1176-00-307   **Luke K Stoner*** (`luke.stoner@westpoint.edu`), PO Box 3985, West Point, NY 10997, and **Paul Goethals** (`paul.goethals@westpoint.edu`) and **Connor Hirsch** (`connor.hirsch@d3systems.com`). *Tweets vs. Polls: Can Natural Language Processing Measure Public Sentiment?*

As the environment for modern conflict continues to evolve and become more urbanized, the ability to collect accurate, timely public opinion data will become increasingly important to the success of international security operations. While public opinion data is still largely collected through traditional polling, Twitter data scraping has emerged as a popular alternative to the conventional methodology. This research examines the effectiveness of techniques such as Twitter data scraping as a potential replacement for in-person or phone survey collection. A traditional survey of a country located in the increasingly contested and strategic Horn of Africa is performed, focusing on pressing topics such as COVID-19, great-power competition, election violence, and terrorism. Simultaneously, data from Twitter media local to the country is analyzed to assess the accuracy and effectiveness of data scraping in assessing public opinion. Both descriptive and inferential statistical analyses are performed to generate insights and evaluate the predictive capability of the social media platform. (Received January 25, 2022)