

EQUALITY AND DIVERSITY ON X DURING THE 2024 PARIS OLYMPIC GAMES

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ABSTRACT

This study examines the conversation on the social media platform X concerning equality and diversity during the Paris 2024 Olympic Games. Through social network analysis and inferential statistics, five major conversation clusters were identified, with transgender-related topics being the most prevalent, yet lacking interaction between users. Additionally, significant positive correlations were found between positive sentiment and the subjectivity of posts and their engagement, while no significant differences were observed between the format of posts (text, image, or video) and their interaction rates. Finally, no evidence of the Boomerang effect was detected on the platform.

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1. Introduction

Diversity and inclusion have become increasingly important on the global stage, particularly at high-profile events such as the Olympic Games. These principles are fundamental to ensuring that sport offers equal opportunities to everyone, regardless of their gender, race, physical ability, or sexual identity. The Paris 2024 Olympic Games provide a vital opportunity to examine how sport can promote these values in an increasingly interconnected and digital society (Gardner et al., 2022).

In this context, social media has transformed the dissemination of messages about diversity and inclusion, enabling marginalised voices to reach a global audience. Platforms such as X (formerly Twitter), Instagram and Facebook have proven to be powerful tools for raising awareness and mobilising action on issues such as gender equality and anti-racism in sport. According to Kluch and Wilson (2020), these campaigns have succeeded in raising awareness of exclusion and encouraging different demographic groups to participate in the dialogue on inclusion at major sporting events.

Furthermore, the rise of social media has significantly altered the manner in which key social issues, such as inclusion and diversity, are addressed. Platforms such as X (formerly Twitter), Instagram and Facebook have enabled discussions on equality in sport to expand globally, providing access to audiences that were previously not actively engaged in these conversations. In the context of the Paris 2024 Olympic Games, social networks provide spaces for athletes, sports organisations, and the public to exchange ideas and reflect on inclusive values. This type of digital activism has been instrumental in empowering marginalised communities by giving them greater visibility and the opportunity to influence social policy through sport (Schallhorn et al., 2022).

However, while social media provides opportunities to democratise access to information, it also poses significant challenges. These platforms can amplify both positive and negative messages and sometimes perpetuate existing inequalities rather than counteracting them. For instance, the work of Ramon and Rojas-Torrijos (2021) has demonstrated that gender and racial inequalities are frequently reinforced rather than overcome, even on digital platforms that advocate inclusion.

The "boomerang effect" occurs when a message intended to generate a positive response instead provokes a counter-reaction that exacerbates divisions. This effect is particularly evident on social media, where negative responses to well-intentioned messages can exacerbate existing tensions and generate an even more polarised discourse (Saveski et al., 2021).

1.1. Challenges and Opportunities for Digital Activism in Promoting Inclusion

Over the past two decades, the exponential growth of social media has established these platforms as a fundamental pillar of modern communication. They have had a significant impact on the dissemination of messages about diversity and inclusion, facilitating the creation of communities that advocate for equity and social justice. For example, Putriani and Aras (2022) observe that these platforms have allowed diversity messages to swiftly and effectively reach global audiences within technology companies, generating movements that challenge established social norms and promote systemic change.

Furthermore, social media has amplified the voices of marginalised groups and provided inclusion advocates with a critical tool to challenge dominant narratives. This has enabled previously marginalised narratives to be heard globally, as demonstrated by the analysis of functional diversity awareness campaigns on platforms such as Twitter (Gómez-Marí et al., 2021).

However, these platforms also present challenges. For instance, they can create filter bubbles that expose users only to information that reinforces their pre-existing beliefs, making it difficult to build consensus on issues of diversity and inclusion. This phenomenon, known as the 'echo chamber', has been documented in multiple studies exploring how social networks can limit exposure to diverse viewpoints, thereby reducing willingness to consider differing opinions (Cinelli et al., 2021).

As virtual communities form around issues of diversity and inclusion, they transcend geographical contexts. According to Chen et al. (2021), social networks have facilitated the formation of transnational movements, demonstrating these platforms' power to catalyse global social change. This phenomenon has been examined in the context of digital knowledge production, where it has been observed that inclusion often favours certain profiles over others.

