^ Lead image for Top 150 most shared media articles

Analysis of 2020 Media Landscape

Coronavirus in the US

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Summary

Coronavirus in the US

495,492 Media Articles published since 1st January

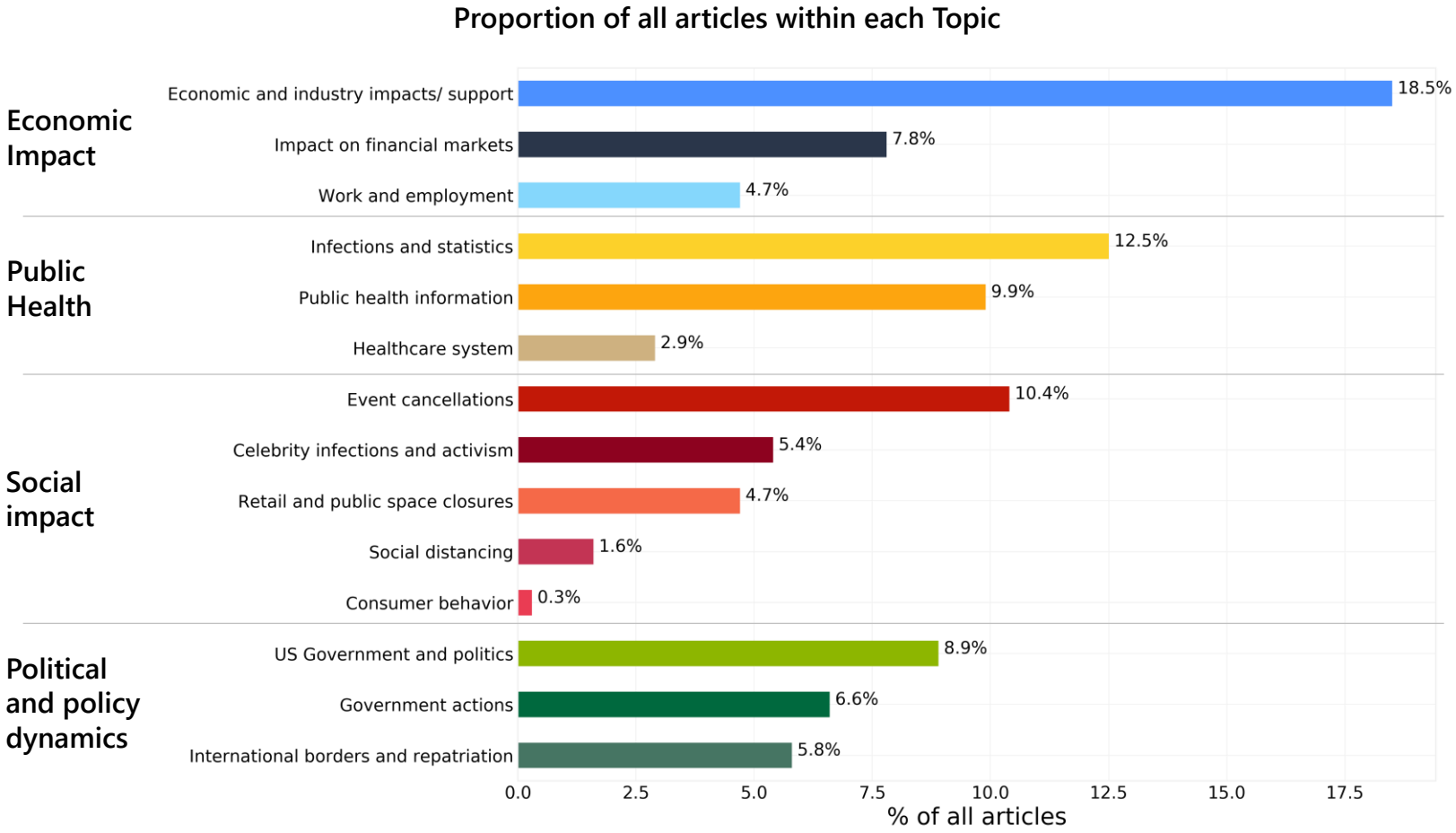
Using **aimi,** our proprietary topic modelling technology, we analyzed almost half a million articles published on the Coronavirus in the US in 2020:

