

Ukraine: A Lost Cause?

Sentiment Analysis Towards Ukraine

~~**Ukraine: A Lost Cause?**~~

Shaping Positive Perceptions:

Sentiment Analysis Towards Ukraine

OBJECTIVES

1 Analyse sentiments of social media posts/tweets and news sites to gain an understanding of general public opinion towards Ukraine

2 Identify key factors and topics that contribute towards these sentiments

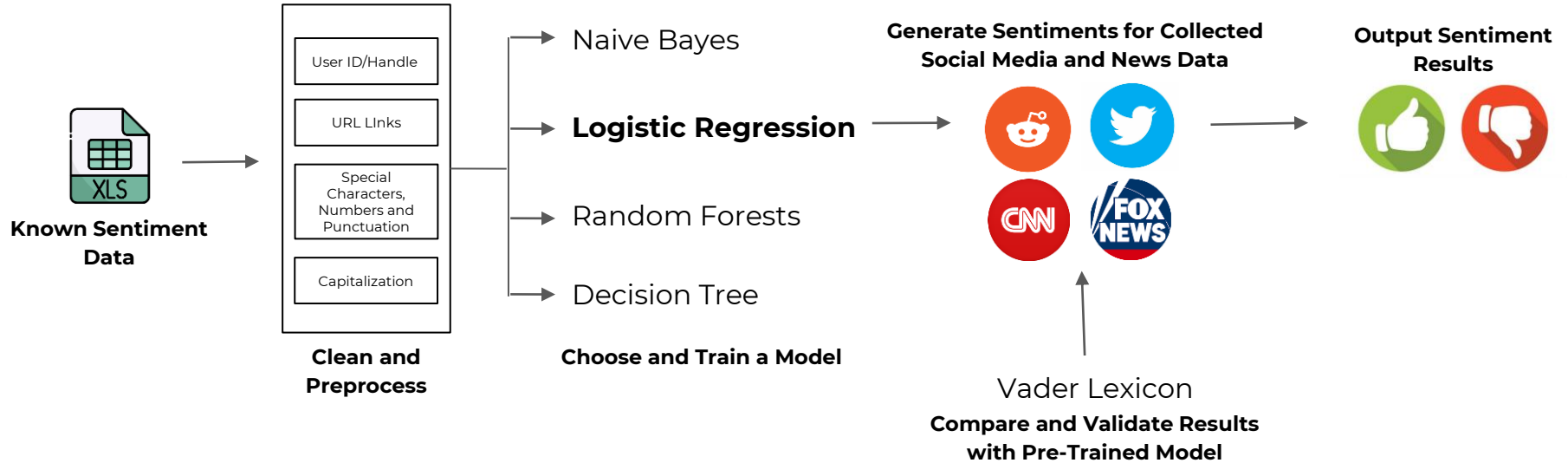
3 Recommend strategic actions for the Ukrainian Government and NGOs to improve Ukraine's image based on public opinion data

SCOPE

SENTIMENT SOURCES	Twitter - real time tweets Reddit - online discussions threads CNN - “Left” wing news Fox News - “Right” wing news
TIME FRAME	2021 - Rising Tensions 2022 - Official Instigation 2023 - Current Ongoing Timeline
TOPICS AND LANGUAGE	Key Words: Ukraine, Russia, war, conflict Language: English

