Digital Discourses of Peace

Crowdsourced Perspectives on Asian Peace Making Through YouTube Analysis

Dmitry Erokhin, PhD

Research Scholar

International Institute for Applied Systems Analysis (Laxenburg, Austria)

Social media's dual role in peace and conflict

- Social media are 'Janus-faced': Empower activism & mobilization but also spread hate/misinformation

- Extremist groups in recruit & spread propaganda online

- Diasporic activism projects narratives across borders

- Misinformation inflames tensions and erodes trust

Digital peacebuilding: Context and opportunities

- Social media also tools for peace: Conflict analysts mine content for early-warning
- Youth activists use platforms for counter-narratives
- Peace agencies mostly broadcast rather than dialogue
- Positive peace concept: Justice, inclusion, reconciliation
- Gap: Little known on grassroots online peace discourse in Asia

Research questions and objectives

Map grassroots peace discourse: Prevalent themes & sentiment

Compare across cultural-linguistic contexts

Quantify misinformation & emotions in digital discussions

Assess comment sentiment, stance & toxicity

Methodology: Data collection

- Cross-lingual YouTube analysis (API v3) in 8 languages
- Languages: Indonesian, Malay, Korean, Japanese, Vietnamese, Bengali, Thai, Filipino
- Data (July 2025): Up to 600 videos per language using keyword 'peace'
- Collected video metadata + associated public comments

Video publications over time by language
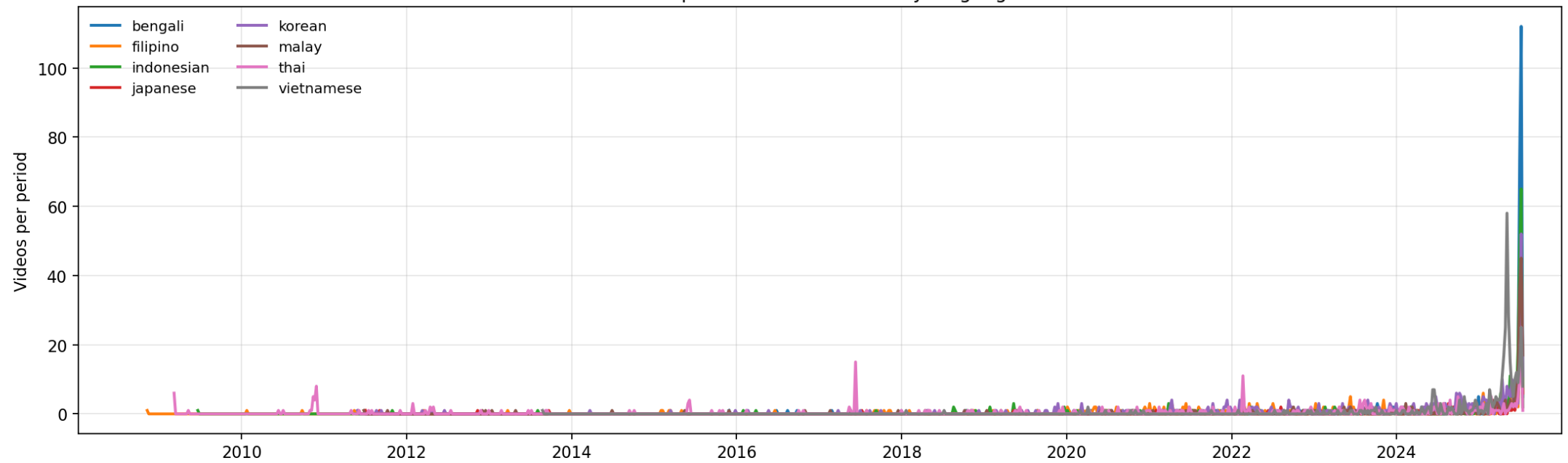
Comment timestamps over time by language
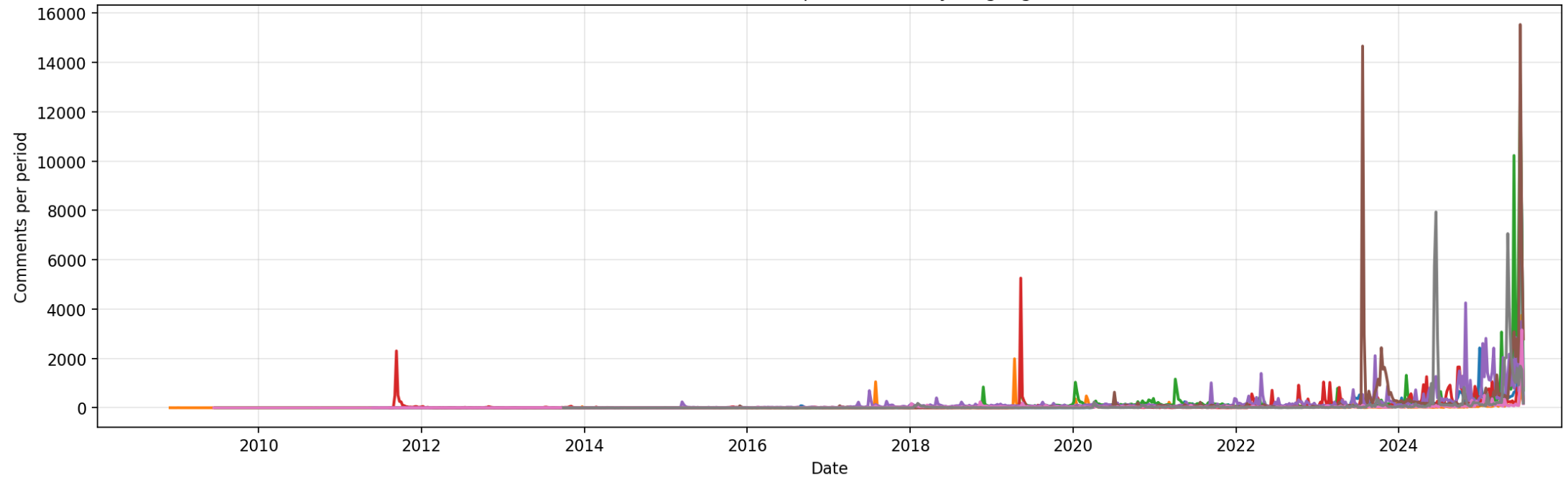
Methodology: Annotation and analysis

