

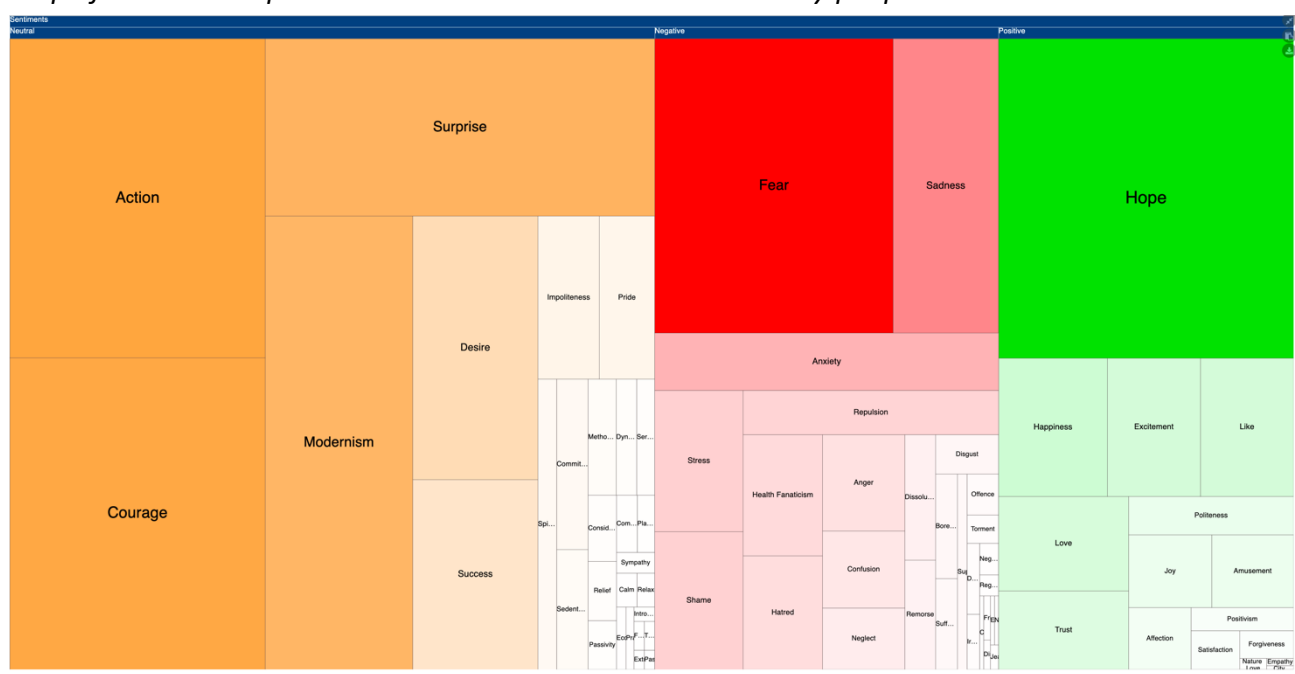
# COVID-19: Insights & Feelings



COVID-19: INSIGHTS & FEELINGS, APRIL 8, 2020

## POSITIVE EMOTIONS ON THE RISE

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



Source: Expert System and Sociometrica, April 8, 2020

Day 9: 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 62,000 social media posts in English over the last 24 hours, for the first time, a positive emotion, “hope,” is the most widespread emotion. In addition, neutral feelings, which do not express a particular emotion, have surpassed negative feelings for the first time in this analysis, showing an increase from 34.1% to 39.7% over the last 24 hours.

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.

Therefore, today seems to be a turning point, with positive emotions on the rise, increasing from 26.2% yesterday to 30.5% today. In the neutral emotions, there is a growing expression of “action” around the commitment to the fight against the virus. The analysis also highlights the courage of doctors and nurses working on the forefront of the fight and the confidence in science (on the map: "modernism"). In terms of positive emotions, “hope,” “happiness” (to imagine oneself free from the pandemic) and appreciation for the "politeness" shown by people in this difficult situation were notable over the past 24-hour period.

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