

# **Topic Modeling & Sentiment Analysis of Social Media Posts**

## **Ukraine-Russia War**

**Facebook Analysis: Ukraine-Russia War**

Taiwan Digital Diplomacy Association & Meta

## Facebook Analysis: Ukraine-Russia War

It has been 9 months since Feb 24, 2022, and Ukraine citizens are yet to see an end to this turmoil of war.

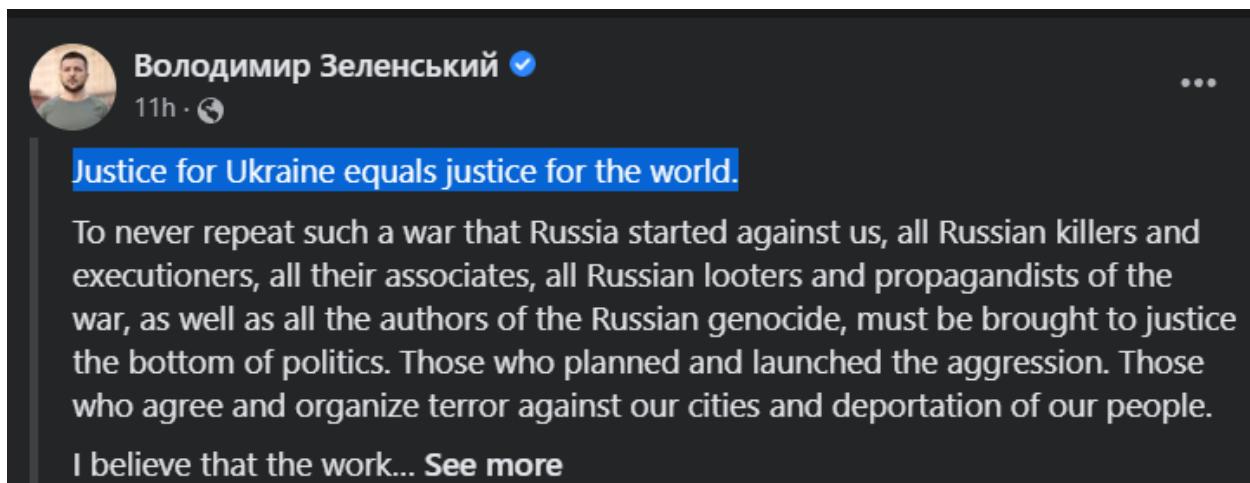
During this time, social media has saliently arisen as the everyday person's convenient news source. With millions of users sharing "how they feel" daily, Meta, Twitter, Telegram, and TikTok have become little more than eco-chamber hubs of polarization and mass unrest amidst this situation of chaos. While posts on the platforms have had a drastic gradient from calling for help and raising donations and awareness, to doing little more than promoting fallacious arguments and widespread rumors without strong evidential support.

In this popularity contest of rapid posting, the race to publish challenges the commitment to truth, and is incumbent upon those who create information systems to ensure they are not abused. Over the last few years, we have witnessed the enormous technological and financial success of social media companies, who have managed to large-scale their systems to reach hundreds of millions of people instantaneously. Along with that success has followed the rapid scaling of media manipulation and disinformation campaigns, capitalizing on the simple, convenient design of social platforms to reach massive audiences extremely quickly, in a more biased manner.

It's not all bad, however. Meta users inside Ukraine have been using the app as a tool to raise awareness about the crisis of war and document their first-hand experiences for the world. Ukrainian videos on Meta range from sardonic to deeply emotional. Videos detailing the violence and destruction occurring in several of the country's major cities have also been

showcased on Meta. Ukrainians in and outside the country are using the platform to speak directly to western audiences who may not know the history of Ukraine.

Perhaps the most recent, and high source-quality example could be of Ukraine President Volodymyr Zelensky's account on Facebook @zelenskiy.official, which has been contextualizing the situation in Ukraine for international audiences. Moreover, providing the most recent, authentic situation on the war, President Zelensky's account has also served as a medium to connect to global politicians like Joe Biden, and organizations like NATO, to raise awareness and support for Ukraine in the war.



