



## ORIGINAL PAPER

# Applied Digital Analysis of UN Legal Content on Humanitarian Assistance, Security and Climate Change Policy: Tracking Social Narratives, Public Engagement and Posting Behavior

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### Abstract:

**Background:** Humanitarian assistance, climate change and health emergencies imply the need to identify accurate assistance services and solutions to coordinate responses and to develop more efficient measures and intervention in the international system. In this context, the development of coordinated policies and strategies at the level of the United Nations (UN) must engage an efficient collection of data, resources and information for monitoring public perception developing responsibility, coordinated efforts and resilient responses for the social and humanitarian crisis.

**Aims and objectives:** A first objective of this paper is to explore, analyze and monitor how the ten most relevant topics in the field of humanitarian assistance and climate change are highlighted by the tools made available by the Social Searcher platform as follows: “humanitarian assistance”, “climate change”, “United Nations”. Other relevant topics will be monitored and analyzed in the context of the online analysis conducted at the end of March 2025 for a 24-hour period on March 28, 2025 namely: “social protection”, “health assistance”, “peacefulness”, “humanitarian medical assistance”, “humanitarian crisis”, “UN humanitarian aid”, “social vulnerabilities”, “food assistance”, “UN humanitarian crisis”.

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The second objective of the research is to analyze the variations in the frequency of occurrence of the ten topics through complementary and integrated analysis in the context of the adoption of global initiatives in the field of humanitarian assistance and climate change initiatives.

The media monitoring of the selected topics also has the role of identifying the public's receptivity and unitary approach to a common thematic framework associated with the sphere of humanitarian assistance and public health.

**Materials and methods:** To analyze and monitor the variability and frequency of the selected topics, the study uses the tools of the Social Searcher platform such as: mentions feed and analytics, users, links, trending topics, tracking online sources, engagement context of discussions, tracking topics and presence score, most active topics and profiles. The research implements mixed quantitative and qualitative analysis for data extraction, analysis and interpretation.

**Results and discussions:** The results of the analysis identify two patterns of analysis and interpretation of the results. The first pattern confirms the particular trend of increasing the frequency of the selected topics during the monitoring period. The second pattern labels a common pattern of representation based on the collection of data in various contexts and humanitarian environments, as well as the framework of understanding and responding in the case of humanitarian assistance.

**Conclusions:** The present study provides the practical and applied foundations for monitoring and evaluating an agenda of ten topics in the field of humanitarian assistance, climate change and public health necessary for the contextualized understanding of humanitarian efforts and the needs of the population. The results of the information research intend to contribute to the efficiency of institutional management and governance, by reporting and identifying emerging trends in the context of social and humanitarian assistance in crisis.

**Keywords:** *humanitarian assistance, health, social protection, development, climate change.*

### **Introduction**

Humanitarian assistance, climate change and health emergencies imply the need to identify accurate assistance services and solutions to coordinate responses (Baxter et al., 2022; Schwerdtle et al., 2024; Williams & Downes, 2017) and to develop more efficient measures and intervention in the international system (Cross, 2019; Sankar-Gorton et al., 2024).

In this context, the development of coordinated policies and strategies at the level of the United Nations (UN) must engage an efficient collection of data, resources and information for monitoring public perception developing responsibility, coordinated efforts and resilient responses for the social and humanitarian crisis (Doering-White et al., 2024; McIver et al., 2024).

Therefore, the aims and objectives of the research are aimed at performing and engaging a sentiment analysis by categorizing and classifying mentions of the most relevant topics related to United Nations, humanitarian assistance and climate change as positive, negative or neutral. The second objective engages a double perspective on (a) analyzing and reviewing the posting behavior on weekdays and hour and (b)

understanding the public perception, the tone of the audience, and the intention of online debate.

The importance and relevance of the research stems from the correlation humanitarian assistance, climate change and health emergencies as focused fields in the monitorisation which require more coordinated responses and efficient measures of intervention in the international system. The novelty and ingenuity of data collection and processing aimed at monitoring public perception and the need to develop coordinated efforts and resilient responses for the social and humanitarian crisis make the theme timely and necessary within the international context resuming the coordinated policies and strategies at the level of the United Nations (UN).

