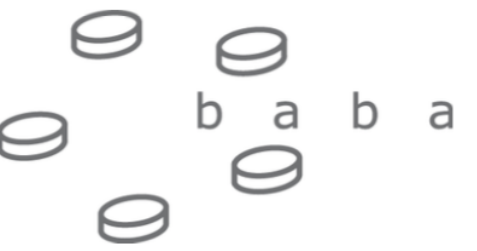




EXPLORATION ON THE WORD **#RESISTANCE**

April, 10th 2020

babaconsulting.com



Context

Alert, uncertainty, an (invisible) enemy: with the necessary caveat, many compare pandemic to a war. The quarantine is asking Italians to be strong while sacrificing some of our freedom, until further notice.

Objective

We at baba have run a web listening in order to identify the most relevant insight in the current conversations and to answer to the question:

What does #Resistance mean?



Methodology

The web listening has been conducted through a software tool: Brand24.

The meaning of #resistance/#resistenza has been investigated in Italians' conversations from March 9th to April 8th.

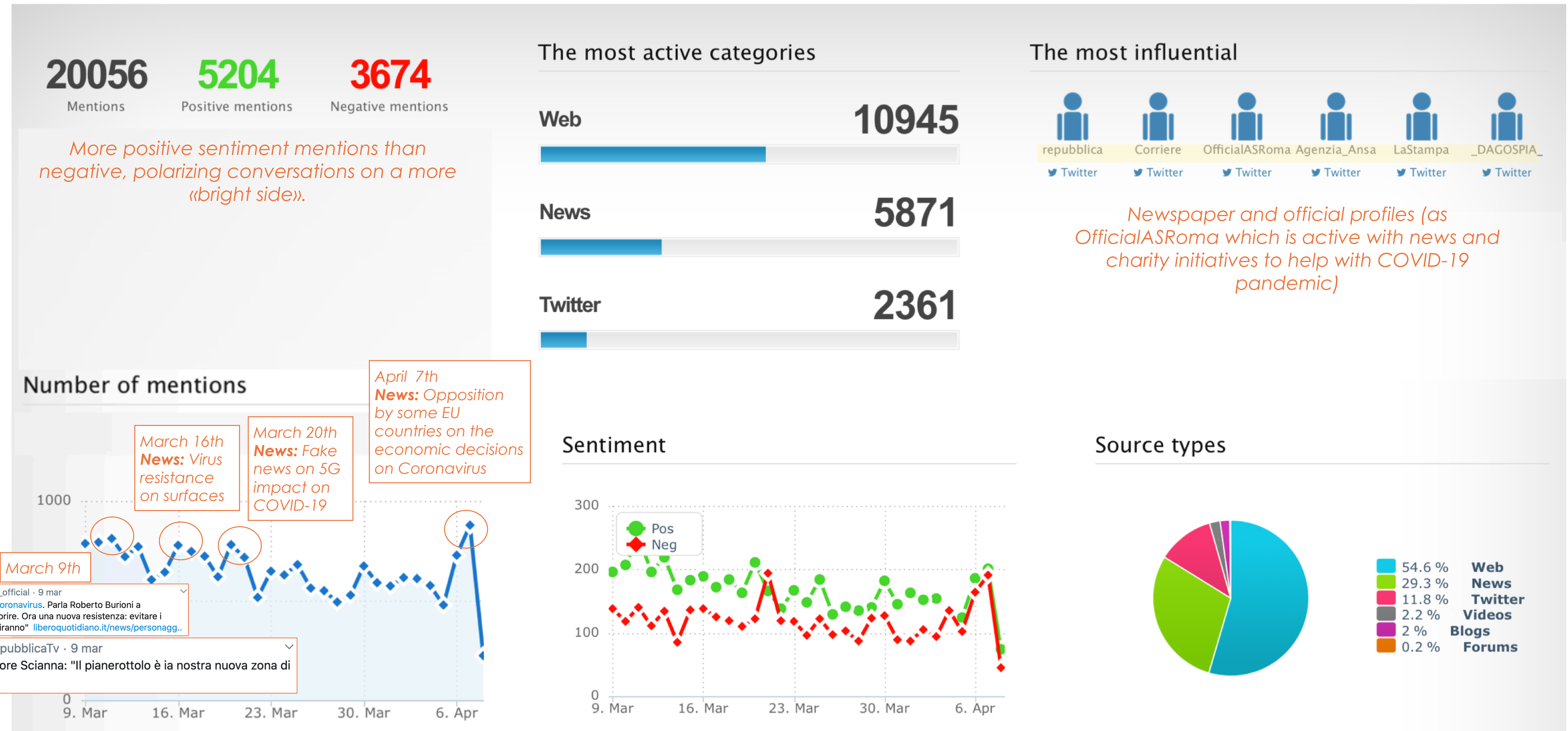
Conversations were analyzed from sources such as: Twitter, YouTube, blogs, news websites, forums.

Positive/negative analysis is based on an algorithm which recognizes the sentiment, constantly learning with a 93% of accuracy.

