

JUNE 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 – JUNE 2022

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JUNE 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 June 2022. The intensity and nature of coverage will be put in perspective to capture trends since February 2022.

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.

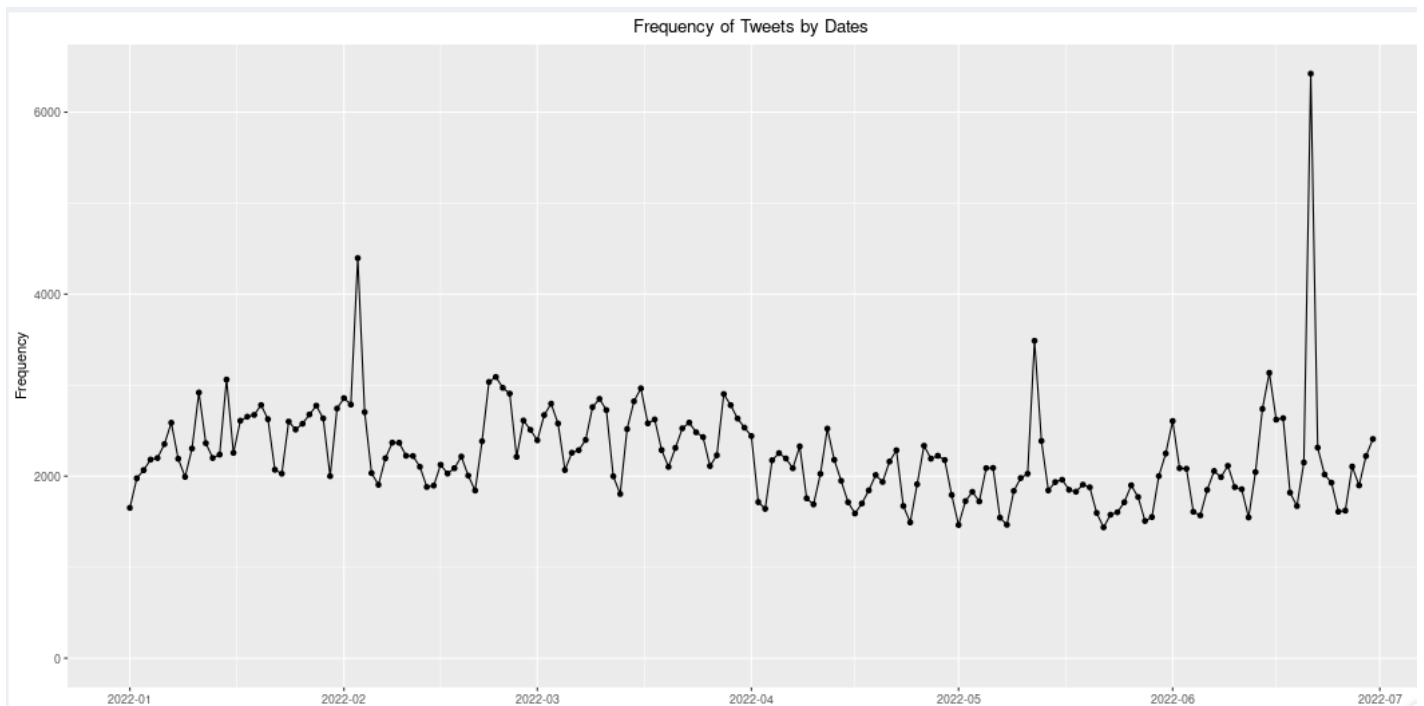


Figure 1: number of mentions of “Arctic”, “Inuit” and “Inuk”, “Saami” and “Sami”, “Greenland”, and “Arctic Council” on Twitter from January to June 2022.

SENTIMENT ANALYSIS: The trend of negative tweet was up in throughout June, but it significantly increased in the first half of the month (figure 2). This increase in negativity was observable for the terms “Arctic Council”, “Greenland” and “Arctic”. Negative tweets decreased a bit as positive tweets increased in the second half of June (figure 3). This increase in positivity was observable for the terms “Inuit” and “Inuk”, “Saami” and “Sami”. The national indigenous people’s day in Canada can explain the peak on June 21 for positive tweets: these messages were mostly about celebrating the contribution and culture of Indigenous People in Canada.

