

JULY 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 – JULY 2022

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JULY 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 July 2022. The intensity and nature of coverage will be put in perspective to capture trends since May 2021.

NUMBER OF ARCTIC MENTIONS: The trend in the number of mentions of our 5 keywords was up in June. A significant increase was observed in the second part of June, before dropping back down. Attention to the Arctic Council jumped at the beginning of the month, as seven of the Arctic states issued a joint statement on cooperation within the institution. The keywords “Inuk / Inuit” also surged at the end of the month. This discussion was stimulated by national indigenous people’s day in Canada on June 21. The number of mentions of the keyword “Greenland” increased in mid-June because of the settlement of the dispute between Greenland and Canada over Hans Island’s status and of the discovery of a new polar bear population in Greenland.

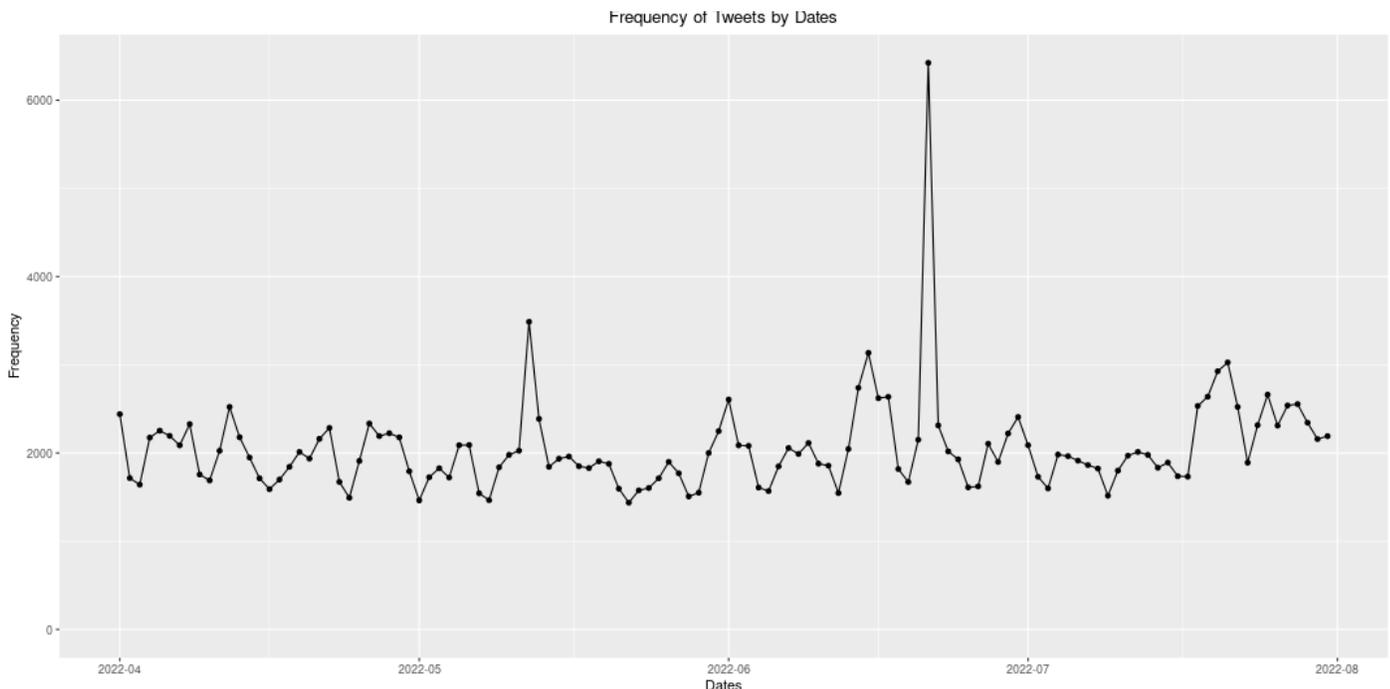


Figure 1: number of mentions of “Arctic”, “Inuit” and “Inuk”, “Saami” and “Sami”, “Greenland”, and “Arctic Council” on Twitter from April to July 2022.

SENTIMENT ANALYSIS: The trend of negative tweeting was on the rise throughout July but increased significantly in the second half of the month (Figure 2). This increase in negativity can be attributed to discussions of the impacts of the war in Ukraine and of climate change in the Arctic. An increase in positive tweets is observed for the terms "Greenland," "Inuit," and "Inuk" between July 19 and 21, 2022. The Inuit Circumpolar Council General Assembly may account for the spike in positive tweets for these keywords, as the messages were primarily about celebrating unity and the successful work done by the assembly.