INFOGRAPHICS: SOME STATS ON #RESISTANCE

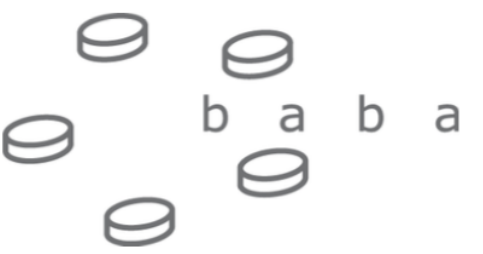
#RESISTANCE is, literally, the act of opposition to someone or something, it is *contrast*.

For Italian history it has also meant opposition against nazifascism, so the term is politically connoted by emotional charge. Some journalists renewed the concept of Italian Resistance in relation to pandemic quarantine, but also common people now embrace this concept.



CONTEXT OF #RESISTANCE

The most recurrent keywords in Italians' conversations



#resistance is linked to values («coraggio», «forza») that embody the capacity to persist, during uncertain and frightening times («paura»): specifically we can notice the link to quarantine («quarantena», «coronavirus», «virus»).

insieme mondo mai città dopo senza prima settimana ciò pubblico altro periodo altri capacità poi giorno fino ambiente tante
sempre ancora mentre libertà storia seconda cuore parte parole marzo dolore alta persone giorni solo aver materiale oltre covid
coraggio tutte covid19 prova grazie casa lotta guerra qui sistema oggi italia può cosa già essere governo società volta
ogni sicurezza fare vita deve soprattutto personale coronavirus quando fatto sotto momento forza maggiore aria quarantena
anni molto speranza ufficiale online fisica tempo salute paura forma nuova invece stato virus post lavoro verso cose
tutta grande buon avere così bene dice ora quindi

It's a «war» but a cold one, as there is no much space to action: here, the fight («lotta») is at home («casa»).
We catch a glimpse of more active fight through the thankful messages («grazie»), addressed to healthcare professionals.

Some words show a positive connotation («bene», «buon», «speranza», «vita»), linked to proactive and assertive tones.

THE MOST POPULAR MENTIONS

With the largest total amount of interactions



#resistance is mentioned as symbol of stillness during hard and challenging times, often strongly linked with the historical Italian antifascism movement, deeply rooted in the Italian cultural context. RESISTANCE is also, more literally, opposition and contrast.

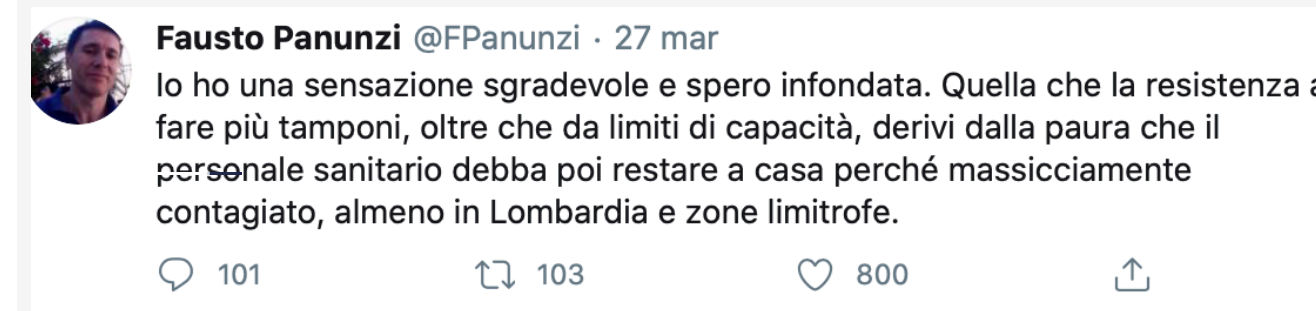
1° and 3°

Politicians and politically-exposed profile addressing inspiring, **historical parallel**



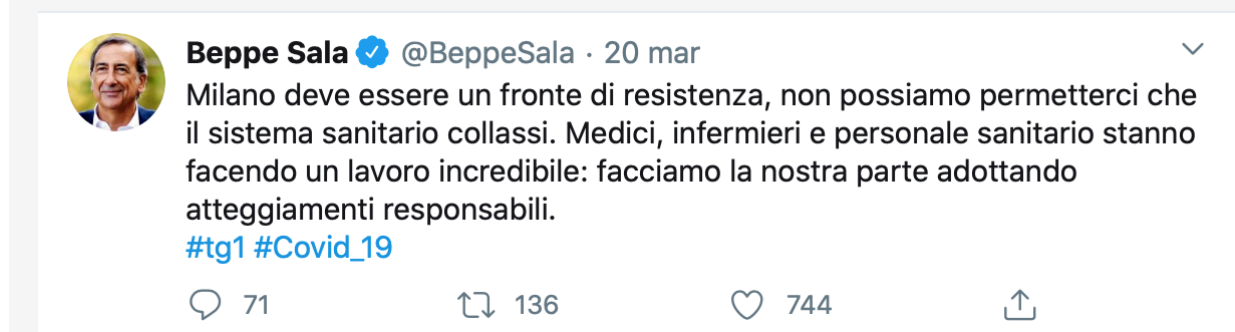
2°

Theories on covid-19 management (**health**)



4°

Mayor **fostering responsibility** and strength among Milan citizens



#resistance is rooted as a political polarized concept, so sometimes it gets divisive among the audience, but, being an *historical movement*, it's popular and enhanced because it is recognized as carrier of universal values (strength, interior freedom...).