Digital activism has enabled people to engage in human rights advocacy in unprecedented ways, mobilising large audiences and pressuring governments and corporations to act. However, the success of these campaigns largely depends on how social media is used. While many initiatives have successfully promoted diversity and inclusion, others have failed due to a lack of strategy or public resistance. This risk is particularly pertinent in the case of provocative products or advertising campaigns, which can trigger crises if perceived as insensitive or discriminatory. This underlines the importance of a proactive approach to diversity management (Nizamidou, 2022).

To mitigate the risk of the boomerang effect, social media inclusion campaigns must be both authentic and well planned. A deep understanding of the target audience is key, as is designing messages that resonate with their values and experiences. A legitimate and credible approach is crucial, as campaigns perceived as opportunistic are more likely to fail. Furthermore, initiatives that effectively integrate diversity can avoid crises and strengthen relationships with audiences (Ma and Hmielowski, 2021).

Finally, careful planning and authenticity are critical to maximising the positive impact of social media in promoting diversity and inclusion. According to Protopapa and Plangger (2023), educating audiences about the importance of inclusion and diversity in communication and marketing is essential for developing professionals who understand the need for inclusive strategies in an increasingly globalised environment.

1.2. Consequences of Racist Hate Speech

Racist hate speech is a phenomenon that has gained global relevance due to its profound and devastating consequences for modern societies (Brändle et al., 2024). Characterised by the propagation of ideas and expressions that incite discrimination, violence, or the exclusion of individuals or groups based on their race or ethnicity, this type of discourse has both immediate and long-term effects that erode the social fabric and undermine the principles of equality and human dignity (Segura, 2023).

One of the most obvious consequences of racist hate speech is the creation of social divisions. When racist prejudices and stereotypes are widespread, they create barriers between communities, leading to mutual rejection and distrust. This can lead to the fragmentation of society, where different ethnic or racial groups are seen as 'others' rather than equal members of the same community. This division can manifest as social and geographical segregation, creating spaces where certain groups do not feel safe or welcome (Hietanen & Eddebo, 2023; Siegel, 2020) the use of force against those considered inferior or a threat (Teklu & Abebaw, 2024). Hate crimes, such as physical assaults, vandalism, and murders motivated by racism, often occur in environments where hate speech has become commonplace and acceptable. In turn, violence perpetuates a cycle of fear and resentment, further aggravating racial tensions and hindering reconciliation and peaceful coexistence (Iranzo-Cabrera & Calvo, 2023).

The impact of racist hate speech is not limited to the direct victims of physical violence; it also has a profound effect on the mental and emotional health of those who are targeted. Constant harassment, microaggressions, and exposure to hate messages can lead to feelings of inferiority, anxiety, depression, and other mental health issues (Castellanos et al., 2023). Victims may experience a loss of self-esteem and feel alienated from society, negatively impacting their quality of life and overall well-being (Puerta, 2023).

On a broader level, racist hate speech undermines democratic principles and human rights. When such speech is tolerated or ignored, it sends the message that certain groups do not deserve the same protection and respect as others. This delegitimises the values of equality and justice and can erode trust in democratic institutions, which are perceived as being biased or ineffective in protecting all citizens (Romero, 2024).

Likewise, the economic consequences of racist hate speech should not be underestimated. Discrimination in employment, education, and other areas driven by racial prejudice limits opportunities for marginalised groups, perpetuating cycles of poverty and exclusion (Ojeda Puig, 2021). This negatively affects the economic development of society as a whole by wasting the potential of large segments of the population (Picado et al., 2023).

In conclusion, racist hate speech poses a significant threat to social cohesion, security, mental health, and the integrity of democratic institutions (Kulenović, 2023). Its consequences are wide-ranging and profound, affecting not only direct victims but society as a whole. Therefore, it is imperative that

societies develop and promote policies and practices that actively combat this type of discourse and foster a culture of respect, inclusion, and dignity for all (Gámez & Rodríguez-Casado, 2023; Kindermann, 2023).

1.3. Actions to Mitigate these Behaviours

In order to combat behaviours stemming from racist hate speech, it is crucial to implement a series of actions that address both the underlying causes and the most obvious manifestations of this issue. These actions must be comprehensive and involve governments, civil society organisations, educational institutions, the media, and the general public (Álvarez Ferrándiz et al., 2023).

