

MGMT 4084-Digital Media Analysis

Final Assignment:

Social Media Sentiment Analysis:

Prime Minister Justin Trudeau



Juliana Neves Gomes - 101540513

Tingirt Abamecha 101565375

Shanna Adams-101508369

Jared Adams-101508533

Chialuka Ifeanyi-Udenze - 101569197

December 4th, 2024

Table of Contents

Introduction.....	2
Social Media Platforms Overview.....	2
Platform Selection:.....	2
Political Party Focus:.....	2
Screenshots from Google Trends:.....	4
Data Collection.....	5
Method.....	5
Bag of Words.....	5
Sentiment Analysis.....	7
Posts from X.....	10
Posts from Other Platforms.....	11
Comparison of Rival Political Party- Pierre Poilivere.....	12
Data Visualization and Analysis.....	14
Geographic Analysis.....	18
Emotion Analysis.....	19
Emoji Analysis.....	20
Aspect Analysis.....	21
Insights.....	21
Trends.....	22
Recommendations.....	23
References.....	24

Introduction

This report examines the digital media presence of Justin Trudeau, Leader of the Liberal Party of Canada and Canada's 23rd Prime Minister, with a focus on social media platforms and political discussions. According to the liberal party's official website, Trudeau's leadership vision emphasizes inclusivity, equality, and environmental action, as he strives to build a Canada where everyone has opportunities to succeed. This analysis prioritizes Twitter due to its accessibility of data and relevance in political discourse.

Social Media Platforms Overview

To analyze Justin Trudeau's digital presence, three major platforms were considered:

- Facebook: 8.5 million followers
- X (former Twitter): 6.5 million followers
- Instagram: 4.3 million followers

Platform Selection:

X (former Twitter) was chosen for its ease of data collection and its significant role in facilitating political discussions. This platform is widely used for real-time updates, official statements, and interaction between political figures and the public.

Political Party Focus:

The Liberal Party of Canada was selected for its active engagement on Twitter and the volume of discussions surrounding its policies and leadership.

Justin Trudeau's leadership within the Liberal Party has been pivotal since he was elected party leader in April 2013. According to the liberal party's official website, his tenure is characterized by:

- Campaigns centered on economic growth and middle-class opportunities.
- Promotion of equality, diversity, and climate action.
- Efforts to mobilize progressive Canadians, many of whom entered politics for the first time under his leadership.
- Official Liberal Party statements on Twitter reflect these values, often highlighting Trudeau's advocacy for youth, education, and environmental sustainability.

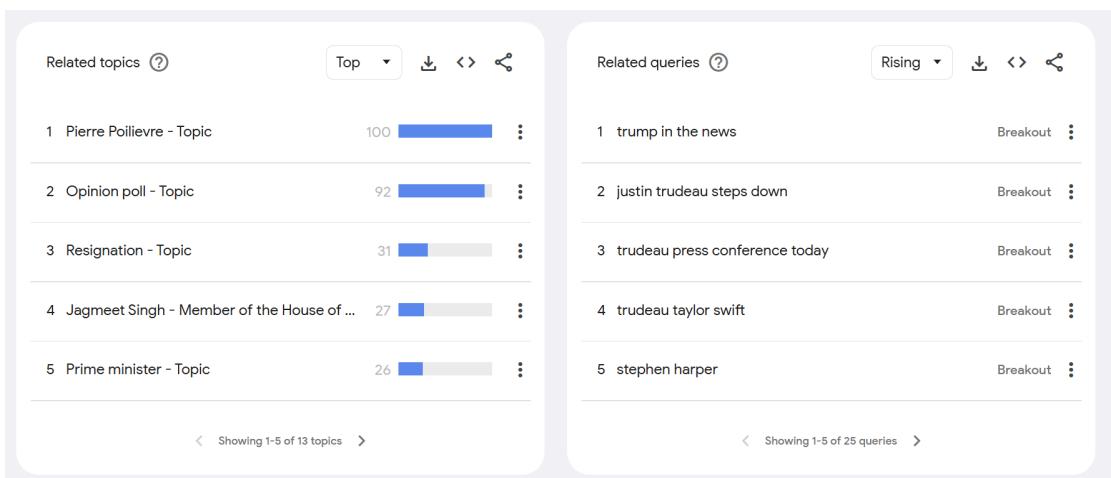
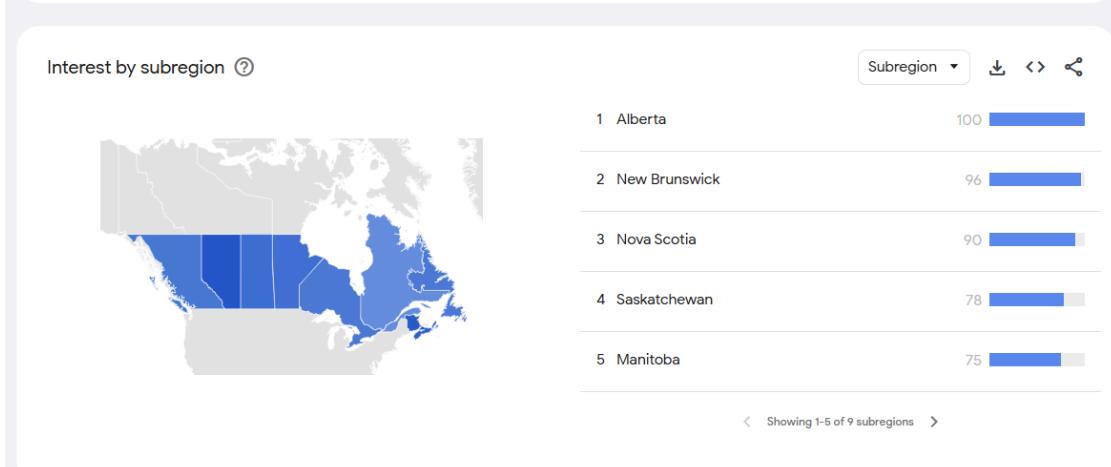
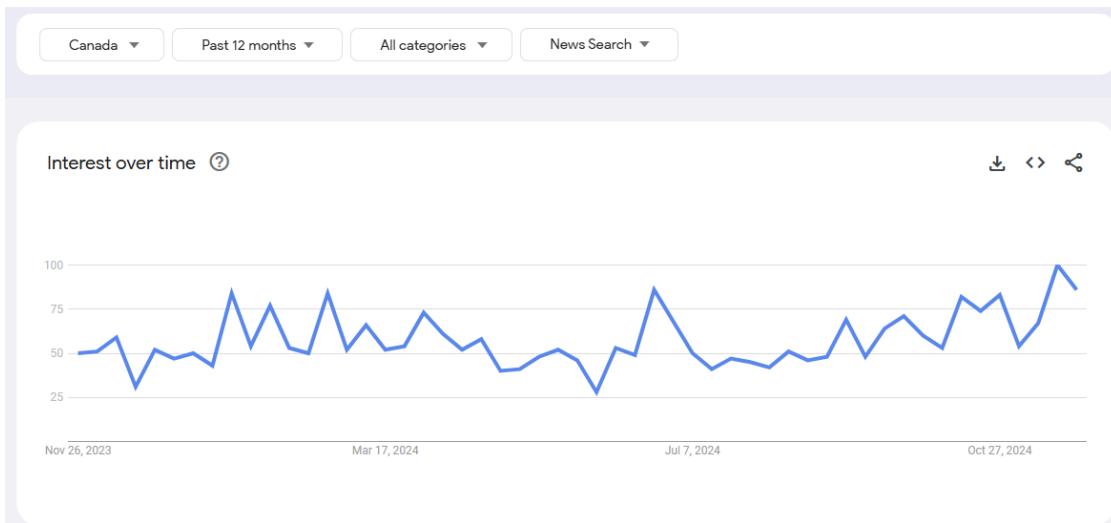
Insights from Google Trends:

An analysis of search trends over the past 12 months revealed the following:

- Regional Mentions: The provinces most frequently mentioning Trudeau in the news are Alberta, New Brunswick, and Nova Scotia.
- Trending Topics: Rising queries about Trudeau are often associated with the newly elected U.S. president, Donald Trump, indicating interest in Canada-U.S. relations.
- Top Related Topics: Searches for Trudeau are frequently connected to Pierre Poilievre, Leader of the Official Opposition, reflecting political competition and discussions.

This analysis underscores Justin Trudeau's strong presence on Twitter as a platform for political communication and his pivotal role in shaping Liberal Party discourse. Future work will delve deeper into the content strategies employed and their impact on public opinion.

Screenshots from Google Trends:



Data Collection

Method

X (Twitter) was used as the main platform to collect data for the social media analysis of Justin Trudeau.

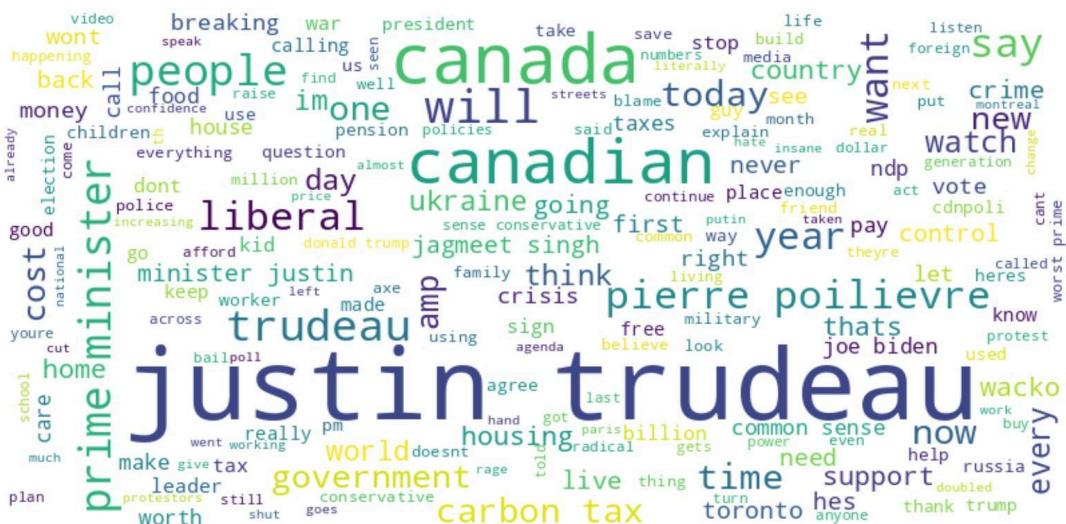
- Octoparse, a no coding program, was used to scrape the data from X(Twitter) to begin the sentiment analysis.
- Octoparse produced multiple posts that resulted in 350 posts after data cleaning.

Likes	2,576,987
Reposts	645,596
Views	212,226,204
Replies	367,439

Image created from Tableau

Bag of Words

- Python was used to clean the data and a word cloud was created based on the most used words from the web scraping.



- Brand 24 and Social Searcher were used to collect data that would assist in the sentiment analysis. The bag of words provided were:

Context of a discussion

[Hide sentiment](#)

citizens deputy include citizen bill member government september late partner holiday country renegotiate
 clear new canadian algemeiner parliamentary singh consumer resign united vancouver apology intelligence
 trudeau provincial pursue concern cooperation promise canada immigration 2024 trump leader later ircc peru
 delhi territorial gst news incident presidency support threat retaliate premier prime meet nuclear enact
 house legislation house of common issue asia process ottawa indo- agency say threaten minister november reaction
 backlash face france criticize south wednesday suit sheinbaum study icc clueless pacific canada immigration, immigration canada internationally
 work agent page action benjamin pass canada border speaker mexico permit visa president lead decision
 orthodox senate federal trade liberals punjabi

Context of a discussion

[Hide sentiment](#)

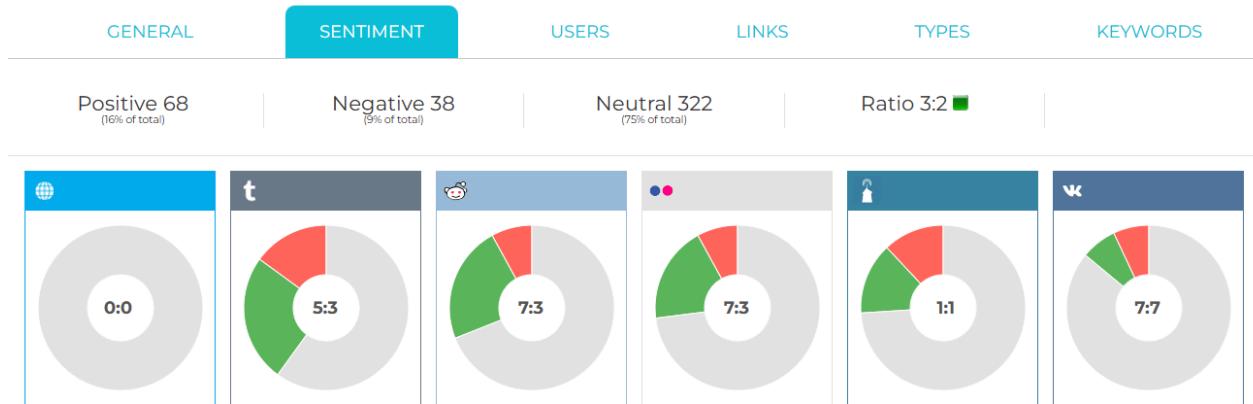
canadian announce canada new photo break tax update call official world g20 video post khalistani november
 country #justintrudeau good india support premier swift question punjabi report monday mexico state know speak security leader
 joe people permit election condemn trump indian leave work today political poilievre follow temple elect
 summit federal concert trade new news time toronto singh biden taylor right justin government
 thursday pierre plan trudeau take include week ottawa president watch attack donald canadians
 modi late minister party process immigration #canada canada year come nijjar statement tariff day meet want
 visa hindu say talk prime meeting montreal liberal violence issue

- The platforms also provided the most used keywords and hashtags concerning Justin Trudeau and his current campaign:

Trending hashtags ?

