

During pandemic, realigning or reaffirming agency mission was important for social service agencies if supporting families remains vital.

Supporting Families During COVID-19: Text Analysis of Leaders' Messages from Social Service Agencies' Annual Reports

INTRO

- **Annual reports** communicate to service-users & stakeholders activities, wishes, & beliefs that shaped the agency in the past year & the year ahead
- **COVID-19 brought to** forefront new needs of families
- How have messages of social service leaders changed from pre-COVID to COVID-19?

METHODS

1. 436 annual reports of 100 agencies in SG from 2017-2020
2. Text analysis (sentiment, topic modeling, keyness stats)

Gerard Chung (Dr.), Aloysius Chan

RESULTS

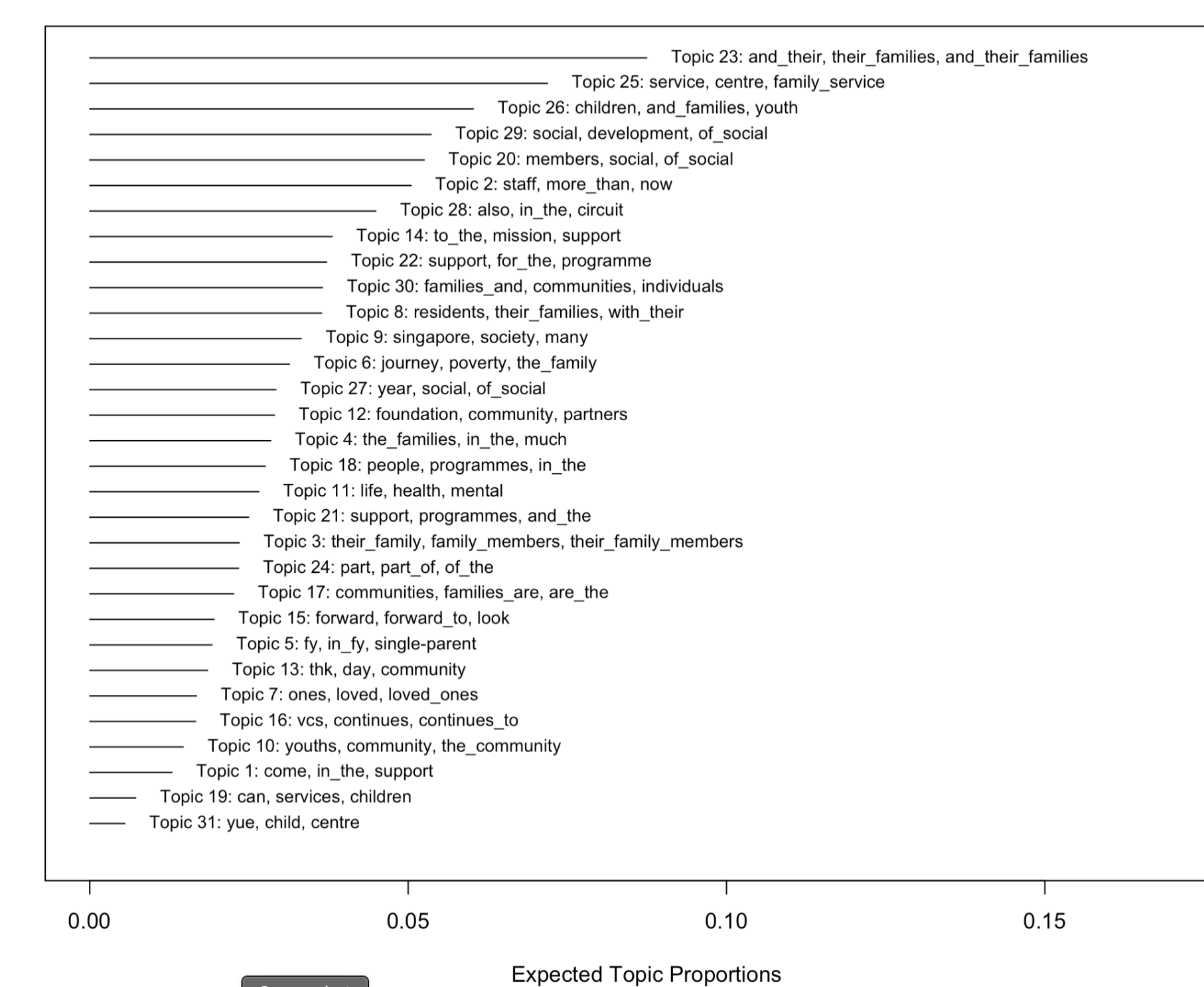
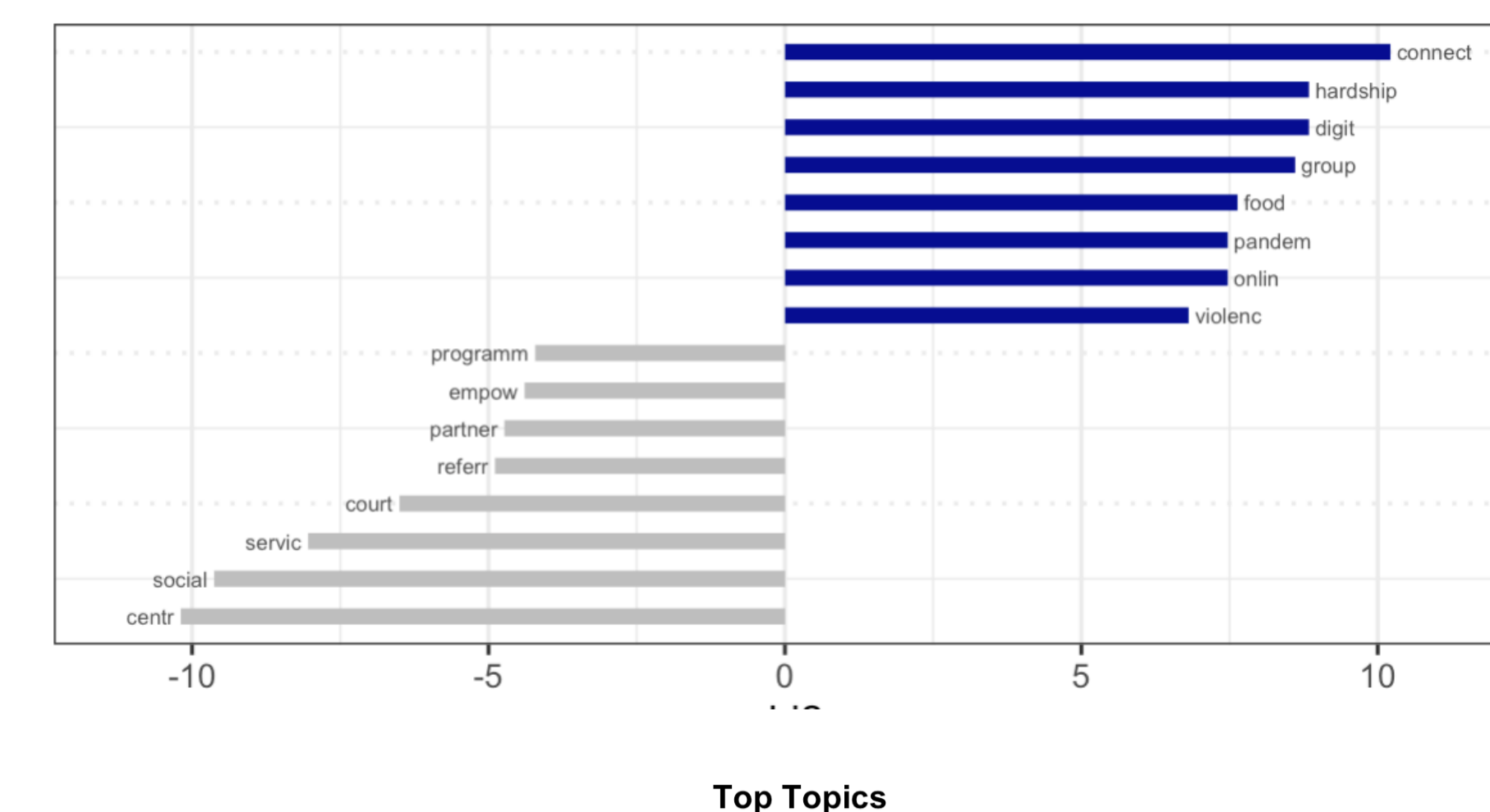
- Increased **negative sentiments (fear, worry)** in leaders' messages
- Increase in words related to **perseverance, persistency, goal**
- Agencies learnt to **better connect with families during pandemic**
- Increased emphasis on **agency mission** in supporting families
- Collaborating more with stakeholders