### **Literature review**

The research associated to the provision of the UN international humanitarian assistance in different security contexts and the issues associated to climate change have received considerable interest aiming to analyse the scope, legal applicability and results of different endeavors (Shraga, 1998: 64–81). The study of imagology associated to events reporting related to humanitarian issues, security and climate change underscores the role and effects of emergency online media narratives. Discourse analysis highlights the existence and extensive use of frames especially within the digital coverage of humanitarian issues, security and climate change (Wright, Madrid-Morales & Barrie, 2025: 1-31). Further, correlating the discussion about online content reporting and the ethical use of AI technological capacity for responsible generative content in the online media (Olimid, Georgescu & Olimid, 2024a: 120-142; Olimid, Georgescu & Olimid, 2024b: 1-9) draws substantial insight into the possibility to detect and remove algorithmic bias and potentiate reporting control (Cools & de Vreese, 2025: 1-20). Studies have suggested that providing the optimum response in case of humanitarian assistance, climate change and health emergencies stresses the priorities communicated through international politics narratives of security, democracy and human rights (Lerch, 2023: 67-100; Olimid, Georgescu & Gherghe, 2024). Consequently, the analysis of the logic in which providers of humanitarian assistance operate has shown the effect of different narratives in shaping the role of organizations and humanitarian assistance and security architectures at regional level (Spandler, 2020: 172–201; Olimid, Georgescu, Olimid, Georgescu & Gherghe, 2025: 43-56). Also, analysing the role of media humanitarian narratives within the debates determined by the migration crisis, the issue of human rights and sense of justice, as well as the need to provide social and economic protection against eroding vulnerabilities were high of the public agenda (Olsen & Grønning, 2019: 90-106). Further, the analyses of discursive practices and narratives directly associated to climate change emergencies have marked the occurrences of certain shifts in power relations and practices determining a change in perceptions addressing the issue of developing responsibility and resilient attitudes in the stance of humanitarian crisis and environment security concerns (Partzsch, 2024: 77-92). The examination of literature results of the study on climate change narratives has also suggested the existence of different perspectives that are brought forward in different media and shape expectations, policy options, and also local, regional, international initiatives (de León Escobedo, 2023). Consequently, solid analyses of news coverage and online content sentiment analysis render patterns in occurrences, variations in frequency and explore topics in the context of conceptual monitoring (Georgescu, Olimid, Olimid, Georgescu, Gherghe, 2017).

### **Materials and research methodology:**

To analyze and monitor the variability and frequency of the selected topics, the study uses the tools of the Social Searcher platform such as: mentions feed and analytics, users and domains, links, trending topics and hashtags, tracking online sources, engagement context of discussions, tracking topics and presence score, most active topics and profiles. The research implements mixed quantitative and qualitative analysis for data extraction, analysis and interpretation.

Data collection for the three topics on “United Nations”, “humanitarian assistance” and “climate change” was simultaneously engaged, analyzed and monitored being carried out for a period of 24 hours on March 28, 2025 by using and frequenting the data and work and analysis tools made available by the Social Searcher platform (Social Searcher, 2025), more specifically:

- (1) digital engagement and Sentiment Assessment on “United Nations”, “humanitarian assistance” and “climate change”;
- (2) top domains for digital engagement of the topics “United Nations”, “humanitarian assistance” and “climate change”;
- (3) Online distribution and posting behavior by weekdays and time of day

Social Searcher primarily uses a combination of quantitative and qualitative methodology, applied in the context of social media monitoring, namely: (a) quantitative methods for:

- (1) measurement and statistical analysis counting mentions, domains and topics’ frequency on social networks;
- (2) analysis and evaluations of trends over time during weekdays and hours of the day (complex evolutionary analysis and graphs);
- (3) comparative statistical analysis between platforms and online networks, topics, total users, positive mentions, negative mentions or neutral mentions; (b) qualitative methods aimed at understanding the linguistic context and the tone of online posting.