Strengthening the legal framework and public policies to combat racism and hate speech is crucial. Governments must enact and enforce legislation that criminalises hate speech and racial discrimination. This should include sanctions for perpetrators and mechanisms to protect and support victims. Additionally, authorities must implement effective monitoring and reporting programmes to swiftly identify and respond to incidents of hate speech in both the public sphere and on digital platforms (Ipar et al., 2024; Nave & Lane, 2023).

Education is another powerful tool in the fight against racism and hate speech. Educational institutions should incorporate programmes that promote diversity, inclusion, and empathy into their curricula from an early age. These programmes should focus on teaching the history and cultural contributions of diverse ethnic and racial communities, as well as the harm caused by racism over time. Additionally, educators must be trained to handle racist incidents in the classroom and promote an environment of mutual respect (Álvarez Ferrándiz, 2023; Ramón & Vilchez, 2023).

Another important area is raising social awareness and sensitisation. Public campaigns that promote tolerance and peaceful coexistence are vital for challenging racial stereotypes and prejudices (Bahador, 2021). Such campaigns must be consistent and present across a variety of media, employing both traditional messaging and social media strategies to reach a broad audience. The aim is to create a positive narrative around diversity, emphasising the advantages of an inclusive society and the significance of mutual respect (Delgado & Stefancic, 2023).

Furthermore, the media plays a crucial role in combating racist hate speech. It is vital that they adopt a responsible and ethical approach to covering issues related to race and ethnicity. This process entails the prevention of the propagation of stereotypes, whilst also ensuring that the voices of the affected communities are represented in a balanced and equitable manner. Furthermore, digital platforms are obliged to implement rigorous policies to moderate content that incites hatred and violence, swiftly removing any racist content (Schmid et al., 2024).

At the community level, it is important to encourage intercultural dialogue and initiatives that promote mutual understanding. Cultural exchange programmes, community forums, and events celebrating diversity provide opportunities for people from different backgrounds to meet, collaborate, and work together to build a more inclusive society (Nave & Lane, 2023). Such interactions help break down barriers and foster relationships founded on respect and solidarity (Ipar et al., 2024).

Finally, each individual has a responsibility to act against racism in their daily lives. This involves challenging racist comments and behaviour, educating oneself and others about racial equality and supporting organisations that advocate for minority rights (Yáñez García-Bernalt, 2023). Combating racist hate speech is a shared responsibility, and we must all contribute to creating a society in which diversity is valued and respected (Sánchez Manzano et al., 2024).

In view of the above, the objectives of this research are as follows:

1. To identify the key characteristics of the X network of users addressing inclusion and diversity issues in the context of the Paris 2024 Olympic Games.
2. To measure the level of conversation among users and determine whether the X network facilitates debate or merely disseminates content unilaterally.
3. Identify the main issues discussed on the network within the context under study.
4. Analyse the published content in terms of its objectivity and subjectivity and measure its possible correlation with the level of engagement.
5. Discover the possible relationship between the polarity and subjectivity of the messages and the format of the message, considering the type of audiovisual complement used.

6. Investigate any differences in engagement depending on the format of the post.
7. Determine whether the Boomerang effect exists in users' reactions to published messages related to the object of study.

2. Methodology

Data collection was conducted using the NodelXL Pro tool (Hansen et al., 2010). Posts on social network X containing the hashtags #racisminsports, #sexisminsports, #equality, #diversity, #inclusion, #stopracism, #stopsexism and #paris2024 were scheduled for retrieval. While this search configuration was somewhat restrictive, ensuring that all publications collected were accurate and free from documentary noise, it meant that many potential publications addressing any of the themes were not collected.

Once the entire dataset had been obtained, a graph representing all the interactions between different users was generated, with each user as a node and each interaction as an edge. For each user, the main centrality measures were calculated (Martín-Cárdaba et al., 2020; Scott, 2017): the centrality index (which measures the influence of a node by considering not only the number of connections it has, but also the importance of the nodes to which it is connected); the in-degree level (which is the count of links reaching a node); and the out-degree level (which is the count of links leaving a node). In directed networks, it measures how many other nodes point to it, indicating its popularity or receipt of influence; the out-degree (the count of links leaving a node); and the intermediation index (how many times a node acts as a bridge or intermediary on the shortest paths between other nodes in the network). In directed networks, it reflects how many other nodes it influences, indicating its ability to disperse information or influence), and the intermediation index (which measures how many times a node acts as a bridge or intermediary on the shortest paths between other nodes in the network).

