

# Twitter Sentiments on Scottish Independence

Msc Information Technology - UFCFJJ-15-M - Social Media And Web Science – Student Number: 20037310

## Aim and Introduction

**Aim:** To Study the sentimental reaction of supporters in Scottish Independence political movement 2021 on Twitter.

The government of Scotland proposed for a second referendum before the end of 2023 on independence of Scotland from the United Kingdom. First referendum held on 2014 and got a support of only 45% (Shrimley, 2021).

A 30 day campaign was initiated by the supporters in Twitter till October 30 and the hashtag used is #Scottishindependence1, in which number keep on changing based on the campaign day.

This campaign aims to express their interest to be a free country from UK among those countries attending COP26 holding on Glasgow from October 31 (Ward, 2021).

This research focuses on the sentimental reaction of the Twitter users on this movement to the proposed changes.

## Method

Several methods used for collecting and analysing the tweets and this research uses the NCSU tool for collecting tweets and Data Analysis.

Around 1113 tweets collected on the hashtag #Scottishindependence9 to 15 during the period October 28 to 31 in a sheet. Based on the Tweets type, charts have been created on content type and theme hits in Google Excel sheet.

I have created the content chart (Fig 1) with data showing the users are pleasant or unpleasant with the current situation of Scottish Independence movement. Theme hits (Fig 2) have been created to show the percentage of relaxed, happy, unhappy and upset tweets.

## Findings and Analysis

This research shows that majority of Twitter users are pleasant with the proposed changes.

Content type (Fig 1) visualises that an 1016 reacted in a pleasant manner. 97 of users were unpleasant with the current situation, expressing their concerns of continuing with UK and stands bold to get rejoined with European Union.

The talk was not limited to get independent but also includes several concerns, benefits and the way in which England misusing the Scotland resources.

### Pleasant and Unpleasant

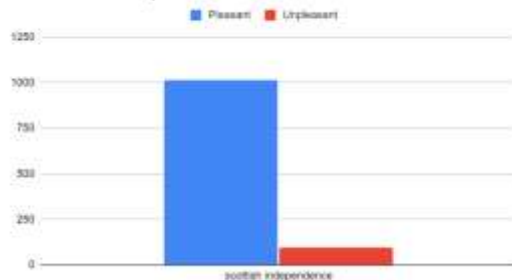


Fig 2 Theme hits says % th of users were relaxed and hope for an independent Scotland that include repeated words like family, coming and country. One of the tweets were like this.

- To anyone who was NO in 2014 & is now YES for indy I would like to give you a massive WELCOME to the best family

Around 3% of users were upset in the delay of becoming independent. It includes the latest tweets of asking the resignation of the Prime Minister of UK, while he arrived Glasgow for the COP26 global meet. Some of the tweets were like below.

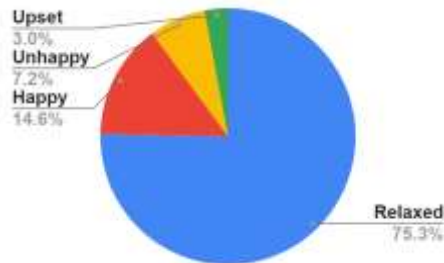


Fig 2. Theme hits

- Westminster controls my country by 70% When we are independent we will then and only then have control over all our taxes.
- England The Oil Thief



(Mure Dickie, 2021)

The #Scottishindependence is most trending one in UK now and receiving a global attention in this matter.

This research shows the growing success of campaigning and increasing the community in Twitter like social media to gather and express their opinion in such matter.

## Conclusion and Recommendations

The study shows the interest of a country to be independent and make growth in wealth, reputation and many more. The social media like Twitter has been used to increase the awareness and influence of people on this matter quickly. This is a part of democracy to sail in the direction of majority.

- Response on social media is the finest solution to know the interest of democratic people in 21st century and this methodology needs to be encouraged.
- Actively involving in the social media usage will help to know present changes in politics and gives an idea of benefits and drawbacks.

## References

- Ward, S. (2021). "Twitter storm" for Scottish independence takes top spot in UK. [online] The National. Available at: <https://www.thenational.scot/news/19663215.twitter-storm-scottish-independence-takes-top-spot-uk/> [Accessed 24 Oct. 2021].
- Shrimley, R. (2021). Nicola Sturgeon on Scottish independence: "I've got time on my side." [online] @FinancialTimes. Available at: <https://www.ft.com/content/69599c1c-a007-4d44-9e15-2fde1120c929> [Accessed 24 Oct. 2021].
- Ncsu.edu. (2021). Tweet Sentiment Visualization App. [online] Available at: [https://www.csc2.ncsu.edu/faculty/healey/tweet\\_viz/tweet\\_app/](https://www.csc2.ncsu.edu/faculty/healey/tweet_viz/tweet_app/) [Accessed 1 Nov. 2021].

Github link to the poster:  
[https://github.com/lijoktr/Social\\_media\\_\\_resit\\_poster](https://github.com/lijoktr/Social_media__resit_poster)