



# Data and Consumer Protection in the Digital Economy: Discourse Analysis of the German Public Media

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## Research Questions

### Sentiment Analysis and Topic modelling

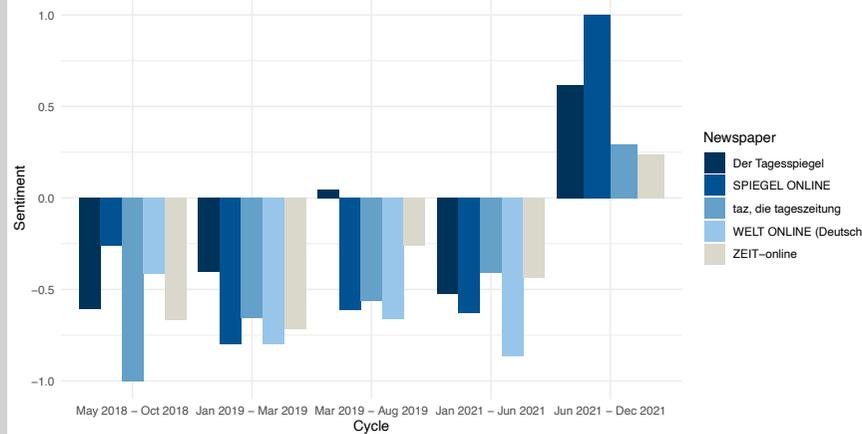
What were the proportions of positive and negative sentiments towards the EU consumer protection legislation in the German newspaper discourse?

Which segment topics were covered most in the media discourse?

When were the EU consumer protection reports at the highest rate?

- H1** German media discourse was coherent
- H2** The topics discussed most were in context with referring demonstrations
- H3** Media attention correlates positively with key events

Weighted Sentiment-Scores in Newspaper Contributions to EU Copyright Reform (2018 – 2021)



#### Methods

» Text Preprocessing & Stemming

#### Sentiment analysis:

» Rauh Data Sentiment Dictionary

#### Topic modelling:

» Latent Dirichlet Allocation (LDA)

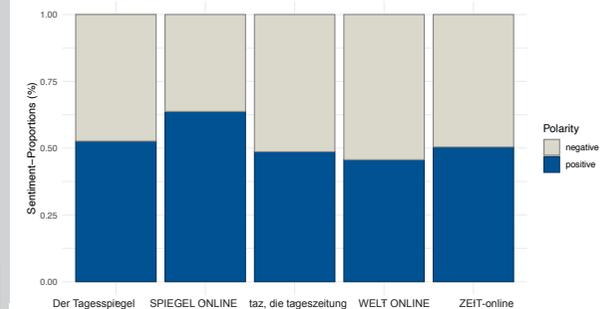
## Data

» LexiNexis subset, accessible German newspaper articles (in total: 1795 pieces, January 2015 – December 2021)

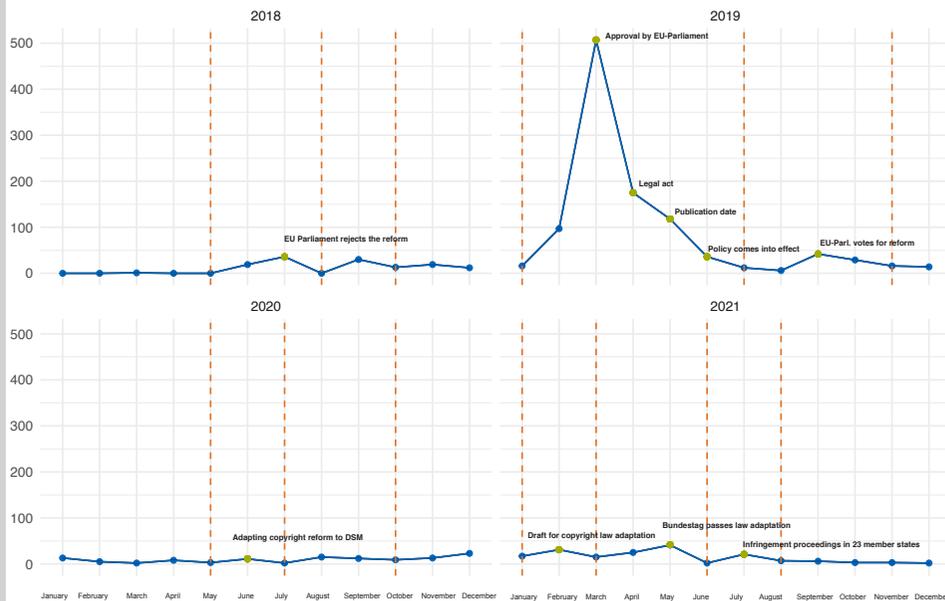
## Search terms

» “EU-Urheberrecht“, “Uploadfilter“

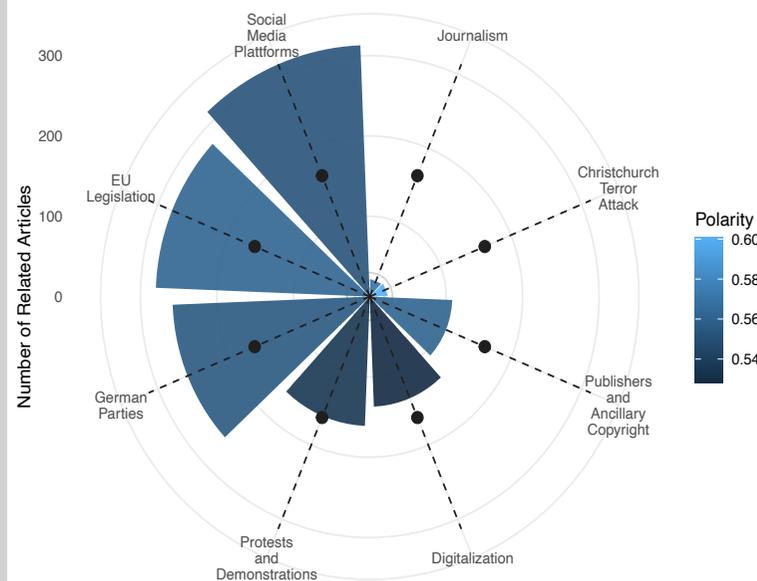
Sentiment-Scores in Newspaper Contributions to EU Copyright Reform



## Newspaper Publication Peaks and Key Events



## Relevant Topic Representation and Sentiment



## Conclusion

### Analysis of the discourse

- » The German newspaper that were examined discussed the topic **coherently**.
- » An **increase** in the number of articles on so-called “key events“ can be observed concurrently compared to a rather low number of articles in general.
- » The polarity of the discourse was **predominantly negative**.
- » The discourse first went negative and then turned positive after a key event: **the approval of the policy reform**.
- » The topics mentioned most during the debate were **Social Media, Parties and Demonstrations**.