

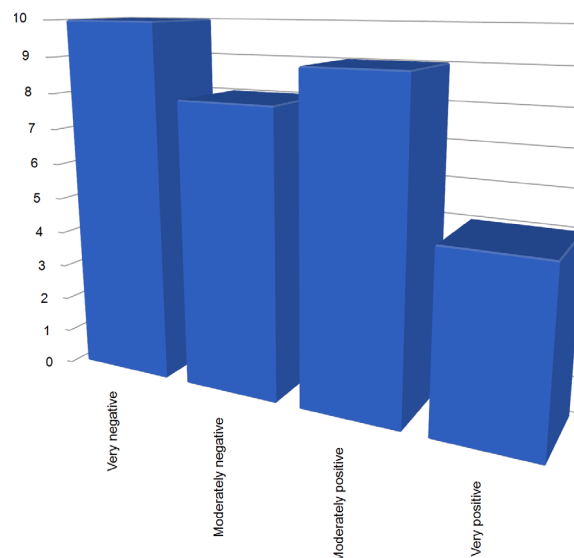
Public Reaction to the Recent UK Election Poll: A Sentiment Analysis

This report synthesizes the findings from a sentiment analysis conducted on public reactions to the recent UK Election Poll in February 2024. The analysis was based on 32 interview excerpts that reflect diverse public opinions on the election. These samples were gathered using a non-random snowball sampling technique.

The chosen method of sentiment analysis, also known as opinion mining, is suited to this kind of data. It involves analyzing textual data to extract subjective information such as sentiments, opinions, and emotions (Liu, 2012; Pang et al. 2002). For this analysis, NVivo software was employed. NVivo uses algorithms to categorize sentiments into different intensities: very negative, moderately negative, moderately positive, and positive.

According to our analysis with NVivo, the results revealed a distribution of sentiments across these categories: 10 very negative, 8 moderately negative, 9 moderately positive, and 5 positive sentiments. These results are visualized in Figure 1 below, offering a quantifiable insight into public sentiment.

Figure 1 – Public Sentiment



In conclusion, the findings corroborate literature suggesting a mixed reaction to political processes (Alabrese, 2022; Cipullo and Reslow, 2019). While there is a segment of the population showing enthusiasm for democratic participation, a larger proportion exhibits scepticism and disappointment. However, future research might benefit from employing random sampling methods to enhance the representativeness of the data, thereby providing a more balanced view of public sentiment.

References:

- Liu, B. (2012). *Sentiment Analysis and Opinion Mining*, New York, USA, Springer.
- Pang, B., Lillian Lee, L. and Shivakumar Vaithyanathan, S (2002). "Thumbs up? Sentiment Classification using Machine Learning Techniques", *Proceedings of the 8668 Conference on Empirical Methods in Natural Language Processing*, pp. 79–86. Association for Computational Linguistics, <https://aclanthology.org/W02-1011>
- Alabrese, E. (2022). "National Polls, Local Preferences and Voters' Behaviour: Evidence from the UK General Elections", *Warwick Economics Research Papers*, No: 1426, Issue: September.
- Cipullo, D. and Reslow, A. (2019). "Biased Forecasts to Affect Voting Decisions? The Brexit Case.", *Working Paper Series* 900, Sveriges Riksbank (Central Bank of Sweden).

Figure 2 – Word Cloud



Table 1 – Word-Frequency Analysis

Word	Length	Count	Percentage (%)	Similar Words
results	7	31	4.57%	change, issues, lead, leading, outcome, outcomes, reaction, results
change	6	90	13.25%	air, appreciate, become, change, changed, changes, clear, divide, feel, felt, following, get, going, help, landscape, level, lot, make, mix, organization, part, people, point, process, progress, ready, reform, represent, right, see, set, shifts, smooth, start, step, think, time, turnout, work
positive	8	58	8.54%	convinced, direction, election, first, forward, importance, landscape, lead, leadership, left, level, optimistic, point, polls, positions, positive, right, set, sign, status, step, sure, tackle, terms
moving	6	67	9.87%	air, bridge, change, clear, cycle, divide, following, forward, get, going, heartwarming, impressed, lead, loop, make, motivated, moving, part, participate, process, progress, see, set, sign, start, step, tackle, talk, turnout, wait, well, work
think	5	62	9.13%	appreciate, average, believe, divide, feel, guess, hope, like, make, policy, poll, process, reflect, see, survey, think, time
feels	5	22	3.24%	complex, concern, despite, feel, feeling, feelings, feels, hope, impressed, looked, opinions, optimism, security, sense
election	8	31	4.57%	elected, election, elections, electoral
process	7	38	5.60%	awareness, change, education, feeling, growing, loop, operations, outcome, procedural, process, processes, progress, progressive, reaction, seeing, set, shaping, work
time	4	26	3.83%	future, lead, now, old, recent, time, times
organization	12	29	4.27%	commission, concern, country, faith, great, help, hope, hopeful, independent, job, lot, nation, organization, organized, preparing, progressive, society, staff, voice, young
part	4	39	5.74%	air, behind, bridge, divide, divided, divides, function, hand, interest, part, point, pressing, process, regional, right, sign, system, turnout, voice, voices
whole	5	32	4.71%	bridge, complex, entire, felt, future, good, healthy, housing, lead, leading, level, one, part, representation, sign, staff, step, story, system, well, whole
direction	9	27	3.98%	addressed, addressing, candidates, commission, conducted, direction, hand, lead, leading, level, make, now, organization, organized, point, taking, work
see	3	34	5.01%	appreciate, feel, landscape, like, looked, make, see, seeing, sense, survey
new	3	18	2.65%	new, recent, refreshing, young
choices	7	25	3.68%	choices, election, options, voting
voting	6	35	5.15%	election, poll, voting
expected	8	15	2.21%	anticipated, believe, expectations, expected, great, guess, hope, hopeful, looked, think, wait
		679	100.00%	

