

- **Project title:** The New National Anthem Sentiment Analysis Report
- **Date:** 1st June, 2024

INTRODUCTION

A country's national anthem is a special song that represents its people, history, and values. It's a Symbol of national pride and identity. Recently, a new version of the national anthem was Introduced, aiming to modernize and refresh the symbol of nation pride and also to promote unity among its citizens. This change has sparked a wide range of reactions and people have been sharing their thoughts and opinions about it on different social media platforms. Some people have embraced the new anthem with enthusiasm, while others have expressed concerns, criticisms, and even outrage.

The new national anthem was passed on May 29, 2024, following a consideration. The bill was sponsored by Senator Julius Ihonvbere and received a great Support from lawmakers.

This comprehensive sentiment analysis report delves into the variations of public opinions on the National anthem across various social media platforms (Facebook, Instagram, YouTube and Tik-tok)

PROJECT AIM

To conduct a comprehensive sentiment analysis of public opinions on the new national anthem in Nigeria, in order to understand the overall sentiment and identify areas of concern or opportunity.

PROJECT OBJECTIVES:

- To determine the key overall sentiment by identifying whether the majority of comments are positive, negative or neutral towards the new national anthem
- To identify the key themes and topics by extracting common themes and topics being discussed in the comments
- To analyse emotional tone by assessing the emotional tone of the comments, including like joy, anger, sadness etc.
- To examine the relationship between likes and sentiment by investigating whether comments with more likes tend to have a specific sentiment (e.g. positive or negative)
- To identify influential voices and to determine which individuals or groups have the most influence in shaping public opinion on the new national anthem
- To evaluate the impact of specific aspects by analysing how specific aspects of the national anthem (e.g. melody, lyrics, or arrangement are perceived by the public)

KEY QUESTIONS:

- What is the overall sentiment of the public towards the new national anthem in Nigeria?
- What are the main topics and the most frequently used words being discussed in relation to the new national anthem?
- What are the key drivers of positive and negative sentiment towards the new national anthem?
- What are the most common emotions expressed in relation to the new national anthem?

METHODOLOGY:

This sentiment analysis employed a mixed-methods approach, combining different techniques to scrutinize and scrape public opinions on Nigeria's new national anthem. The methodology was designed to ensure data quality, reliability and validity

DATA COLLECTION:

A total of 6,000+ social media comments were scraped from various platforms including Facebook, Instagram, YouTube and tik-tok. These platforms were chosen due to their widespread usage and real-time data availability. Web scraping techniques were employed and the data collection process spanned May 2024, capturing representative sample of public opinions during the period.

DATA PROCESSING:

The collected data underwent pre-processing to ensure accuracy and reliability which includes:

- Data cleaning: duplicates were removed, the info of the dataset was checked to know the objects and the integers, shape was also checked to know the number of rows and columns present
- Exploratory Data Analysis (EDA): Examined data distribution, frequency, and sentiment patterns
- Text analysis was done to extract insights, identify underlying sentiments, emotions and opinions from text data
- Sentiment orientation: classifying text as positive, negative or neutral based on sentiment
- Data reduction and standardization
- Remove stop-words: stop-word removal is one important step that is considered during pre-processing stages. Stop-words are most popular and common words of any language.

