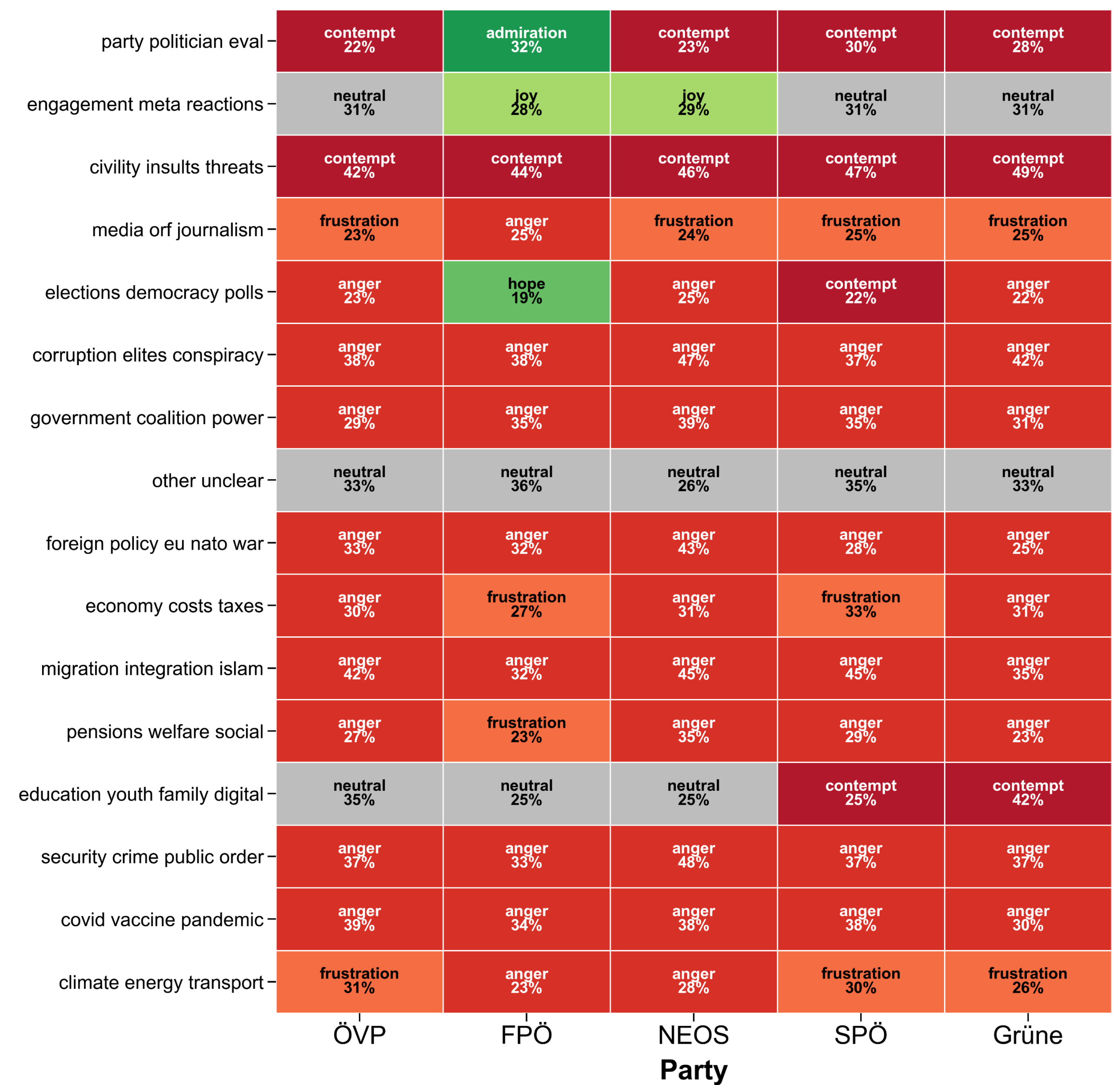
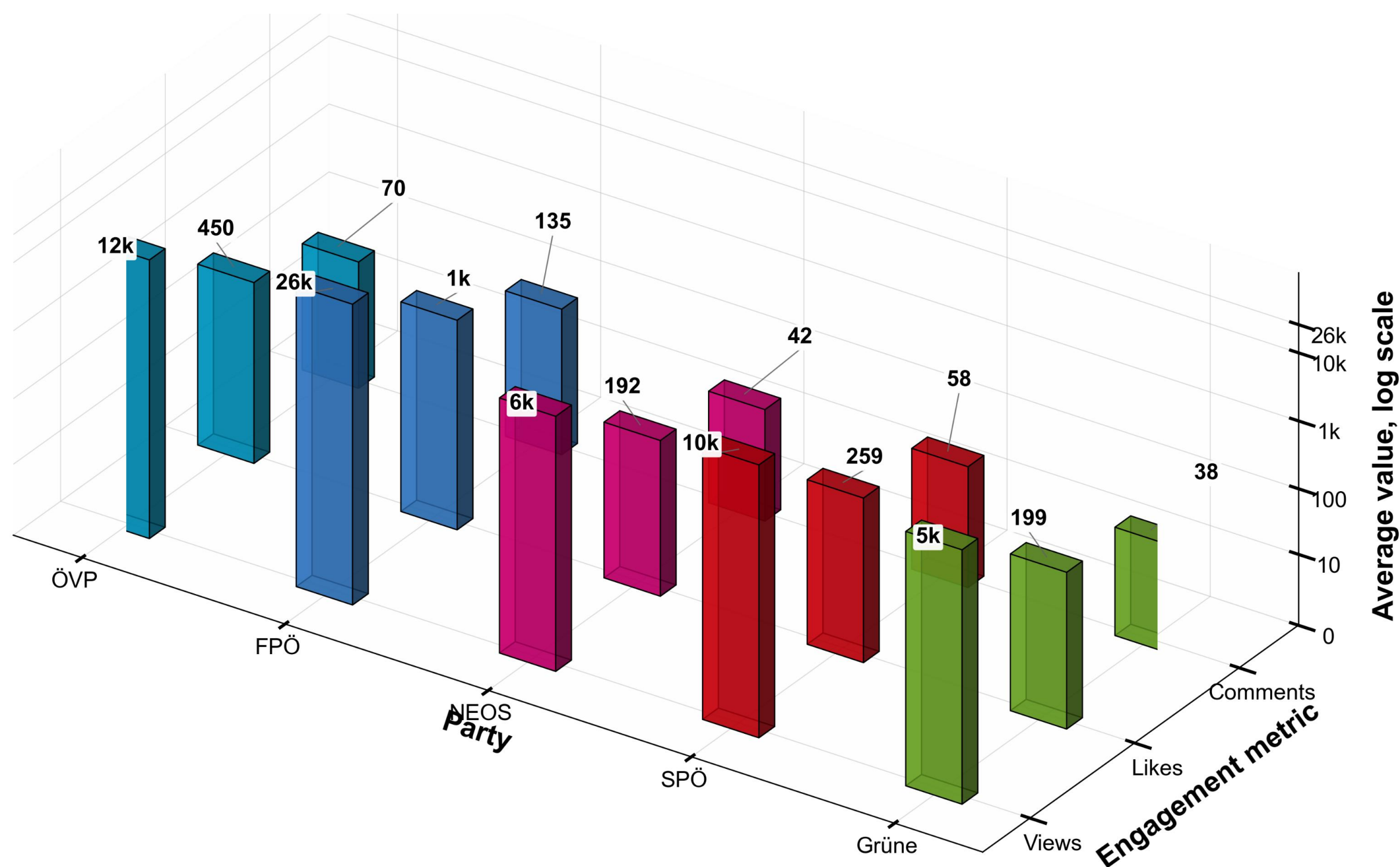
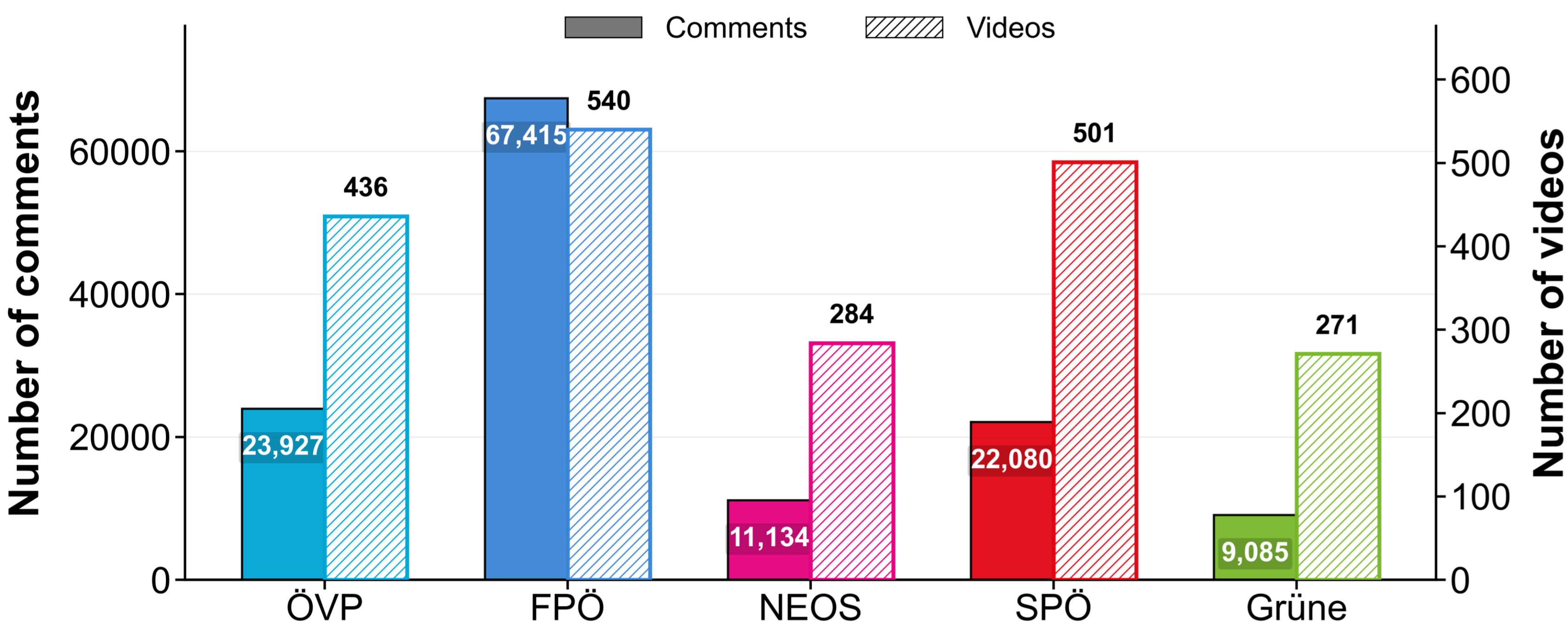
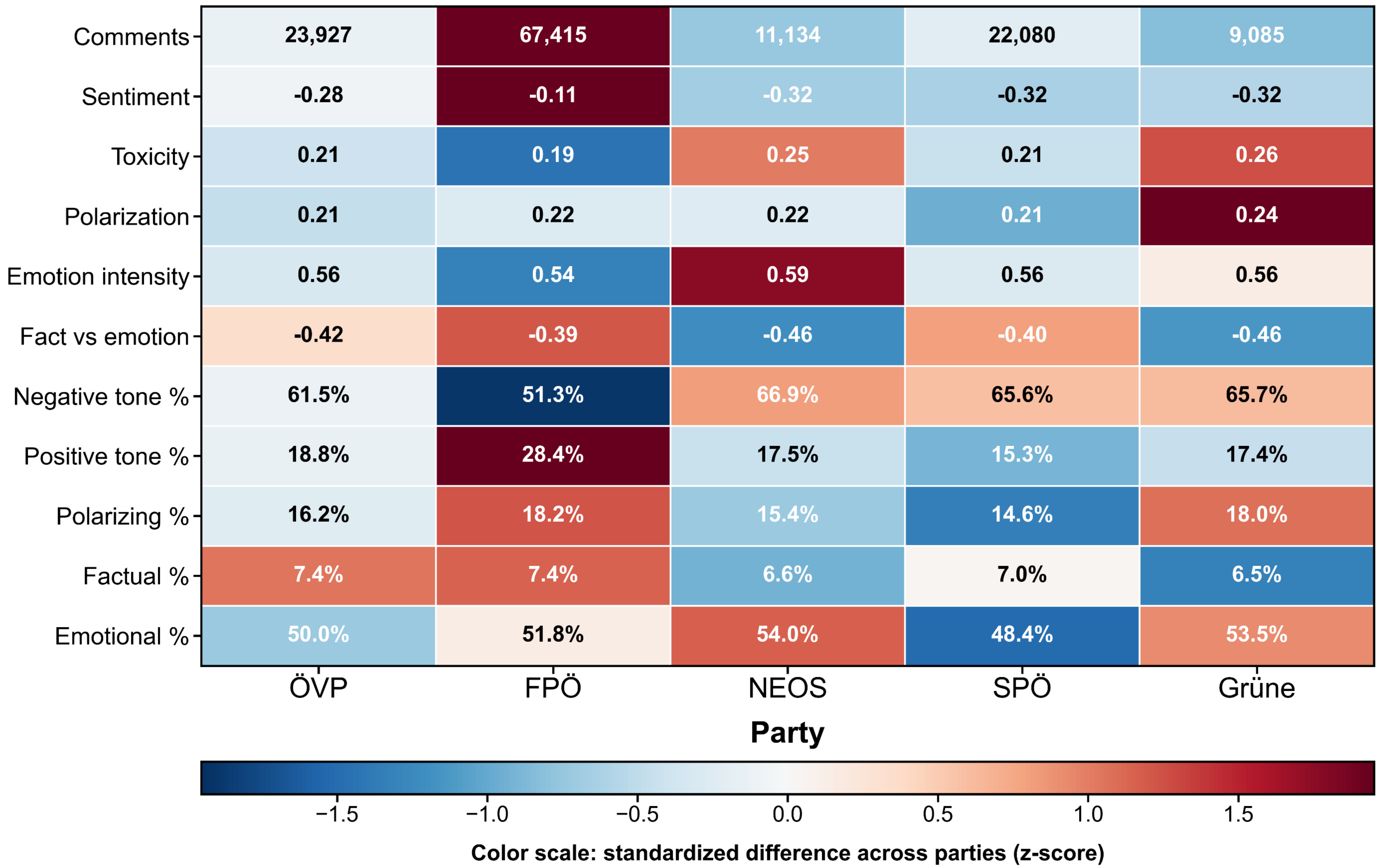


Emotionalisation of political discourse: Sentiment and topic analysis of public comments on Austrian political parties

