

Figure 5: Mood Index in some Countries in the different Continents

4.3 Individualistic vs. Collectivistic attitudes

Collectivists attitude can be crucial in pandemic especially as conformity and self-sacrifice are key to the success of regulation and virus containment. It can also greatly impact our mental well-being state, especially when isolation and loneliness are one of the greatest challenges to our mental health.

Our preliminary results, although inconclusive, point out that individualistic cultures are more emotional, while collectivists are more information-oriented as they want to take advantage of rational information for the sake of "we".

5 Insights

The vast social media conversations have opened up a unique opportunity to understand and monitor the impact of Covid-19 on our mental health on a global scale. Our live Mental Health Trackers have raised the awareness around this topic and offered a first data-driven glimpse into the world of mood, emotions and struggles in this crisis time. Here, we summarise some of the key findings of this study:

- Nearly 6% of mental health issue discussion are related to Covid-19.
- Suicide is mentioned more frequently by younger people between 18-24 yrs than the entire older population.
- Digital Psychotherapy still out of reach for most in developing countries.
- Less prevailing issues such as Eating Disorder, Personality Disorder, and Self-harm can also be related to Covid-19.
- African countries are showing a higher Mood Index than European and Asian country.

- Depression poses great potential threat to our mental health and often understated.

6 Beyond Insights

The mental health of individuals and collectives is affected by physical threats such as the Coronavirus, as well as earthquakes or terrorist attacks. As an example, we can see in Figure 6 how the Mood Index correlated negatively ($r=-0.831$) to the rate of change in new Coronavirus cases in Spain for nine days.

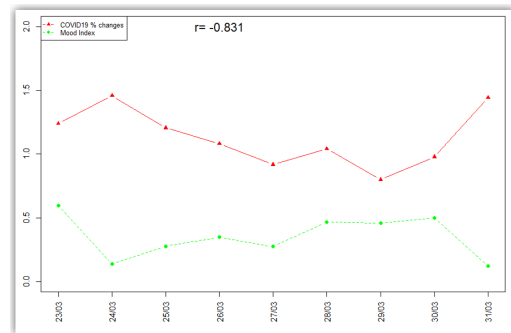


Figure 6: Pearson Correlation between the rate of change in new Coronavirus cases in Spain and the Mood Index in a 9 days time span

Furthermore, mental health can also affect our daily life. Fear of the unknown, such as losing your job, affects the economy. If politicians capitalise fear, instead of working for the social good; if they seize the population's affiliation feeling by spreading fake news and misinformation, fostering hate; if they use technology to monitor and censor our opinions; they will only further polarise society. And this might raise civil conflicts, or even worse.

We plan to navigate through the pandemic and post-pandemic era, and we will also decode the mood development through the lens of psychology aiming to provide an indicator of the social dynamics as a whole. A holistic approach should give us the proper instruments to fight against these threats and to work together for the social good.

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