

# SAMPLE MEDIA

# ANALYSIS

# Next Generation EU

- What does the Swedish media write about the EU Pandemic Recovery Fund?



*On May 27, the EU proposed its Next Generation EU package of €750 billion. Sweden, as a net contributor to the budget would end up paying a share of the funding, and underwriting the loans of financially-weaker Member States. Sweden is therefore lobbying actively against the EU proposal.*

*Mundus International has explored the politics of this issue in previous **Monthly Policy Reviews**. This data-driven analysis of media sentiment compliments previous written analysis.*

*Here, Mundus demonstrates what can be achieved utilising our Media Intelligence and Analysis tools*

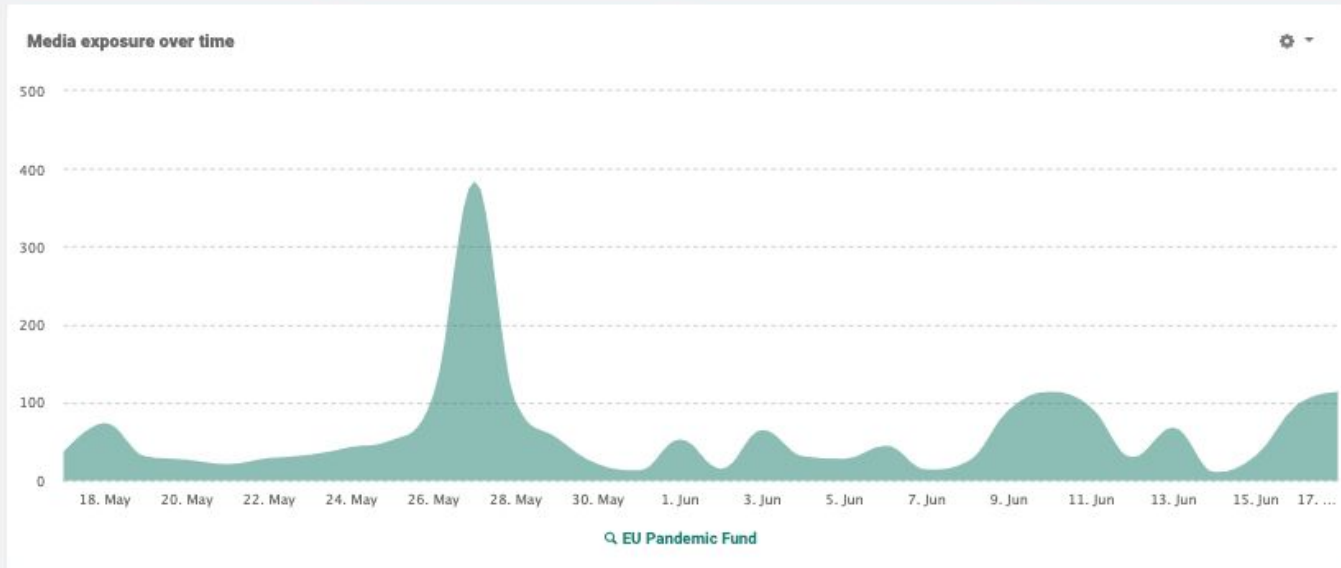
- *Sentiment analysis (Gavagai)*
- *Written mainstream and social media (Notified)*
- *Spoken media on TV, radio and podcasts (All Ears)*

## **CONCLUSIONS**

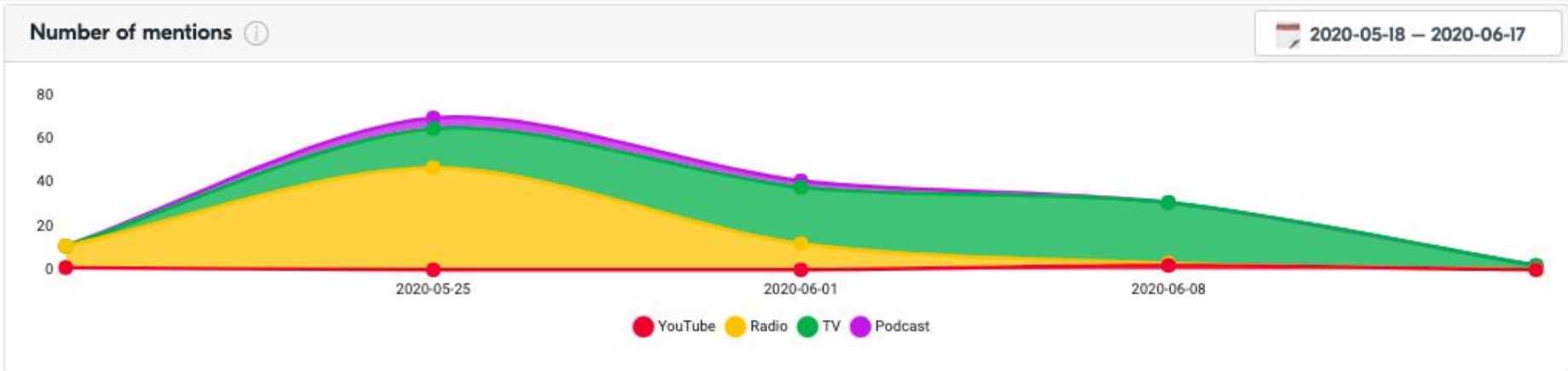
- *The level of media and social media interest is relatively low*
- *Swedes are relatively dispassionate about the debate. Their issues are financial, rather than emotional.*
- *Although the predominant emotion is scepticism, Swedes may be open to persuasion through economic argument.*

