16TH INTERNATIONAL OTTER CONGRESS

THE IMAGE OF THE GIANT OTTER IN THE CONTEXT OF THE DIGITAL PLATFORM YOUTUBE

INSTITUTO FEDERAL Farroupilha — PROJETO Ariranhas

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(4 - Threats and Coexistence)

INTRODUCTION

The giant otter (*Pteronura brasiliensis*) is a semiaquatic mammal, endemic to South America, and classified as endangered. Human conflict is considered one of the current threats to the species. Negative perceptions of the species can further hinder human coexistence and pose additional challenges to its conservation. YouTube has become a significant platform for the dissemination of wildlife content, but not all content contributes positively to the image of species.

OBJECTIVE

Understanding how the content of videos published on the digital platform YouTube influences public perception of the giant otter.

Photo: Gabriel Brutti

METHODOLOGY

Keywords: 'Ariranha', 'Giant otter', '*Pteronura brasiliensis*', 'Lobo dél rio', 'Lobo gargantilla', 'Lontra', 'Onça-d'água' e 'Lontra gigante'
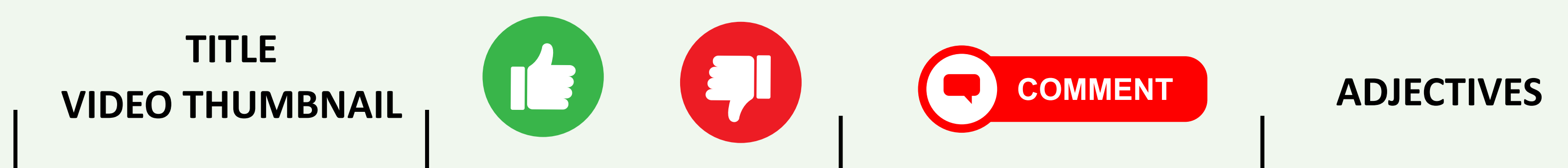
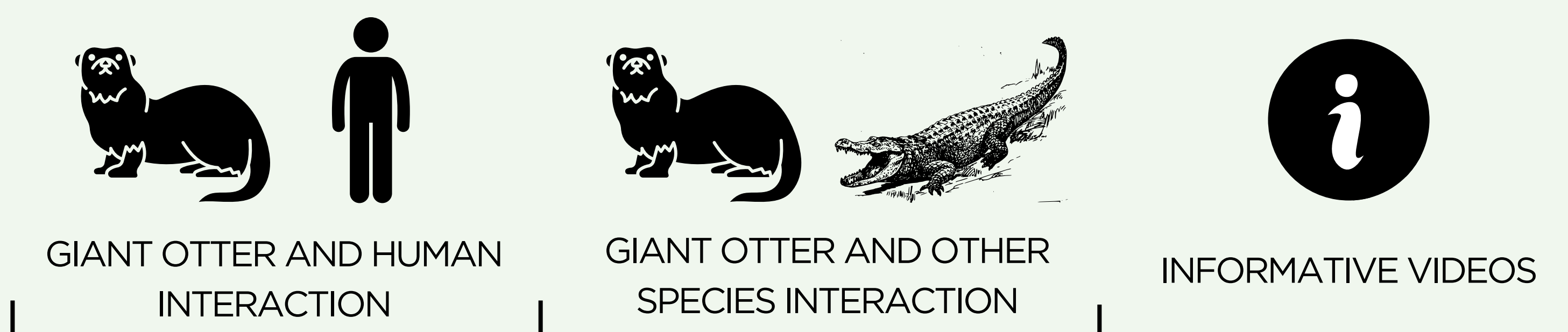**TIME FRAME** 2010-2022

609 VIDEOS → 242 VIDEOS → 1143 COMMENTS

VARIABLES EXTRACTED FROM EACH VIDEO

TITLE
VIDEO THUMBNAIL | 👍 | 👎 | 💬 COMMENT | ADJECTIVES

ENGAGEMENT VALUE = (Nº LIKES + Nº DISLIKES + Nº COMMENTS) / Nº VIEWS

CLASSIFICATION OF THEMATIC AXES

GIANT OTTER AND HUMAN INTERACTION | GIANT OTTER AND OTHER SPECIES INTERACTION | INFORMATIVE VIDEOS
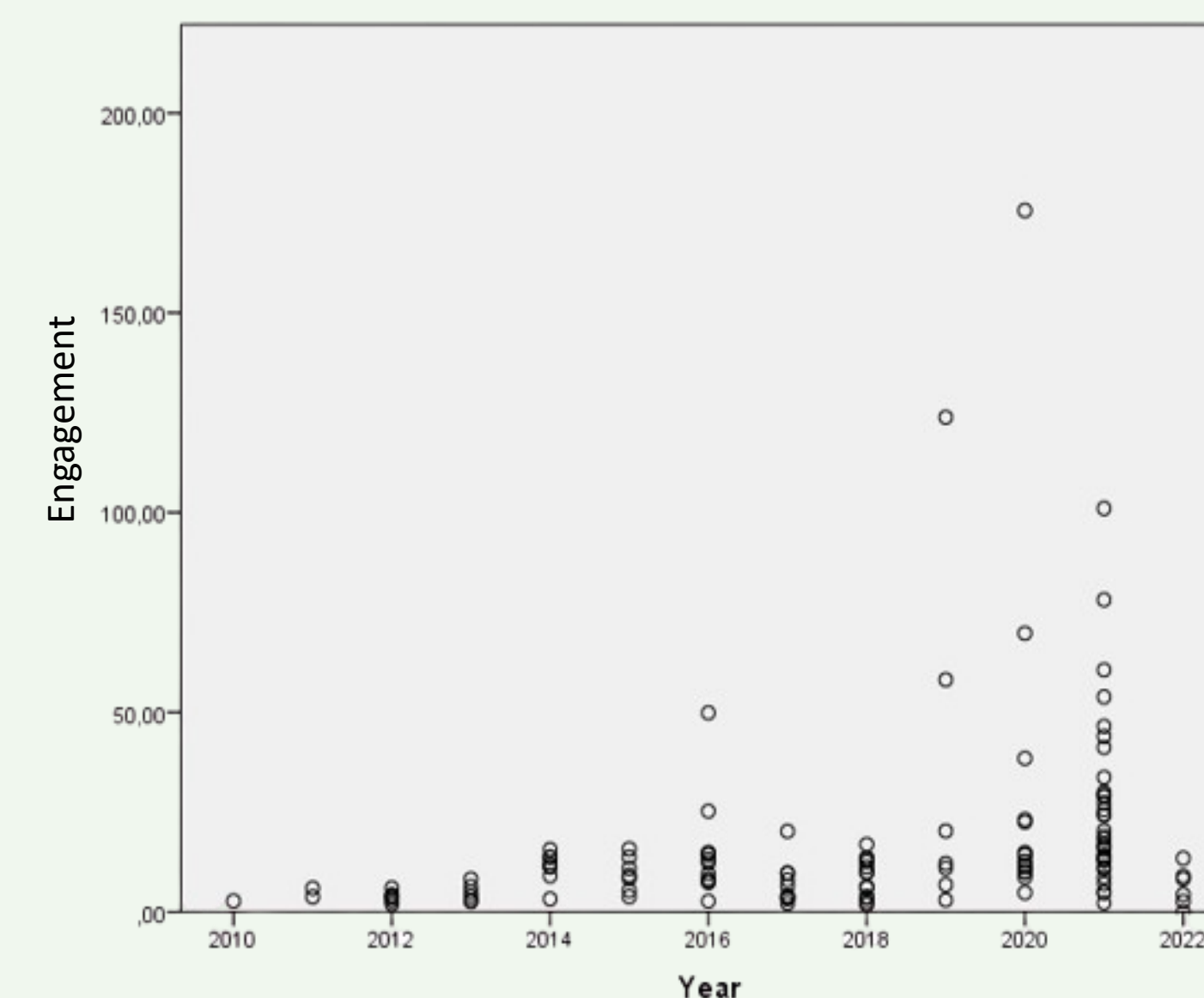
SENTIMENT ANALYSIS
PACKAGE: 'SYUZHET'
FUNCTION: GET_NRC_SENTIMENT
METHOD: NRC

