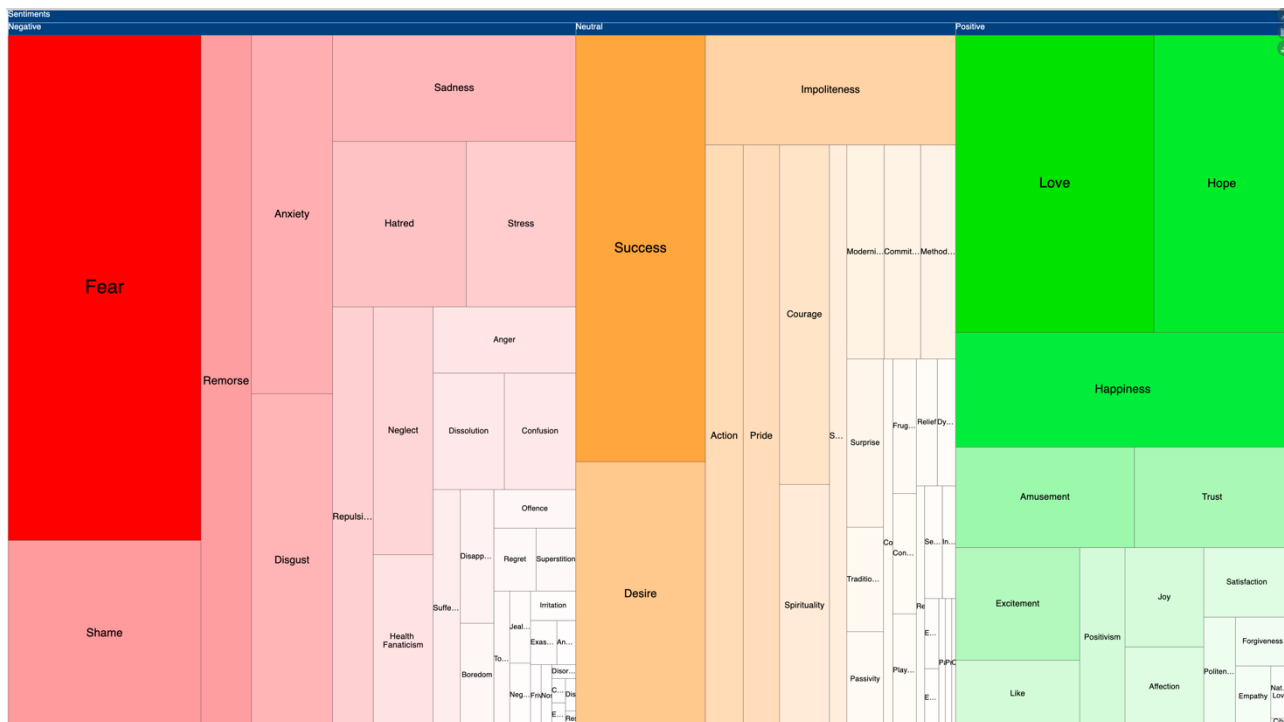


COVID-19: Insights & Feelings

COVID-19: INSIGHTS & FEELINGS, APRIL 15, 2020

POSITIVE EMOTIONS BEGIN TO GROW

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



Source: Expert System and Sociometrica, April 15, 2020

Day 15: 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 58,000 social media posts in English over the last 24 hours, “fear” continues to be the single most widespread emotion, but positive emotions, on the whole, are on the rise..

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.

Today, of the top five most common emotions expressed, four are positive: “love,” “success,” “hope” and “happiness.” “Love” is expressed in the context of those fighting on the front lines of the pandemic (doctors and nurses). “Success” is used in context of the confidence that scientific solutions will soon be found. “Hope” and “happiness” refer to the hope that life will soon return to normal, and the happiness we will feel once we do. It is worth noting that the recent Easter holiday could have impacted these emotions. Therefore, we will need to see if the trend holds over the coming days.

Compared to yesterday, all negative feelings have decreased, from 47.5% to 42.5%; neutral feelings are stationary over the last 24 hours, from 30.2% to 30.7%. Positive emotions have increased from 22.3% yesterday to 26.8% today.

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