

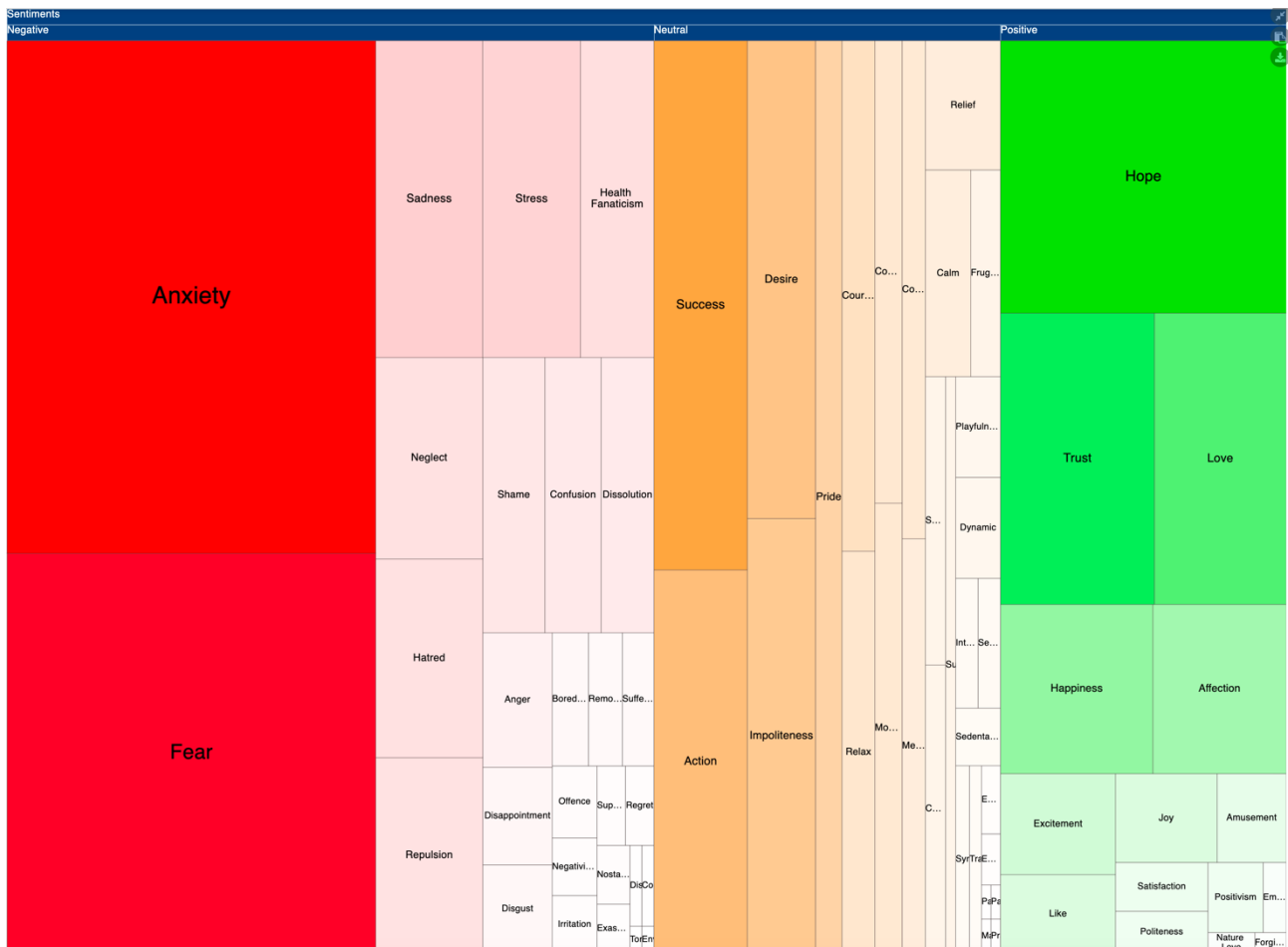
COVID-19: Insights & Feelings



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

TIME OF FEELINGS POLARIZATION

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



Source: Expert System and Sociometrica, May 8, 2020

Day 40: 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 42,000 social media posts in English over the last 24 hours, “anxiety” is the most widespread emotion 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.

While negative emotions like “anxiety” and “fear” dominate in the recent analysis, three very positive emotions follow: “hope,” “success” (which reflects our hopes for a positive outcome of the virus) and “trust.” Here, we are seeing a polarization of emotions, where both optimism and pessimism are on the rise. “Anxiety” reflects the uncertainty of when the general situation will improve, and “fear” is related to how to deal with the virus and the resulting economic discomfort. At the same time, an increasing number of people believe the virus is being managed, that the situation is improving.

Over the last several days, all negative feelings have increased, from 47.0% to 50.0%. Over this same period, there has been a significant decrease in neutral feelings, from 32.2% to 26.9%. At the same time, positive emotions have increased, from 20.8% over the last several days, to 23.1% today.

Contact us on Twitter:

Andrea Melegari: @Expert_System

Antonio N. Preiti: @apreiti

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