WORD CLOUD
PACKAGE: WORDCLOUD
FUNCTIONS: COMPARISON.CLOUD

VISIT OUR WEBSITE
PROJETO Ariranhas

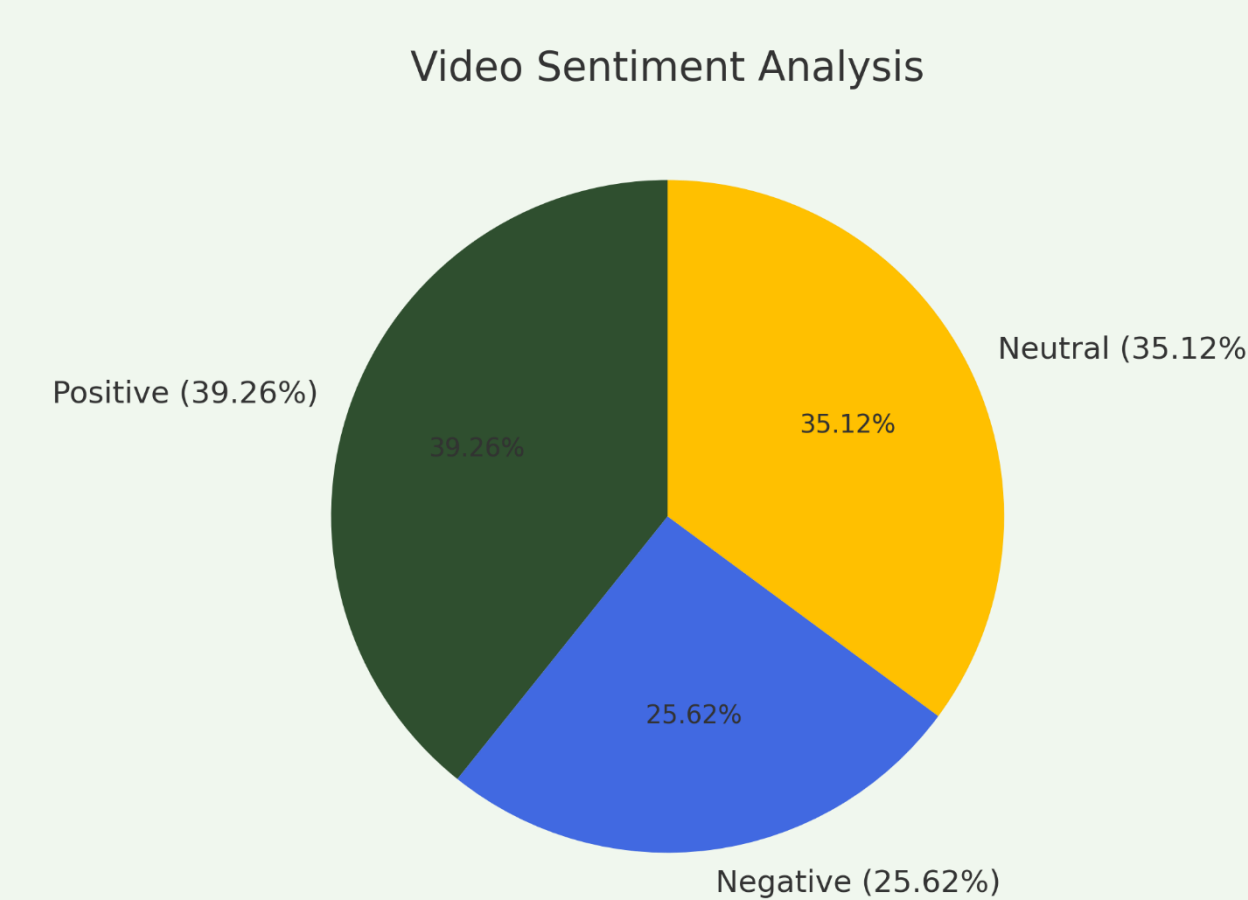USP Universidade de São Paulo | Z Houston Zoo | ZOO MIAMI