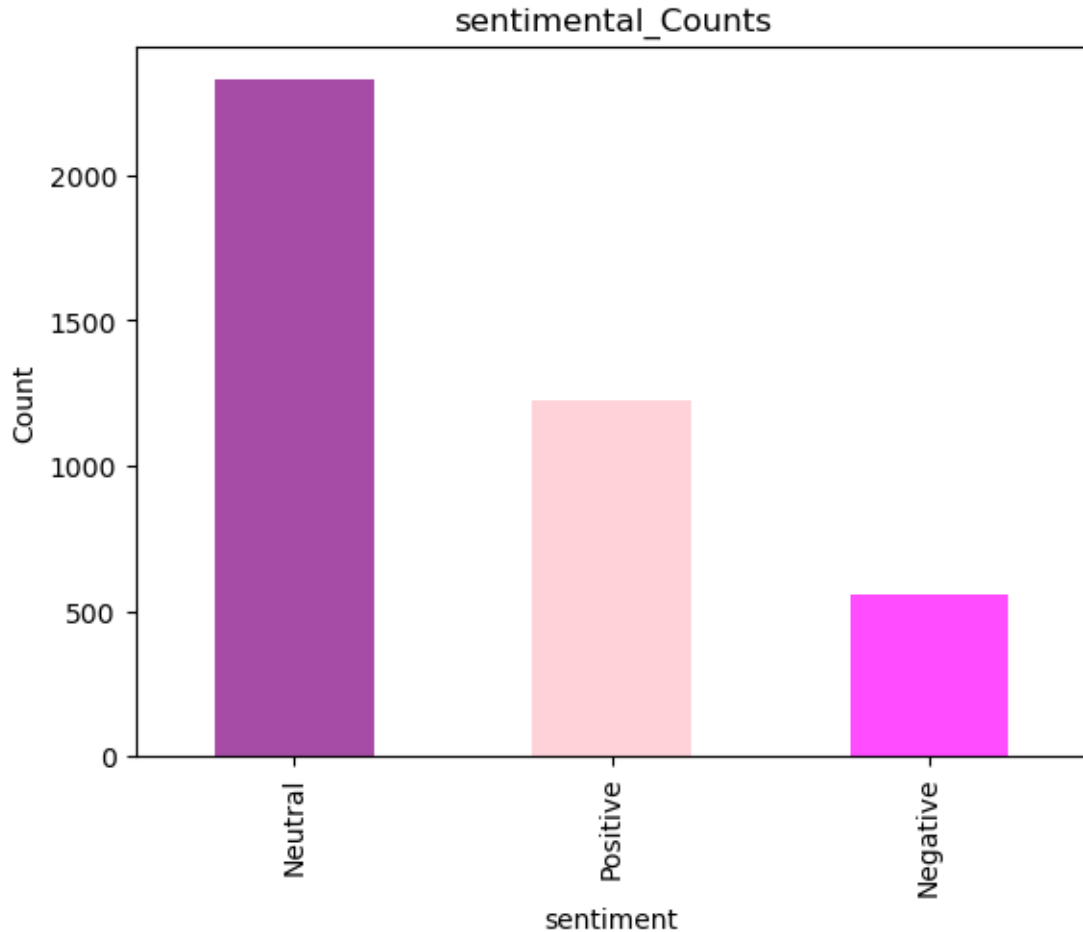
Some libraries provide default stop-words for different languages. NLTK library provides default stop-words

- Tokenization: the purpose of this is to split a stream of text into smaller units called tokens, usually words or phrases.

The analysis was conducted using python libraries and tools, including NLTK, TextBlob, Matplotlib, Seaborn, Pandas, Numpy, Counter, and Wordcloud.

