

A REAL-TIME ANALYSIS OF ONLINE VIEWER ENGAGEMENT WITH A COVID19 TV DRAMA

BY VENETIA BAKER AND ISOLDE BIRDTHISTLE







mtvshuga

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MTV Shuga

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Alone Toge...



Blogs



Auditions



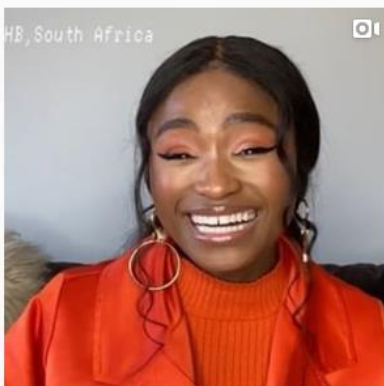
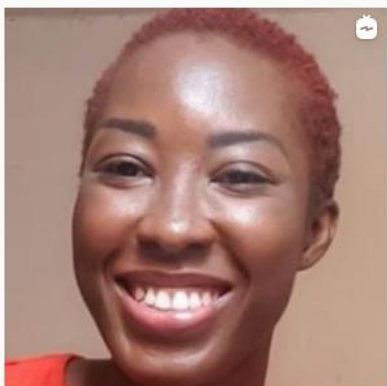
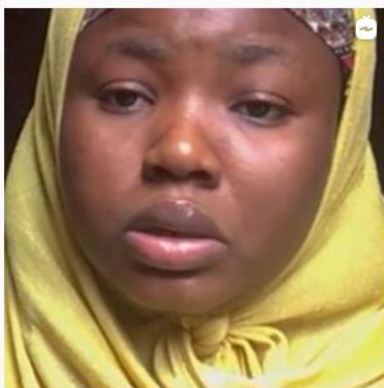
Global Citiz...



Back Down...



World Pre...



MTV Shuga

September 22 at 3:43 PM · 🌐

#Shugafam, remember that #COVID19 precautions are still in effect, so #staysafe to protect yourself, your family and the people around you!
#AloneTogether #TuesdayThoughts



18

1 Comment

Like

Comment

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MTV Shuga: Alone Together | Episode 1

66,341 views • Premiered Apr 20, 2020

1.5K 35 SHARE SAVE ...



MTV Shuga
232K subscribers

SUBSCRIBE

MTV Shuga is back with "Alone Together" - special MINI-EPISODES which look at how some of our favourite characters are dealing with home lockdown during the pandemic. Wasiu is sharing health information online, but is what he's spreading correct? Zamo spots an intriguing clue which points

SHOW MORE

164 Comments SORT BY

Live chat replay ▾

- Albert Atsu Nukomeko wow
- joshua otigbo wasiu
- damilola oye Wasiu always got the juice
- Ayomide Oguntade 😂😂😂 wasiu oooo
- Chacha Adamu Follow cu__mi
- Dineo Sesay lol 😂😂
- Nampa Freeman femi
- josue grah i don't speak english
- MYTUBE Ah Nickkkkkkk
- Chacha Adamu Cu__mi
- Portia Woods Wasiu my guy
- Anita Kalu tuning in from Benin Republic 😂😂
- salma mohammed WazKid 🤔😂
- Alexa Blazei Wasiu 😂😂😂
- Ebimoboere Shelleng wasiu on it

HIDE CHAT REPLAY

DATA SOURCE



LONDON
SCHOOL of
HYGIENE
& TROPICAL
MEDICINE



MTV report as of Wednesday 15/05/2020

Venetia Baker, Isolde Birdthistle (LSHTM)

Sources MTV Shuga Alone Together YouTube (comment section and livestream chat)

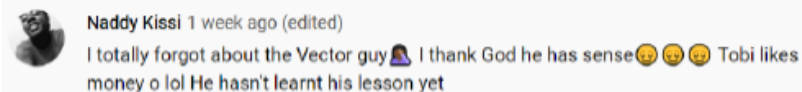
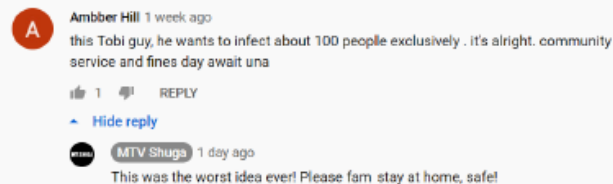
https://www.youtube.com/channel/UCoJ0_TRpXzOfKJR3dIlhTlg