TRENDING HASHTAG associated to #RESISTANCE mentions

As a flag that shows pride and patriotism, #iorestoacasa is one of the most used hashtag, in the discussions among #resistance, showing a specific connotation: now #resistance is not disobedience, yet standing still in front of challenging, demanding laws.

1	#resistenza	216 Mentions
2	#iorestoacasa	212 Mentions
3	#coronavirus	186 Mentions
4	#covid19	76 Mentions
5	#covid_19	61 Mentions
6	#25aprile	38 Mentions
7	#covid2019	35 Mentions
8	#italia	25 Mentions
9	#coronavirusitalia	23 Mentions
10	#quarantena	22 Mentions



#iorestoacasa,
the rule that becomes a movement

IG: #iorestoacasa
2.589.031 post

marco.de.carne Giorni di quarantena-EP.3 #photography #photo #coronavirus #coraggio #fuckcoronavirus #playstation #cat #joystick #strength #grinta #skylg24 #tgc024 #quarantena #tgrlombardia #iorestoacasa #photos #pic #pics #socialenvy #picture #pictures #snapshot #art #beautiful #instagood #picoftheday #photooftheday #color #nature #moment

Piace a nat_roliveira e altri 2

30 SECONDI FA

vitdet30 • Segui Putignano

vitdet30 #tarallipugliesi #iorestoacasa #foodpassion

51 s

whereismyc0ffee • Segui Rome, Italy

whereismyc0ffee Ed ebbi a me: "Se tu segui tua stella, non puoi fallir a glorioso porto, se ben m'accorsi ne la vita bella" ☀️ #inferno #divinacommedia #dantealighieri #brunetlatini #unclassicosenzatempo #iorestoacasa #quarantena #esame #filologiaitaliana #romatre @uniromatre #leggeresempre #infernopurgatorioparadiso #bookstagram #bookaddict #dante #ladinvinacommedia #homesweethome #roma

2 m

TRENDING HASHTAG associated to #RESISTANCE mentions



The top 10 hashtags in the #resistance conversations show just one clear recall to the Italian Resistance: its anniversary, the Liberation Day.

In fact, the historic reference to #resistance shares some values with the #resistane against the virus, but inverted.

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Italy's Liberation Day is approaching yet it is still less popular than the current «resistance» feeling- even if #resistance symbols are valued by many Italians.

- Nico Bruce Harper #losonoantifascista** @domenicoditell1 · 7 apr
Il 25 aprile tutti sui balconi a cantare **#BellaCiao**. Che e' il nostro canto
1 8 34
- Paolo Roversi** @paoloroversi · 7 apr
Oggi e sempre **#BellaCiao**
5 16 118
- Alessia** @fallivng · 7 apr
pull&bear che fa dei capi ispirati alla **casa di carta** e ci scrive '**bella ciao**' ovunque. MA LO CAPITE CHE QUESTA NON È UNA CANZONE DA FESTIVAL O DA DISCOTECA? CHE DERIVA DA UN MOMENTO TRAGICO PER LA STORIA ITALIANA? irrispettosi e ignoranti che non siete altro
- two strawberries** @twostrawlarries · 7 apr
Il fatto che **Bella Ciao** da una certa generazione sia associata alla fottuta **casa di carta** invece che all'enormità di tutto ciò che rappresenta per il nostro paese mi fa venire la nausea. Non è il ritornello della prima serie Netflix a caso. È Italia, coraggio, sangue e libertà.

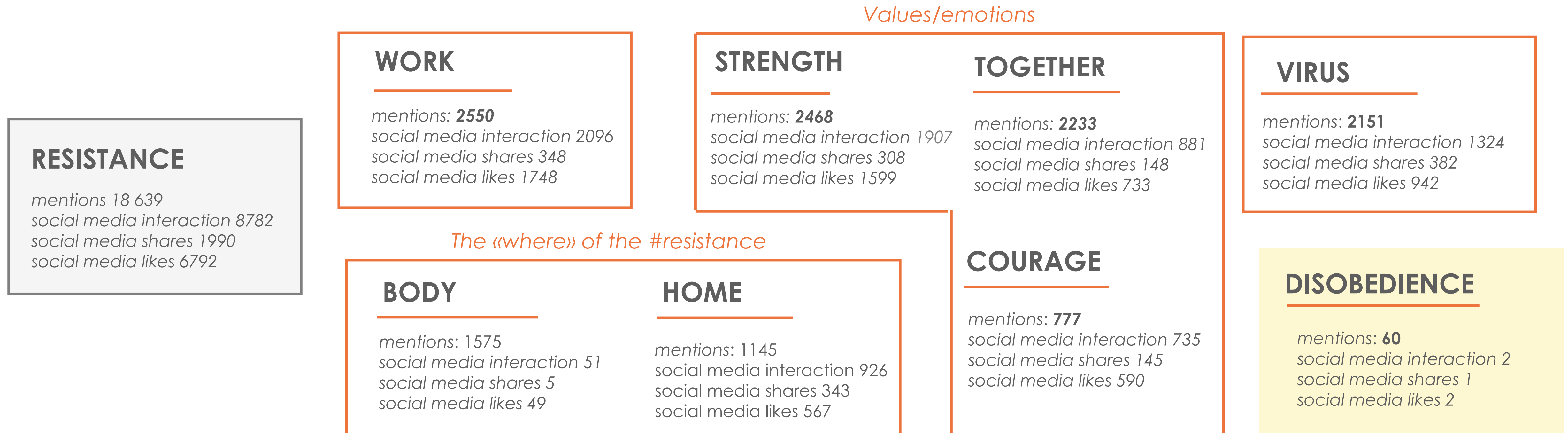




TOPICS FOR #RESISTANCE

We have deepened our research by looking for associations with #resistance, from the most popular #resistance mentions and from the context of discussion.

