



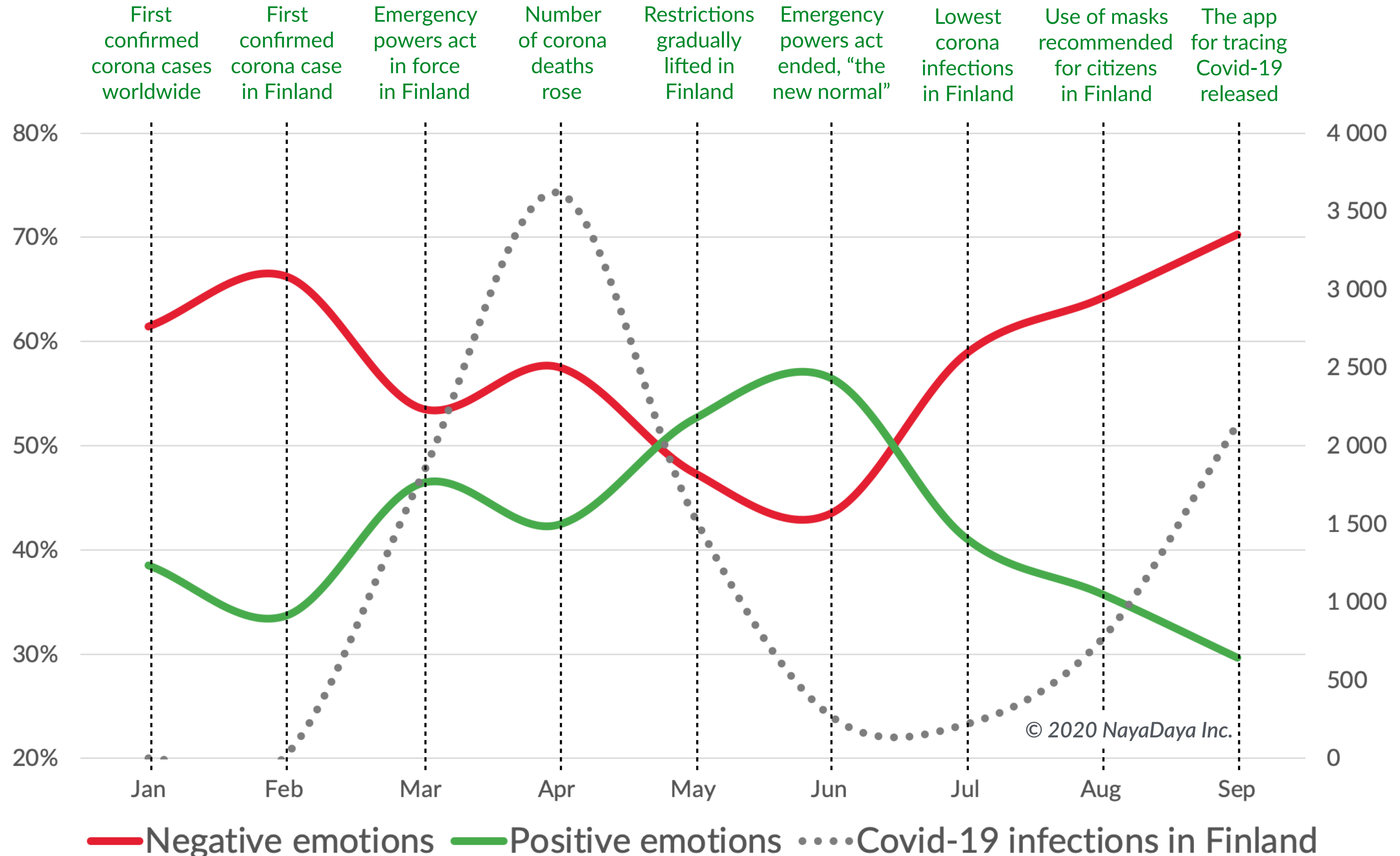
NayaDaya®

The Emotional and Behavioral Impact of the Coronavirus News^[1] Among the Finns

Jan-Sep 2020

[1] Media Group Keski-suomalainen

Negative and Positive Emotions^[1] Among the Finns Evoked by the Coronavirus News

