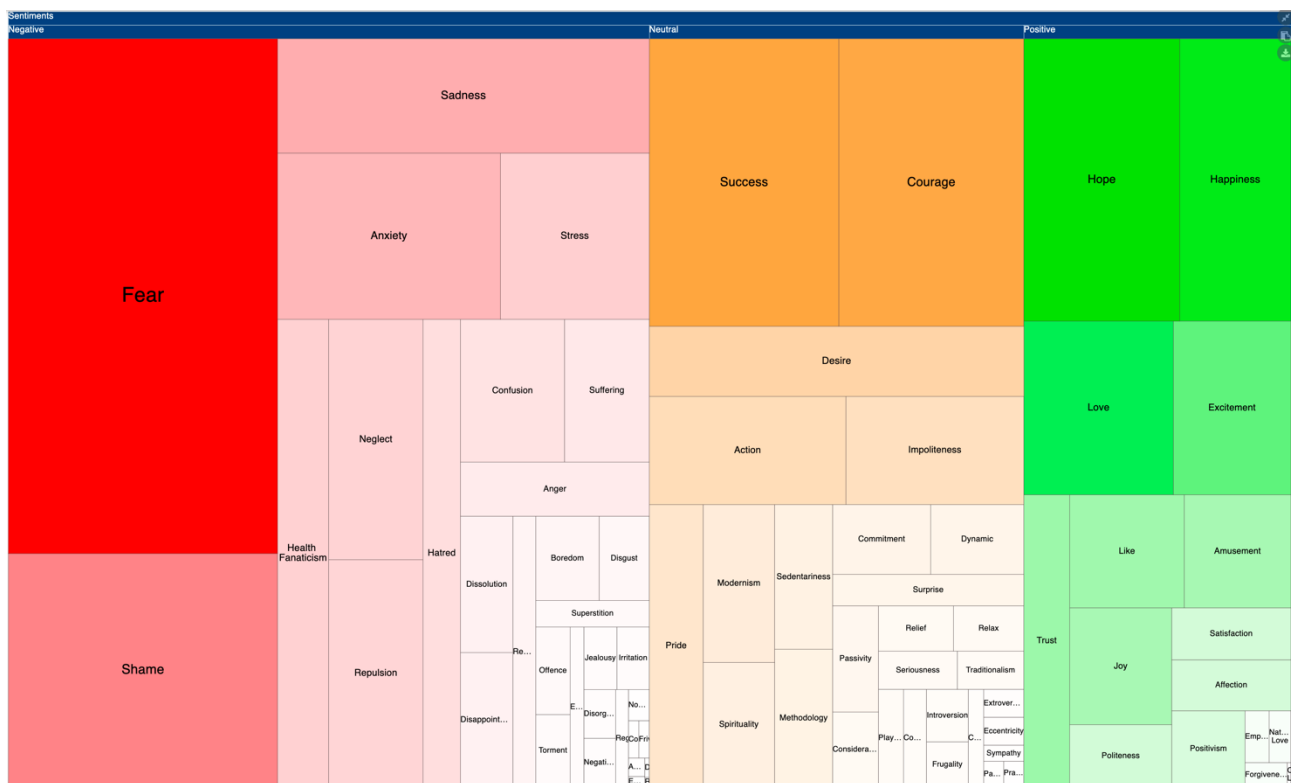


# COVID-19: Insights & Feelings

COVID-19: INSIGHTS & FEELINGS, MAY 05, 2020

## FEAR, SADNESS & SHAME ARE STILL DOMINANT FEELINGS

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



Source: Expert System and Sociometrica, May 5, 2020

Day 36: 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 52,000 social media posts in English over the last 24 hours, “fear,” “shame” and “sadness” are the most widespread emotions over the last several days.

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.

The general feeling over the last week has been consistently negative. “Fear” continues to hold first place, followed by “shame” toward those not respecting the rules and toward the responsibility attributed to China for the virus and the delay in raising the alarm. Among the non-negative emotions, there is growth around “confidence” in the success of the vaccines that are beginning to be tested.

Over the last several days, all negative feelings have slightly decreased, from 48.9% to 47.0%. Over this same period there has also been a slight increase in neutral feelings, from 31.3% to 32.2%. Positive emotions have increased, from 19.8% in the last several days to 20.8% today.

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