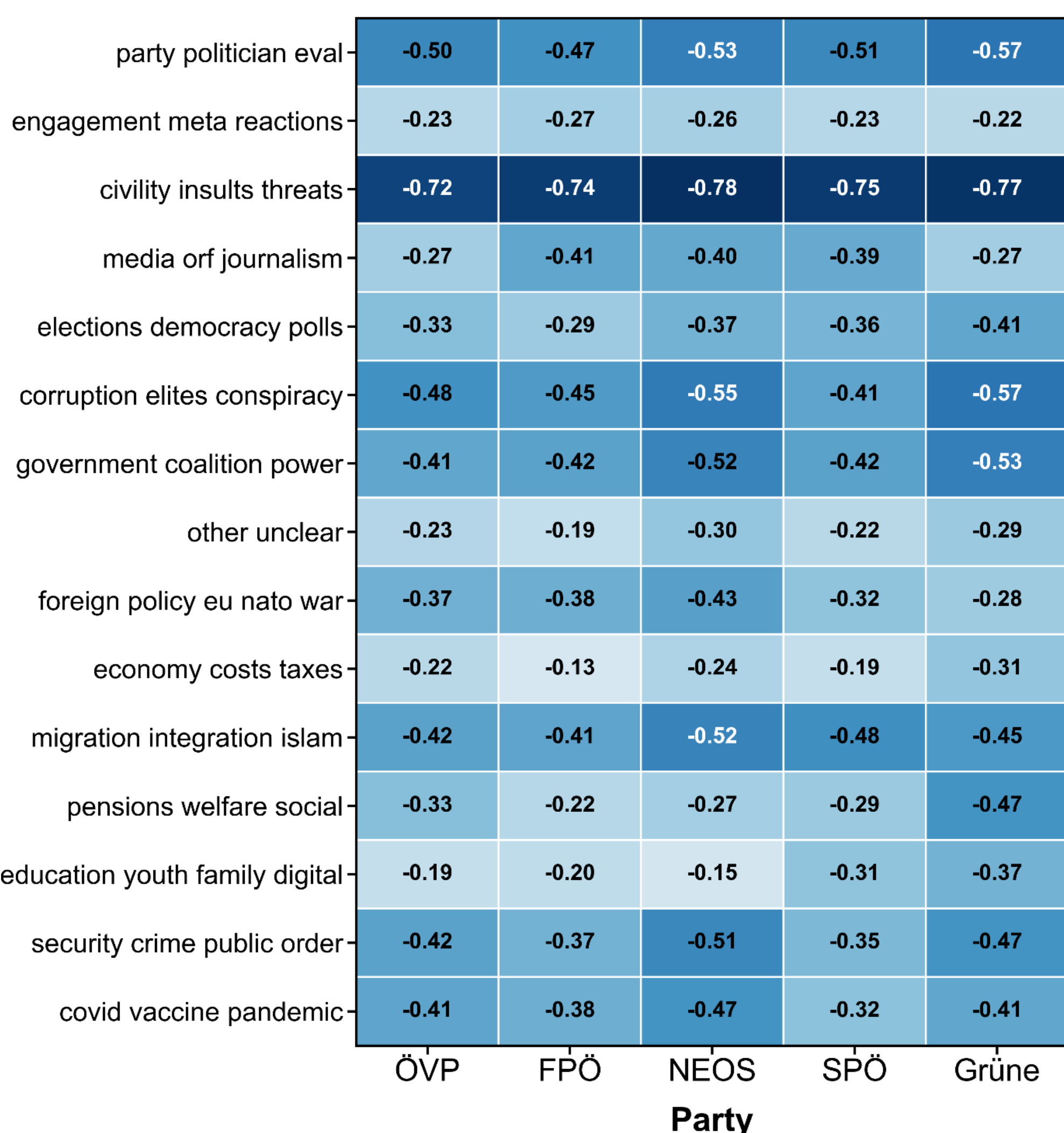
Dmitry Erokhin, PhD
International Institute for Applied Systems Analysis
Laxenburg, Austria

Study Overview

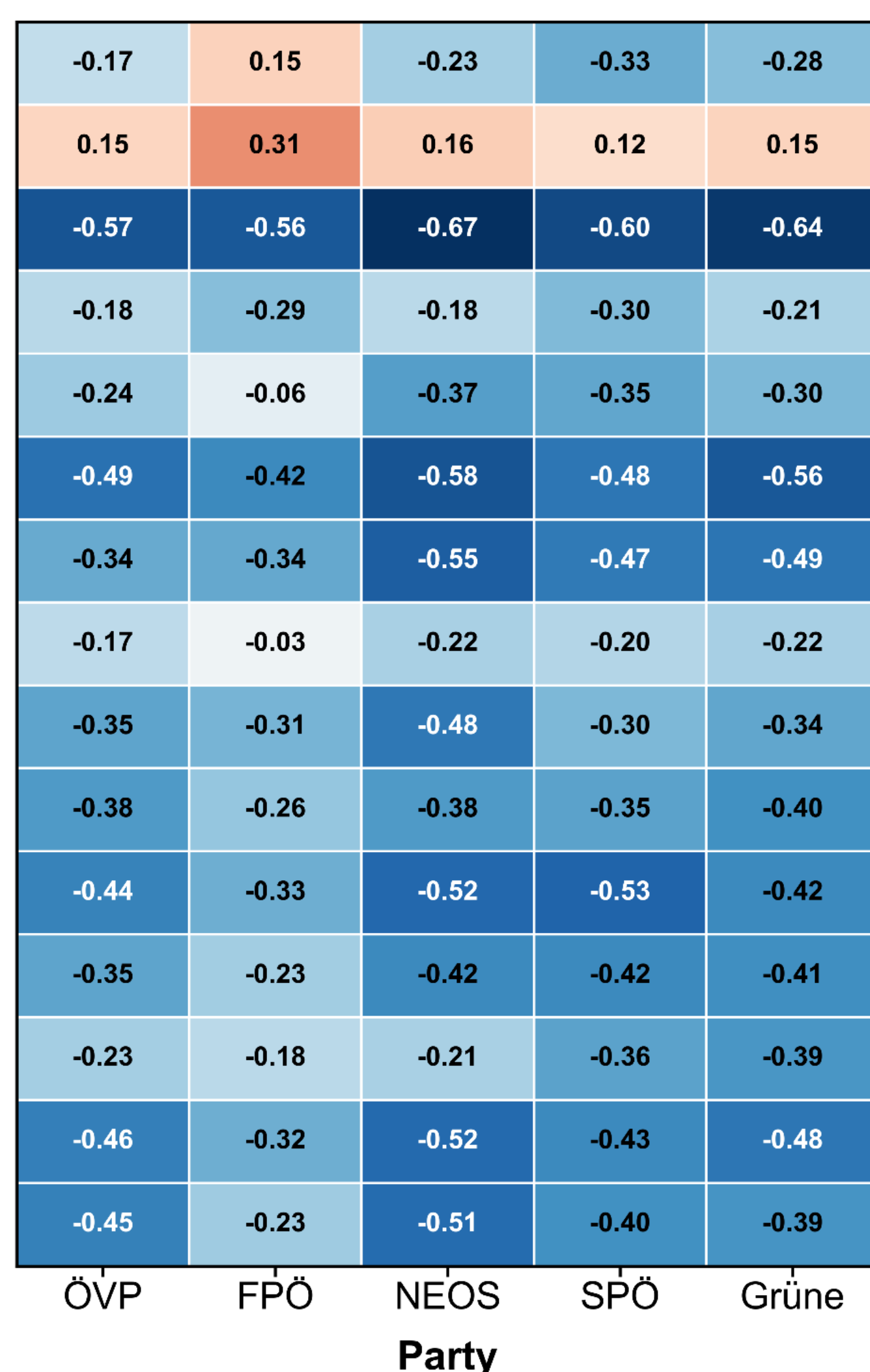
- The most relevant YouTube videos were identified using the YouTube Data API v3 as of 16 April 2026, based on each political party's acronym.
- Comments posted under these videos were collected and prepared for analysis.
- The comments were analyzed using GPT-5.4-mini to identify key patterns in the discourse.
- The analysis highlights differences and similarities across parties, including how topics are discussed, which issues receive attention, and what sentiments are expressed.
- The findings suggest that the discourse in YouTube comments is largely emotional, often reflecting strong reactions, opinions, and affective responses.
- This type of research can serve as a complement to traditional surveys and polls, offering insight into spontaneous online political expression.
- The study has several limitations. YouTube comments are not representative of the general population, users are self-selecting, and the results depend on the videos retrieved, the comments available at the time of collection, and the accuracy of automated language-model classification.