RESULTS

- **OVERALL SENTIMENT**

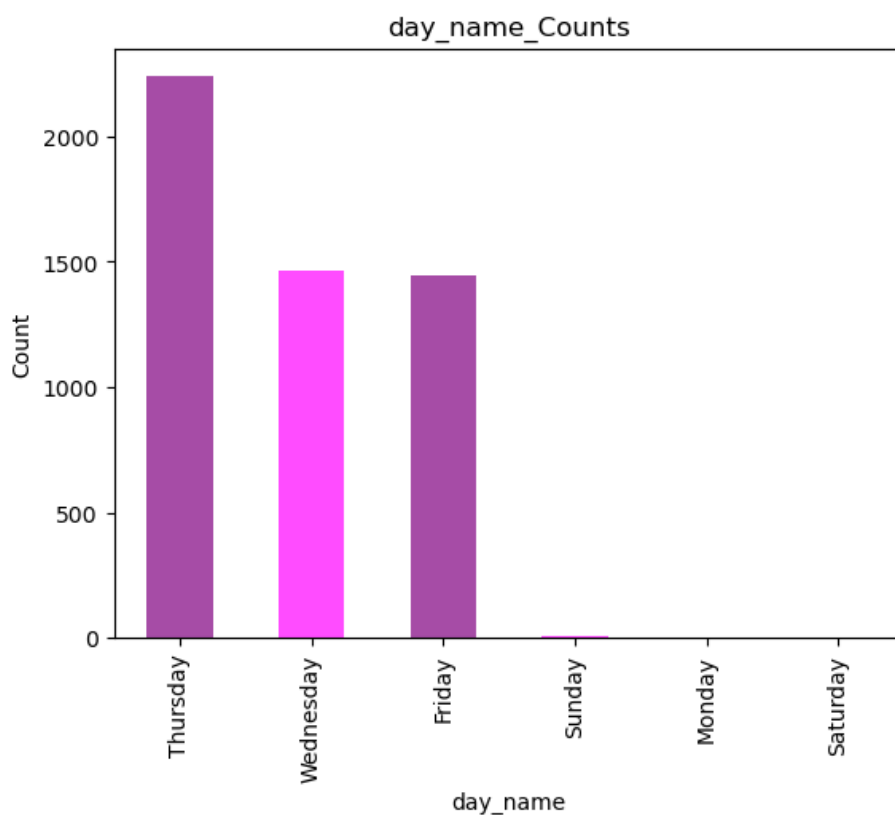


The sentiment distribution plot reveals the overall sentiment of the public towards Nigeria's new national anthem. The plot shows three distinct categories: Positive, Negative, and Neutral sentiments.

- **Neutral Sentiment:** The majority of posts express a neutral sentiment towards the new national anthem. This suggests that most people are indifferent or undecided about the change, it includes the posts that merely mention the new anthem without expressing a clear opinion.

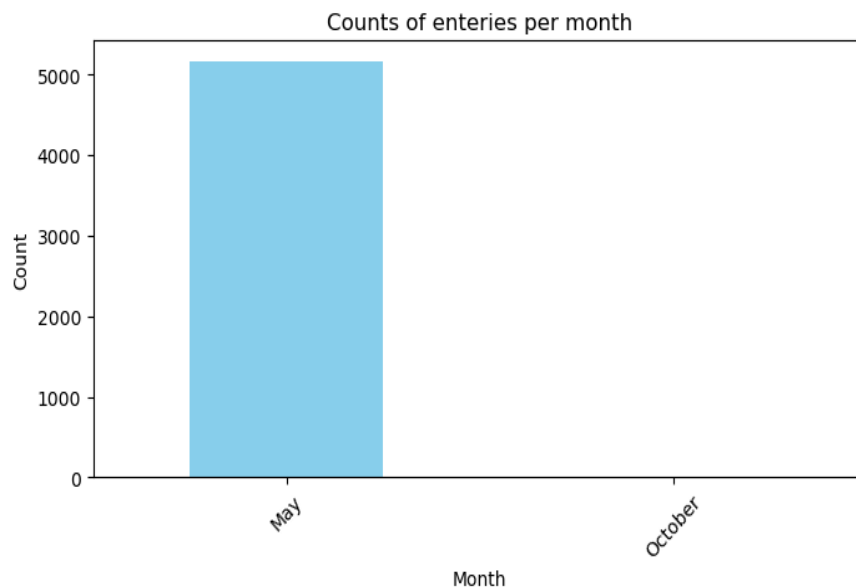
- **Positive Sentiment:** A significant portion of posts express a positive sentiment towards the new national anthem. This indicates that many people are optimistic and enthusiastic about the change. The positive sentiments include expressions of patriotism, national pride and appreciation for the new anthem's meaning and melody
- **Negative Sentiment:** A smaller portion of posts express a negative sentiment towards the new national anthem. This suggests that some people are dissatisfied or unhappy with the change. The negative sentiments includes criticism of the anthem's lyrics and lack of representation

