ANALYZING SENTIMENTS TOWARDS E-LEVY POLICY IMPLEMENTATION IN GHANA USING TWITTER DATA.

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Abstract

Government policies face challenges whenever it is implemented or proposed. The ordinary Ghanaian always feels the down side of government policies. This paper ponders on the government of Ghana proposed electronic levy on mobile money transactions which was announced in the 2022 budget on November 17, 2021. Using the concept of sentiment analysis and Twitter data, we have carefully studied this government policy from the perspective of the ordinary citizen. Aside from conducting a non-bias examination, a full data analysis has also been performed on the data to further expound the reasons associated with the discontentment among people in the country. The results showed that data on sentiments are enormous on social media (twitter) and it serves as means for people to share their views. Our analysis depicted that phase five recorded the highest number of data, thus, 18,423 data with 24.43%, 59.29%, and 16.28% been positive, neutral and negative respectively. In our results, phase one recorded the least amount of data with 8.93%, 89.29%, 1.78% been positive, neutral and negative respectively in a total of 1,400. In the full data analysis on 38,771 tweets, 25.50%, 59.02%, and 15.48% were positive, neutral, and negative respectively.

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