SENTIMENT ANALYSIS
OF SUBREDDITS IN THE DACH REGION

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project link

RESEARCH QUESTION

Which sentiments of countries from the DACH region can be found when analysing discussions on their respective subreddits and what are the main points of these discussions ?

HYPOTHESIS

The mood in the German and Austrian Subreddits will be more negative compared to the Switzerland Subreddit, due to recent and upcoming political events.

OBJECTIVE

This project aims to grasp the **mood of the people in the DACH Region** (Germany, Austria, Switzerland) coming into the new year. Many polls state that big parts of the population are pessimistic when going into the new year, especially in Germany and Austria**, whereas Switzerland appears more stable overall***.

THEORY

- **Hauntology** by Mark Fisher: Past expectations and trauma shape present moods, often leading to disillusionment and pessimism*.

METHODS

- **Data Collection in Reddit:** Daily comments were gathered from the subreddits of Austria, Germany, and Switzerland.
- **Sentiment Analysis:** Sentiments were analyzed using RoBERTa, enabling a detailed comparison of the three countries.
- **Keyword Filtering:** Comments were filtered for meaningful words to uncover key themes driving subreddit discussions, visualized through wordclouds.

CONCLUSION

- Reddit is a predominantly negative space, with Germany and Austria showing a higher negative-to-non - negative sentiment ratio compared to Switzerland.
- Switzerland's historical stability aligns with its more balanced sentiment, with a lack of political themes in its negative wordcloud.
- Negative sentiments in Austria and Germany focus on political topics, reflecting political and economical instability and the rise of right-wing parties today.
- Hauntology could explain these differences, highlighting how Austria and Germany's troubled political histories fuel observed pessimism, while Switzerland's stability fosters a more positive/neutral outlook.
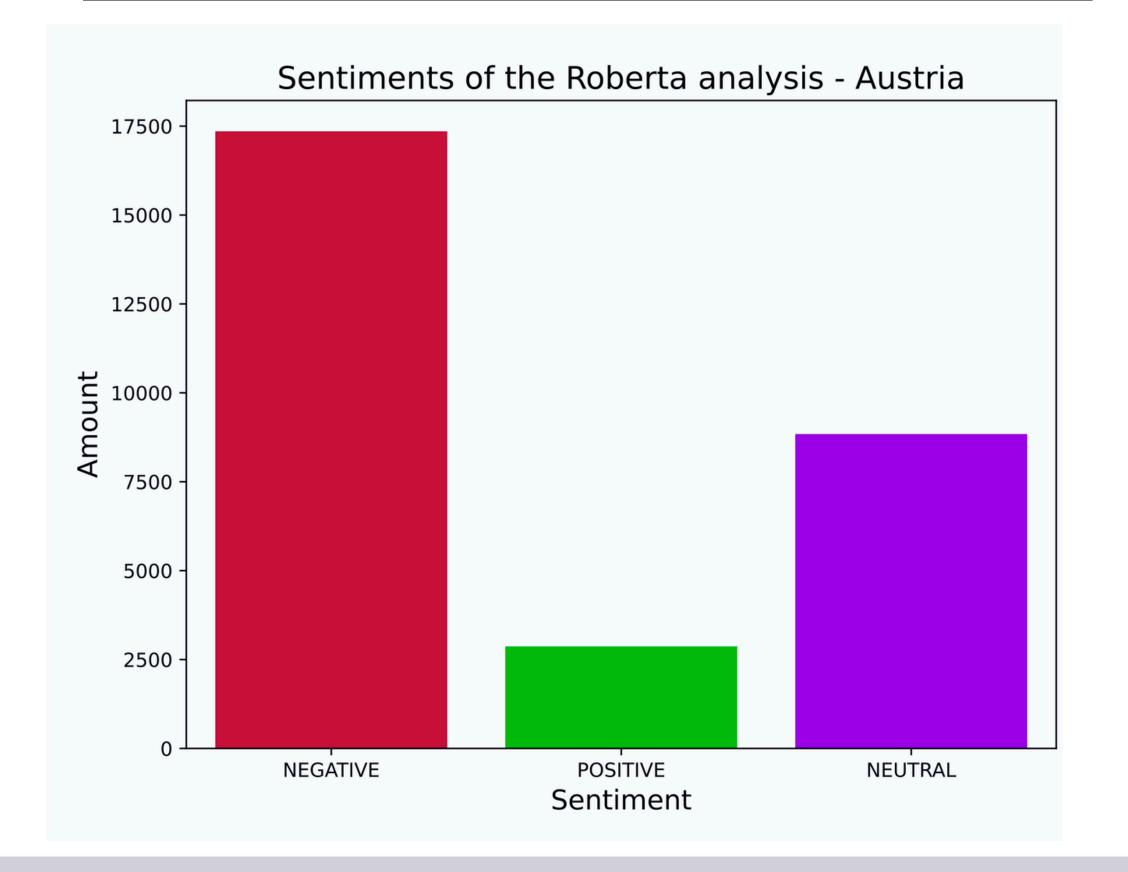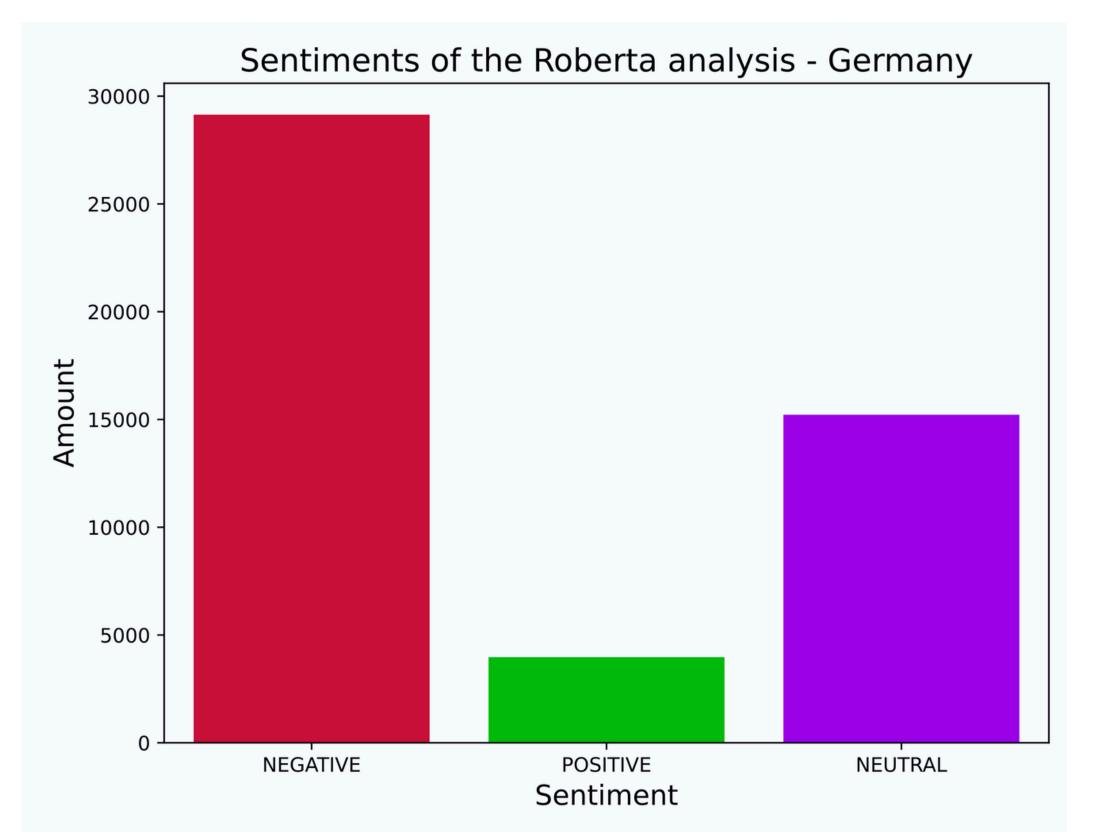
RESULTS

- Austria and Germany **predominantly exhibit negative sentiments**, with a strong focus on political topics, particularly political parties like "FPÖ," "ÖVP," and "SPÖ."
- Switzerland displays a **more balanced sentiment distribution**, with fewer political discussions and more emphasis on daily life like "work", "pay", "time" etc.

AUSTRIA

Wordcloud for NEGATIVE Sentiment

Sentiments of the Roberta analysis - Austria

GERMANY

Wordcloud for NEGATIVE Sentiment

Sentiments of the Roberta analysis - Germany

SWITZERLAND

Wordcloud for NEGATIVE Sentiment

Sentiments of the Roberta analysis - Switzerland

REFERENCES

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