



## COVID-19 Analysis

### Optimism/Pessimism Index

In our observations of the Covid-19 crisis with the Circumplex of Social Energies, we have observed that Fear was not necessarily the most active segment. This seems counter-intuitive, as most sentiment analysis experts would incline to treat fear, panic, and anxiety as the leading emotions in the current situation. Indeed, human nature is such that we are afraid of the unknown and we are afraid of danger. But what the circumplex shows, when querying Covid-19 and coronavirus in our global data, is that Escalation and Hope are generally the most active. This dynamic inspired us, at Prisma Analytics, to build this dual index that measures optimism and pessimism. We are particularly interested in showing which is the most active of the two, because, just as with fear, it would be commonsensical to expect pessimism to dominate. But evidence suggests that optimism is higher, which is a very challenging outcome: why is that? The time series shows hourly measurements of the two outlooks, for the last 24 hours. Compare and contrast.