DISCUSSION

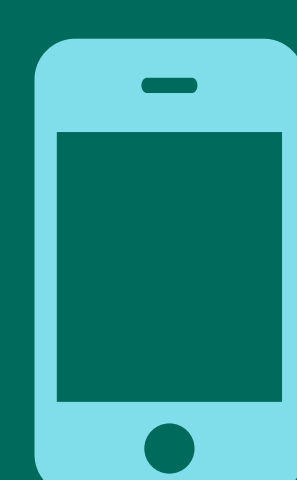
- Pandemic was a moment of **realigning or reaffirming mission** for agencies if supporting families is critical!

Characteristic	2019, N = 100 ¹	2020, N = 100 ¹	p-value ²	Cohen's D
Arousal_nwords_neg_3	0.315 (0.115)	0.297 (0.106)	0.039	0.161
Anger_EmoLex_neg_3	0.011 (0.008)	0.012 (0.007)	0.2	-0.147
Disgust_EmoLex_neg_3	0.005 (0.006)	0.004 (0.005)	0.3	0.105
Fear_EmoLex_neg_3	0.024 (0.012)	0.028 (0.010)	0.002	-0.381
Negative_EmoLex_neg_3	0.025 (0.011)	0.029 (0.010)	<0.001	-0.446
Sadness_EmoLex_neg_3	0.013 (0.009)	0.016 (0.008)	0.015	-0.278
Joy_EmoLex_neg_3	0.041 (0.019)	0.036 (0.012)	0.002	0.309

Try_GI_neg_3	0.011 (0.005)	0.013 (0.005)	0.004	-0.391
Means_GI_neg_3	0.037 (0.011)	0.041 (0.010)	0.003	-0.354
Persist_GI_neg_3	0.009 (0.005)	0.011 (0.005)	<0.001	-0.477



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