

UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA & SOCIAL MEDIA

Media monitoring analysis

February 2024



Executive Summary

- **The number of articles about Ukraine** in major international online media in February **increased by 43%** compared to January, and social media discussions increased by **48%**.
- There were **23K+ articles** about Ukraine in major international online media with **total reach of 377 mln contacts**.
- The largest daily number of articles about Ukraine in February was published on **February 23, the day before the second anniversary of Russia's full-scale invasion of Ukraine**. Other events that caused an increase in media attention to Ukraine included:
 - Dismissal of Valerii Zaluzhnyi, the Commander-in-Chief of the Armed Forces of Ukraine
 - Death of Russian opposition leader Alexei Navalny
 - 17-year-old Ukrainian player Volodymyr Yermakov killed in Germany
 - Paris-based conference for European leaders aimed at strengthening Western support for Ukraine
- The largest Ukraine-related topics in terms of the **share of voice** were:
 - ▶ International support — 28% of articles
 - ▶ The second anniversary of Russia's full-scale invasion of Ukraine — 6% of articles
 - ▶ Russian offensive and battle for Avdiivka— 5% of articles
 - ▶ Sanctions against Russia and seizure of Russian assets abroad — 5% of articles
 - ▶ Changes at the command of Armed Forces of Ukraine — 4% of articles
 - ▶ Western weapons for Ukraine — 3% of articles

Methodology

- To create this report, we analysed **articles about Ukraine** published in the **biggest international online news media** and **mentions posted on social media** during February.
- The list of the top news media was defined **based on the audience size** of the source.
- The report covers **65 major news media sources** for the following languages:
 - English (30 sources)
 - German (16 sources)
 - French (12 sources)
 - Spanish (7 sources)

The list of the analysed media sources can be found on the [last page](#) of this report.

- The list of the analysed social media sources include **Twitter, Facebook, Instagram, YouTube, and Reddit**.
- The media database for the analysis was **provided by the Looqme media monitoring company**.
- The social media database was **provided by the Determ monitoring company**.

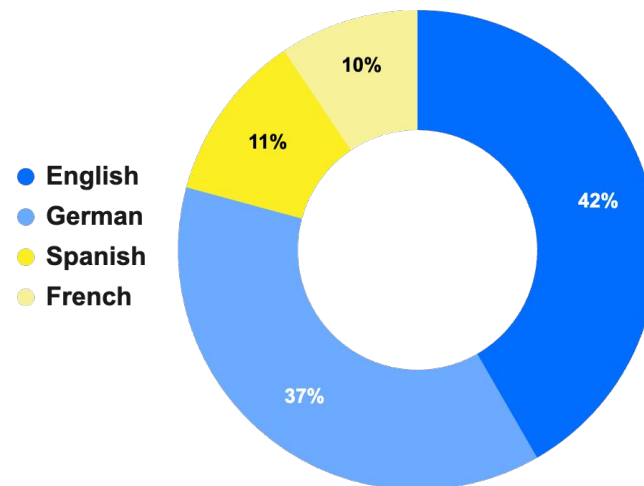
IN FEBRUARY, THE NUMBER OF ARTICLES ABOUT UKRAINE INCREASED BY 43% COMPARED TO JANUARY

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Language distribution of publications about Ukraine in major online media

	Total number of publications about Ukraine (including duplicates)	Number of original publications about Ukraine	Total potential reach
English	7 616	5 580	197 565 342
German	12 535	5 025	95 358 793
Spanish	1 827	1 525	19 536 211
French	1 456	1 259	65 217 931

Share of English, German, French, and Spanish articles among original publications about Ukraine in major online news media



Total **23 434** articles +43% to previous period

Total **377 mln** reach +25% to previous period

THE LARGEST DAILY NUMBER OF ARTICLES ABOUT UKRAINE WAS PUBLISHED ON FEBRUARY 23, THE DAY BEFORE THE SECOND ANNIVERSARY OF RUSSIA'S FULL-SCALE INVASION OF UKRAINE

