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# POLITICIZED PIPELINES: A SOCIAL MEDIA BREAKDOWN OF PRESIDENT BIDEN'S EXECUTIVE ORDER

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JANUARY 24<sup>TH</sup>, 2021

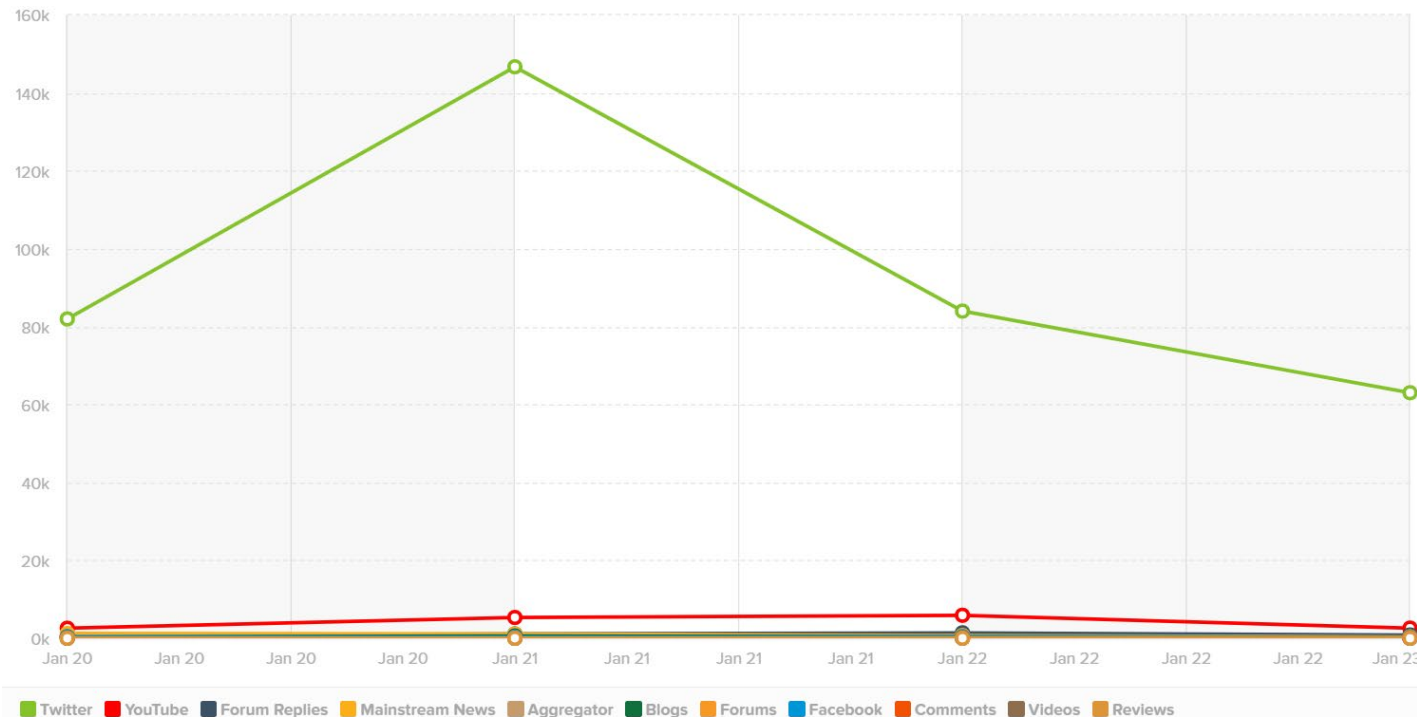
## BACKGROUND INFORMATION

- On January 20th, President Biden signed an Executive Order that included a provision to **remove the permit for the Keystone XL pipeline in the United States**.
- The Keystone XL Pipeline is “a planned 1,179-mile (1,897km) pipeline running from the oil sands of Alberta, Canada, to Steele City, Nebraska, where it would join an existing pipe. It could carry 830,000 barrels of oil each day” (per the BBC).
- The Executive Order is founded in a concern about **climate change**.
- This analysis covers the following timeframe: **January 20<sup>th</sup>-January 23<sup>rd</sup>**.

## KEY INSIGHTS

- Conversation peaked on January 21<sup>st</sup>, with **146,706 tweets**
  - Sentiment was **heavily negative**, with many users criticizing Biden's decision. They argue that the Executive Order will **eliminate jobs** for many Americans.
  - Positive sentiment focused on the **positive environmental impacts** of the Executive Order.
- All of the top influencers were **news outlets**, several of which were from countries other than the United States or Canada.
  - This indicates the Executive Order's role as an **international relations** action.
  - Some of the news sources reported on Canadian Prime Minister Justin **Trudeau's response** to the Executive Order, which is an important overall theme.

