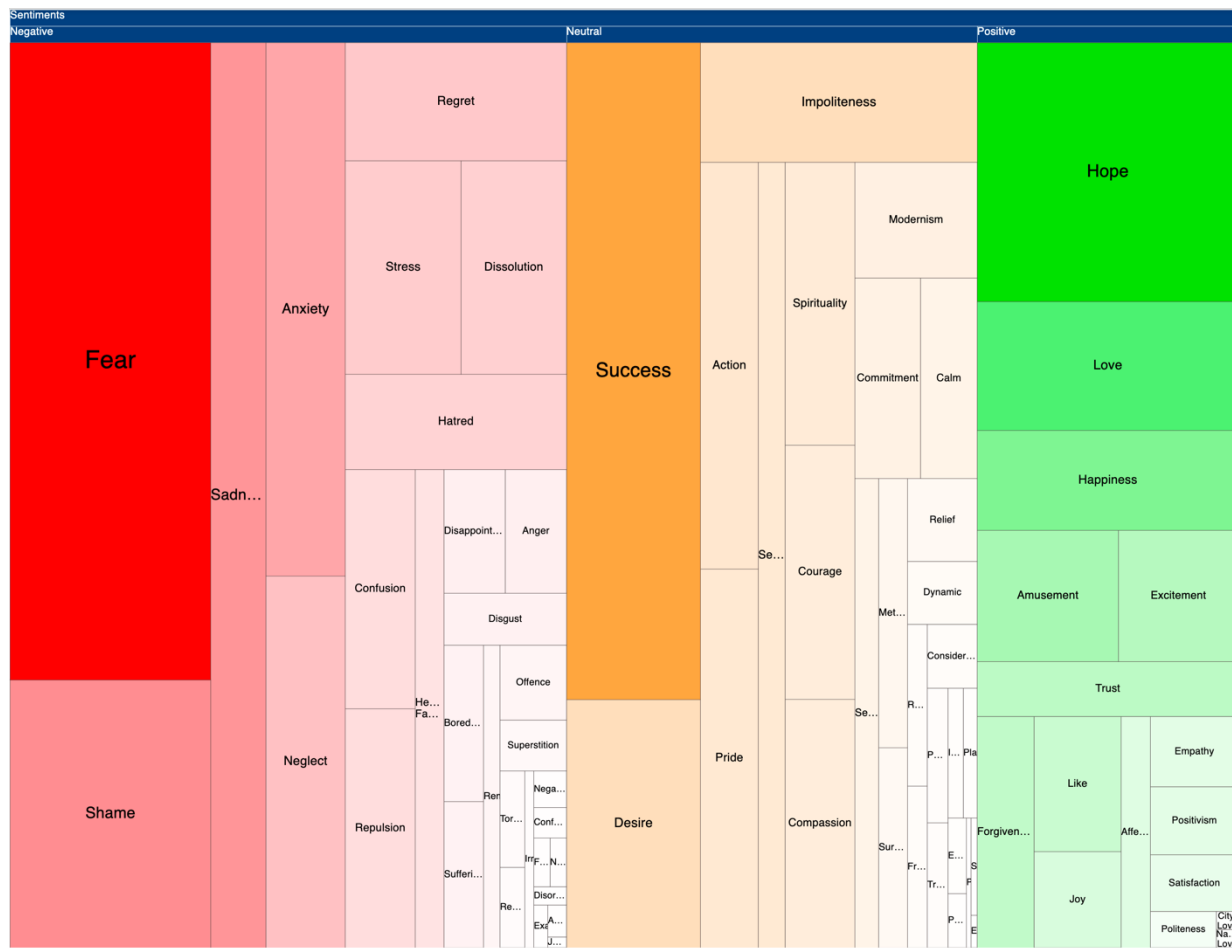


COVID-19: Insights & Feelings

COVID-19: INSIGHTS & FEELINGS, APRIL 16, 2020

FEAR AND SHAME ARE INCREASING

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



Source: Expert System and Sociometrica, April 16, 2020

Day 16: 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 61,000 social media posts in English over the last 24 hours, “fear,” continues to be the most widespread single emotion, while the general sentiment is even more negative over yesterday.

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.

Among the growing negative feelings is “shame,” because the virus has been underestimated by government leaders, who have failed to take the necessary measures to combat it. Today, “fear” is the emotion that dominates our sample; after fear, “hope” and “trust” are the next most widespread emotions.

All negative feelings have increased, compared to yesterday, from 42.5% to 43.5%; neutral feelings are also increasing over the last 24 hours, from 30.7% to 34.9%. Positive emotions have decreased from 26.8% yesterday to 21.6% today.

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