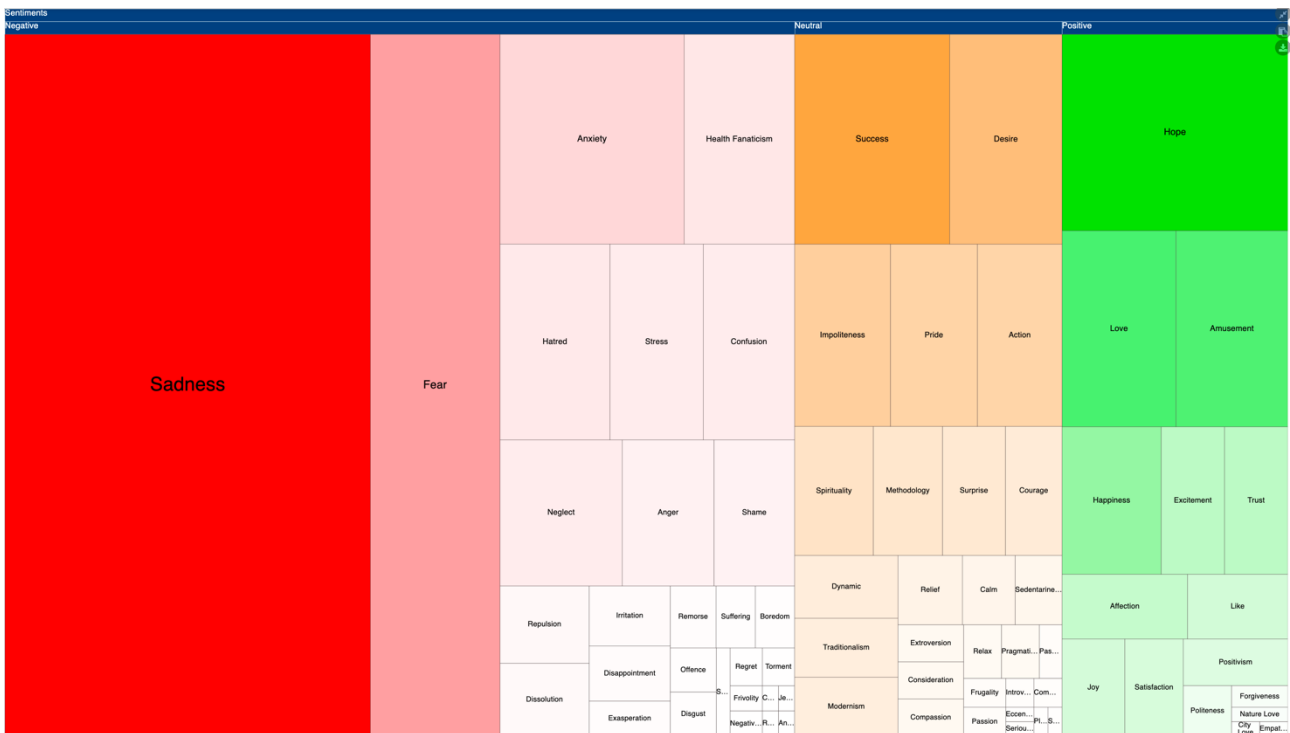


COVID-19: Insights & Feelings

COVID-19: INSIGHTS & FEELINGS, APRIL 22, 2020

SADNESS REPLACES FEAR IN EMOTIONS RELATED TO COVID-19

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



Source: Expert System and Sociometrica, April 22, 2020

Day 22: Expert System and Sociometrica are monitoring the emotions and general sentiment expressed by people in the US and UK across social media around the COVID-19 pandemic.

Based on an analysis of around 43,000 social media posts in English over the last 24 hours, “sadness,” is the single most widespread single emotion, replacing “fear” and “anxiety,” that have prevailed in recent days.

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.

From day one of our analysis, “fear” has been the prevailing emotion, followed by “anxiety” and “suffering.” Today, however, “sadness” dominates in our sample. The “sadness” expressed on social media exists in many contexts, from sadness for those who are suffering from illness, for having to stay at home and not being able to see friends and family, to sadness due to the loss of employment. “Hope” continues to be the top positive emotion, followed by “love” towards frontline workers like doctors, nurses and medical staff.

Compared to last week, all negative feelings have increased, jumping from 42.5% to 62.4%. Neutral feelings have decreased over the last 24 hours, from 33.6% to 20.4%. Positive emotions have also decreased, from 23.9% to 17.2%.

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