Episode 6-10 and Omnibus 6-10, and Dineo's Diary

Episode 6 Premiered April 27th 2020: 13,089 views, 351 likes 5 dislikes, 34 comments

Breaking lockdown is selfish and irresponsible: Tobi contemplates hosting an exclusive concert. Vector reprimands Tobi saying people can still get infected. Overall people's comments label Tobi as selfish, and money hungry, and lacking sense. There comment echo a similar theme that emerged in the first week, which suggest that this is not a time to be selfish. There seems to be feeling that this is a time to be collective and look about for each other.

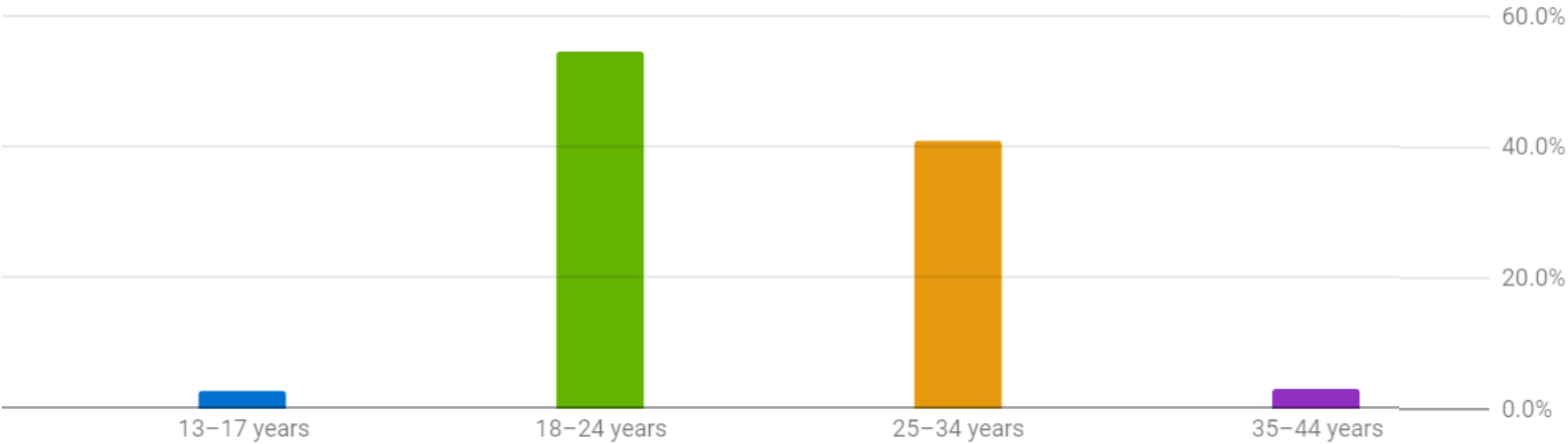
One person says that if he goes ahead he will get fines and community service. This shows that people are thinking about the legal and social implications of breaking social distancing/lockdowns in addition to the public health risk. The tone of the comment implies that some viewers believe that legal implication of breaking these rules seem reasonable.



REACH

Geography	Views ↓	Watch time (hours)
<input type="checkbox"/> Total	974,335	63,972.6
<input type="checkbox"/> Nigeria	336,466 34.5%	22,089.8 34.5%
<input type="checkbox"/> Ghana	73,134 7.5%	5,135.6 8.0%
<input type="checkbox"/> United States	64,250 6.6%	4,562.3 7.1%
<input type="checkbox"/> Kenya	31,677 3.3%	2,144.3 3.4%
<input type="checkbox"/> United Kingdom	31,377 3.2%	2,121.9 3.3%
<input type="checkbox"/> South Africa	14,168 1.5%	770.2 1.2%
<input type="checkbox"/> Canada	13,479 1.4%	1,034.9 1.6%

Views by: Viewer age ▼



HOOKS



I love you, too!

