

COVID-19 Public Sentiment Analysis

Prepared by ASPR Operational Data and Analytics and FEMA Social Listening
April 6, 2020

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



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.



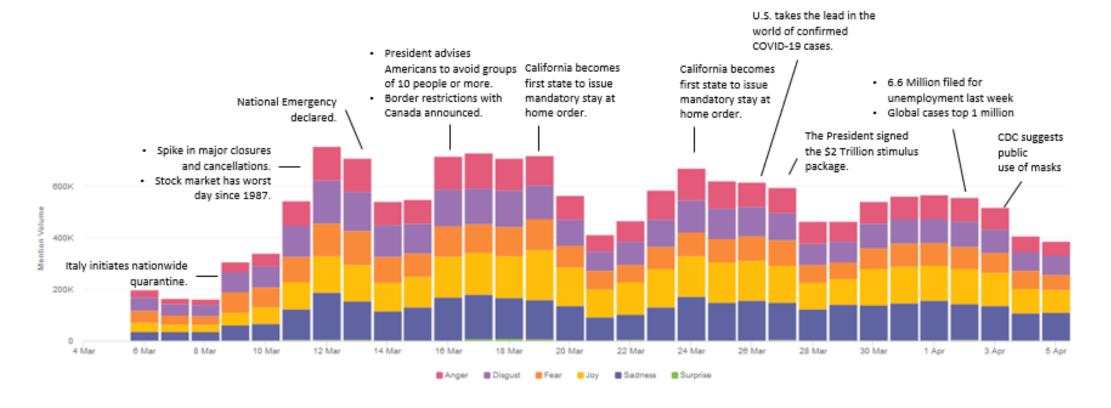
Public Sentiment Analysis - Emotions

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





COVID-19 Public Sentiment Analysis – Past Month

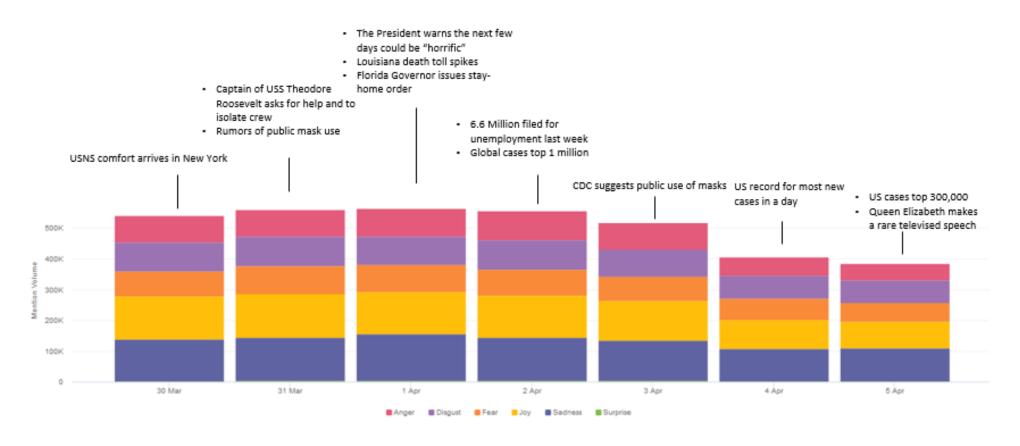


^{*} Content categorized as **disgust** includes political discussion, rumors/misinformation, conspiracy theories.





COVID-19 Public Sentiment Analysis – Past Week



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





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.

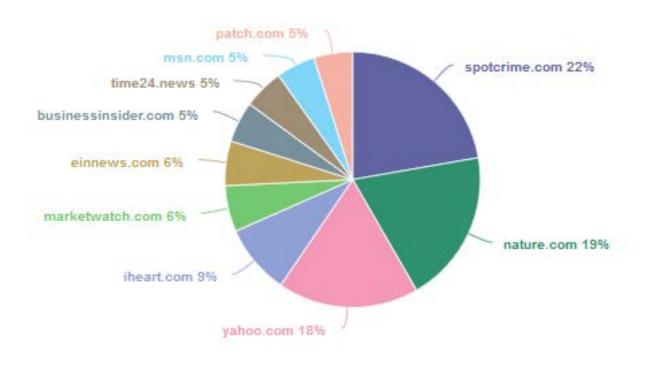
Disgust

- Levels of disgust decreased by 15% compared to last week.
- Many feel the federal response has been inadequate and the process has been politicized.



Top Media Sources

(contributing to online discussion)







employees economic system confirmed called social distancing full reported money quarantine face Company daily patients global life million response services Americans County service positive government made coronavirus pandemic stop care deaths deaths good public day cases spread times city emergency View ^{great} month fight China business good public day businesses Read President work time health stay number #coronavirus (including end recent video media team home crisis long put provide world working high find safe mer months information state people federal family local country hospitals making told days week weeks States things case medical ago close risk free outbreak support person coming Center place latest food officials community important big situation death workers staff essential New York report press Department announced live hit give testing masks show COVID-19 pandemic Top Topics symptoms closed March 30 – April 5

