

# **ONLINE BATTLES. The reflection of NATO in the Romanian online environment throughout 2022**

Monitoring & analysis insights

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# MAIN FINDINGS

- The current analysis was focused on understanding the trends in the online reflection of NATO, a key geopolitical actor, in the Romanian online environment, throughout 2022, the year when the Russian invasion of Ukraine took place, starting an on-going war.
- Although not a directly involved actor, NATO was indirectly part pf the conversation regarding the war, both before the actual conflict started (during the amplification of tensions between Russia and Ukraine) and after the invasion.
- Our analysis reveals that there were over 213.000 mentions of NATO on the analyzed online channels over the 10 months analyzed, corresponding to a number of 8432 unique authors.
- A month-by-month analysis reveals that the month with the highest volume of mentions was **March 2022**, when over 35.000 mentions were registered.
- The highest number of mentions were hosted by news articles, followed by Twitter, blogs and forums.

# MAIN FINDINGS

- The top 3 most frequent trending phrases appearing in the online texts mentioning NATO that were included in this research were “razboiul din Ucraina” (the Ukraine war), “summitul Nato” (the NATO summit), “arme nucleare” (nuclear weapons). This reflects the focus of the debate towards the end of the analyzed period (September – October).
- Ukraine, Russia, Romania and the US are the most frequent terms appearing in the analyzed online texts. Regarding leaders' names, the most frequent is “Vladimir” (Putin), followed by “Zelenski”. “Biden”, “Iohannis” and “Stoltenberg” also appear.
- The main topic clusters that dominate the discussion are: Ukraine & Russia; Romania & the Eastern flank; Romania & the EU; Biden on Ukraine; NATO summit; Turkey.

# OBJECTIVE & METHODOLOGICAL APPROACH

# Objective

- The main focus was assessing the size of the online debate around NATO, looking at its main drivers – authors, as well as topics, and analyzing its evolution throughout the analyzed period, to understand key moments.
- The trends and evolutions related to both quantity/frequency and quality/semantic associations etc have the potential to offer particular insights not only related to the image of the analyzed organization, but also regarding the context surrounding the Ukraine war.

# Methodological approach

- In order to collect and analyze data, a **Boolean search query** was built, reflecting all variations of the organization's name usually employed in public discussions in Romania.
- This query was applied in **Brandwatch\***, a social media monitoring and analysis tool that tracks online conversations.
- The analyzed period was Jan 1 – Oct 25, 2022.
- Brandwatch tracks mentions on news websites, blogs, forums, Twitter and Tumblr. Thus, this report only reflects insights related to these online channels.
- The initial results were repeatedly tailored by the researcher in order to better suit the specific research needs, excluding irrelevant data (both manually and using the various filters that the platform offers).
  - \*Access to Brandwatch was possible thanks to the SEE Suite at the Grady College of Journalism and Mass Communication, University of Georgia.



# OVERVIEW

Key insights throughout time

# Key Insights

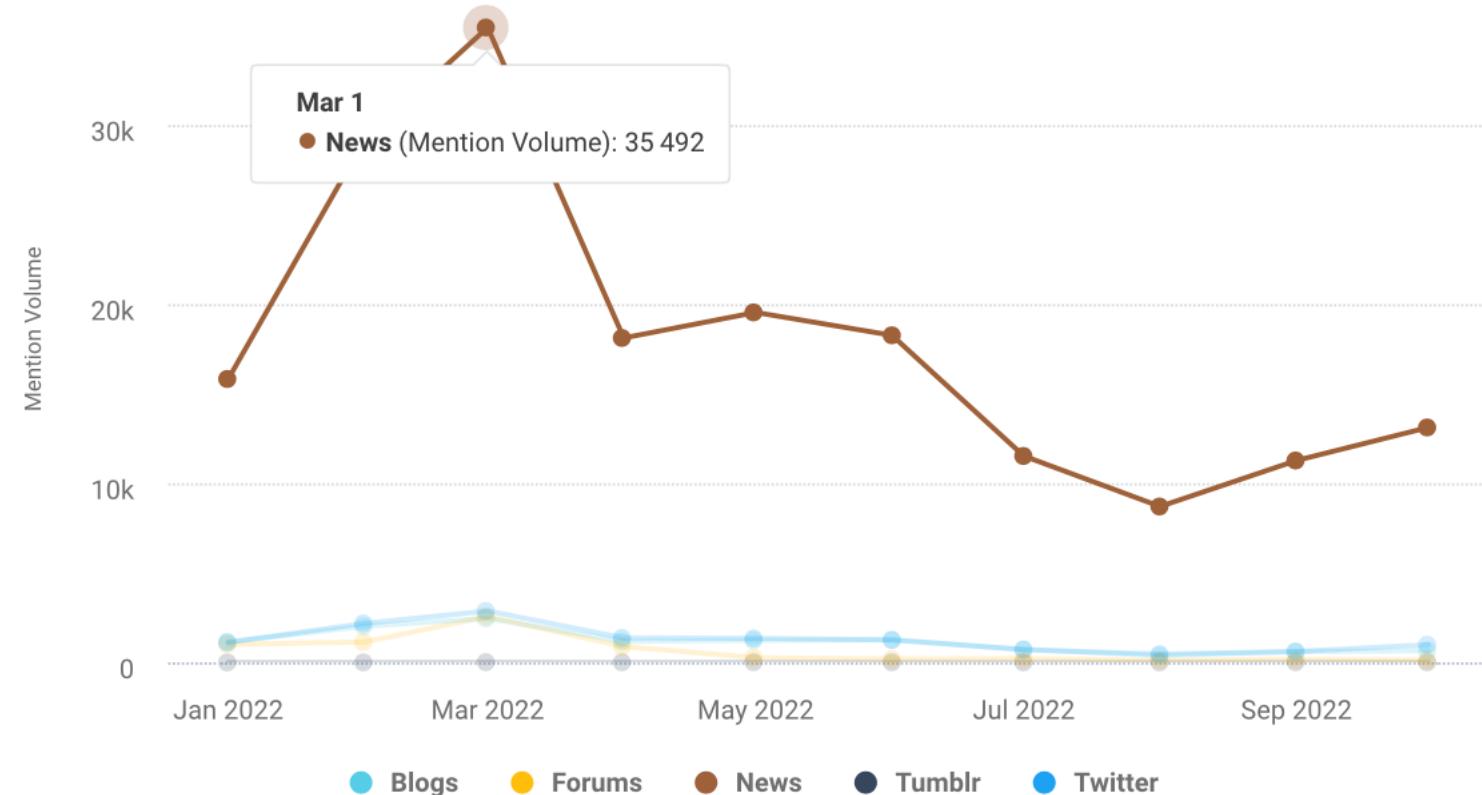
- There were over 213.000 mentions of NATO on the analyzed online channels over the 10 months analyzed, corresponding to a number of 8432 unique authors.
- A month-by-month analysis reveals that the month with the highest volume of mentions was **March 2022**, when over 35.000 mentions were registered.

