

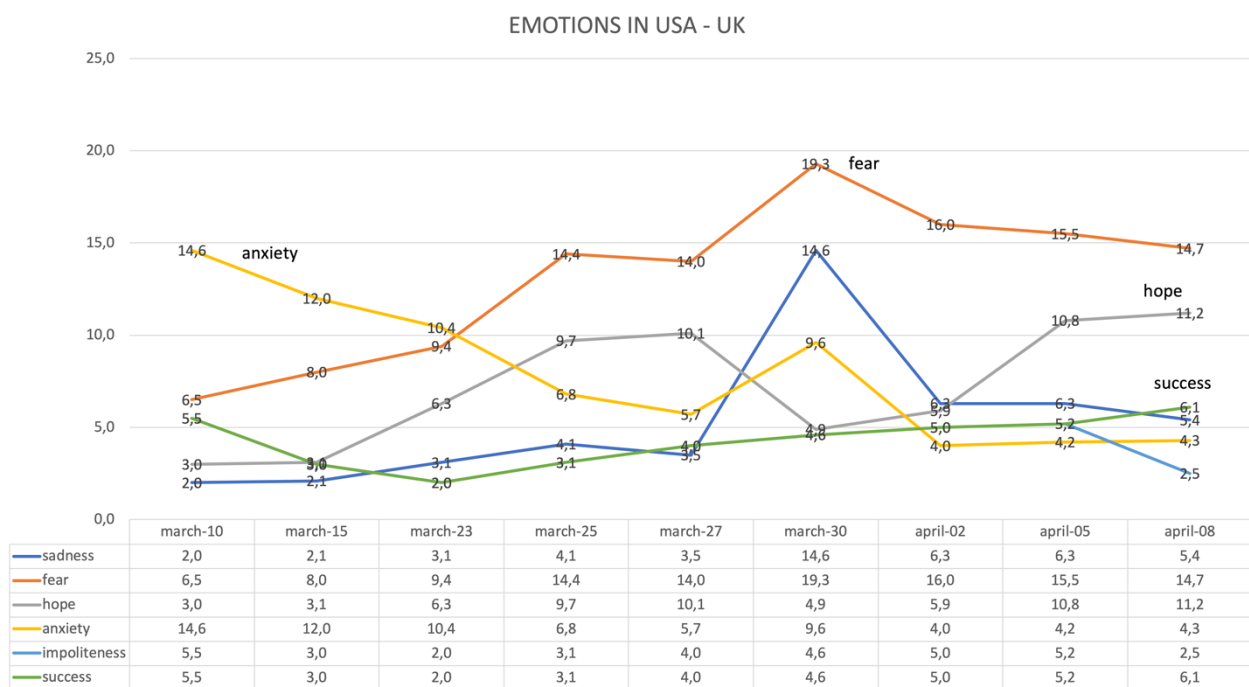
# COVID-19: Insights & Feelings



COVID-19: INSIGHTS & FEELINGS, APRIL 9, 2020

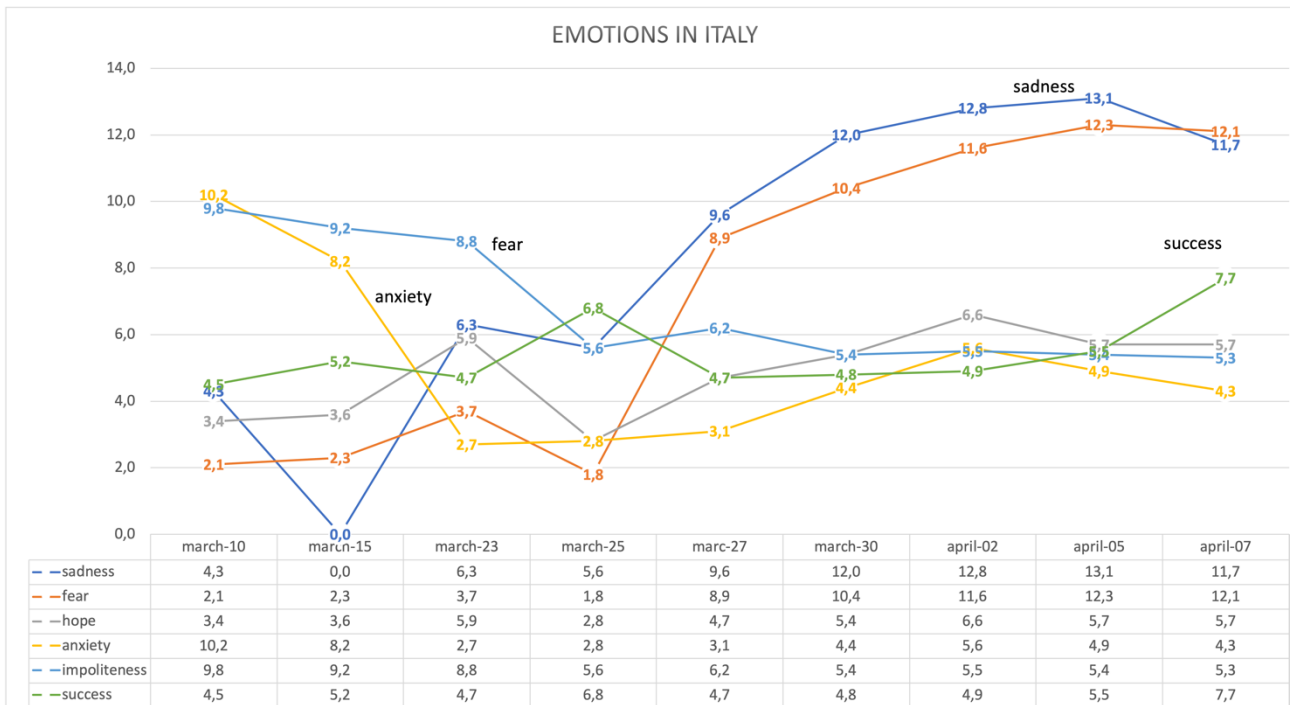
## USA/UK AND ITALY: EMOTIONS FOLLOW SIMILAR PATTERN IN EARLY STAGES OF COVID-19

Map of emotions expressed about COVID-19 on social media in English



Source: Expert System and Sociometrica, April 9, 2020

### Map of emotions expressed about COVID-19 on social media in Italian



Source: Expert System and Sociometrica, April 9, 2020

Day 10: 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. Today, we are expanding our analysis to include social media posts from Italy. This report is based on an analysis of several thousand social media posts in English and Italian over the last 30 days. The analysis allows us to compare the trajectory of emotions over this time period as shown in the charts above.

The spread of the coronavirus and the number of people infected has followed a similar trend in many countries. Our analysis shows that there seems to be a corresponding trend in emotions over time, at least in the initial stages. Here, the main emotion expressed in English and Italian was “anxiety,” which was soon replaced, and eclipsed, by “fear.” In Italian, “fear” was the dominant emotion until about 10 days ago; it remains the dominant emotion in English. Today, in Italian posts, “fear” has been replaced by “sadness,” which reflects concern for the economic difficulties the country is facing after being in lockdown for more than a month. However, the current analysis indicates some differences with Italy. In the English-speaking world, “sadness” has been declining since it peaked at the end of March. Instead, emotions like “confidence,” related to the fight against the virus, and “hope,” which has almost equaled “fear,” are on the rise.

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