

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

This report is under the license *Creative Commons* CC-BY-NC. This means that you must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. You may not use the material for commercial purposes.

OPSA and OAPA would like to acknowledge the financial support of the Ministère des Relations internationales et de la Francophonie of the Government of Quebec and the Department of National Defence through its MINDS program.



APRIL 2022 ANALYSIS – THE ARCTIC CONVERSATION ON TWITTER

Team members:

Mathieu Landriault (Adjunct professor, École nationale d'administration publique)

Jean-François Savard (Associate professor, ÉNAP)

Isabelle Caron (Assistant professor, Dalhousie University)

Alexandre Millette (Doctoral candidate, ÉNAP)

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.

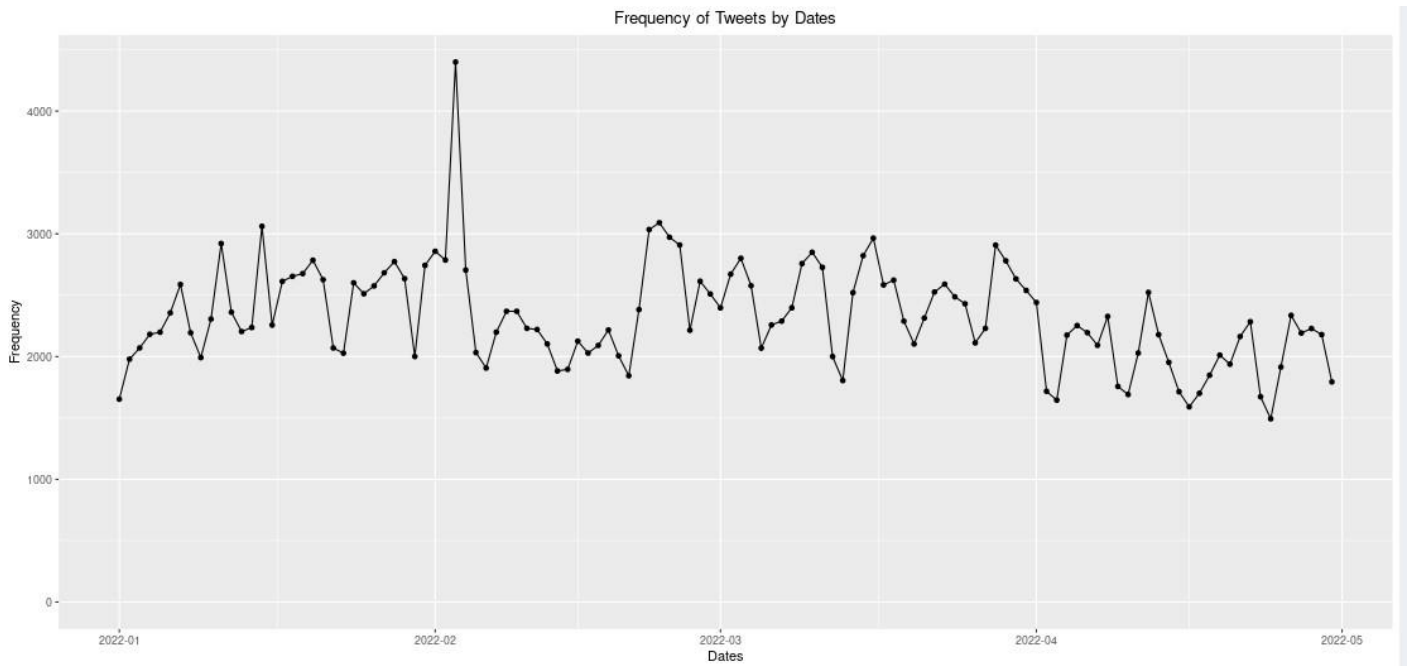


Figure 1: number of mentions of “Arctic”, “Inuit” and “Inuk”, “Saami” and “Sami”, “Greenland”, and “Arctic Council” on Twitter from January to April 2022.

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.

