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ANALYTICS & PROJECTIONS

An analysis of Twitter discourse during Tokyo Olympics2020

August 2021

An analysis of Twitter discourse during Tokyo Olympics2020:

Overview:

G5iO looked into the online discourse on Tokyo Olympics 2020 to analyze the current conversations and general interest in the event. Using data from Twitter, the key objective of our study was to understand dominant themes and narratives around the Tokyo Olympics.

Methodology:

- We scraped Twitter data against three different hashtags, i.e., **#Tokyo2020, #Olympics**, and **#ClosingCeremony** between 1st to 8th August.
- Total tweets Scraped: 62,675.

Findings/Analyses:

The following Infograph shows top trending sports in countries with the most tweets during the Olympics 2020. As expected, the countries in the running for top medals in the listed sport received greater attention.

Similarly, the following network graph presents a visual overview of how these conversations played out in the online interactions within different groups.
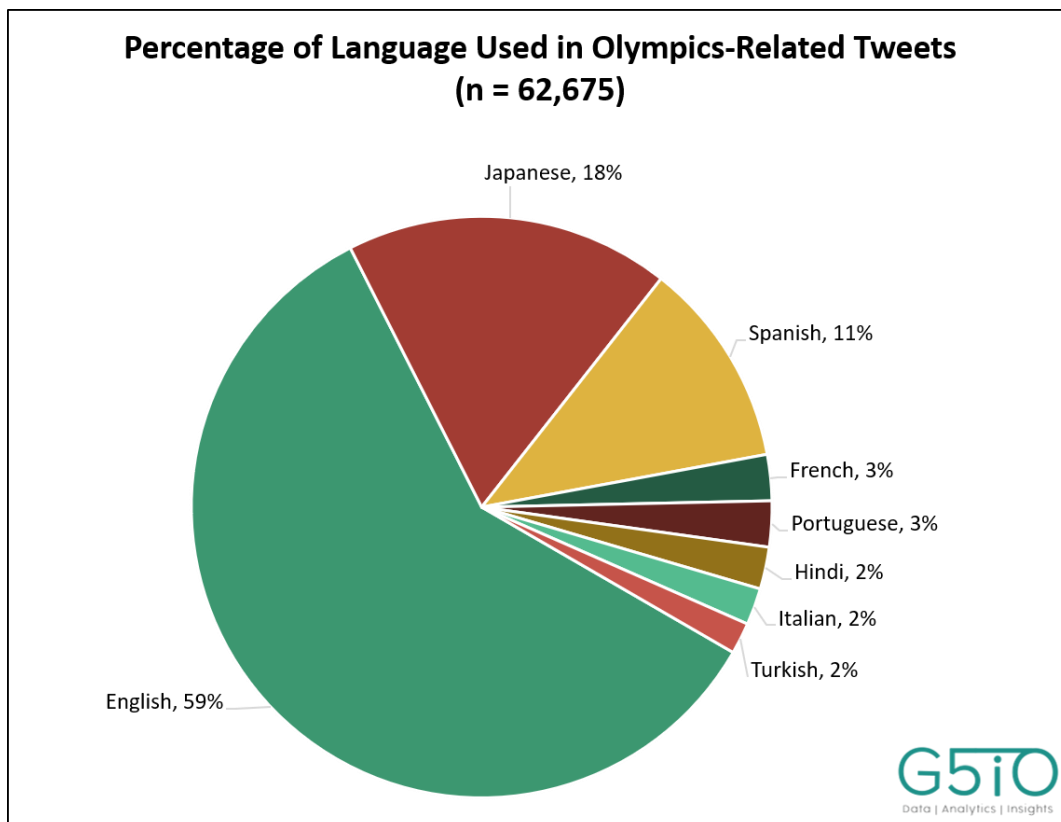
The graph shows a homogenous network converging on specific sports/athletes forming distinct communities based on national pride. Each color (on average) represents a distinct group of fans from each country.

