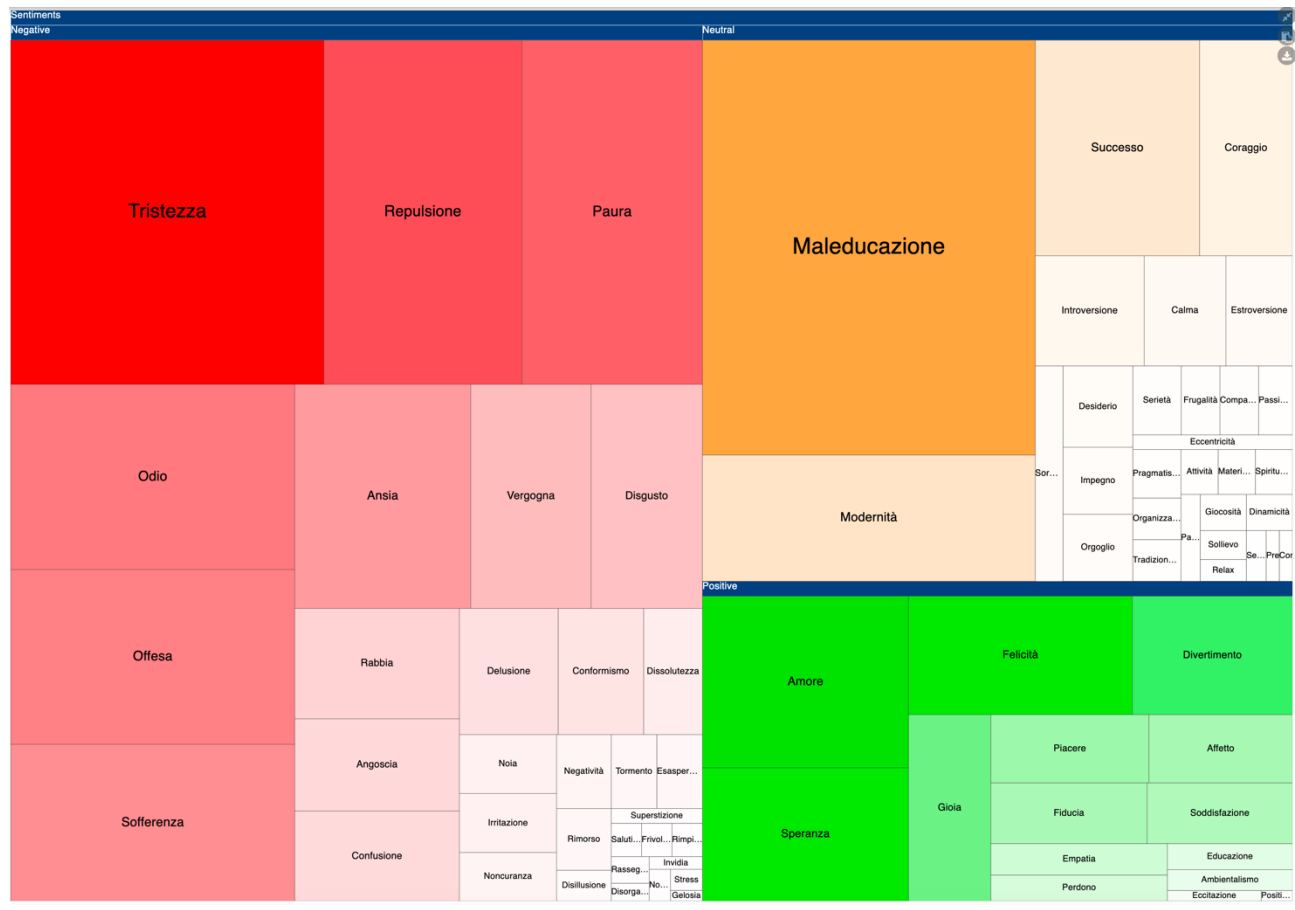


COVID-19: Insights & Feelings

COVID-19: INSIGHTS & FEELINGS – May 29, 2020

COVID-19 EMOTIONS SHOW ITALY, USA AND UK UNITED IN SADNESS, BUT FOR DIFFERENT REASONS

Map of the main emotions of Italians for COVID-19



Source: Expert System, Sociometrica, May 29, 2020

Map of the main emotions of Americans and British social media users for COVID-19



Source: Expert System, Sociometrica, May 29, 2020

For the past 70 days, Expert System and Sociometrica have been monitoring the emotions and general sentiment in Italian and English language content on social media. The maps above represent the emotions derived from the semantic analysis of around 140,000 texts published on social media over the last 48 hours. For each published text, Expert System's artificial intelligence technology extracts the emotions, which are then analyzed and interpreted by Sociometrica.

The general analysis of emotions expressed in the two languages reveals that, in both cases, negative emotions prevail, which represent 57.3% for the USA and UK and 48.3% for Italy. Positive emotions are fairly equal, with 18.9% for the USA and the UK and 18.8% for Italy. On the other hand, "neutral" feelings, i.e. those that are definitely not positive or negative, are greater in Italy (32.9%) than in the other two countries (23.8%).

The differentiating element is the motivation on which negative and neutral emotions are based. For the United States and Great Britain, the top emotions are “anxiety,” “fear” and “sadness,” which mostly refer to aspects of health aspects and also to the economy. In Italian, the concept of “rudeness” or “impoliteness” is in first place, where it is related to a variety of situations starting from the rules imposed by authorities, to the inconsistency of controls to contempt for those who do not observe the rules. In addition, the emotions of Italians also reveal “sadness” (for all situations) and “repulsion.”

As the number of cases are on the decline in Italy, discussions of health have decreased compared to the first few weeks of the pandemic. However, the analysis reveals a split in public opinion when it comes to the Northern and Southern parts of the country when it comes to protected and unprotected types of income, to employment (those whose jobs are at risk versus those whose employment situation is secure). In Italy, “hatred” is also present, which for the first time is among the top five emotions.

In the US and the UK, the prevailing emotion is “anxiety” in context of how the virus is evolving (the dynamics of which are still unknown), when it may end and identification of the most suitable strategy to combat it. A specific topic of public debate is the use of masks, which has assumed a very significant political value. Also for this reason, the content has a much greater political connotation in the United States than in Italy.

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