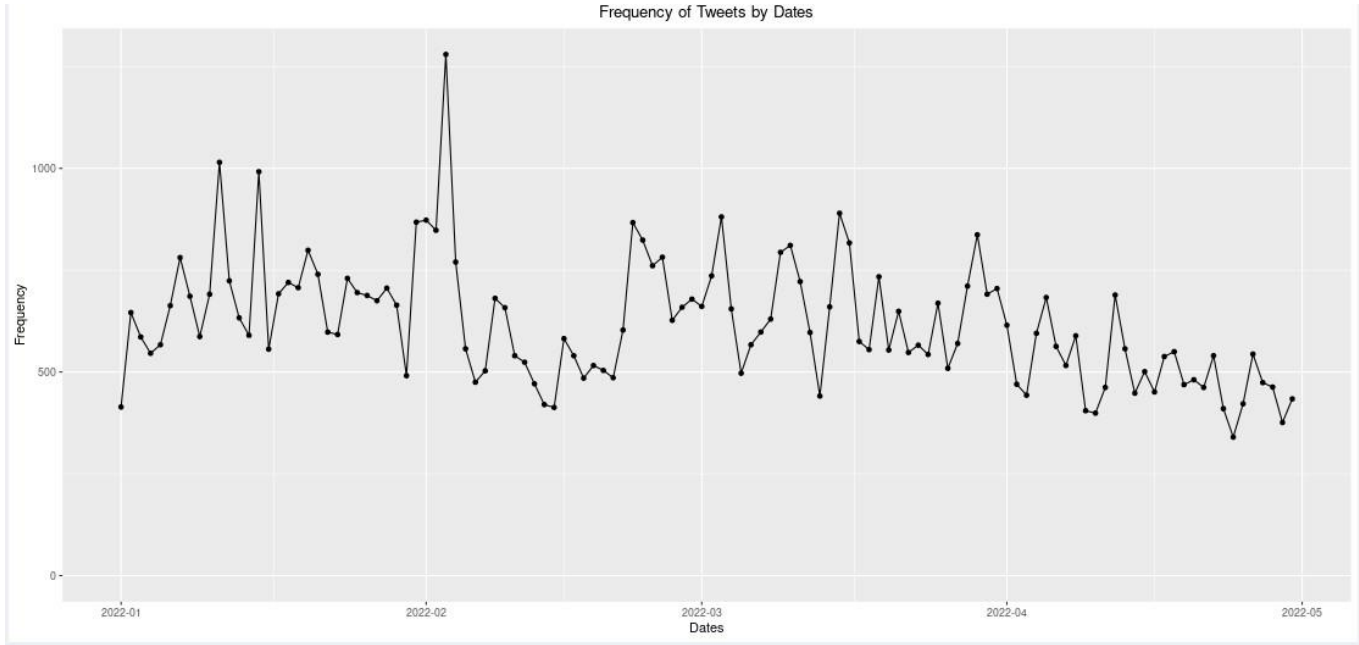


Figure 2: number of negative tweets from January to April 2022.