- **DAILY SENTIMENT DISTRIBUTION**



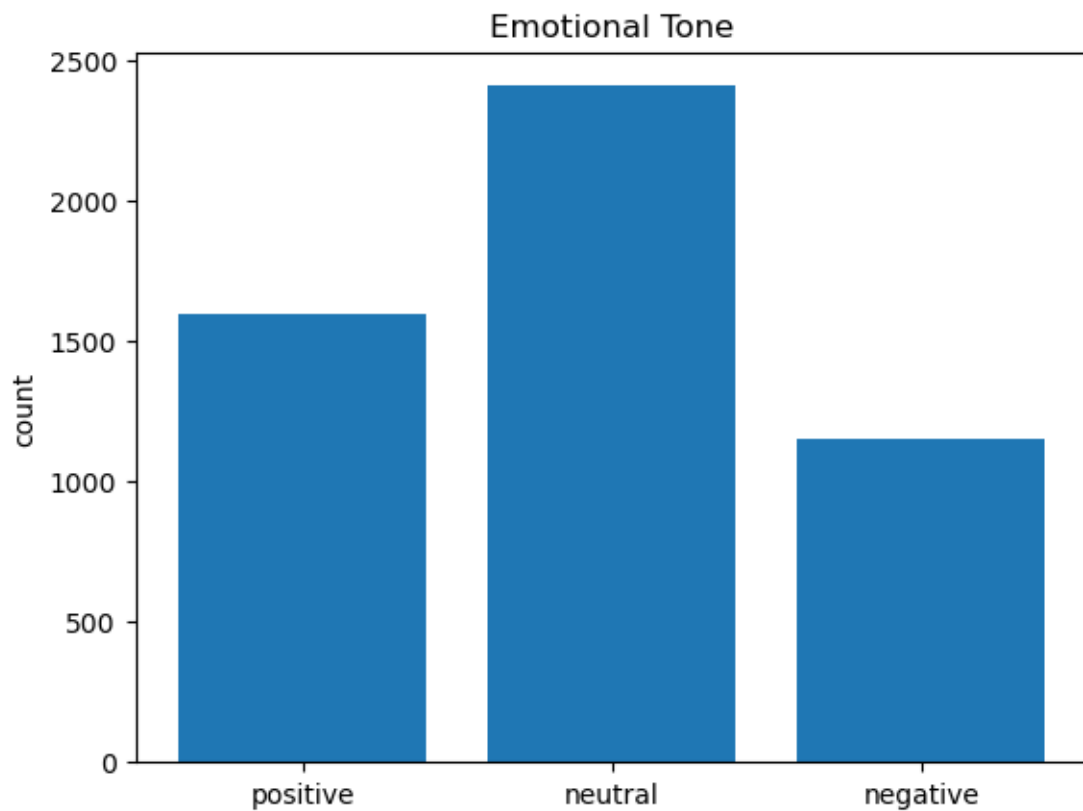
The daily sentiment distribution reveals a pattern with Thursday emerging as the peak day comments, followed closely by Wednesday, and the Friday. Saturday shows the lowest level of engagement. This kindly suggests that the majority of individuals are most active and vocal about the new national anthem during the mid-week period, specifically on Thursdays and Wednesdays and this could be attributed to various factors such as workweek routine, that Thursdays and Fridays mark the end of the workweek and they may be more likely to engage in online discussions during their downtime, also people may be more inclined to share their thoughts and opinions on the new national anthem during the middle of the week as they reflect on their initial reactions and experiences.

