

Latvia Weekly:

Pride Month and RailBaltic

Latvia | Week 41 | Month 10
June 10th - June 16th, 2024

New observations this week: 8
Main channels: Facebook, Tiktok

Main keywords:

**Division, prices, LGBT, Vaccine,
Election, Progressive, Corruption,
Istanbul Convention**

Main narratives:

- General anti-government sentiments;
- Anti-LGBT sentiments;
- General anti-European Union sentiments;
- The incompetence of the current government.

Overview:

During the examined week, the primary narratives surrounded domestic issues with a focus on the incompetence of the current government and the corruption within it. More attention has been given to the RailBaltic project, which the authors attempt to portray as an indicator of how corrupt the government is. Additionally, there have been more mentions of the Istanbul Convention and the LGBT issues, which have not been discussed in the prior weeks, potentially due to Pride Month. Most notably, when talking about the incompetence of the government and the LGBT issues, authors try to incorporate mentioning of children or the elderly who are the most negatively affected. In addition, the content portraying the European Union negatively has significantly decreased. In terms of content, TikTok remains the platform that can garner the most significant engagement, similarly, in prior weeks the engagement remains lower on other platforms.

