

Social Research Call 2020

Selected projects

Title: An intelligent framework to scrutinise the social, behavioural and emotional impact of COVID-19

Acronym: POSTCOVID-AI

Project leader: Oresti Baños

Host organisation: University of Granada

Main purpose of the project: POSTCOVID-AI is a novel intelligent framework for the real-time acquisition and analysis of social, behavioural and emotional data to generate new knowledge on the impact of the post-COVID-19 daily context on the well-being of the Spanish population.

Design/methodology/approach: POSTCOVID-AI will register anonymous big data (demographic, COVID-19, emotional, social, behavioural, and well-being) using smartphones. Data will be analysed using artificial intelligence to detect and forecast relevant patterns, for example, a sudden increase in sedentariness, an escalation in social isolation, or a negative trend in the population's general mood.

Potential results: POSTCOVID-AI will generate an unprecedented open dataset of longitudinal social, behavioural and emotional data in the (post) COVID-19 context. The intelligent co-analysis of the data in close collaboration with relevant social stakeholders will generate new knowledge to inform current and future policies and guidelines.

Social relevance of the research: POSTCOVID-AI will provide new social evidence to aid relevant stakeholders in the complex decision-making prompted by the current pandemic and its future consequences. The findings will be communicated in a timely fashion to the society in general to raise awareness and awake scientific curiosity.

Originality/value of the project: POSTCOVID-AI transcends traditional social research methods by closely observing and studying, in real-time and on a large-scale, the evolution of people's social, behavioural and emotional response and resilience to unfolding events of the post-pandemic, including the adoption of specific policies and measures.