- **PEAK ENGAGEMENT MONTH**



May having the tallest bar indicating the highest number of comments about the new national anthem. The surge in comments during May suggest that the public's interest and engagement with the anthem peaked during this month. The reason could be attributed to the announcement and release when the bill was passed and the new national anthem was officially released generating widespread attention, also with the public initial reactions and emotions that might have been most pronounced in May, leading to a higher volume of comments

- **EMOTION ANALYSIS**



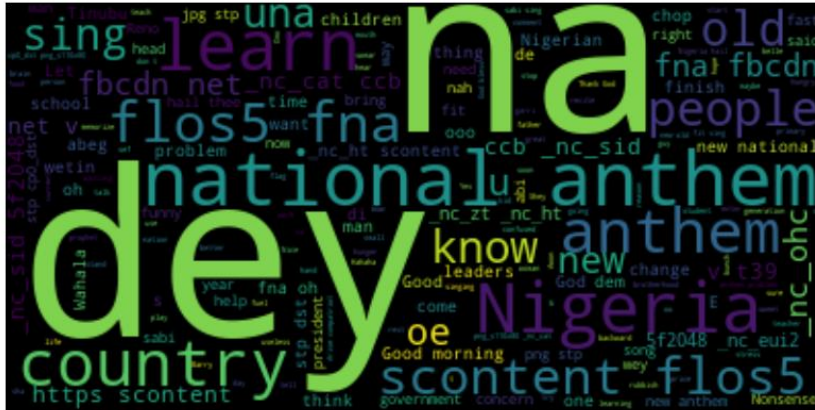
The neutral emotion tone indicating a reserved public opinion about the new national anthem is characterized by a lack of strong emotions, with many comments expressing a sense of detachment or indifference which may be attributed to people taking time to process and adjust to the new anthem.

The positive emotion of people expressed pride and love for Nigeria also seeing the anthem as a symbol of national unity and identity

The negative emotion of people criticized the anthem's lyrics leading to feelings of resentment and anger.

- **EMERGING KEYWORD ANALYSIS**

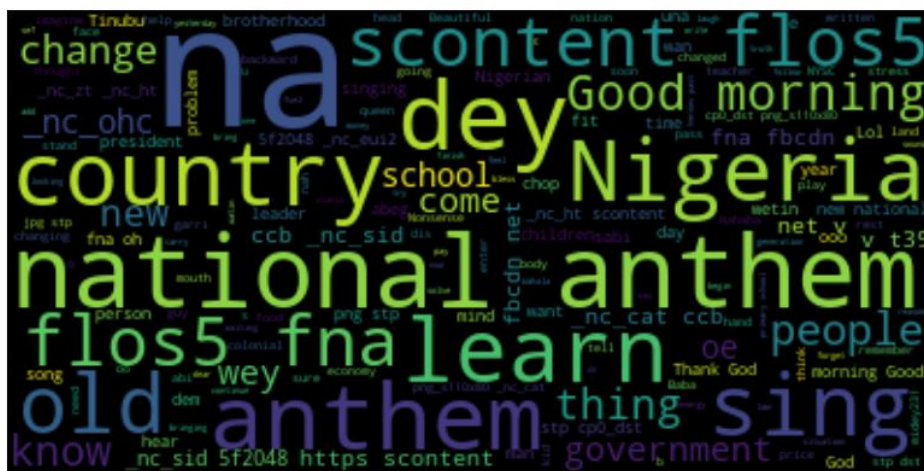
Positive keywords



The positive words represent the optimistic and uplifting language used by Nigerians that commented to describe their experiences, thoughts and feelings.

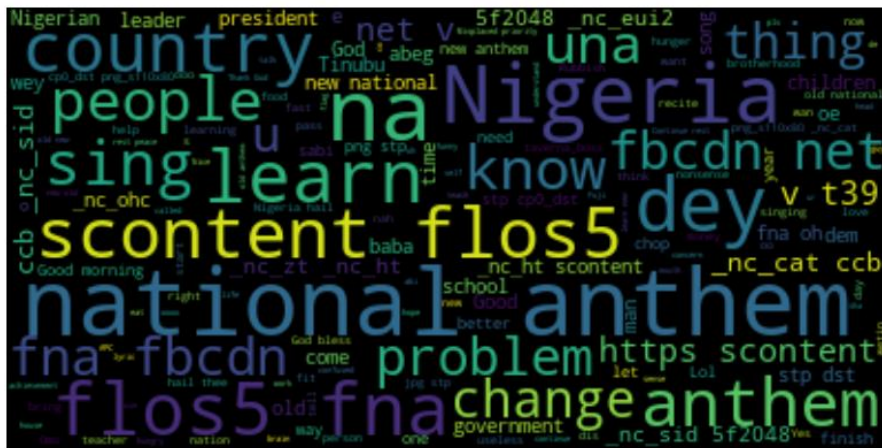
The keyword “anthem” has the highest count (150), the keyword “dey” has a count of 94, and the keyword “God” and “old” are also present

