EXPERT | IQ REPORTS

Analyzing Global Trends

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The European Union on Twitter, one year after Brexit

Expert System conducted a social media analysis on Twitter using the cognitive technology Cogito to analyze 160,000 tweets in English, Italian, French, German and Spanish related to the European Union and Brexit, posted between May 21 - June 21, 2017.

EUROPEAN RIGHTS ACCORDING TO TWITTER

Dignity, freedom, equality, solidarity, citizens' rights and justice: these are the themes enshrined in the European Union's Charter of Fundamental Rights.

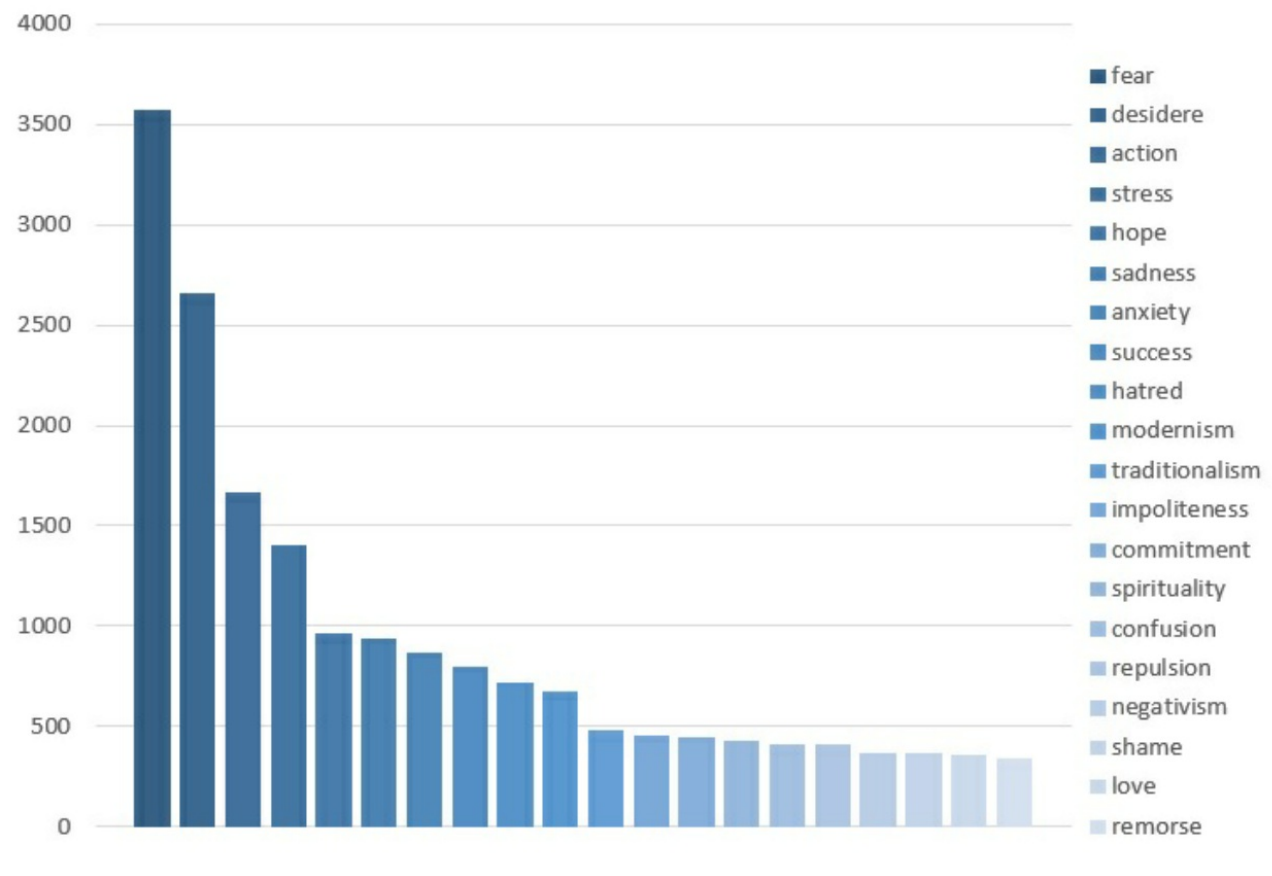
Are citizens talking about these themes online?

And are citizens from Italy, France, Germany and Spain talking about the same topics?

MORE UK TWEETS ON THE TOPIC OF BREXIT

In tweets about Brexit, the United Kingdom was the most frequently mentioned topic where it was often associated with "home" and "our."

"EUROPE" MOODS & EMOTIONS



What is the sentiment about politicians in EU and Brexit tweets?

Theresa May

Emmanuel Macron

Angela Merkel

Paolo Gentiloni

Italy's Paolo Gentiloni was less popular in the tweets, with neutral sentiment.

Mariano Rajoy

Spain's Mariano Rajoy, who also was infrequently mentioned, was associated with positive sentiment.

Expert System created Cogito, a text analytics technology that transforms the way organizations find, comprehend and use information. Cogito leverages proprietary artificial intelligence algorithms to deliver business value and ROI by extracting actionable knowledge from internal and external information and automating business processes. Cogito has been deployed to serve enterprises and government organizations in some of the world's largest industries (Banking and Insurance, Pharmaceuticals, Oil and Gas, Publishing and Government).

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