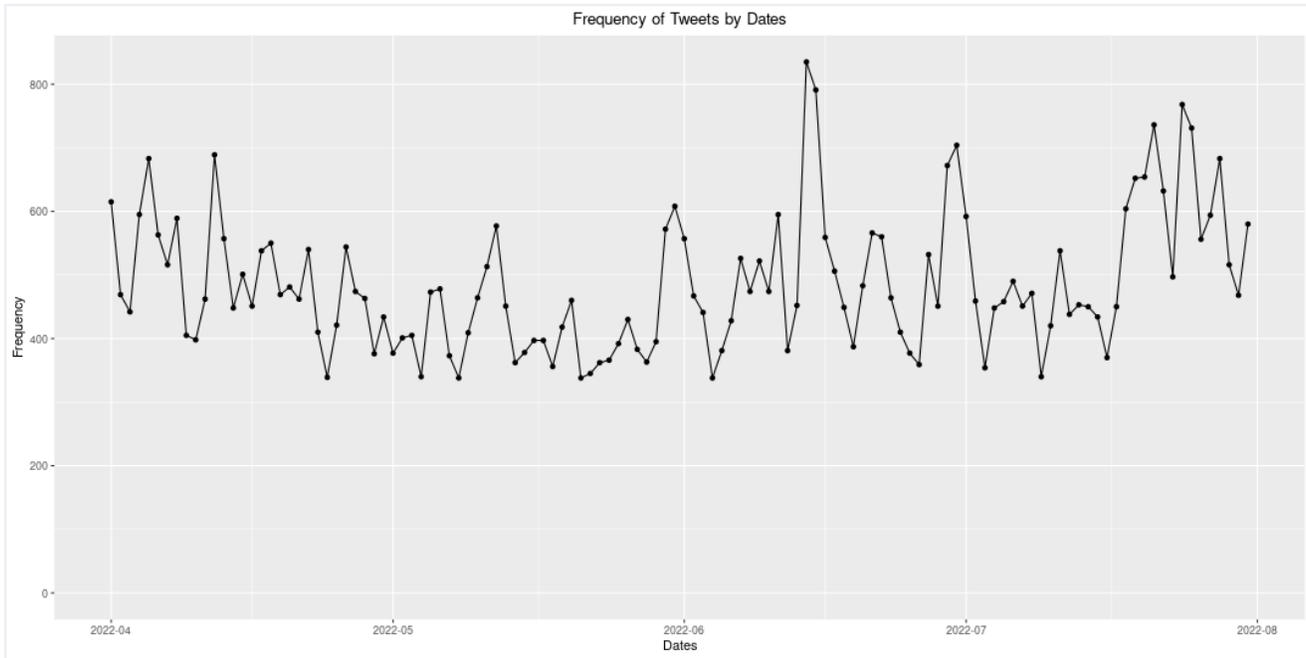


Figure 2: number of negative tweets from April to July 2022.

