

KABIR CHATURVEDI

Semester: Spring 2024

Sentiment Analysis of Fan Discussions During the 2022 FIFA World Cup: Uncovering Global Emotional Trends

(497 words)

Research Question:

How do global fan sentiments vary during the 2022 FIFA World Cup?

Background:

The FIFA World Cup is one of the most prominent global sporting events, significantly impacting fan emotions and behaviors, as evidenced in social media discussions. Analyzing these sentiments during the 2022 FIFA World Cup can provide insights into global emotional trends and cultural responses to the event. Prior research, such as 'A big data analysis of Twitter data during Premier League matches: Do tweets contain information valuable for in-play forecasting of goals in football?' (Wunderlich & Memmert, 2021) and 'The New Window to Athletes' Soul – What Social Media Tells Us About Athletes' Performances' (Gruettner et al., 2020), has highlighted the influence of international football tournaments on public emotions and social media engagement. However, this study aims to delve even deeper into the emotional landscape of fan discussions during the 2022 FIFA World Cup to gain a more comprehensive understanding of these global sentiment trends.

Data:

For this study, data will be manually collected from Reddit, focusing specifically on threads and comments related to the 2022 FIFA World Cup. The threads and comments will be selected based on high engagement metrics, such as the number of comments and upvotes, to ensure a representative sample of fan discussions. The data collection timeframe will cover the entire duration of the tournament from 20 November 2022 to 18 December 2022, capturing sentiments from the opening match to the final. For the study, a total of 80 comments will be collected from two key Reddit subreddits to capture a comprehensive view of fan discussions during the 2022 FIFA World Cup. Specifically, 40 comments will be selected from r/worldcup, which focuses directly on the World Cup and offers global fan reactions, and another 40 comments from r/soccer, known for a broader range of soccer-related discussions. This distribution ensures a diverse representation of sentiments and perspectives spanning the entire tournament duration.

Method:

The primary method of analysis will be qualitative content analysis, with an emphasis on identifying and categorizing emotional sentiments in the collected comments. A codebook will be created following a preliminary examination of a subset of the data. This codebook will divide emotions into categories like excitement, disappointment, pride, and frustration. The coding process will be divided into two stages: initial coding to categorize each comment based on the developed codebook, and a secondary review to ensure consistency and accuracy in sentiment analysis. Questions such as “Are there differences in sentiment expression based on the user's history of engagement with soccer-related content on Reddit?”, “How does the geographical location of the poster influence the sentiment expressed in their post?”, “How do fan sentiments differ among supporters of different teams participating in the 2022 FIFA World Cup?”, “How do sentiment trends vary between pre-match discussions, in-game reactions, and post-match reflections?” will be considered while performing the analysis.

References:

- Wunderlich, F., & Memmert, D. (2021, December 29). *A big data analysis of Twitter data during Premier League matches: Do tweets contain information valuable for in-play forecasting of goals in football? - social network analysis and Mining*. SpringerLink.
- Gruettner, A., Vitisvorakarn, M., Wambsganss, T., Rietsche, R., & Back, A. (2020a). *The New Window to Athletes' Soul – What Social Media Tells Us About Athletes' Performances*. scholarspace.manoa.hawaii.edu.