1 #canada	1260 Mentions	11 #vfsupdate	274 Mentions
2 #justintrudeau	1044 Mentions	12 #australiavisaupdate	274 Mentions
3 #news	470 Mentions	13 #passportstampingupdate	274 Mentions
4 #pierrepoilievre	342 Mentions	14 #flightsthroughserbia	274 Mentions
5 #trudeau	313 Mentions	15 #flightsviathirdcountry	274 Mentions
6 #canadavisa	310 Mentions	16 #passportcourierupdate	274 Mentions
7 #justintrudeaunews	287 Mentions	17 #flightsupdate	274 Mentions
8 #immigrationnewupdate	275 Mentions	18 #pprupdate	274 Mentions
9 #ircupdatetoday	274 Mentions	19 #visavlogs	274 Mentions
10 #studyloaninindia	274 Mentions	20 #vfsupdatetoday	274 Mentions

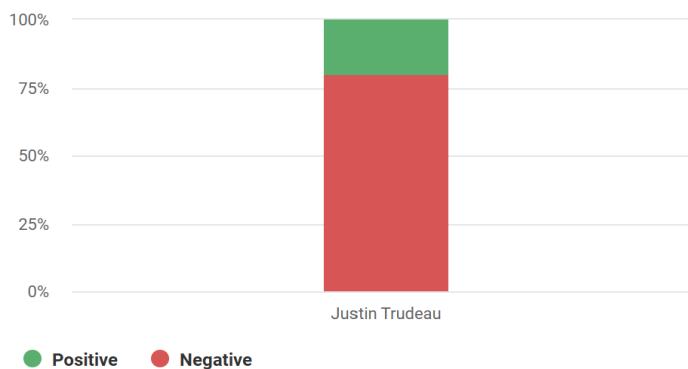
Sentiment Analysis



- According to Social Searcher, about 16% of the sentiments analyzed on social media are Positive, 9% are negative and approximately 75% are neutral or indifferent.

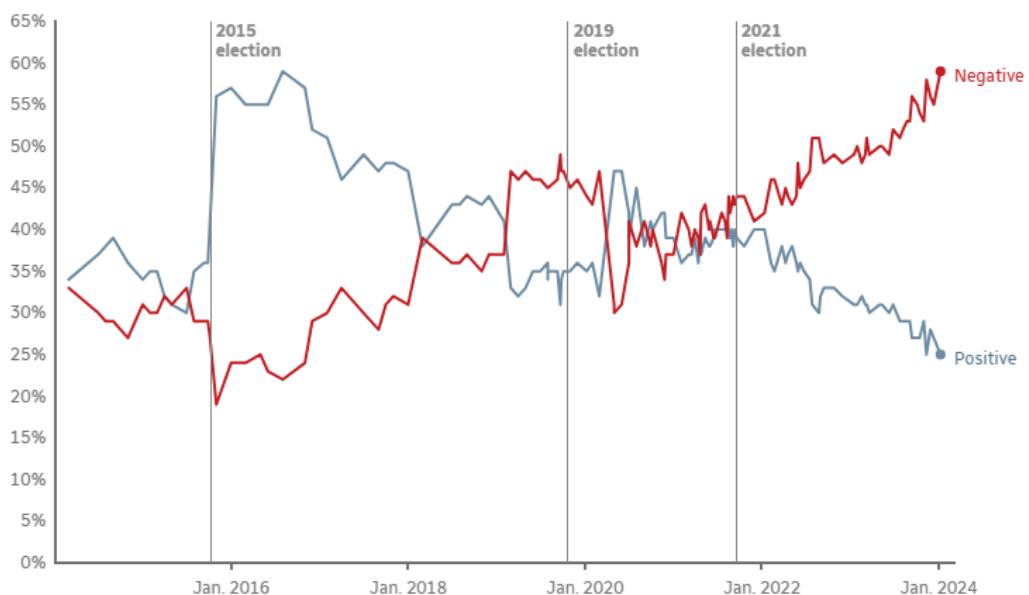
Sentiment breakdown

Exclude neutral



- Excluding the neutral reviews, it is clear that the sentiments towards Justin Trudeau are quite negative. Typically, it could be concluded that such high negative sentiment towards Justin Trudeau (78%) as opposed to the 22% positive sentiment does not speak well of his reliability as a candidate for Prime Minister and shows a weakness in his current campaign.

About 3 in 5 Canadians have a negative impression of Justin Trudeau



"Don't know" and "neutral" results not charted.

Source: Abacus Data (Graeme Bruce/CBC)

Sentiment analysis on Justin Trudeau per election period

- According to the Canadian Broadcasting Corporation (CBC), in the 2015 election, about 55% of the general population had a positive sentiment and 20% had negative emotions towards Justin Trudeau in the election against Stephen Harper of the Conservative party. Additionally, we noticed an increase in negative sentiments towards Justin Trudeau peaking the 2019 election against Andrew Scheer, however, he emerged as the winner in the elections. The general sentiment to Prime Minister Trudeau in the 2021 election was neutral with about 45% negative and 40% positive. As of January 2024, about 3 in 5 Canadians express negative emotions towards Justin Trudeau.

Source :[Are Canadians still willing to give Justin Trudeau a second look? | CBC News](#)

- The majority of Canadians were initially attracted to Trudeau following the legalization of Marijuana in 2016. In 2021, a vast majority of Canadians did not agree with the covid-vaccine policies and how the pandemic was handled under the Trudeau administration while others celebrated him for giving out the Canada Emergency Response Benefit (CERB). In the 2024 elections, a major concern with the Trudeau administration is their immigration policies and the increasing cost of living.
- Below are examples of posts mentioning Justin Trudeau. They show a variety of positive, neutral, and negative posts. These posts are in direct correlation with the above sentiment proportions.