METHODOLOGY

NATURAL LANGUAGE PROCESSING



#TWITTER



Canadian Data Scientist In Canada

Positive

3,191

Neutral

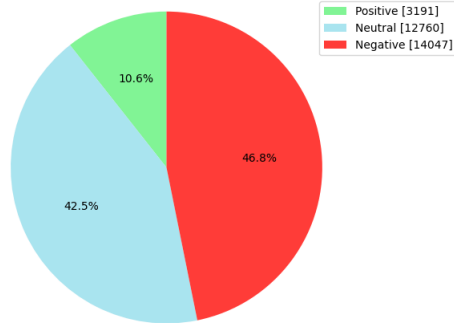
12,760

Negative

14,047

#Sentiment Analysis Results

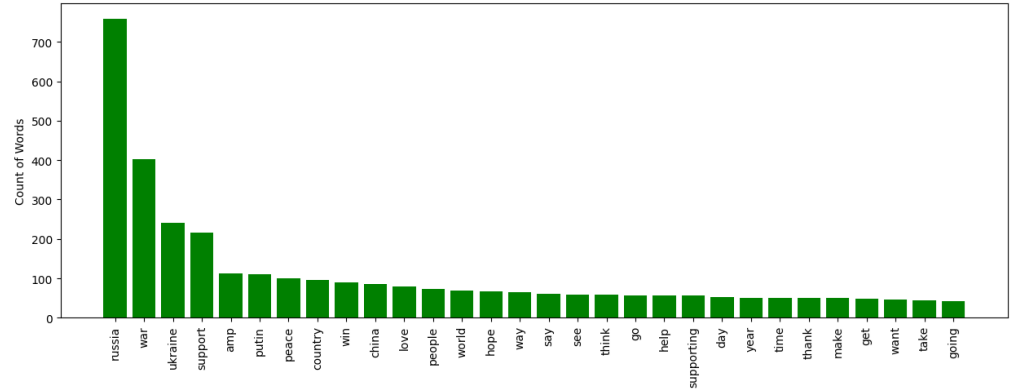
#Number of Tweets (Positive, Negative, Neutral)



What are some **positive** words?



Factors Associated with Positive Sentiments



#SUPPORT

#UKRAINE

#HOPE

#PEACE

#HELP

#WORLD

#HEROES

568k

75k

157



#TWITTER



Canadian Data Scientist In Canada

Positive

3,191

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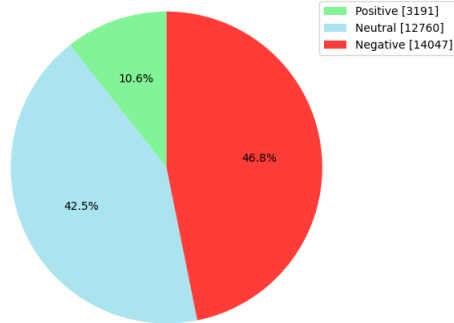
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#Sentiment Analysis Results

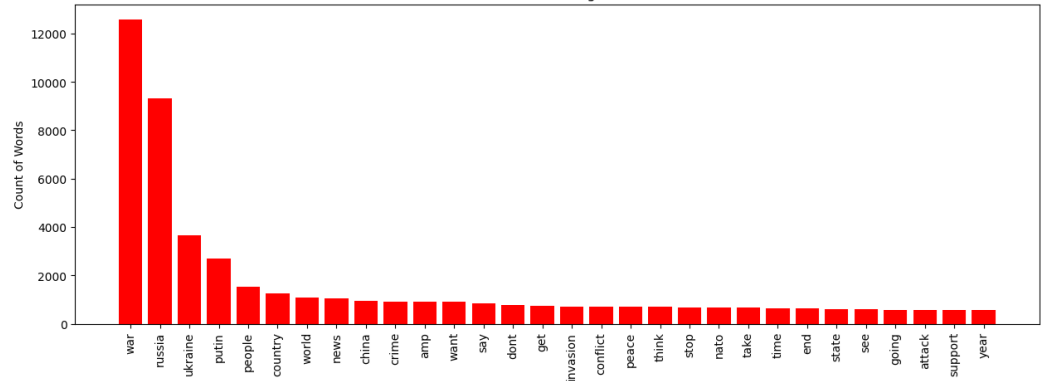
#Number of Tweets (Positive, Negative, Neutral)



What are some **negative** words?



