MIE-1624 Course Project Group-9

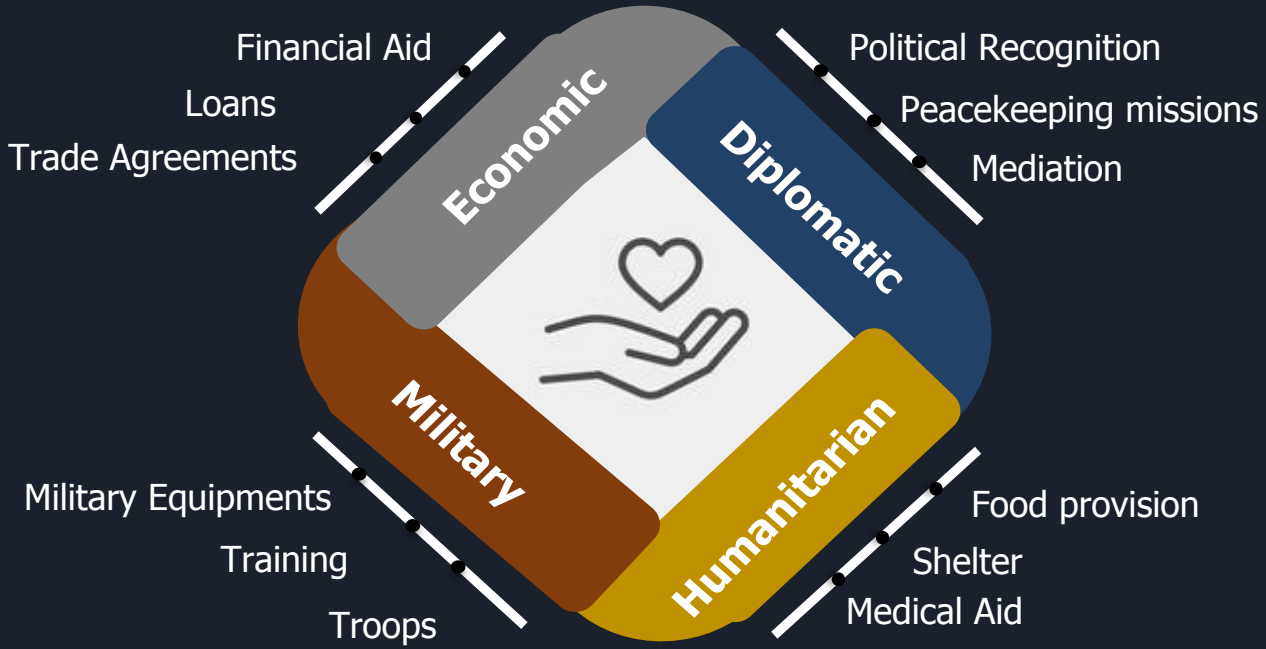
Ayesha Patnaik
Chris Chen
Haoyu Li
Jianping Zhou

Shiyu He
Sky Hou
Vicky Chen



February 24, 2022 : Russia’s full scale invasion of Ukraine

Crucial International Support During War




How is Ukraine perceived internationally?

Voice of the world

Mykhailo Fedorov @FedorovMykhailo · Feb 26
@elonmusk, while you try to colonize Mars — Russia try to occupy Ukraine! While your rockets successfully land from space — Russian rockets attack Ukrainian civil people! We ask you to provide Ukraine with Starlink stations and to address sane Russians to stand.

3,197 26.1K 181.6K

Mykhailo Fedorov Retweeted

Elon Musk
@elonmusk

Replying to @FedorovMykhailo

Starlink service is now active in Ukraine. More terminals en route.

10:33 PM · Feb 26, 2022 · Twitter for iPhone

Anna KOMSA @tweetforAnna · 1h
#Ukraine #UkraineRussiaWar

Putin prepares the Russians for new sacrifices and for them to comm themselves more to the war effort.

> **Anton Gerashchenko** @Gerashchenko_en · 5h
> Putin says sanctions "might have a negative impact" on Russian economy.