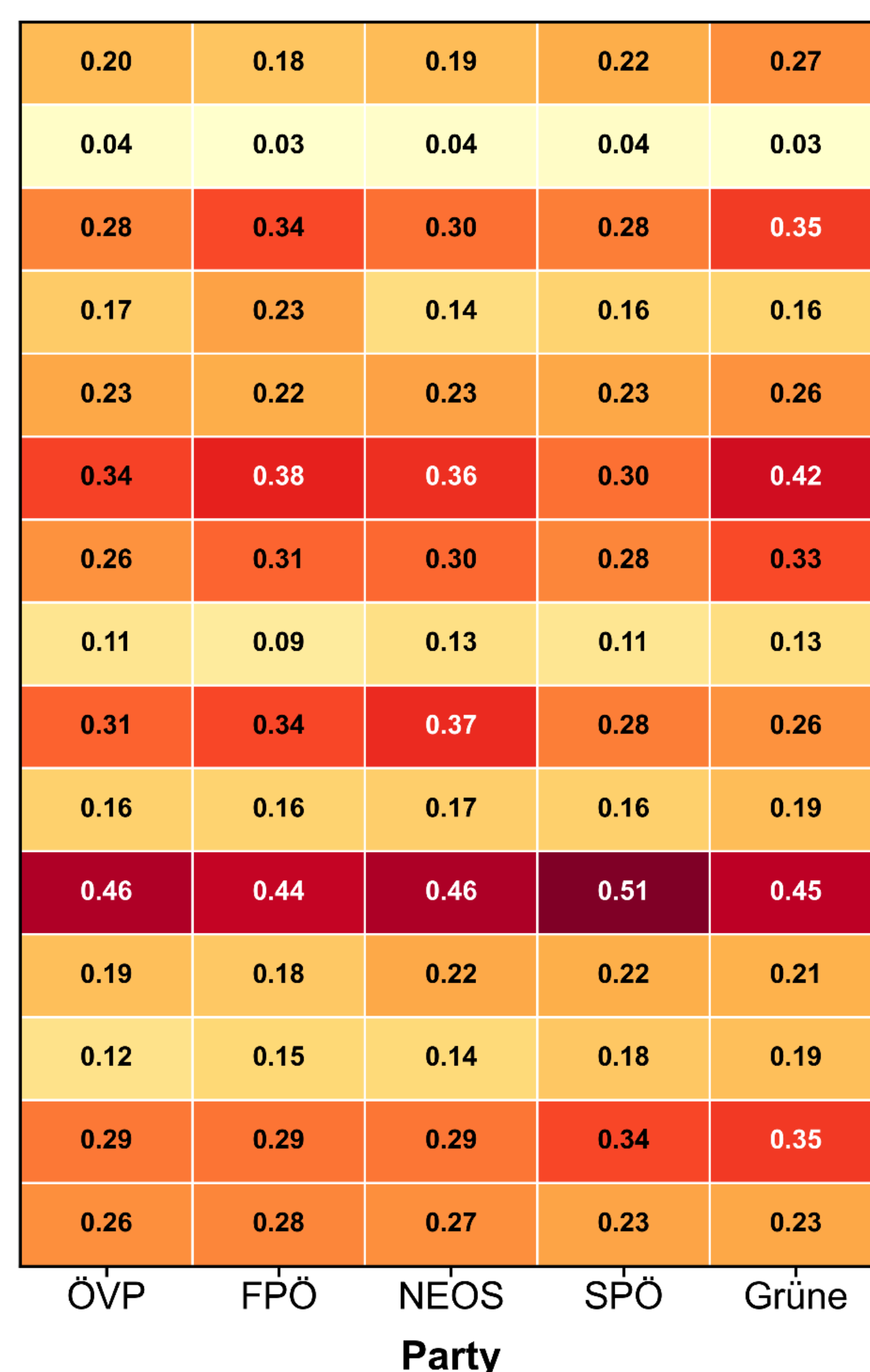
Fact vs emotion



Sentiment



Polarization



Toxicity