Factors Associated with Negative Sentiments



#WAR

#RUSSIA

#PUTIN

#CRIME

#NUKES

#INVASION

#ATTACK

568k

75k





Create Post: REDDIT SENTIMENTS



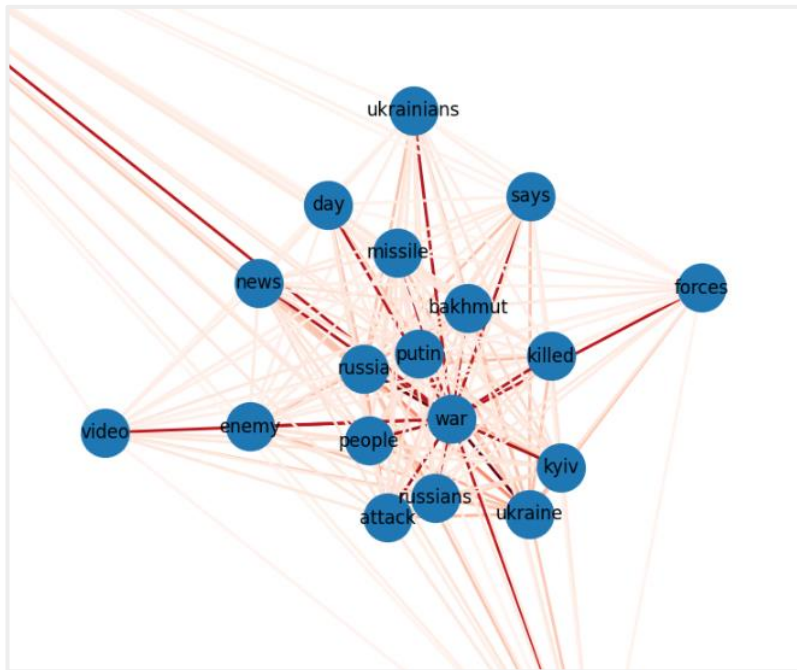
Hot New Top ...



2.5k

Posted by u/group1 13 hours ago

NETWORK GRAPH NEGATIVE SENTIMENT ANALYSIS



5.3k Comments Share Save ...

Community Details



r/ukraine

2,991 posts

304

Positive

2246

Neutral

441

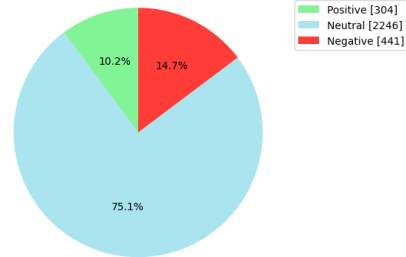
Negative

JOIN

CREATE POST

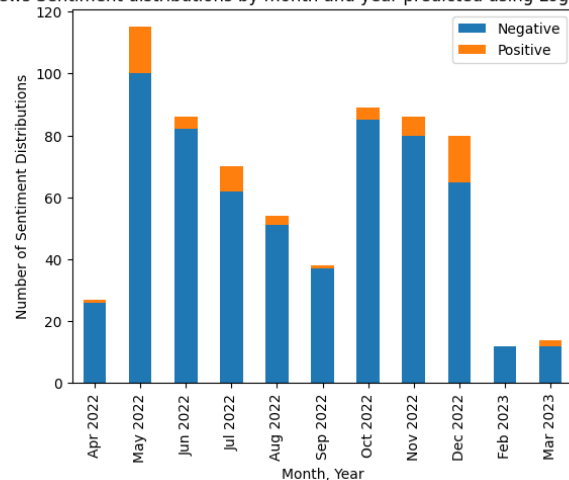
Post Breakdown

#Number of comments (Positive, Negative, Neutral)

