COVID-19
Public Sentiment Analysis

Prepared by ASPR Operational Data and Analytics and FEMA Social Listening

April 6, 2020

FOUO

BLUF

- Public conversation around COVID-19 on social media has slightly decreased again since last week
- The public continued to express sadness and fear as more people talked about being infected or having a loved one infected with or die from the virus
- Public continued to express anger and concern about the lack of medical supplies getting to where they are needed most
- The overall conversation was less positive as the public continued to try to acclimate to the new normal of social distancing and isolation

FOUO

Public Sentiment Analysis

- The following slides includes a public sentiment analysis for COVID-19 from conversation on Twitter, Facebook, YouTube, Reddit, Tumblr, forums and traditional media sites.

- Brandwatch, a tool for understanding brand perception, was used to create the charts within this report. A sample size calculation was performed to ensure capturing a robust representation across all data sources.

- All charts represent overall online discussion about COVID-19 happening between March 30 – April 5 in the United States.
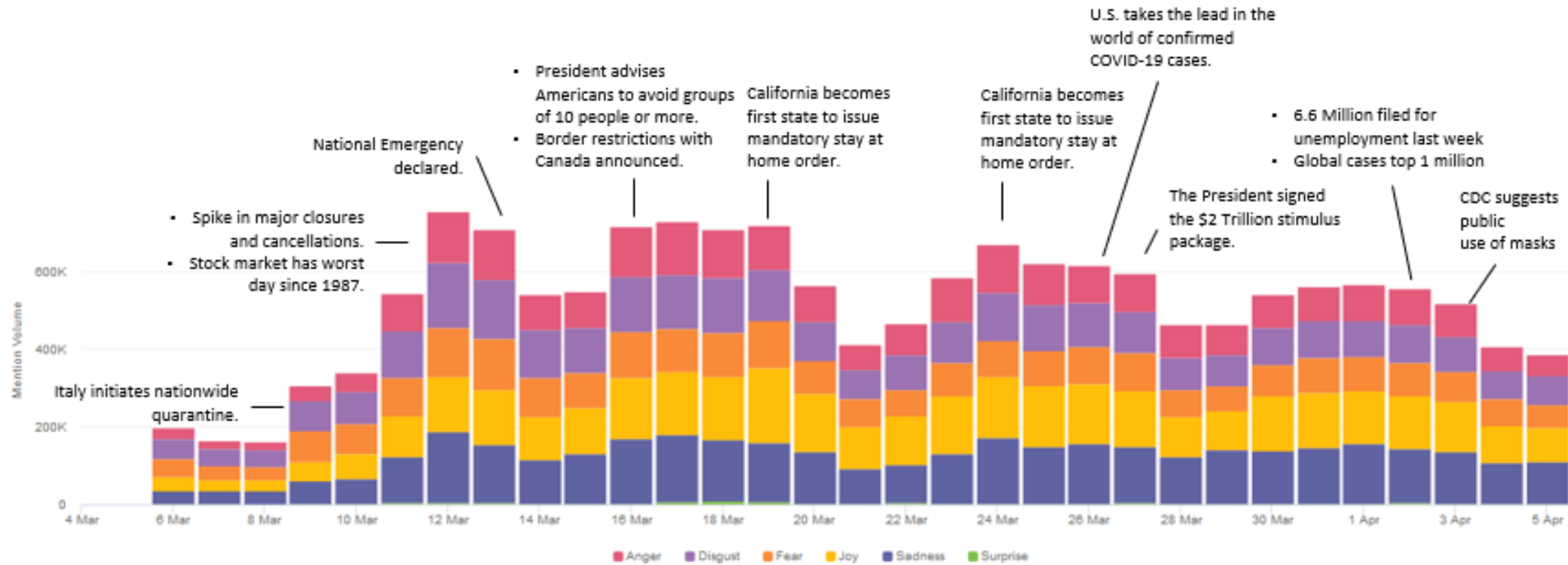
FOUO

Public Sentiment Analysis - Emotions

- Brandwatch uses the six classic emotions defined by psychologist Paul Ekman to classify public sentiment:
  - Anger
  - Disgust
  - Fear
  - Joy
  - Surprise
  - Sadness

FOUO

COVID-19 Public Sentiment Analysis – Past Month

* Content categorized as **disgust** includes political discussion, rumors/misinformation, conspiracy theories.