**Володимир Зеленський**  11h · 

**Justice for Ukraine equals justice for the world.**

To never repeat such a war that Russia started against us, all Russian killers and executioners, all their associates, all Russian looters and propagandists of the war, as well as all the authors of the Russian genocide, must be brought to justice the bottom of politics. Those who planned and launched the aggression. Those who agree and organize terror against our cities and deportation of our people.

I believe that the work... [See more](#)



**Володимир Зеленський**  9h · 

**Had a phone call with the President of the African Union, Senegal Macky SALL Summed up our #ISFS summit sponsored by the African Union. Discussed the further implementation of the #GrainfromUkraine initiative and the possible participation of African countries in the implementation of the peace formula.**

---

**Had a phone call with Chairperson of the African Union, President of Senegal Macky SALL.... [See more](#)**

 · See original · Rate this translation

President Zelensky has also been using Facebook to reach the citizens of Ukraine in an urge to empower them to stay strong. This has made him rise to a position of critical influence and respect among the Ukrainians as well as further strengthening their mindset of perseverance and empowering independence from the Russian attacks.

 **Володимир Зеленський**   
3h · 

We will ensure complete independence for our state. In particular, spiritual independence. We will never allow anyone to build an empire inside the Ukrainian soul.

A meeting of the National Security and Defense Council was held today. The meeting at which we considered numerous facts of connections of certain religious circles in Ukraine with the aggressor state.

First. The National Security and Defense Council instructed the Government to submit to the Verkhovna Rada a dra... [See more](#)

 **Володимир Зеленський**   
17h · 

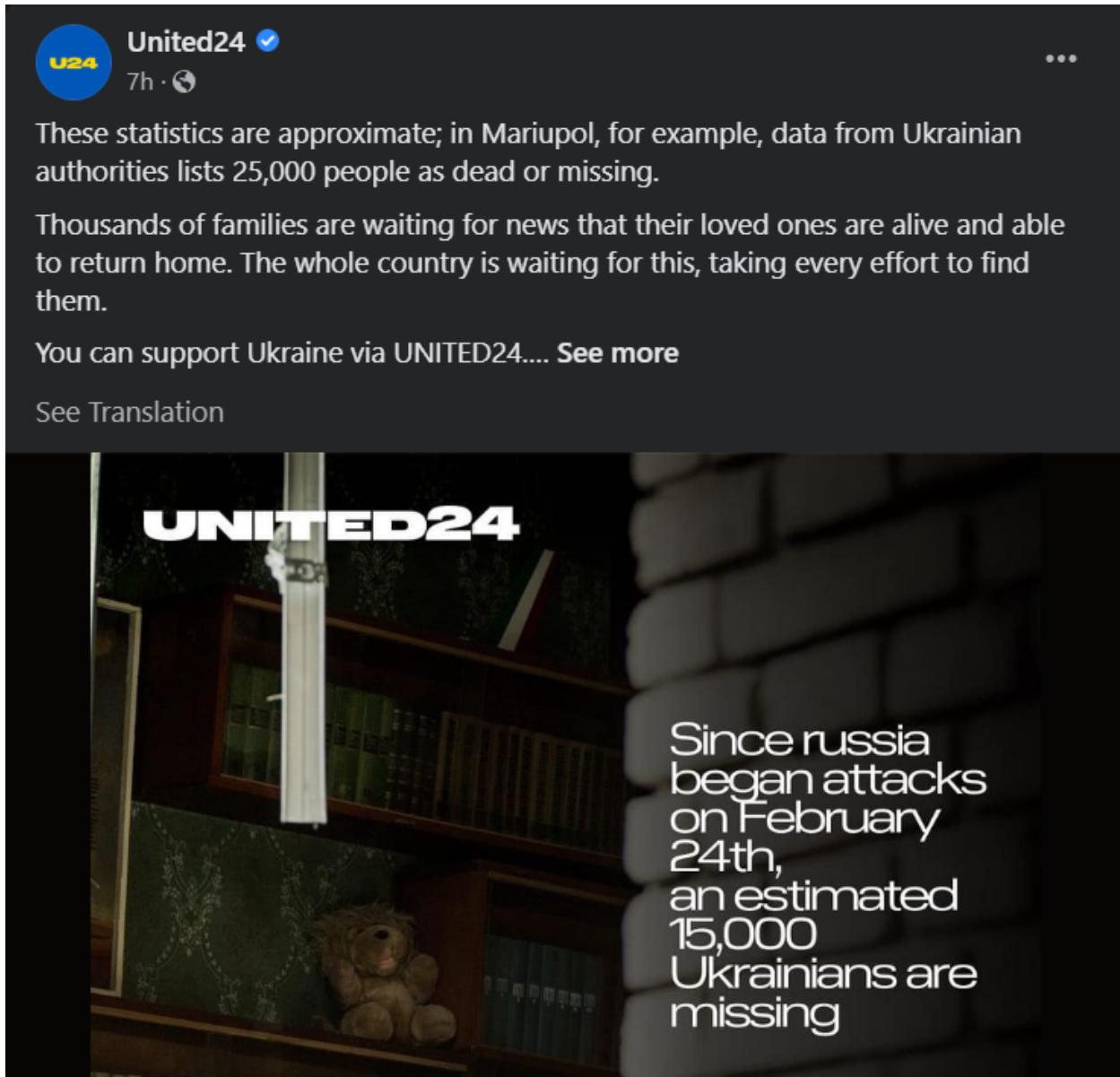
Neither winter cold, nor darkness, nor any other manifestations of terror will help the aggressor conquer Ukrainians. The time for Ukrainian victory will come!