**Background**

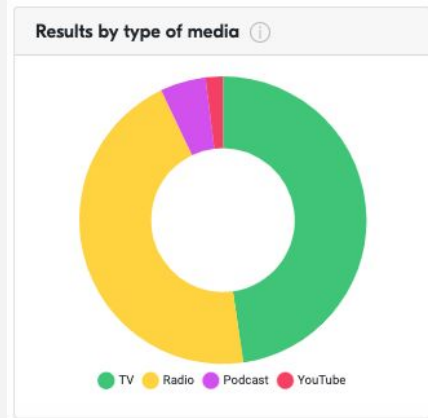
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Generally the media is disinterested in this issue. There was a peak of reporting around the announcement of Next Generation EU. Afterwards, daily coverage of the debate has been limited. Social media interaction has been moderate.



TV and radio coverage peaked around the time of the announcement. TV coverage has been more sustained than radio.



EU activities are not on top of people’s head today, compared to other topics. Corona-related search words, unemployment and financial issues are still frequently discussed.



Searches for “EU” compared to “unemployment”, Worldwide last 12 months. Source; Google Trends Data



Searches for “EU” compared to “lediga jobb”, Sweden last 12 months. Source; Google Trends Data

# Media sentiment

What do journalists think about the EU proposals?

Gavagai Analysis | 17 June 2020

The 10 most frequently occurring keywords based on 142 articles, analysed and aggregated by Gavagai Explorer.

EU

Förslaget

Sverige

Coronakrisen

Stöd

Lån

Medlems-  
länderna

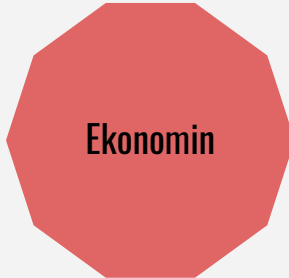
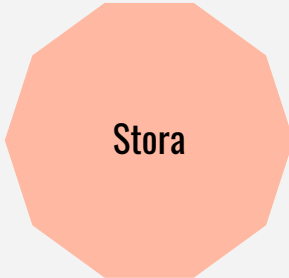
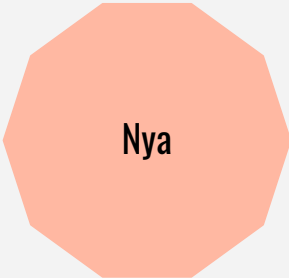
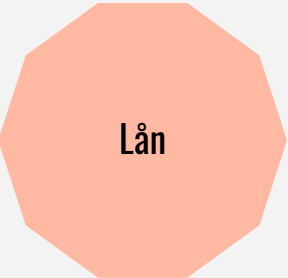
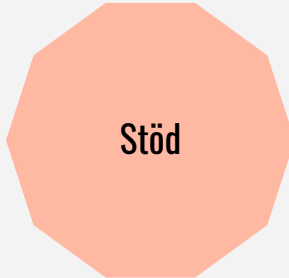
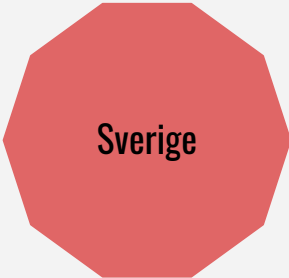
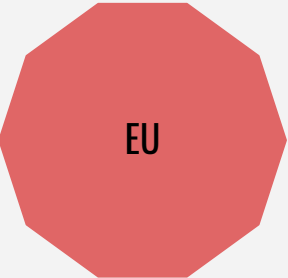
Nya

Stora

Ekonomi

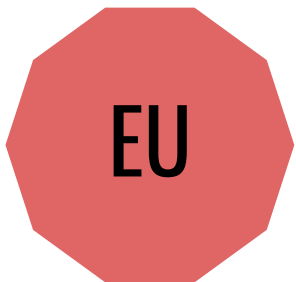


**6 of these keywords were neutral,  
4 were strongly negative and 0 were positive.**



**Details about each keyword**

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**[Also includes the similar words; EU-kommissionen, EU:s, europeiska, Europa]**

- “EU” occurs in 67.6% of the texts. It’s the most common keyword in our analysis
- Dominant sentiment: negative (47% of the cases)
- Frequently occurs together with topic “Ekonomin” and “Förslaget”.



66 %

NEUTRAL

19 %

POSITIVITY

15 %

NEGATIVITY

**Förslaget**  
(proposal)

**[Also includes the similar words; långtidsbudget, önskemål, föreslå, förslag]**

- Occurs in 54% of the texts.
- Dominant sentiment: neutral
- Frequently occurs together with topic “EU” and “Nya”.



