

MBA03

Analyzing the Impact of COVID-19 on Ride-Sharing Services Through Social Media

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Abstract

The COVID-19 pandemic has significantly impacted our lives, forcing ride-sharing services like Uber to adapt. Our analysis of 216,120 tweets mentioning “Uber” in the U.S. from 2019 to 2021 used various analytics methods. The results showed that COVID-19 and death cases negatively affected Uber’s usage and popularity on Twitter. However, the introduction of vaccines helped alleviate these impacts. Additionally, Uber’s policies during the pandemic improved its positive image, with a notable increase in positive sentiment early on due to its safer service offerings.

Conference Track

MIS and Business Analytics