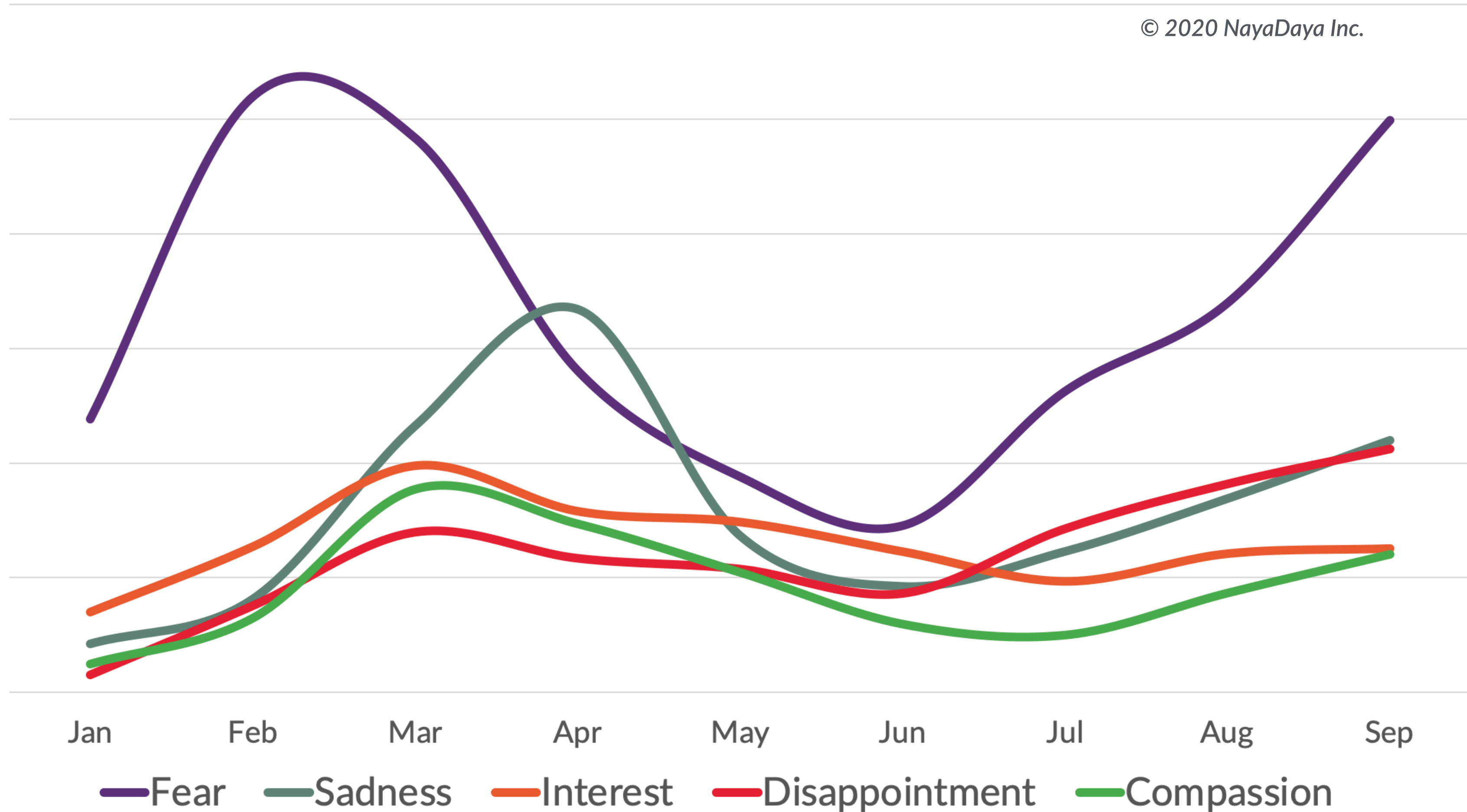


[1] In the digital newspapers of Media Group Keski-suomalainen

Top 5 Emotions^[1] Among the Finns Evoked by the Coronavirus News

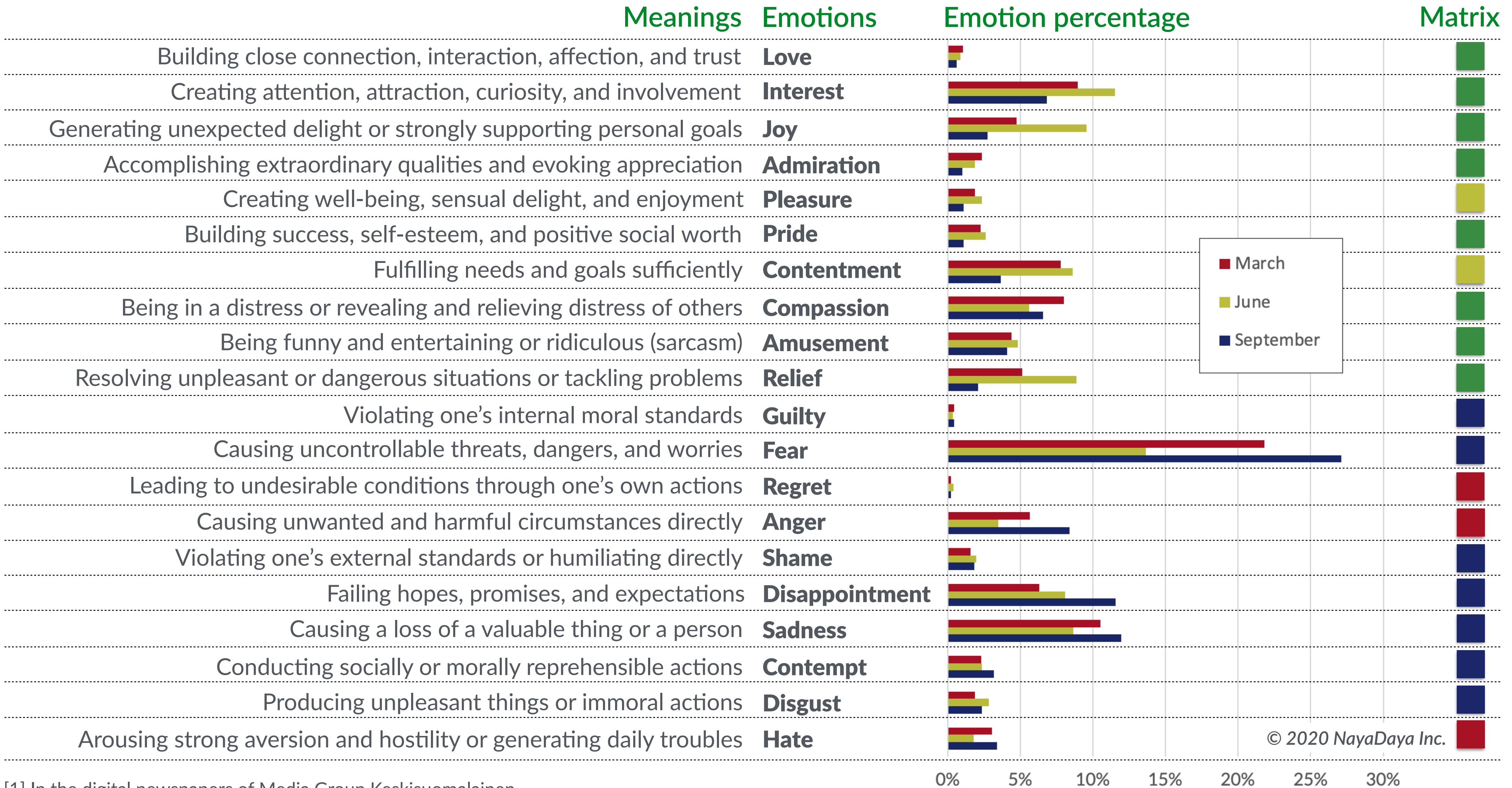
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Ratio of emotions to coronavirus news