Rei 3 months ago

This is the 5th time I'm watching this episode ❤️❤️❤️❤️❤️ Faaaaaaaaa 🍷

👍 1 💬 REPLY



Nife 3 months ago (edited)

No!!!!

Please Dineo better survive this 😭😭😭

She said flossy, I I got goosebumps!! 😭😭😭

Yo, Dineo could actually be tied up!!!

Cliffhanger!!! MTV Shuga 🍷

Show less

👍 2 💬 ❤️ REPLY

PC Sangoro 5 months ago

But Wasiu is entertaining AF 😂😂 he's mad annoying but he keeps the show going.

👍 18 💬 REPLY

▼ [View reply](#)

EMOTIONAL INVESTMENT

Ann Venn 2 months ago

I love how @MTV Shuga brought the issue of 'hunger virus', people are literally going through hell in times like this. A little kindness will save a life



1



REPLY

Constance Fafa Amuzu 4 months ago

It's flowing here as well can't hold myself 🥺 this part make me love and appreciate the education on covid 19



REPLY

Oladepo Gbemisola 4 months ago

I legit started crying when Sope started talking about corona virus patients.

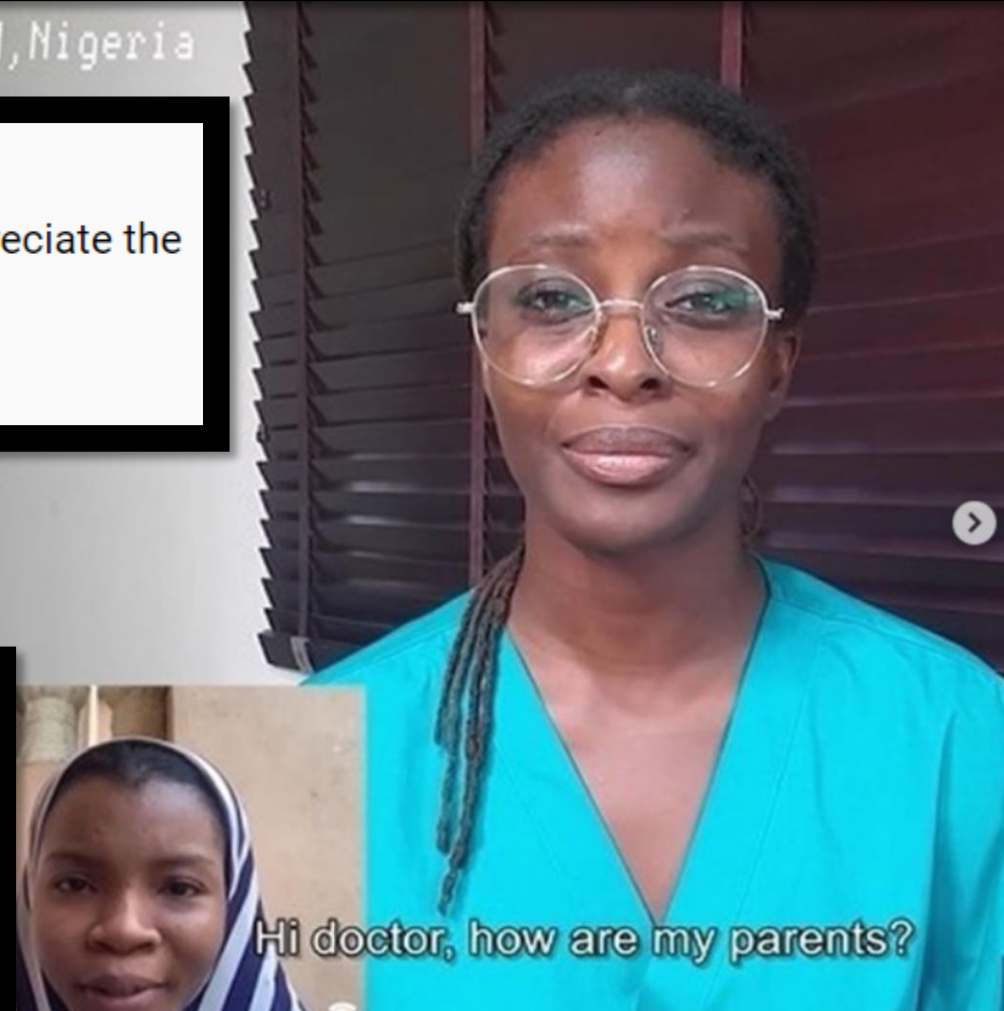


4



REPLY

KAN, Nigeria



EMPATHY



Stacey-Ann J 5 months ago

Another reminder that Covid lockdown is not a vacation. Here we see how the living arrangements and economic situations are being affected. Women (and men) trapped in abusive relationships who have to face their abusers every single day (and maybe hour now); single parents (and even couples) who have lost their source of income and are now worried about expenses present and future; and let us not forget persons living on their own (from young adults to the elderly). It's one thing to be alone but to be lonely and not be able to do much about it, is sad. Video calls can only do so much. We all need that physical closeness as a species. Let us not forget the children who are being sexually, physically and in other ways, abused by persons in their very households. There is no school, friend or neighbour's house or after school program for them to hide out or weather the storm. So many at risk people. Check on someone today!

Show less

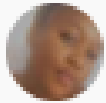


12



REPLY

DIALOG AND LEARNING



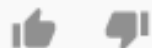
Chinwendu otakpor i dont feel sorru for her because when a relationship is toxic u should leave



Lavinian 4 months ago

Look at her situation. She can't leave even to go buy something, he won't let her. The most she can do is call the police or a hotline but she isn't even mentally capable cause he is fooling and abusing her.

