

Coronavirus Higher Education Industry Briefing: April 7

Provided by Campus Sonar—a higher education social listening agency

Overview

Social Listening Is

The process of finding and analyzing publicly available online conversation. Common sources include social media, forums, blogs, and news sites.

Coronavirus + Higher Education

This analysis draws from 318,000 online conversations in the United States and on Reddit and YouTube (which span beyond the U.S.) about the coronavirus and the higher education industry. We're not searching for conversations about specific campuses.

Analysis Period

We analyzed four days of conversation:
April 3–6 (based on EDT).

This analysis does not include Facebook, LinkedIn, Instagram, or private social profiles.

Online Conversation Summary

How We Categorize Conversation

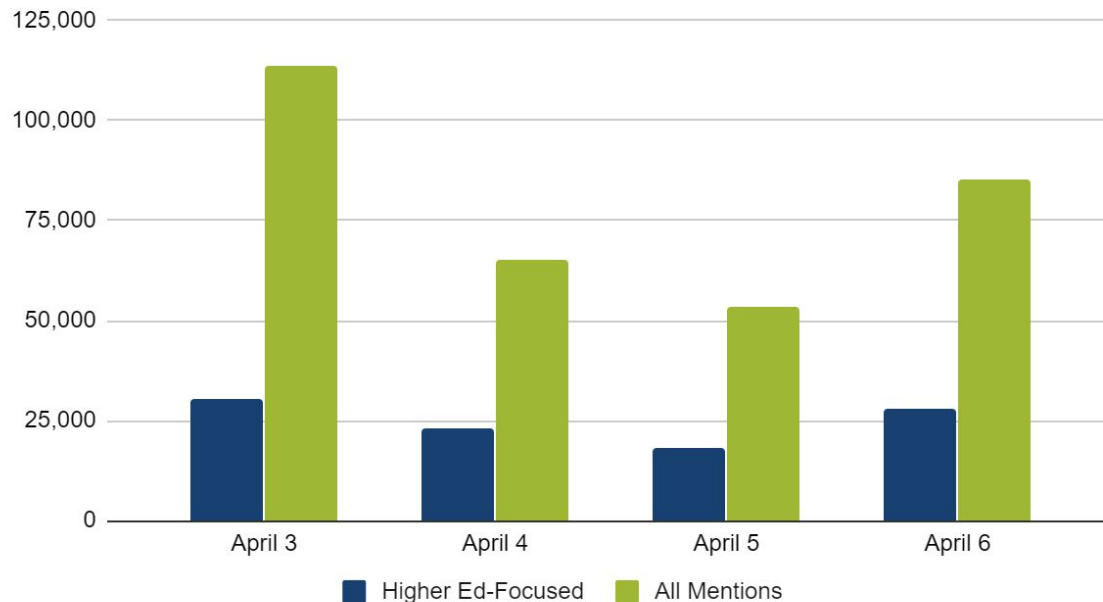
All Mentions

Captures every online mention that includes terms related to coronavirus AND the higher education industry. Higher ed may be just a small part of the mention (e.g., a news story discussing the impact of the coronavirus in a metro area with a mention of campuses that closed).

Higher Ed-Focused Mentions

A subset of All Mentions. It captures when a campus or the industry is the focus of a mention about coronavirus (e.g., a headline of a news article or in a social media post).

Conversation By Higher Ed Focus



Volume Declined Again

There were ~318,000 mentions during the three-day period of April 3–6.

Conversation decreased 17% compared to the March 27–30 Briefing, one week earlier.

31% of all mentions were higher ed-focused.