Negative keywords



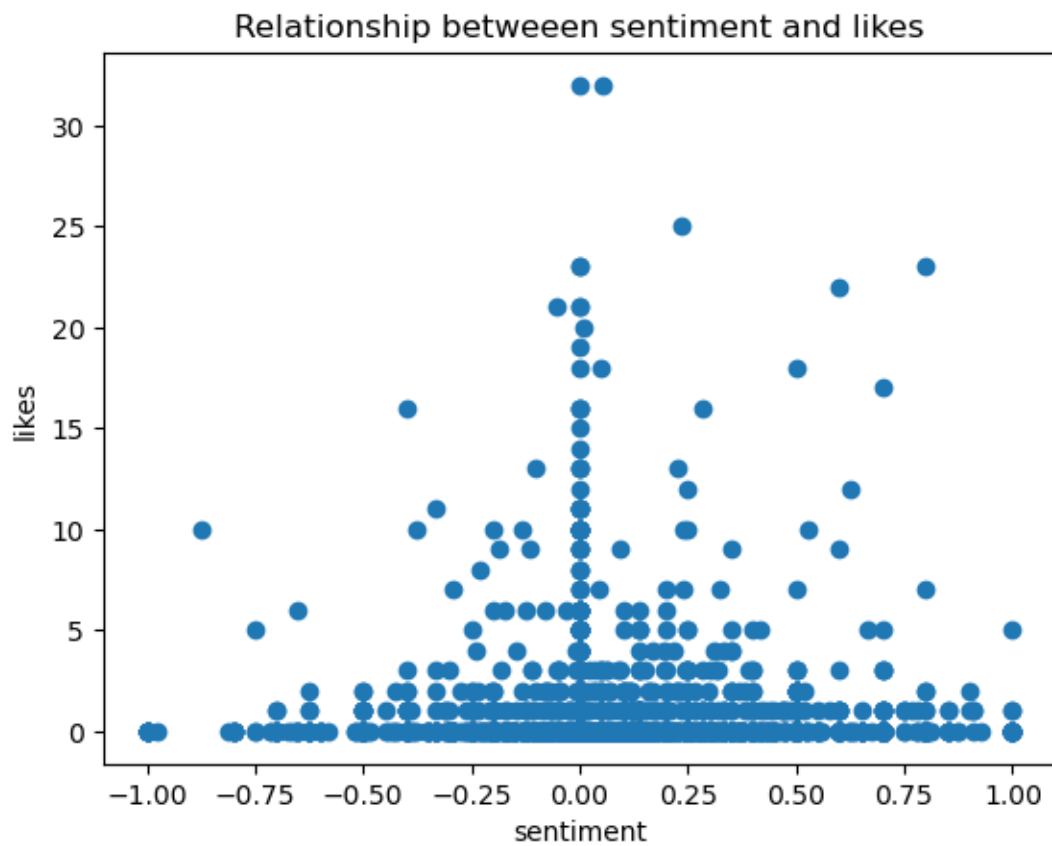
These negative keywords capture the concerns, criticism and disappointments expressed by Nigerians regarding the new national anthem. The keyword “anthem” has the highest negative count (56), “National” has a negative count of 41, “dey” has a negative count of 38, “learn” and “sing” both have negative counts in the mid-302 (36 and 34, respectively).

