



## COVID-19 Analysis

### Social Energies in Pandemic Response

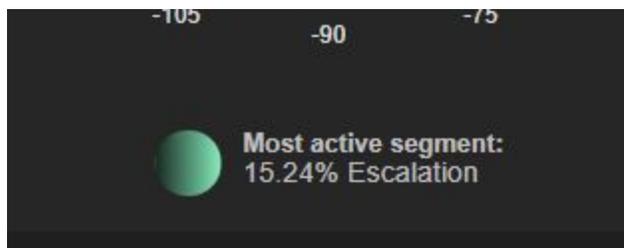
Prisma Analytics' invention, the Circumplex of Social Energies, is a comprehensive tool designed based on essential content analysis algorithms that place value on complex social psychology, with keen attention to emotions, mood, and what we later called social energies. This is a concept inspired from physics, somehow placing us in the good old school of soft sciences striving to acquire the rigor of nature and hard sciences.

The circumplex highlights 14 types of social energy, from inaction to action, from conflict to agreement, developed in the context of the Covid-19 pandemic. The clusters of data points on each social energy layer are social-linguistic measurements of affective content in news stories. The measurement is two dimensional: the length of the radius on which the data point is placed is an indicator of the intensity or arousal of the affect: the further away from the center of the circle, the more aroused an emotion is. The angle on which the data point is placed indicates the valence of the affect: the further away from angle 0 on the right side of the circle on the upper hemisphere, the more positive and active an emotion is; the further away from angle 0 on the lower hemisphere, the more negative and active an

emotion is. The frequency of each data point indicates how often the linguistic indicator that measures the social energy of the layer on which it is placed is found in the supporting data - news stories about coronavirus.

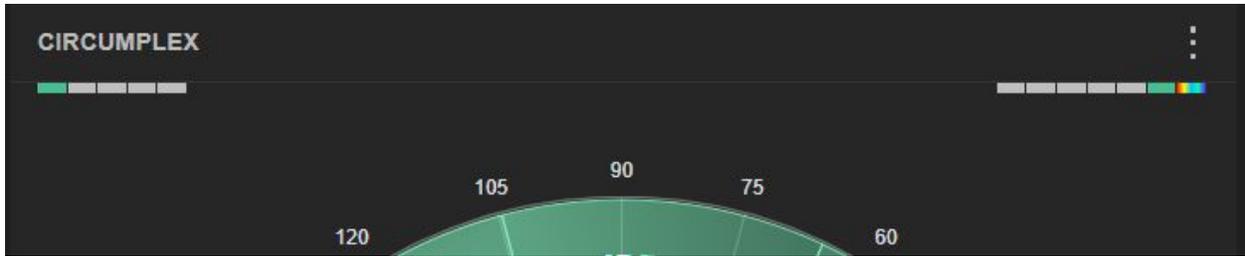
The Circumplex of Social Energies is, thus, a cutting edge analysis of emotion, affect, and sentiment in text data, that revolutionizes sentiment analysis. The circular logic of the angle and radius system is capable of capturing and illustrating how emotional states feed and flow from one to another, moving beyond the dualistic perception of emotions as positive and negative.

Observe which is the most active energy layer on the circumplex, by checking the dot under the circumplex.



Observe how populated each energy layer is by referring to the Trending Social Energies panel. The absolute and relative values of social energies indicate which is the predominant response to the Covid-19 crisis, in our global media sources.

Explore the labels on the energy layers of the circumplex by clicking on the buttons above the circumplex. The buttons on the left allow you to set various levels of transparency to the data points, so that you have access to the geometric space of the circumplex, with its layers and labels. The buttons on the right allow you to set various levels of transparency to the geometric space of the circumplex, and also to activate the original color codes of layers.



The data points on the warm colored layers indicate less talk and more action, while those on the cool colored layers indicate more talk and less action. We also calculate the shares of these two main trends in the bar above the circumplex:

