

# **SLLS5027A - Social Media Analysis in and for the Global South.**

## **Assignment 1**

**Michael Kaudi**

**2895478**

The most mentioned account in the data is @COP27P which is the account for the 27th Conference of the Parties to the United Nations Framework Convention on Climate Change which was held from 6 to 20 November 2022 in Sharm El-Sheikh, Egypt. On the day, 2022-11-21, the volume of tweets hit its peak, the account tweeted: *“Watch the closing remarks from #COP27 President Sameh Shoukry as Parties agreed to a historic loss and damage fund as part of the Sharm El-Sheikh Implementation Plan, at COP27. \n\n#TogetherForImplementation <https://t.co/ri6F4bXSdY>”*. From the word cloud visual, we see that over the period of the dataset, hashtags of COP27, as well as climate change related words, were most common. This may suggest that there was a lot of interest on what the outcome or decisions made would be from this conference. By the @COP27P account tweeting the decision on the agreement on the “Loss and Damage” fund, it may have attracted a lot of interactions such as comments, scepticisms, opinions, suggestions etc.

The second most mentioned account is @BamBam1A which, on the day the peak was reached, was mentioned by 8 accounts. Those accounts that tweeted and mentioned BamBam1A, they had very similar handles to BamBam1A and this could suggest that they are fan-club accounts as BamBam1A is a famous Thai rapper and singer. Most of the tweets are in a different language and the ones that are in the English language read: *“SAY IT LOUD 🇵🇹\nSAY IT PROUD 🇵🇹 \n\n ! It's time for #youngpeople like you to share your thoughts on #ClimateAction. Join @BamBam1A team! on #UReportThailand to express your voices, exchange ideas, and contribute in addressing #ClimateChange 🌍 at <https://t.co/FfOjw5MDXY> <https://t.co/nncco4glUF>”*. The tweet encourages young people to join in the conversation of climate change with BamBam1A. Due to the popularity of the individual, these tweets could have contributed to the spike by his fans responding to share their views or messages of support to him as a celebrity and tagging or mentioning him in the process as well as sharing further to other fans who may have missed the initial tweets.

Another account that is mentioned a considerable number of times is the UN account. The account tweeted messages sharing the major outcome of the COP27 conference, the agreement on the “Loss and Damage” fund. One of the tweets which read: *“#COP27 concluded in Sharm El-Sheikh with a breakthrough agreement on a new “Loss and Damage” fund for vulnerable countries. \n\n<https://t.co/cxvWR3Xn2D>”*, had a link which possibly led to further information for those interested in the details. The popularity of the UN, which is an international organization comprising of different countries and which is central to many of the decisions that affect the international community, would naturally result in them having a substantial number of followers. These followers would then share widely, critique or generally interact with information shared or tweeted by the account. This in turn resulting in the account pegging high count of mentions.