Abstract

On the 6th of January 2021, many people worldwide asked themselves how an event such as the storm on the U.S. capitol could have happened and how nothing was done to prevent it. The data found in the posts on the social media network Parler can provide ample evidence on how fake news and conspiracy theories could spread freely on a the platform. This study aims to understand and contextualize the talking points communicated through the posts on Parler and to analyze the sentiment and emotions that were experienced around the time of the storm on the Capitol as well as the election in November 2020. This analysis was conducted by filtering and processing a starting dataset of 40.000.000 posts, which were reduced to 974.479 posts to fit the researched timeframe, that were made on Parler and analyzing the data using the R programming language. The studied qualitative data are then set into context using the posts created and supported with evidence from traditional media that also dealt with the topic. The topic of social media listening and sentiment analysis is a prevalent topic in the field of marketing and is used by professionals and schoalrs to analyse the feelings and emotions of customers towards their products and services. This thesis uses the techniques which are common in marketing on a day to day basis, to analyze which sentiments and talking points occurred on Parler and which conspiracy theories were shared around the 6th of January 2021.