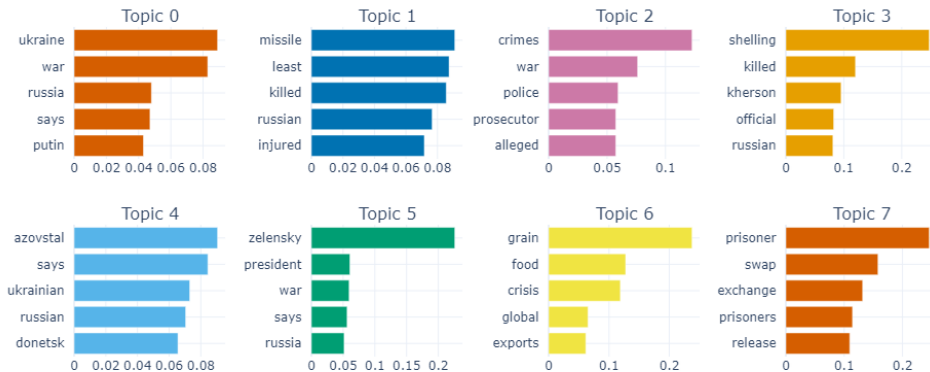


CNN SENTIMENTS

CNN news Sentiment distributions by month and year predicted using Logistic Regression



Topic Word Scores



BREAKING NEWS

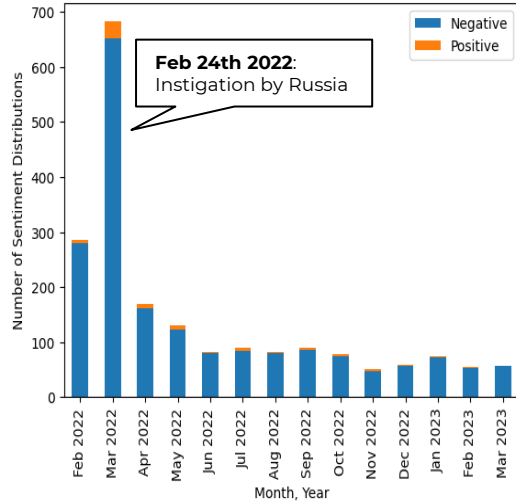
CNN NEWS SOURCE: BERT TOPIC ANALYSIS

LIVE

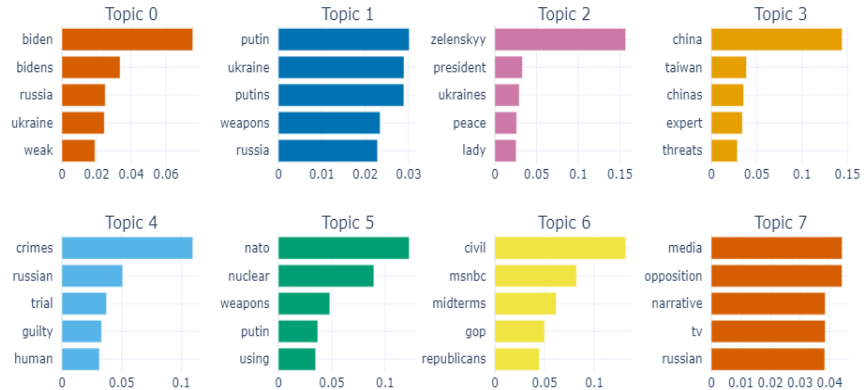


FOX NEWS SENTIMENTS

Fox news sentiment distributions by month and year predicted using Logistic Regression