Total Mentions

213k

Unique Authors

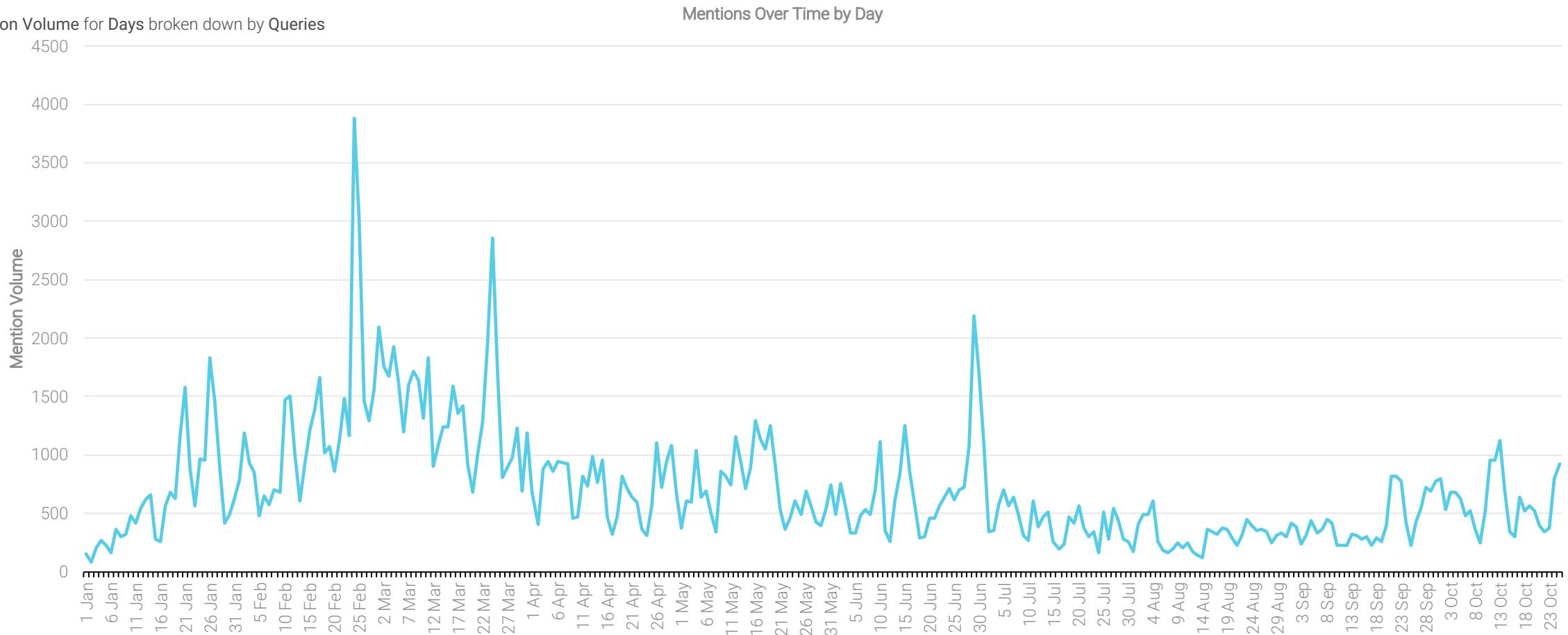
8432



# Mentions Over Time by Day

- NATO ROMANIAN | Jan 01, 2022 - Oct 25, 2022

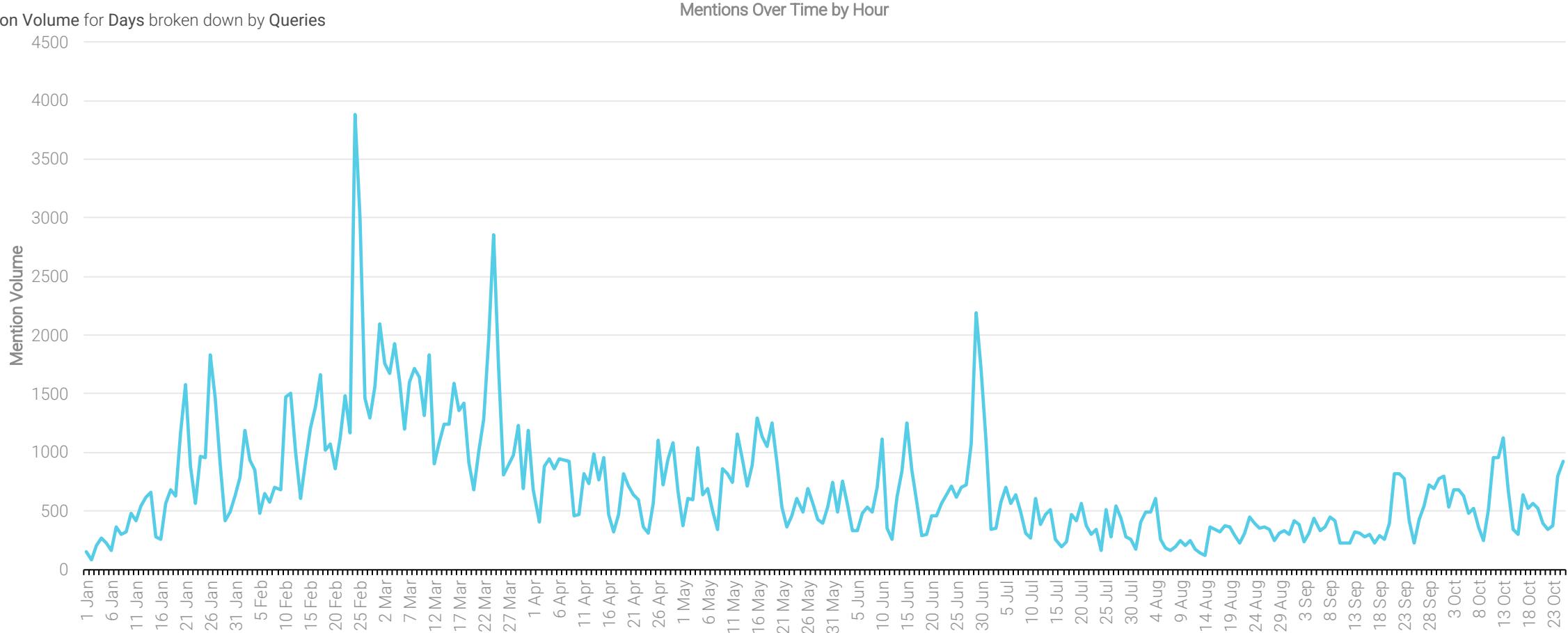
- Mention Volume for Days broken down by Queries



