

# OPERATION SINDOOR

Sentiment Analysis on Public  
Reaction



# ABOUT

**Brief Context:** Operation Sindoor refers to India's military retaliation against Pakistan in early 2025, following a major cross-border terror attack.

**The operation marked a significant moment in India's national security narrative and drew intense reactions across social media platforms.**

**Objective:** analyze public sentiment on Twitter and YouTube to understand public perception — was it seen as justified, overly aggressive, or strongly supported?





# DATA COLLECTION

The background of the slide is a photograph of soldiers in a desert environment. In the foreground, two soldiers are running towards the left. In the background, a military vehicle, possibly an armored car or light tank, is visible. The scene is set during sunset or sunrise, with a warm, orange glow in the sky.

YouTube comments

Twitter posts

Total records: ~3376  
Each record includes:  
text (comment/tweet)  
source (YouTube or Twitter)

# PREPROCESSING & SENTIMENT ANALYSIS

A black silhouette of a person's head and shoulders, facing right. The person's hand is raised to their chin, with fingers spread, in a classic 'thinking' or 'pondering' pose. The silhouette is set against a background that transitions from a light blue at the top to a light orange at the bottom.

## TEXT CLEANING

- Combined Twitter and YouTube datasets
  - Removed duplicates and nulls
  - Detected language using langdetect
- 

## SENTIMENT ANALYSIS MODEL

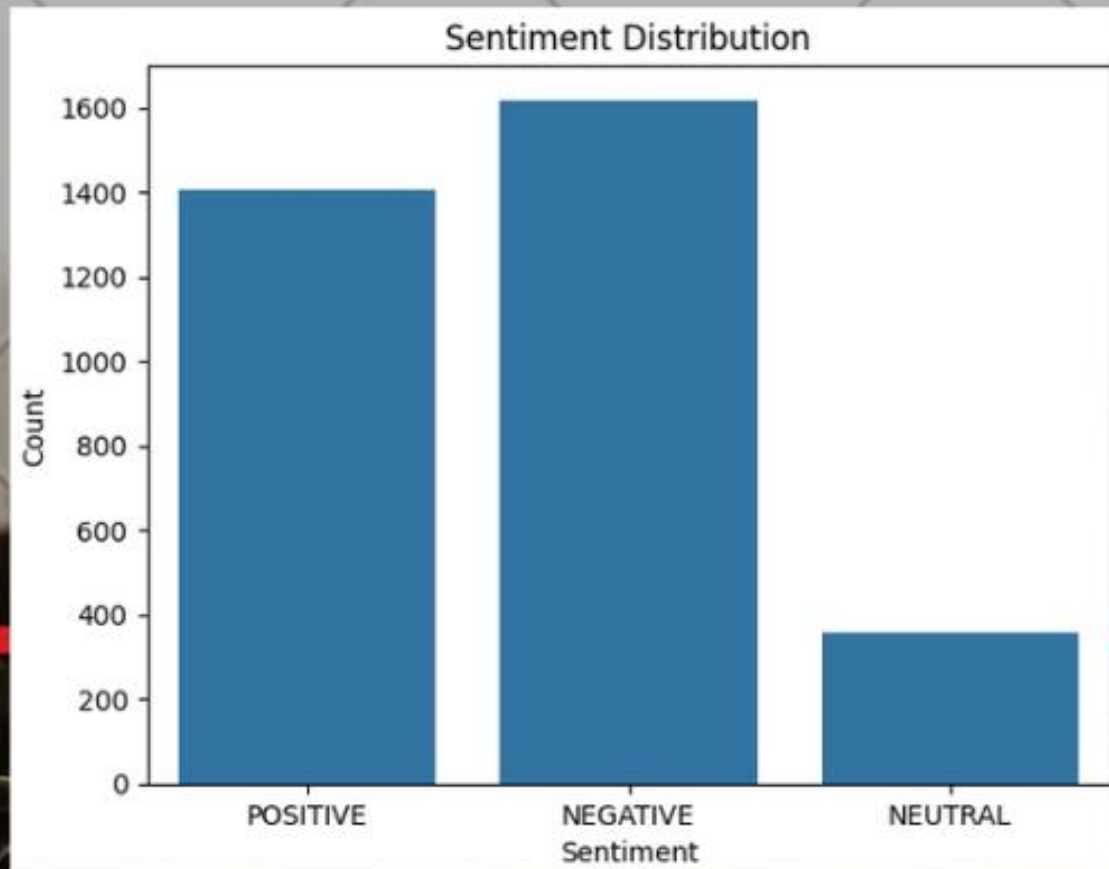
- Used BERT to support Handles multilingual content effectively, ensuring accurate sentiment detection across regional and English-language posts related to Operation Sindoor
- 

