COVID-19: INSIGHTS & FEELINGS, MAY 26, 2020

IMPOLITENESS SURPASSES FEAR AS THE TOP EMOTION ON SOCIAL

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

Source: Expert System and Sociometrica, May 26, 2020

Day 58: 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 36,000 social media posts in English over the last 24 hours, "impoliteness" is the most single widespread emotion over the last several days, and overall negative feelings continue to prevail.

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.

In the past several days, as much of the US reopened, the emotions expressed on social media are reflecting the controversy over the rules to be followed under COVID-19 and those who do not respect them. There is great confusion: some people express themselves in an offensive way toward those who are not respecting the rules; others are irritated by the authorities who do not allow certain behaviors, such as going to the beach and swimming. We are seeing many reactions: people who are rebelling against the authorities and the rules, those who are angry at this rebellion, and finally, those who complain that the rules are not clear. Basically, we are faced with emotions that are no longer dictated mainly by the virus, but by the anti-virus strategies.

Over the last several days, all negative feelings have decreased, from 46.1% to 44.3%. Over this same period of time, there has been a hard increase in neutral feelings, from 34.3% to 37.6%. Positive emotions are showing a slight decrease, from 19.6% in the last several days to 18.1% today.

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