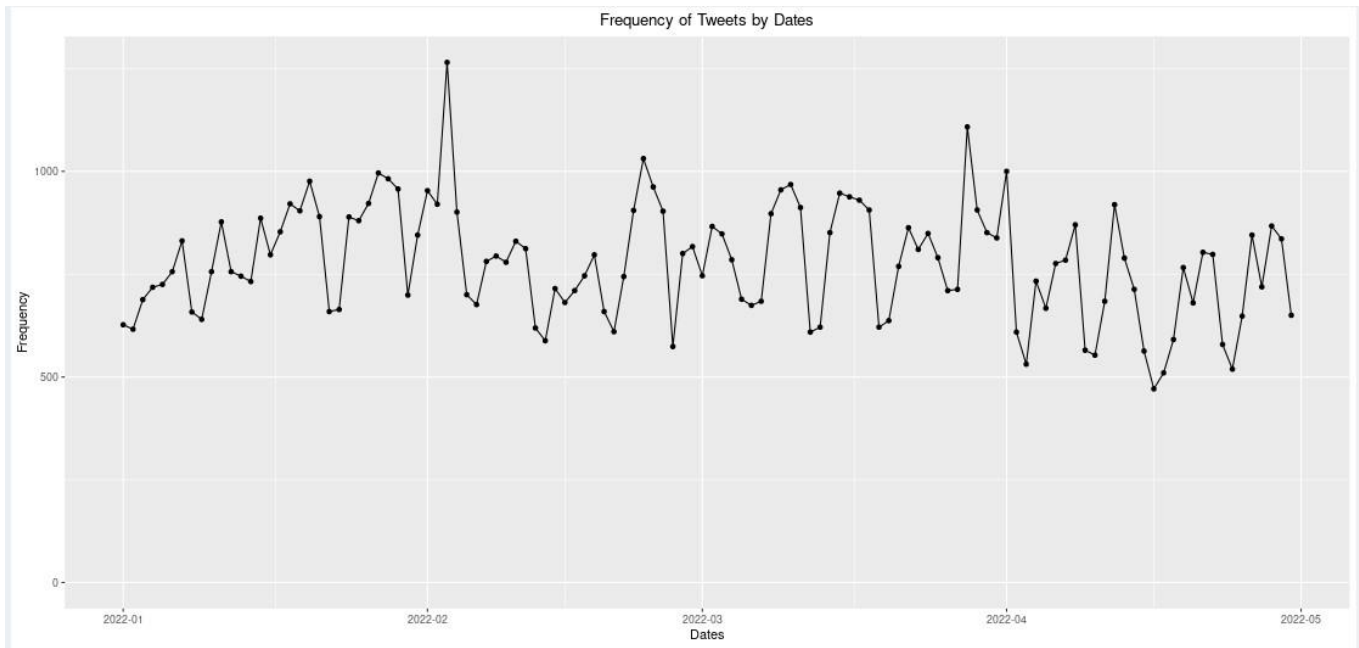


Figure 3: number of positive tweets from January to April 2022.

STORIES AND THEMES: climate issues dominated the Arctic conversation in April 2022. The release of Arctic sea-ice cover data by the National Snow and Ice Data Center represented a key story for many users the necessity to act against climate change. The publication of the United Nations Intergovernmental panel on Climate Change in early April contributed to this campaign as well.

Looking at hashtags (figure 4), the Russian invasion of Ukraine and its aftermath greatly colored the Arctic conversation. #Science combined with #Russia focused on Western sanctions impacting scientific collaboration with Russian scientists and access to data on the Russian Arctic, impeding for some users important work conducted to fight climate change. This same idea can be observed on figure 5 when “Russian” was associated with “future” and “research”.

#nato, #ukraine and #nunavut emphasized on perceived necessity for Canada to beef up its Northern defence and be more ambitious in regards to military capabilities in its North.

