132 000 chars

# Introduction

* ~~What is propaganda and why is it important?~~
* Why is social media important as an outlet for propaganda?
* ~~Propaganda and war~~
  + ~~Need to establish a basis for the war~~
  + ~~Need to establish a basis for continuing it~~
  + ~~For specific actions (conscription, war bonds)~~
* Cognitive implications of propaganda
* Research questions, hypothesis etc.

# Background

* Types of propaganda (and these are connected to cognition!)
* Russo-Ukrainian war: short recap of events, focus on the timeframe from 24th of February (or maybe whatever is most relevant to the data)
  + Ukraine has historically had close cultural ties to Russia – what are the implications of this?
* Visual vs textual propaganda: what are the differences?
* Background on computational work done before: meme classification, multimodal work in general

# Methods

* Data writeup goes here
* Theoretical analysis
  + Get some differences (if there are any) from the data
  + Analyse the difference on Russian/Ukrainian, Institution/Individual, timeframe levels (maybe not timeframe – too small)
  + Are these similar to historic propaganda – what has changed?
  + What are the cognitive underpinnings of why these particular types of propaganda are used?
  + Use of kiyv, kiev, russia vs Russia, regime, terrorists, invaders, occupants, nazi
  + Types of pictures used – what, why?
  + How much is explained by the choice of twitter accounts?
    - Limitations: the case of Russian MOD
  + Why are institutions more active in Russia, but people in Ukraine?
  + A lot more unrelated stuff in russian posts – considerations as to why
  + Twitter banning russia etc.
* Machine Learning analysis
  + TextDescriptives shit here perhaps, not sure which one
  + Model comparisons: what performs best? (model types)
  + See what types of propaganda it can classify accurately, what types it can’t (especially interesting in images)
  + Considerations of why it can classify some, but not others
  + Comparisons with previous work on memes
  + Are images required, and how much information do they carry?

# A note on terminology

While Russia and Ukraine have been at war since early 2014 [reference], this paper focuses on the situation following the Russian invasion of Ukraine on the 24th of February, 2022. Thus, the use of “war” or “Russo-Ukrainian war” in this paper refers to events happening following the 2022 invasion.

# Data

Data was gathered from Twitter, using the twarc [reference] Python package. 10 710 tweets were gathered from 33 different accounts in the timeframe of 2022-02-24 - 2023-02-08. The tweets were then further filtered to contain only those that were written in English and were accompanied by an image. Replies and retweets were excluded. These filters led to the final dataset of 5133 tweets. Note that Twitter API [note here that I could not get academic access] only allows access to the most recent 800 tweets from a single account’s timeline, which means that the recency of the tweets depends on how active the account is. Figure X shows the distribution of the tweets with regards to time.

#### Choice of accounts

The 33 accounts were chosen manually by applying the snowball method. The accounts of the foreign ministries of both of the countries (*mfa\_russia* and *mfa\_ukraine*) were chosen as starting points. From these,

[dehumanization: orcs]

*My concerns:*

*Original research?*

*Writing enough*

*Area is too broad*

***When submitting request for supervision, remember keywords***