Daily dynamics of publications and key topics about Ukraine



IN FEBRUARY, THE TOPIC OF FINANCIAL AND MILITARY ASSISTANCE TO UKRAINE BECAME THE MOST POPULAR IN UKRAINE-RELATED MEDIA LANDSCAPE

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Key topics about Ukraine in terms of the % of published articles

Topic	Share of Voice
International support for Ukraine	28%
The second anniversary of Russia's full-scale invasion of Ukraine	6%
Russian offensive and battle for Avdiivka	5%
Sanctions against Russia and seizure of Russian assets abroad	5%
Changes at the command of Armed Forces of Ukraine	4%
Western weapons for Ukraine	3%



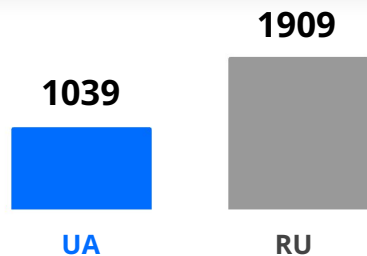
Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, The Guardian, Fox News, The Washington Post, New York Post, The Wall Street Journal, CNN, Spiegel, Le Monde, El Mundo).

We believe the analysed sample of sources represents the general trends in major foreign media.

Source: Looqme media monitoring database, February 2024

IN FEBRUARY, RUSSIAN SPEAKERS WERE QUOTED MORE OFTEN THAN UKRAINIAN ONES, MAINLY DUE TO COVERAGE OF PUTIN'S INTERVIEW WITH TUCKER CARLSON AND NAVALNY'S DEATH

Number of articles citing Ukrainian or Russian public figures



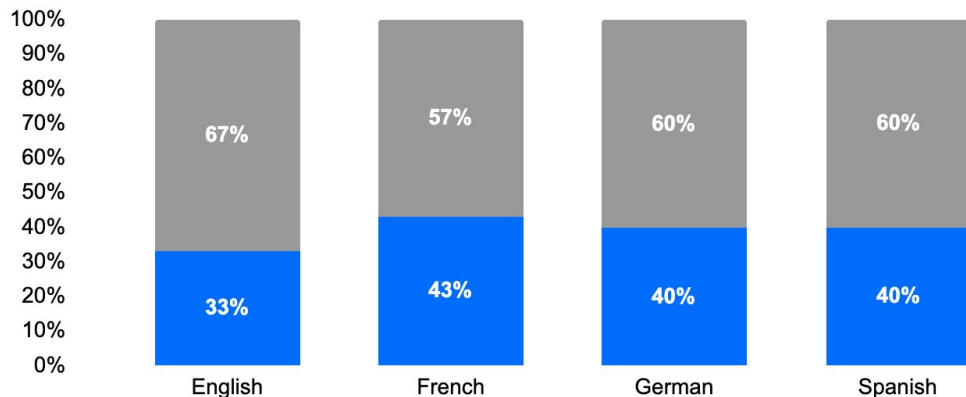
UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

Zelenskyy, Yermak, Shmyhal, Stefanchuk, Zaluzhny, Kuleba, Reznikov, Umierov, Podolyak, Arakhamia, Budanov, Nikiforov, Vereshchuk, Danilov, Poroshenko, Kim, Filatov, Fedorov, Kislytsia, Kubrakov, Pavliuk, Syrskyi

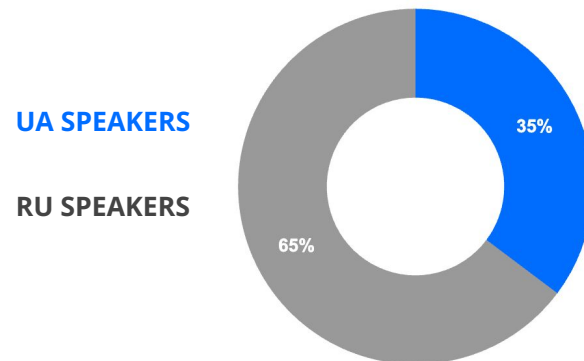
RU SPEAKERS – mentions of key figures of Russian politics