FOUO

COVID-19 Public Sentiment Analysis – Past Week

* Content categorized as **disgust** includes political discussion, rumors/misinformation, conspiracy theories.
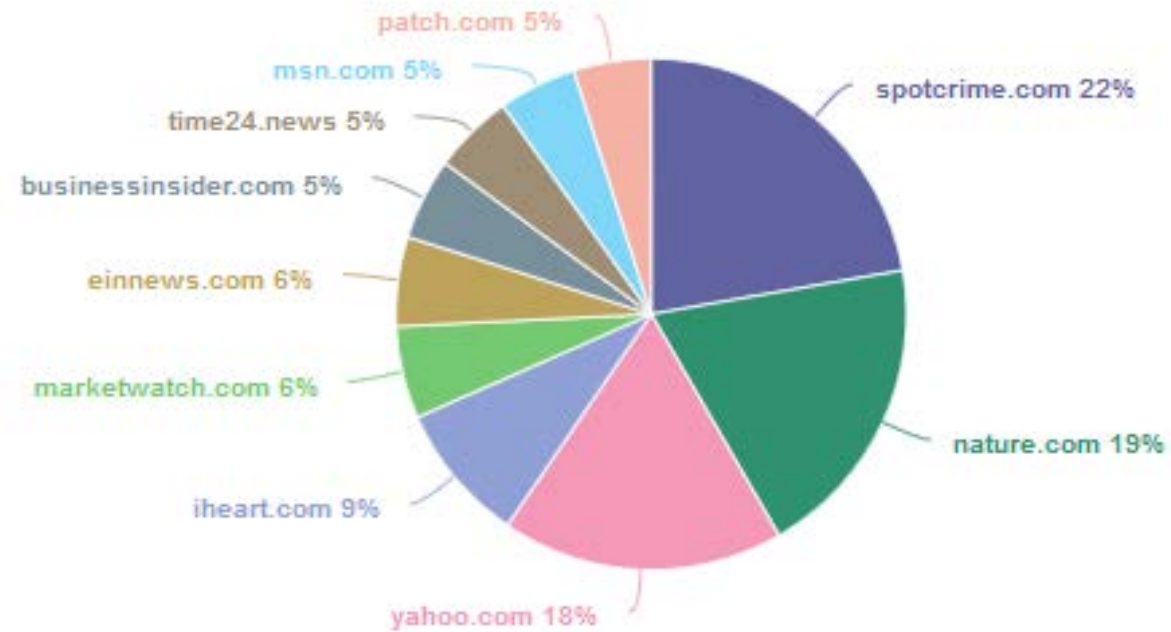
FOUO