Topic Word Scores

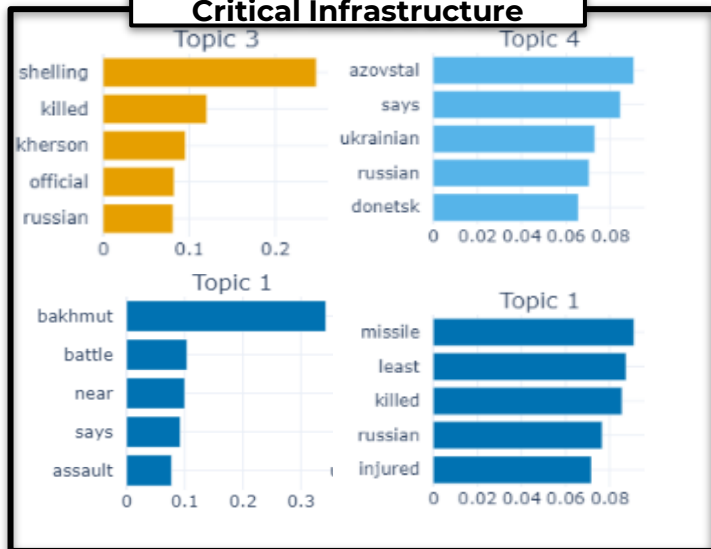


FOX NEWS SOURCE: BERT TOPIC ANALYSIS

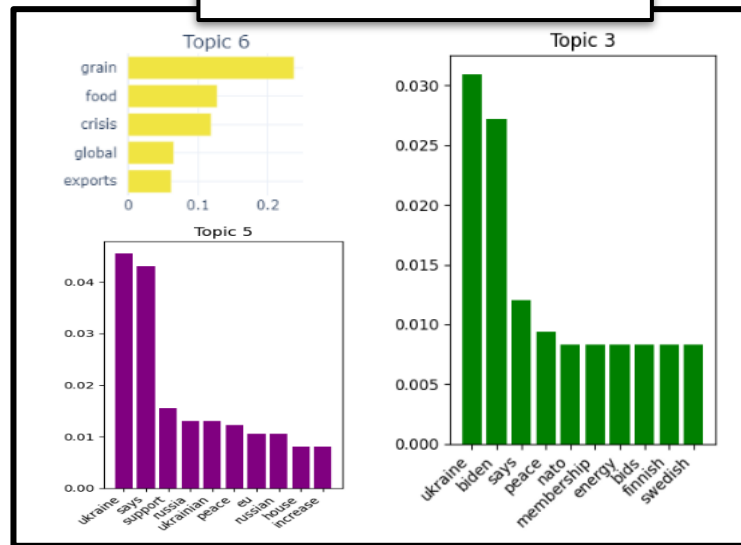
BREAKING NEWS

KEY THEMES AND TOPICS

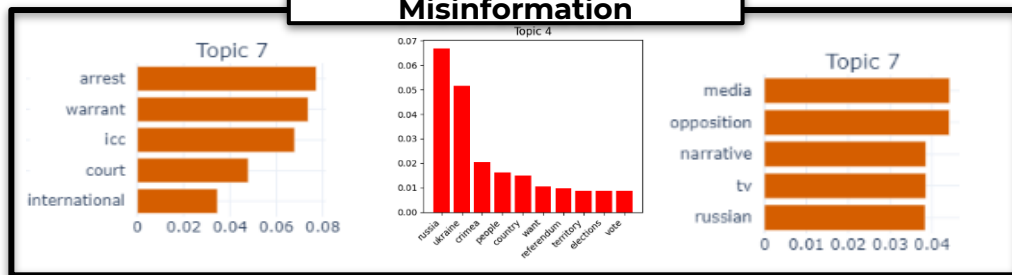
Attacks on Cities and Critical Infrastructure



Humanitarian Issues & Aid



Political News & Misinformation



RECOMMENDATIONS



HEROES AND INDIVIDUAL NARRATIVE

Evoke strong emotional responses

Make an issue more vivid and concrete in people's mind

People can see the direct impact of their action

Identifiable victims are more relatable to the public

Prevent overwhelming data and compassion fatigue



THE UPLIFTING HUMANITARIAN EFFORTS

Appeal to the general public's compassion

Show effect of aid to critical areas that are getting negative sentiments

Prioritize transparency and communication on frequently negative issues

Highlight life saving narratives



COUNTERACTING THE NEGATIVE

Identify the most vulnerable audience

Highlight the impact of foreign aid on Ukrainian lives

Be transparent about aid allocation

Report the progress of reconstruction activities

**HOW DO WE MAKE POWERFUL,
CONVINCING, AND POSITIVE NARRATIVE?**

Relatability

Positivity

Humour



HUMOUR

Features | Russia-Ukraine war

Ukraine's latest weapon in the war: Jokes

'We choose to see things through a comic lens. That makes it easier to live through drastic situations.'



Putin waiting for Ukraine to finally surrender



A post on the Twitter account Ukrainian Memes Forces mocks Russian President Vladimir Putin [Screengrab/Ukrainian Memes Forces]

By Judith Matloff

6 Sep 2022



THANK YOU!