The Clauset-Newman-Moore clustering algorithm (Clauset et al., 2004) was then used to detect groups or communities of users. This algorithm is based on modularity optimisation, which is a measure that evaluates the quality of a partition into communities within a network. The algorithm begins by assigning each node to its own community, before proceeding to join communities iteratively, selecting combinations that maximise the increase in modularity. Through this hierarchical process, the algorithm identifies groups of nodes (communities) that are more densely connected to each other than to the rest of the network.

The engagement of each publication was calculated using the formula: $\text{sum}(\text{engagement} = \text{sum}(\text{interactions})/\text{number of followers})$. In social media, engagement refers to the level of interaction, commitment, and connection that users establish with content published by others. It can reflect users' interest in the content. High engagement indicates an engaged audience that amplifies the message's reach and influence on the social network.

In addition to calculating engagement, the polarity and subjectivity of each post were calculated using the Python library TextBlob (Loria, 2018). TextBlob determines the polarity (positive, negative, or neutral) and subjectivity (personal opinion versus objective fact) of a text. It decomposes the text into sentences and applies a pre-trained language model. When evaluating each sentence, TextBlob assigns a sentiment score ranging from -1 (very negative) to 1 (very positive) and a subjectivity score ranging from 0 (very objective) to 1 (very subjective). This library is used for natural language processing (NLP) tasks where understanding the emotional perception of the content is desired.

Once all the calculations had been made, different statistical analyses were carried out to reveal possible differences and correlations between the variables. As the data showed a non-normal distribution, the tests were non-parametric. The Kruskal-Wallis test was used to analyse differences (Ostertagová et al., 2014), and the Spearman test was used to analyse correlations (Restrepo & González, 2016).

If tables or figures are included in the main text, position them after the paragraph in which they are described. When citing the source of information, include it in a 'source line' at the bottom of the figure. Tables and figures should be numbered and have a short descriptive title.

3. Results Analysis

3.1. Network Description

The network consisted of 1,270 users who made a total of 1,381 interactions on the social network X during the period of the Paris Olympic Games, which took place between 26 July and 11 August 2024. Of these interactions, 4.34% were duplicates and the remainder were unique. The following seven types of interactions were identified: retweets (1,153), mentions in retweets (81), mentions (42), replies (13), tweets (70), quotes (13) and mentions in quotes (9). Furthermore, an analysis of the data revealed that 48 users did not receive any interaction on their posts. The reciprocity rate, both between pairs of characters and between interactions, was non-existent (0%). It can thus be concluded that for every edge that originates at node A and terminates at node B, there is no edge that originates at B and terminates at A. This finding indicates that all relationships depicted in the graph are unidirectional.

Regarding the primary characteristics of the network, 39 components were identified, 11 of which were comprised of a single user. A component may be defined as a subset of nodes (or vertices) that are connected to each other, i.e. there is a path between any pair of nodes within this subset. However, it is important to note that these nodes are not connected to any other node outside the subset.

The analysis of the largest component (1125 users and 1167 interactions) revealed that its maximum geodesic distance (network diameter) was 8. This is defined as the longest possible distance between two nodes within the network, measured in terms of the minimum number of edges (or steps) that must be traversed to get from one node to the other. The mean geodesic distance was found to be 2.30. The average geodesic distance is defined as the mean of all possible geodesic distances between each pair of nodes within the network. In order to calculate the geodesic distance (i.e. the minimum number of edges) between each pair of nodes, it is first necessary to find the geodesic distance between these same nodes. The average of all these distances is then calculated. The final density of the graph was found to be 0.08%. The density of a graph is defined as the measure of how connected the nodes are in relation to the maximum possible number of connections that could exist in that graph. In summary, the concept of density is a quantitative measure of the degree to which a graph is saturated with edges.

3.2. User Communities and Relevant Topics

The clustering algorithm identified 74 user groups; however, it was found that only five of these contained more than 10 users.