1 2 229

Herry Napitupulu @HerryNapit · Mar 23
Good people in Moscow, Russia, are against Putin's war in Ukraine.

"Hug if you're against the war!" 🇷🇺🙏🇺🇦

A reminder: Crimea is Ukraine.

Pay attention. Hey, Putler, Prigozhin, Peskov, Kadyrov, Lavrov, Medvedev, Solovyov, and the Kremlin. #StopRussia #UkraineRussiaWar



Katya @blue_eyedKeti · Mar 27
When you see those incredible children's eyes, words become unnecessary!!! 😘
It's very hard when children are left without parents...
#UkraineRussiaWar #StandWithUkraine
#WarCrimes



34 167 767 18.2K

CombatAddict @WarRead75588392 · 1h
amazing people doing amazing things if you can help please do Slava Ukraini Heroiam Slava 🫡🇺🇦🇺🇦🙏#UkraineRussiaWar #UkraineWillWin #freeukraine #SlavaUkraini #ruzziaterroriststate

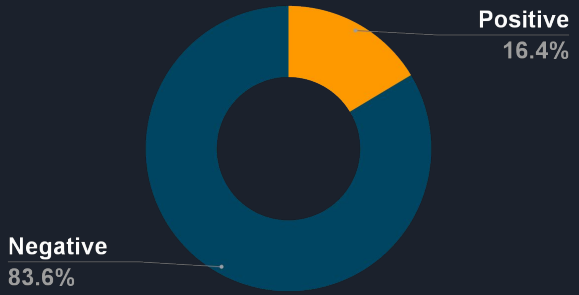
> **Sarah Ashton-Cirillo** @SarahAshtonLV · 2h
> We are $2000 from reaching our target.
>
> Please donate to the 209th Battalion of the 113th Brigade to purchase a truck for our Infantry Company.
>
> We'll be on the move soon and transportation and logistics are everything for us. twitter.com/SarahAshtonLV/...