The data were exported for all three topics and all collected data as follows (a) total mentions, total users, sentiment ratio and positive/negative/ neutral mentions aimed to appreciate the tone of posts for each topic selected by evaluating the public perception and engagement (Table 1, Table 3.1. and Table 3.2.);

(b) the domains for compared advanced analysis aimed to appreciate a detailed statistical evaluation of mentions of the topics over time depending on the most active platforms and social networks based on influential users and online sources (Table 2).

In this context, the research limitations engage three major dimensions:

- (a) data is collected for a short period of time (data retrieved on March 28, 2025);
- (b) the results and findings engage a momentary trend for monitoring the three selected topics;
- (c) for extended research accuracy and comparative analysis, it is necessary to successively or constantly collect data for the same topics or comparative topics in the same domain to evaluate a longer period of time.

### **Results and discussions**

The results of the analysis identify two patterns of analysis and interpretation of the results. The first pattern confirms the particular trend of increasing the frequency of the selected topics during the monitoring period. The second pattern labels a common pattern of representation based on the collection of data in various contexts and

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humanitarian environments, as well as the framework of understanding and responding in the case of humanitarian assistance.

It should also be noted that the increasing trends for certain topics depending on platforms, online domain and posting behavior have shown variations according to the data rendered and extracted for March 28, 2025 taking into account: In the field of humanitarian assistance, a first key document during the monitoring period is adopted by the United Nations on March 31, 2025, namely the Global Humanitarian Overview 2025 (OCHA, 2025).

The Global Humanitarian Overview (March 31, 2025) focuses directly on the dynamics of global humanitarian needs with the role of engaging a global vision and multidimensional solutions to problems in the sphere of climate-related disasters, local financing, regional response plans, displacement and armed conflicts (OCHA, 2025). In the field of climate change, an important initiative was launched on March 25, 2025 and focuses on the conclusions launched by the Consultative Group of Experts (CGE) on climate action, development, transparency and efficient distribution of resources (UNFCCC, 2025).

The adoption of these key documents by United Nations institutions and bodies can engage and influence in an important and direct way the public agenda and public perception of the objectives of work in the field of humanitarian assistance and climate change. These dimensions, in turn, can shape the way in which the public agenda of institutions is engaged at the level of public discourse, but especially how it is received to a greater or lesser extent on social networks in the following essential aspects:

### I. Digital engagement and the effect on the public agenda

With the launch and adoption by the United Nations in early 2025 of a set of measures and initiatives related to high-profile humanitarian and climate frameworks, new directions of debate are launched in the international discourse in the public space engaging urgent global challenges, resilience and climate change, humanitarian assistance or disaster preparedness.

In this context, Table 1 reveals the results of the monitoring of the online space by using the monitoring tools made available by the Social Searcher platform on March 28, 2025. Column 1 measures the category of the monitoring tool (total mentions, total users, sentiment ratio, positive mentions, negative mentions, neutral mentions). The second, third and fourth columns present the results of the analysis for the three monitored topics.

According to the results of the quantitative analysis, the highest number of mentions reflecting frequency and public engagement is recorded in the topic of “United Nations” (495 mentions). For the same topic, the total number of users (283) is also recorded.

**Table 1. Digital engagement and Sentiment Assessment of the topics: “United Nations”, “humanitarian assistance” and “climate change”**

Category	Value for the topic “United Nations”	Value for the topic “humanitarian assistance”	Value for the topic “climate change”
Total Mentions	495	344	419

