

## **TWEETS ANALYSIS**

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We analysed the recent Djokovic vaccine controversy at the Australian Open by scraping relevant tweets and performing a bag of words exercise on them. We found hashtags that were in support of Djokovic, and against him.

#### **Hashtags used:**

##### ***For Djokovic***

#NoleFam

#WeStandWithDjokovic

#WeStandWithNovak

##### ***Against Djokovic***

#Djocovid

#NovaxDjokovic

#NovaxDjocovid

##### ***Neutral***

#NovakDjokovic

There were a lot of tweets in support of Djokovic, but very few against him. It is possible that that happened because the court ultimately ruled against Djokovic, so they did not feel the need to tweet about it. And also, a lot of the people that spoke out against him were political leaders and they didn't use hashtags.

Djokovic, a known antivaxxer has faced a lot of controversy throughout the pandemic including the infamous tour he organized which resulted in him, and a lot of other players catching the virus. Throughout this there have been quite a few people that support him, especially a lot from his native country, Serbia.

In the word frequency analysis of the tweets in support of Djokovic, there are a few that mention Serbia as he is often regarded as a national hero by many Serbs. There are a lot of tweets that are just them extending their love and support and their distaste of the vaccine mandates. A lot of them mention "free" in the context of the vaccine and the "freedom of choice" that he says he stands for. They also mention Craig Tiley, the director of the Australian Open, to demand his resignation and blame him for Novak not being able to participate due to a "miscommunication" on his part.

The Novax hashtags that are strictly against him mention vaccine mandates and protocols quite a few times. Ultimately, Djokovic was forced to go home without being allowed to play the Australian Open and the tweets are in support of that. Most of the tweets are about tennis fans expressing their annoyance over Djokovic shifting the focus of the tournament onto himself with his resistance to the vaccine.

The relatively neutral hashtag, #NovakDjokovic mostly has people tweeting about future tournaments (Indian Wells, in particular). They mention vaccine quite a few times and talk about what that means for his future competitions. A few particularly malicious tweets talk about how Nadal would not have won if Djokovic were allowed to participate.

This exercise helps us learn how to analyse tweets given a particular scenario. We have to find relevant hashtags, that are both for and against the event to make sure our data isn't one sided. Then find the people that were part of the debate and find how opinions changed before and after the event. For example, here, I personally used to be a huge

Djokovic fan before I knew about his antivaxxer stance. Like me, there are probably many others whose views about him were flipped, either way. All of this is necessary to make a detailed analysis.