156

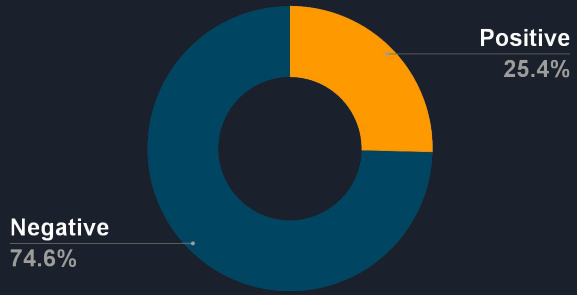


Sentiment Classification

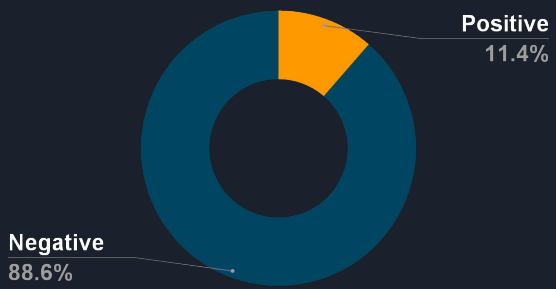
Public Replies to Elon Musk's Poll



Public Tweets



Reddit Comments

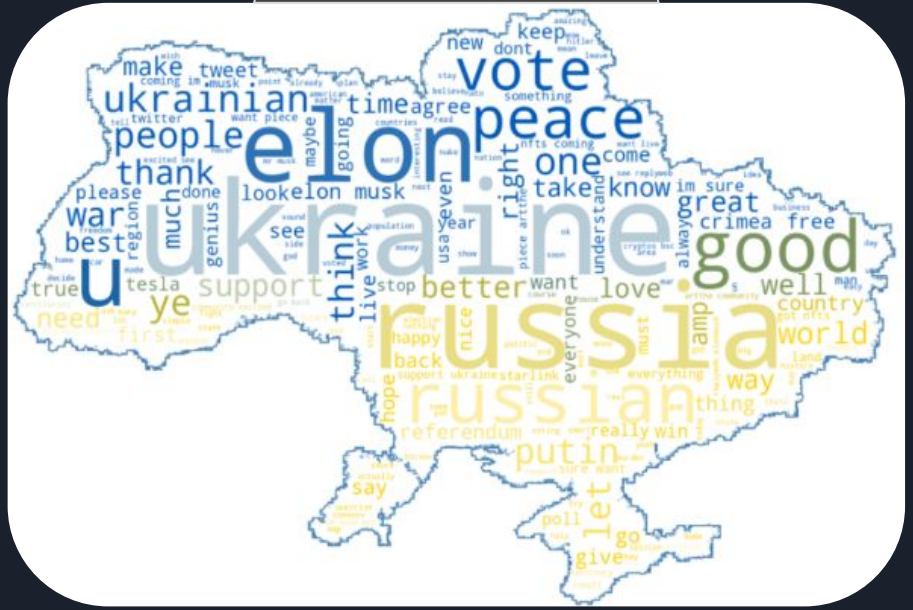


Factors affecting the sentiments

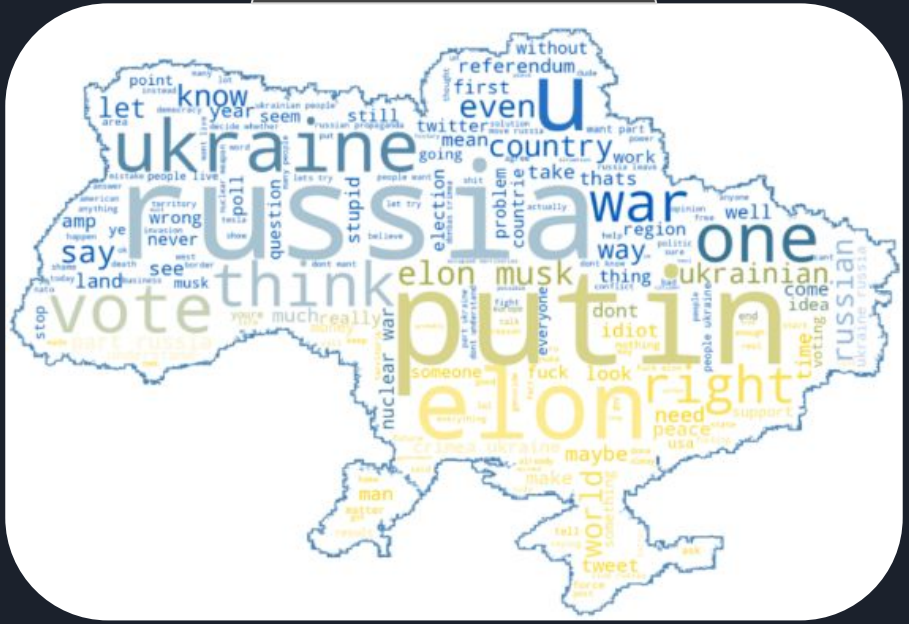


Factors affecting the sentiments