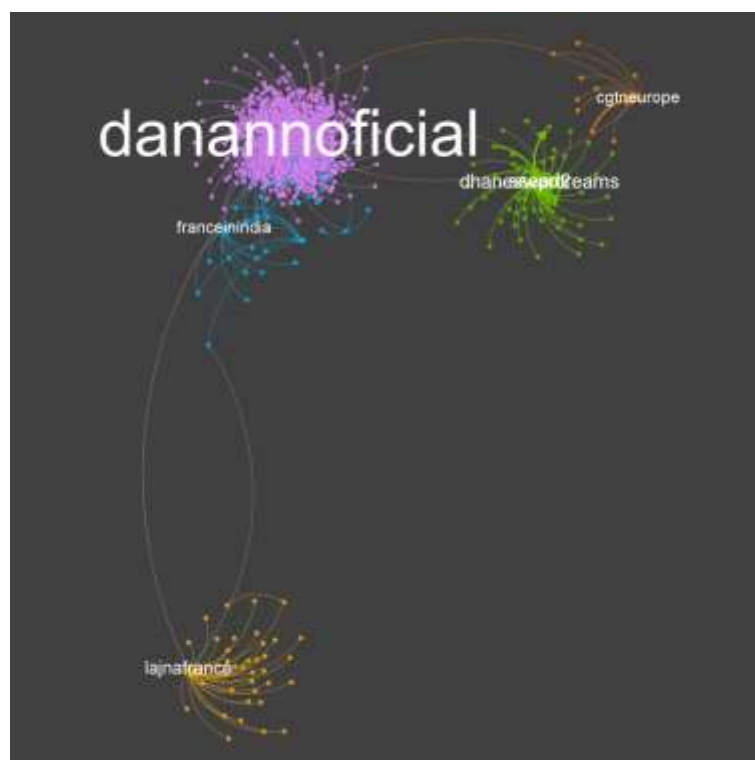
The largest group is led by the user Danann (@danannofficial) and his retweet of a tweet from another user mocking the case of the Algerian boxer Imane Khelif (criticised because of her participation in the female category, despite the fact that she has XY chromosomes, typical of the male sex). The aforementioned tweet contained a photograph of Danann himself posing with a muscular boxer in a wig.

In the second group, the user दिव्यांग धनेश्वर (divyanga dhaneśvar) (@dhaneswardreams), an Indian activist for disabled people in all social activities, has the highest level of in-degree. The primary concern pertains to a response to a tweet that expressed criticism regarding the apparent absence of equality for individuals with disabilities. Whilst not directly associated with the Olympic Games, this user is leveraging the event's significant public profile to disseminate their message.

The third group is led by the official account of the French Embassy in India (@franceinindia). The Embassy has utilised the medium of the Olympic Games to encourage people to learn more about France. In a tweet, the Embassy encouraged people to watch a video in which the mascot of the Games presents his country as a leader in inclusivity.

In the fourth group, the account with the highest number of mentions is that of the official account of the women's branch of the Ahmadiyya Muslim Association of France (@lajnafrance). The user in question gained notoriety for retweeting a message from the leader of Group 1, Danann.

In conclusion, the fifth group is chaired by the China Global Television Network in Europe (@cgtneurope). The publication around which the group revolves is an interview with swimmer Toni Waterman, in which she explains the need for parity rules between men and women in the sport of swimming.

Figure1 . Representation of interactions between members of the five largest groups.

Source: Own elaboration, 2024.

3.3. Polarity, Subjectivity, Engagement and Post Formats

It is evident that a number of actions in X are associated with the creation of new content; however, it should be noted that this is not the case for all actions within X. Retweets are defined as actions that disseminate a message implicitly showing support and approval, but the author of this action does not generate new content. Consequently, during the analysis of the various variables, these particular retweets were excluded from the dataset, with the remainder of the publications being considered.

The mean engagement of posts that generated new content was 930.14% (SD=4,367.75%), the mean polarity was 0.26 (SD=0.28), indicating a relatively neutral sentiment with a slight tendency towards positivity, and for subjectivity, the mean was 0.43 (SD=0.28), indicating a slight tendency towards objectivity.

When the correlation between this polarity and engagement was analysed, a low but significant positive correlation was found ($Rho=0.34$; $p<0.001$), meaning that the more positive the message, the more engagement it generates.

In relation to subjectivity, once more, a low yet significant positive correlation was identified ($Rho=0.24$; $p<0.001$), suggesting that the greater the subjective nature of the message, the higher the interaction rate.

