Earth.ai Insights

Significance Systems' earth.ai identifies and characterises the real story behind any topic. It takes you out of your media bubble, to highlight the emotions and voices that drive the stories driving your world.

Earth.ai is applied to the analysis of corporate crises, the evaluation of brand strategies, the prediction of electoral outcomes, and the creation of trading signals for financial markets.

Some of what we've seeing in October 2020:

- Re-thinking Resiliency: Covid-driven social change in the UK & Japan
- US equities impacted by emotion across sectors
- Snowflake isn't melting soon
- Vaccine Hesitancy defined by depth of feeling

Re-thinking Resiliency: Covid-driven social change in the UK & Japan

Together with The University of Tokyo's LifeStyle by Design Research Unit, we have established a Virtual Living Lab to better understand social and personal well-being and quality of life.

This longer-term study across Japan and the UK has 'fortuitously' been timed to measure key lifestyle narratives impacting these societies before and after Covid. This perspective enables us to clearly see the degree and nature of significant change forced by the pandemic, and the implications of this change. One theme is 'personal resilience': in pre-Covid Japan this was dominated by issues around 'work': resilience was framed in reference to work & career.

During the initial wave of Covid (and to some extend post-1st wave in Japan), 'resilience' is now framed in reference to 'the family'. This shift has major implications, not only for policy makers, organisational leadership, but critically for communicators who seek to be a relevant and valued part of culture.

US Equities impacted by emotion across sectors

Stock		Sector
$MRK	Merck	Healthcare
$NKE	Nike	Consumer Discretionary
$AMGN	Amgen	Healthcare
$LILAK	Liberty Latin America	Consumer Services
$SBUX	Starbucks	Consumer Discretionary
$PAYX	Paychex	Information Technology
$MCHP	Microchip Technology	Information Technology
$MDLZ	Mondelez	Consumer Staples
$XLNX	Xilinx	Information Technology
$ILMN	Illumina	Healthcare
$MMM	3M	Industrials
$ALGN	Amgen	Healthcare
$CHKP	Check Point	Information Technology
$WLTW	Willis Towers Watson	Financials
$RTN	Raytheon	Capital Goods
$KMI	Kinder Morgan	Energy
$PFE	Pfizer	Healthcare
$IDXX	Idexx Laboratories	Healthcare
$EMR	Emerson Electric	Industrials
$CDNS	Cadence Design	Information Technology

Most emotional US equities: September (top) & July (bottom), 2020

Earth.ai analyses the top 100 Nasdaq and S&P stocks daily. It identifies the emotions, trends and new ideas that influence stock prices, to deliver fresh insights.

Many stocks on occasion trade as much on emotion as on financial fundamentals. The alpha this understanding can contribute to a portfolio strategy can be significant.

The table shows the US equities most susceptible to emotional narratives, in July & September of 2020. Understanding where and when emotion is important, enables fundamental based investment strategies to better mitigate risk - through a clear, concise quantitative measure of the degree of emotion for that asset or sector.

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Snowflake isn't melting soon

Recent coverage of the Snowflake IPO was dominated by the stock's rapid gain in price, and the extent to which it was 'under-valued'. Predictably, post-IPO, discussion has shifted to whether it's actually 'over-valued'.
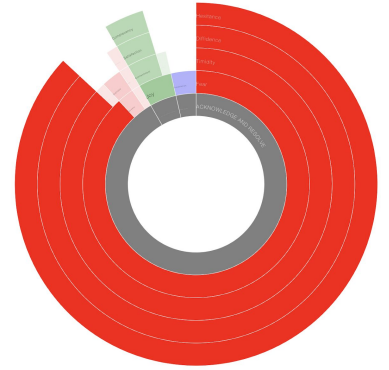
Our analysis post-IPO shows that this narrative of being 'over-valued' has little momentum in the market. Indeed the company is dominated by positive expectation - hope/optimism/expectation… and strong positive affect.

Vaccine Hesitancy defined by depth of feeling

Within the English-speaking world, 'Vaccine Hesitancy' is now a long-term and systemic part of culture. Importantly it is defined most clearly by the depth of feeling towards this issue - intense fear.

Policy makers would be advised to design programs that seek to acknowledge and resolve this depth of feeling; failure to do so will not be successful.

Affective response of global english world to vaccine hesitancy: 28 Sept. 2020

Want to know more?

Further information or questions: contact@significancesystems.com
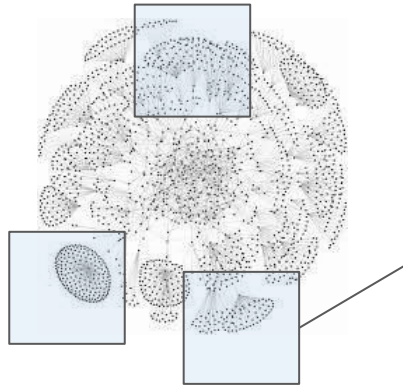Earth.ai is a product of Significance Systems.

Full Data Perspective
Real-world online behaviour

Unique Feature Analysis
See past your media bubble

Narrative & Decision Science metrics
Lead indicators

Engagement
Classification
Affect Orientation
Media Power
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Topics and Themes

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Non-linear analysis of predictors ➡ **Unique Capabilities, Products & Services**

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