Posts from X



X **Bret_Sears**

twitter.com • 75K followers • Influence score: 9/10

Negative ▾

2024-11-26 01:13 PM

When a liberal province like Nova Scotia rejects the Liberals this hard, you know it's bad news for **Justin Trudeau**!
(But great news for Canada) https://x.com/Bret_Sears/status/1861609298876326110/photo/1

492 • 14929 • 2197 •



X **RaquelDancho**

twitter.com • 63K followers • Influence score: 9/10

Negative ▾

2024-11-05 01:43 AM

Justin Trudeau's gun grab is a colossal waste of money. Gun violence is still going up. Criminals still have their guns.

66 • 1156 • 267 •



X **singh_hypocrisy**

twitter.com • 20K followers • Influence score: 8/10

Positive ▾

2024-11-26 12:03 PM

We've gained 3 seats in the Nova Scotia election. Our momentum is growing! This is a clear mandate that I must stay on Federally and continue to support the **Justin Trudeau** Liberals.
https://x.com/singh_hypocrisy/status/1861591539706724423/photo/1

55 • 266 • 34 •

Posts from Other Platforms



'Don't play games you can't win': Gas analyst warns Trump will 'lo...

Neutral ▾

rawstory.com • 29M visits • Influence score: 9/10 🔍 • 📅 2024-11-27 10:08 AM

De Haan pointed to a news report from The Guardian on Tuesday that says Canadian Prime Minister **Justin Trudeau** is "under pressure to stand up to Trump on tariffs.



Tags



More actions



X jaim_harlow

Negative ▾

twitter.com • 5764 followers • Influence score: 7/10 🔍 • 📅 2024-11-27 09:58 AM

@Tablesalt13 1. Canadians elected **Justin Trudeau**, then, re-elected him. 2. Trudeau allowed Dr Jack Plummer to make \doomsday\ bioweapons in Winnipeg BSL-4 lab, then send these products to CCP via CCP Agents in employ of Canadian Govt. 3. RCMP ignored these crimes, voters elected Trudeau.

1 0 0 0



Tags



More actions



China, Mexico, Canada Warn Against Trade War As Trump Vows ...

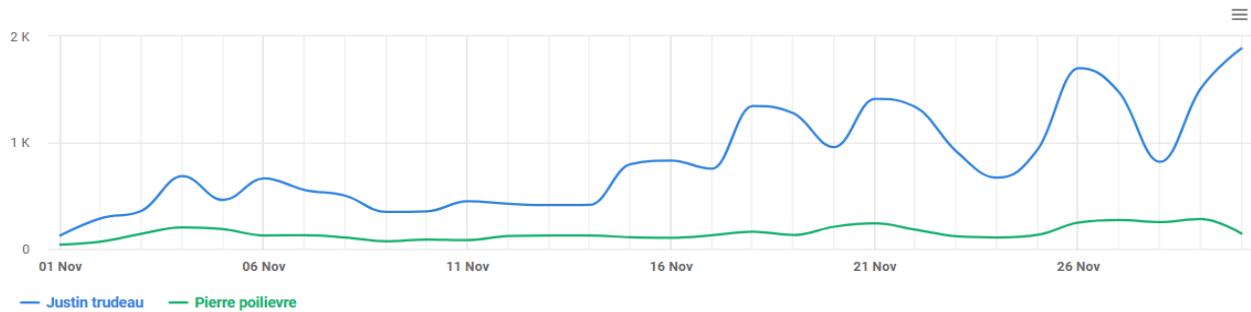
Negative ▾

news18.com • 238M visits • Influence score: 10/10 🔍 • 📅 2024-11-27 09:56 AM

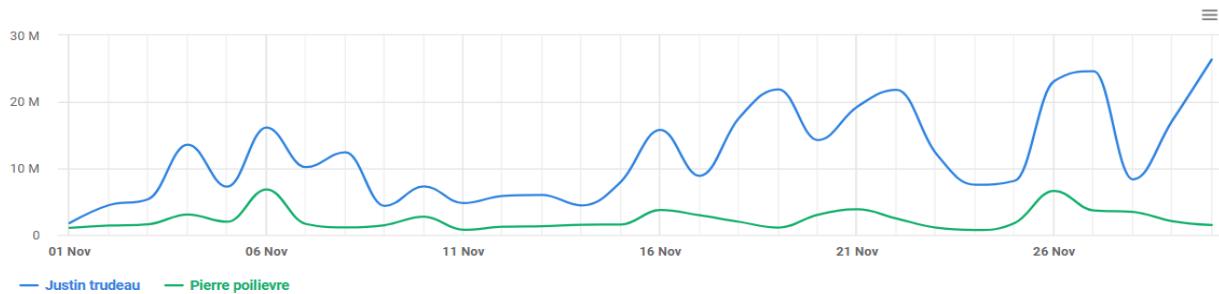
Canadian PM **Justin Trudeau** called a meeting with his country's premiers after they warned a 25% tariff would be \devastating\ for workers.

Comparison of Rival Political Party- Pierre Poilivere

Mentions

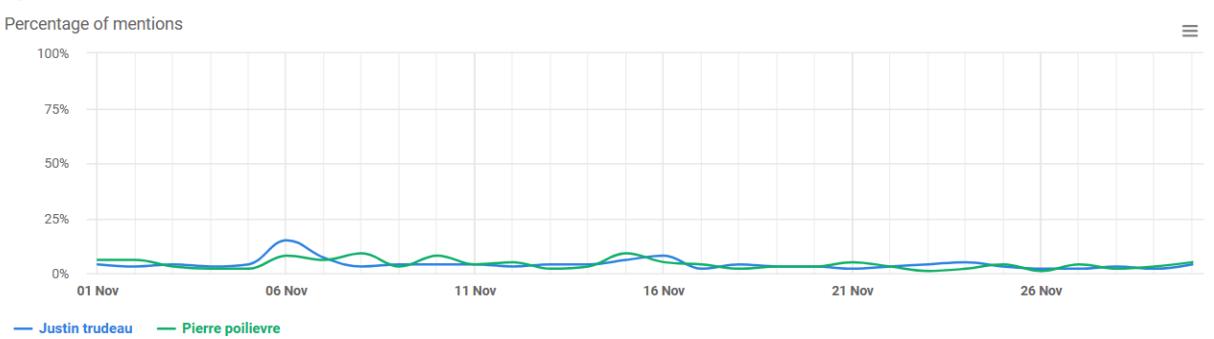


Reach

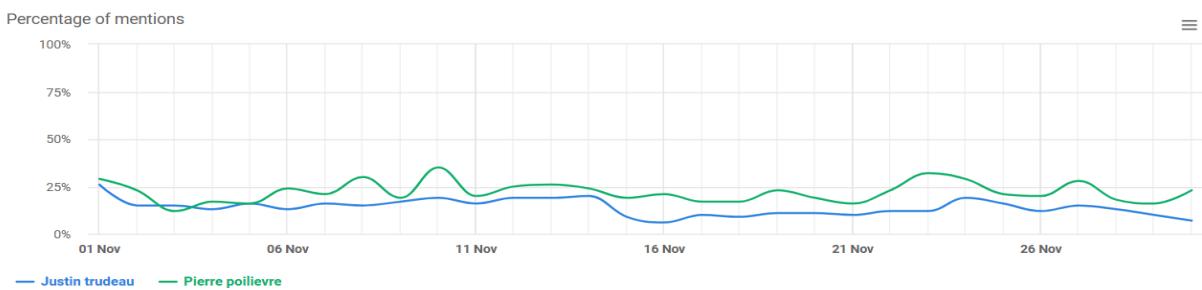


- The two political rivals both have significant mentions and reach on social media, however, Justin Trudeau does show to have more reach and mention which could impact on the percentage of negative and positive sentiments.