Neutral keywords



The keyword “anthem” has the highest neutral count of 246. “national” follows with a count of 178, and “dey” has a count of 157. “Nigeria” and “learn” also appear frequently, with counts of 156 and 133 respectively.

- **SENTIMENT ENGAGEMENT**

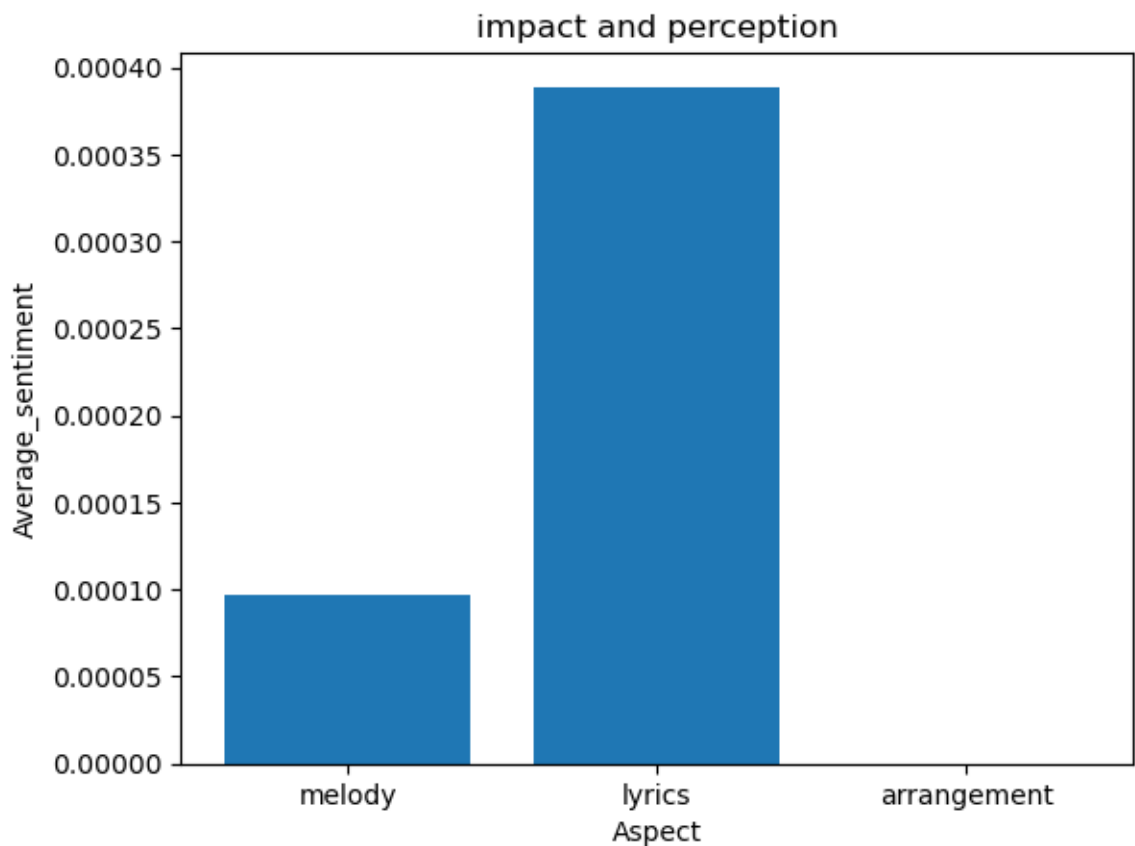


Positive sentiment is associated with higher likes, indicating that engaging and uplifting content resonate with the audience.

Negative sentiment (left side) receives fewer likes, suggesting that critical or negative content is less engaging.