Putin, Lavrov, Zakharova, Shoigu, Surovikin, Nebenzia, Peskov, Kadyrov, Medvedev, Pushylin

Share of articles citing Ukrainian or Russian public figures, different languages



Share of articles citing Ukrainian or Russian public figures, all languages



International support for Ukraine

- For the sixth consecutive month, the future of US support for Ukraine has been the most discussed topic in foreign media. The uncertainty surrounding funding for arms supplies to Ukraine persists, primarily due to the stance taken by Republicans in the US Congress. Meanwhile, the White House and Democrats are urging the passage of a new aid package as soon as possible. Coverage of this topic included the following popular messages:
 - Former US President Donald Trump advocates for providing aid to Ukraine solely in the form of loans and has criticized NATO. This stance has influenced Republican sentiment, raising concerns regarding the bill's alignment with national interests and financial security;
 - The delay in aid has resulted in a shortage of ammunition and other essential resources for the Ukrainian army, leading to territorial losses and human casualties;
 - Western media have highlighted the potential for Putin's aggression to extend to other countries, such as the Baltic States or Poland. In February, this perspective gained considerable traction in the media. Additionally, reports suggest that delays in aid could undermine the US and NATO's position on the global stage.
- The media has placed significant emphasis on security cooperation agreements between Ukraine and countries such as Germany, France, Denmark, Canada, and Italy. Additionally, Western media sources have covered military assistance to Ukraine from various nations and highlighted public support for Ukraine from leaders of allied countries, including the Estonian Prime Minister, Kaja Kallas.
- Active discussions in the media were sparked by a statement made by French President Emmanuel Macron at an international meeting in Paris, where he mentioned that he did not rule out the possibility of sending troops to Ukraine. This remark from the French leader drew criticism from some NATO and EU partners. Additionally, the media widely disseminated Russian President Vladimir Putin's reaction to Macron's statement.

The second anniversary of Russia's full-scale invasion of Ukraine

- The coverage surrounding the anniversary was varied in terms of topics. Reports highlighted global mass actions in support of Ukraine, photo exhibitions dedicated to the war, articles exploring the history of the Ukrainian military and refugees, and analysis on the war's impact on mental health.
- The media prominently featured Volodymyr Zelenskyy's role as a military leader, while also highlighting the signs of President's disagreements with figures such as Valerii Zaluzhnyi, Vitalii Klitschko, and various media representatives. Special attention was paid to the support from Western leaders. Additionally, publications included maps detailing the front lines and active fighting zones, as well as summaries regarding Russian artillery attacks on Ukrainian territories.
- Coverage of this topic included the following popular messages:
 - The second anniversary of Russia's full-scale invasion of Ukraine was characterized by the prolonged nature of the war, a stalemate at the frontline with no significant changes, and increasing uncertainty regarding the war's future development;
 - Ukraine's success in the war depends on military assistance from the West, and its absence or delay leads to more casualties and prolongation of the war;
 - The second anniversary of the invasion outlines an alarming outlook for European security. Due to the growing geopolitical threats posed by Russia, the media point to the importance of rearming Europe;
 - The media highlighted the resilience of Ukrainians, their willingness to fight for their freedom, and the transformation of Ukrainian nationalism and identity based on confrontation with Russia. The media emphasised the resilience of the Ukrainian spirit, stressing that Russian aggression began in 2014 with the occupation of Crimea. Some publications were dedicated to the lives of Ukrainians during the war, stating that fatigue is a luxury Ukrainians cannot afford.

Russian offensive and fighting in Avdiivka

- Covering the retreat of Ukrainian troops from Avdiivka, the Western media focused on the following theses:
 - Russia's success in Avdiivka is a result of the Ukrainian armed forces' lack of weapons due to the delay in aid from allies;
 - The capture of Avdiivka is Russia's biggest achievement since Bakhmut.
- The articles presented diverse viewpoints on the implications of the situation, from opinions that the capture of Avdiivka was merely symbolic, to worries that it signified a pathway for further Russian advancement. However, the predominant sentiment among these was a negative assessment of the consequences.
- Foreign media reported that Avdiivka represented the first significant challenge for Oleksandr Syrskyi as the new Commander-in-Chief of the Ukrainian Armed Forces. The coverage compared the military leadership's decisions in Avdiivka with those made in a similar situation in Bakhmut. While the prolonged defense of Avdiivka inflicted heavy casualties on the Russian army, the Ukrainian military leadership, acknowledging the enemy's significant superiority, opted to prioritize saving lives.

