

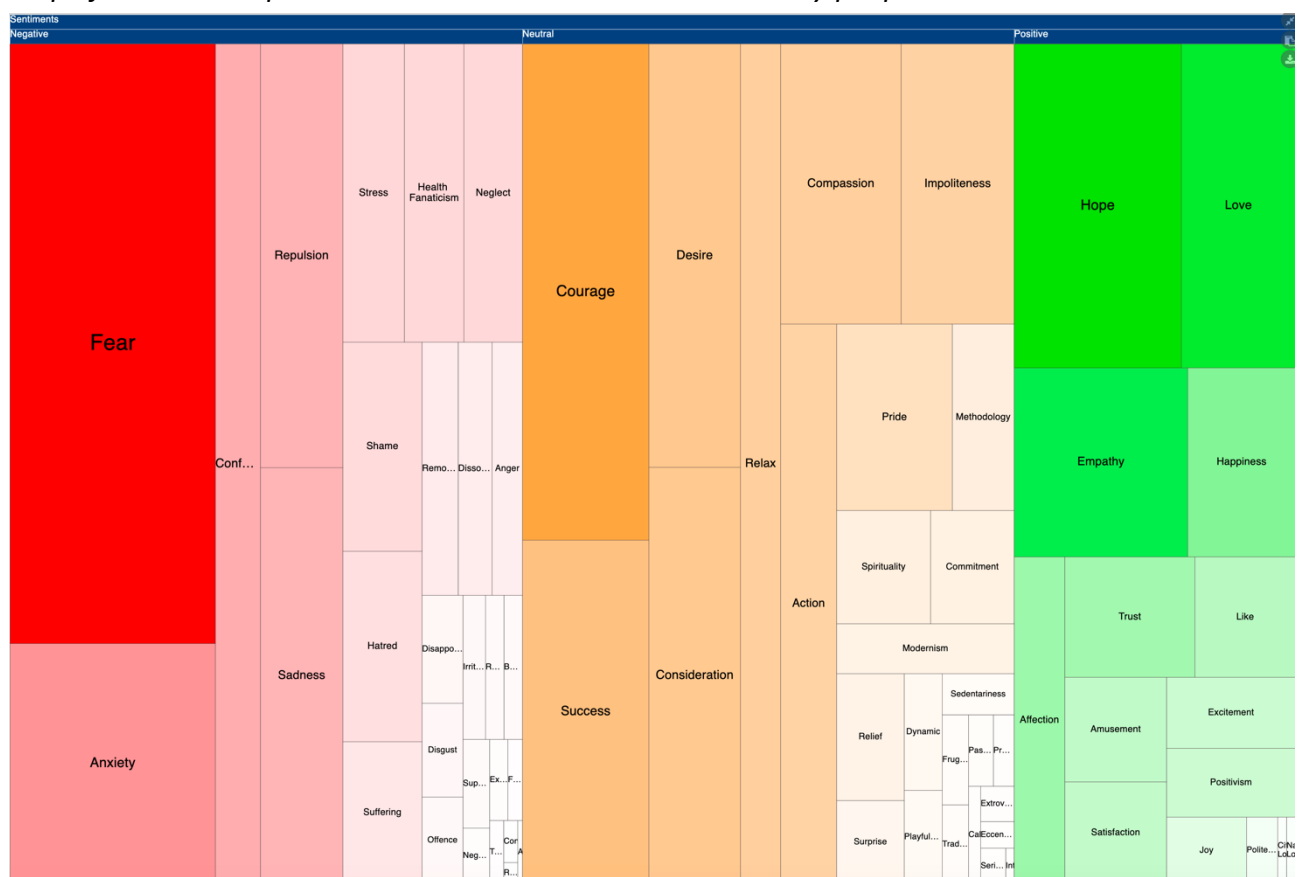
COVID-19: Insights & Feelings



COVID-19: INSIGHTS & FEELINGS, MAY 12, 2020

POLARIZED EMOTIONS AS COVID-19 CONTINUES

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



Source: Expert System and Sociometrica, May 12, 2020

Day 45: 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 36,000 social media posts in English over the last 24 hours, “fear” is the single most widespread emotion over the last several days, but the overall negative feelings have continued to decrease over the last several 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.

The overall sentiment has changed significantly over the last two to three days. Although positive emotions have not grown, the more extreme negative emotions, such as “sadness,” “repulsion,” “anxiety” and even “fear,” have decreased; “fear” continues to be the most widespread emotion. Instead, we are seeing growth in “courage” and “confidence” in the success of the fight against the pandemic. A new feeling that is emerging is one of cautious belief that the worst part of the epidemic is behind us.

Over the last several days, all negative feelings have decreased, from 50.0% to 39.7%. Over this same period of time, there has been a notable increase in neutral feelings, from 26.9% to 37.2%. Positive emotions are stable, from 23.1% in the last several days to 23.1% today.

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