

COVID-19: Insights & Feelings



COVID-19: INSIGHTS & FEELINGS, APRIL 7, 2020

MORE COURAGE, ACTION AND HOPE

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



Source: Expert System and Sociometrica, April 7, 2020

Day 8: 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 60,000 social media posts in English over the last 24 hours, “fear,” “hope,” “courage,” “action” and “sadness” were the most widespread emotions, with negative feelings, on the whole, declining from 42.1% Friday, to 39.7% today.

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.

Compared to Friday, all negative feelings have decreased, while neutral feelings, which do not express a particular emotion, have increased since Friday. The percentage of neutral emotions expressed on social media is up from 30.1% Friday to 34.1%; instead, the positive emotions expressed have decreased slightly from 27.8% to 26.2% today.

The increase in “hope” and “courage” over “fear” and “sadness” in today’s analysis represents a possible turning point for the emotions being expressed. While “courage” and “action” (which is linked to individuals’ need to do something to combat the virus) have ranked in 10th place or higher in recent days, today’s analysis shows that there is a greater balance in the range of emotions as expressed on social media.

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