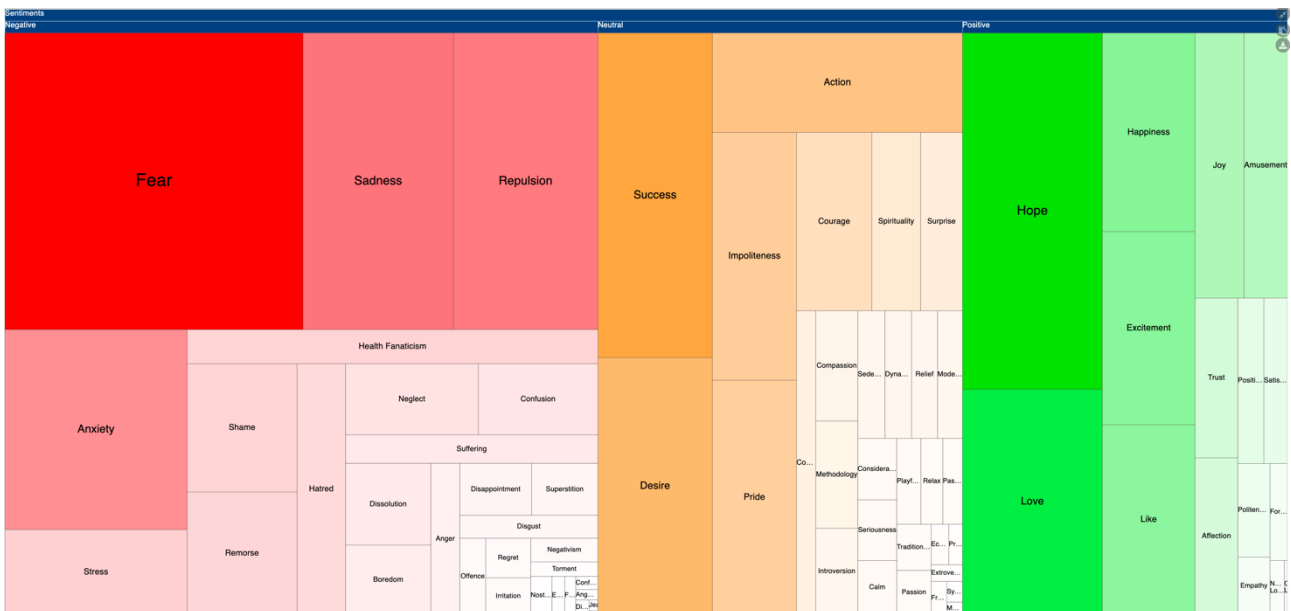COVID-19: INSIGHTS & FEELINGS, APRIL 2, 2020

SADNESS GROWS, BUT PEOPLE HAVE HOPE

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

Source: Expert System and Sociometrica, April 2, 2020

Day 3: 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 60,000 social media posts in English over the last 24 hours, "fear," "sadness" and "repulsion" were the most widespread emotions, with negative feelings growing from 42.2% yesterday, to 43.7% 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 have increased compared to yesterday, neutral feelings, which do not express a particular emotion, and positive feelings have both decreased over the last 24 hours. The percentage of neutral emotions expressed on social media is down from 32.2% yesterday to 31.1% today, and positive emotions expressed have decreased from 27.8% to 25.2% today.

There are many reasons behind the fear. Based on our analysis, the main reasons behind the "fears" expressed online are: the difficulty in finding personal protective equipment; a sense of "repulsion" for the lack of accountability and for not acting sooner; the "fear" for what could happen to patients with underlying illnesses; how long the pandemic will last; the availability of apps to fight against the virus; the chaos of lockdown. The "fear" is also driven by unverified stories that the virus was produced in connection with the creation and spread of the 5G network.

There are also many messages inviting us to embrace solidarity and to feel like a united community. Many people are confident that, while it will take time, the country will emerge stronger from this situation.

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