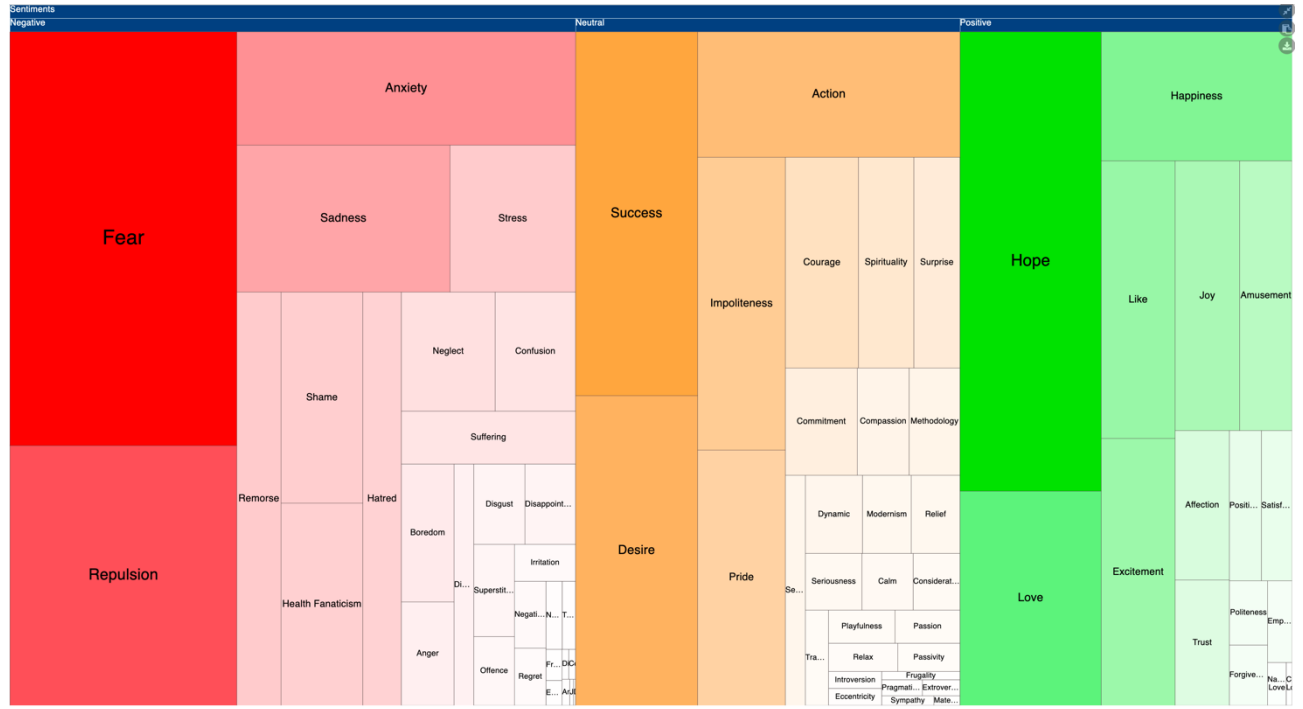


COVID-19: Insights & Feelings

COVID-19: INSIGHTS & FEELINGS, APRIL 1, 2020

FEAR GROWS: PEOPLE WANT ANSWERS

Map of emotions expressed about COVID-19 on social media by people in the US and the UK



Source: Expert System and Sociometrica, April 1, 2020

Day 2: Expert System and Sociometrica are monitoring the emotions and general sentiment around the COVID-19 pandemic expressed by people in the US and UK across social media.

Based on an analysis of around 45,000 social media posts in English over the last 24 hours, “fear,” “anxiety” and “repulsion” were the most widespread emotions, with negative feelings growing from 37.6% yesterday, to 42.2% today.

The map above represents the emotions derived from the semantic analysis of social media content over a 24-hour period. Expert System’s artificial intelligence technology extracts the emotions, which are then analyzed and interpreted by Sociometrica.

While all negative feelings are up compared to yesterday, both neutral feelings, which do not express a particular emotion, and positive feelings have decreased over the last 24 hours. The percentage of neutral emotions expressed on social media is down from 34.7% yesterday to 32.2% today, and positive emotions expressed have decreased from 27.8% to 25.6% today.

People aren’t just afraid, they are insisting on answers (see “action” on the map above), both regarding the progression of the pandemic and, above all, regarding actions to combat the virus. Strong criticism is levelled at those who do not respect the safety rules and who behave in a manner that is inappropriate to prevent the spread of the virus (see “impoliteness” in the map). In addition, there is a growing feeling of pride towards one's own country (in the map: “pride”) and also towards the chances of success and victory against the virus.

There are also other emotions, which, although expressed with less intensity, are nevertheless significant, such as remorse for not having acted sooner (regarding restrictive measures); towards the confusion in counteracting the virus and the denial of the virus when it first appeared (see “neglect” on the map). On the positive side, there is the “hope” of being able to overcome the crisis quickly and a general feeling of brotherhood (in the map: “love”).

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