the time of pandemic by Twitter as a creative communication tool. The government can utilize this platform to increase mindfulness among its citizens for smooth functioning of the economy especially in unforeseen circumstances. It can be used effectively and precedent a new era of government - citizen engagement. It can also help in promoting one's creative content in front of large group of population, proving your expertise. There are other options for creative communication which will eventually ensure the awareness and consciousness of every individual from the world for the time to come ahead.

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