

## SDG 9 - Industry, Innovation and Infrastructure: Impact on the digital sphere discussion

Enara Zarrabeitia-Bilbao<sup>1</sup>, Rosa María Rio-Belver<sup>1</sup>, Maite Jaca-Madariaga<sup>1</sup>, Izaskun Álvarez-Meaza<sup>1</sup>

<sup>1</sup>Industrial Organization and Management Engineering Department, University of the Basque Country, Spain.

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### **Abstract**

*The research carried out analyzes more than 5 million tweets on Sustainable Development Goals (SDGs), in general, and more than 17,000 tweets on SDG 9 (Industry, Innovation and Infrastructure), in particular, in the three-year period 2020-2022. After using Social Network Analysis and Semantic Analysis techniques, the results obtained show that SDG 9 has generated less interest in the social network Twitter than the other SDGs in the last three years, and the number of tweets about it has been decreasing. Moreover, the private sector does not play a key role in any of the main communities generated. Nevertheless, it is considered necessary to improve the communication strategy of SDG 9 and make it mainstream.*

**Keywords:** Sustainable Development Goals; SDG 9; Twitter, Social Network Analysis; Semantic Analysis.

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