We have here chosen the most relevant for the present moment and probed the connections between them.



Highlights:

Resistance is told by its interconnected values strength and unity, but for courage we can point at some differences in the number of mentions and engagement: as we have seen, #resistance is now framed more passively and probably courage isn't so deeply fundant of *this kind* of resistance.

This new sort of resistance, though, makes no room for disobedience.

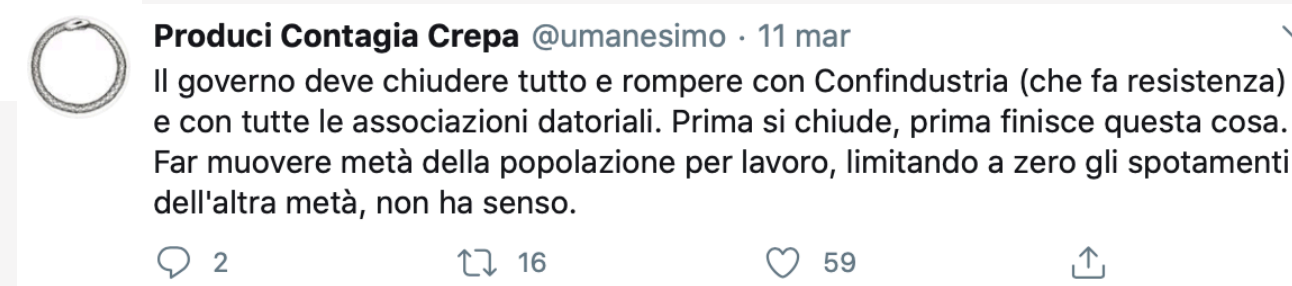
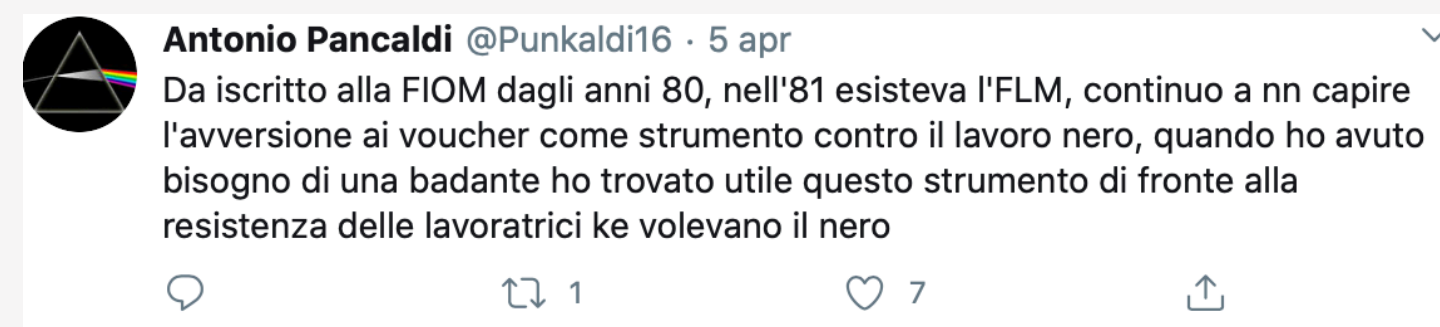
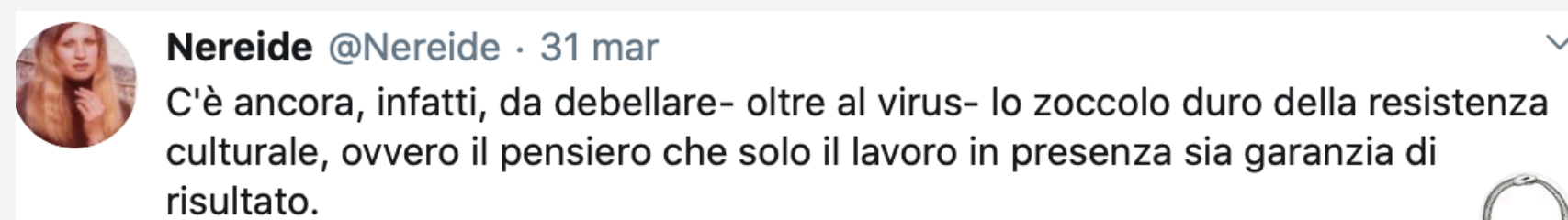
MEANINGS AND RELEVANT MENTIONS FOR #RESISTANCE

WORK The active side of #resistance

Resistance is, more practically, the work of who is **actively fighting** coronavirus (doctors, nurses, volunteers, even the couriers) but also the smart working, communications and other **adaptations** of firms and people.