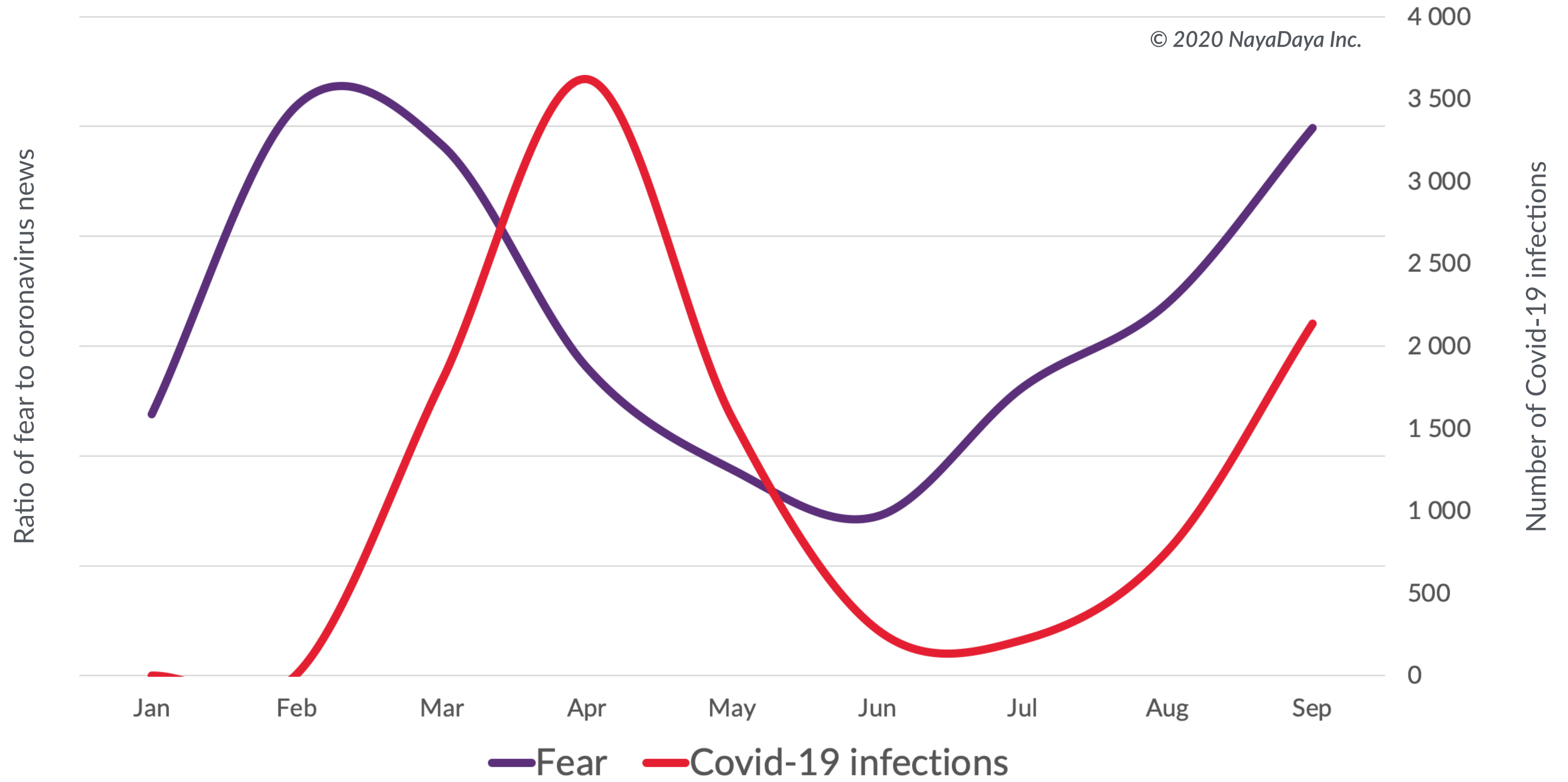
[1] In the digital newspapers of Media Group Keski-suomalainen

Emotions and Their Meanings Experienced by the Finns in the Context of the Coronavirus News^[1]