German

17-year-old Ukrainian player Volodymyr Yermakov killed in Germany, [Spiegel](#), [Bild](#)

17 Jahre alter ukrainischer Nachwuchsbasketballer in Oberhausen getötet

Basketball-Nationalspieler (17) aus der Ukraine erstochen

Taurus missiles for Ukraine, [Tagesschau](#), [Spiegel](#)

Scholz begründet Nein zu "Taurus"-Lieferung

Ist Taurus drin, wo Taurus nicht drauf steht?

Olaf Scholz rejects talk of sending NATO troops to Ukraine, [Finanzen.net](#), [ZEIT ONLINE](#)

Scholz erteilt Truppenentsendung in die Ukraine klare Absage

French

Emmanuel Macron's statement on the deployment of foreign troops to Ukraine, [Le Figaro](#), [Ouest-France](#)

Envoi de troupes en Ukraine : les propos d'Emmanuel Macron ont créé une «confusion regrettable», estime Dominique de Villepin

Envoi de troupes au sol en Ukraine : Emmanuel Macron affirme que ses mots sont « pesés et mesurés »

Conference in Paris aimed at strengthening Western support for Ukraine, [Le Figaro](#), [Franceinfo](#)

Guerre en Ukraine : Emmanuel Macron organise une réunion internationale de soutien à l'Ukraine lundi à Paris

Conférence de Paris sur l'Ukraine : il s'agit de montrer que les Européens peuvent "monter en capacité de production industrielle", analyse le secrétaire général du Cevipof

Letters from two Ukrainian sisters on the second anniversary of Russia's full-scale invasion of Ukraine, [Le Monde](#)

Les lettres d'Olga et Sasha : « Après deux années de guerre en Ukraine, nous sommes tous dans un état de vertige et de confusion »

Spanish

Ukrainian refugees injured by fire in Valencia, [El Espanol](#), [El Confidencial](#)

Vladimir Lihvan y otros 20 ucranianos huyeron de la guerra de Putin y hallaron el infierno en Valencia

La doble tragedia de ucranianos y rusos en el incendio de Campanar: "Lo han perdido todo dos veces"

The death of Russian pilot Maxim Kuzminov in Alicante, [El Mundo](#), [20minutos](#)

Encuentran muerto a tiros en España a un piloto ruso que desertó para no ir a la guerra en Ucrania

La historia de película de Maxim Kuzminov: así fue la desertión en helicóptero del ruso que ha acabado asesinado a tiros en España

- Data from the Determ social media listening tool shows that mentions of Ukraine on social media increased by 48% from January to February.
- Similar to news media, **the future of U.S. aid to Ukraine** was the most widely discussed topic on social media in February.
- **Other trending topics included**
 - Putin's interview with Tucker Carlson
 - Sanctions against Russia and the seizure of Russian assets abroad
 - International support for Ukraine by the EU and Japan
 - The second anniversary of Russia's full-scale invasion of Ukraine
 - Russian offensive and battle for Avdiivka
 - Losses of the Russian army in Ukraine

SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

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[Elon Musk's retweet of J.D. Vance's post](#) stating that the passage of a bill on military aid to Ukraine could threaten Donald Trump with impeachment should he be re-elected as president



This is insane

[J.D. Vance](#) @JDVance1 · Feb 12

I just sent the below memo to every one of my Republican colleagues in Congress.

Buried in the bill's text is an impeachment time bomb for the next Trump presidency if he tries to stop funding the war in Ukraine...

[Show more](#)

7:53 PM · Feb 12, 2024 · 19.7M Views

Reach - 12.5 mln
Interactions - 256 K

[Joe Biden's retweet:](#) "You want to know why Ukraine is important? Because as you can see, Putin and his useful lackeys have their eyes on bigger prizes".