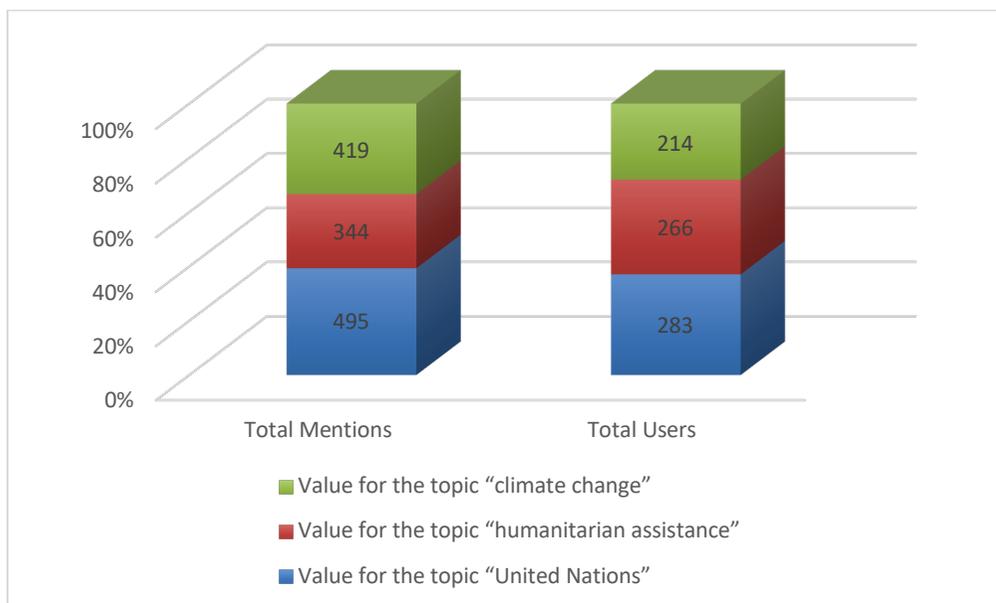
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Total Users	283	266	214
Sentiment Ratio (positive: negative)	4:1	3:2	7:3
Positive Mentions	107 (36% of total)	109 (36% of total)	142 (36% of total)
Negative Mentions	54 (19% of total)	65 (19% of total)	49 (19% of total)
Neutral Mentions	262 (49% of total)	170 (49% of total)	228 (49% of total)

Source: Authors’ own compilation based on data retrieved on March 28, 2025 from Social Searcher platform available at <https://www.social-searcher.com/>

At the level of positive/negative/neutral mentions, Table 1, Graph 1 and Graph 2 reflect the positive/negative/neutral emotion transmitted through online posts (likes, posts, replies, reactions, comments, etc.) regarding the three topics selected for analysis and monitoring. Thus, most positive mentions are recorded by the topic “climate change” (142 mentions 36% of the total), and at the level of negative mentions, most mentions are assigned to the topic “humanitarian assistance”. At the level of nonuter mentions, the results are recorded between 262 mentions (for the topic “United Nations”), 170 mentions (“humanitarian assistance”) and 228 mentions (“climate change”).

**Graph 1. Sentiment Metrics and Online Mentions for topics: “United Nations”, “humanitarian assistance” and “climate change”**