The polarity of the posts that were not retweeted demonstrated significant differences according to their format ($K(3)=23.33$; $p<0.001$). Texts devoid of any accompanying multimedia resources exhibited the highest levels of positivity ($M=0.33$; $SD=0.26$). This was followed by publications accompanied by an image ($M=0.17$; $SD=0.23$), those in carousel format ($M=0.1$; $SD=0.14$), and finally, publications in video format ($M=0.04$; $SD=0.37$), which exhibited the closest values to neutral. With regard to the issue of subjectivity, the statistical test revealed no significant differences.

In order to ascertain whether divergent formats of publications engender divergent user reactions, a statistical test was conducted. This yielded no statistically significant differences ($K(3)=3.63$; $p=0.30$). Thirdly, the carousel format demonstrated the highest level of engagement ($M=8.356.47\%$, $SD=18,788.6\%$), followed by the single image ($M=1,841.7908\%$, $SD=6,473.51\%$), text ($M=34.63\%$, $SD=120.32\%$), and video ($M=2.4921\%$, $SD=3.75\%$).

3.4. Boomerang Effect in the Conversation

In order to analyse the potential Boomerang effect in the conversation, a correlation was established between the polarity of the original tweets and the average polarity of the reactions of the users who generated their own content in the conversation. The analysis demonstrated a highly significant correlation between the variables ($Rho=0.95$; $p<0.001$), indicating that an affirmative message elicits a corresponding affirmative response. This result demonstrates that in this case, there is no Boomerang effect, with positive messages eliciting positive reactions and negative messages generating negative reactions.

4. Discussion and Conclusions

Following the analyses conducted, the following interpretations can be deduced: firstly, that social networks such as X (formerly Twitter) act more as one-way dissemination platforms, as the absence of reciprocity in interactions suggests that they do not generate active debate; secondly, that there is a lack of two-way conversation on such platforms. This prompts further inquiries into the genuine capacity of social networks to foster inclusive and diverse discourse (Afolaranmi & Amodu, 2022; Arguëlles et al., 2024). Whilst social networks facilitate discourse on inclusivity and diversity, their ability to engender profound and contemplative dialogues remains constrained. Recent studies have highlighted that the fast-paced and fragmented nature of social media interactions does not always facilitate constructive or consensus-building debates (Ben-David, 2020). Indeed, the prevalence of the 'echo chamber' or 'bubble filter' on social media platforms tends to limit users' exposure to diverse viewpoints, exposing them primarily to content that reinforces their pre-existing beliefs (Cinelli et al., 2021). This phenomenon carries profound ramifications for discourse on intricate subjects such as inclusion, as it curtails the capacity of social networks to nurture inclusive and diverse dialogue.

Moreover, the correlation between the positivity and subjectivity of messages and the level of engagement serves to reinforce the notion that users respond more positively to emotional and positive messages. This finding may lend support to theories concerning emotionality and attractiveness in digital communication, particularly in contexts of inclusion and diversity (Leal-Fernández & Ruiz San Román, 2023).

Despite the ubiquity of multimedia content on social media platforms, the findings indicate that the incorporation of images and videos into tweets does not invariably result in increased engagement compared to text-based tweets. This challenges the widely held belief that visual content is invariably more effective in terms of social media interaction (Ahmadi et al., 2023). For instance, Leal-Fernández & Ruiz San Román (2023) explores the phenomenon of social media virality, demonstrating that messages that resonate with positive emotions, such as inspiration or motivation, tend to elicit greater engagement compared to neutral or negative messages. This phenomenon aligns with the results obtained in this research, where it was found that the generation of more positive and subjective messages resulted in a greater number of interactions.

As Schmuck (2021) argue, this text aligns itself with the aforementioned authors' perspectives. This is due to the consideration that this phenomenon could be associated with the fundamental nature of the platform, wherein users seek information and opinions in a swift and succinct manner, as opposed to engaging with intricate visual content. In other words, discourse on complex issues such as inclusion and diversity appears to find in the textual format a more direct and effective means of expressing opinions or provoking debate on X, as a platform focused on the immediacy of the conversation.

In a different vein, studies by Marshall et al. (2022) corroborate the finding of the present paper that emotional content, particularly content that appeals to positive emotions such as inclusion, diversity and support for just causes, generates higher levels of interaction and engagement in digital activism campaigns. In this sense, it has been demonstrated that users exhibit a heightened responsiveness to emotionally charged messages, and are also more likely to disseminate such content, thereby amplifying its reach. This phenomenon can be partially attributed to individuals' inclination to endorse social causes that they perceive to be equitable and congruent with their personal values. The identification of users with such emotionally resonant messages has been demonstrated to reinforce engagement and increase the likelihood of active participation in the dissemination of content (Vraga and Trully, 2019).

