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



THE ARCTIC CONVERSATION ON TWITTER – JUNE 2022

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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 negative tweets from January to June 2022

STORIES AND THEMES: Climate issues dominated the Arctic conversation in June 2022. Climate change was discussed by users, particularly with respect to permafrost, climate action, climate crisis, melting ice, and global warming. Record temperatures and energy project impacting wildlife in the Arctic have been key stories for many users about the need for action on climate change. The discovery of a new polar bear population in Greenland was also discussed by users because of its potential adaptation capacities to climate change.

As can be seen by observing the co-occurrence of hashtags (Figure 4) and the co-occurrence of words (Figure 5) the Arctic was discussed in relation Indigenous National Day in Canada. Users addressed the event by mentioning the terms land, nation, and support among others.

Looking at co-occurrence of words (figure 5), the Russian invasion of Ukraine and worries about military security colored the Arctic conversation in June. This idea can be observed on both figures when "Russia" was associated with "power" and "military". Associations between words like "Canada", "Russia" "China" and "watch" can be attributed to Canada's announcement to invest in the next decade to help detect and track military threats from Russia and China. The combination of this issue with the terms suggests "Canadian", "Island" and "Denmark" (figure 5) suggests parallels were made between the geopolitical contexts and the resolution of the dispute between Canada and Greenland over the status of Hans Island.



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



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

TWEETS MOST RETWEETED BY USERS – TOP 10, JUNE 2022

1.	Picture of an undersea creature in the Arctic
2.	Report of a study on Greenland sharks
3.	Message alerting against imminent consequence of climate change on the Arctic
4.	Report on a new study about Arctic climate
5.	Picture of a user arriving at an airport in Greenland
6.	Message highlighting high temperatures in the Arctic and beyond
7.	Message showing data on warming in the Arctic
8.	Message presenting a report on warming in the Arctic
9.	Message presenting warming in the Arctic as cyclical, denying climate change
10	. Image of staff with the Mosaic expedition in the Arctic

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: <u>https://labovirtuel.enap.ca/shiny/demo_arctic/en/</u>

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 ARCTIC CONVERSATION ON TWITTER

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