# POST VOLUME



- Top platform: **Twitter**
- Conversation peaked on **January 21st** with **126,706 tweets**.
- It seems that more posts were being made as more individuals heard about the news.
- Total posts (all social media platforms): **405,000 posts**

*A line chart of social media post volume between January 20th and January 23rd.*

# KEY THEME I: NEGATIVE SENTIMENT SURROUNDING LOSS OF JOBS



Screenshot of @SteveGuest's tweet

- One top tweet shows a video of Senator Ted Cruz asking Secretary of Transportation nominee Pete Buttigieg about the pipeline's effects on jobs.
  - Cruz expresses concern that many union-based jobs will be lost due to the pipeline's cancellation.
  - Many responses under this tweet are heavily negative toward Cruz and disagree with his position, though there were a few users agreeing with his stance.
- Overall sentiment on social media is negative.

## KEY THEME 2: POSITIVE SENTIMENT TOWARD POTENTIAL ENVIRONMENTAL BENEFITS

- Some users were pleased with the Executive Order for environmental reasons.
- This tweet describes one user's concerns about American citizens' "health and safety" due to the pipeline.
- Responses to this tweet were generally positive, with users agreeing with the initial poster's message.



Screenshot of @Smilan317's tweet

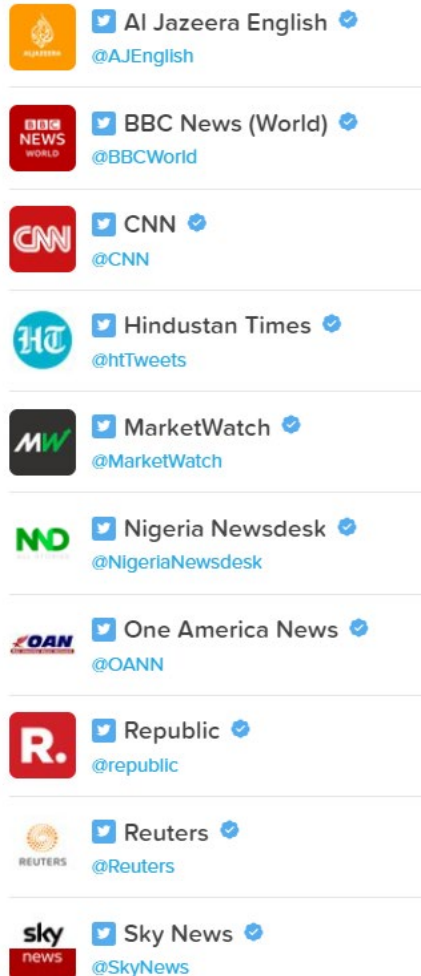
## KEY THEME 3: PRIME MINISTER TRUDEAU'S RESPONSE



- **News sources** (like the BBC) were the main accounts discussing this theme.
- Prime Minister Trudeau feels a sense of “disappointment” due to the pipeline permit’s revocation

Screenshot of @BBCWorld's tweet

# TOP INFLUENCERS



- The top ten influencers are all **news outlets**, many of which aren't based in the US or Canada.
- This conversation goes beyond a simple Executive Order; it is an **international relations** discussion.
- For example, @BBCWorld's tweet on the previous slide focuses not on the environmental or job effects of the pipeline cancellation, but on the **relationship** between Canadian Prime Minister Trudeau and President Biden.

*Pictured left: List of top influencers*



# SENTIMENT ANALYSIS

- Sentiment was **more negative than positive** toward the Executive Order.
  - Messages with negative sentiment discussed how cancelling the pipeline's permits may cost many people their **jobs**
  - Messages with positive sentiment viewed the situation as a **potential environmental threat** being removed