# Mentions Over Time by Hour

- NATO ROMANIAN | Jan 01, 2022 - Oct 25, 2022

- Mention Volume for Days broken down by Queries

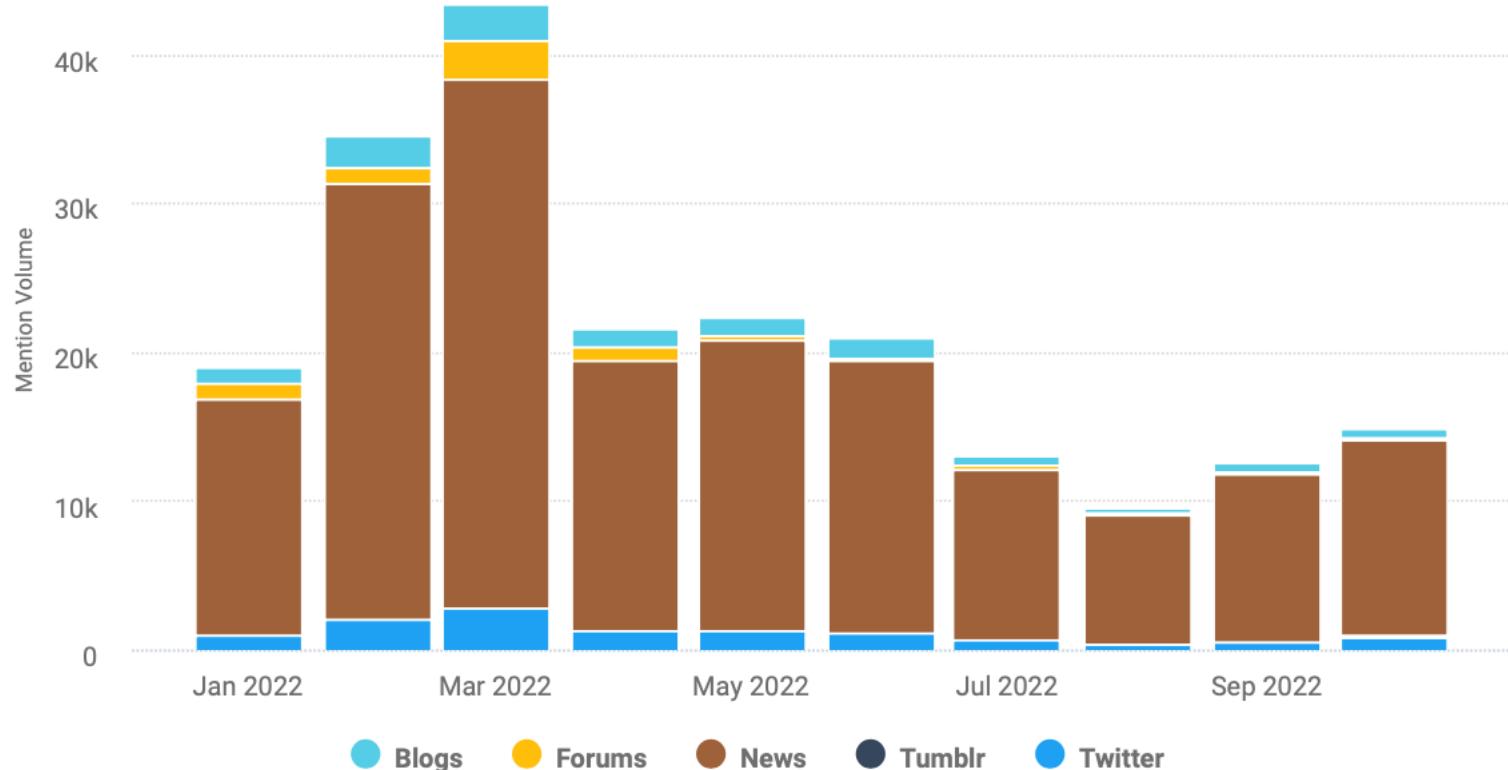


# COVERAGE



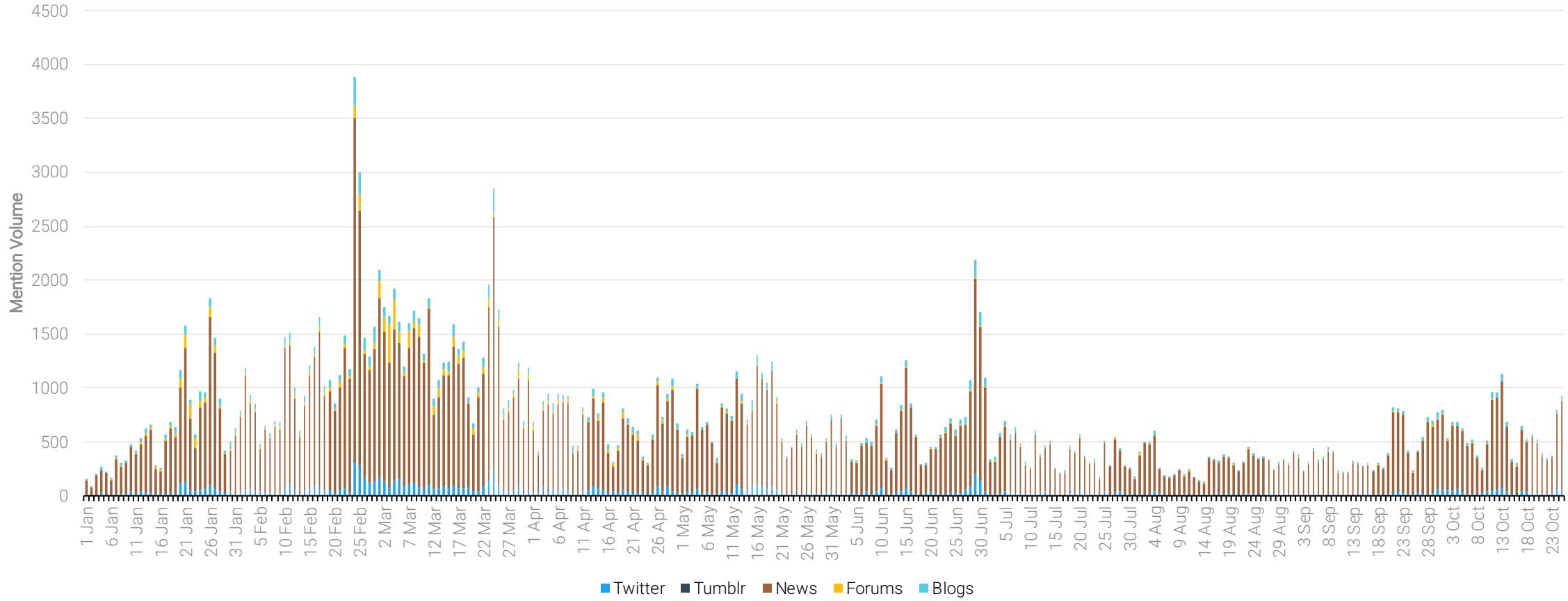
# Social Sites over Time

- **News** media dominate the coverage, measured by mention volume.
- All channels had increased output in March and February. Afterwards, the interest dropped to the level registered in January. The least active month was August. Fall brought a revival of the attention awarded to this topic, but to lower levels.



# Social Sites over Time

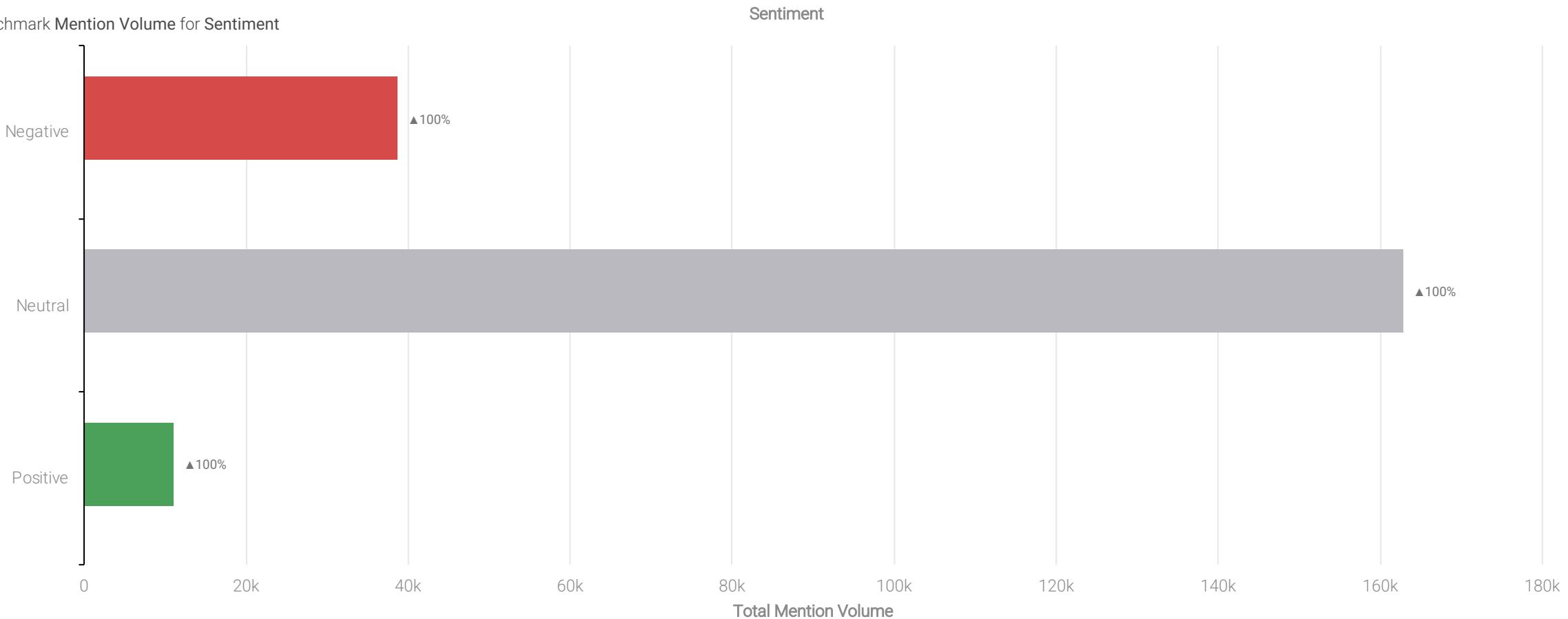
- Mention Volume for Days broken down by Page Types



# Sentiment

- NATO ROMANIAN | Jan 01, 2022 - Oct 25, 2022

- Benchmark Mention Volume for Sentiment



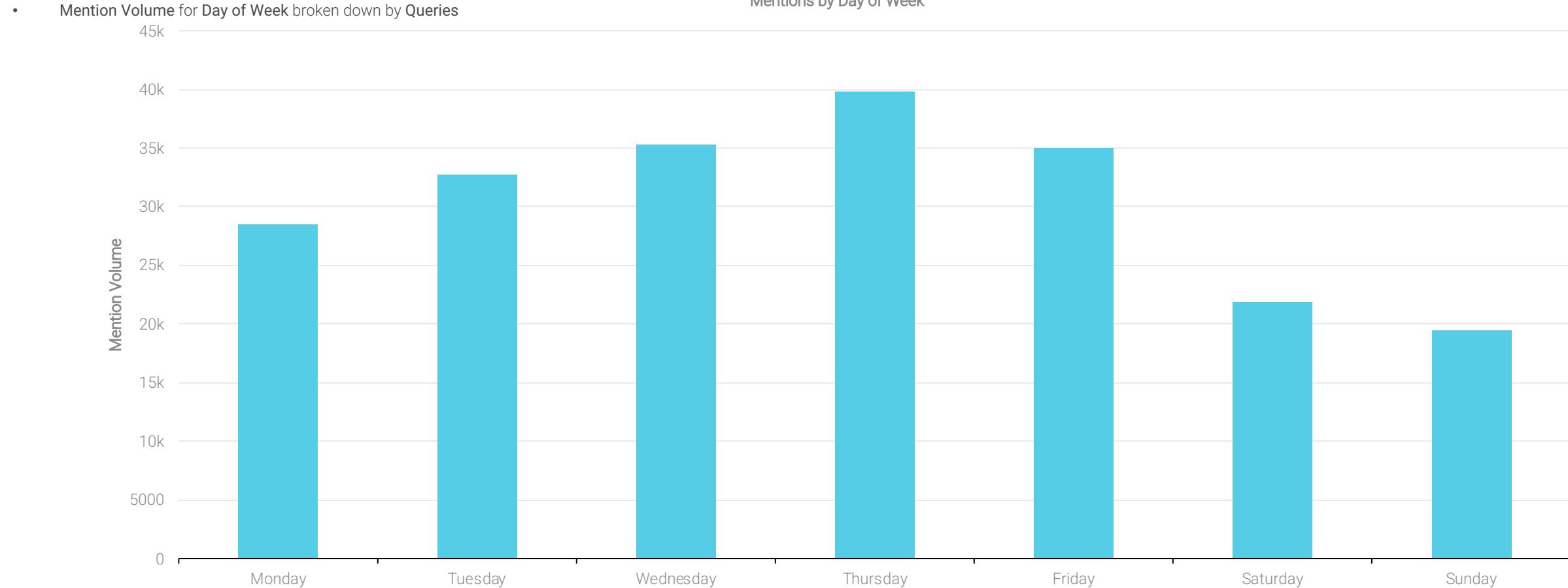
# Trending phrases

- Analyzing the phrases that appeared with the highest frequency in the online discussions about NATO, it can be noticed that all the top 15 phrases reflect various aspects of the Ukraine war.
- The most relevant (that appear in over 90% of all news articles mentioning NATO) are:
  - “razboiul din Ucraina” (the Ukraine war)
  - “summitul Nato” (the NATO summit)
  - “arme nucleare” (nuclear weapons)
  - “Marea Baltica” (The Baltic Sea)
  - “Marea Neagra” (The Black Sea)
  - “24 februarie” (February 24<sup>th</sup>)
- The list of all top 15 phrases can be seen on the following page.

