

Chapter 14

Online News Platforms, Regional Sentiment, and Political Discourse: A Study Using Advanced Sentiment Models

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ABSTRACT

This study explores political sentiment dynamics in India, the UK, and the USA through NLP techniques applied to political news, opinion pieces, and social media. A sentiment classification model, evaluated using precision, recall, and F1-score, revealed India's polarized discourse driven by political and religious issues, moderate variability in the UK, and declining trends in the USA. Topic modeling uncovered themes like governance, ideologies, and religious narratives with regional distinc-

DOI: 10.4018/979-8-3373-1459-4.ch014

tions. Temporal analysis showed shifts in public opinion tied to major events. The model performed best for India but faced challenges with the UK and USA due to data imbalance and linguistic diversity.

INTRODUCTION

Political discourse and topical trends in India, the UK, and the USA have been reshaped by the proliferation of social media platforms, which serve as digital forums for public engagement and political debate. In India, online political discussions encompass a broad spectrum of national and local issues, including elections, policy reforms, and socio-economic challenges. The country's linguistic and cultural diversity adds complexity to political conversations, necessitating sentiment evaluation to interpret voter behavior and public opinion patterns. In the UK, political conversations frequently center on parliamentary debates, Brexit-related policies, and social justice concerns. Social media has emerged as a critical space for public engagement on major issues such as immigration, healthcare, and economic policies. The polarized nature of UK politics is evident in online discussions, where sentiment evaluation can capture changes in public opinion during elections and key political events. In the USA, political discussions on social media are deeply connected to partisan identities and national concerns. Topics such as presidential elections, foreign policy, and civil rights dominate online discourse. Social media platforms like Twitter have become essential tools for political campaigns, advocacy efforts, and public communication. Sentiment evaluation reveals shifting public attitudes, potential electoral outcomes, and the effects of political messaging across various demographic groups.

Evaluating regional sentiment contributes to a nuanced understanding of public opinion across diverse geographic, cultural, and socio-political contexts. This process involves assessing public emotions, attitudes, and perspectives expressed on digital platforms based on specific locations. Such an approach facilitates context-specific insights, enabling policymakers, businesses, and researchers to address localized issues more precisely. In politically diverse nations such as India, the UK, and the USA, regional sentiment analysis becomes especially relevant due to varying cultural norms, economic conditions, and political ideologies. Public sentiment toward government policies or election campaigns often differs between rural and urban areas or among regions with distinct historical and political backgrounds. Regional sentiment evaluation helps identify such differences, enabling more targeted policy interventions and communication strategies. Political parties can refine campaign messages and allocate resources efficiently by assessing location-specific sentiment patterns during elections. Businesses can also benefit by tailoring marketing strategies

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