USED GPT-4.1-MINI FOR ANNOTATION

VIDEOS: SENTIMENT, STANCE, EMOTION, MISINFORMATION, TOXICITY

COMMENTS: TRANSLATED + ANNOTATED FOR SAME DIMENSIONS

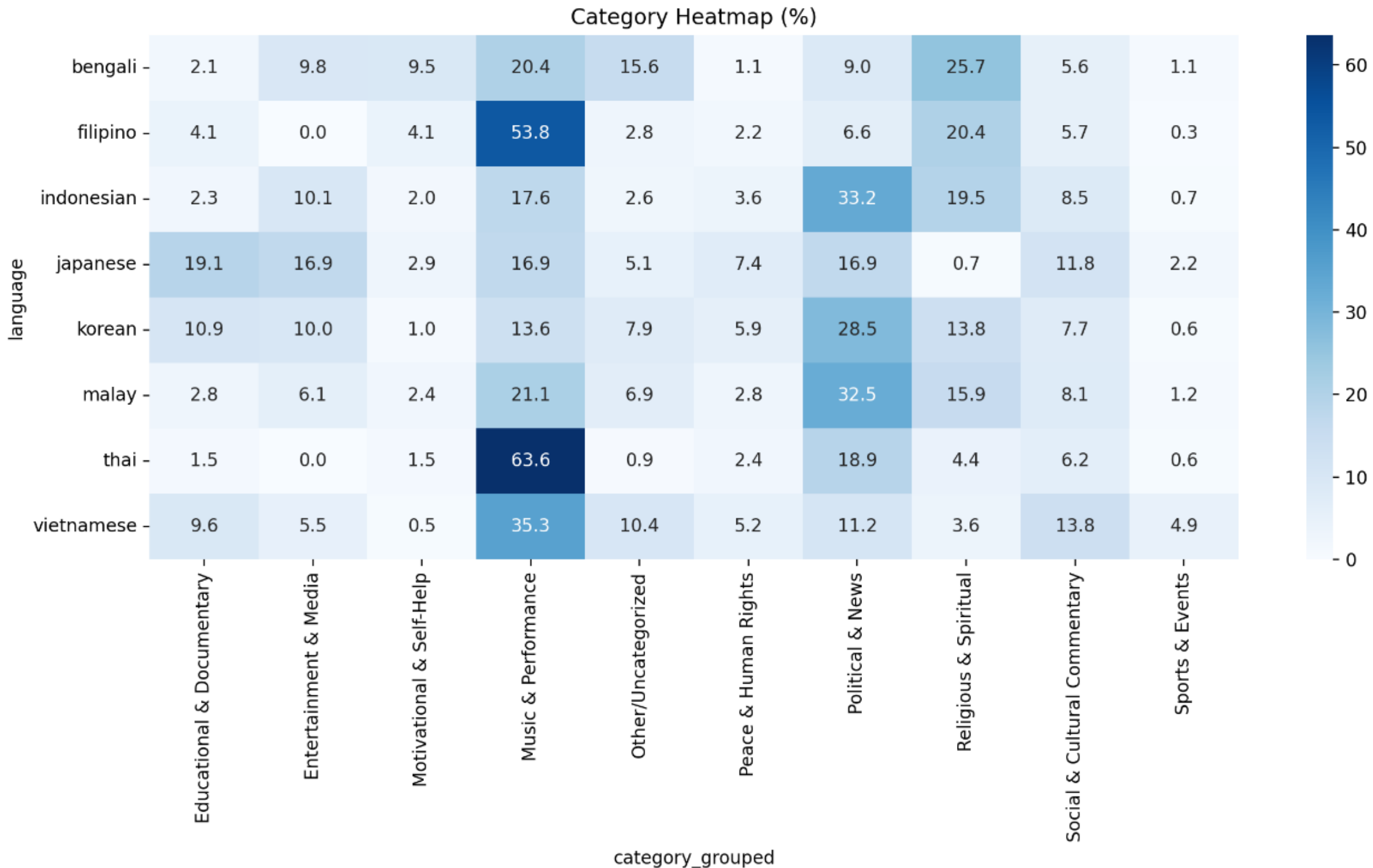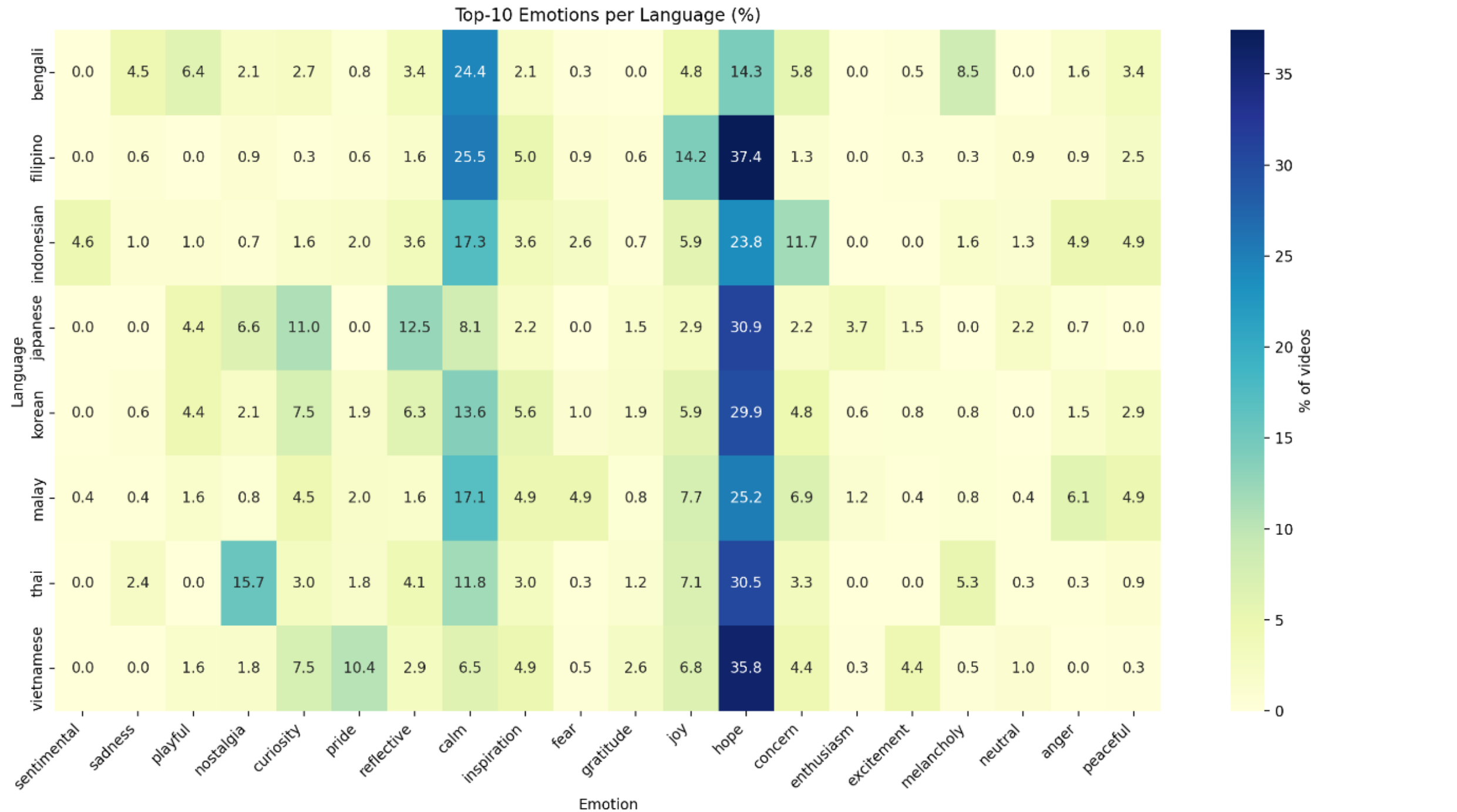COMPUTED STATS, CORRELATIONS, CLUSTERING (K=4)

Video-level insights: Tone and misinformation

Sentiment largely positive (0.46-0.71)

Toxicity very low (Malay & Indonesian slightly higher)

Misinformation rare but present (Malay 4.9%, Indonesian 2.6%, Japanese 2.2%)

Category Heatmap (%)

language	Educational & Documentary	Entertainment & Media	Motivational & Self-Help	Music & Performance	Other/Uncategorized	Peace & Human Rights	Political & News	Religious & Spiritual	Social & Cultural Commentary	Sports & Events
bengali	2.1	9.8	9.5	20.4	15.6	1.1	9.0	25.7	5.6	1.1
filipino	4.1	0.0	4.1	53.8	2.8	2.2	6.6	20.4	5.7	0.3
indonesian	2.3	10.1	2.0	17.6	2.6	3.6	33.2	19.5	8.5	0.7
japanese	19.1	16.9	2.9	16.9	5.1	7.4	16.9	0.7	11.8	2.2
korean	10.9	10.0	1.0	13.6	7.9	5.9	28.5	13.8	7.7	0.6
malay	2.8	6.1	2.4	21.1	6.9	2.8	32.5	15.9	8.1	1.2
thai	1.5	0.0	1.5	63.6	0.9	2.4	18.9	4.4	6.2	0.6
vietnamese	9.6	5.5	0.5	35.3	10.4	5.2	11.2	3.6	13.8	4.9

category_grouped

Top-10 Emotions per Language (%)