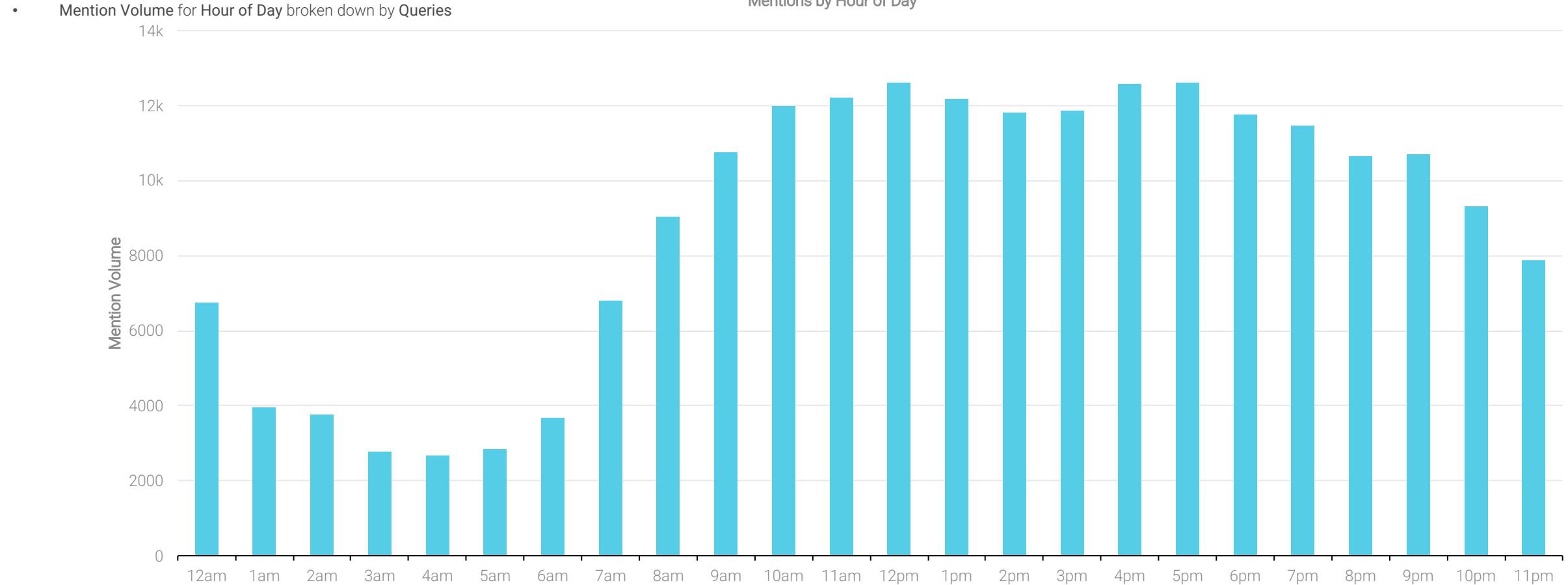
# Trending phrases

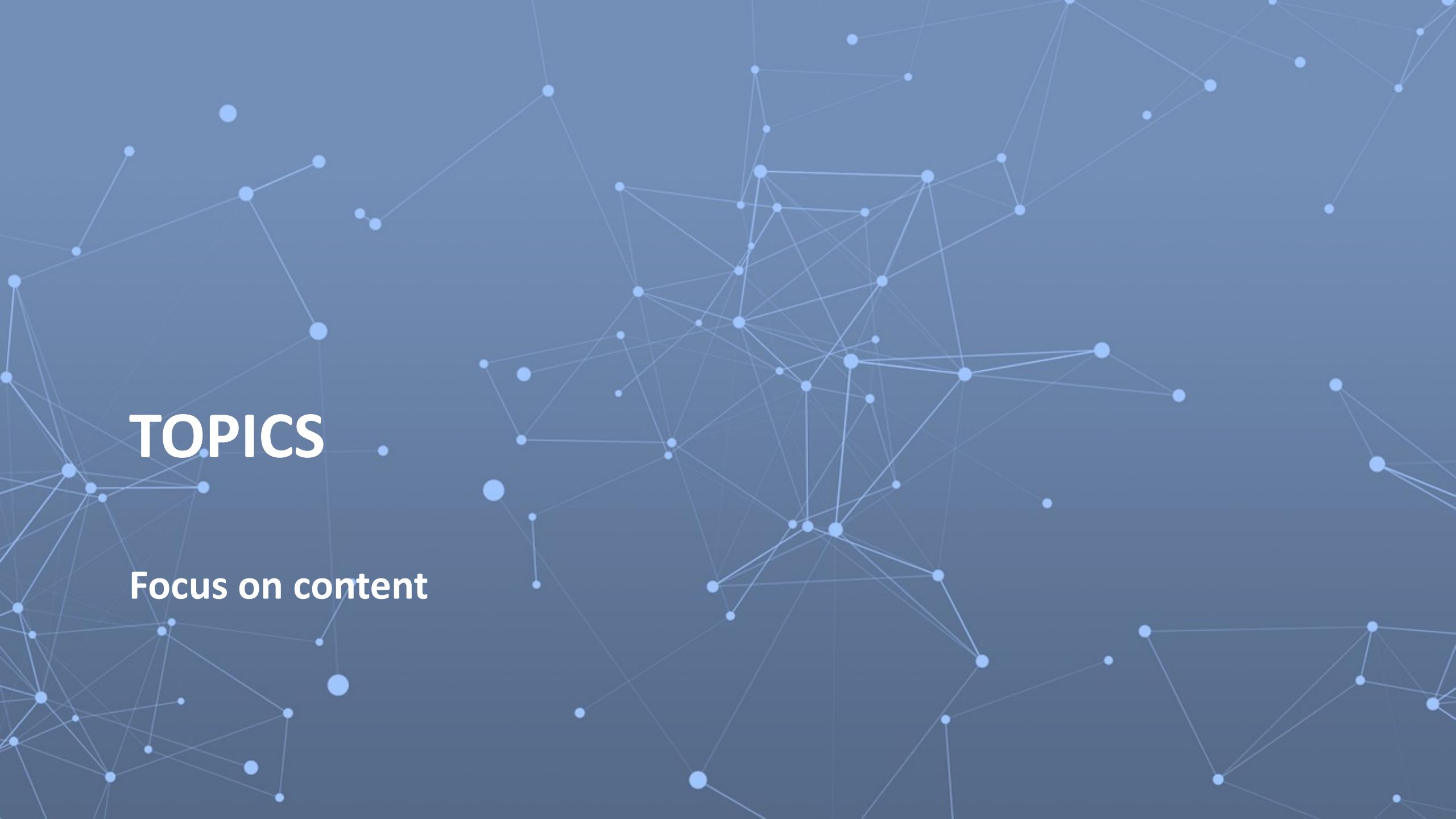
TOPIC NAME	TYPE	SENTIMENT	MENTIONS	TRENDING ▾ ⓘ	% NEWS	% BLOGS	% FORUMS	% VIDEOS	% TWITTER
războiul din Ucraina	Phrase	Neutral	19684	Trending	96%	3%	0%	%	1%
summitul NATO	Phrase	Neutral	6267	Trending	91%	6%	0%	%	3%
arme nucleare	Phrase	Rather negative	7544	Trending	95%	3%	1%	%	1%
Marea Baltică	Phrase	Neutral	4999	Trending	94%	5%	1%	%	1%
Marea Neagră	Phrase	Neutral	16197	Trending	95%	4%	0%	%	1%
24 februarie	Phrase	Neutral	13079	Trending	97%	2%	1%	%	0%
Recep Tayyip Erdogan	Phrase	Neutral	4429	Trending	95%	5%	0%	%	0%
Uniunii Europene	Phrase	Neutral	17313	Trending	95%	4%	0%	%	0%
state membre	Phrase	Neutral	6472	Trending	94%	5%	0%	%	1%
Război Mondial	Phrase	Neutral	14210	Trending	95%	4%	0%	%	1%
Uniunea Europeană	Phrase	Neutral	21323	Trending	95%	4%	0%	%	0%
Finlanda și Suedia	Phrase	Neutral	2968	Trending	89%	7%	0%	%	3%
UE și NATO	Phrase	Neutral	3054	Trending	88%	6%	0%	%	6%
stat membru	Phrase	Neutral	5292	Trending	95%	3%	1%	%	1%
Secretarul general al NATO	Phrase	Neutral	13075	Trending	91%	7%	0%	%	2%

# Mentions by Day of Week



# Mentions by Hour of Day





**TOPICS**

Focus on content

# Top topics

- Looking at the topics most associated with the debate regarding NATO, it is noticeable that the key words that appear most frequently are names of countries - first-placed are the ones chiefly associated with the war (Ukraine and Russia), followed by Romania and the US.
- Terms such as "declared" are also appearing frequently, signifying the importance awarded to quotes (presumably by officials involved and/or commenting about war evolutions). Other prominent terms are "war", "time", "against", "military", "security".
- Looking at leader names, the most frequent is "Vladimir" (Putin), followed by "Zelenski". "Biden", "Iohannis" and "Stoltenberg" also appear.
- The tagcloud illustration of the main topics can be visualized on the following page.