These mentions are addressed to whom one's wish to impress, to provoke (maybe employers) or even support (other workers)



HOW DO #WORK RESIST?

Big brands have adapted their communication to stay relevant and engage their audience.

IL NUOVO SPOT BARILLA PER L'ITALIA CHE RESISTE

Non poteva che essere Sophia Loren, icona di bellezza mediterranea e orgoglio nazionale, a rivolgere nel momento più difficile dell'Italia il ringraziamento che Il Gruppo Barilla ha voluto rivolgere all'italiacheresiste

An example of HOW DO #WORK RESIST?

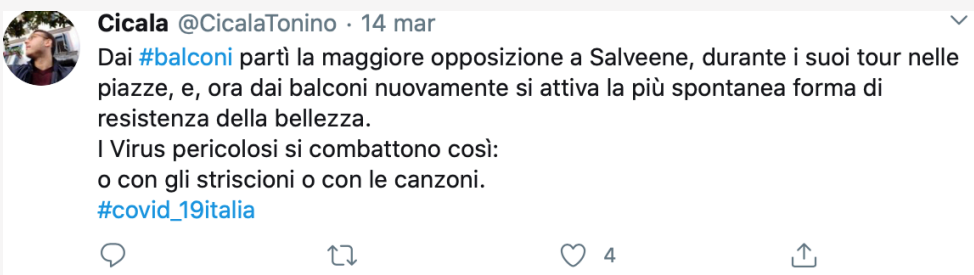
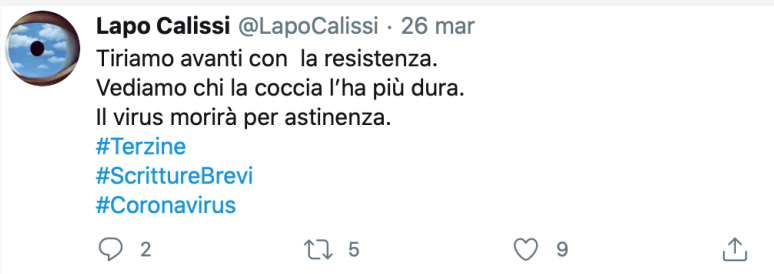
#ioresisto: small brands keep their activities on, integrating smart working and home delivery, addressing posts and messages to their possible and future customers.



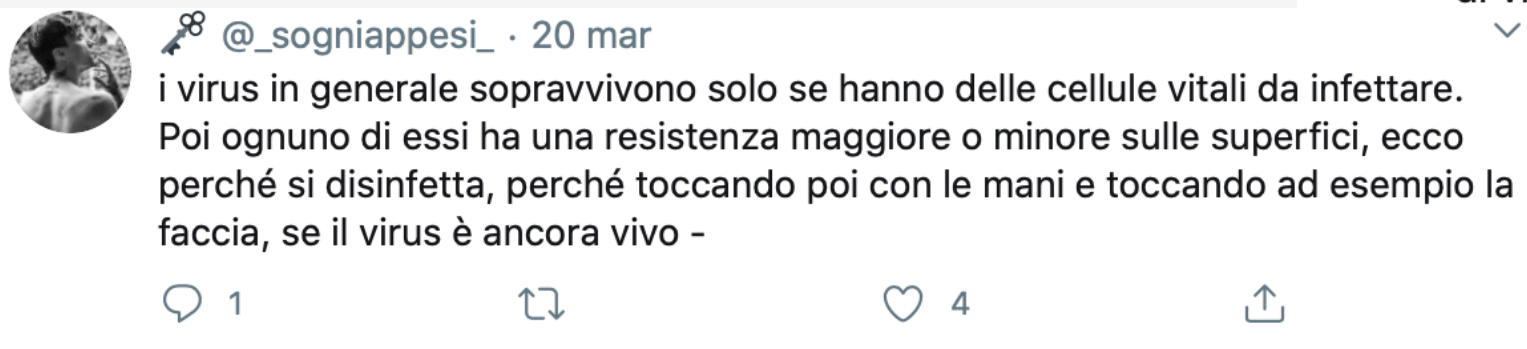
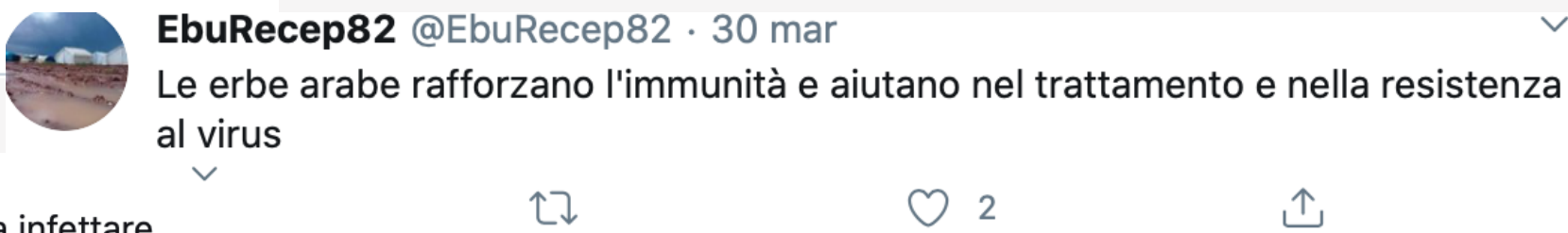
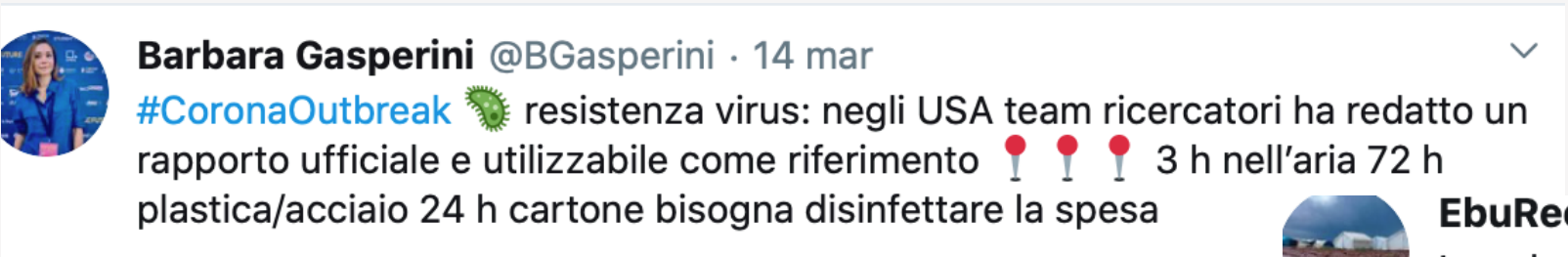