**[Also includes the similar words; svenska, sveriges]**

- Occurs in 44% of the texts.
- Dominant sentiment: negative (46% o the cases)
- Frequently occurs together with topics "EU" and "Ekonomin".



## Corona- krisen

**[Also includes the similar words; coronakris]**

- Occurs in 30% of the texts.
- Dominant sentiment: neutral
- Frequently occurs together with topics “EU” and “Ekonomin”



**Stöd**  
(Support)

**[Also includes the similar words; stötta, hjälpa, bidrag, betalas, service]**

- “EU” occurs in 51% of the texts
- Dominant sentiment: neutral
- Frequently occurs together with topics “Lån” and “Ekonomin”



**Lån**  
(Loan)

**[Also includes the similar words; lån]**

- Occurs in 33% of the texts
- Dominant sentiment: neutral
- Frequently occurs together with topics “Stöd” and “Ekonomin”





**Medlems-  
Länderna  
(Member  
States)**

**[Also includes the similar words; länder, medlemsländer]**

- Occurs in 38% of the texts
- Dominant sentiment: negative (46% of the cases)
- Frequently occurs together with topics “EU” and “Stöd”



**Nya**  
(New)

**[Also includes the similar words; nya, ny, nytt]**

- Occurs in 40% of the texts
- Dominant sentiment: neutral
- Frequently occurs together with topics “EU” and “Förslaget”



48 %

NEUTRAL

27 %

NEGATIVITY

25 %

POSITIVITY

**Stora**  
(Big)

**[Also includes the similar words; stora, stor, störrer, stort]**

- Occurs in 44% of the texts
- Dominant sentiment: neutral
- Frequently occurs together with topics “EU” and “Ekonomi”



**Ekonomin**

**[Also includes the similar words; pengarna, ekonomin, ekonomiska, penggar, ekonomisk, kostar, kosta, betalar]**

- Occurs in 54 % of the texts
- Dominant sentiment: negative (45% of the texts)
- Frequently occurs with topics “Stöd” and “EU”

**What does this indicate?**

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## INDICATIONS

Tilltron till ekonomin är låg, också svenskarna shoppar allt mindre. Viktigt skulle också vara att stärka den svenska tilltron till ekonomin.

**Pengar**na som läggs på restauranger och hotell har minskat ordentligt, men svenskarna köper också klart mindre skor och kläder.

[Show full text](#)

Det ökar pressen på Sverige att agera för att rädda Europas **ekonomi**, enligt nationalekonomen Hubert Fromlet. Foto: Magnus Hjalmarson Neideman. Men om **ekonomi**n däremot får en mer segdragen lågkonjunktur och en u-formad återhämtning eller i värsta fall ett L, då riskerar Tyskland att ha varit för tidigt ute.

[Show full text](#)

– Om vi inte lyckas hantera hälsokrisen så går det dåligt för **ekonomi**n. Och om det går **ekonomi**skt dåligt i Europa så lider den finska **ekonomi**n, säger Pietikäinen på **ekonomi**ns pressen på torsdagen.

[Show full text](#)

The media concerns are financial, not emotional.

konjunktur. För att förstå detta är det viktigt att se på mängden av **ekonomi**sk hjälp till företag. **ekonomi**sk osäkerhet, till exempel lågkonjunkturer och **ekonomi**ska avmattningar.

[Show full text](#)

– Vi tycker att det är ett bra förslag, att man lägger nya **pengar**. De vill också att **pengar**na satsas på grön tillväxt och digitalisering. På CONCORD Sverige ser man i sak inga problem med att **pengar**na går via banker och utvecklingsfinansierare, men risken är att dessa insatser inte når mindre, lokala aktörer som kanske behöver stödet mest. Moderaternas Europaparlamentariker, Tomas Tobé, tillika ordförande i biståndsutskottet, säger till OmVärlden att han är positiv till att en del av **pengar**na ska uppmuntra till investeringar i den privata sektorn.

[Show full text](#)

EU:s prognos nattsvart – "Djupaste nedgången sen andra världskriget" Foto: SVT EU: Värsta krisen hittills UPPDATERAD 6 MAJ 2020 PUBLICERAD 6 MAJ 2020 Coronakrisens **ekonomi**ska effekter kan fälla både euron och EU:s inre marknad. Hög arbetslöshet Sverige väntas klara sig något bättre än genomsnittet när det gäller den totala **ekonomi**n i år, även om det ändå innebär en tillbakagång i BNP med 6,1 procent.

[Show full text](#)

**4 negative keywords, 6 neutral keywords and 0 positive keywords indicates that Sweden lean towards a slightly more sceptical view on the pandemic fund.**

**What does the negative keywords have in common? What seem to be the root cause?**

- All are rational topics, and the discussions are often related to the financial aspects or logistical aspects of the fund.
- Swedish scepticism against the pandemic fund is more likely based on economic arguments, rather than arguments about injustice.



EU

Medlems-  
länderna

Sverige

Ekonomin

**Want to find out more?**

**Contact [sean@mundus-international.com](mailto:sean@mundus-international.com)**

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