# Top Topics

- NATO ROMANIAN | Jan 01, 2022 - Oct 25, 2022



● Phrases ● Keywords

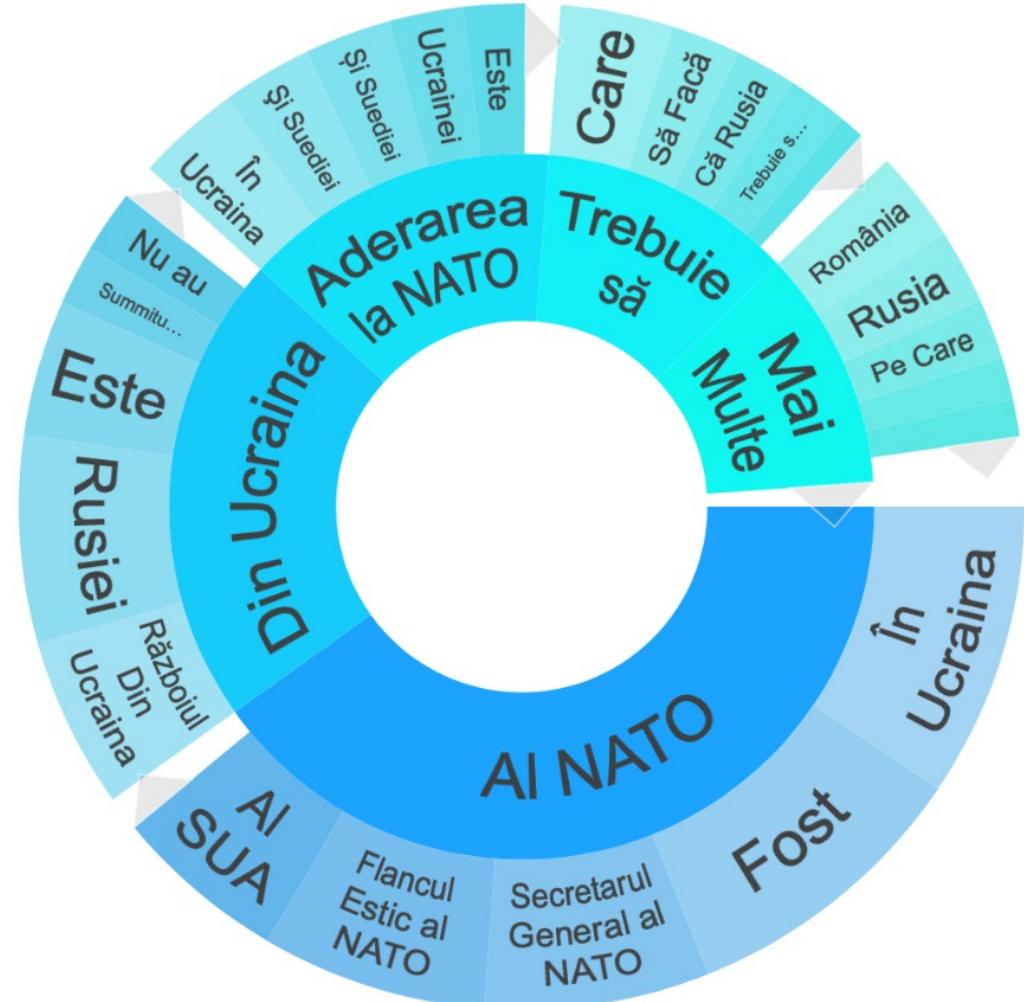
# Trending Topics

- This visualization of the same tagcloud focuses on trends, pointing out – by use of different colours – the topics that are more intensely debated in the last portion of the analyzed period. “Romania” and “war” are topics that continue to be at the center of the debate, presumably reflecting discussions about the effects and impact of the military conflict, while “Russia” and “Ukraine” gather less of the focus lately.



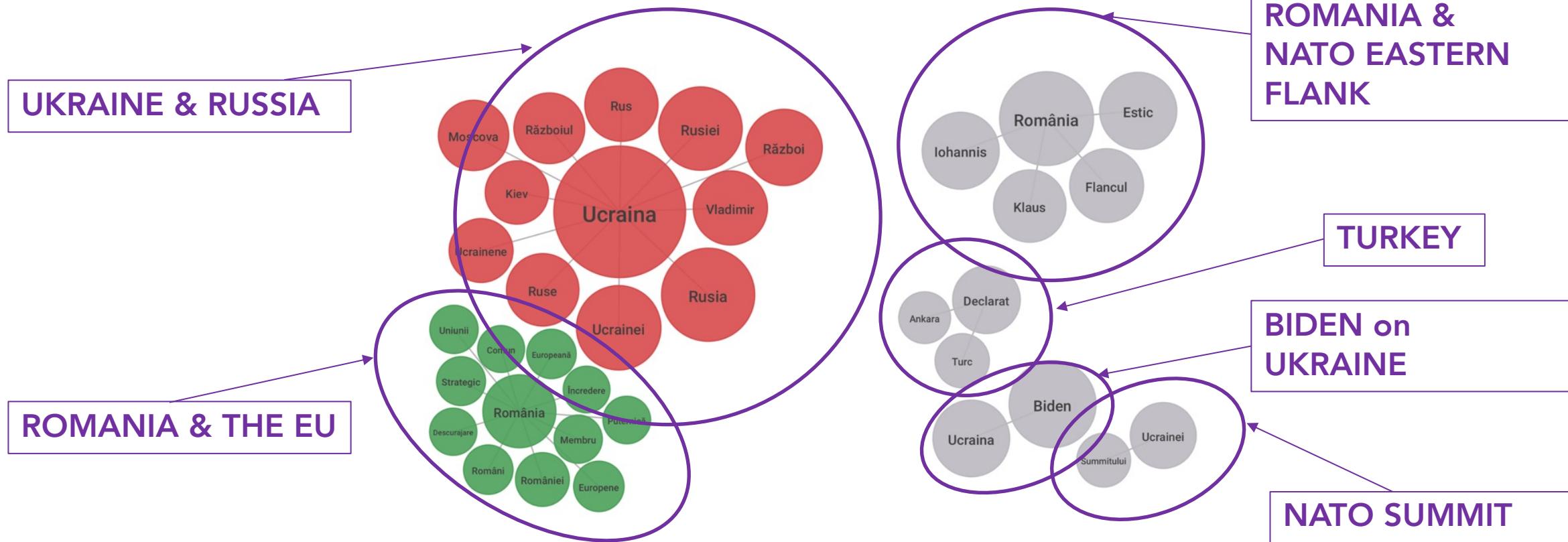
# Topic wheel

- The topic visualization on the right reflects the way the main topic associated with the research subject, underlined in the inner circle of the wheel, relate to secondary themes, on the outside circle.
- It is noticeable that **NATO's enlargement** occupied a significant portion of the debate on the analyzed channels.

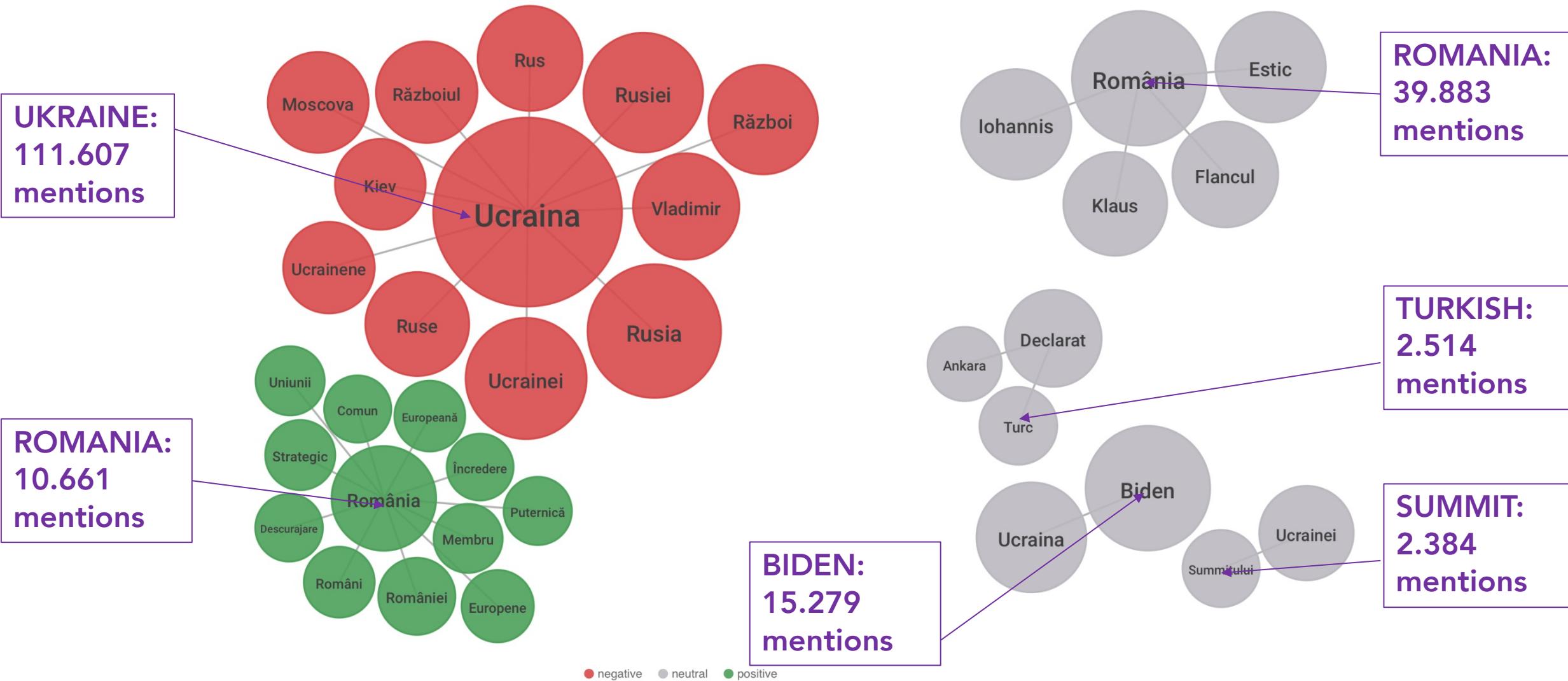


# Topic clusters

- A different way of visualizing topics and subtopics underlines 6 different areas of the debate.
- We manually underlined and named the different clusters signifying the main areas of the debate. On the following page, the subtopics can be viewed more clearly.



