

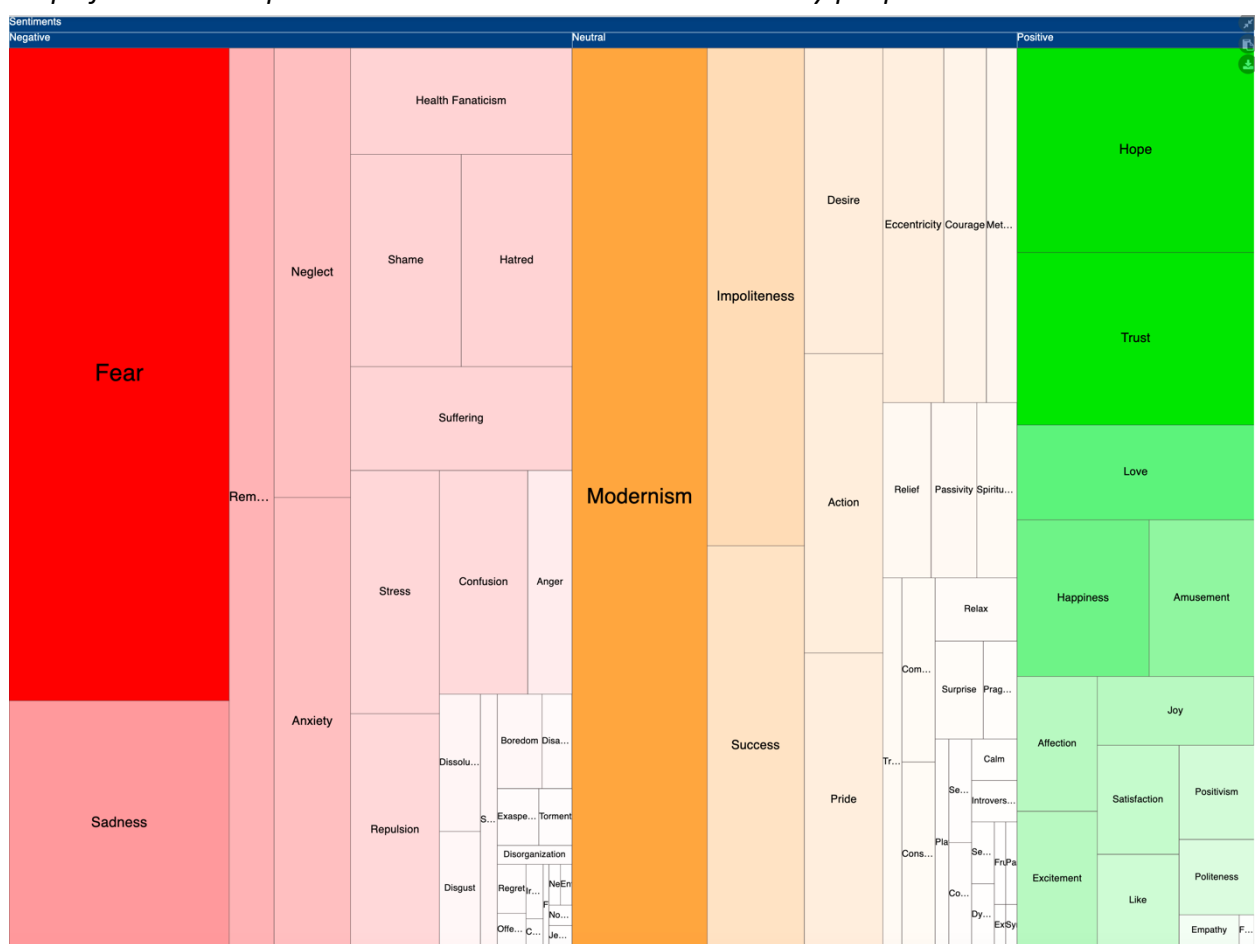
COVID-19: Insights & Feelings



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

FOR THE FIRST TIME, NEGATIVE FEELINGS ARE NOT THE MAJORITY

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



Source: Expert System and Sociometrica, May 19, 2020

Day 51: 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 39,000 social media posts in English over the last 24 hours, “fear” remains the most widespread emotion over the last several days, but, for the first time since this analysis began, negative feelings are no longer the dominant emotion.

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.

Although “fear” continues to be the top emotion, our analysis shows that, for the first time, negative sentiment does not dominate in our sample of social media posts. Instead, neutral emotions, which express confidence that the worst of the pandemic is over, are in first place. Feelings of “modernism” are also growing. This indicates that people believe that the science, protocols and prudence that have been adopted to guide the re-opening is the right approach. While overall positive emotions remain stable, they are not growing significantly. Instead there is growth in the single feelings of “hope” and “confidence.” The analysis shows that we may have entered a new phase, no longer marked by fear, anxiety and sadness, but by the belief that the worst is over.

Over the last several days, all negative feelings have decreased, from 41.7% to 39.4%. Over this same period of time, there has been a hard increase in neutral feelings, from 38.8% to 40.5%. Positive emotions are stable, from 19.5% in the last several days, to 20.1% today.

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