

# Twitter Conversations about Africa in July 2021

ANF Research

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## Executive Summary

To shift the stereotypical and harmful narratives about Africa, ANF continues to leverage data to understand the narrative ecosystem on different online platforms. In this report, we look at the conversations about Africa on twitter in the first 10 days of July 2021.

## Methodology

Tweets mentioning “Africa” and/or any of the 54 Africa countries have been collected and analysed. The data is collected about 3 days after the tweet has been posted so as to capture close to all reactions (likes, replies and re-tweets) on any given tweet.

## Hashtags Per Country

To have an overview of what trended across the continent, we have looked at the hashtags that were tagged with African countries. A hashtag that has been most tagged with a country is mapped to that country as shown in the map graphic below.



## Popular Hashtags

The table below is of the top 10 popular hashtags. Popularity has been determined by the product of the number of countries a hashtag is tagged with and the number of accounts that tweeted that hashtag. The hashtags have then been ordered by the number of a countries a hashtag is tagged. We see #Covid19 is the most popular hashtag that has been tagged with 45 African countries. #NowPlaying comes in second place, and is related to the fifth popular hashtag, #PermissiontoDance that both are about music. The 3rd and 4th popular hashtags - #EURO2020 and #Tokyo2020 - are about sports. The just concluded EURO soccer tournament and the Olympics currently taking place in Tokyo. The 6th and 7th Hashtags (#ZumaArrest and #KZNshutdown) both originate from South Africa and are talking about the politics of the country following the imprisonment of the former president Zuma. #GERD and #TigrayGenocide happen to be related as well as #GERD talks about the AU-led negotiations to address the humanitarian crisis in the Tigray region.

Hashtag	Number of countries tagged	Number of Accounts
#COVID19	45	777
#NowPlaying	31	410
#EURO2020	25	128
#Tokyo2020	22	200
#PermissiontoDance	19	297
#ZumaArrest	16	1,105
#KZNshutdown	14	355
#GERD	13	516
#TigrayGenocide	11	11,403
#EgyptNileRights	11	354

### Most Liked Tweets about Africa

The table below is of the top 5 most liked tweets about Africa. The most liked tweet is an appreciation tweet by the English Premier League Soccer Team, Chelsea FC, to their African player, Edouard Mendy that won the “Best African International” award held in Ghana.

#### Top 5 most liked tweets

Tweet	Account	Followers	Likes
<p>Edouard Mendy appreciation post.</p> <p>He won the ‘Best African International’ award at the Ghana Football Awards last night.</p> <p><a href="https://t.co/XUyp1MS8Ce">https://t.co/XUyp1MS8Ce</a></p>	Chelsea FC	17,271,367	58,394
<p>Seoul, ARMY, London, San Francisco, Moscow, Egypt, Berlin, Kenya, Paris</p> <p>#PermissiontoDance <a href="https://t.co/dwAvTn0rTT">https://t.co/dwAvTn0rTT</a></p>	BTS Charts & Translations7	1,637,685	47,984
<p>Happy Independence day Algeria</p> <p><a href="https://t.co/bBIYRQw6wt">https://t.co/bBIYRQw6wt</a></p>	Dalya Masri	10,355	41,301
<p>Timgad, an ancient Roman city in North Africa, located on the territory of modern Algeria</p> <p><a href="https://t.co/rs5vkKaleB">https://t.co/rs5vkKaleB</a></p>	Abandoned	100,864	35,383
<p>Andimiza sahip çıkan Trabzon il emniyet müdürü Metin Alper Sudan’a sürüldü... (saka degil gerçek!)</p>	Mehmet Aslan <a href="https://t.co/...">https://t.co/...</a>	261,133	31,727

## Most retweeted Tweets about Africa

The table below shows the top 5 most retweeted tweets about Africa. The most retweeted tweet is by Reuters about kidnapping in Nigeria.

Top 5 most Retweeted tweets

Tweet	Account	Followers	Number of Retweets
About 150 students are missing after armed men raided a boarding school in Nigeria's Kaduna state, the latest in a wave of mass kidnappings targeting schoolchildren for ransom <a href="https://t.co/NXZVQICmjC">https://t.co/NXZVQICmjC</a> <a href="https://t.co/y1uUgE8n3s">https://t.co/y1uUgE8n3s</a>	Reuters	47,069,843	10,151
Dans le sud de Madagascar, les gens mangent du cuir de chaussures r cause de la famine. Le sud subi une vague de sécheresses sans précédent.Des régions où il n'a pas plu depuis des mois. Des enfants meurent chaque jour de malnutrition. Faites un don r l'UNICEF #helpMadagascar RT <a href="https://t..">https://t..</a>	Mia'	1,617	11,044
here is a comparison of public internet facilities in:  rural Malaysia      rural central Africa <a href="https://t.co/jHELA1eYOM">https://t.co/jHELA1eYOM</a>	So I am taking a break	8,683	19,296
Namibia's Christine Mboma and Beatrice Masilingi have been withdrawn from the 400m race at the Olympics by World Athletics.  They are said to not be eligible for female classification. ..	Africa Facts Zone	590,490	9,785
Seoul, ARMY, London, San Francisco, Moscow, Egypt, Berlin, Kenya, Paris  #PermissiontoDance <a href="https://t.co/dwAvTn0rTT">https://t.co/dwAvTn0rTT</a>	BTS Charts & Translations7	1,637,685	13,737

## Commonly used words

Looking at the top 50 most used words as shown in the word cloud below, we see that the word "Tigray" appeared the most times, implying most conversations were about the situation in Ethiopia. This is reaffirmed by other commonly used words like "respectethiopiansoveignity" and "gerdis4developement"-a peace agreement that signed to resolve the situation. Seeing "President" and "government" appearing in the commonly used words, this can only mean the discussion about politics was also prominent. Interesting to see are accounts by the US Secretary of State (secblinken) and the U.S. Senator from Delaware (chriscoons) that were tagged in conversations about the Tigray situation mostly calling for help.

