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

BY VENETIA BAKER AND ISOLDE BIRDTHISTLE
MTV Shuga

The official Instagram channel of MTV Shuga, the award-winning drama series. Keep up with the action by following @mtvshuganaija & @mtvshugadownsouth

www.mtvshugadonetogether.com

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

 HOW TO PROTECT YOURSELF FROM COVID-19

1. Maintain physical distancing
2. Avoid large gatherings and crowded spaces
3. Call your national health authorities immediately if you think you may have contracted COVID-19
Coronavirus cannot survive in this country. If our hot weather doesn't kill it, our herbal brews will!
MTV report as of Wednesday 15/05/2020

Vanessa Baker, Isolde Birethistle (LSHTM)

Sources MTV Shuga Alone Together YouTube (comment section and livestream chat)
https://www.youtube.com/channel/UCu0f_Trafoz08KPSdLi03
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.

Amber Hill 1 week ago
this Tobi guy, he wants to infect about 100 people exclusively, it’s selfish, community service and fines day seemed like.

Neddy Kisel 1 week ago (edited)
I totally forgot about the Vector guy, I thank God he has sense 😊😊😊 Tobi likes money o lol He hasn’t learnt his lesson yet
## Reach

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Nife 3 months ago (edited)
No!!!!
Please Dineo better survive this 😢😢😢
She said flossy, I got goosebumps!! 😢😢😢
Yo, Dineo could actually be tied up!!!
Cliffhanger!!! MTV Shuga🎈
Show less

PC Sangoro 5 months ago
But Wasiu is entertaining AF 😁😁 he's mad annoying but he keeps the show going.

Rei 3 months ago
This is the 5th time I'm watching this episode ❤️❤️❤️❤️❤️ Faaaaaaarrrrr
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

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

Oladepo Gbemisola 4 months ago
I legit started crying when Sope started talking about corona virus patients.

Hi doctor, how are my parents?
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
DIALOG AND LEARNING

Chinwedu 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
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-medical staff in hospitals as high risk workers. We should remember them as we pray and celebrate our doctors, nurses and lab technicians etc

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 😞

Adenike Adedoyin 4 months ago
So so sorry for your loss. I believe he's resting

Isioma J 4 months ago
May his soul rest in peace amen

Julietu Abdullahi 4 months ago
@Isioma J hard luck dear, is so painful
Aisha Muniru 1 month ago
Please I hate it when they say “she’s from Africa”

👍 34  👎 1  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  👎 1  REPLY

Farieda Nsoki-Nzuzi 1 month ago
I know right! Like WTH??! For some reason, I expected more.

👍 1  👎 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  👎 0  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.

Like 1  Dislike 0  Reply

Hide 3 replies

Esther Adebajo  2 months ago
What country are you in?

Like 0  Dislike 0  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

Like 0  Dislike 0  Reply
Kay Buoyant 5 months ago
Yaaayyyyy!!!!!! My favorite series is backkkkk!!!!!!! I love MTV shuga

👍 8  📹  ⬇️  💔  ⬆️  🔴  REPLY
GIVE
FULL
PPE

WE WANT TO FIGHT COVID-19