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SENTIMENT ANALYSIS OF KENYANS ON TWITTER: A CASE OF #Covid19Millionaires

Abstract

Kenya has witnessed a massive growth in social media over the last few years. Thanks to the availability of affordable smartphones and internet bundles, more Kenyans are converging online. Various social media platforms are used for different reasons. Twitter in Kenya is generally used for political discourse. Social media has been used in political campaigns in Kenya, and there is a linkage between political discourse online and votes cast. Social media statements and posts are made up of an enormous amount of sentiments which are either classified as positive, negative or neutral. While these sentiments may not be true, they contain a strong sense of personal belief and judgments from the people who post them. This study seeks to examine the sentiments of Kenyan Social Media users. Data was collected using the Node XL Twitter Search Network data collector and Brandwatch to get tweets having each of the study blogs hashtags, tweets, retweets, or mentions of the hashtags collected. The conclusion proved that Kenyans on social media are very vocal politically wise and clamour for change and justice with the majority of the sentiments being negative.

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