Positive sentiment

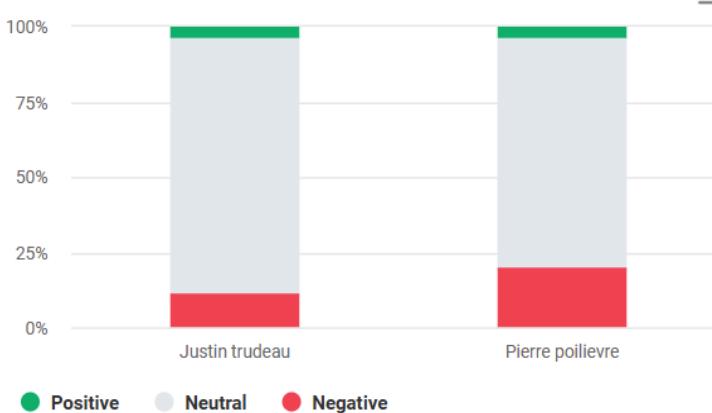


Negative sentiment



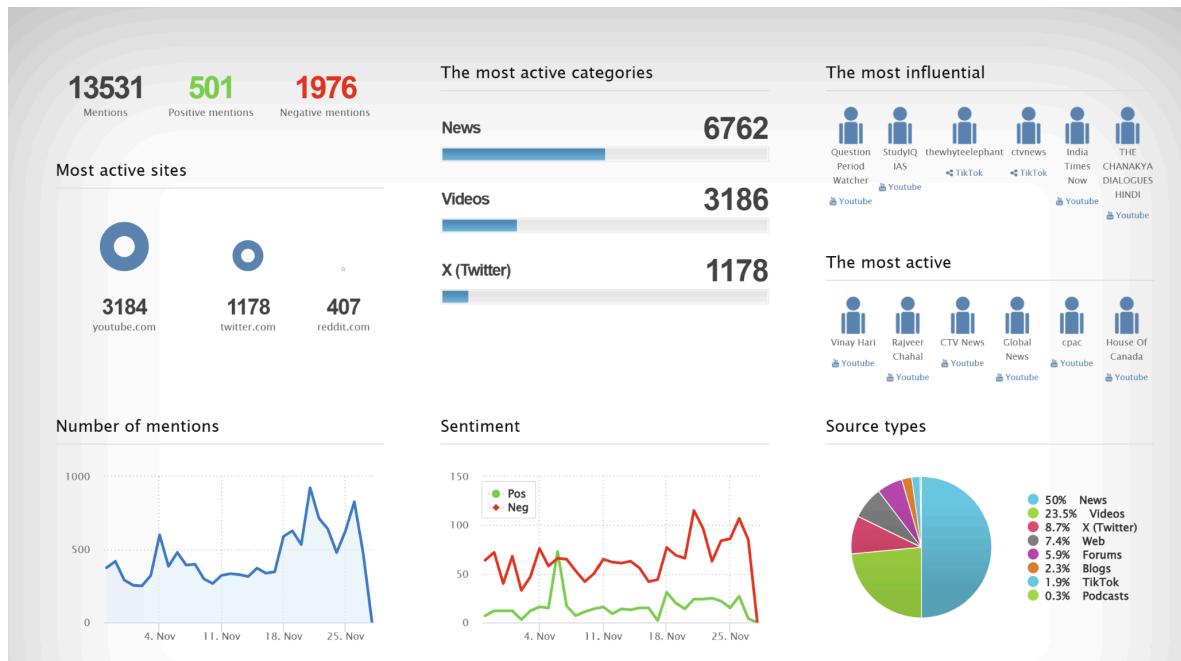
Sentiment breakdown

Exclude neutral

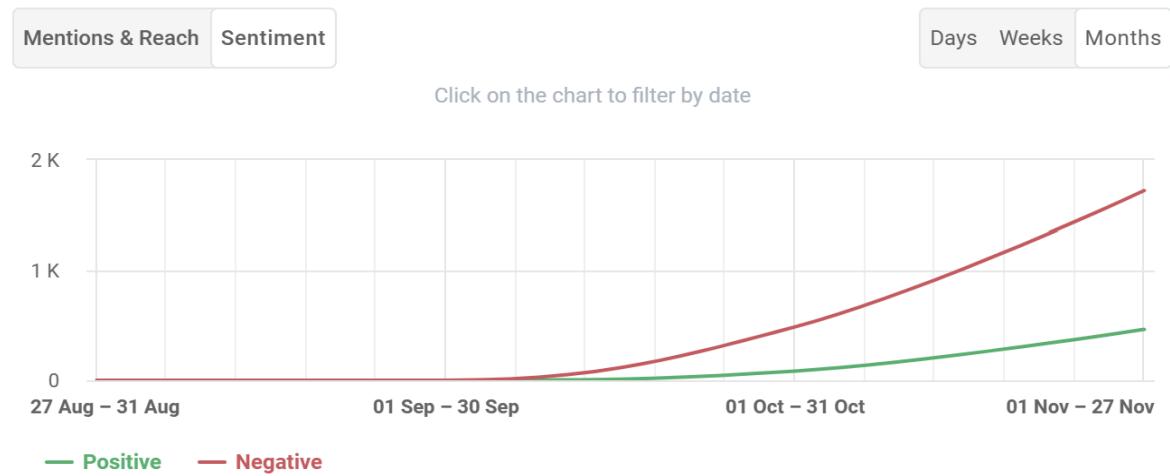


- Even though Justin Trudeau has a negative sentiment, his competitor has a higher negative sentiment. With more neutral than Poilievre and almost the same level of positive, their campaign message is very important in swaying voters to either party.

Data Visualization and Analysis



- The dashboard above shows a summary of mentions, sentiment, reach, and popular platforms.



- The incline of positive and negative sentiments after having none in the previous months suggests a few things:
 - The public had strictly neutral views of Justin Trudeau.

- A major change occurred that caused more than neutral reactions from social media users, for example, the increased conversations about immigration.
- The graph continues to show twice as much negative as positive, in the span of two months, the public has had negative views on Justin Trudeau and his policies.