Your comment doesn't help



REPLY

FORMING COMMUNITY

Zeinab Gnampa 4 months ago

Been watching Shuga since day one from a french country, first time to comment and i just wanted to say that this is really a family. From different places but a real family. Thank you so much for being enjoying us for that long... this episode was so emotional, dont have words to explain what you feel...We really hope you will always enjoyed us.. thank you Again ❤️

Valerie Sachina Ongoro 2 months ago

I appreciate the introduction of the hospital cleaners and other non-medic staff in hospitals as high risk workers. We should remember them as we pray and celebrate our doctors, nurses and lab technicians etc

👍 24 💬 REPLY

Mercy Robert 4 months ago

I lost my dad this period and they buried him, I can't even go and pay the last respect, I'm so much in pain 😭

👍 27 💬 REPLY

▲ [Hide 11 replies](#)



Adenike Adedoyin 4 months ago

So so sorry for your loss. I believe he's resting

👍 1 💬 REPLY



Isioma J 4 months ago

May his soul rest in peace amen

👍 1 💬 REPLY



Julietu Abdullahi 4 months ago

[@Isioma J](#) hard luck dear, is so painful

FEEDBACK



Aisha Muniru 1 month ago

Please I hate it when they say "she's from Africa"

👍 34 🗨️ REPLY

▲ [Hide 3 replies](#)



Maimouna Konaré 1 month ago

Right?! Why do they keep saying tha ... it's a big continent just say the damn country maaan ... 🙄

👍 1 🗨️ REPLY



Farieda Nsoki-Nzuzi 1 month ago

I know right! Like WTH??! For some reason, I expected more.

👍 1 🗨️ REPLY



MTV Shuga 1 month ago

Hello guys, we appreciate you calling this out. We know better that Africa is not a country and we appreciate our diverse audience. This was an oversight on our side but we will be a lot more careful with our wording going forward

👍 12 🗨️ REPLY

A LINK TO RESOURCES



Naji Lal 2 months ago

I actually need these links to talk to these mental health organisations, mtv shuga if it's possible please.



1



REPLY

▲ Hide 3 replies



Esther Adebajo 2 months ago

What country are you in?



REPLY



MTV Shuga 2 months ago

Hi @Chelti Wuni please let us know what country you're in at the moment, or visit www.mtvshugaalonetogether.com to access the helplines for the countries currently available. Thank you



REPLY



SOCIAL MEDIA DATA



Kay Buoyant 5 months ago

Yaaayyyy!!!!!! My favorite series is backkkkk!!!!!!! I love MTV shuga



REPLY