VIRUS The enemy we #resist

#Resistance to virus: both medical connotation of the opposition to the infection and, more generically, the actions to tackle the «**enemy**» (sometimes, rethorically depicted as sentient).



Often, these mentions take the shape of informative messages (news - even fake ones!, charity initiatives) to whom is in needs of.



A POSSIBLE #ANTIVIRUS? TECHNOLOGY

What enables us to pursue our activities, what allows our connections, that help provides essentials to people and doctors.

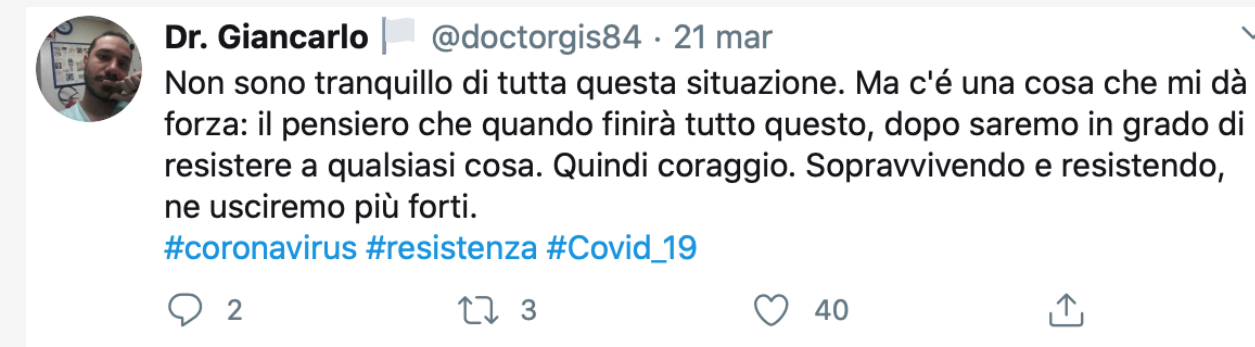


MEANINGS AND RELEVANT MENTIONS FOR #RESISTANCE

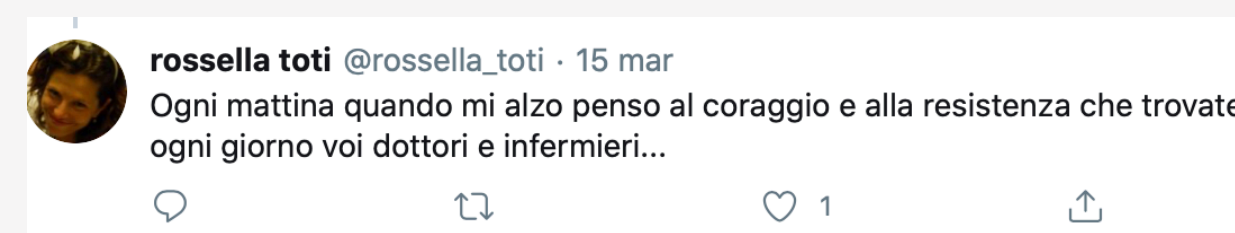
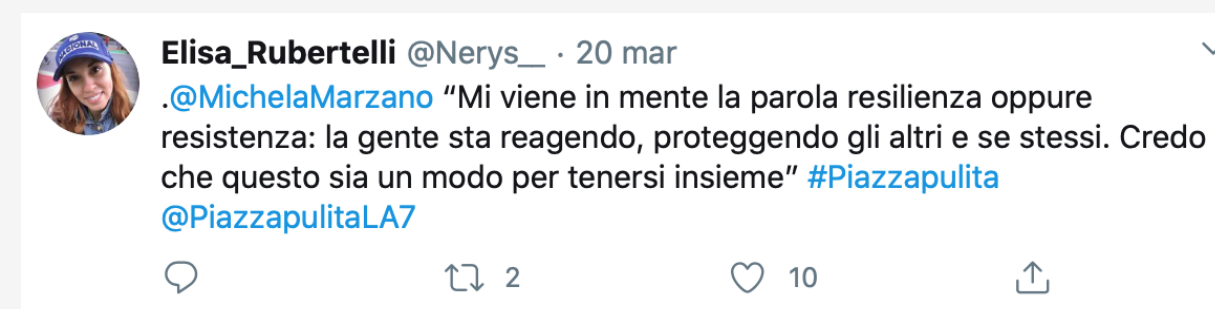