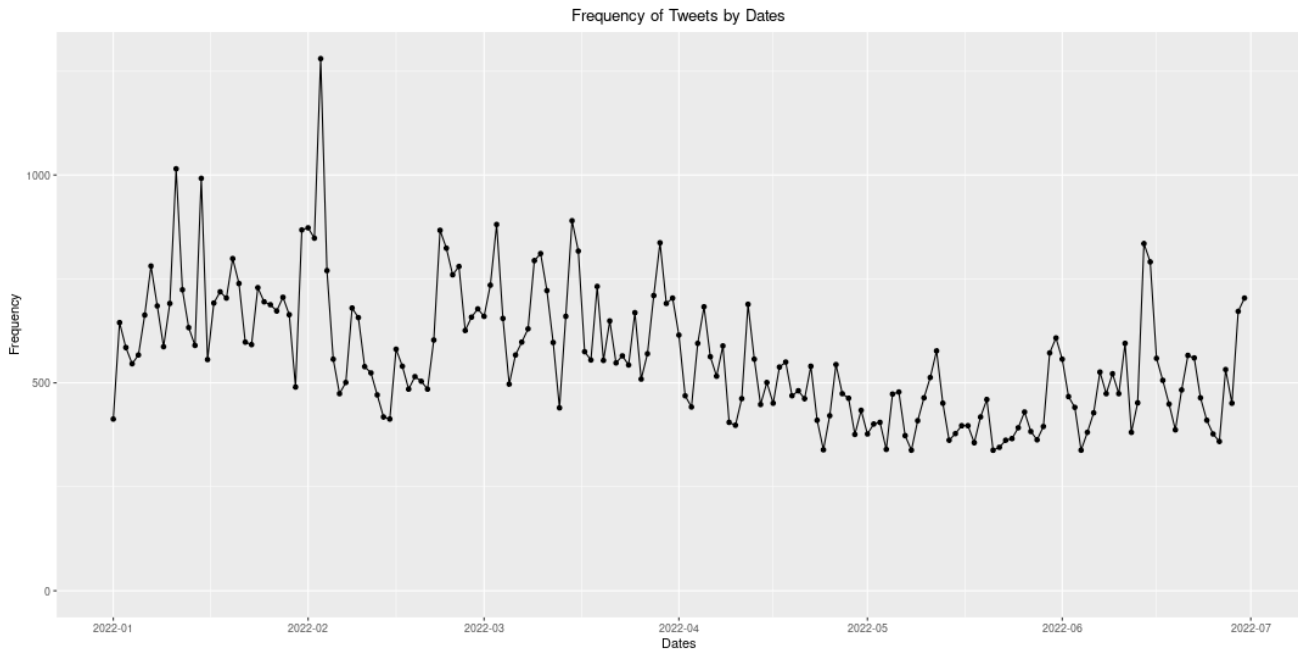


Figure 2: number of negative tweets from January to June 2022.

