

Latvia Weekly:

Diplomacy, military and media



Latvia | Week 27 | Month 7
March 4th - March 10th, 2024

New observations this week:
Main channels: Tiktok, Twitter, Facebook

Main keywords:

Corruption, Media freedom, Trump, Elections, Putin, Ukraine, Russia, War, Baltics, NATO, Economic development

Main narratives:

- Media funding controversies linked to political favouritism and coalition support.
- Critiques of international diplomacy and the handling of foreign relations by Latvian and EU leaders.
- Financial instabilities in cultural hubs, focusing on the economic distress in historic areas like Riga's Old Town.
- Security concerns and societal debates stemming from military activities and social policy proposals, including education on diversity.

Overview:

During the examined week, the content primarily surrounded previously mentioned narratives, such as the need to support Donald Trump, corruption within the coalition government, the Istanbul Convention, and potential threats by Russia. A video published on Tiktok regarding a German warship in Riga garnered 740k views and 1,5k comments. The opinions expressed in the comments show two things: first, there is trust in the effectiveness of NATO and second, there is a brief that Russian threats might materialise shortly. Regarding the form of the content, Tiktok remains the platform that creates the most engagement and reaches a larger audience. Some of the examined content creators are increasingly more active on Twitter, and engagement is not as high as in Tiktok, but it is now comparable to that of Facebook.