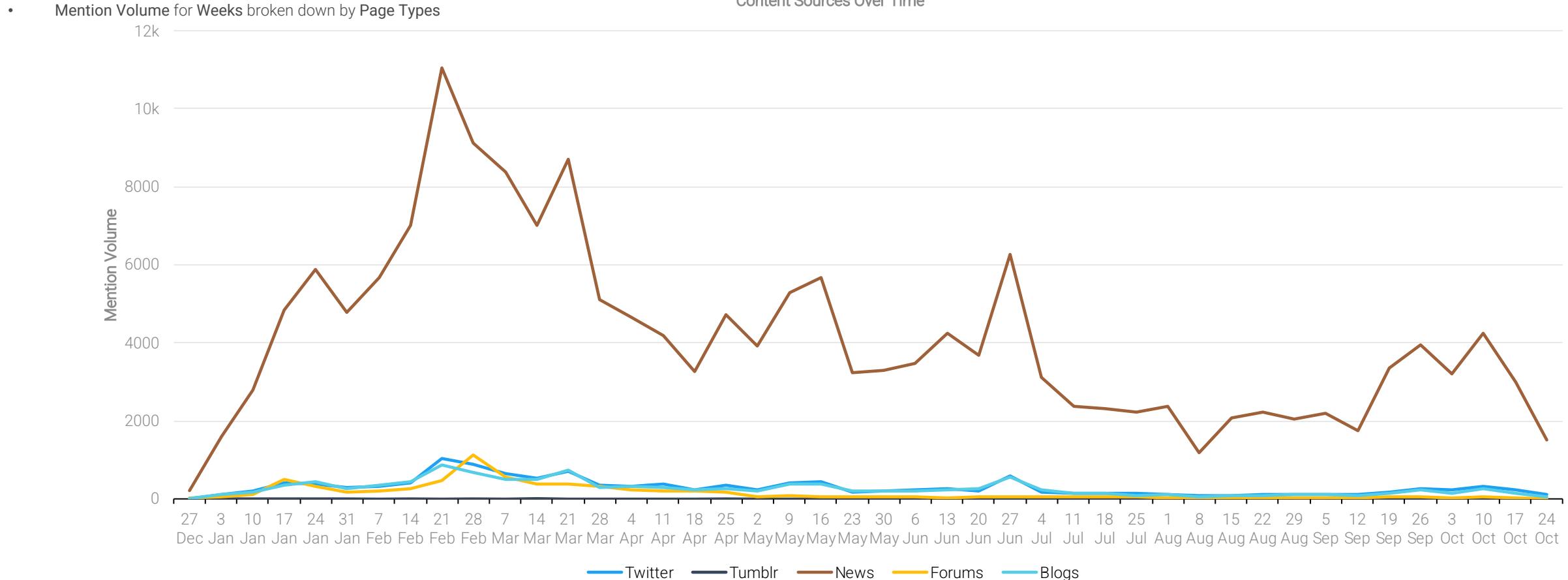
# Topic clusters



# CONTENT SOURCES

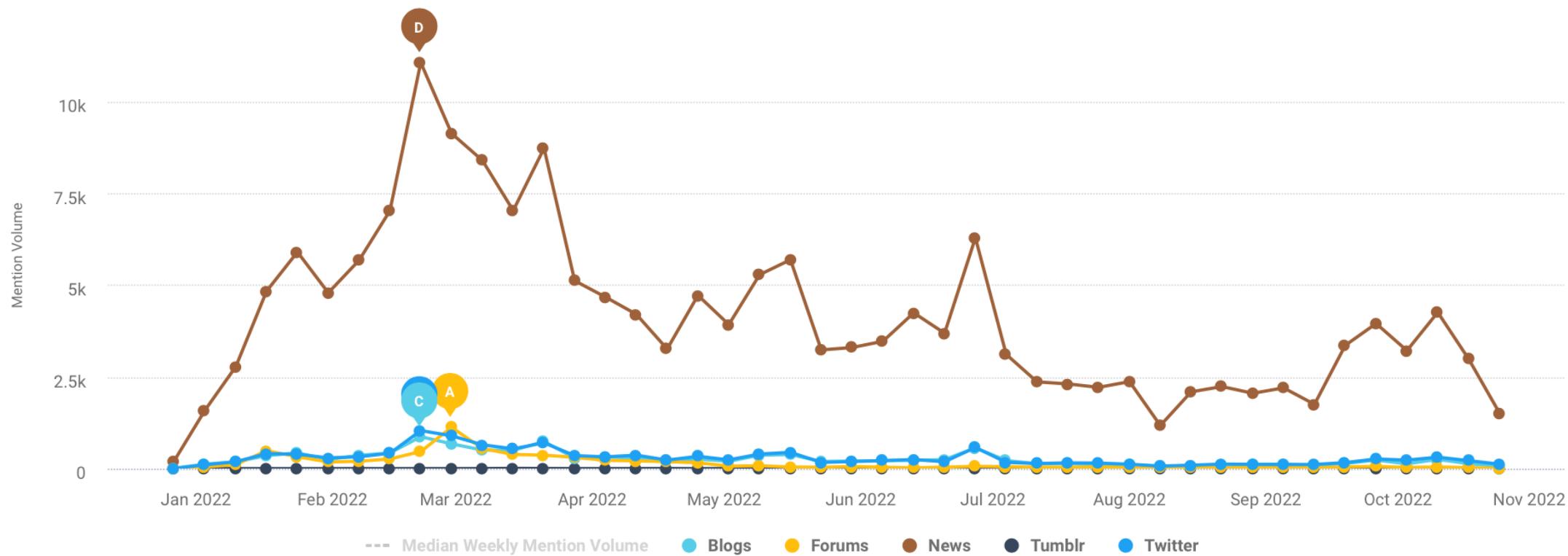


# Content Sources Over Time



# Content Sources Over Time

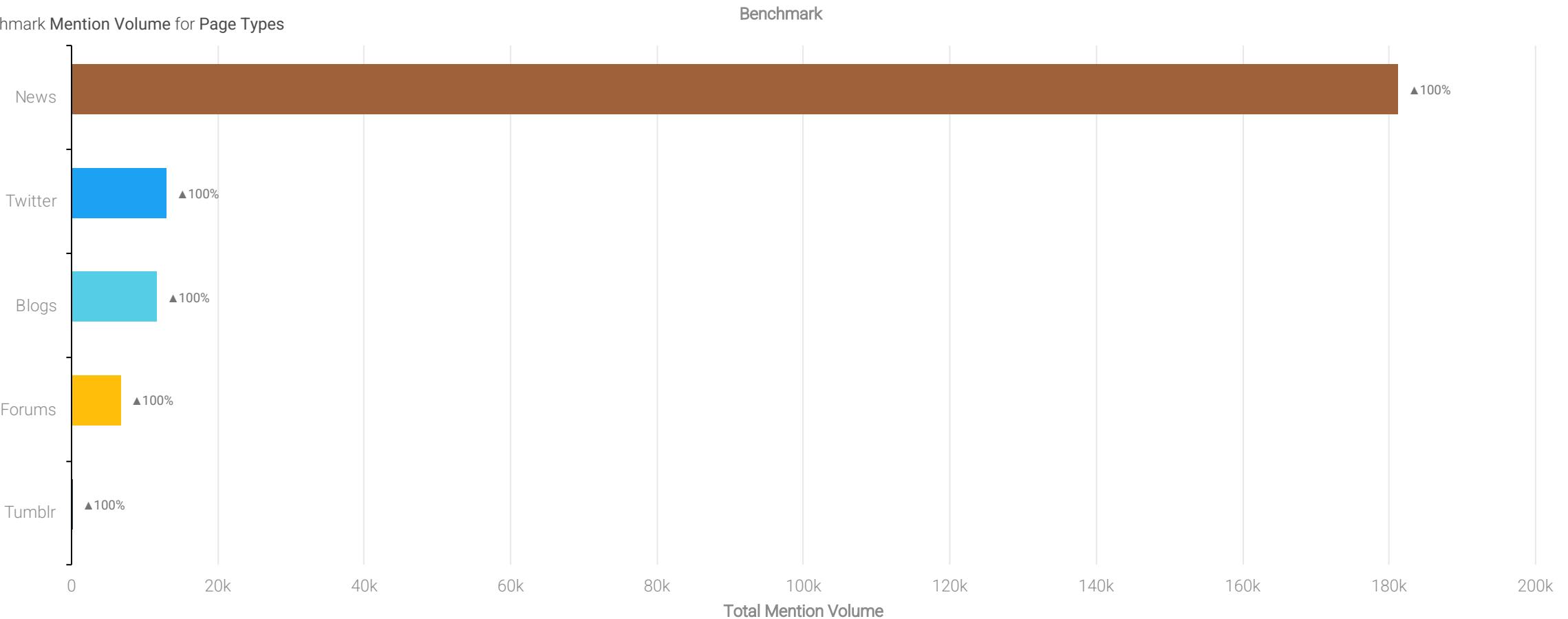
- Due to increased quantities of mentions on news websites, we notice more pronounced fluctuations for this channel.
- The most significant peak was registered a month after the Russian invasion.