POSITIVE

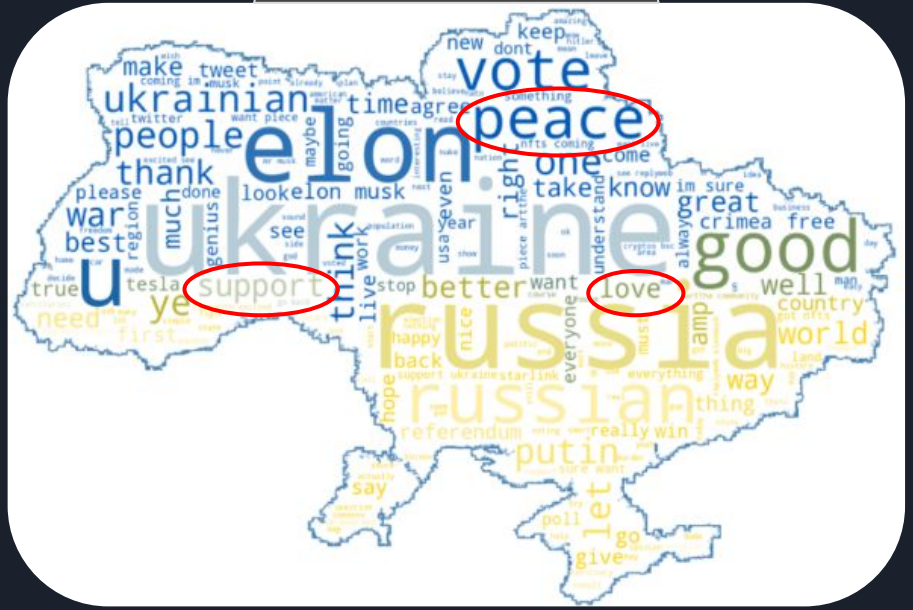


NEGATIVE

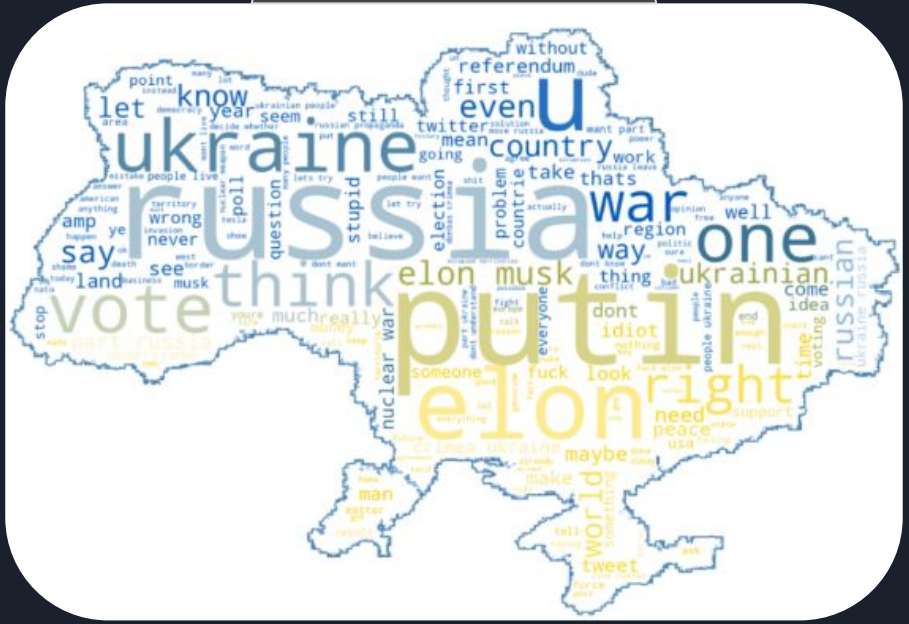


Factors affecting the sentiments

POSITIVE



NEGATIVE

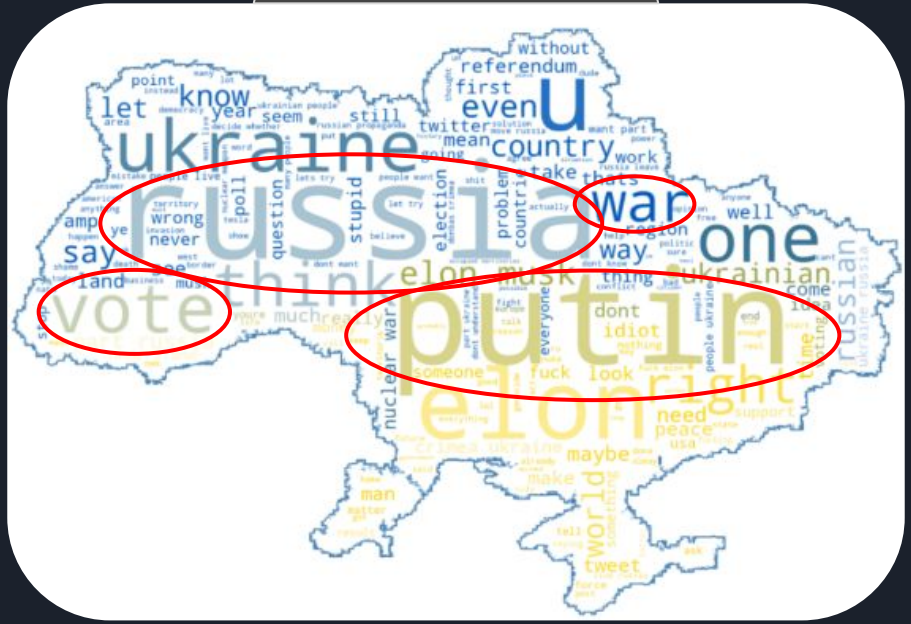


Factors affecting the sentiments

POSITIVE

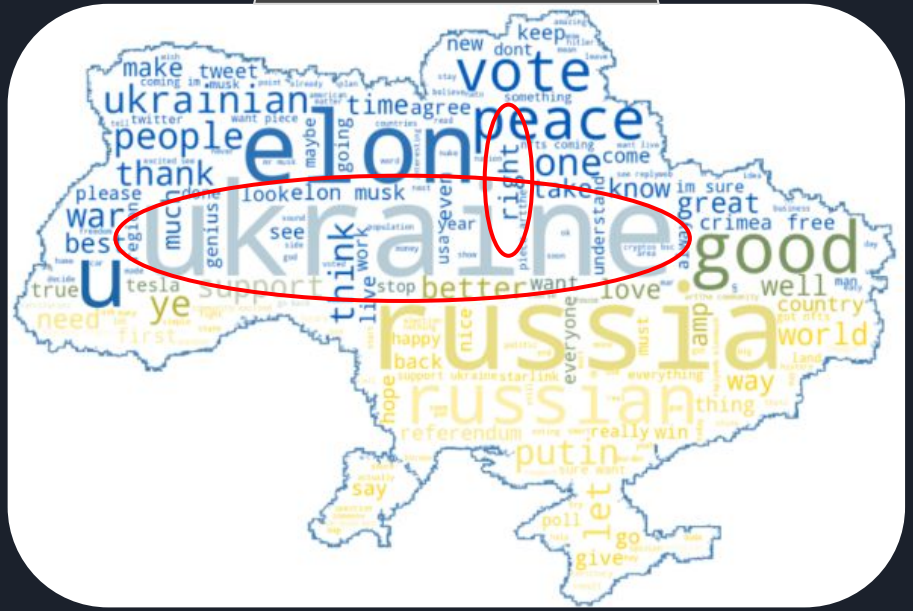


NEGATIVE



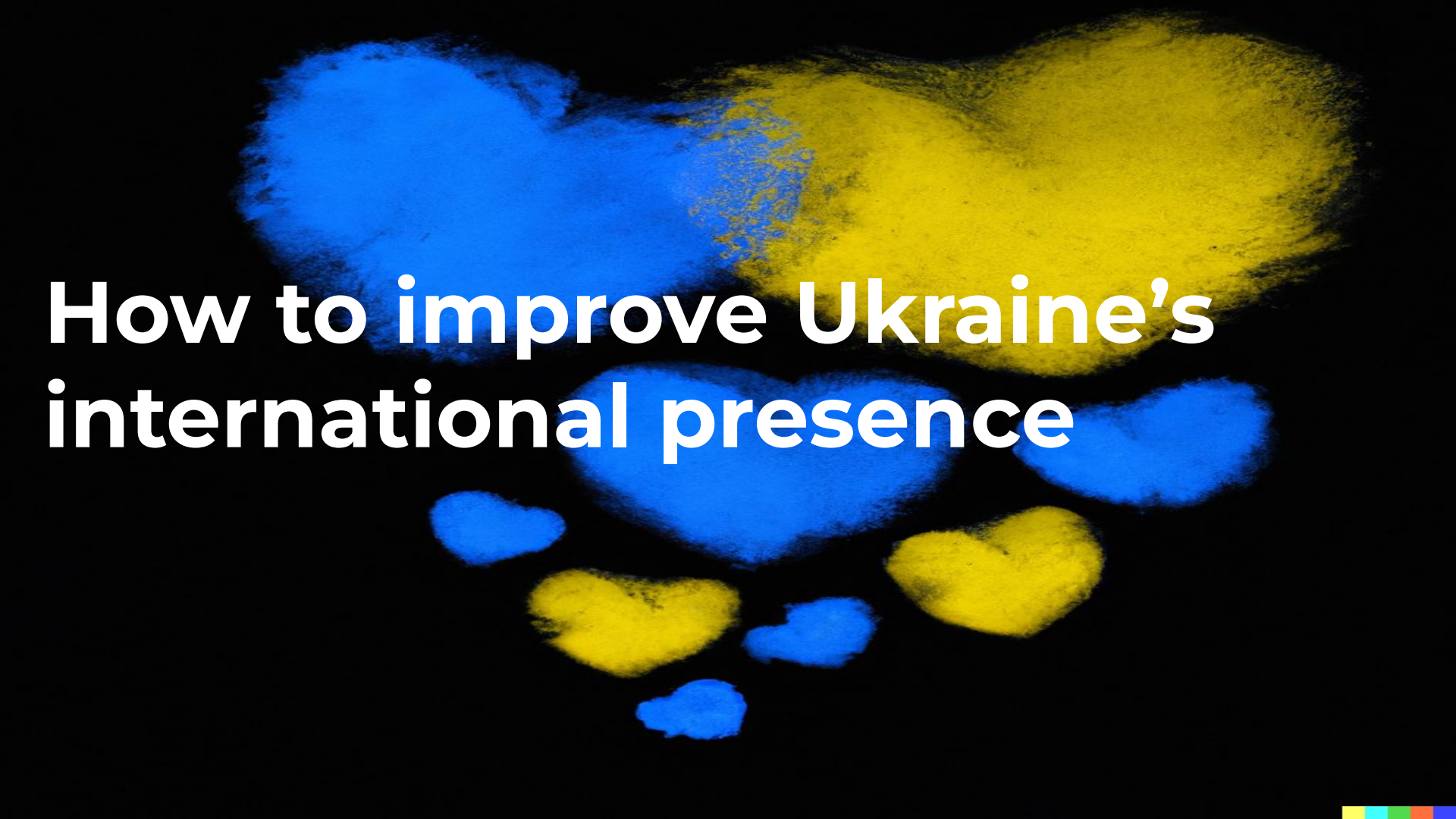