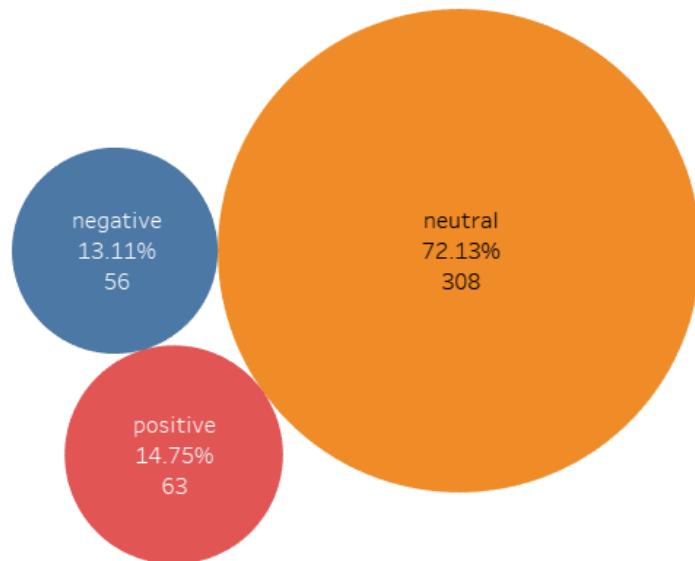
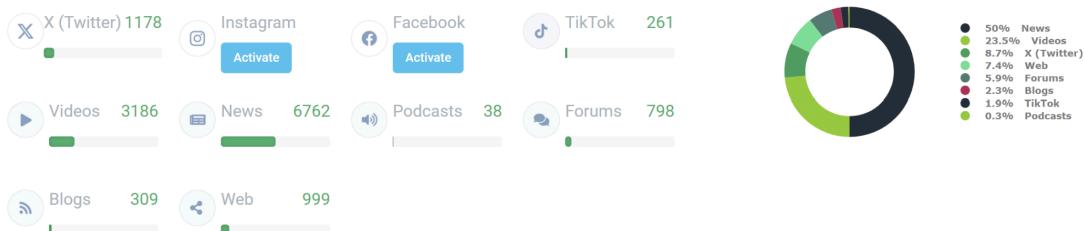


Image from Tableau

- The data scraped from X showed more positive than negative, however, the challenge is that there were only 350 posts scraped while the social media analysis programs provided more data. The proportion of neutral remains consistent.