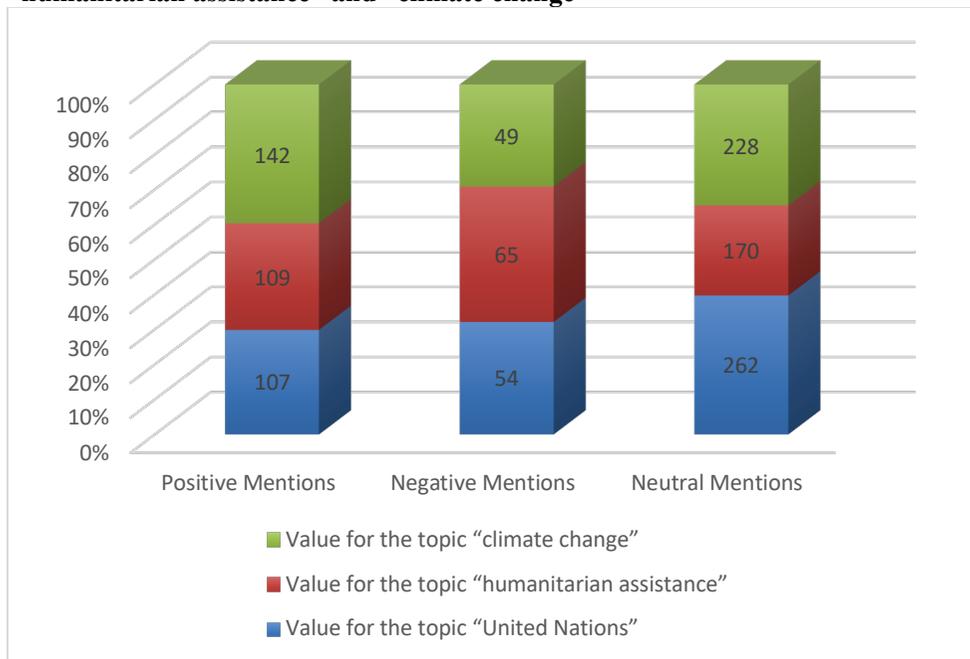
Source: Authors’ on compilation based on data retrieved on March 28, 2025 from Social Searcher platform available at <https://www.social-searcher.com/>

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The results obtained for the proportion of these categories reflect the proportion of these categories at the level of polarization and public receptivity of the three selected topics. Thus, for the first proportion, 4:1 for the first topic “United Nations” reflects a consolidated and positive general perception, widely exposed and supported in the public space.

On the second topic, a 3:2 ratio for the topic of “humanitarian assistance” engages a generally balanced, favorable public perception, but one that expresses varied beliefs. At the level of the third selected topic, there is a 7:3 ratio for the topic “climate change”, which reflects a generally fundamentally positive perception, but which also implies other critical minority opinions and perceptions.

**Graph 2. Positive, negative and neutral mentions for topics: “United Nations”, “humanitarian assistance” and “climate change”**



Source: Authors’ on compilation based on data retrieved on March 28, 2025 from Social Searcher platform available at <https://www.social-searcher.com/>

**II. Online distribution of domains on social networks**

Table 2 reflects the results of the analysis on the areas where posts, reactions, comments and information regarding the three selected topics were mentioned. Thus, Table 2 identifies the domains used and frequented for online posts retargeting the selected topics, namely social networks, news sites and platforms, information platforms and media, blogs and forums, etc. The most important results are recorded for the following areas: (a) for the topic “United Nations”-flickr.com (100 mentions), dailymotion.com (100) and reddit.com (72); (b) for the topic “humanitarian assistance” - reddit.com (74 mentions), vk.com (59) and youtube.com (51); (c) for the topic “climate change” - flickr.com (100 mentions), dailymotion.com (100), reddit.com (77).

**Table 2. Top domains for digital engagement of the topics “United Nations”, “humanitarian assistance” and “climate change”**

<b>Number</b>	Domain and total mentions for topic “United Nations”	Domain and total mentions for topic “humanitarian assistance”	Domain and total mentions for topic the topic “climate change”
<b>1.</b>	flickr.com (100)	reddit.com (74)	flickr.com (100)
<b>2.</b>	dailymotion.com (100)	vk.com (59)	dailymotion.com (100)
<b>3.</b>	reddit.com (72)	youtube.com (51)	reddit.com (77)
<b>4.</b>	vk.com (28)	i.redd.it (15)	vk.com (19)
<b>5.</b>	i.redd.it (21)	malaymail.com (3)	i.redd.it (9)
<b>6.</b>	denmark.news-pravda.com (6)	france.news-pravda.com (3)	m.vk.com (8)

Source: Authors’ on compilation based on data retrieved on March 28, 2025 from Social Searcher platform available at <https://www.social-searcher.com/>

The results presented in Table 2 also identify the role of online sources and domains of influence, reception and dissemination of information related to the topics selected for analysis. In addition, the first six areas exposed as results for each topic also have the role of evaluating the credibility and receptivity of some reference areas for the online distribution of a topic on social media and specialized sites.