[1] In the digital newspapers of Media Group Keskisuomalainen

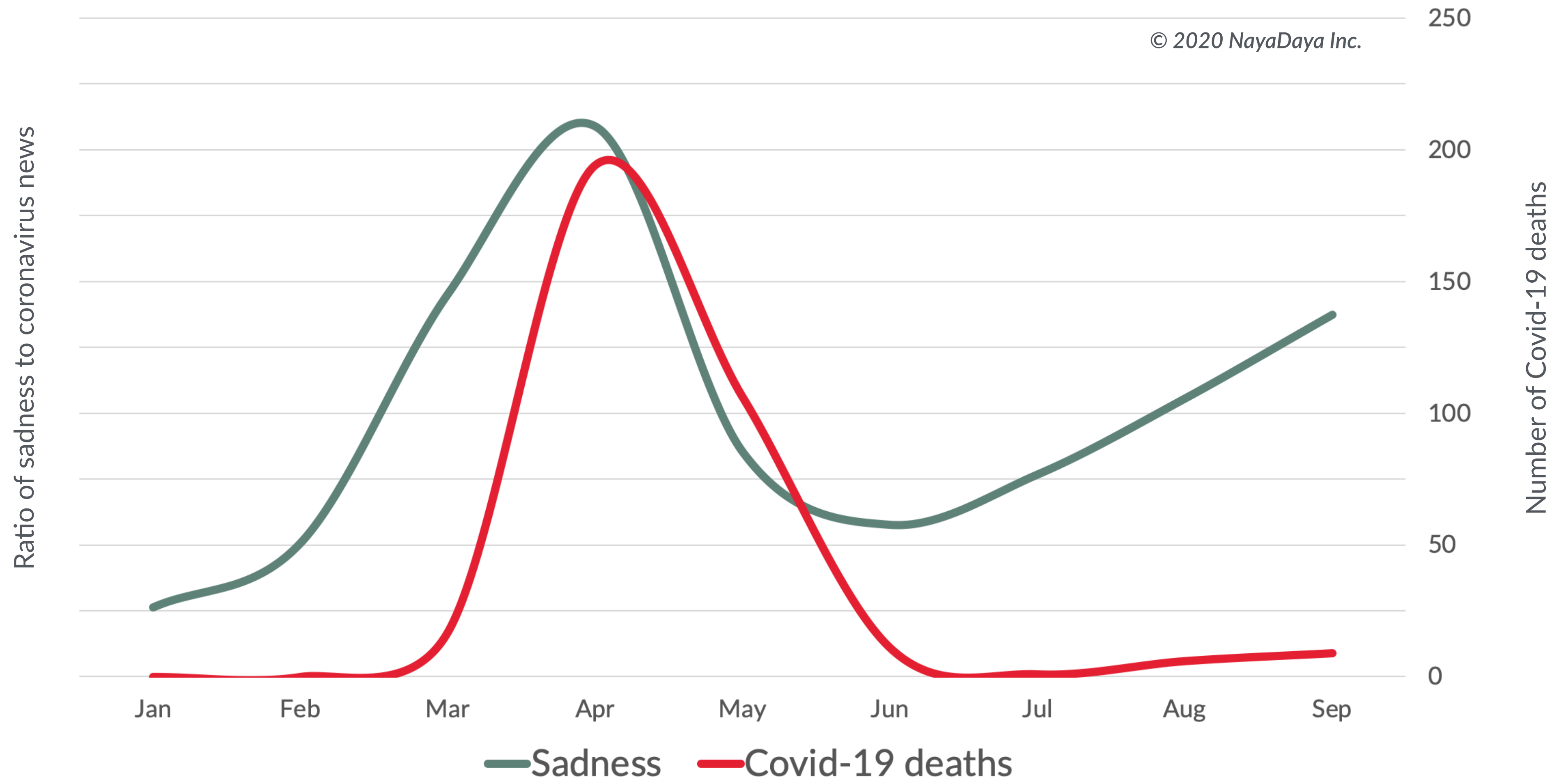
Fear^[1] Evoked by the Coronavirus News vs. Number of Covid-19 Infections^[2] in Finland



[1] In the digital newspapers of Media Group Keski-suomalainen

[2] Statista

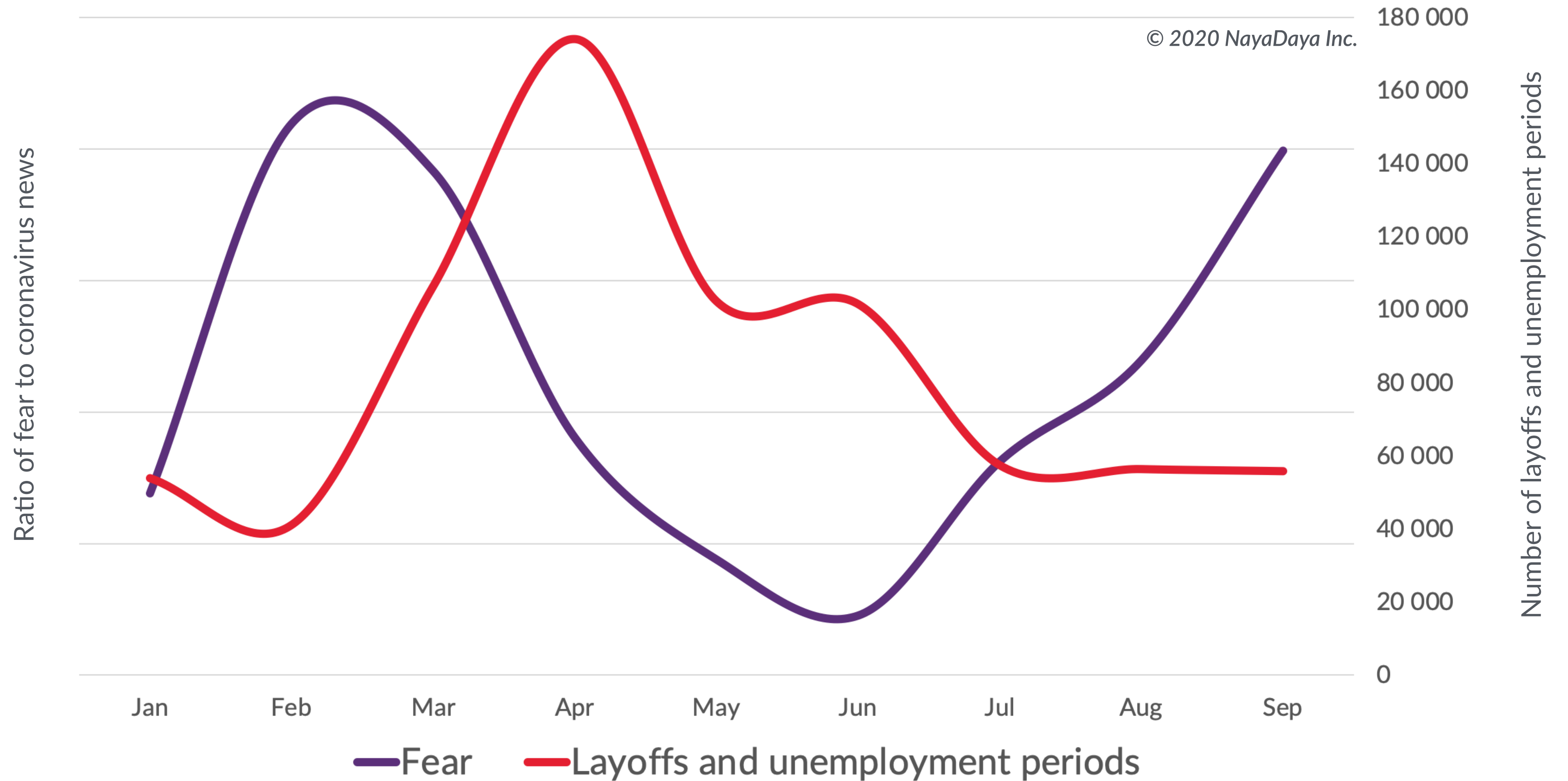
Sadness^[1] Evoked by the Coronavirus News vs. Number of Covid-19 Deaths^[2] in Finland