Language	sentimental	sadness	playful	nostalgia	curiosity	pride	reflective	calm	inspiration	fear	gratitude	joy	hope	concern	enthusiasm	excitement	melancholy	neutral	anger	peaceful
bengali	0.0	4.5	6.4	2.1	2.7	0.8	3.4	24.4	2.1	0.3	0.0	4.8	14.3	5.8	0.0	0.5	8.5	0.0	1.6	3.4
filipino	0.0	0.6	0.0	0.9	0.3	0.6	1.6	25.5	5.0	0.9	0.6	14.2	37.4	1.3	0.0	0.3	0.3	0.9	0.9	2.5
indonesian	4.6	1.0	1.0	0.7	1.6	2.0	3.6	17.3	3.6	2.6	0.7	5.9	23.8	11.7	0.0	0.0	1.6	1.3	4.9	4.9
japanese	0.0	0.0	4.4	6.6	11.0	0.0	12.5	8.1	2.2	0.0	1.5	2.9	30.9	2.2	3.7	1.5	0.0	2.2	0.7	0.0
korean	0.0	0.6	4.4	2.1	7.5	1.9	6.3	13.6	5.6	1.0	1.9	5.9	29.9	4.8	0.6	0.8	0.8	0.0	1.5	2.9
malay	0.4	0.4	1.6	0.8	4.5	2.0	1.6	17.1	4.9	4.9	0.8	7.7	25.2	6.9	1.2	0.4	0.8	0.4	6.1	4.9
thai	0.0	2.4	0.0	15.7	3.0	1.8	4.1	11.8	3.0	0.3	1.2	7.1	30.5	3.3	0.0	0.0	5.3	0.3	0.3	0.9
vietnamese	0.0	0.0	1.6	1.8	7.5	10.4	2.9	6.5	4.9	0.5	2.6	6.8	35.8	4.4	0.3	4.4	0.5	1.0	0.0	0.3