The absence of a Boomerang effect in user response (positive messages generate positive responses) challenges certain theoretical expectations about how social networks can amplify tensions or polarise responses (Zapatero et al., 2022), suggesting that, in certain contexts of conversation about inclusion and diversity, responses may be more predictable and aligned with the original tone of the message (Barnes and Shavitt, 2024).

In conclusion, it is important to emphasise the lack of reciprocity as an indicator of a broader problem, such as the ineffectiveness of social networks in generating a reflexive dialogue between divergent points of view (Kubin and von Sikorski, 2021). Nevertheless, the absence of reciprocity in interactions does not necessarily imply the ineffectiveness of inclusion campaigns. Conversely, some campaigns have been successful in amplifying messages of inclusion to a considerable extent. However, the impact of these campaigns is constrained by the inherent structure of the platforms. It has been demonstrated that inclusion campaigns which do not succeed are frequently those which fail to establish an emotional connection with the audience or are perceived as being opportunistic or superficial (Vredenburg et al., 2020). This is often because they are regarded as social marketing exercises rather than as genuine efforts to promote change. For instance, effective campaigns such as #WeThe15 have been able to raise awareness of the barriers faced by disabled people in the sporting arena. Furthermore, such campaigns have been successful in mobilising a diverse and engaged audience, thereby engendering a sense of community and solidarity around the cause. The key to its high level of engagement appears to be its focus on personal narratives that appeal to empathy and a sense of social justice (Gómez-Marí et al., 2021).

The structural limitations of social networks have also been highlighted. Platforms such as X, which prioritise immediacy and rapid interaction, are not optimised to facilitate deep and thoughtful discussions. The phenomenon of echo chambers, where users interact exclusively with those who share their views, has been shown to reinforce pre-existing biases and impede exposure to competing ideas (Sunstein, 2021).

In conclusion, this paper concurs with the findings of Gregory and Halff (2020) that messages must be adapted to suit cultural and geographical contexts. Campaigns that do not align with local cultural values and norms are less effective, emphasising the necessity for a tailored strategy to maximise global impact.

It is important to note that this research is regarded as a foundation for future studies, with a particular focus on the multichannel analysis of social inclusion campaigns that are facilitated through sporting activities. A plethora of studies have demonstrated that the efficacy of content on one social network does not necessarily guarantee a similar outcome on another (Aral, 2021). In addition, the present moment is opportune for the investigation of the impact of algorithms on the visibility of inclusion messages on social networks. This is due to the fact that algorithms frequently prioritise posts that engender higher levels of interaction, a phenomenon which does not always align with the objectives of social campaigns. In a similar vein, Fletcher et al. (2019) posit that algorithms have the capacity to influence the visibility of messages, thereby amplifying those that appeal to strong emotions or generate controversy, thereby restricting the dissemination of more reflective content.

Finally, it is imperative to consider the impact of cultural and geographical contexts on the reception of inclusion messages in further research. It is therefore proposed that a comparative approach be adopted for the analysis of reactions in different countries and regions, with a view to achieving a more profound understanding of how cultural sensitivities influence the effectiveness of these campaigns (Mas et al., 2023).

Notwithstanding the advances and conclusions derived from this inquiry, the exclusive reliance on data procured from the X platform (previously known as Twitter) constitutes a primary constraint on the study's scope. While X has been identified as a platform that fosters inclusive and diverse discourse, it is important to recognise that user behaviours may vary considerably on other social media platforms, such as Instagram, Facebook, or TikTok, due to the unique characteristics of their interaction dynamics and target audiences.

Furthermore, the utilisation of specific hashtags, such as #inclusion, #diversity and #paris2024, for data collection is prevalent and pertinent. However, these hashtags may have excluded other publications related to the topic that did not employ these terms, resulting in a potential sample bias.

A final limitation to take into account has to do with the analysis of the polarity and subjectivity of messages. In this regard, it is imperative to acknowledge the limitations inherent in the natural language processing (NLP) tools employed, such as TextBlob, which are unable to decipher nuanced emotions, including irony, within a specific context.

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