

The COVID Effect











United Kingdom



Positive / long lasting communal changes from the pandemic?

- Sense of community e.g. clap for medics/carers/first-responders
- Closer to family
- Increased levels of hygiene
- Innovation businesses have to reinvent themselves
- Appreciating what we have



Green impacts within communities?

- Less pollution less traffic/public transport (worldwide)
- More people spending time in their gardens
- Less people on the streets



Inclusivity with virtual communication?

- Class communities
- Group chats
- Able to hear perspectives from a more diverse group
- Able to connect with people from across the world more easily - cross-cultural communication
- Mafia game found out it's played across the world and easily adaptable to virtual platforms

Employer mindset changes?

- Home offices not necessary to travel
- Freedom and flexibility own schedule
 ½ in person and ½ online
- Missing colleagues not seeing them in lunch breaks etc.
- Focus in online working is influenced by people in home
- Lose attention/concentration
- Realisation of what can be done over email
- Hiring employees from further away

Media coverage of the pandemic?

- Shown from one (political) point of view
- Everything is negative frustrates people and makes them sad/scared/afraid/confused
- People become more responsible less likely to break rules
- Focus on young people puts blame on them
- Mask wearing assumes political side
- Difficult to talk to people with a different view
 influenced/enforced by media (trump/fox news/cnn)
- Caught up in our own bubbles until it gets to an extreme point in other countries India
- Regional news vs national news



Has there been any individual positives?

- Saved time don't have to travel to and from work/school
- See who is there for you and who keeps in touch
- New projects and future prospects
- More focus on school as there are less distractions
- Feeling closer to family
- New hobbies walking, baking etc.
- Virtual opportunities Internships, summer schools, THIS!