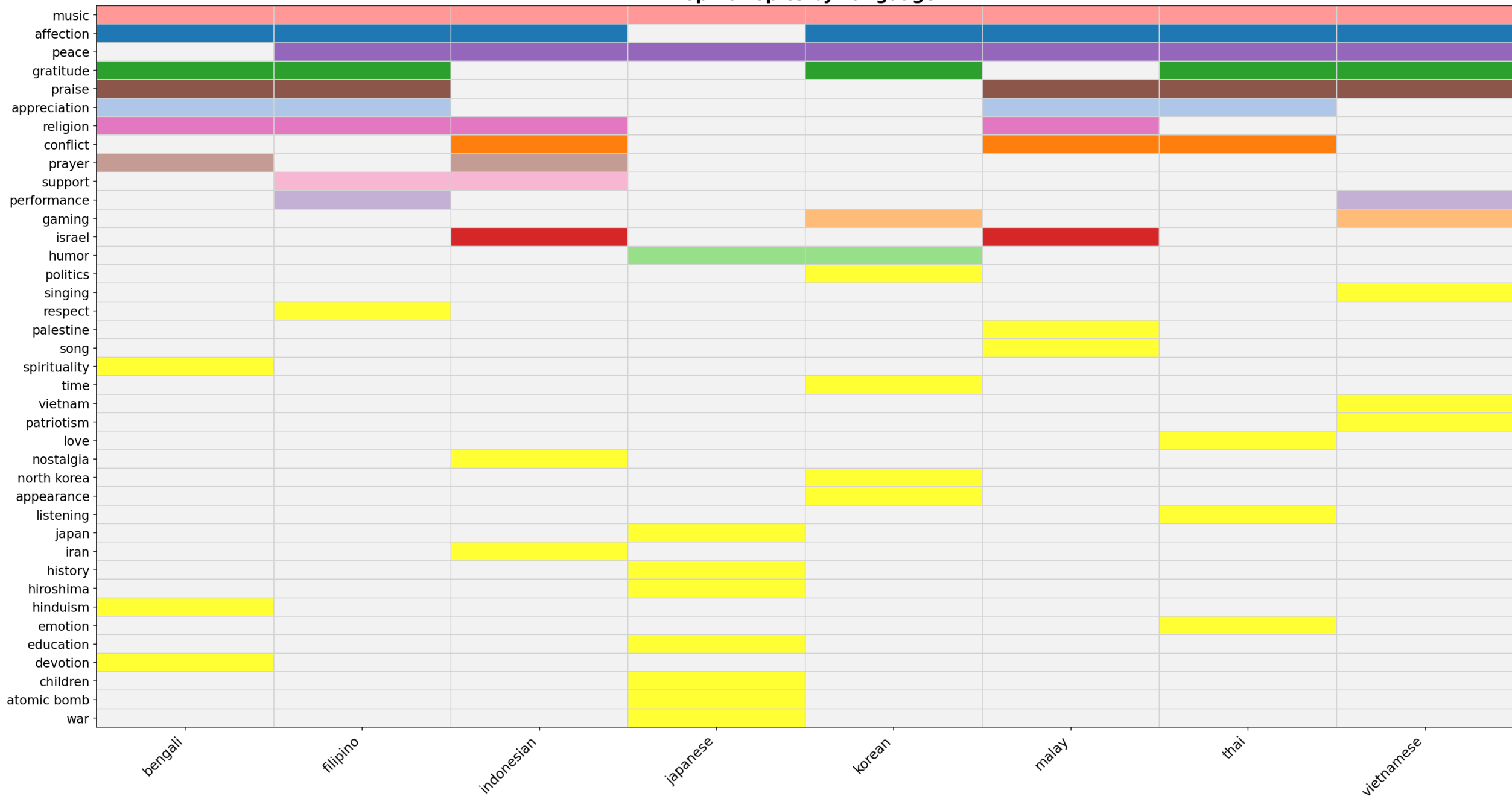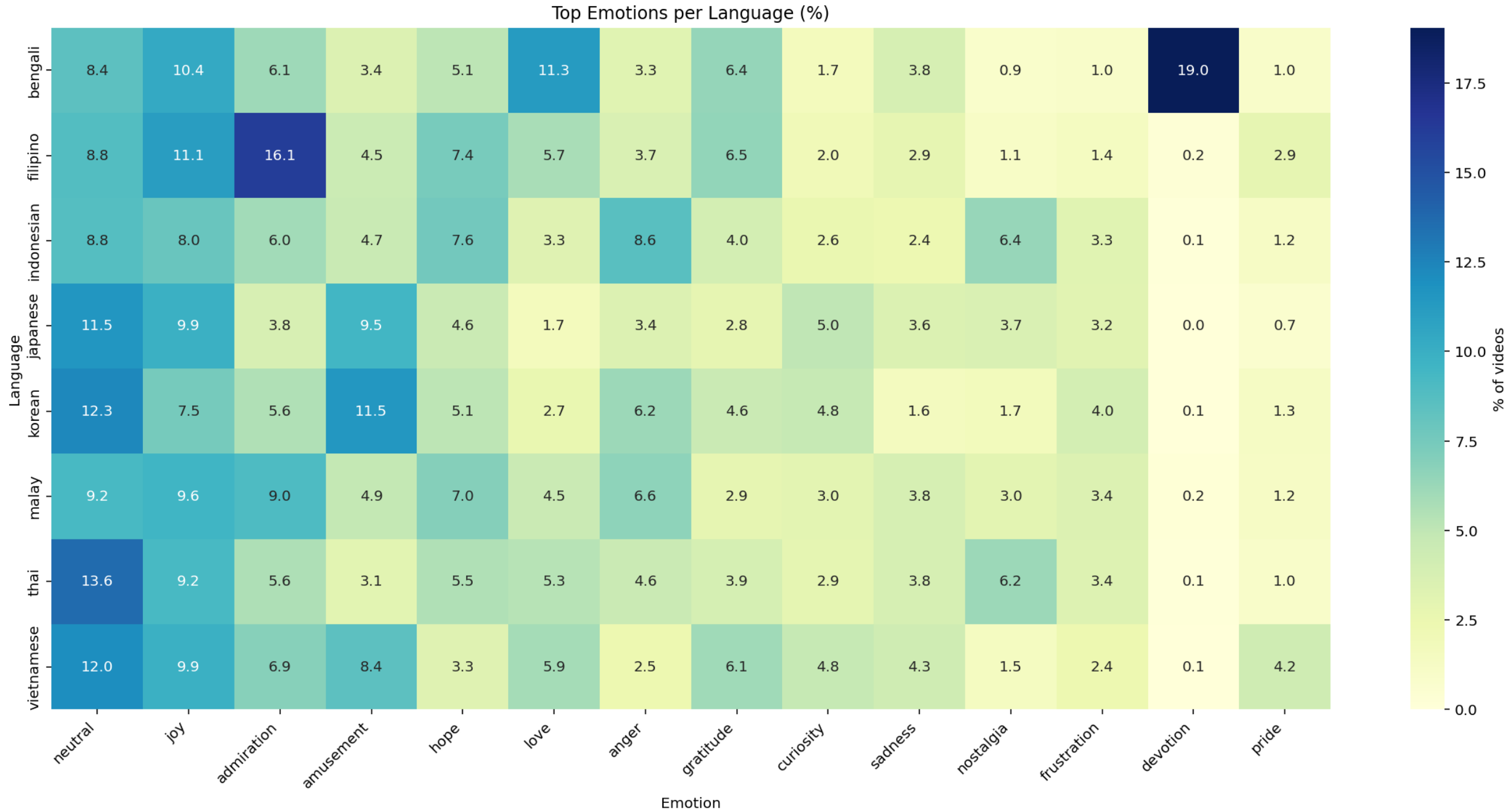Stance Toward Peace by Language (%)