- News volume peaked on **19th March** – with almost 16,000 articles published, as the US began to go into lockdown. The number of articles published has been **steadily dropping** since this point.
- In January, media coverage was more limited and **focused on the virus predominantly as a public health issue**. As the scale and implications of the pandemic began to unfold, the economic, social and political dimensions have become much more prominent.
- A pivotal transition in coverage happened on the **11th March** – with the NBA announcing suspension of games, and many other sporting bodies following shortly after, as well as schools and colleges shutting.
- The volume of media coverage around this time began to soar – with a **90% increase in the number of articles per day** published on the 10th compared to the 13th March.

Overview | Topics discussed in media

Coronavirus in the US

495,492 Media Articles published since 1st January



- Using our proprietary **aimi** approach, we have analyzed almost half a million articles published since the start of the year to understand what topics are being discussed and with what frequency.
- Topics identified can be broadly characterized as being around:
  - **Economic impact**
  - **Public health**
  - **Social impact**
  - **Political and policy dynamics**
- The Healthcare system – from hospitals and capacity, to potential treatments and vaccines, is a relativity small topic (2.9%), but one which has grown substantially in the last three weeks (see overleaf).

Frequency of Topics over time

Coronavirus in the US

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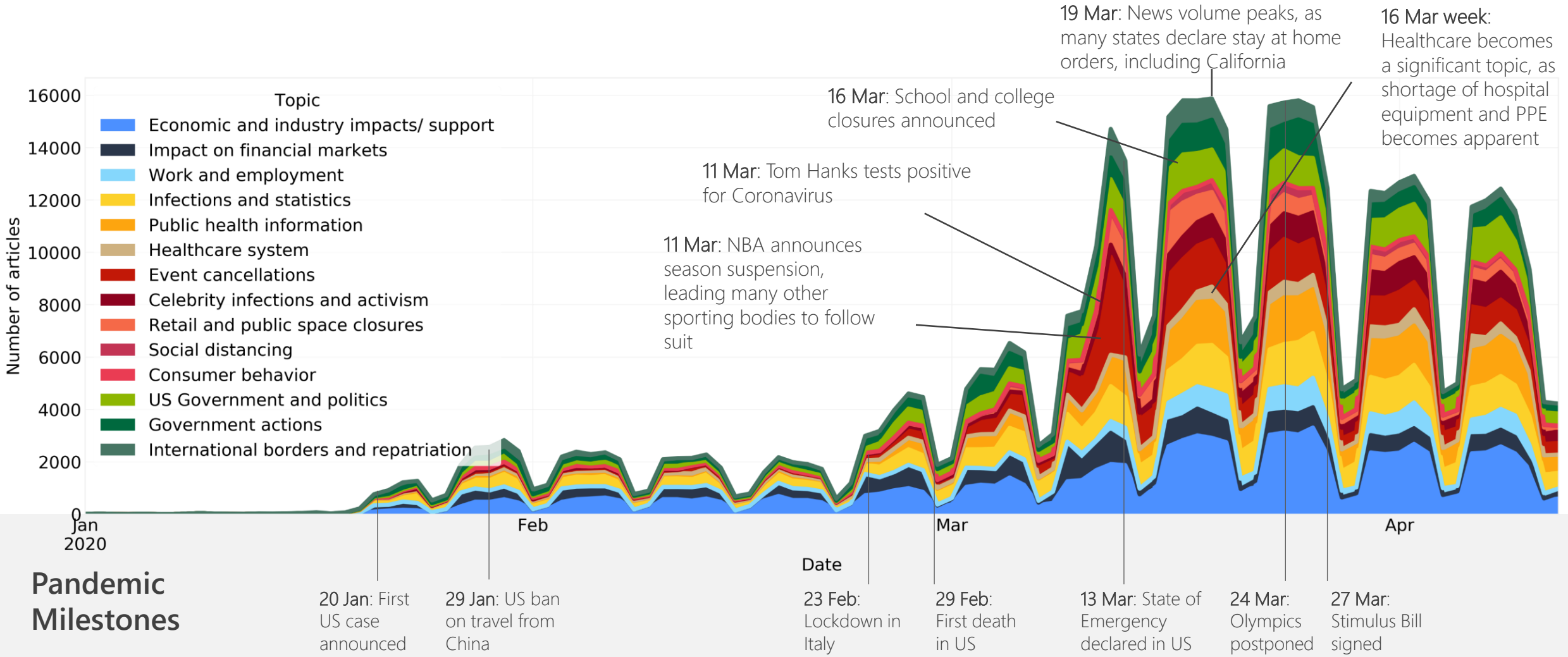
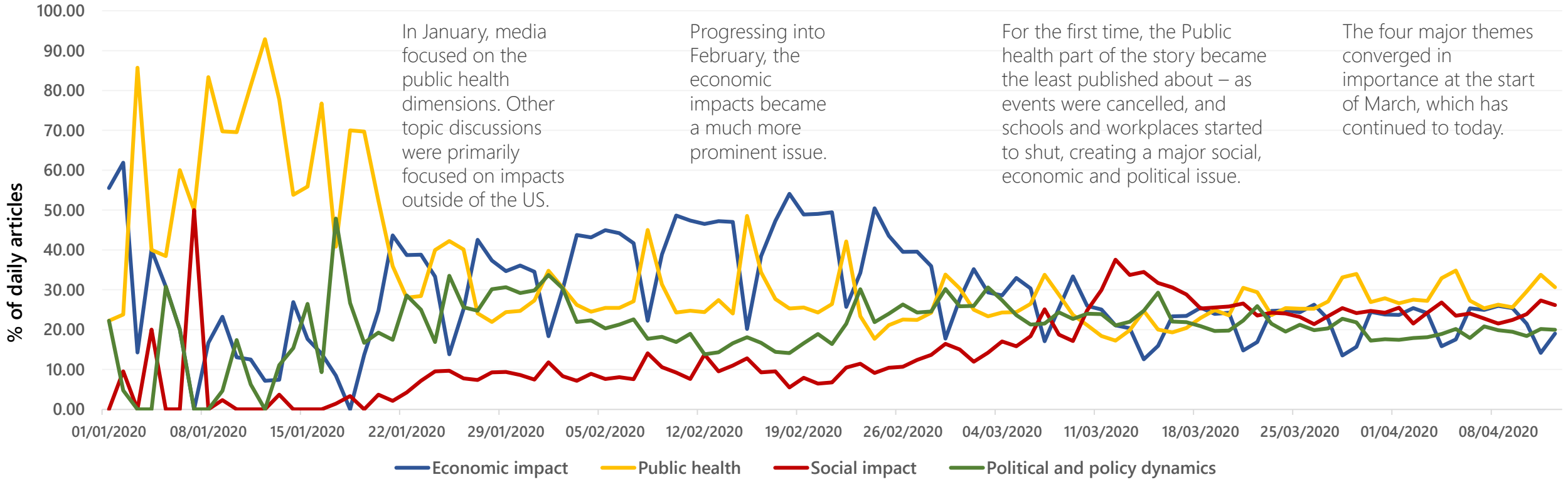