[1] In the digital newspapers of Media Group Keski-suomalainen

[2] Statista

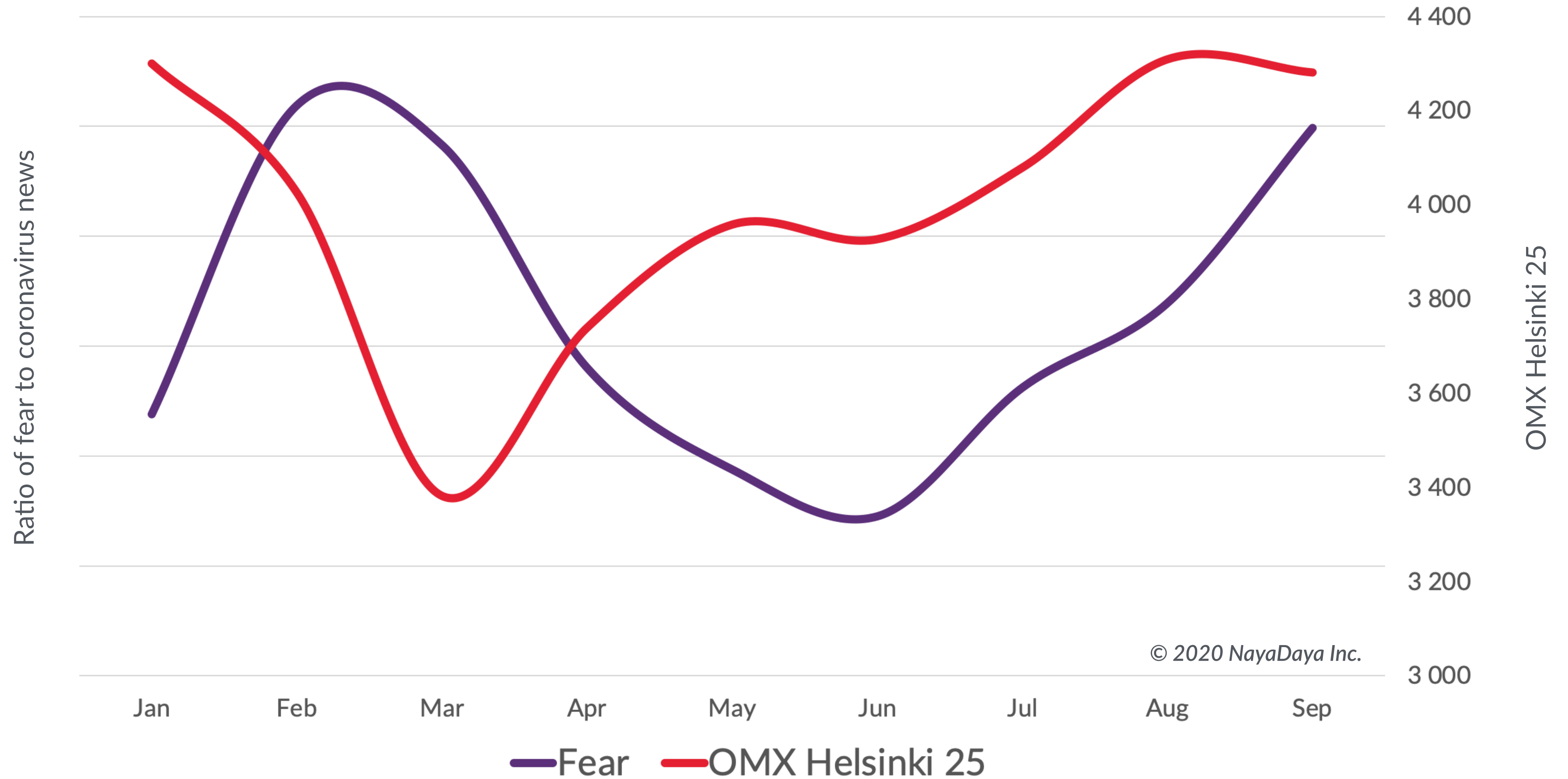
Fear^[1] Evoked by the Coronavirus News vs. Layoffs and Unemployment^[2] in Finland