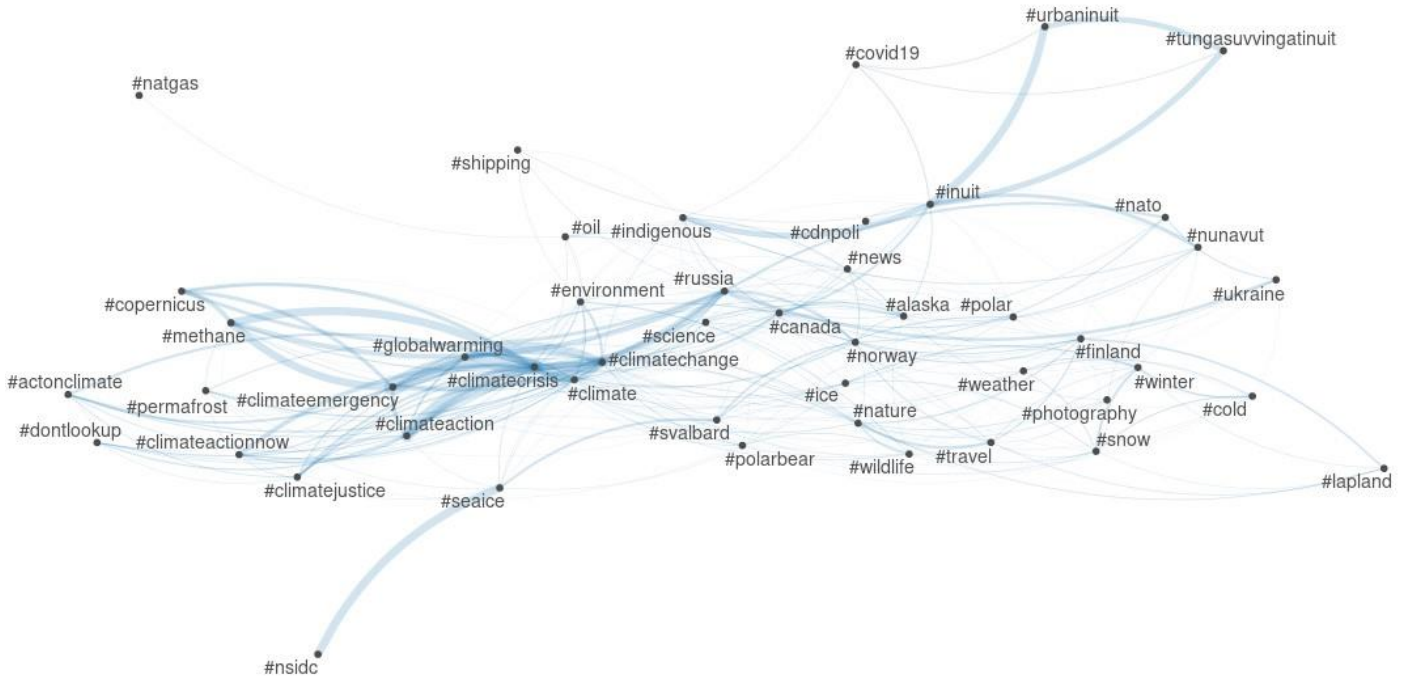


Figure 4: co-occurrences of hashtags in April 2022.

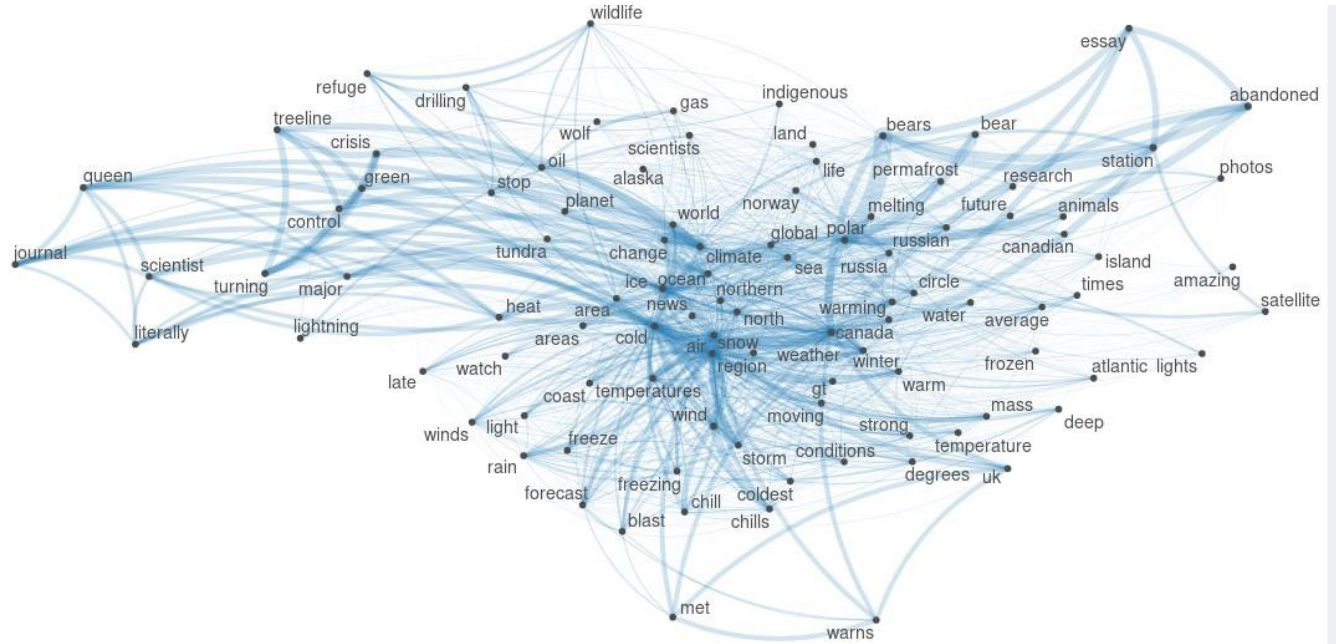


Figure 5: co-occurrences of words in April 2022.

TWEETS MOST RETWEETED BY USERS – TOP 10, APRIL 2022

1. About a meteorite crashing on Earth near Svalbard
2. Message denouncing relocation of Ukrainians in the Russian Arctic
3. Climate change denier downplaying global warming and sea-ice loss in the Arctic
4. Photo of a rare shark near Greenland
5. Archival picture of the Arctic Ocean
6. Photo of an Inuit amulet
7. Picture of a landscape in Northern Norway
8. Canadian politician pledging to upgrade the port of Churchill by exporting energy
9. Another picture of a landscape in Northern Norway
10. Report relaying the Pope’s apology to Indigenous People in Canada, including the Inuit

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
ARCTIC CONVERSATION
ON TWITTER**

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

**FOR MORE INFORMATION: CIRRICQ.ORG/OPSA AND
OBSAPA.ORG**