## MODEL OUTPUT

Returns sentiment as star ratings (1–5 stars)

- ★ 1–2 stars → NEGATIVE
  - ★ 3 stars → NEUTRAL
  - ★ 4–5 stars → POSITIVE
-





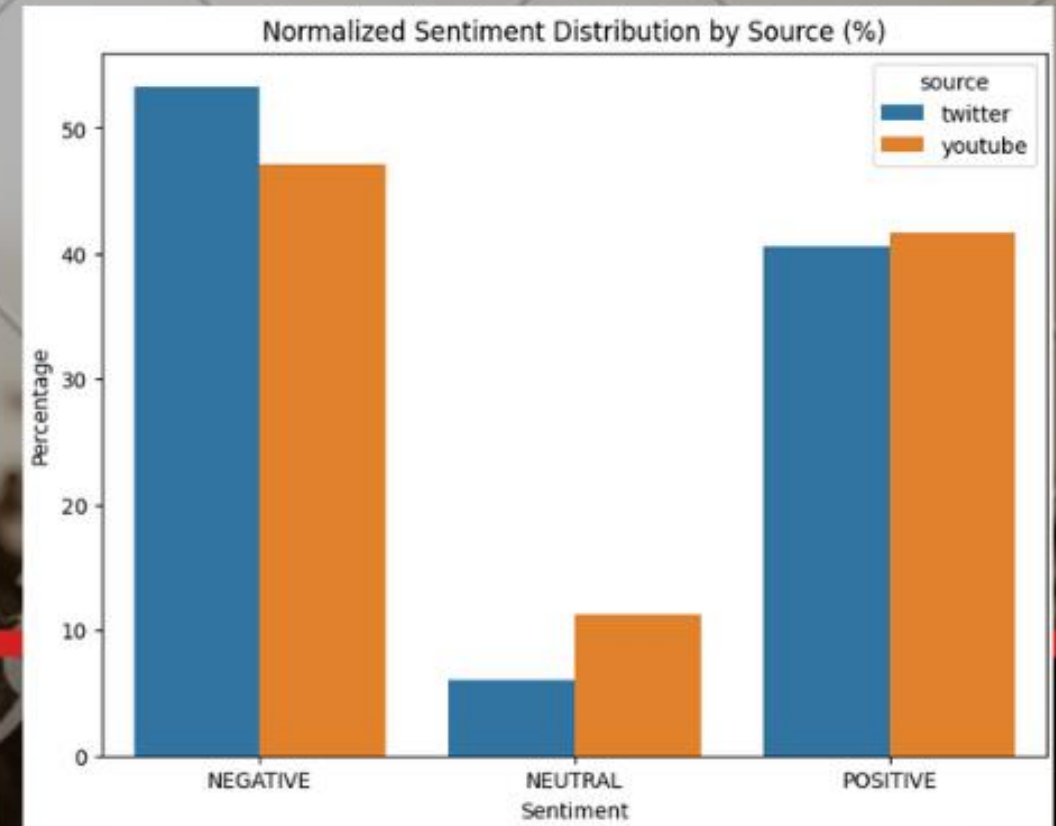
### Key Points:

- A total of over 3,300 comments analyzed from Twitter and YouTube
- Negative sentiment (1-2 stars) was the most common
- Positive reactions were also significant, showing strong support from many users
- Neutral comments were relatively few

**Insight:** Despite being a military retaliation, Operation Sindoor received a balanced but slightly more negative response online — likely due to the emotional and controversial nature of war-related actions.

# SENTIMENT DISTRIBUTION

# SENTIMENT BY PLATFORM



- **Key Points:**
- **Twitter had a higher percentage of negative sentiment (54%)**
- **YouTube had slightly more positive sentiment (42%)**
- **Neutral reactions were low on both platforms but more visible on YouTube**

**Insight: Public discourse on Twitter leaned more critical, while YouTube users were slightly more supportive. This could reflect the difference in content formats short reactions vs longer commentary.**



# TAKEAWAYS



- Public sentiment on Operation Sindoor is [majority positive/mixed], with variations by platform.
- YouTube shows more [personal stories/appreciation], while Twitter has [critique/debate].
- High-confidence sentiment scores indicate strong emotional reactions.
- Helps stakeholders understand public perception for policy-making, media handling, and strategy.