Comment-level insights

Sentiment positive but modest (0.18-0.42)

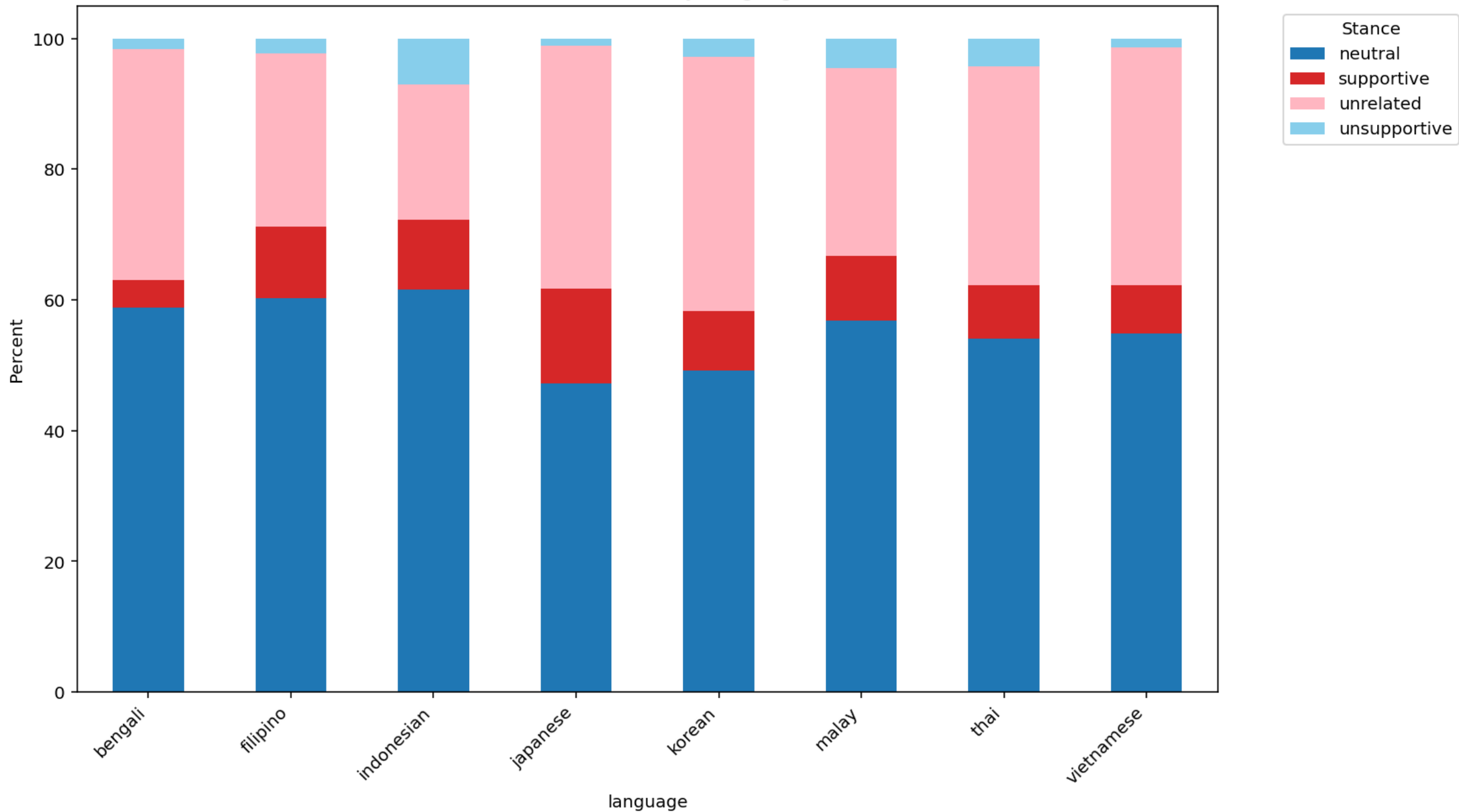Toxicity low, highest in Indonesian (0.107), Korean (0.087)

Misinformation rare, highest in Indonesian (6.6%), Thai (4.6%), Malay (4.0%)

Top 10 Topics by Language

Top Emotions per Language (%)

Language	neutral	joy	admiration	amusement	hope	love	anger	gratitude	curiosity	sadness	nostalgia	frustration	devotion	pride
bengali	8.4	10.4	6.1	3.4	5.1	11.3	3.3	6.4	1.7	3.8	0.9	1.0	19.0	1.0
filipino	8.8	11.1	16.1	4.5	7.4	5.7	3.7	6.5	2.0	2.9	1.1	1.4	0.2	2.9
indonesian	8.8	8.0	6.0	4.7	7.6	3.3	8.6	4.0	2.6	2.4	6.4	3.3	0.1	1.2
japanese	11.5	9.9	3.8	9.5	4.6	1.7	3.4	2.8	5.0	3.6	3.7	3.2	0.0	0.7
korean	12.3	7.5	5.6	11.5	5.1	2.7	6.2	4.6	4.8	1.6	1.7	4.0	0.1	1.3
malay	9.2	9.6	9.0	4.9	7.0	4.5	6.6	2.9	3.0	3.8	3.0	3.4	0.2	1.2
thai	13.6	9.2	5.6	3.1	5.5	5.3	4.6	3.9	2.9	3.8	6.2	3.4	0.1	1.0
vietnamese	12.0	9.9	6.9	8.4	3.3	5.9	2.5	6.1	4.8	4.3	1.5	2.4	0.1	4.2

