



## COVID-19 Analysis

### Escalation

Throughout the Covid-19 crisis, Escalation has been the most active Social Energy Layer on the circumplex. It is quite understandable, given that in the western hemisphere - but not only - humanity has been on the ascending curve in the spread of the coronavirus, such that things could only escalate. We have built a different tool, the Escalation Gauge, to observe how active the state of humanity is in the news stories. The gauge has three levels - Inaction, Escalation, Action - and measures whether the general mood in news stories is passive, amounting towards action, or active.