Mentions by category



GENERAL

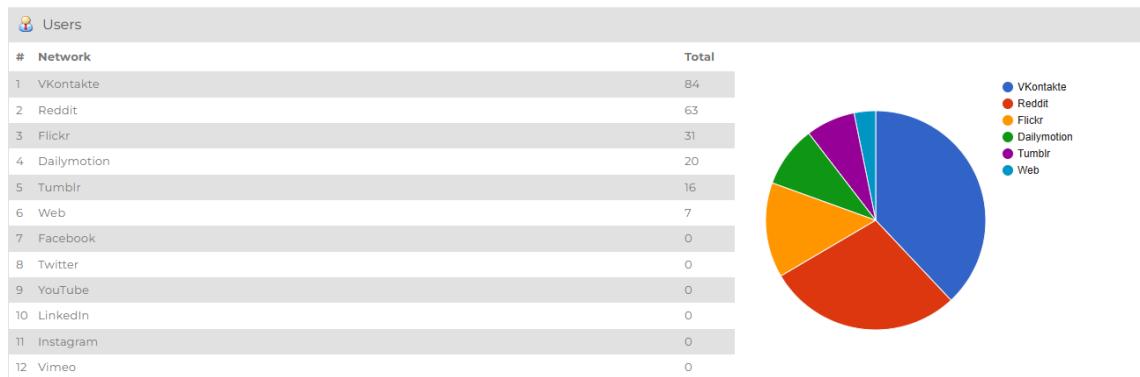
SENTIMENT

USERS

LINKS

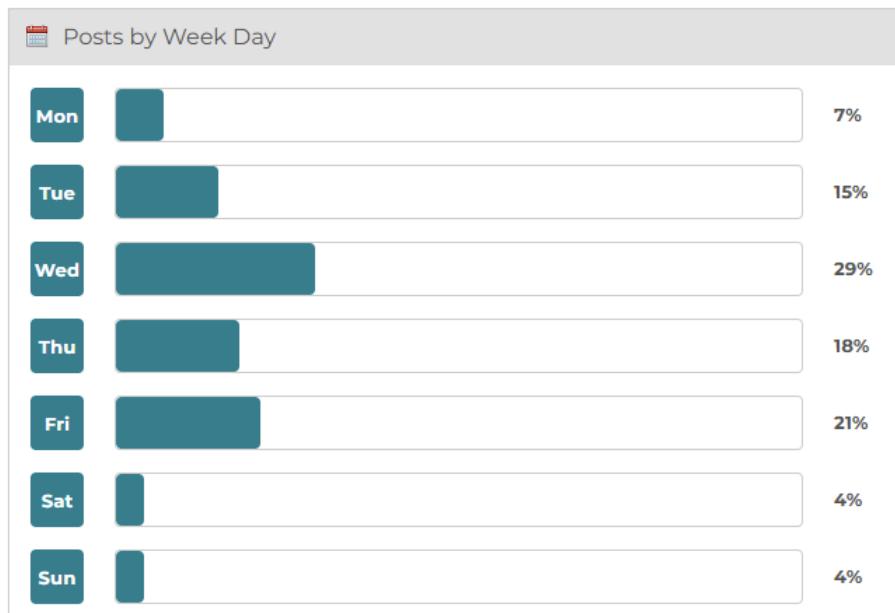
TYPES

KEYWORDS



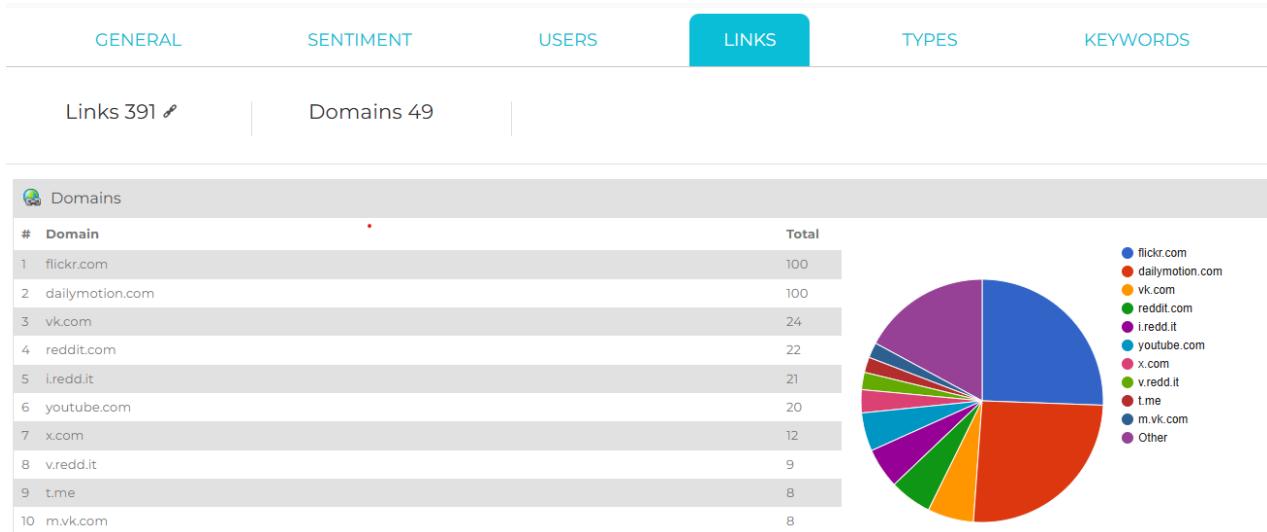
- Using the data gathered with Social Searcher, we see that Vkontakte is the network with the highest popularity sentiments toward Justin Trudeau. A close second is Reddit. We assume the high influx of sentiments from the Russian platform Vkontakte results from the recent support to Ukraine. from Justin Trudeau amidst the war against Russia. Reddit is a platform that encourages political discourse, especially among the younger audience.

[source] : [Ukraine news: Trudeau OKs strikes inside Russia with NATO arms | CTV News](#)



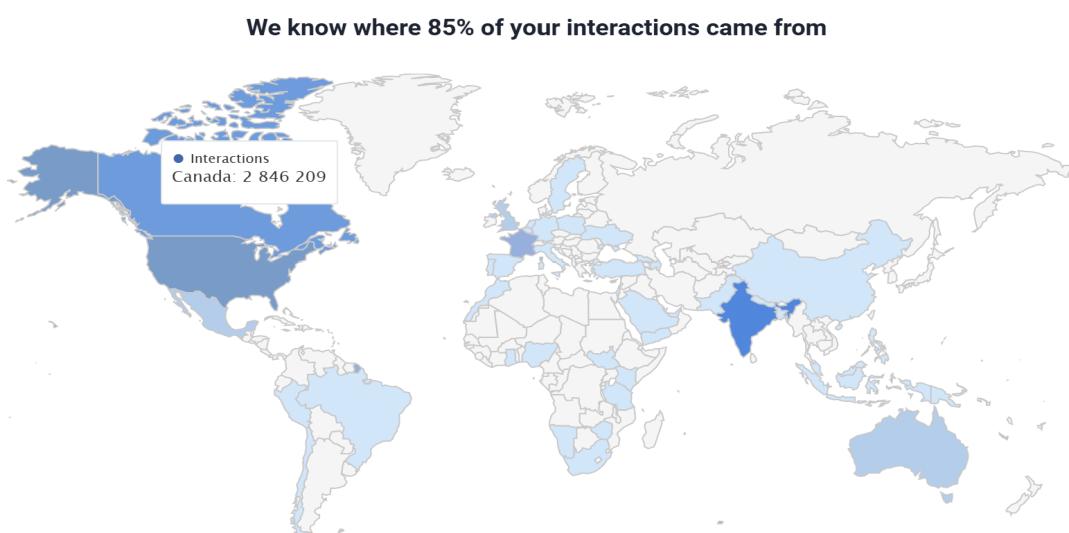
Days posts were made about Justin Trudeau

- In accordance with Social Searcher, most political discourse on Justin Trudeau was expressed on Wednesday followed by Friday with 21%. The lowest days are weekends, this is not surprising because of the majority of Media outlets and government organizations being closed on weekends. Midweek is the prime time to engage in political discourse gathered throughout the week.



- The majority of the sentiment analysis on Social Searchers are from Flickr.com and Dailymotion.com. These are both online platforms. Flickr is mainly an image and video hosting website. Dailymotion is a blog site that reports pop culture and major political topics.

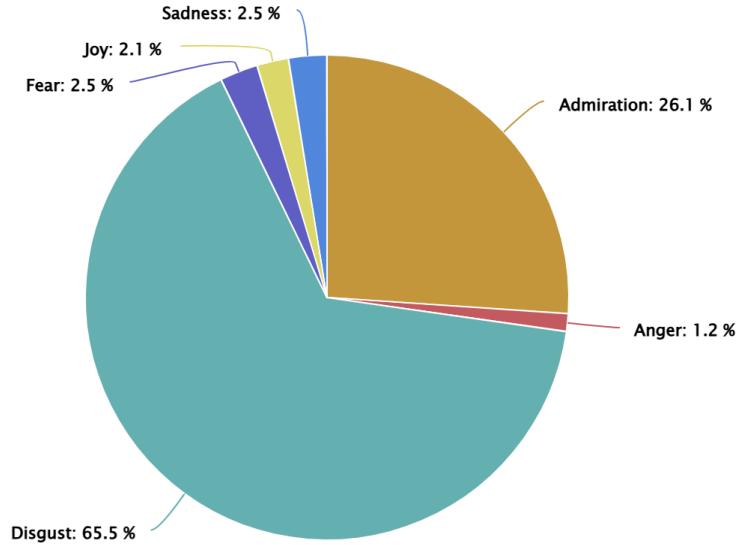
Geographic Analysis



Most active countries								
	Country	Flag	Mentions	Reach		Flag	Mentions	Reach
1	Canada	CA	4 118	47 098 313		11	Turkey	TR
2	India	IN	2 046	34 558 865	Mentions	12	Spain	ES
3	United States	US	1 875	6 959 966	Reach	13	New Zealand	NZ
4	United Kingdom	GB	240	781 921	Mentions	14	Malaysia	MY
5	Pakistan	PK	89	268 844	Reach	15	Mexico	MX
6	Australia	AU	74	1 249 095	Mentions	16	South Africa	ZA
7	France	FR	64	2 342 141	Reach	17	Singapore	SG
8	Ukraine	UA	40	519 769	Mentions	18	Indonesia	ID
9	Philippines	PH	32	3 781	Reach	19	Netherlands	NL
10	Nigeria	NG	30	12 445	Reach	20	Vietnam	VN