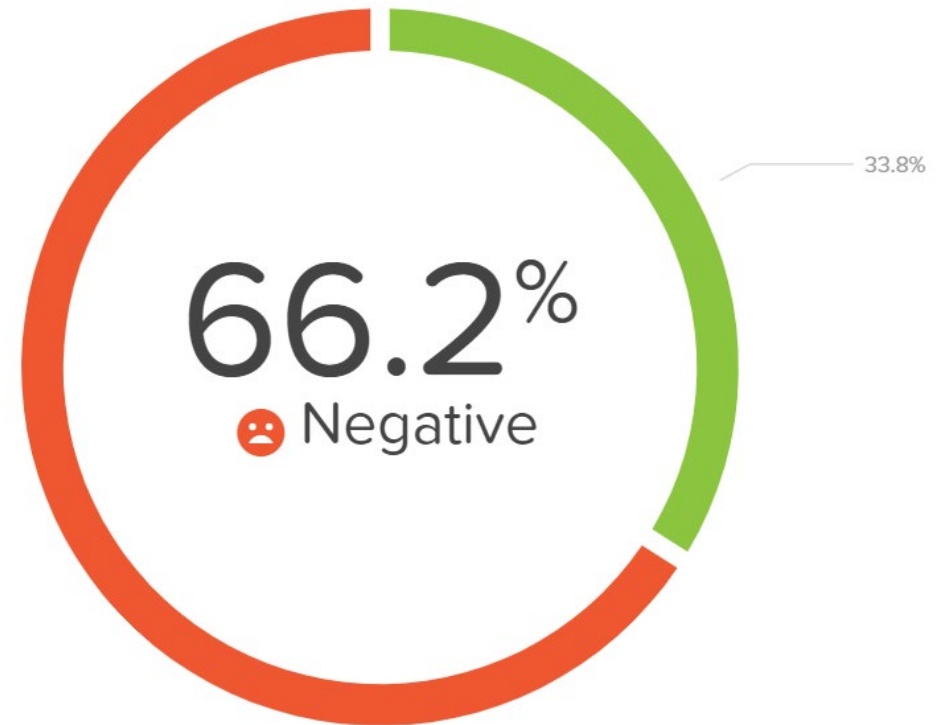
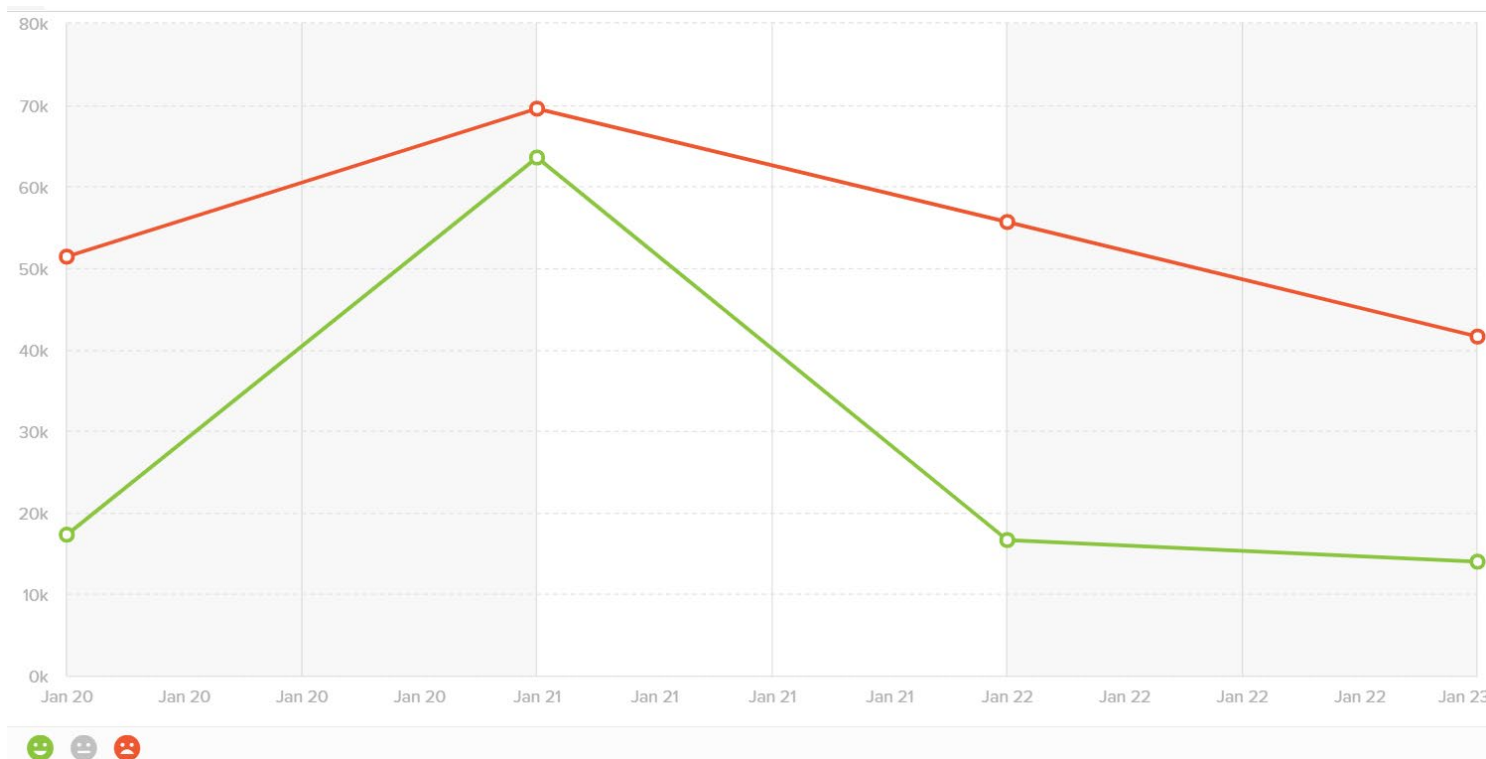