You want to know why Ukraine is important? Because as you can see, Putin and his useful lackeys have their eyes on bigger prizes.

[Biden-Harris HQ](#) @BidenHQ · Feb 10

Trump says he would encourage Russia to attack NATO allies: I said I would not protect our NATO allies. In fact, I would encourage Russia to do whatever the hell they want



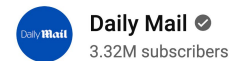
12:01 AM · Feb 12, 2024 · 10.2M Views

Reach - 3.7 mln
Interactions - 117 K

[YouTube video:](#) "Brave Ukrainian soldiers risk their lives to save comrade drone strikes their vehicle".



Brave Ukrainian soldiers risk their lives to save comrade as Russian drone strikes their vehicle



Reach - 3.9 mln
Interactions - 105 K

SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

BRAND UKRAINE

[A retweet in X](#) discussing the actions of marine Vitaliy Skakun, who blew himself up on the Henichesk bridge in February 2022 to stop a convoy of Russian tanks.

 **Bes D. Marx** 
@BesDMarx



Adam Kinzinger (Slava Ukraini)... · 12h
Suicide is not heroic
441 273 3.3K 320K


 **Adam Kinzinger (Slava Ukraini)**  @AdamKinzinger · Feb 25, 2022
A salute... 

Hero Ukrainian soldier 'blows himself up to destroy bridge' and stop Russian invasion forces storming in from Crimea the-sun.com/news/4771553/u...

3:04 AM · Feb 27, 2024 · 2.3M Views

Reach - 1.3 mln
Interactions - 102 K

[Vivek Ramaswamy's retweet](#) criticising Joe Biden for supporting Ukraine.

 **Vivek Ramaswamy** 
@VivekGRamaswamy

Biden is wearing the flag of another country whose bills we're footing, yet we haven't once seen Zelensky wear the flag of the nation that's funding his payroll. Says a lot about the sick psychology of this relationship.




 **ALX**  @alx · Feb 6
BIDEN: "I'm wearing my Ukraine tie, my Ukraine pin, which I've been wearing because they're in dire straits right now"

1:00 AM · Feb 7, 2024 · 3.1M Views

Reach - 1.4 mln
Interactions - 100 K

[Tweet by Senator Mitt Romney](#): "We are not being asked to send American troops into war, only to help the Ukrainians defend themselves".

 **Senator Mitt Romney** 
@SenatorRomney

We are not being asked to send American troops into war, only to help the Ukrainians defend themselves. If we fail to help Ukraine, Putin will invade a NATO nation. Ukraine is not the end, it is a step—and letting Putin have his way with Europe would jeopardize our security.



[Visit romney.senate.gov](https://www.visitromney.senate.gov)

If Putin is cheering your position, it's time to reconsider.

3:33 AM · Feb 13, 2024 · 4.6M Views

Reach - 1.5 mln
Interactions - 89 K

The list of analysed media

ENGLISH

BBC, Daily Mail, The Guardian, Mirror Online, The New Your Times, Washington Post, Mirror, Independent, Telegraph, CBC, CTV News, Express, Associated Press News, Reuters, Business Insider, CNN, FOXNews, CCTV, New York Post, USA Today, BuzzFeed News, The Sun, People, Wall Street Journal, MarketWatch, NBC News, National Public Radio, Sky News, NBS sport

GERMAN

Bild, Spiegel, Welt, ZEIT ONLINE, FAZ.net, Süddeutsche Zeitung, T-online, Tagesschau, N-tv, ORF.at, Kronen Zeitung, Der Standard, Merkur.de, Finanznachrichten, Finanzen.net, FOCUS online

SPANISH

El Mundo, El Pais, La Vanguardia, 20minutos, ABC, El Espanol, El Confidencial

FRENCH

Le Figaro, Le Monde, Ouest-France, BFMTV, 20minutes, Franceinfo, Purepeople, HLN, Nieuwsblad, VRT, RTBF