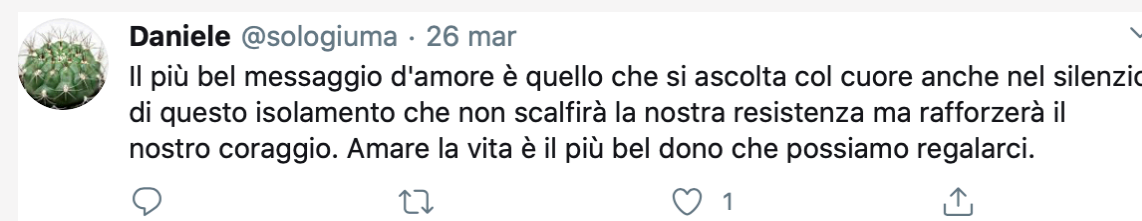


STRENGTH, COURAGE, TOGETHER The values for #resistance

They represent some of the main values of #resistance, the strength and the courage to go on not giving up on **morals** and rules. Given that #resistance is primarily an individual act, **unity** is its enabler.

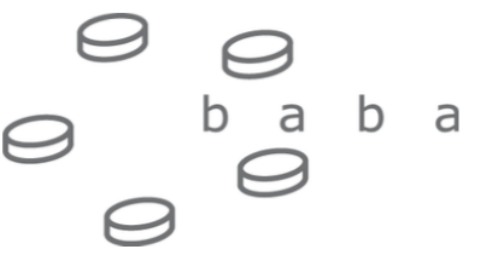


Values mentions are addressed to whom one's wish to **inspire**, **support**, **thank** and make feel part of something to fight for: family, friends, followers. Religious address them to faithfuls. Tones are often energetic, vivacious.



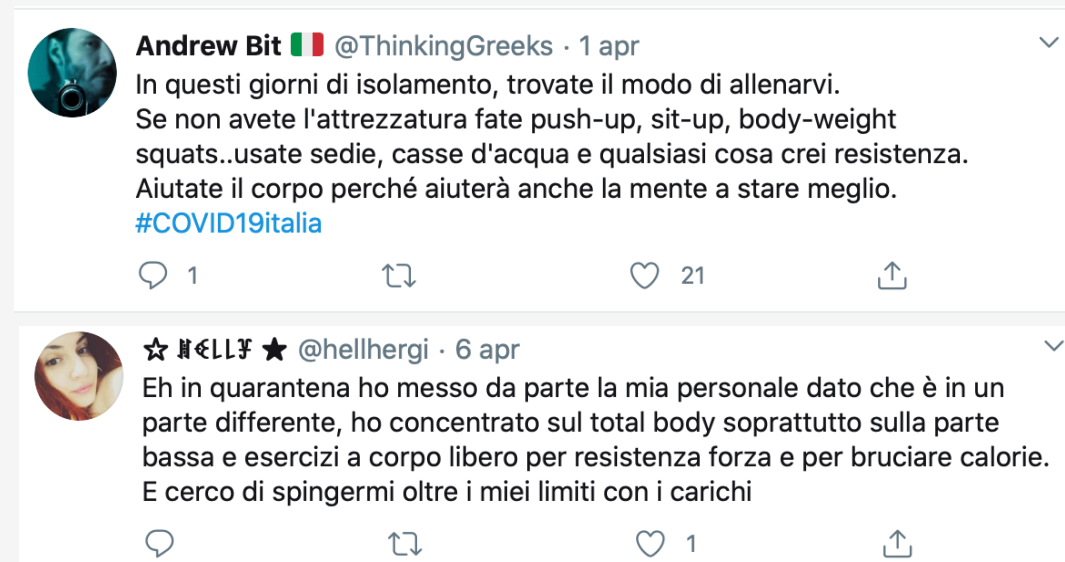
MEANINGS AND RELEVANT MENTIONS FOR #RESISTANCE

Where the #resistance take place:

