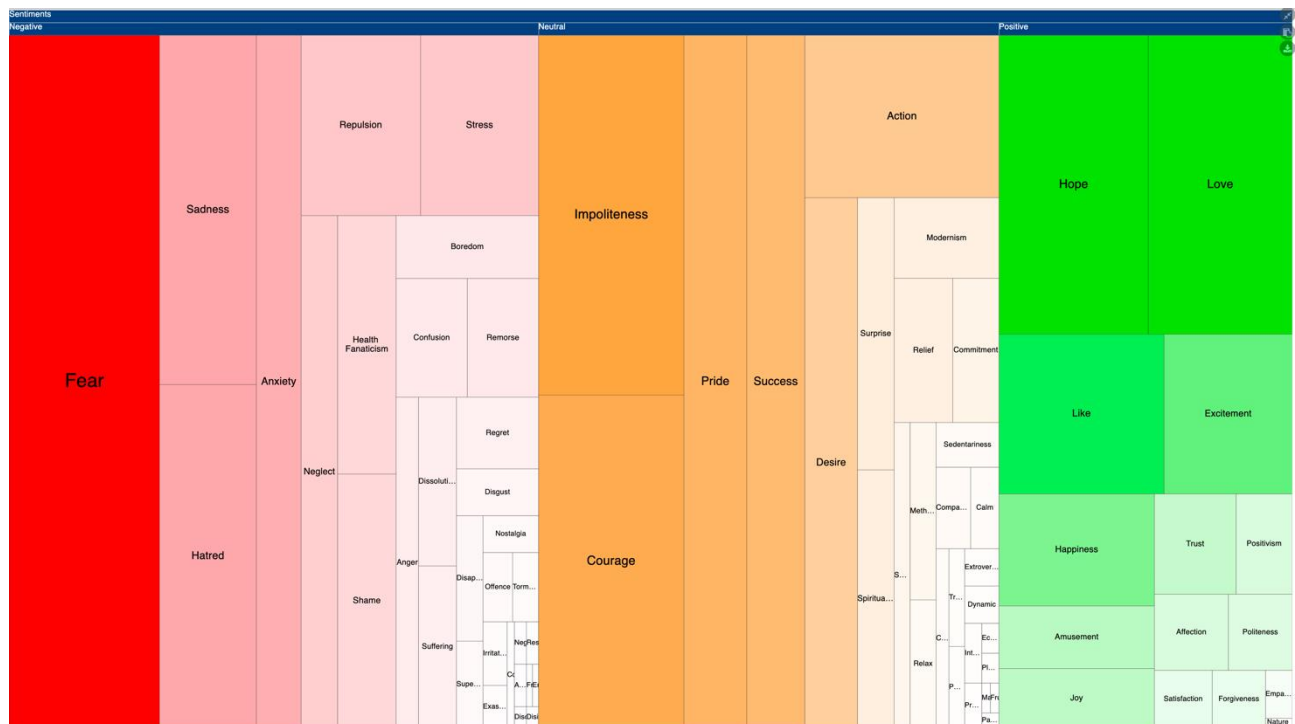


COVID-19: Insights & Feelings

COVID-19: INSIGHTS & FEELINGS, APRIL 10, 2020

FEAR AND IMPOLITENESS ARE INCREASING

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



Source: Expert System and Sociometrica, April 10, 2020

Day 11: 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 56,000 social media posts in English over the last 24 hours, “fear” is the single most widespread emotion. Today, understanding the general trend in sentiment becomes more difficult, following on two days when negative emotions seemed to be declining and positive ones appeared to increase. .

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.

Compared to yesterday, all negative feelings have increased, from 37.1 % to 40.0%; neutral feelings, which do not express a particular emotion, have increased over the last 24 hours, from 32.3 % to 36.1%. The positive emotions expressed have decreased from 30.6% to 23.9%.

The emotion that has grown the most in the last 24 hours is “impoliteness,” which today ranks immediately behind “fear,” and before “courage,” “hope” and “pride.” “Impoliteness” is aimed at those who are demonstrating irresponsible behaviour by not respecting the rules that citizens must follow to fight the spread of the virus.

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