Factors affecting the sentiments

POSITIVE

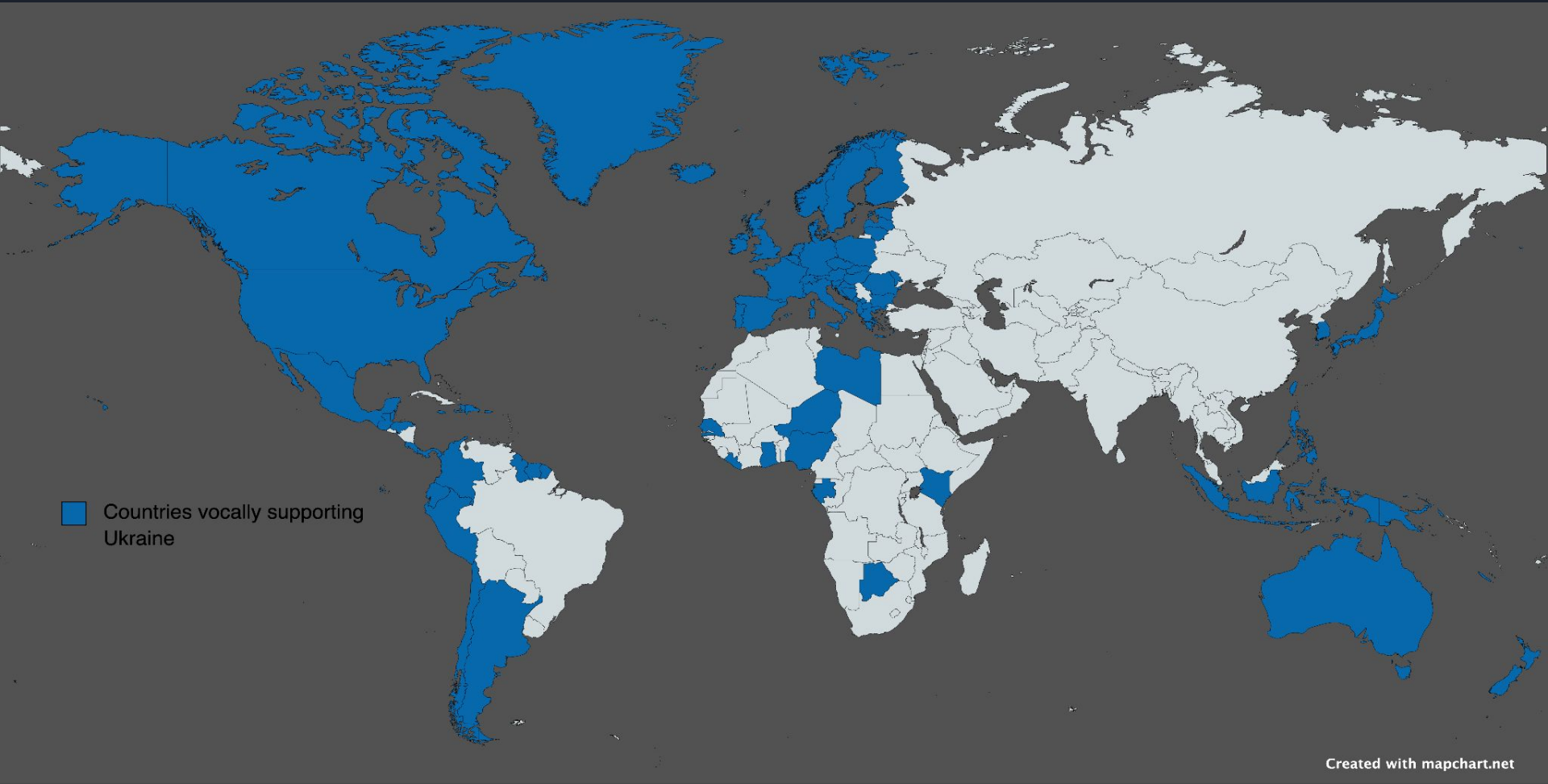


NEGATIVE




How to improve Ukraine’s international presence

What is Working



What is Working

Digital Marketing Campaign





Public Relations

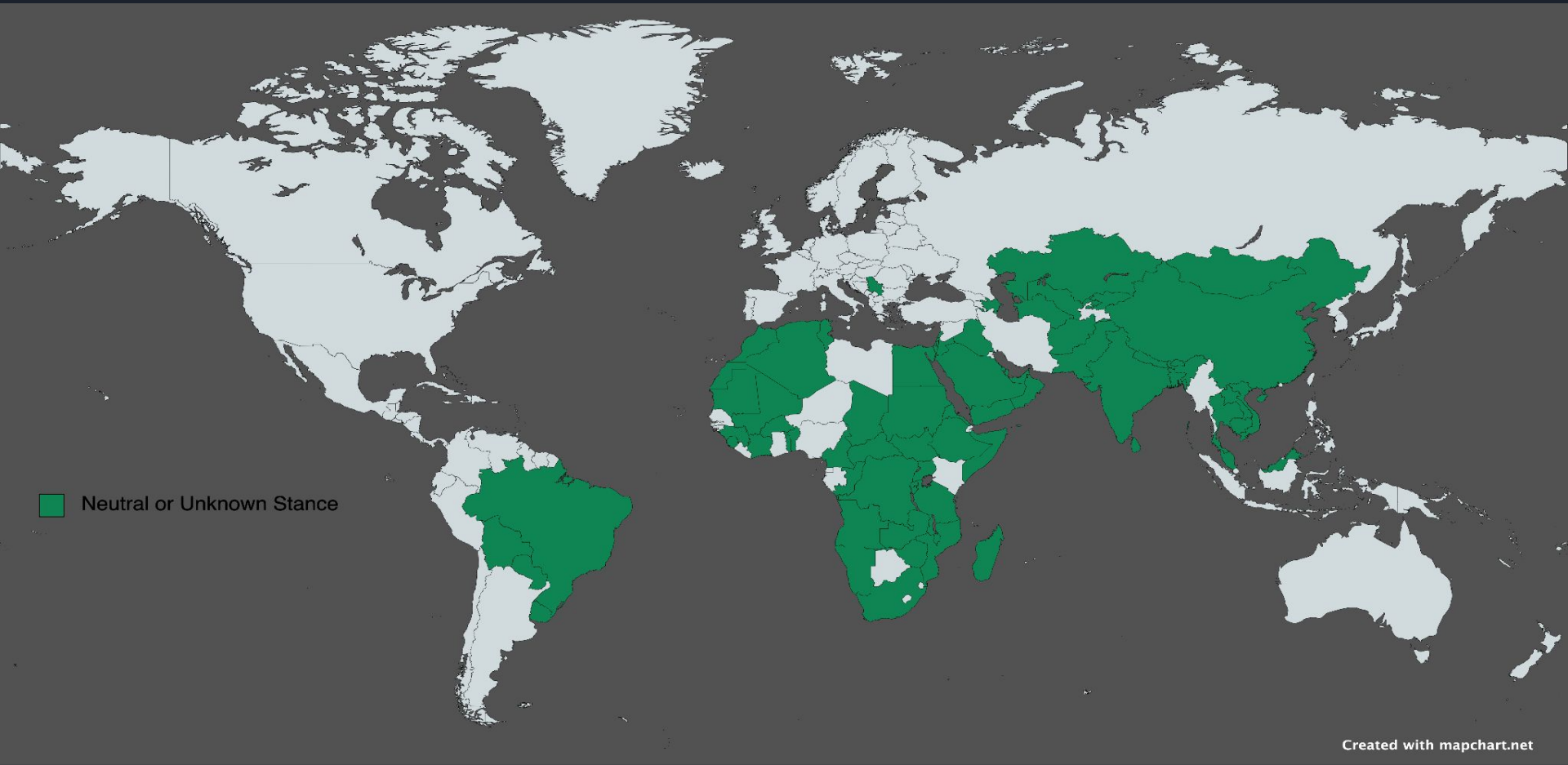
Participation in International Events





Ukraine’s official website

Recommendation - Unleash Eastern Potential!



Recommendation - Unleash Eastern Potential!

1. Promoting Ukraine’s culture, history, art and music by international events & festivals
2. Local language articles & social media content on updates of the war
3. Documentaries,short films & promotional videos on Ukraine's culture & history
4. Online shops for Ukrainian artworks, clothes and food
5. Forming alliances through mutually beneficial trade agreements or business models
6. Identifying misinformation and addressing it



Ask Us Anything : Q&A session

References

1. Slide 2-Image source : *A protester sits on a monument in Kyiv during clashes with riot police in February 2014. Louisa Gouliamaki/AFP/Getty*
2. Slide 4 -Image source : *Digital art by Dominika Dancewicz / Courtesy of the artist*
3. Slide 13 - Image source : *Artificially created in Dall-E*
4. https://www.reddit.com/r/MapPorn/comments/t442yd/stance_of_countries_on_the_russian_invasion_of/