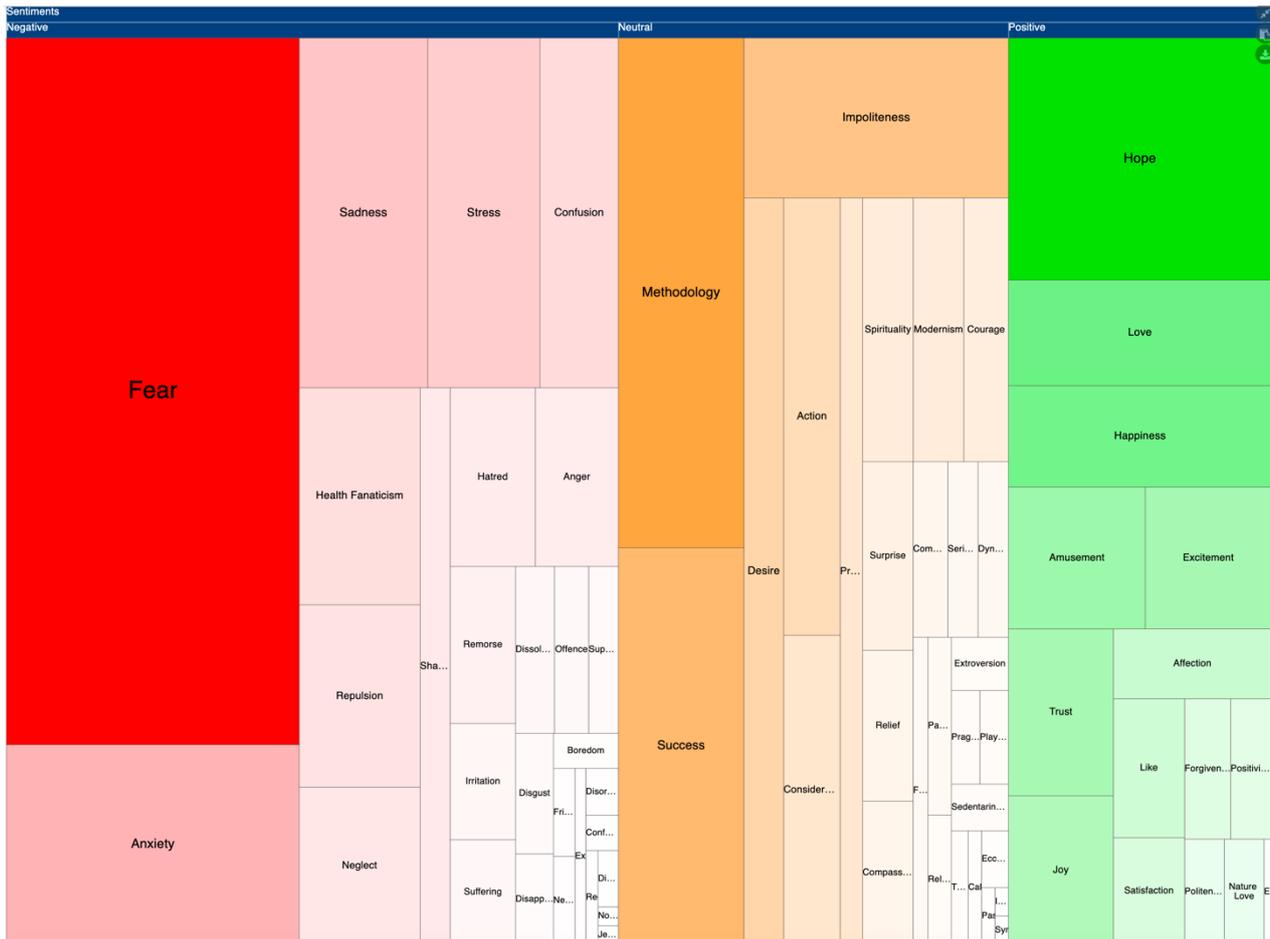


COVID-19: Insights & Feelings

COVID-19: INSIGHTS & FEELINGS, MAY 22, 2020

FEAR IS BACK, NOW FOR THE ECONOMY

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



Source: Expert System and Sociometrica, May 22, 2020

Day 54: 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” continues to be the single most widespread emotion over the last several days. Overall negative feelings, which had decreased slightly in recent days, have increased again.

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.

Overall negative emotions, which had declined in recent days, are increasing again, this time around a different focus: the economy. In previous weeks, negative emotions were almost entirely expressed around the danger of the virus; today, we are seeing a much wider range of topics in this category. The analysis shows that there is great concern about the economic impact of COVID-19, highlighting difficulty in understanding how economic activity will resume and, above all, there is fear that we will not be able to easily return to life as it was before the pandemic. There is also a need for clarity on the rules to be adopted ("methodology" on the map) and on the best methods both for fighting the virus and for economic recovery.

Over the last several days, all negative feelings have increased, from 39.4% to 46.1%. Over this same period of time, there has been a hard decrease in neutral feelings, from 40.5% to 34.3%. Positive emotions are stable, from 20.1% in the last several days, to 19.6% today.

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