More Higher Ed-Focused Conversation Was from News

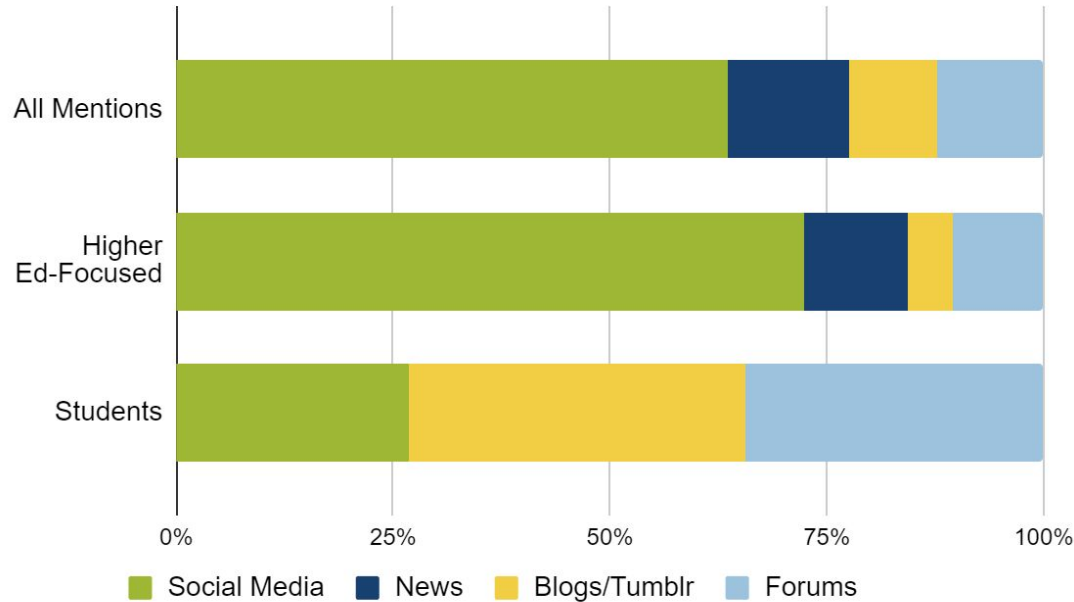
72% of higher ed-focused conversation was on social media.

12% of higher ed-focused conversation was in the news—the highest it's been since our first Briefing.

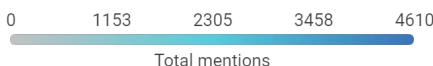
39% of student conversation is on blogs/Tumblr, 34% on forums/Reddit, and 27% on social media (mostly Twitter).

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Content Source Comparison



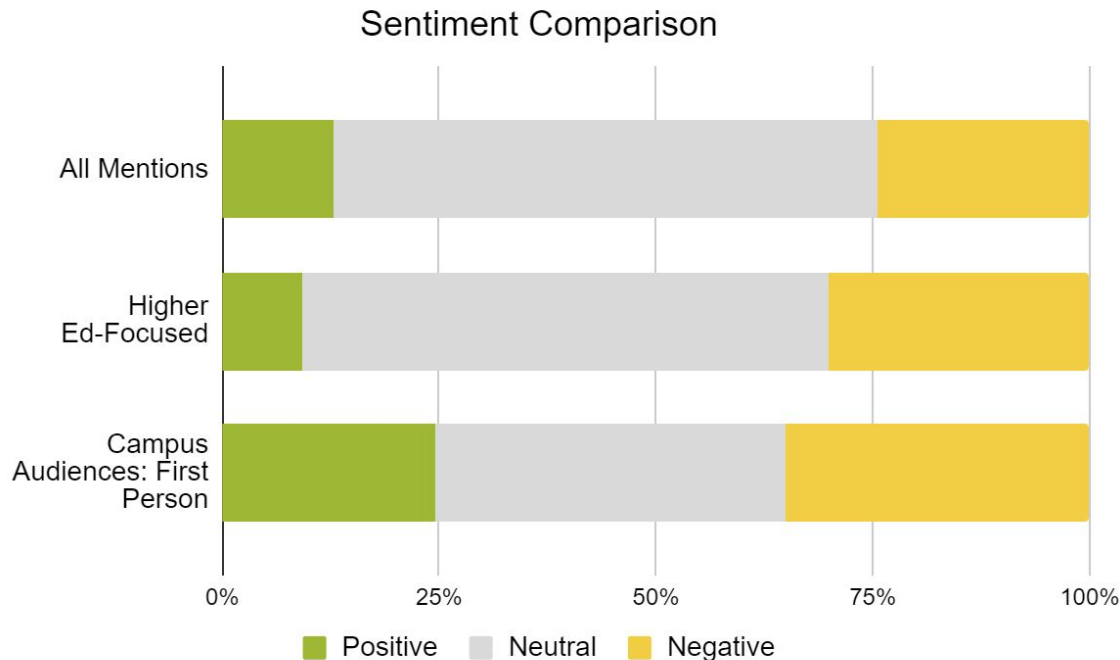
*Due to data access restrictions in this analysis, Facebook, Instagram, Snapchat, and TikTok aren't included. Your campus social media manager is the best source of information regarding conversation on those networks.