Network Graphs Showing Four Distinct Communities Engaging in #Olympics2020
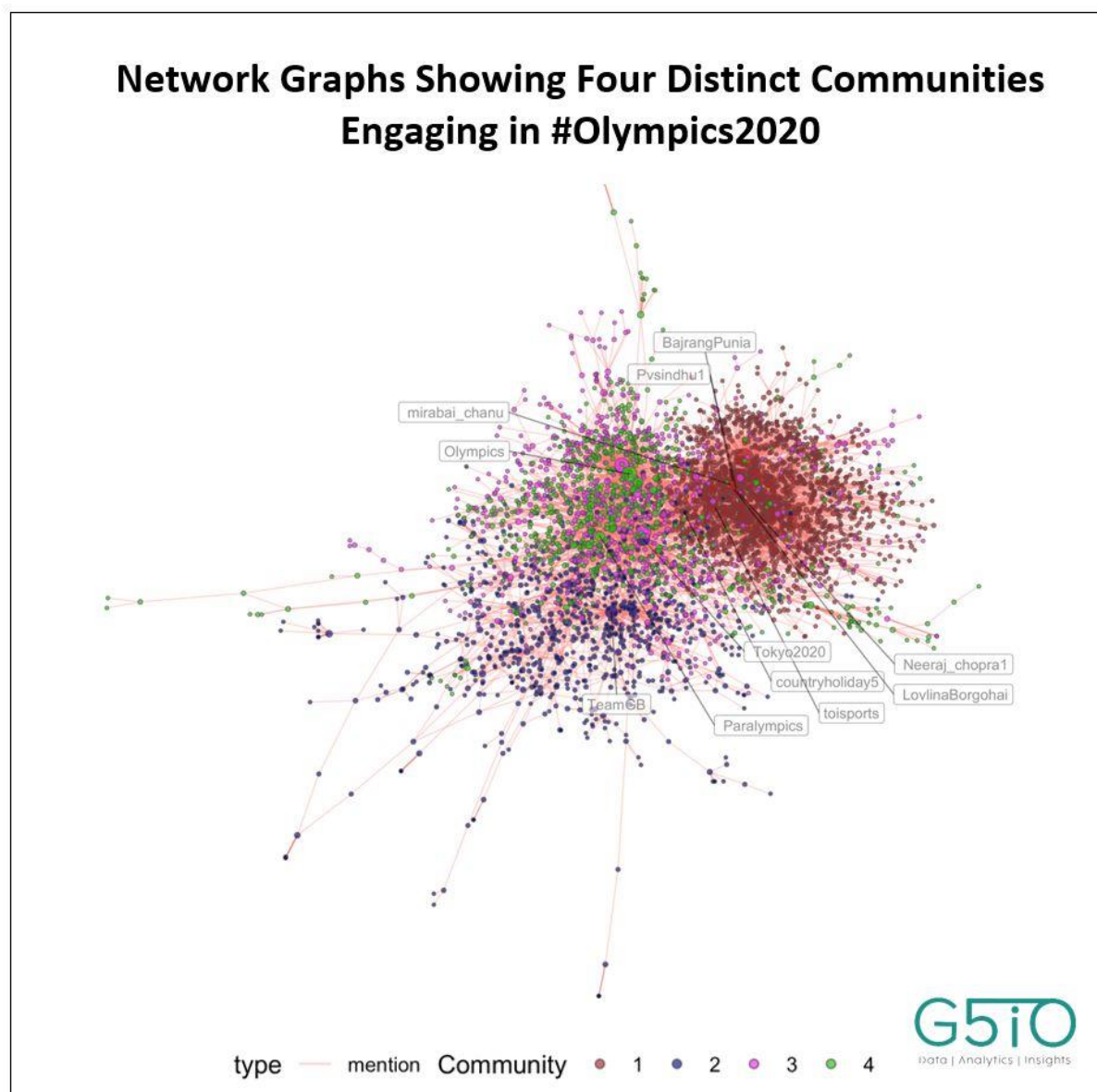
For instance, the community mapped in red is clustered in a way that shows a prominence of conversations by Indian accounts around Indian athletes' performances towards the end of the Olympics. This shows how Olympics related conversations on Twitter were led by Indian fans during the last week of Olympics, when more Indian athletes were in the running for medals

It was expected that the online discourse, while marked by diverse discussions in different languages, would coincide with the global significance of the event.

However, the overwhelming prevalence of English language tweets also points to the fact that the majority of online conversations about Olympics came from mostly Anglophone countries such as India, US, UK and Australia.

Percentage of Language Used in Olympics-Related Tweets
(n = 62,675)

- Japanese, 18%
- Spanish, 11%
- French, 3%
- Portuguese, 3%
- Hindi, 2%
- Italian, 2%
- Turkish, 2%
- English, 59%

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The following graphs show that the key hashtags and keywords used in #Olympics2020 were centered around fans supporting their respective countries and by the organizing committee for promotional purposes.

At a more granular level, key themes included the impact of Covid19, the upcoming Olympics in Paris, and fans supporting their favorite athletes.

Source: Data collected from Twitter's REST API via rtweet