Stance Toward Peace by Language (%)

Video-comment correlations and engagement

Video sentiment correlates with comment sentiment (τ ≈ 0.405)

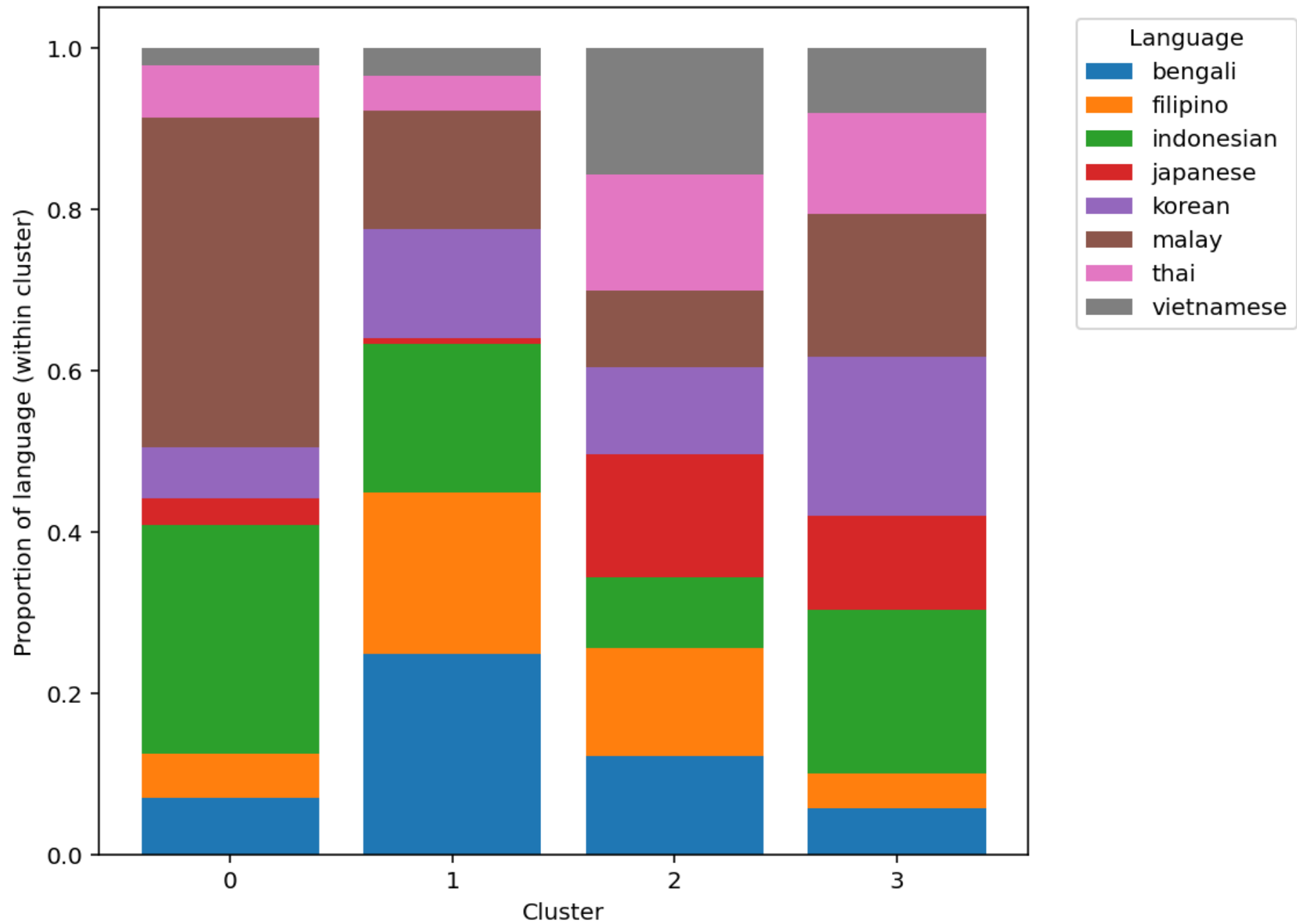Video toxicity correlates with comment toxicity (τ ≈ 0.304)