Public Sentiment Analysis

- Anger
    - Levels of anger decreased 20% compared to last week.
    - Many continue their criticism of the administration and the federal response. Reactions to task force press briefings seem to contribute to much of the conversation's angry tone.
    - As stay at home orders continue, many are angry at those in their communities who aren't taking the orders seriously.
- Joy
    - Levels of joy decreased 10% compared to last week.
    - As the situation has worsened, less people discussed COVID-19 with a positive tone overall.
    - The public is slowly trying to acclimate to the new normal. One way the public has tried to cope is through sharing positivity and humor.
- Sadness
    - Levels of sadness decreased by 8% compared to last week.
    - The week's death toll, and new projections for death tolls from the White House Task Force created a lot of conversation with a sad sentiment.
- Disgust
    - Levels of disgust decreased by 15% compared to last week.
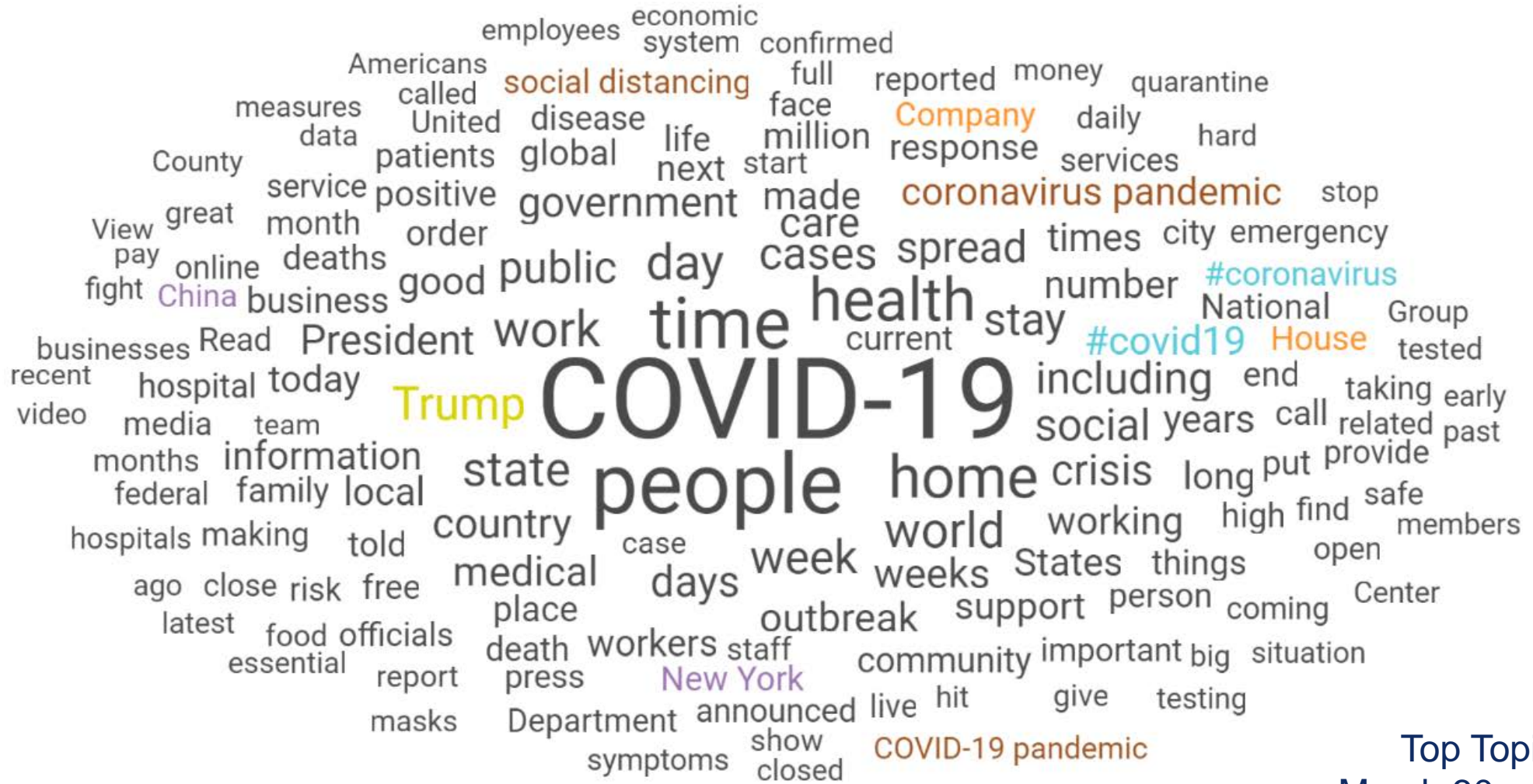   - Many feel the federal response has been inadequate and the process has been politicized.

FOUO

Top Media Sources
(contributing to online discussion)

patch.com 5%
msn.com 5%
time24.news 5%
businessinsider.com 5%
einnews.com 6%
marketwatch.com 6%
iheart.com 9%
yahoo.com 18%
spotcrime.com 22%
nature.com 19%

FOUO

Top Topics
March 30 – April 5

FOUO