

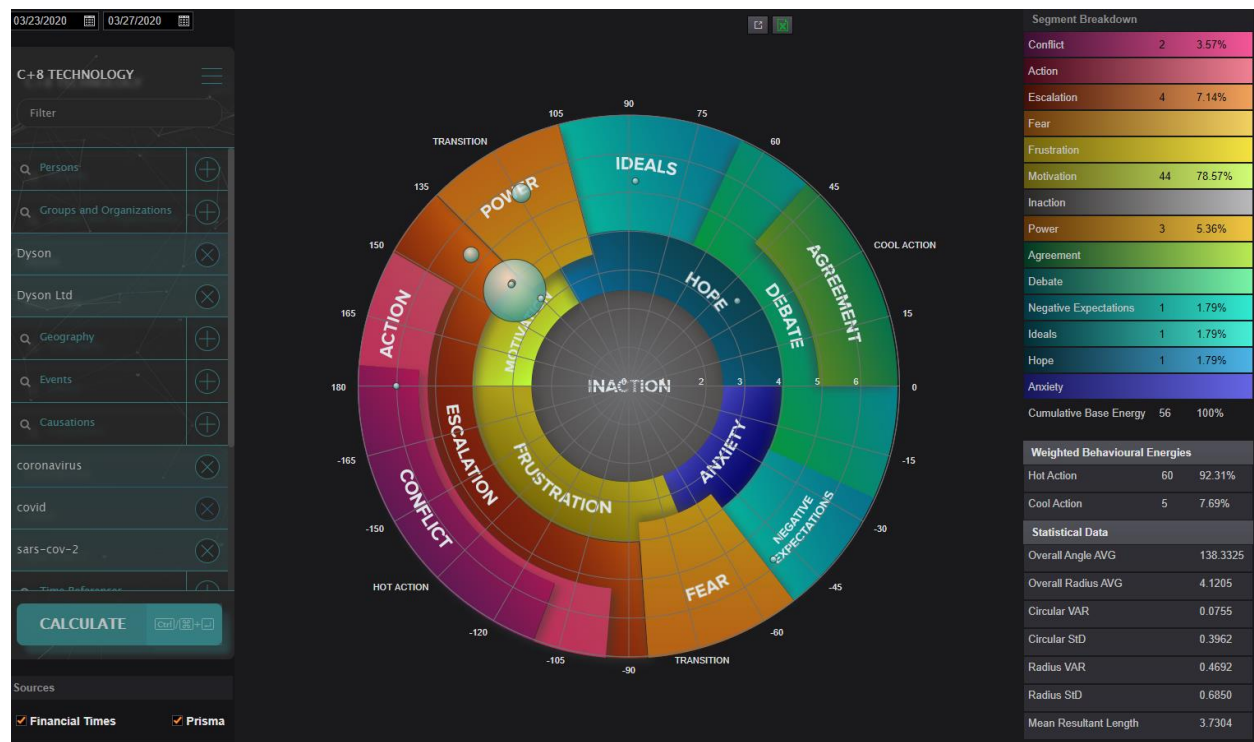
Covid-19 causing changes in production: Dyson Ltd

Overview

Several states are turning to private companies for help to fight the crisis caused by the Covid-19 pandemic. The UK's publicly-funded healthcare system, the NHS, has expressed the need for 30,000 mechanical ventilators,¹ a life-saving piece of equipment for patients severely hit by the illness. Hence, the UK government has asked manufacturers in the country to start building such medical equipment.² Dyson, a company that produces vacuum cleaners, answered the government's call and switched its operations, promising to deliver a significant number of ventilators.³

Analysis

The Circumplex of Social Energies, a tool built by Prisma Analytics, captures collective moods reflected in news media regarding the changes in production lines at Dyson caused by the Covid-19 crisis.



Social Energy Circumplex, query terms: Dyson, Dyson Ltd, coronavirus, covid, sars-cov-2;
Time span: March 23 - 27, 2020

¹ <https://www.wired.co.uk/article/uk-coronavirus-ventilators>

² Ibidem

³ Ibidem

The time frame considered for analysis coincides with the period right after the government made its request towards manufacturers.

Almost all activity - 92.31% - occurs on the left side of the circumplex, Hot Action, and revolves around the decisions that have already been made and implemented, as can be seen in the supporting data figures below. The clearly dominant energy is Motivation – language measured on this layer is characterized by a willingness to act in order to achieve goals, however, it does not represent the action itself – it is the build-up necessary before any action.

Dyson developing ventilator for coronavirus patients

3/23/2020 9:57:00 PM

romseyadvertiser.co.uk

Vacuum cleaner manufacturer Dyson is developing a ventilator for the NHS.

The Wiltshire-based company said it had responded to the Government's call for help in fighting the coronavirus pandemic gripping the UK.

The firm, founded by billionaire inventor Sir James Dyson, has been working "round the clock" to develop a ventilator for patients in hospitals.

ITV News reported that work will include using components from vacuum cleaners and testing prototypes on pigs' lungs.

A Dyson spokesman said: "Dyson has responded to the Government's request for support with its Covid-19 response by focusing resources into the design and manufacture of a ventilator for the NHS.

Supporting data on the Motivation energy layer of the Social Energy Circumplex, query terms: Dyson, Dyson Ltd, coronavirus, covid, sars-cov-2;

Time span: March 23 - 27, 2020

Other energies present on the circumplex include Escalation and Power. Data points on the Escalation layer indicate social moods such as pressure or restlessness which are likely to intensify. If on March 23rd Dyson's actions were on Motivation, 3 days later we see them on Escalation, one of the energies into which Motivation feeds through the circular nature of the circumplex – each energy feeds into the other neighboring energies. Escalation is where we can find pressure and anguish, where the glass is waiting to overflow.

CORONAVIRUS: Dyson to answer government calls and design 15,000 ventilators from scratch

3/26/2020 8:09:00 AM

swindonadvertiser.co.uk

VENTILATORS to help tackle the coronavirus pandemic are being designed from scratch by Dyson.

It comes after the government ordered 10,000 and the company aims to deliver them in weeks and plans to donate 5,000 to the international relief support.

Supporting data on Escalation energy layer of the Social Energy Circumplex, query terms: Dyson, Dyson Ltd, coronavirus, covid, sars-cov-2;

Time span: March 23 - 27, 2020

Power is an energy that is neither in Hot Action, nor in Cool Action. It is a transition area between the two, containing elements of political will and ability. The implementation of any idea and project ultimately depends on the participants' power to achieve them. In order for a plan such as Dyson's to bear fruit, Power must be present.

Dyson plan to build ventilators to help tackle the virus

3/24/2020 1:01:00 PM

bristolpost.co.uk

The company are in the process of developing a ventilator to help tackle the virus

The vacuum cleaning company Dyson are developing a ventilator which will aim to tackle the coronavirus.

The plan is already being scaled up and follows regulated medical device development which includes testing prototypes on pigs lungs and using components from their vacuums.

Supporting data on the Power energy layer of the Social Energy Circumplex, query terms: Dyson, Dyson Ltd, coronavirus, covid, sars-cov-2;

Time span: March 23 - 27, 2020