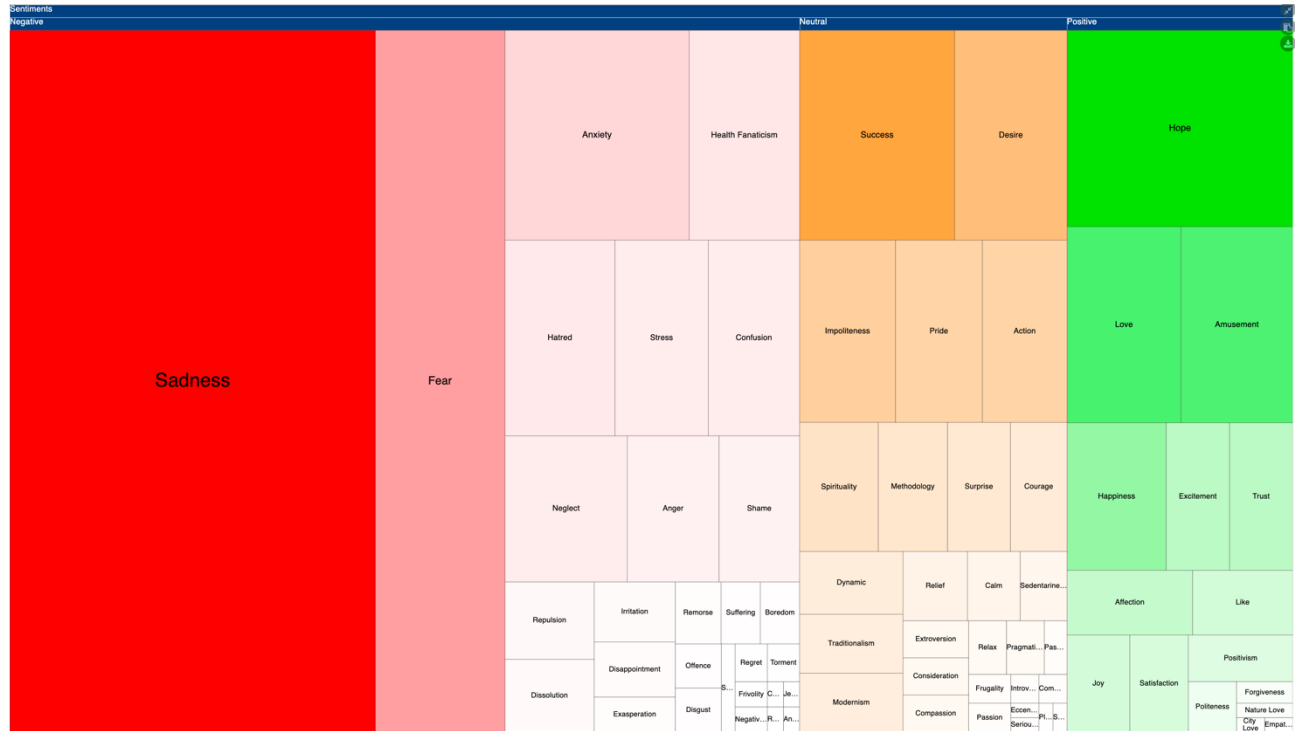


COVID-19: Insights & Feelings

COVID-19: INSIGHTS & FEELINGS, APRIL 24, 2020

AS COVID-19 CONTINUES, FEELINGS OF HOPE ARE INCREASING

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



Source: Expert System and Sociometrica, April 24, 2020

Day 24: 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 44,000 social media posts in English over the last 24 hours, “fear” continues to be the single most widespread emotion, replacing “sadness” that had prevailed in the past few days. Today, the analysis shows growth in “hope” and around the topic of “health fanaticism.”

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.

While “sadness” and other negative emotions prevailed over the last several days, “hope” is increasing, fuelled by a sense of confidence that we can emerge from this crisis soon. Negative feelings still dominate, but they are below the 50% threshold, decreasing from 62.4% to 45.5% over the last 10 days. Today, we also noted growth and intensity around “health fanaticism,” a feeling of fear and anxiety around certain aspects of health and an emphasis on defending the health of one’s own body.

Neutral and positive feelings have also increased over the last several days. Neutral feelings increased from 20.4% to 28.1%, while positive emotions have increased to 26.4% from 17.2%.

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