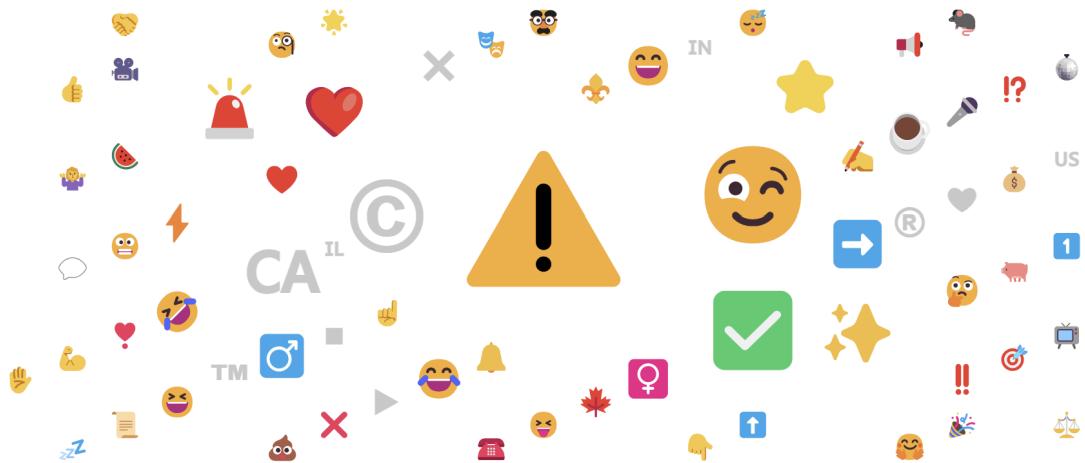
- While Canada shows the highest interactions with the Justin Trudeau Campaign, there are still several other countries invested and have been included in the ‘reach’ figures. The most active countries in the Campaign aside from Canada are India, the United States, and the United Kingdom.

Emotion Analysis



- The pie chart above suggests that the majority of the emotions felt towards Justin Trudeau are what would be considered negative emotions with disgust being the most felt. More than a quarter showing admiration shows that there are policies that they have respected or are happy for them to be in place.

Emoji Analysis



- A danger sign being the most used emoji in relation to Justin Trudeau and his campaign, should be worrisome. This sign is typically used to bring heed caution, suggesting that those who are using this emoji are a little fearful for the current policies and future policies to be put in place where Justin Trudeau is to be voted in as Prime Minister once more.

Aspect Analysis

Topic Name	Description	Mentions ⓘ	Reach ⓘ	Share of Voice ⓘ	Sentiment share ⓘ
Canadian political leadership	Discussion of Canadian political leaders and election prospects, particularly focusing on Justin Trudeau and Pierre Poilievre.	551 ⓘ	11M	26.03%	
North American trade relations	Trade discussions and tensions between North American countries	757 ⓘ	9.3M	22.78%	
Global leadership summits	International summits and meetings between world leaders	695 ⓘ	5.8M	14.2%	
Trudeau's political engagements	Discussions and meetings involving Canadian Prime Minister Justin Trudeau on various topics	402 ⓘ	5.8M	14.14%	

The above diagram shows the topics associated with Justin Trudeau, their reach, and how the public feels about it. The topic with the most reach is ‘Canadian Political Leadership’, as Canada could be nearing elections for their new Prime Ministers

Insights

1. G20 Summit Controversy: Prime Minister Justin Trudeau faced a diplomatic setback at the G20 Summit in Brazil, where he was reportedly left out of the official group photo. This incident sparked widespread discussion and criticism on social media, potentially damaging Canada's international image.

2. Domestic Political Challenges: There are indications of growing discontent within the Liberal Party, with some members calling for Trudeau to step down as leader. This internal strife could be linked to concerns about his ability to win the next federal election.
3. Immigration Policy Shift: In response to mounting pressure, Trudeau announced significant cuts to Canada's immigration targets. This policy change could be seen as an attempt to address public concerns and bolster his political standing.
4. International Relations: The ongoing diplomatic tensions between Canada and India, stemming from allegations of Indian involvement in a Sikh separatist's death, continue to impact Trudeau's foreign policy challenges.
5. Economic Concerns: Rising food prices and cost of living issues are becoming increasingly prominent in public discourse, with critics linking these problems to Trudeau's policies.

Trends

1. Significant increase in mentions and reach during the G20 Summit, with a peak of 778 mentions on November 19, 2024, compared to an average of 401 mentions at the beginning of the period.
2. Overall negative sentiment towards Justin Trudeau increased from 7% in the previous period to 13% in the current period.
3. Substantial growth in reach, from 3.4M in the previous period to 228.7M in the current period, indicating wider media coverage and public interest.

Recommendations

1. Enhance Diplomatic Engagement: In light of the G20 incident, Justin Trudeau should prioritize rebuilding diplomatic relationships. Consider organizing bilateral meetings with key world leaders to reaffirm Canada's position on the global stage.
2. Address Internal Party Concerns: Engage in open dialogue with Liberal Party members to address their concerns. Consider a party convention or retreat to realign goals and strategies, potentially refreshing the cabinet to inject new energy into the government.
3. Communicate Immigration Policy Changes: Develop a comprehensive communication strategy to explain the rationale behind the immigration cuts. Emphasize how these changes align with Canada's economic needs and address public concerns about infrastructure and housing.
4. Resolve India-Canada Diplomatic Tensions: Appoint a special envoy to work on improving relations with India. Seek mediation from mutual allies to find a diplomatic solution to the ongoing dispute.
5. Focus on Economic Solutions: Launch a task force to address rising food prices and cost of living issues. Consider implementing targeted relief measures and long-term economic strategies to demonstrate responsiveness to citizens' financial concerns.
6. Media Relations Strategy: Develop a proactive media engagement plan to counter negative narratives. Increase Trudeau's visibility in positive contexts, such as community events and policy successes, to balance out negative coverage.
7. Strengthen Cross-Party Cooperation: In light of potential political changes in the U.S., work on building bipartisan support for key Canadian interests, particularly in areas of trade and border security.

References

- Brand 24. (2024, November 30). *Ai Brand assistant*. BRAND24.
<https://app.brand24.com/panel/results/1396789752?p=1&or=0&cdt=days&dr=4&va=1&d1=2024-11-04&d2=2024-12-04>
- Brand 24. (2024, December 4). *Ai Brand assistant*. BRAND24.
<https://app.brand24.com/panel/project-comparison/1396789752>
- Robertson, D. (2024, September 13). *Trudeau says Ukraine can strike deep into Russia with NATO arms, Putin hints at war*. CTVNews.
<https://www.ctvnews.ca/politics/trudeau-says-ukraine-can-strike-deep-into-russia-with-nato-arms-putin-hints-at-war-1.7036940>
- Social Searcher. (2024, November 30). *Real-time social media monitoring*. Social Searcher - Free Social Media Search Engine. <https://www.social-searcher.com/>
- Wherry, A. (2024, January 27). *Are Canadians still willing to give Justin Trudeau a second look?*. CBCnews. <https://www.cbc.ca/amp/1.7096456>