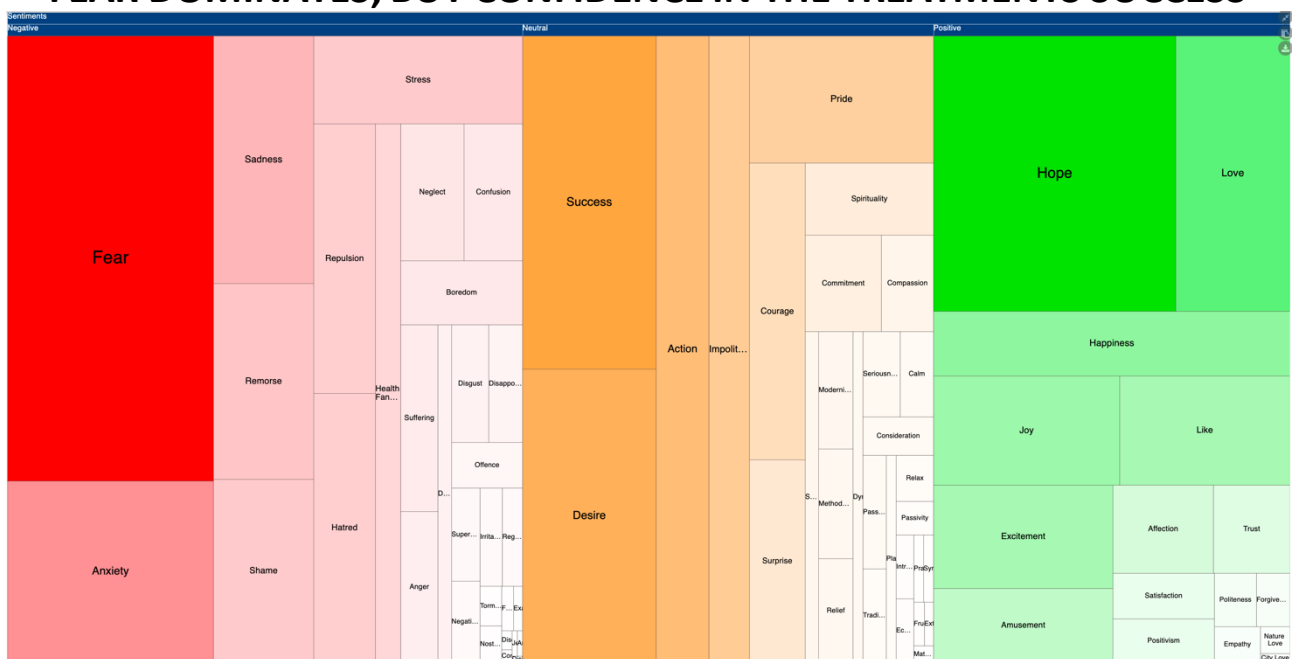


# COVID-19: Insights & Feelings

COVID-19: INSIGHTS & FEELINGS – 2020, March 31

## FEAR DOMINATES, BUT CONFIDENCE IN THE TREATMENTS SUCCESS



Emotion map of USA and UK people on Covid-19

Source: Expert System, Sociometrica, 31 March 2020

First day of monitoring the emotions and general sentiment of the people across social media towards the Covid-19 epidemic, carried out by Expert System and Sociometrica. The map shows the emotions that derive from the semantic analysis of the texts in English (about 40 thousand) published on social media in the last 24 hours. Of each published text, Expert System's artificial intelligence technology extracts emotions, which are then analysed and interpreted by Sociometrica.

In a moment of great collective emotion that the expansion of the Covid-19 virus has created all over the world, it is important to monitor how people's sentiment changes as the success of the anti-virus strategy also depends (if not mainly) on the behaviours of the single individual.

The prevailing sentiment today, March 31st, is fear mixed with anxiety, sadness, stress and other negative feelings such as hatred, repulsion and remorse. Neutral sentiment is dominated by confidence in strategies being implemented by both the government and the healthcare system to combat the virus. There is also a great desire to return, as soon as possible, to the normal life experienced before the explosion of the virus. Finally, there is a strong feeling of pride towards the country's ability to win this war.

Among positive feelings, hope wins. Hope that everything will be solved in the shortest possible time. Other feelings expressed by many people are feeling of collective embrace (in the map: "love") and the great sense of community. Note also feelings of joy and happiness that are expressed through the many forms of digital media, not being able to do it physically in person. In fact, there is happiness in communicating with others, and this eases the pressure on the many constraints that today prevent an everyday life as usual.

Overall, the general sentiment of the country is fairly balanced, although negative feelings triumph (37.6%), neutral emotions are now at 34.7% and positive ones at 27.8%.

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