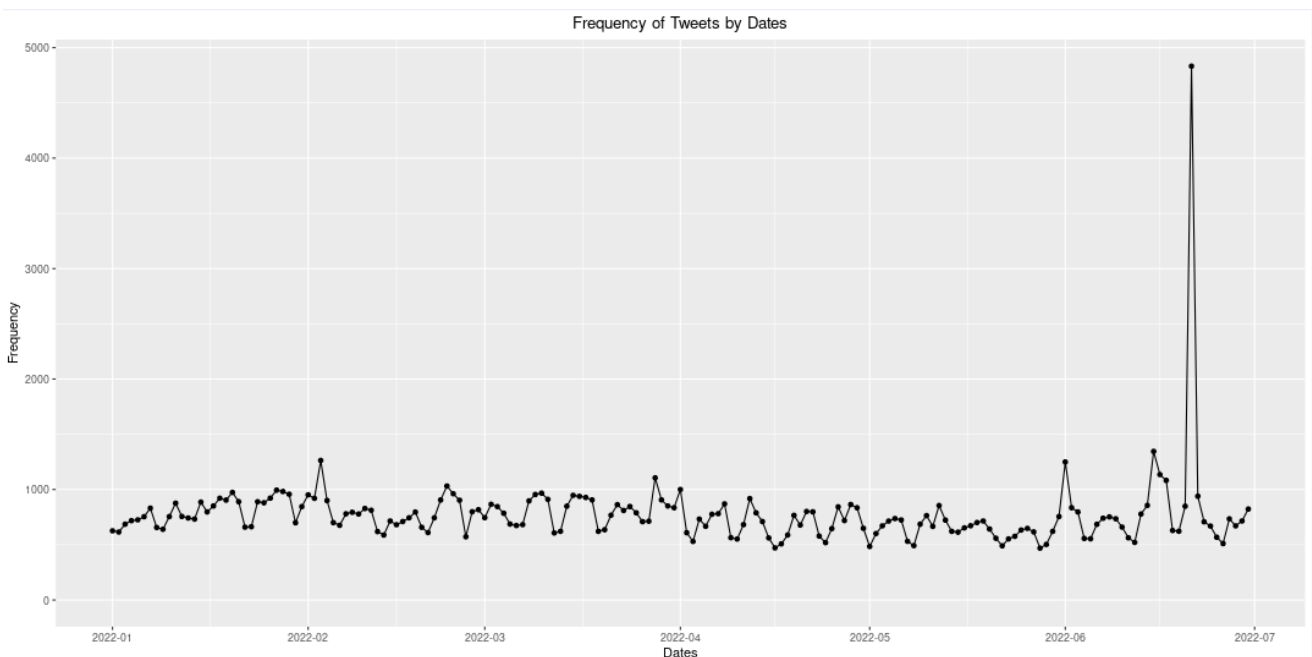


Figure 3: number of positive tweets from January to June 2022

DISINFORMATION RATE THIS MONTH: 7%

FOCUS OF DISINFORMATION: disinformation stayed relatively stable in June in comparison to May. It remained relatively high though when comparing with other months. However, the messages spreading disinformation did not make it into the top 500 of most retweeted tweets, which lessened the dissemination of these ideas.

Again, 85% of the disinformation on our keywords was about deny the existence of climate change and/or global warming. Climate deniers called climate advocates and scientists “globalists” or “alarmists” while referring to climate change as a heist or a cover up facilitated by the media. These users focused on cool temperature in Greenland to deny the existence of climate change: others pointed to alternative theories to explain variations in temperatures.

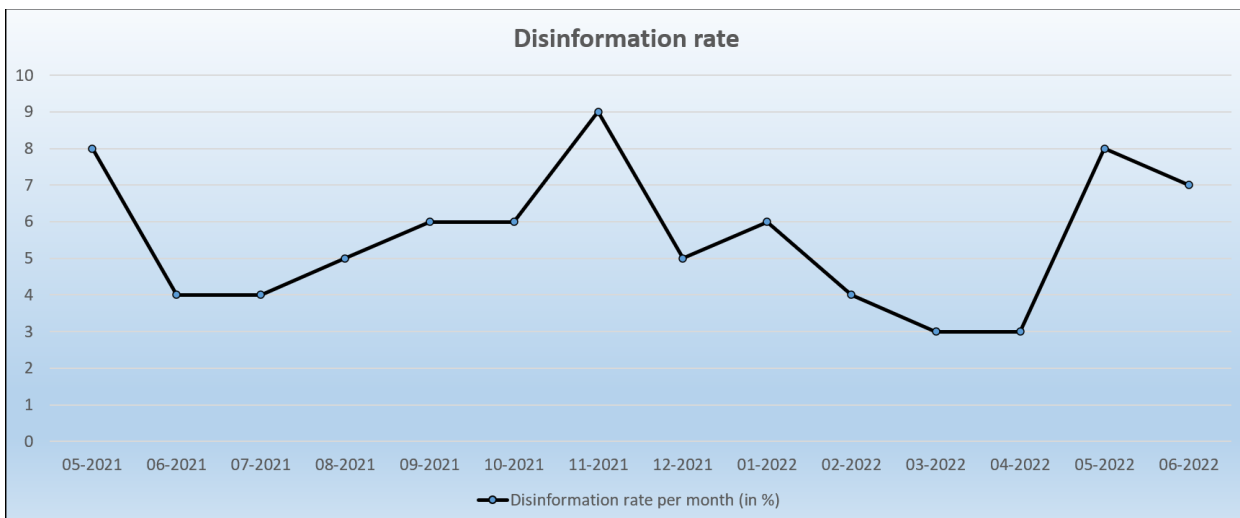


Figure 6: number of tweets spreading disinformation among the 500 tweets most retweeted per month from May 2021 to June 2022.

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/

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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