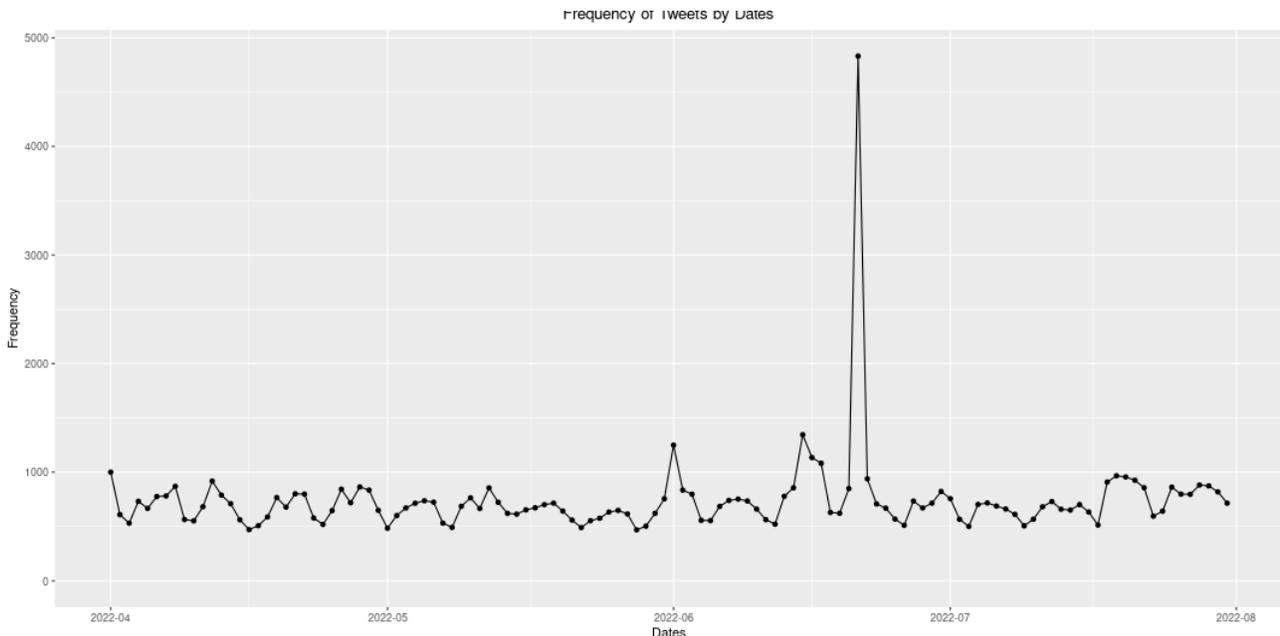


Figure 3: number of positive tweets from April to July 2022

DISINFORMATION RATE THIS MONTH: 7%

FOCUS OF DISINFORMATION: disinformation remained on a high plateau in July. Again, 83% of the disinformation was focused on spreading false information on climate change.

The strategies resembled past disinformation methods: personal attacks on scientists or climate advocates (Al Gore is the most attacked individual), carefully selecting data or observations that fit their narratives and claiming there is a conspiracy hiding the “real” facts. Another common strategy was to argue that cooling and warming cycles are natural occurrences and hence not man-made.

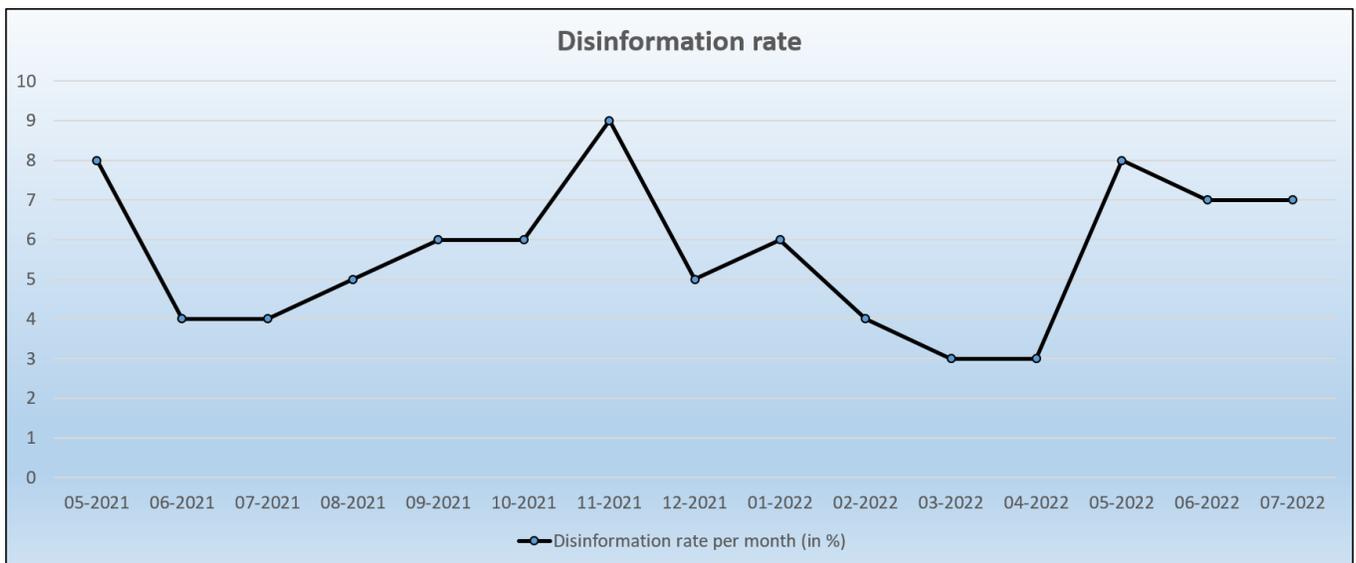


Figure 6: number of tweets spreading disinformation among the 500 tweets most retweeted per month from May 2021 to July 2022.

NOTES

We have collected tweets posted on Twitter from May 2021 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/

The disinformation rate on page 5 is calculated by analysing the 500 tweets most retweeted in a month containing our keywords. The disinformation rate is the number of posts promoting disinformation divided by 500.



**MONTHLY ANALYSIS – THE
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