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Approximately One-Third Negative Sentiment



After dropping in the April 3 Briefing, negative sentiment is now consistent with other Briefings.

30% of higher ed-focused conversation was negative.

35% of first-person campus audience conversation was negative.

Negative sentiment may be related to the continuing topic trend of online courses. [@campussonar](#) • 9

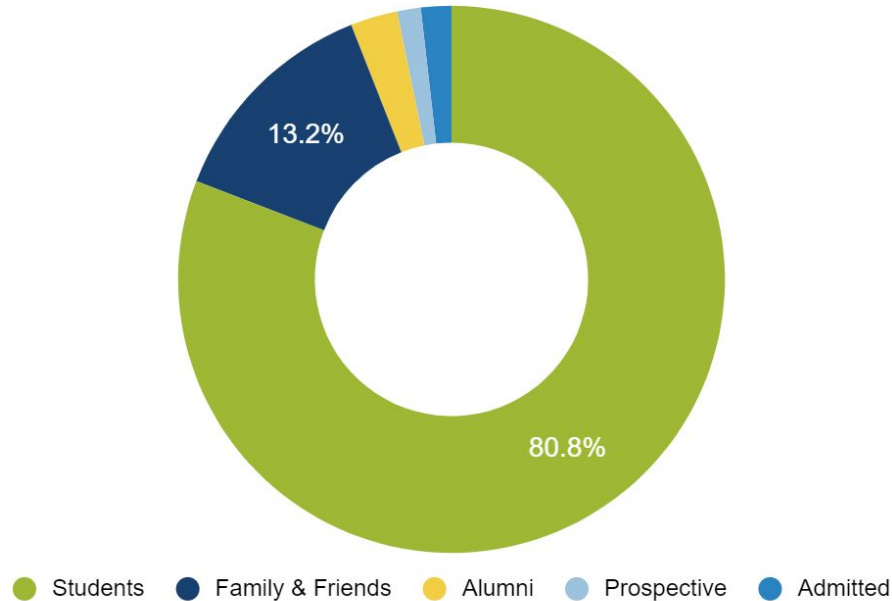
Audience Segmentation

What High-Priority Higher Education Audiences Are Saying

Hidden Voices

- A small portion of the online conversation about the coronavirus and higher education is first-person accounts from individuals who reveal an affiliation with the campus community in their message (students, family/friends, prospects, admits, alumni).
- Without proper segmentation, these lived experiences can be missed amongst news headlines and commentary.
- We analyzed the mentions from this audience (5% of higher ed-focused conversation April 3-6) to identify themes that provide insight into the thoughts and feelings of campus community members. Use this analysis to inform your communication and service delivery.

First-Person Conversation By Audience



*Due to data access restrictions in this analysis, Facebook, Instagram, Snapchat, and TikTok aren't included. Your campus social media manager is the best source of information regarding conversation on those networks.

Student Conversation Remained Prominent

Conversation topics include:

- Impact on family of disease and death
- Questions about pursuing medical careers
- Differing viewpoints on proctoring and anti-cheating tactics

n = 5,010

Summary

- Conversation volume continued to decrease slightly compared to last week.
- News (as a percentage of all conversation sources) continued to increase as a source of conversation for higher ed-focused conversation, while social media decreased.
- Specific campuses rose to the top topics of higher ed-focused news coverage. Other than the University of Washington and Johns Hopkins University, different campuses received coverage this week compared to last week.
- Students and families discussed the impact of COVID-19 diagnoses and deaths, speculated about the wisdom in pursuing a medical education, and shared varying viewpoints on online proctoring and anti-cheating tools.

Who is Campus Sonar?

We're a social listening agency dedicated to higher education.

We find and analyze online conversation, providing insights

that you can use to better understand your brand, audience, or a topic of conversation

So that you can manage your reputation, build *meaningful* relationships, and work more strategically.

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