Chart showing positive (green) versus negative (red) sentiment for this topic.

## SENTIMENT ANALYSIS (CONTINUED)



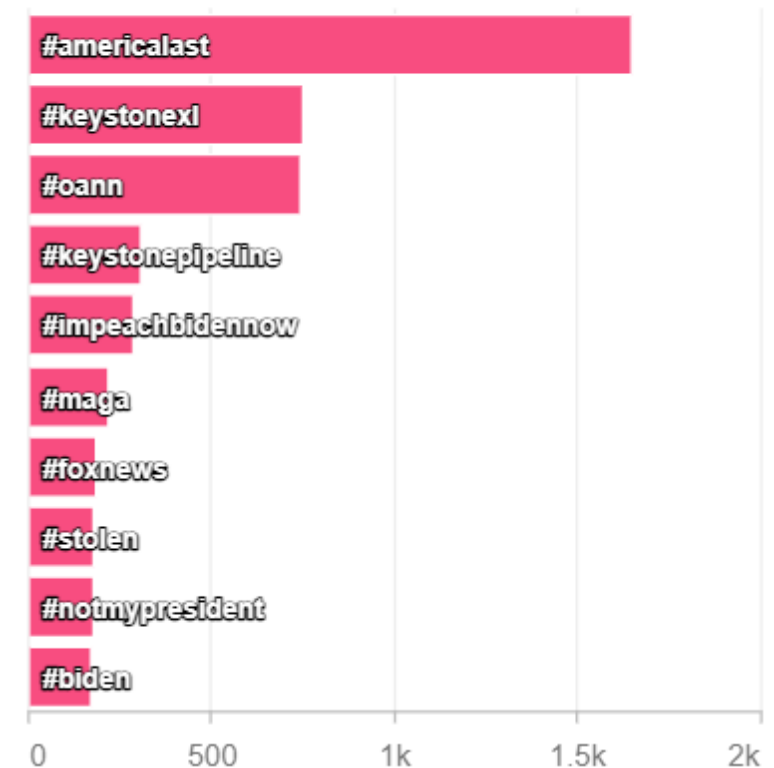
Positive sentiment reached its peak at the same time negative sentiment did (January 21st,) then **dropped off more quickly.**

*Line chart of positive (green) and negative (red) sentiment*

# TOP HASHTAGS

The top hashtags for this topic are indicative of its primarily negative sentiment.




Top Hashtags ⓘ



Top social media hashtags

# LOCATIONS OF CONVERSATION

- Identifiable users were primarily posting from the **United States**, making up 47.6% of the conversation.
- **Canada** comprised 3.9% of the conversation.
- This makes sense in the context of this event; the pipeline's cancellation will affect Canada as well as the United States.

	United States 47.6% (192.4k)	↑ 170%
	Unknown 42.5% (172k)	↑ 207%
	Canada 3.9% (15.9k)	↑ 40%
	United Kingdom 1.4% (5.7k)	↑ 253%
	India 0.8% (3.4k)	↑ 1.1k%

# METHODS

- This analysis was completed using a combination of Radian6 Social Studio, Meltwater, and Twitter Advanced Search.
- Dates covered: **January 20<sup>th</sup>-January 23<sup>rd</sup>**
- **Social Studio keywords:** Keystone Pipeline, Keystone Pipeline AND Biden, Keystone XL Pipeline, pipeline AND president, pipeline AND Biden
- **Meltwater keywords:** Keystone Pipeline
- **Twitter Advanced Search keywords:** Keystone Pipeline