---

Neither the winter frost, nor the darkness, nor any other manifestations of terror will help the aggressor conquer the Ukrainians. The time of Ukrainian victory will come!... [See more](#)

 · See original · Rate this translation





Other accounts, such as @war.stories.from.ukraine and @bbcworldservice frequently post pictures and videos that debunk internet rumors and share glimpses into the horrors Ukrainians are experiencing as the invasion continues. They show scenes of Putin's destruction of the country, such as collapsed and mangled buildings, daily life from inside bomb shelters, empty grocery shelves, and long lines for gas.

 War. Stories from Ukraine

July 8 · 

Once a woman refused to leave the house that turned out to be on the battle line. Her house was being shelled, projectiles and missiles were exploding near it. There was no light, no gas, no water in it, but she remained there.

There were even no walls left from another house – a direct hit by a projectile. The whole family is in hospital. However, the elderly woman who lived in that house with her family wants to go back. To the place she was evacuated from. Where she lost ...

[See more](#)

## Photos



This shows the immense influence of Meta in reaching hundreds of thousands of people across the world, empowering voices from both Ukraine and Russia (unless a government intervention bans Facebook), and raising awareness about critical issues of the war.

Ukraine's officials have taken to this influence and Meta's reach to connect both with their citizens and the international community.

President Zelenskyy has also initiated a charity raising millions of dollars in support of Ukraine reaching thousands of people on Instagram and Facebook.



**u24.gov.ua** + \$5,000,000 for this week!

This colossal amount comes from thousands of small donations, each equally important! We need \$10,000,000 for generators alone to power Ukrainian hospitals. The only way we can achieve it is by joining our forces.

Support Ukraine in its fight for freedom!