### **III. The impact of online distribution and posting behavior**

The decisions and initiatives adopted by the United Nations are proportionally distributed in the online space according to the mobilization and receptivity of the public to a certain topic. The results presented in Table 3.1. and Graph 3.

Table 3.1. and Graph 3 show the high frequencies of posting behavior according to the days of the week indicating the highest frequencies for all three topics on the day. Saturday of the week (between 35% and 63%), and the lowest at the beginning of the week on Mondays and Tuesdays (between 2% and 9%).

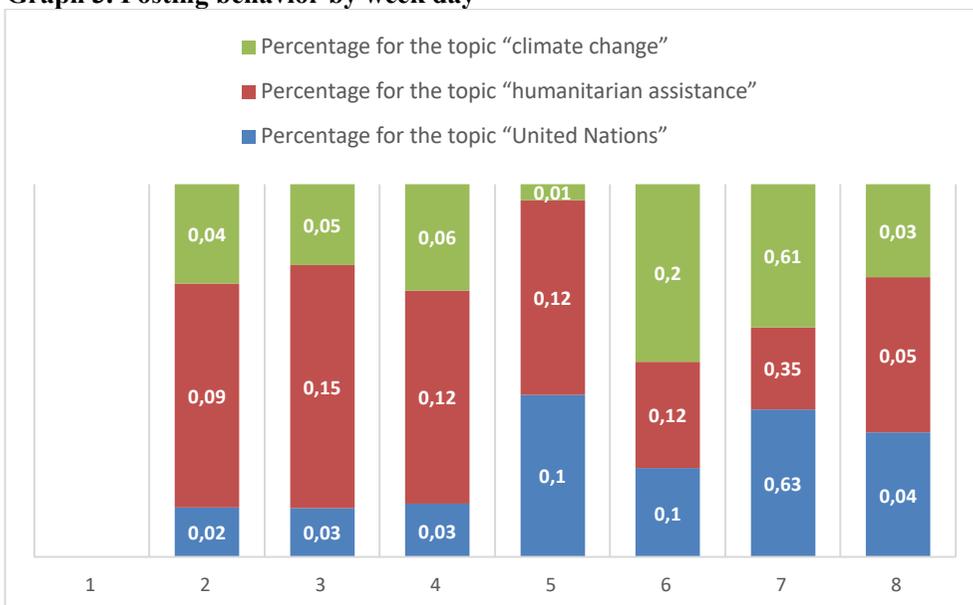
**Table 3. Online distribution and posting behavior by weekdays and time of day**

**3.1. Posts by week day**

Day	Percentage for the topic “United Nations”	Percentage for the topic “humanitarian assistance”	Percentage for the topic “climate change”
Monday	2%	9%	4%
Tuesday	3%	15%	5%
Wednesday	3%	12%	6%
Thursday	10%	12%	1%
Friday	10%	12%	20%
Saturday	63%	35%	61%
Sunday	4%	5%	3%

Source: Authors’ on compilation based on data retrieved on March 28, 2025 from Social Searcher platform available at <https://www.social-searcher.com/>

**Graph 3. Posting behavior by week day**



Source: Authors’ on compilation based on data retrieved on March 28, 2025 from Social Searcher platform available at <https://www.social-searcher.com/>