[1] In the digital newspapers of Media Group Keski-suomalainen

[2] The Ministry of Economic Affairs and Employment in Finland

Fear^[1] Evoked by the Coronavirus News vs. the Finnish Stock Market Performance^[2]



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[1] In the digital newspapers of Media Group KeskiSuomalainen

[2] Kauppalehti



Behavior Matrix – Introduction

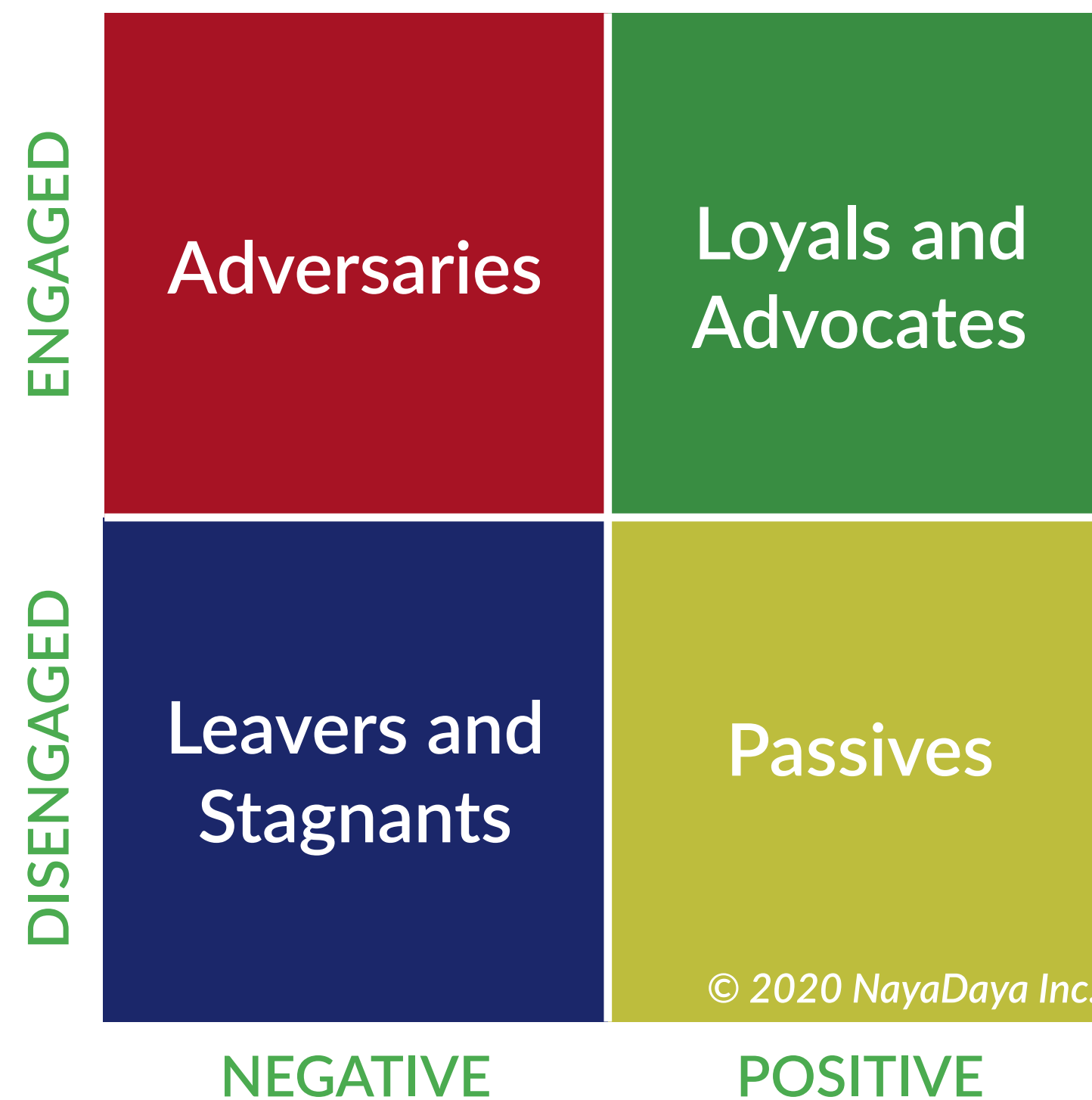
Behavior predicted through the NayaDaya's science-based emotion analytics

