

MEASURING ONLINE SENTIMENT

Economic Consequences of the Russian-Ukrainian War in the EU



HYPOTHESES

- HA1:** Comments on videos about energies express a more negative sentiment than comments on videos about sanctions.
- HA2:** Comments related to the European Union on videos about sanctions express a more positive sentiment.
- HA3:** Comments related to the European Union on videos about energies express a more negative sentiment.

EUROBAROMETER 506

55% of respondents fully approve economic sanctions against Russia

86% of respondents agreeing that rising energy prices are of concern

METHODS

- ★ News Channels Selection
- ★ Scraping YouTube Comments
- ★ Sentiment Analysis
- ★ Statistical Analysis

RESEARCH QUESTION

To what extent does the sentiment of YouTube comments under videos about economic sanctions and energy dependency against Russia reflect the results of the recent EU polls on the economic worries of EU citizens?

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FINDINGS

Contrary to our HA1, comments under videos about sanctions express significantly more negative commentary than videos under videos about energies.

Secondly, when the EU is mentioned comments express significantly greater negativity under videos about both sanctions and energies.

LIMITATIONS

- Limited Time Scope of Research
- Sentiment Analysis possibly unable to detect other languages/lack of sarcasm/irony detection
- Imprecise Geolocation of YouTube Users

REFERENCES

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TEAM

Supervisor: Carolina Cicati

Members: Emma Prebreza
Emilia Kaplon
Philip van Olm
David Čurilla