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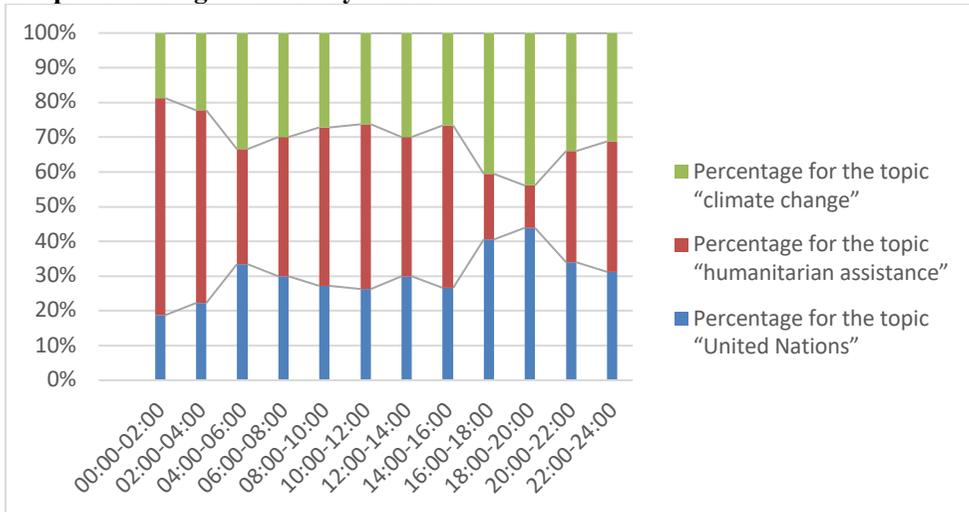
Table 3.2.and Graph 4 present the results of the monitoring of posting behavior according to the time slots of the online posting and distribution. Therefore, the table indicates for all three topics the intervals in the second half of the day starting with 16.00-18.00 (between 7% and 15%) and the interval 20.00-22.00 (between 31% and 33%) as the intervals in which messages and posts are well publicized, proving to be catalysts and referential intervals for digital campaigns and online mobilization at local level. Therefore, the intervals with the highest frequency amplify the role of the messages and engage an increased visibility of the themes highlighted in these documents.

### 3.2. Posts by hour

Day	Percentage for the topic “United Nations”	Percentage for the topic “humanitarian assistance”	Percentage for the topic “climate change”
<b>00:00-02:00</b>	3%	10%	3%
<b>02:00-04:00</b>	2%	5%	2%
<b>04:00-06:00</b>	3%	3%	3%
<b>06:00-08:00</b>	3%	4%	3%
<b>08:00-10:00</b>	3%	5%	3%
<b>10:00-12:00</b>	5%	9%	5%
<b>12:00-14:00</b>	6%	8%	6%
<b>14:00-16:00</b>	4%	7%	4%
<b>16:00-18:00</b>	15%	7%	15%
<b>18:00-20:00</b>	18%	5%	18%
<b>20:00-22:00</b>	33%	31%	33%
<b>22:00-24:00</b>	5%	6%	5%

Source: Authors’ on compilation based on data retrieved on March 28, 2025 from Social Searcher platform available at <https://www.social-searcher.com/>

**Graph 4. Posting behavior by hours**



### Conclusions

The present study provides the practical and applied foundations for monitoring and evaluating an agenda of ten topics in the field of humanitarian assistance, climate change and public health necessary for the contextualized understanding of humanitarian efforts and the needs of the population. The results of the information research intend to contribute to the efficiency of institutional management and governance, by reporting and identifying emerging trends in the context of social and humanitarian assistance in crisis. The complex examination into discursive practices and online narratives in search for the occurrences of relevant conceptual determinations has evidenced the content creators' particular interventions in shaping perceptions towards events related to humanitarian assistance and public health., several highlighted trends and hypostases in certain periods of time. The examination has followed the traceability of the selected topics within the online content using the digital instruments of Social Searcher platform. By combining a precise and effective set of quantitative and qualitative instruments, the Social Searcher associated the mentions feed and analytics online framework tools, users correlation, links identification, tracing trending topics and concept occurrences, organising online sources, identifying the nodes and wires of discussions, pinpointing topics and frequency scores, accomplishing and highlighting a hierarchy of topics occurrences and profiles visibility. The inquiry has emerged twofold into a quantitative exploration which highlighted a predisposition of users towards the selected items and concepts during the specific monitoring time-frame, while the qualitative interpretation associated an innovative sentiment analysis dimension to humanitarian assistance and security environments, as well as the specific triggers of public online relatedness in terms of response to crisis situations.

### Authors' Contributions:

The authors contributed equally to this work.

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