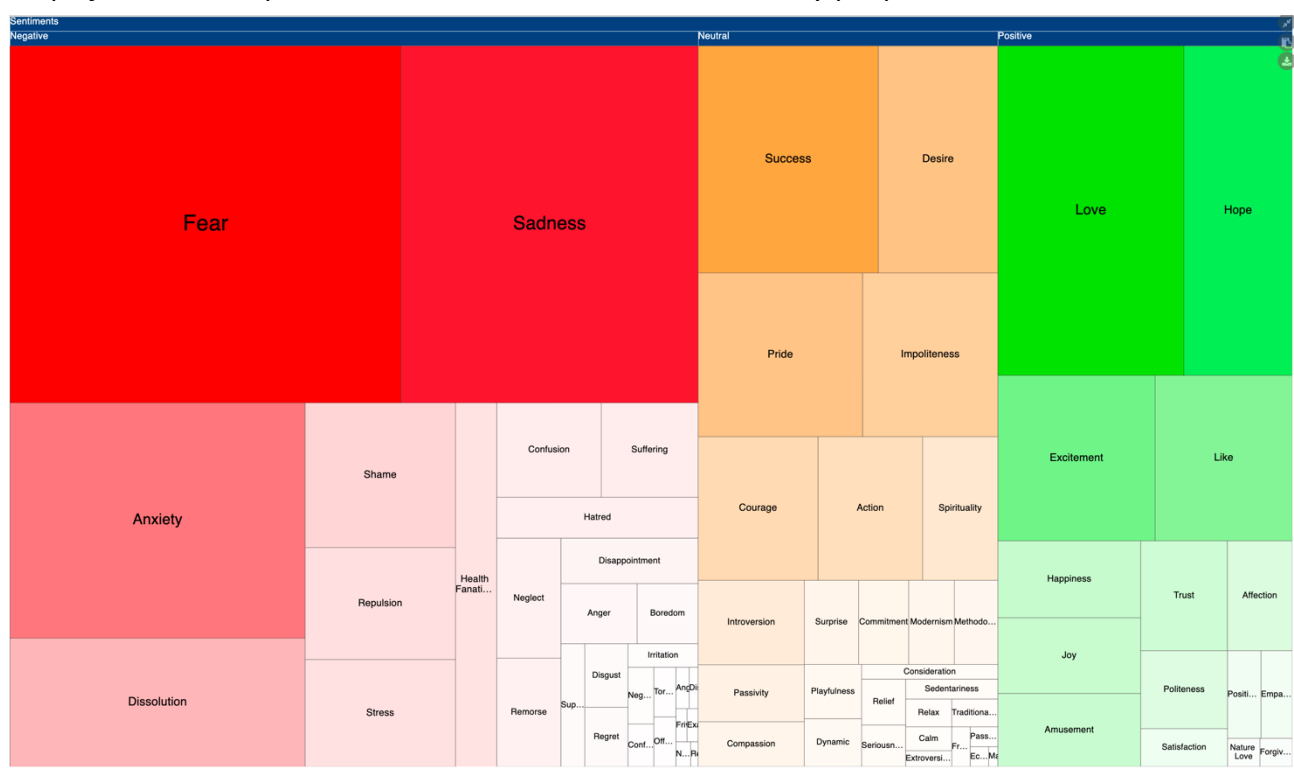COVID-19: INSIGHTS & FEELINGS, APRIL 3, 2020

FEAR GROWS IN THE WAKE OF COVID-19

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

Source: Expert System and Sociometrica, April 3, 2020

Day 4: 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 65,000 social media posts in English over the last 24 hours, "fear" continues to be the most widespread emotion for the fourth day in a row, with negative feelings growing from 43.7% yesterday, to 44.0% 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 also both decreased over the last 24 hours, following a downward trend over the past four days. Compared to yesterday, the percentage of neutral emotions expressed on social media is down from 32.2% to 30.5%, and positive emotions expressed have decreased to 25.5% from 27.8%.

There are many reasons why fear is growing, the most important of which is fear of the growing number of new cases, and therefore the fear of more lives in danger. The second reason concerns the ability of the healthcare system to respond to the pandemic. There is also the fear generated by the belief that the government is not a credible source of news and information. In the UK, there is fear that there is no plan to combat the virus and that, instead, we are moving in the dark.

There are also many messages inviting us to embrace love and to unite as a community. The social media posts over the last 24-hour period show that people are engaged and committed and also happy to be able to do new things to help those in need, both in terms of the virus and of the lockdown itself.

Contact us on Twitter:
Andrea Melegari: @Expert_System
Antonio N. Preiti: @apreiti

SOCIOMETR1CA

www.sociometrica.it

EXPERT SYSTEM

www.expertsystem.com