

# Factory closures as a direct consequence of Covid-19

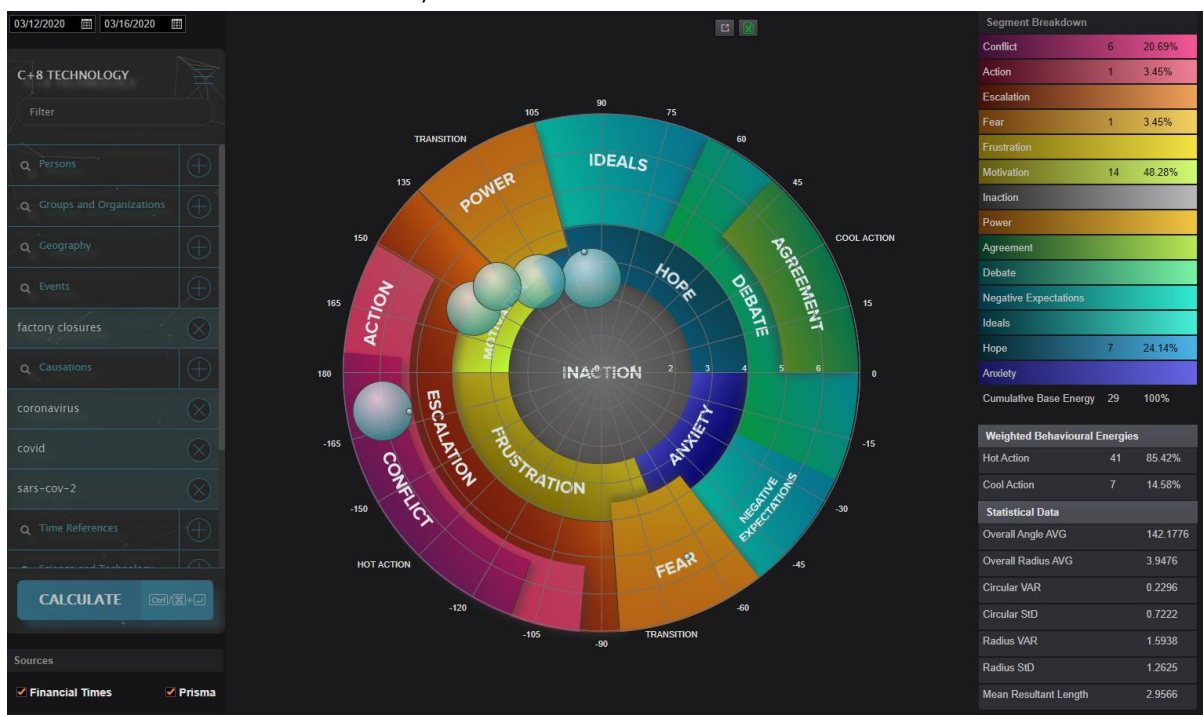
## Overview

In the midst of the crisis created by Covid-19, private companies are starting to have more and more problems. The fact that most countries have imposed either states of emergency and/or quarantine and isolation measures has led to a decrease in demand for various products from certain industries that are not of use in combatting or surviving this crisis. Thus, we are witnessing an increased rate of factory closures.

The Social Energy Circumplex can be used to analyze the emotions and attitudes generated by the closing of many factories due to the new coronavirus. The importance of this analysis lies within the fact that these social energies affect all aspects of human interaction, from personal contacts to major business transactions and important state decisions. Understanding them is key to making better decisions.

## Analysis

The figure below is the Social Energy Circumplex and it shows the moods present in the relation between coronavirus and factory closures.



Social Energy Circumplex, query terms: coronavirus, covid, sars-cov-2, factory closures;  
Time span: 12-16 March 2020

The Social Energy Circumplex is made up of two hemispheres and a transition area. The results for our query are mostly in the left-hand, Hot Action hemisphere. The language in this area tilts more towards action than discussion, as opposed to the Cool Action hemisphere, where social inertia is more present.

The most active energy is Motivation, containing language that communicates a willingness to act towards a specific goal. It is the energy that is required for the build-up in initiating

behaviors and events. The fact that the Motivation layer comprises almost 50% of the data points on the circumplex is quite interesting given the current state of affairs. It means that there is a strong willingness to take measures in order to keep the virus at bay but also survive financially. We must keep in mind that these closures are not happening only because of a reduction in product demand; they are also happening because workers are getting sick and many governments are blocking any non-essential production.

It was widely expected that Apple would release a new iPhone this month that is said cost around \$400, making it a little more than half the price of the \$700 iPhone 11. The phone, which has been referred to as the iPhone SE 2 or iPhone 9 in reports, is rumored to have a 4.7-inch screen, the same processor as Apple's iPhone 11 and 11 Pro, and a design that resembles the iPhone 8. But mass production of that device is said to have been pushed back following previous factory closures caused by the coronavirus, according to Nikkei Asian Review.

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The next most active energy is Hope, found on the Cool Action hemisphere – where people seek ideas and discuss possible solutions to social issues. Hope is an affective state that stimulates agency (or the will to act) and pathway thinking (or the capacity to make plans).

### **Port of Oakland export volume jumped 15.4 percent last month**

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Asian demand for U.S. farm goods stays strong, imports turn down

Oakland, CA - Port of Oakland containerized export volume increased 15.4 percent last month over February 2019, according to data published today. It was the busiest February for export cargo in the past six years, the Port said. Oakland exports have now increased year-over-year in five consecutive months.

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