Pandemic Milestones

Topic volume proportion over time

Coronavirus in the US

495,492 Media Articles published since 1st January



Pandemic Milestones

20 Jan: First US case announced

29 Jan: US ban on travel from China

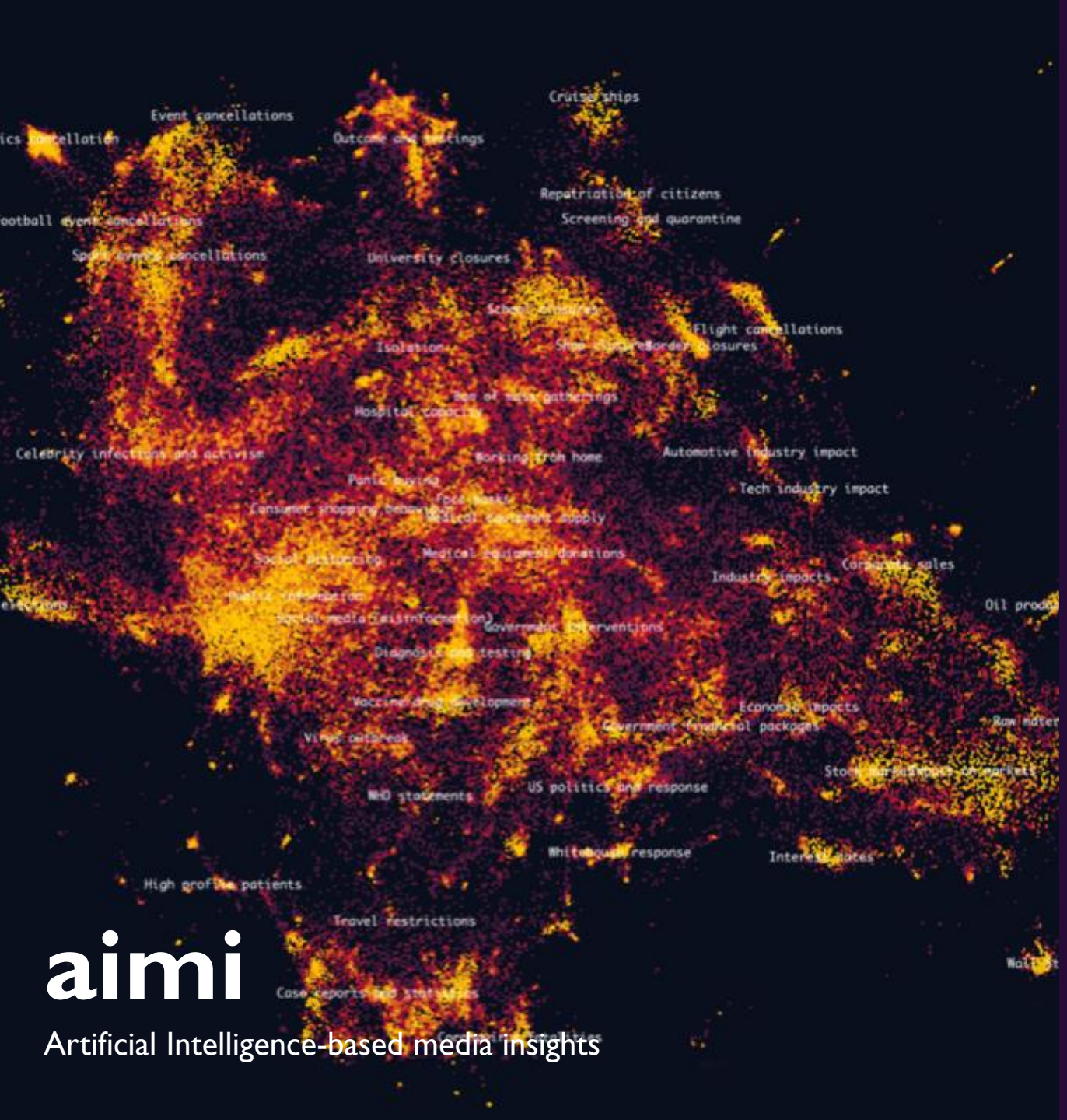
23 Feb: Lockdown in Italy

29 Feb: First death in US

13 Mar: State of Emergency declared in US

24 Mar: Olympics postponed

27 Mar: Stimulus Bill signed



aimi

Artificial Intelligence-based media insights

Approach

aimi (artificial intelligence-based media insight) is a proprietary analytics program developed by Madano. It provides unique understanding of the media landscape through machine learning.

Data

- We collected data on articles published in the US that mentioned 'Coronavirus' or 'COVID-19', from third-party media databases, since 1st January 2020. Criteria was applied to restrict media sources to be sufficiently authoritative/ widely read.

Analysis

- Our approach to Topic Modelling, uses machine learning to analyze what every article is discussing, and cluster articles based on similarity (visual to left).
- Articles are then classified into discrete Topics, with human interpretation of what the topics are about.

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Madano is an insights-driven communications consultancy that works with clients tackling the big global challenges of the 21st century.

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