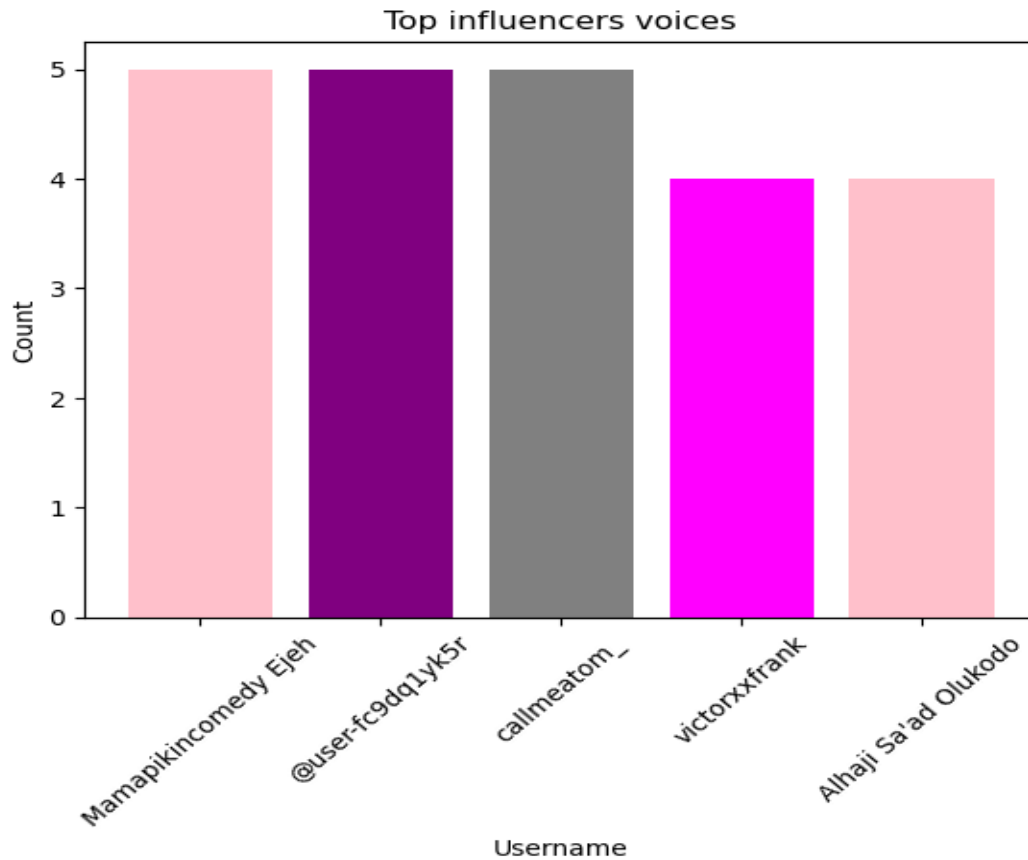
Neutral sentiment has a consistent number of likes, indicating a moderate level of engagement with balanced content

- **PUBLIC PERCEPTION OF ANTHEM ATTRIBUTES**



The public perception of the national anthem is skewed towards lyrics and melody, with lyrics being the most impactful aspects which suggests that the words and message of the new national anthem resonate deeply with the public and melody which indicates that the tune and musicality of the anthem also play a significant role which could be attributed to the catchy nature of the melody, making it easier for people to remember. Arrangement seems to have little or no impact on the public's perception suggests that the specific instrumentation, harmony and production quality of the new national anthem may not be crucial to the public's perception.

- **TOP INFLUENTIAL VOICES**



Influencers play a significant role in shaping public opinion and sentiment. Their voices can either amplify or diminish the impact of a project.

Top influencers like “Mamapikincomedy Ejeh” and @user-fc9dq1yk5r both have the highest count and this can be attributed to their large followers, consistent and engaging content or ability to resonate with their audience

CONCLUSION

The sentiment analysis on the new National Anthem project provided invaluable insights into public's perception and opinion on this significant national symbol. Findings indicate that the public's sentiment is largely suggesting that most people are indifferent or undecided about the change. Analysis also revealed some areas of concerns in which a notable segment of the population expressed their opinions towards lyrics and melody with lyrics being the most impactful aspects followed by the melody which indicates the tune and musicality of the anthem.