

The impact of Facebook social network on public opinion in Vietnam through the event of Vietnam U23 becoming the runner-up of the AFF Cup

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Abstract: This topic aims to assess the impact of the social network Facebook on Vietnamese public opinion through the event of the U23 Vietnam team becoming the AFF Cup runner-up. The selection of this issue is based on practical necessity, as the use of social networks is increasingly popular and can significantly affect community psychology. The objective of the research is to determine the manner and extent to which Facebook has impacted the perceptions and behaviors of Vietnamese people during the event. The approach includes analyzing data from Facebook posts and comments, along with small interviews to gather direct information. The expected results will contribute importantly to a better understanding of the influence of social networks on public opinion and may help media management agencies make effective decisions.

Keywords: Facebook social network, Vietnam U23 event, public opinion, AFF Cup, data analysis