# Benchmark

- NATO ROMANIAN | Jan 01, 2022 - Oct 25, 2022

- Benchmark Mention Volume for Page Types



# Top News Sites



agerpres  
[@agerpres](#)

Mentions: 12930 | Positive: 731 | Negative: 4134 | Neutral: 8065 |  
Impact: 15.120742459396753



Stiri Recomandate  
[ziarelive.ro](#)

Mentions: 12014 | Positive: 179 | Negative: 1600 | Neutral: 10235 |  
Impact: 22.5



[ziarulprofit.ro](#)

Mentions: 9747 | Positive: 509 | Negative: 1605 | Neutral: 7633 | Impact:  
13.19999999999878



[diacaf.com](#)

Mentions: 8234 | Positive: 436 | Negative: 1637 | Neutral: 6161 | Impact:  
8.4000000000004



[adevarul.ro](#)

Mentions: 5797 | Positive: 265 | Negative: 1101 | Neutral: 4431 | Impact:  
38.10000000000236



[pescurt.ro](#)

Mentions: 5217 | Positive: 92 | Negative: 845 | Neutral: 4280 | Impact:  
12.90000000000045



[libertatea.ro](#)

Mentions: 4539 | Positive: 403 | Negative: 568 | Neutral: 3568 | Impact:  
35.10000000000186



[stiripesurse.ro](#)

Mentions: 4531 | Positive: 212 | Negative: 885 | Neutral: 3434 | Impact:  
33.69999999999999



SorinGT  
[softpedia.com](#)

Mentions: 4039 | Positive: 41 | Negative: 1098 | Neutral: 2900 | Impact:  
40.29999999999997



[mediafax.ro](#)

Mentions: 3616 | Positive: 170 | Negative: 826 | Neutral: 2620 | Impact:  
34.3000000000012

# TWITTER.INSIGHTS

A short analysis centered on Twitter findings

# Twitter Insights

- The ranking on the right contains the list of the most used hashtags in the Twitter discussions mentioning NATO.
- NATO, Romania, Russia and Ukraine are top-used hashtags, as well as "stiri" (news) and "razboi" (war).
- The only name of a political leader appearing in this top 10 ranking is "Putin".

Top Hashtags	Tweets	Retweets	All Tweets ▼	Impressions
#nato	1153	130	1283	12784873
#romania	712	63	775	11357764
#stiri	506	47	553	10568257
#ucraina	382	27	409	3160617
#rusia	373	14	387	2686927
#news	340	46	386	10442267
#razboi	157	9	166	124589
#ukraine	112	13	125	808134
#putin	90	21	111	817127
#russia	89	13	102	769820

# Twitter Insights

- The top-10 ranking on the right includes the most mentioned Twitter usernames included in tweets mentioning NATO.
- On second position we notice the account of the Romanian president, in 4<sup>th</sup> place – the account of military analyst Radu Tudor, in 6<sup>th</sup> place we find the Twitter channel of Romanian Foreign Affairs minister Bogdan Aurescu, while PM Ciuca is also included on 9<sup>th</sup> place.

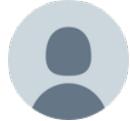
Most Mentioned Tweeters	Tweets	Retweets	All Tweets ▼	Impressions
@nato	312	54	366	1800540
@klausiohannis	122	15	137	530997
@newstrackn	92	0	92	2199
@radutudor1970	52	11	63	176929
@jensstoltenberg	41	5	46	233341
@bogdanaurescu	30	6	36	209283
@youtube	33	1	34	42300
@stirileprotv	25	8	33	21906
@nicolaeciucă	27	4	31	202012
@românia	27	1	28	832249

# Top mentions by estimated/potential reach



gbuhnici (George Buhnici) @gbuhnici | 25th Jan 2022

Putin nu vrea Ucraina, ci să spargă NATO și UE după ce a "ajutat" serios la Brexit și decimarea democrației prin Trumpism. Nu glumesc, trebuie să ne pese. Dacă nu ținem cu dinții de UE și NATO, ajungem înapoi în URSS. Putin consideră...



gbuhnici (George Buhnici) @gbuhnici | 20th Jan 2022

Pariez că înainte să intre în Ucraina, rușii vor sparge niște servere prin țări NATO ca să fie haos cât pun bocanii pe teren. Dacă aş lucra în administrație ori în IT pe la companii importante în RO, aş face ore suplimentare la update...



NicolaeCiucă (Nicolae Ionel Ciucă) @NicolaeCiucă | 26th Feb 2022

Excelentă discuția cu PM Canadei, @JustinTrudeau despre măsurile #NATO pentru întărirea Flancului Estic al Alianței. Ne vom coordona eforturile pentru a oferi sprijin refugiaților ucraineni. Solidari cu #Ucraina! 🇺🇦 <https://t.co/x1DAigxa2A>



gbuhnici (George Buhnici) 🇮🇩 🇲🇽 🇻🇪 @gbuhnici | 25th Sep 2022

Dacă Rusia folosește arma nucleară în Ucraina, NATO intră în război. (și cu trupe) <https://t.co/jYgDTA0lfu>



NicolaeCiucă (Nicolae Ionel Ciucă) @NicolaeCiucă | 1st Mar 2022

Am mulțumit @VP Kamala Harris pentru sprijinul acordat de SUA în cei 25 de ani de parteneriat strategic și pentru prezența trupelor USA în România 🇷🇴, pe flancul estic al NATO.



zoso (vali petcu) @zoso | 24th Feb 2022

să ridice mâna sus cine crede că NATO ne va apăra de ruși dacă ar fi cazul.



GabrielGiurgiu2 (Gabriel Giurgiu) @GabrielGiurgiu2 | 3rd Mar 2022

Nu pricep de unde a apărut mitologia forței armatei Ruse. Tehnologic, sunt cu o generație în spatele NATO. Oamenii sunt demotivați și prost instruiți. Echipamentele sunt legate cu sărmă să nu se împărtășie. Nu au exercițiu de luptă de ani...



StirileProTV (Stirile ProTV) @StirileProTV | 23rd Apr 2022

Amenințările halucinante ale omului lui Putin: "Vom zdrobi cetățenii țărilor NATO! Pentru că noi nu vom avea milă! Fără milă!" - - - <https://t.co/L3eH5WX4Hb> <https://t.co/8sjm4jEb6x>



Petreanu (Vlad Petreanu) @Petreanu | 14th Apr 2022

Chestia e că pentru admiterea Finlandei și Suediei în NATO e nevoie de votul unanim al membrilor alianței. <https://t.co/6BYR4ZUVOX>



NicolaeCiucă (Nicolae Ionel Ciucă) @NicolaeCiucă | 1st Mar 2022

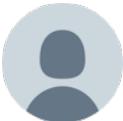
Excelentă discuția cu vice-președintele SUA, @VP Kamala Harris. Împărtășim aceeași opinie privind importanța solidarității aliaților pe Flancul Estic al #NATO și continuarea sprijinului pentru guvernul și poporul ucrainean 🇺🇦 ....

# Top mentions by estimated/potential reach



**StirileProTV (Stirile ProTV)** @StirileProTV | 31st May 2022

Mesajul alarmant al „Păpușii de fier” a lui Putin: „Suntem obligați să demilitarizăm nu doar Ucraina, ci și întreaga Alianță NATO” --- <https://t.co/zWH3h1hRmu> <https://t.co/DCqdwiLS9E>



**b1mihnea (BLMihnea | CryptoAlphas)** @b1mihnea | 23rd Jan 2022

Mama, deci peste tot lumea vorbeste ca Putin ataca Ucraina si se duce Bitcoin la 10k. My 2 cents: Nu cred ca o sa atace nimic. Putin stie ca DPDV militar e sub Nato, si mai stie ca Uniunea o sa-l pedepseasca grav economic. Micsorile sunt...



**MoiseGuran (Moise Guran)** @MoiseGuran | 14th Oct 2022

După ce i s-a pus clar în vedere că folosirea bombelor nucleare de orice fel va duce la un atac convențional al NATO asupra forțelor ruse din Ucraina, Putin nu mai face pe nebunul, acum are puseuri de responsabilitate. :)



**StirileProTV (Stirile ProTV)** @StirileProTV | 30th Jun 2022

Avertismentul de ultimă oră lansat de Putin. Ce va face dacă Finlanda și Suedia vor primi trupe NATO pe teritoriul lor --- <https://t.co/NJVwfDBhit> <https://t.co/mngJ0OxTzn>



**StirileProTV (Stirile ProTV)** @StirileProTV | 8th Mar 2022

Schimbare uriașă de poziție a lui Zelenski. Ucraina a înțeles că nu poate intra în NATO <https://t.co/bRzj2yuiad>



**ChifoiCristian (Cristian Chifoi)** @ChifoiCristian | 1st Mar 2022

Nu vine niciun război la noi, don't worry. Și nici NATO nu sunt cei care l-au presat pe Putin să ia acțiunile astea, armele de pe teritoriile NATO sunt defensive, nu pot ataca Rusia.. că tot am auzit opinile astea recent. Statele NATO...



**MoiseGuran (Moise Guran)** @MoiseGuran | 25th Sep 2022

Mesajul pe care NATO pare să îl dea Rusiei este că folosirea armelor nucleare înseamnă război convențional NATO-Rusia.



**NicolaeCiucă (Nicolae Ionel Ciucă)** @NicolaeCiucă | 6th Mar 2022

Onorat și emoționat să fiu astăzi, la Aeroportul Mihail Kogălniceanu, alături de militarii care, prin acțiunile derulate în România, dovedesc că NATO este cea mai concretă și puternică garanție de securitate pentru statele sale membre....



**StirileProTV (Stirile ProTV)** @StirileProTV | 16th May 2022

The Sun: Rusia masează rachete balistice la granița cu Finlanda, după anunțul acesta privind aderarea la NATO. "O vom nimici în 10 secunde" - - - <https://t.co/nHO3mWWvcY> <https://t.co/LJjKdrBEFr>



**MoiseGuran (Moise Guran)** @MoiseGuran | 10th Sep 2022

Da, e vorba de colaps. Dacă Armata Rusă nu execută imediat o amplă retragere organizată (ca la Kiev) probabil mii de soldați vor cădea prizonieri. Cât despre blindate și muniții, ucrainenii zic că Rusia a depășit NATO - este acum cel mai...