Music and Entertainment videos attract largest audiences

Peace and Human Rights videos lower reach but higher comments

Cluster analysis: Four profiles

Cluster 0 – Hostile Fringe (2.6%): negative, toxic, misinformation

Cluster 1 – Joyful Advocacy (13.6%): very positive, supportive

Cluster 2 – Mainstream Pro-Peace (66.4%): positive, supportive, largest group

Cluster 3 – Concerned Support (17.4%): mildly positive, supportive, cautious
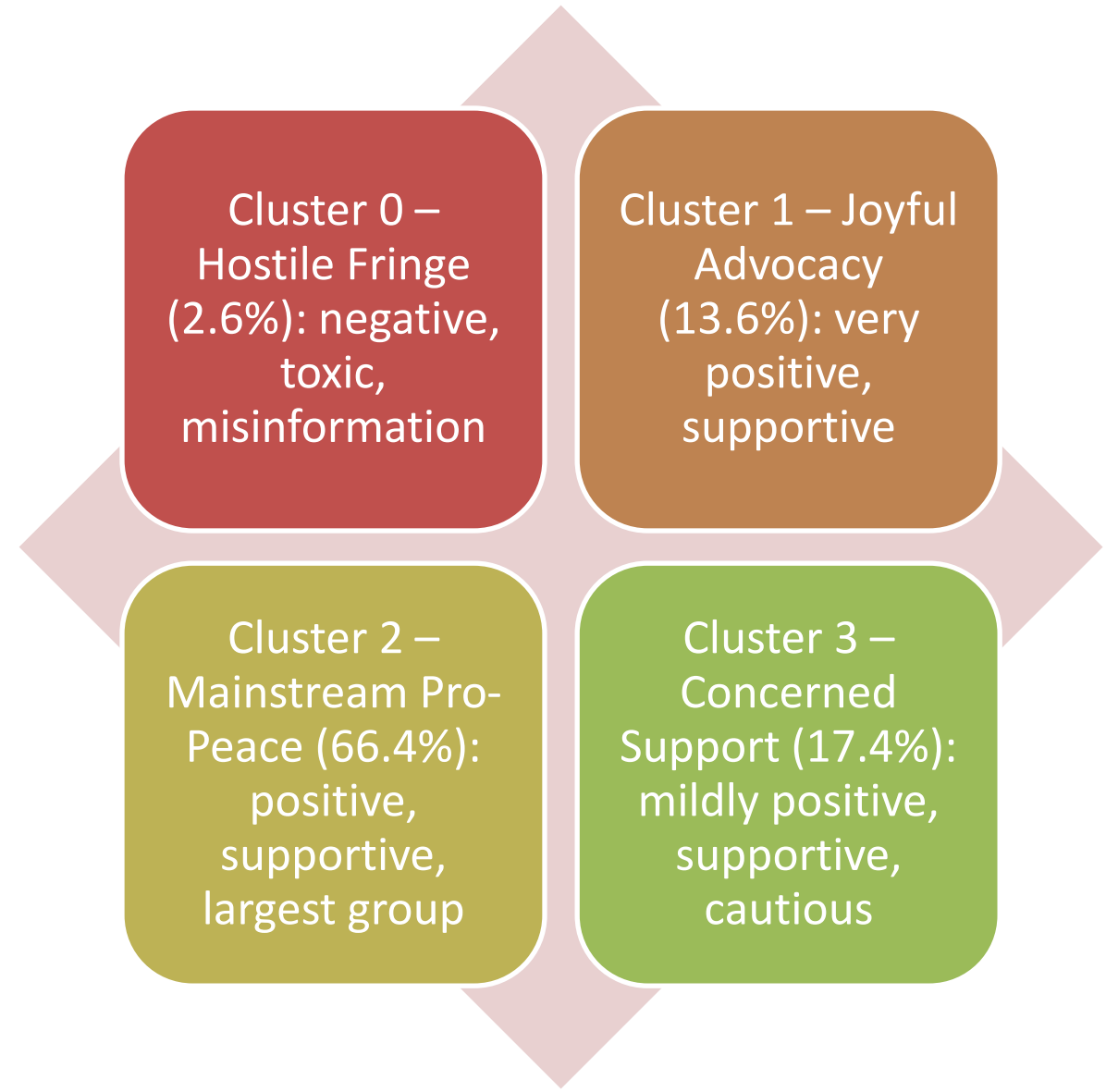
Language composition by cluster (languages equalized)

Policy implications (1)

Leverage supportive peace discourse: Build on popular formats (music, cultural content)

Partner with creators and faith-based organizations for peace messaging
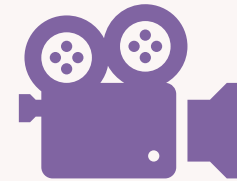
Engage tech platforms to promote peace-oriented videos in recommendations

Policy implications (2)

Counter misinformation and hostile fringe: Invest in digital literacy and fact-checking

Support positive majority while moderating toxic clusters

Cross-sector partnerships needed (NGOs, platforms, governments)

Limitations

Sampling bias: Single keyword 'peace', misses implicit discussions

Automated annotation may miss cultural nuance & sarcasm

Cross-sectional snapshot (July 2025), no longitudinal analysis

Conclusions and future directions

- Peace discourse on YouTube in the selected Asian languages is overwhelmingly positive and supportive
- A small hostile fringe (2-3%) attracts disproportionate discussion
- Popular culture (music, entertainment) draws most engagement
- Cultural contexts shape framing (devotion, memory, patriotism)
- Future: Longitudinal, broader sampling, practitioner collaboration

Thank you for your attention!