

APRIL 2022 ANALYSIS –
THE ARCTIC
CONVERSATION ON
TWITTER

OBSERVATOIRE DE LA POLITIQUE ET LA SÉCURITÉ DE L'ARCTIQUE (OPSA) and
OBSERVATOIRE DES ADMINISTRATIONS PUBLIQUES AUTOCHTONES (OAPA)



OBSERVATOIRE DE LA POLITIQUE
ET LA SÉCURITÉ DE L'ARCTIQUE



OAPA
Observatoire des administrations
publiques autochtones

THE ARCTIC CONVERSATION ON TWITTER – APRIL 2022

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APRIL 2022 ANALYSIS – THE ARCTIC CONVERSATION ON TWITTER

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This analysis studied how the Arctic region was talked about on Twitter during the month of April 2022. The intensity and nature of coverage will be put in perspective to capture trends since January 2022.

NUMBER OF ARCTIC MENTIONS: the number of mentions of our 5 keywords significantly increased at the end of February. It remained relatively stable in March as users pondered about the consequences of the Russian invasion of Ukraine on Arctic geopolitics. This aspect of the conversation lost steam however in April 2022, contributing to a decline in the number of mentions. The term “Arctic” was in sharp decline while the other terms were not: Inuit, Sami and Greenlandic references were stable. Attention for the Arctic Council remained low in April: interest about the forum was only observed in the first half of March, right after the suspension of activities of the Council. Rather than generating significant debates and attention, the suspension of activities of the Arctic Council brought a decrease in interest to the region. In other words, no activity meant users paid less attention rather than actively discussing its future.

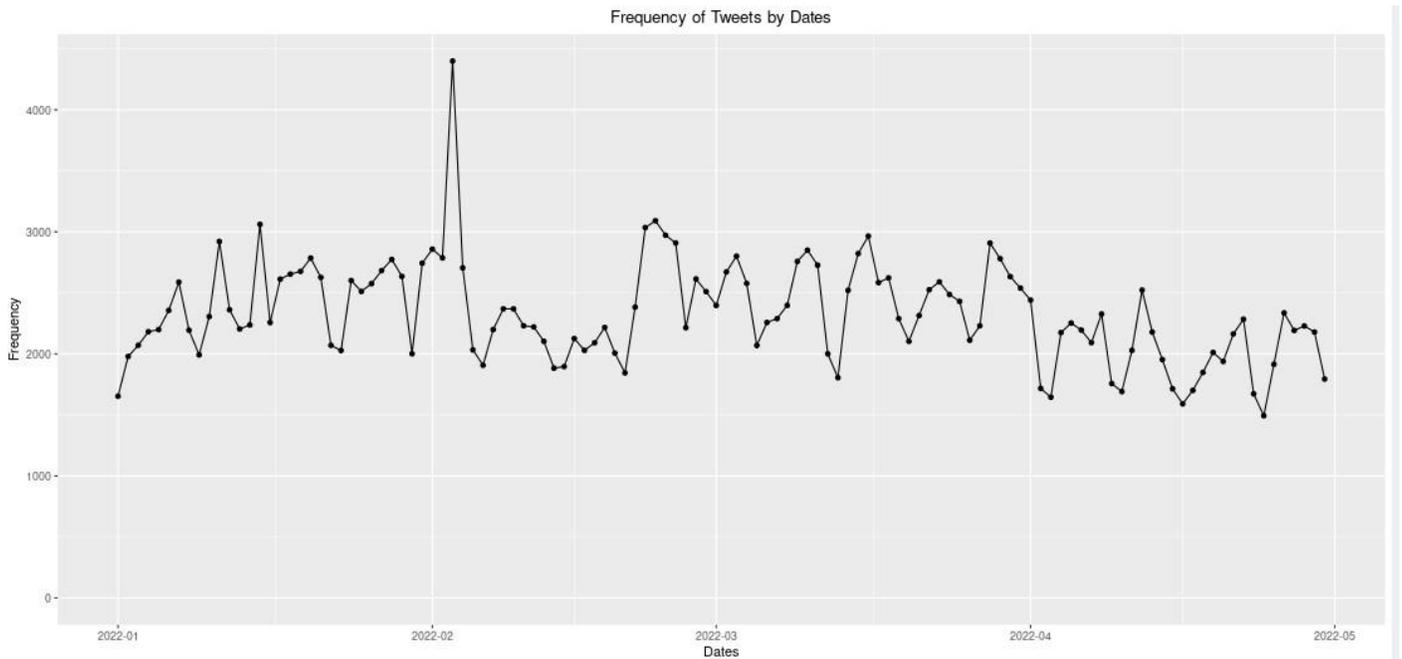


Figure 1: number of mentions of “Arctic”, “Inuit” and “Inuk”, “Saami” and “Sami”, “Greenland”, and “Arctic Council” on Twitter from January to April 2022.

SENTIMENT ANALYSIS: the decrease in the number of tweets is attributable to a decline in the number of tweets using negative terms. These more negative tweets were in sharp decline in April 2022 (figure 2) while the positive tweets were rather constant (figure 3). This decrease in negativity was observable for the general term “Arctic” but also on Inuit issues.