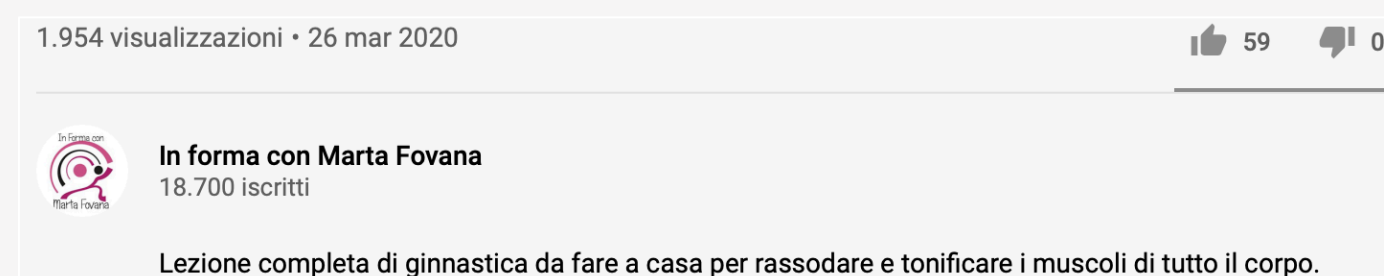


BODY

Home exercise is spreading, stimulating physical effort and providing psychological benefits. The quarantine increases the contact with **self**, including therefore the awareness of physical need.



The lockdown unleash creativity. Fitness/sports **contents** are addressed to followers (i.e. youtubers) or even potential customers (i.e. gym instructors).

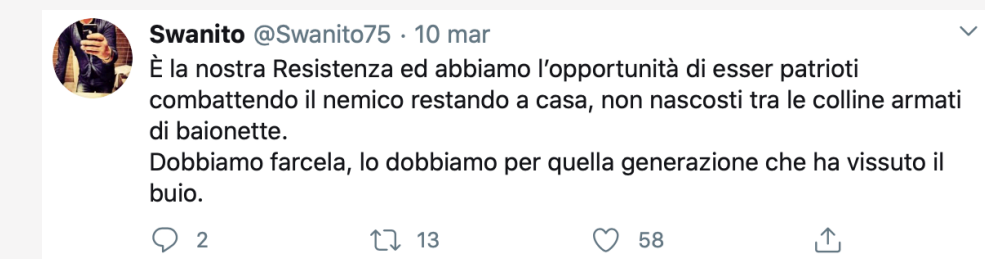


Coronavirus: come allenarsi a casa

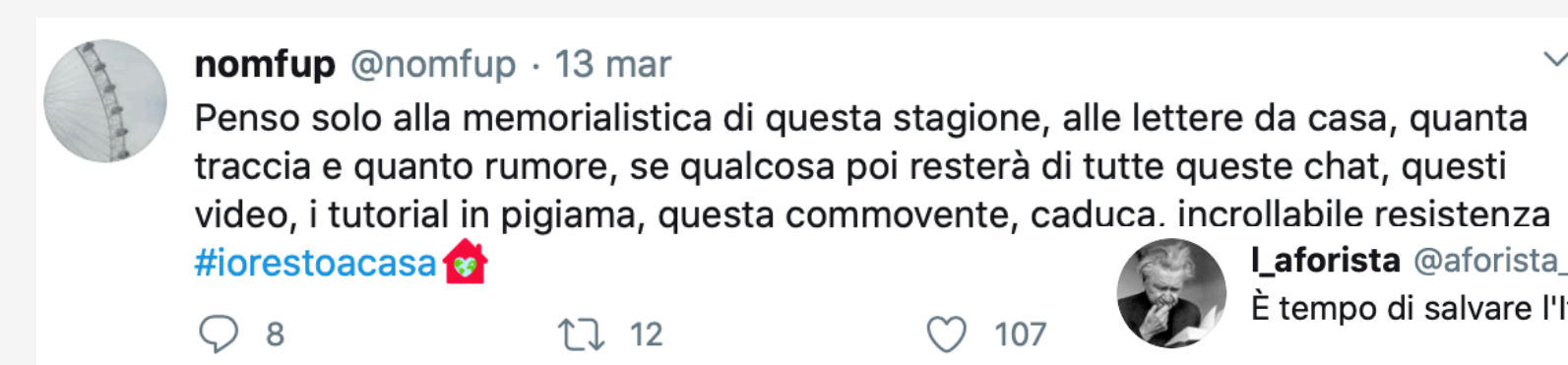
24 Marzo 2020 | Autore: Denise Ubbriaco

HOME

HOME is where the **fight** (the time in quarantine) happens, **#iorestoacasa** is the war cry. At home the values are expressed, in the fulfillment of one's duties.



Addressed to whom one's wish to inspire and even hype a bit, maybe even politicians.



#RESISTANCE Final takeouts



1.

The conversational scene on #resistance shows the renewal of values that connote the act to follow enduring, demanding rules.

#resistance is a passionate call to action that engage people to respect a common scheme, a virtuous path, that, as in war times, will lead to liberation, to freedom, to a sort of collective victory.
It's more an ecumenical value than a political statement.

2.

The most active and reactive sense of #resistance is what we can see in the medical contexts, followed by commercial activities and brands.

Commonly though, the sense of contrast is meant by the effort to spread values through new and vivacious modalities (i.e. the singing from the balconies) or to support help (i.e. volunteers and new forms of charity), standing against anxiety.

3.

#resistance focuses the scenario #TOWAIT (scenario. 3, see the Trend Monitor® 2020-21 map), where the strategy supports still standing : as the effort to survive to factual situations, trying to surf a new statu quo.