#united24 #thepoweroffreedom

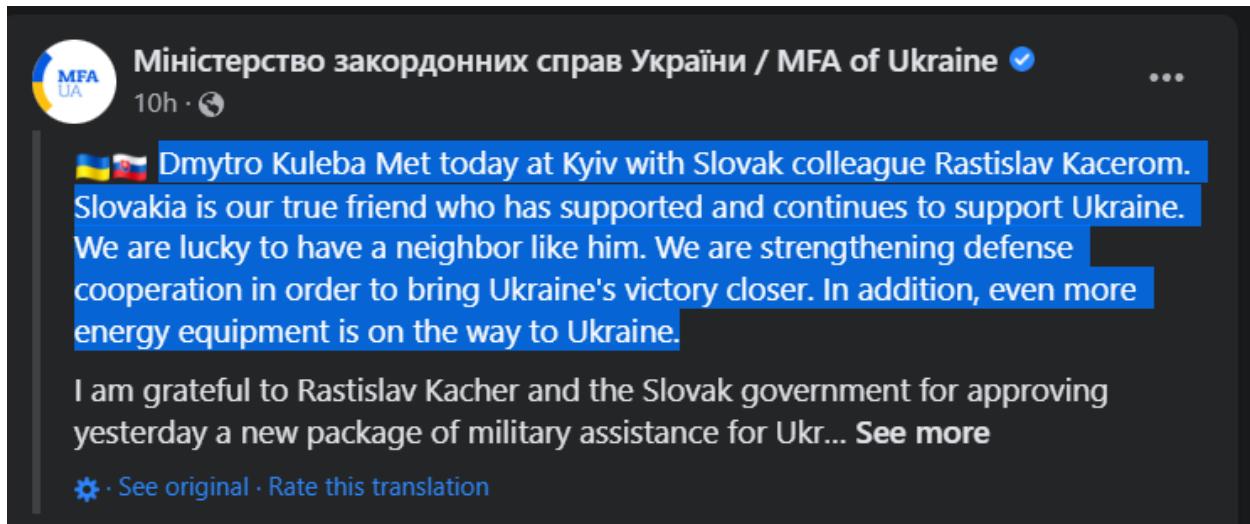
+ 5 мільйонів доларів за цей тиждень!

United24
✓

11h ·
...

In 7 months of UNITED24, we received millions of donations from large companies and individuals worldwide. This story was especially touching. Thanks to a single donation by the Kessler family from Germany, we purchased a modern ambulance for the hospital in Krasnohrad. The one they had before was old and didn't have all the necessary medical equipment. See how the paramedics are happy with the new ambulance!

Ukraine's Ministry of Foreign Affairs has also taken to task raising awareness of the support the international community has given Ukraine in this war as a show of power against Russia.



Mіністерство закордонних справ України / MFA of Ukraine 10h ·  Dmytro Kuleba Met today at Kyiv with Slovak colleague Rastislav Kacerom. Slovakia is our true friend who has supported and continues to support Ukraine. We are lucky to have a neighbor like him. We are strengthening defense cooperation in order to bring Ukraine's victory closer. In addition, even more energy equipment is on the way to Ukraine.

I am grateful to Rastislav Kacher and the Slovak government for approving yesterday a new package of military assistance for Ukr... [See more](#)

 · See original · Rate this translation

Moreover, they've also raised critical awareness of the mass destruction of Ukraine by Russia both to Ukraine's culture and the nation as a whole.