RESULTS

Youtube Videos engagement per year.
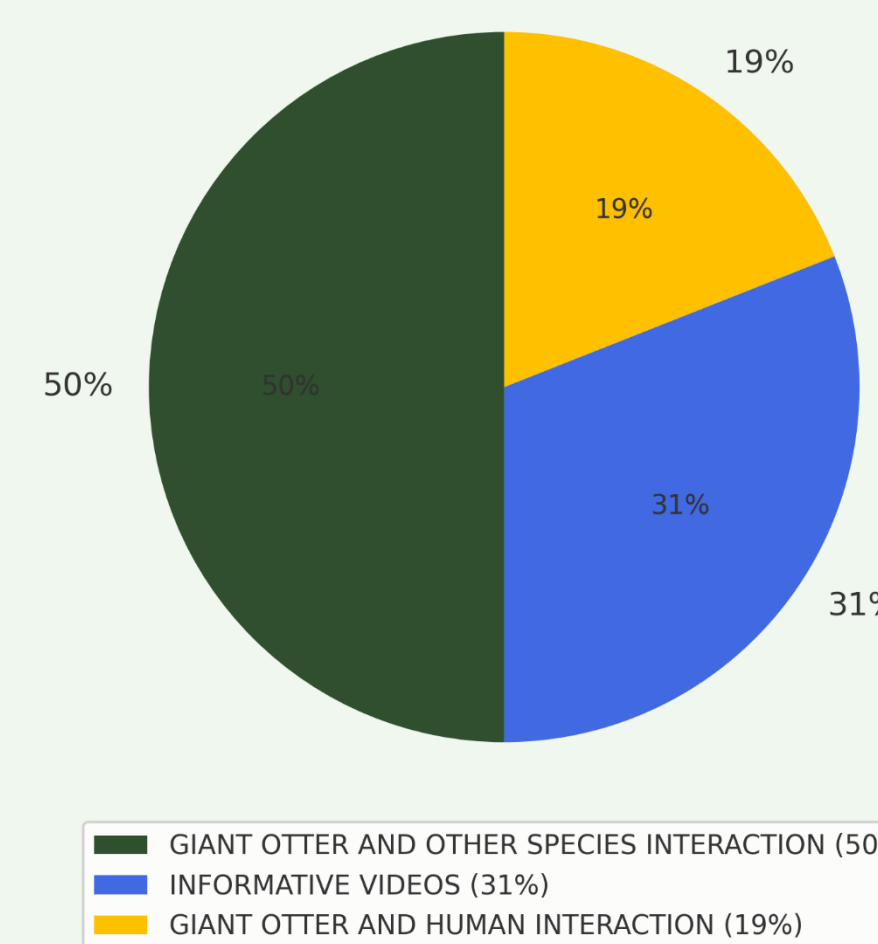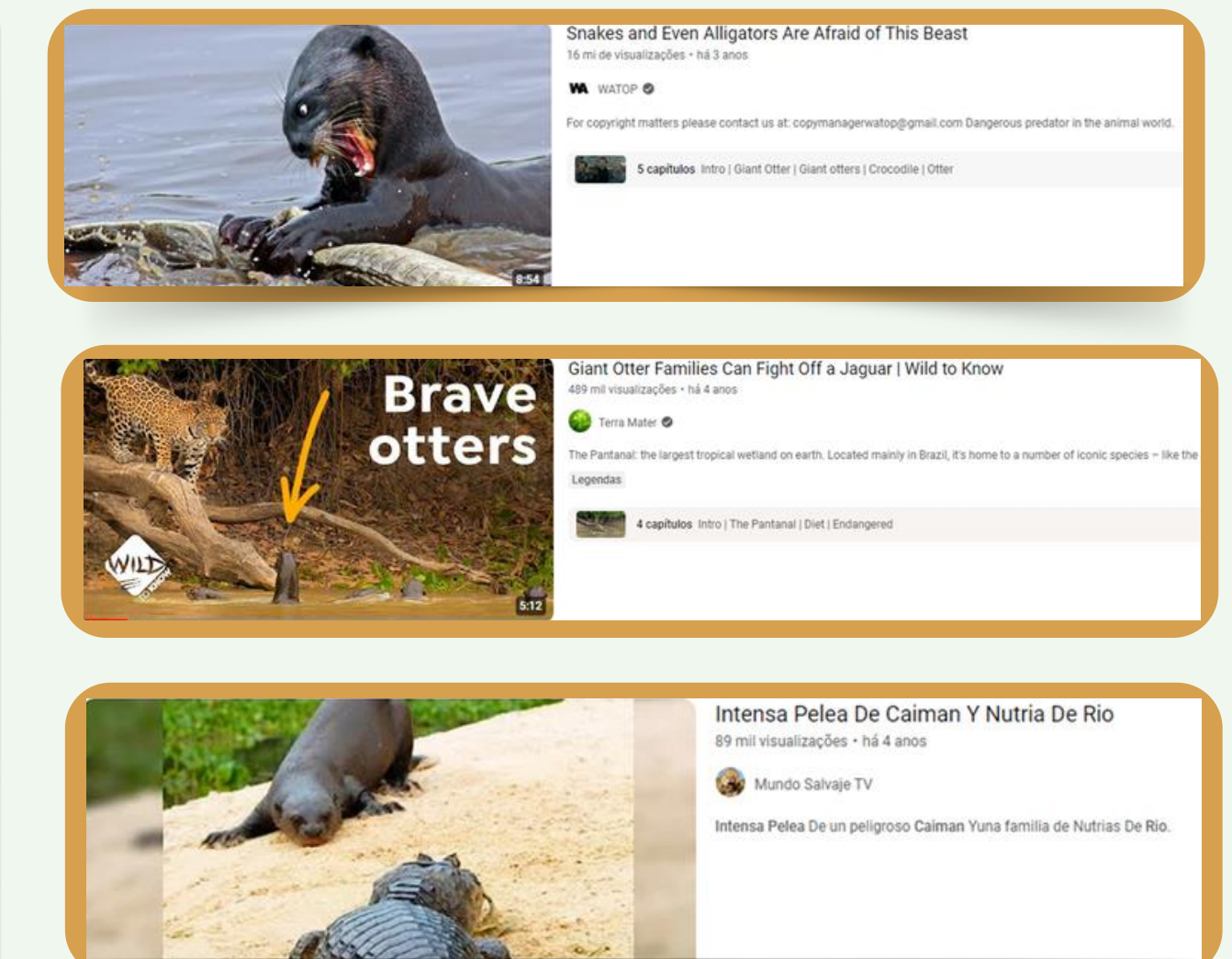
Graph 1 – Distribution of Video Content Themes – The chart shows the proportion of videos on giant otters, categorized into interactions with other species (50%), informative content (31%), and human interactions (19%).

GIANT OTTER AND OTHER SPECIES INTERACTION (50%)
INFORMATIVE VIDEOS (31%)
GIANT OTTER AND HUMAN INTERACTION (19%)

Video Sentiment Analysis

Positive (39.26%) — Neutral (35.12%) — Negative (25.62%)

Graph 2 – Among the 242 analyzed videos, 95 (39.26%) had captions with a positive sentiment, 62 (25.62%) were negative, and 85 (35.12%) were neutral.