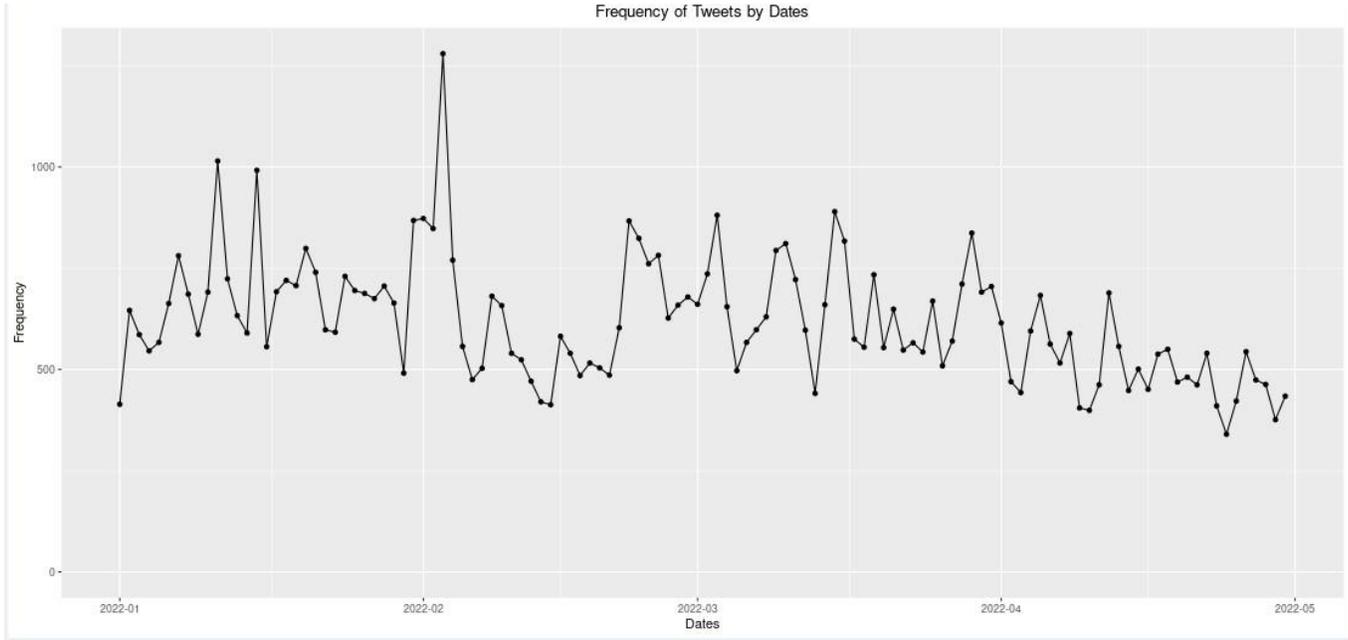


Figure 2: number of negative tweets from January to April 2022.

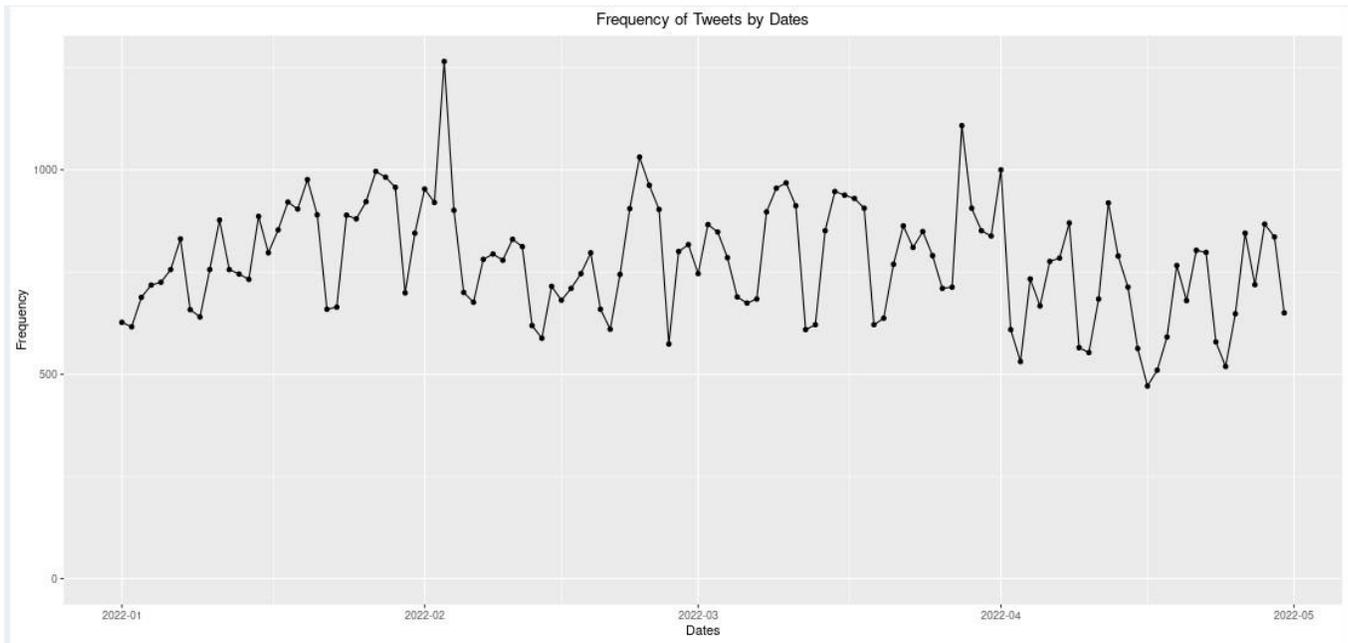


Figure 3: number of negative tweets from January to April 2022.

NOTES

We have collected tweets posted on Twitter from January 2022 to the present, updating the dataset every month. Seven keywords are tracked to analyse the nature and intensity of the Arctic conversation on Twitter: “Arctic”, “Inuit” and “Inuk”, “Saami” and “Sami”, “Greenland”, and “Arctic Council”.

We then proceeded to remove terms that used these words while not being related to the Arctic region. For more information about the data collection and the packages used to extract data, please consult our open-accessed, interactive database at the following: https://labovirtuel.enap.ca/shiny/demo_arctic/en/



**MONTHLY ANALYSIS – THE
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