 **Міністерство закордонних справ України / MFA of Ukraine**   
1d ·  ...

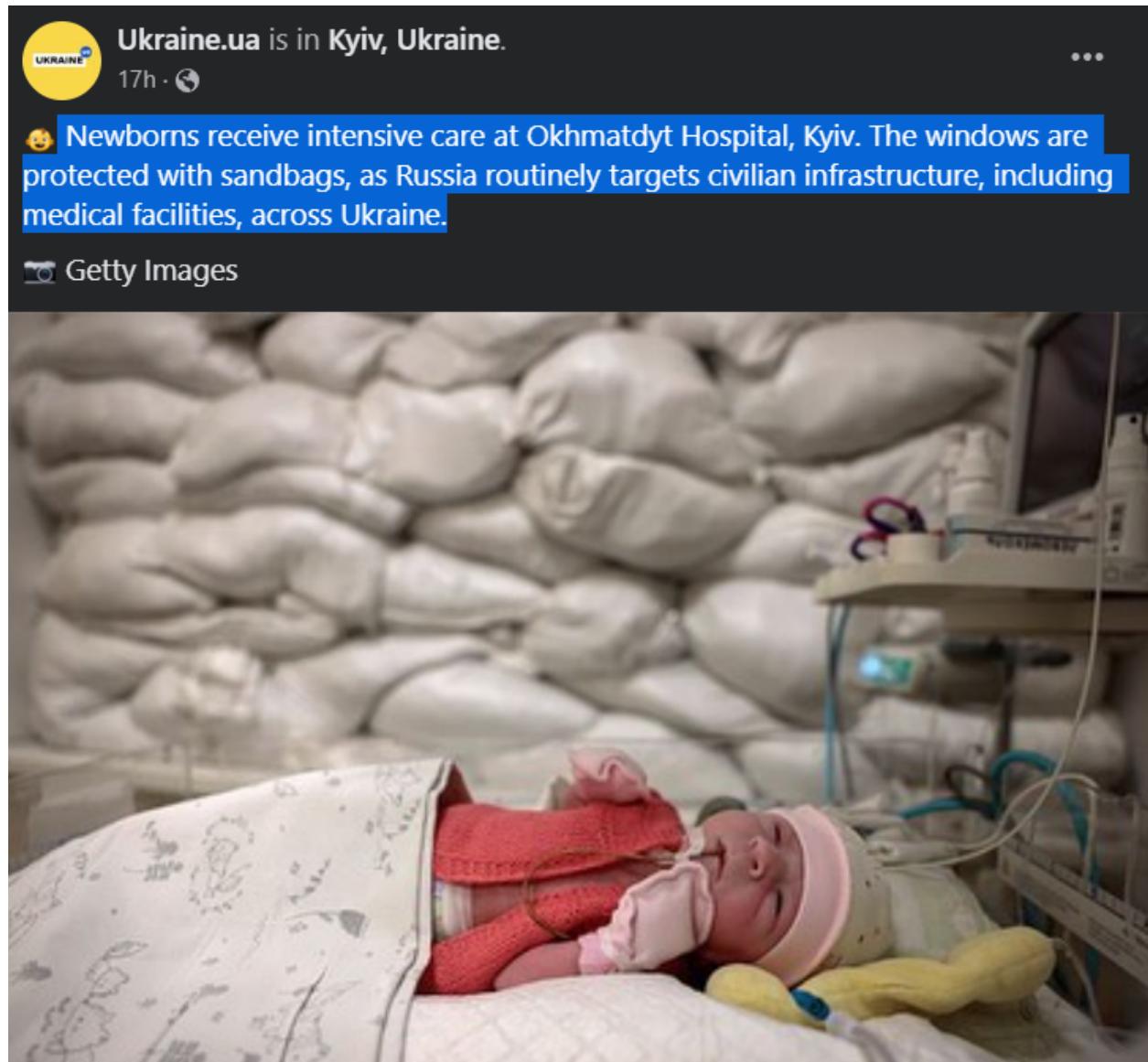
💬 Emine Japarova: "What we are observing today is the decolonization of Ukrainian culture, both within the country and abroad." Russia's War against Ukraine has been one of the greatest tragedies of mankind since World War II, but it gave us a unique opportunity to explain our culture and history, making it a new sign of freedom and love for the world. "

The First Deputy Minister addressed online the participants of the third International Forum of Cultural Diplomacy, held i... [See more](#)

⚙️ · See original · Rate this translation

Ukraine MFA's project on Ukraine NowvsBefore showcases the tragedies of war Ukraine has suffered to raise awareness.





## Bibliography

<https://www.theguardian.com/world/2022/mar/21/russia-bans-facebook-and-instagram-under-extremism-law>