Otter Adjective Analysis

Negative (31%) — Neutral (41%) — Positive (28%)
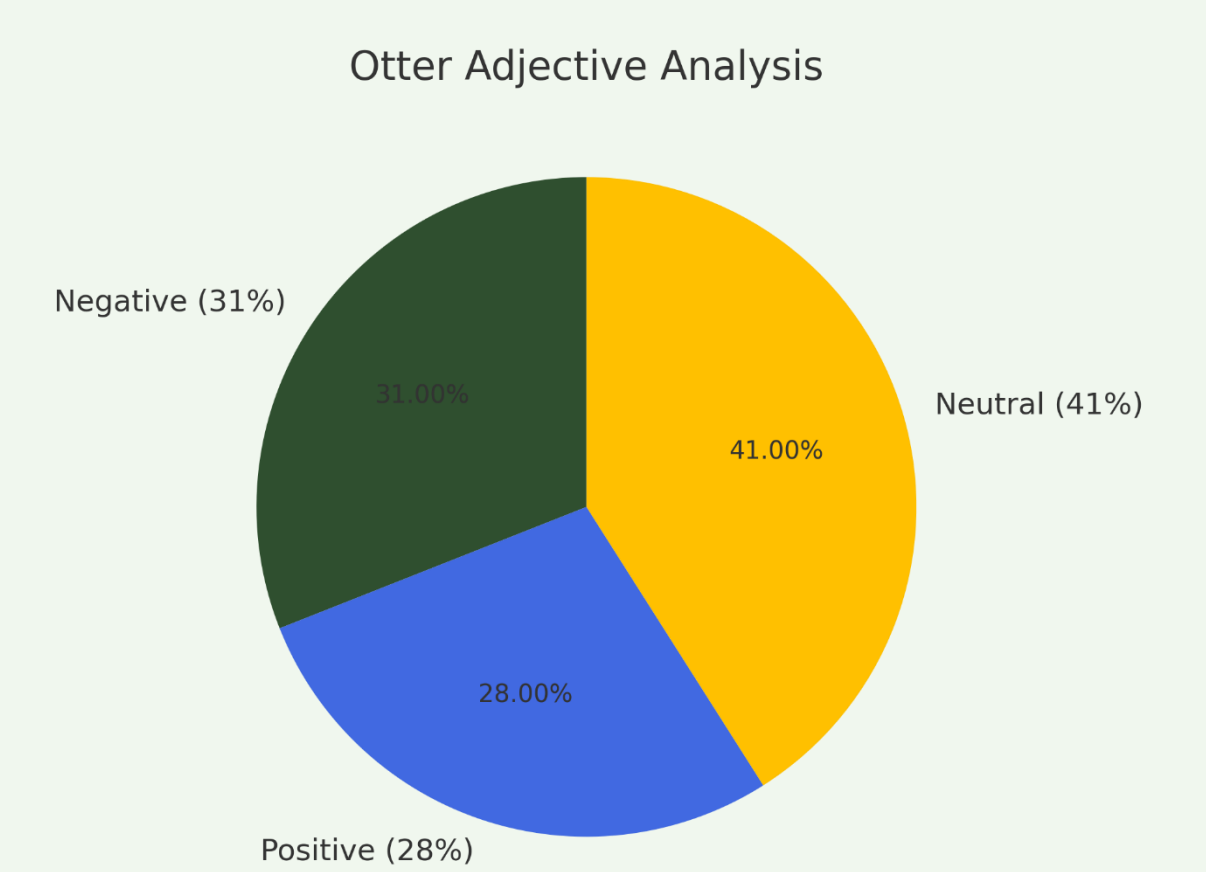
Graph 3 – We identified 61 adjectives referring to the giant otter in the audio of 100 videos. Among these adjectives, 19 (31%) were negative, 17 (28%) were positive, and 25 (41%) were neutral.
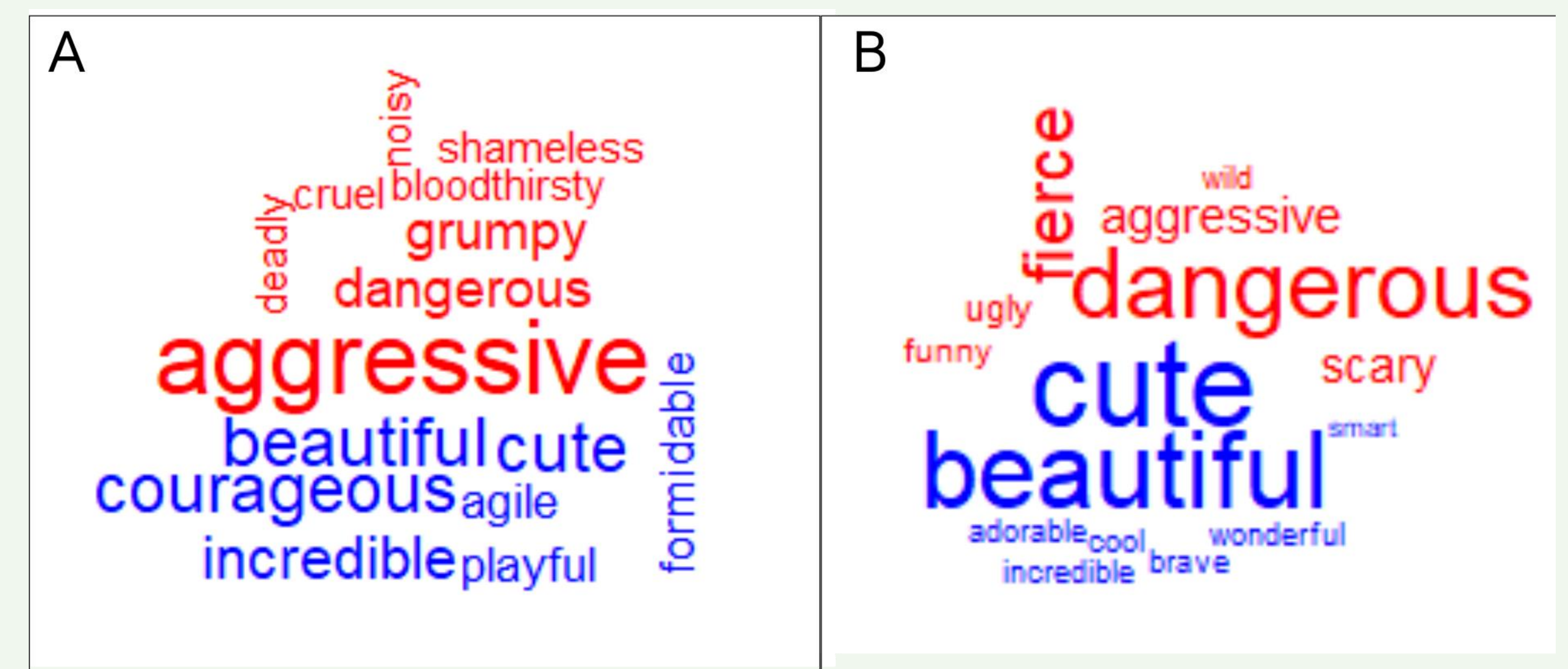
Word cloud of adjectives used to refer to the giant otter in 242 YouTube videos. **A** - adjectives identified in the audio of 100 out of the 242 analyzed videos; **B** - adjectives identified in the 1,443 most liked comments.

FINAL CONSIDERATIONS

The analyses indicate greater engagement with videos showing giant otters interacting with other animals, especially in predation or chase scenarios, which tend to generate negative feelings toward the species. Understanding this engagement is essential for creating content that attracts audiences and fosters positive discussions. Educational campaigns highlighting the giant otter's ecological importance can improve its image and promote conservation.