Negative-engaged

Accusation, aggression, hostile actions, attack

Negative-disengaged

Withdrawal, avoidance, stagnating, leaving, isolating oneself, distancing



Positive-engaged

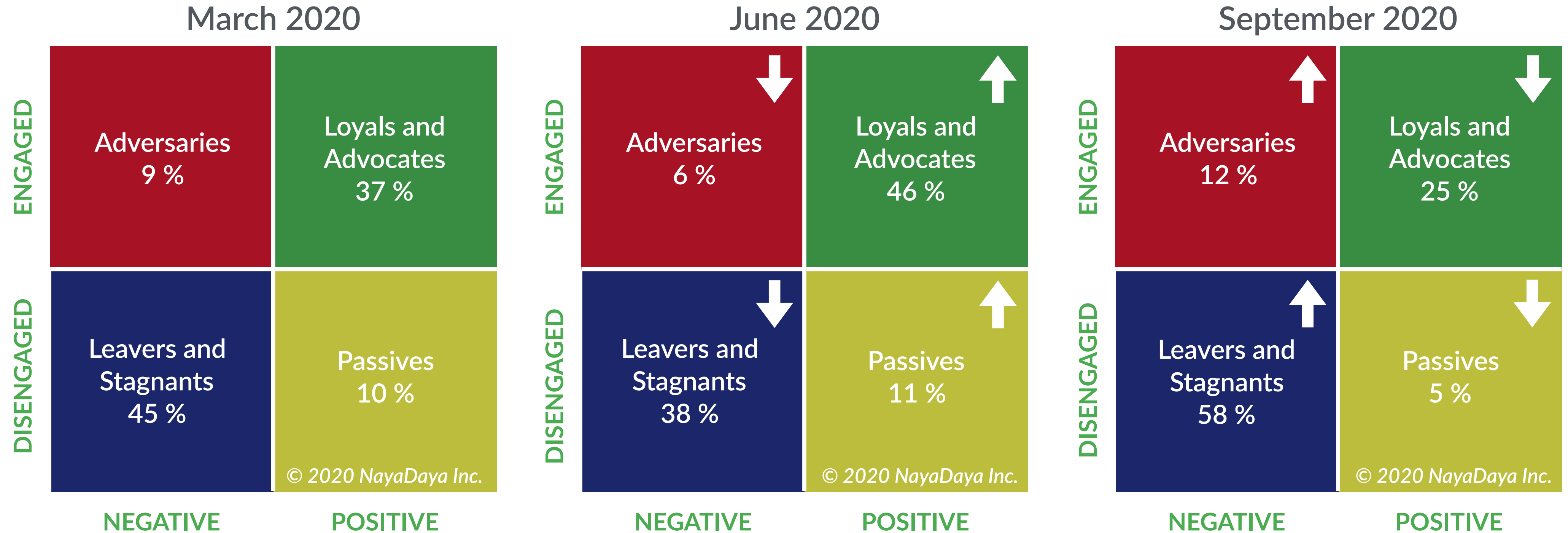
Interaction, being involved, receptive, loyalty, trust, helping others, following role models, recommendations

Positive-disengaged

Acquiescence, agreement, relaxation, passive enjoyment, quiet support

Behavior Matrix – Coronavirus News^[1]