# AUTHORS



# Author affinities

- This metric looks at phrases that have been mentioned in common by authors mentioning NATO. The only terms that indicate real affinity (judging by the percentages indicated in the last column on the right ) are “Romania” and “Moldova”.

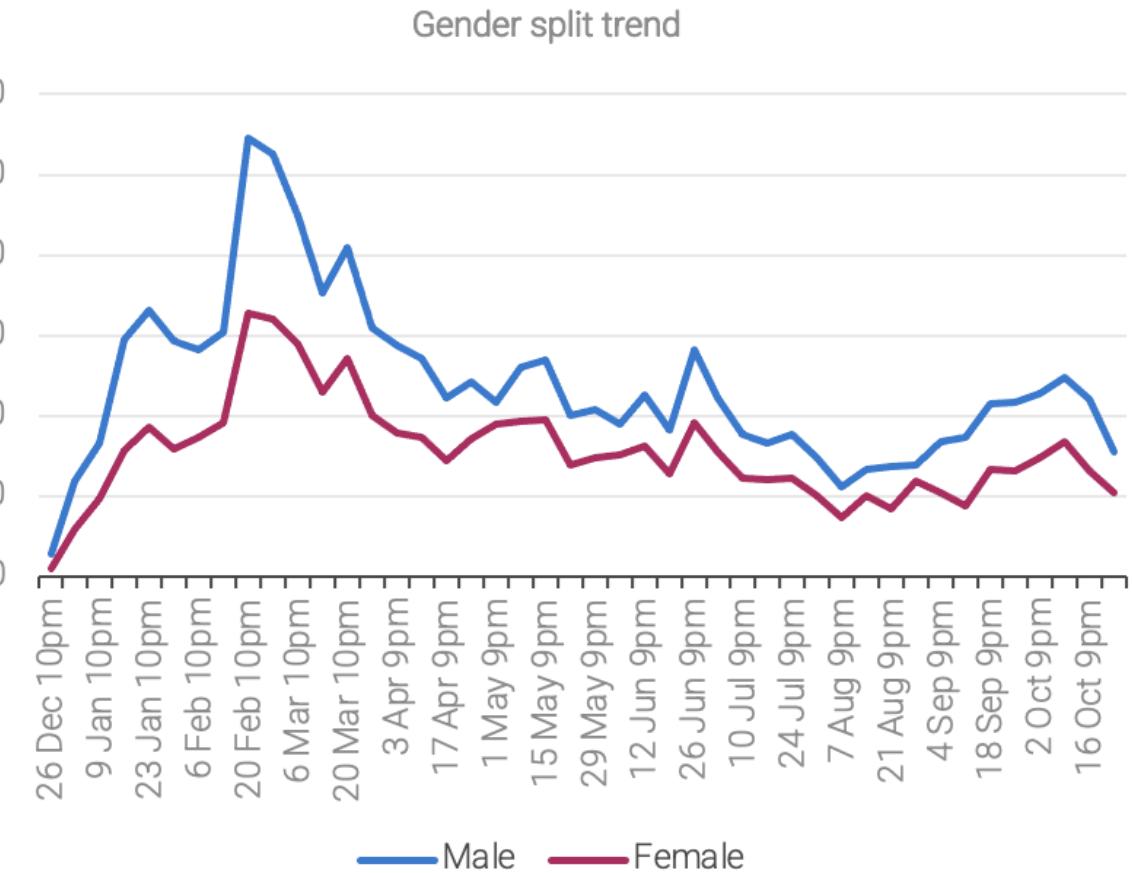
Affinity	% of authors for NATO		Affinity comparison
	ROMANIAN	All Authors	
1 Romania	13.1%	0.1%	244 x more than All Authors
2 Moldova	6.2%	0%	235 x more than All Authors
3 Advertising	2.7%	0.6%	5 x more than All Authors
4 Blogging	2.6%	0.8%	3 x more than All Authors
5 European Commission	0.8%	0%	43 x more than All Authors
6 Political Parties	0.8%	0.1%	12 x more than All Authors
7 Software Development	2.3%	1%	2 x more than All Authors
8 Embassy	0.5%	0%	11 x more than All Authors
9 European Union	0.9%	0.2%	4 x more than All Authors
10 World News	2.2%	1.4%	2 x more than All Authors

# Twitter Demographics

Gender split



Gender split trend



# Top tweeters



**StirileProTV**  
[@StirileProTV](#)

Mentions: 146 | Positive: 11 | Negative: 59 | Neutral: 76 | Followers: 668K



**gbuhnici**  
[@gbuhnici](#)

Mentions: 7 | Positive: 1 | Negative: 3 | Neutral: 3 | Followers: 650K



**MoiseGuran**  
[@MoiseGuran](#)

Mentions: 7 | Positive: 0 | Negative: 2 | Neutral: 5 | Followers: 496K



**Petreanu**  
[@Petreanu](#)

Mentions: 8 | Positive: 0 | Negative: 3 | Neutral: 5 | Followers: 212K



**realitatea**  
[@realitatea](#)

Mentions: 81 | Positive: 4 | Negative: 29 | Neutral: 48 | Followers: 146K



**HotNews\_ro**  
[@HotNews\\_ro](#)

Mentions: 92 | Positive: 3 | Negative: 25 | Neutral: 64 | Followers: 138K



**Adevarul**  
[@Adevarul](#)

Mentions: 342 | Positive: 12 | Negative: 107 | Neutral: 223 | Followers: 135K



**Digi24\_HD**  
[@Digi24\\_HD](#)

Mentions: 104 | Positive: 3 | Negative: 19 | Neutral: 82 | Followers: 87K



**MAERomania**  
[@MAERomania](#)

Mentions: 7 | Positive: 0 | Negative: 0 | Neutral: 7 | Followers: 56K



**agerpres**  
[@agerpres](#)

Mentions: 429 | Positive: 16 | Negative: 136 | Neutral: 277 | Followers: 56K

# Top news authors



Stiri Recomandate

[ziarelive.ro](#)

Mentions: 5299 | Positive: 83 | Negative: 914 | Neutral: 4302 | Impact: 22.5



Ziare Live

[ziarelive.ro](#)

Mentions: 2335 | Positive: 10 | Negative: 161 | Neutral: 2164 | Impact: 22.5



admin

[ziarulprofit.ro](#)

Mentions: 2004 | Positive: 108 | Negative: 372 | Neutral: 1524 | Impact: 13.20000000000003



Cristina Mogos

[expresspress.ro](#)

Mentions: 1499 | Positive: 53 | Negative: 303 | Neutral: 1143 | Impact: 0



Ziarul de Iasi

[ziaruldeiasi.ro](#)

Mentions: 887 | Positive: 39 | Negative: 168 | Neutral: 680 | Impact: 29.2000000000002



Daniel Toşa

[newsweek.ro](#)

Mentions: 742 | Positive: 39 | Negative: 129 | Neutral: 574 | Impact: 0



Redactia Tomis

[tomisnews.ro](#)

Mentions: 729 | Positive: 55 | Negative: 101 | Neutral: 573 | Impact: 0



Redactia Amos

[amosnews.ro](#)

Mentions: 626 | Positive: 57 | Negative: 43 | Neutral: 526 | Impact: 16.70000000000003



Meta Time

[ecopolitic.ro](#)

Mentions: 605 | Positive: 44 | Negative: 89 | Neutral: 472 | Impact: 0



Revista 22

[revista22.ro](#)

Mentions: 478 | Positive: 22 | Negative: 68 | Neutral: 388 | Impact: 24.3999999999988

The background of the image is a complex network graph composed of numerous small, semi-transparent blue dots representing nodes, connected by thin white lines representing edges. The graph is highly interconnected, with many clusters and long-range connections, creating a sense of a large-scale system.

**TOP CONTENT**

# Top shared sites

- The most-shared websites included as links in the analyzed online texts are mostly mainstream news websites with national coverage, such as adevarul.ro, observatornews.ro, agerpres.ro, libertatea.ro, stiri.tvr.ro.



# Logo Wall

- The illustration showcases the logos included most frequently in the analyzed messages, ranked by mention volume.
- Obviously, the NATO logo dominates the ranking.



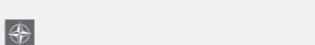
Reach 1 446  
Mention volume 1  
Content sources Twitter  
Latest activity 9 May 2022



Reach 0  
Mention volume 1  
Content sources Twitter  
Latest activity 30 Jun 2022



Reach 0  
Mention volume 1  
Content sources Twitter  
Latest activity 13 Mar 2022



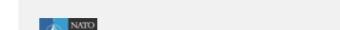
Reach 0  
Mention volume 1  
Content sources Twitter  
Latest activity 26 Apr 2022



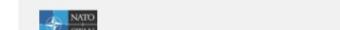
Reach 12 401  
Mention volume 1  
Content sources Twitter  
Latest activity 30 Jun 2022



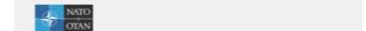
Reach 2 286  
Mention volume 1  
Content sources Twitter  
Latest activity 2 Sep 2022



Reach 10 215  
Mention volume 1  
Content sources Twitter  
Latest activity 8 May 2022



Reach 9 628  
Mention volume 1  
Content sources Twitter  
Latest activity 24 Mar 2022



Reach 0  
Mention volume 1  
Content sources Twitter  
Latest activity 2 May 2022