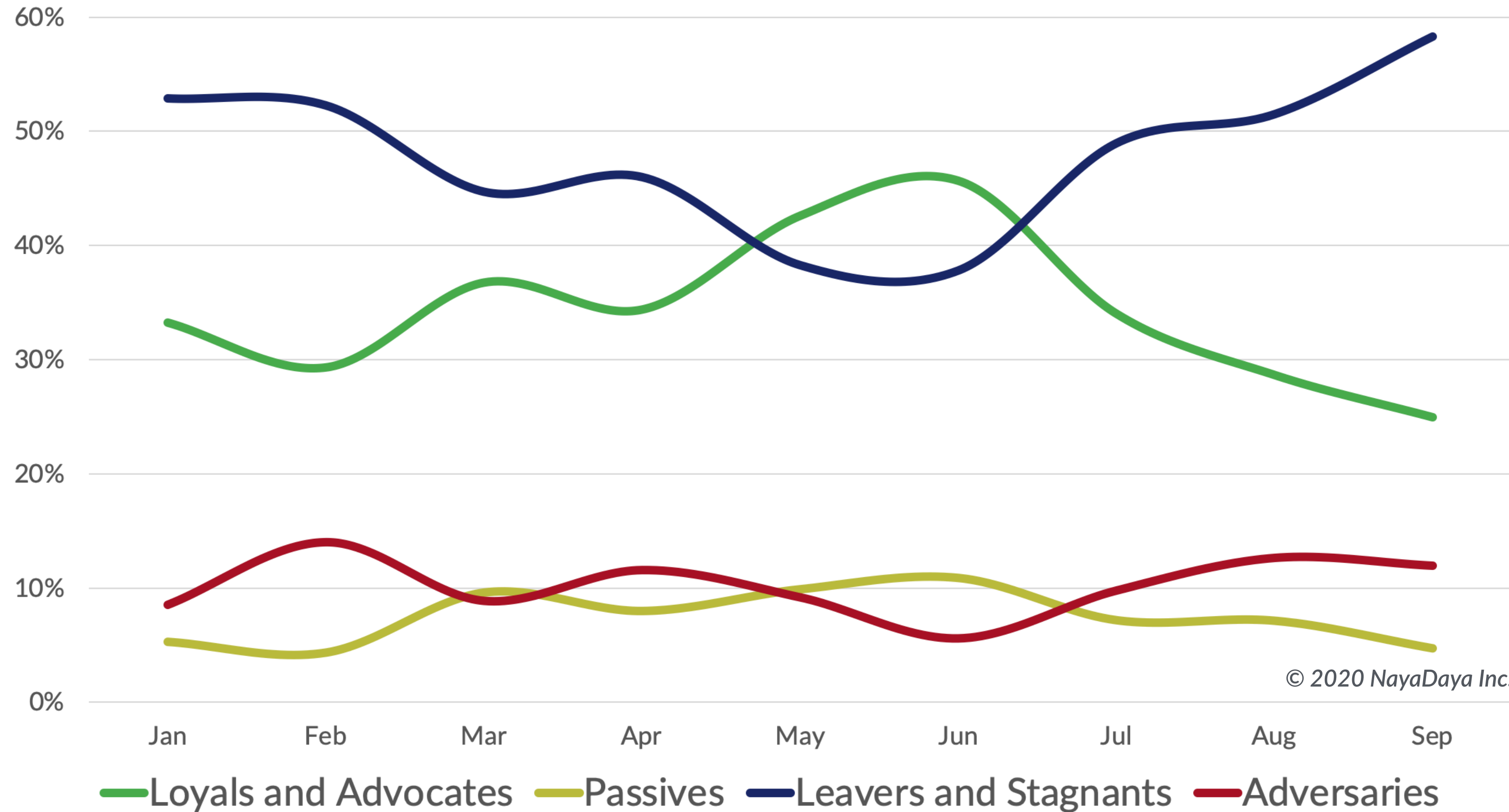
Behavior profiles of Finnish citizens



[1] In the digital newspapers of Media Group Keski-suomalainen

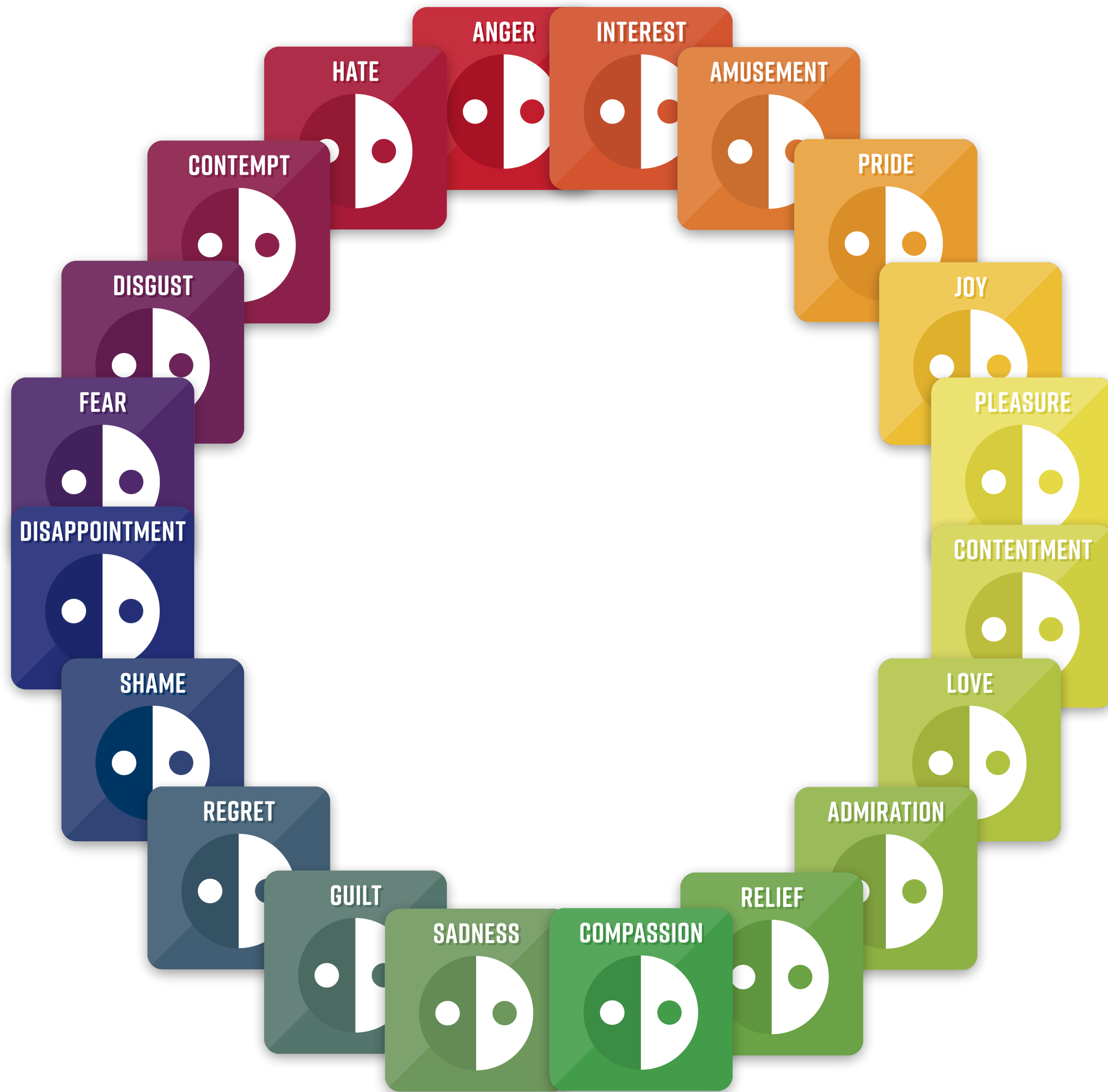
Behavior Profiles in the Context of the Coronavirus News^[1]

Adversaries Loyals
Leavers Passives



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[1] In the digital newspapers of Media Group Keski-suomalainen



Scientific Analytics for Emotions and Behavior

The model of emotional experiences with 20 emotion choices and the predictive analytics are based on the scientific theory^[1], research^[2], and algorithm^[3].

[1] Scherer, K.R., Fontaine, J.R.J., & Soriano, C. (2013). Components of Emotional Meaning. Oxford University Press.

[2] Pre-existing scientific research independently conducted and published by the Geneva Emotion Research Group at the University of Geneva.

[3] The Emotional Value Index (EVI) algorithm developed by NayaDaya Inc.



Further Information

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NayaDaya Inc. reveals the way emotions and behavior interact with phenomena and brands. Through data, insight, empathy, and impact we empower responsible organizations, brands, and leaders to thrive and shape the world.