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Telegram Channels as a Mirror of the Arctic Reality: Comparative Analysis of Dynamics, Efficiency and Information Profile

Alexander N. Pilyasov^{1✉}, Dr. Sci. (Geogr.), Professor, Chief Researcher

Alexander V. Kotov², Cand. Sci. (Econ.), Leading Researcher

¹ Lomonosov Moscow State University, Leninskie Gory, 1, Moscow, Russia

¹ Institute for Strategic Development of the Arctic, Northern (Arctic) Federal University, Naberezhnaya Severnoy Dviny, 17, Arkhangelsk, Russia

² Institute of Europe, Russian Academy of Sciences, ul. Mokhovaya, 11, bld. 3, Moscow, Russia

¹ pilyasov@mail.ru ✉, ORCID: <https://orcid.org/0000-0003-2249-9351>

² alexandr-kotov@yandex.ru, ORCID: <https://orcid.org/0000-0003-2990-3097>

Abstract. Analysis of the profiles of Russia's leading Arctic Telegram channels is an extremely relevant but underdeveloped research topic. The aim of the study was to identify the unique “handwriting” of the most influential Arctic Telegram channels in Russia. The objectives of the study were: to develop a methodology and criteria for identifying Russia's leading Arctic Telegram channels; to compare them in terms of quantitative and qualitative indicators (effectiveness and authority) of development over the past two years; to determine the characteristic profile of each Telegram channel. The oldest channel in terms of creation (2017), Kapitan Arktika (Capitan Arctic), has a clear authorial, systematically integrated character, the largest share of the audience viewing news on the first day of release, and the highest effectiveness and authority; the three other Telegram channels — SMP (NSR), Arktika Online (Arctic Online) and Pervy Arkticheskiy (The First Arctic) — are primarily informational in nature. SMP (created in 2019) has the largest number of active readers and subscribers, but with minimal engagement, high efficiency indicators, and is expertly assessed by us as informational and rational. Arktika Online (created in 2020) has the highest number of publications in the last two years, but the lowest number of active subscribers, the lowest share of the audience viewing news on the first day of release, and the lowest effectiveness and authority of the four leading Arctic Telegram channels in Russia. We have assessed it as informational and reactive-evaluative. The youngest Telegram channel, Pervy Arkticheskiy (created in 2022), has the highest subscriber engagement and high credibility indicators. We have assessed it as informational and descriptive. The limitations of the author's approach are related to the lack of consideration of the qualitative structure of each channel's audience (professional, educational, age, gender, etc.), the lack of study of the ratio of current and “strategic” news in each Telegram channel, and the assessment of the degree of reliability of the news flow of each Telegram channel. It would be advisable to develop these topics in further research.

Keywords: Arctic, Telegram channel, efficiency, authority, influence, information profile

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the 14th International Forum “The Arctic: Present and Future” named after A.N. Chilingarov (December 13, 2024, St. Petersburg).

Introduction

The total number of subscribers to Russian-language Telegram channels is more than two billion people ¹. These channels are an important means of informing the public, responding quickly to news events, and expanding the arsenal of big data analysis. The subject of the study — the Arctic segment of Russian Telegram — was examined using specific data from four leading Russian Arctic Telegram channels, which were the focus of our research. The aim of the study — to identify the unique style of Russian Arctic Telegram channels — was achieved by completing the following tasks:

- development of a methodology and criteria for identifying the leading Arctic Telegram channels in Russia;
- comparison of the four leading Telegram channels in terms of quantitative indicators of their development over the past two years and by qualitative indicators of efficiency and authority;
- determination (on the basis of analysis of the entire array of text information of each Telegram channel) of the characteristic profile of each channel at a qualitative level.

The novelty of the study was in the fact that it was essentially a pioneering attempt to conduct a quantitative and qualitative study of the leading Arctic Telegram channels in Russia.

Literature review

Telegram channels are studied mainly as a modern phenomenon of communication and expression of expert positions on current topics [1, Lyakhovenko O.I., pp. 114–115; 2, Zimarin O.A., p. 250; 3, Kosorukov A.A., Osipov V.S., p. 176]. The authors use various methods of presenting information and argumentation for their analysis [4, Kobayashi K., p. 2; 5, Prikhodko A.I., p. 25]. The researchers focus on reactions to posts, comments, and information transfers that create “network argumentation” [6, Fishcheva I.N., Goloviznina V.S., Kotelnikov E.V., p. 2].

The key issue is the automation of the procedure for detecting the main topics in the collections of web documents: as a rule, through machine learning technologies and generative models that detect key topics [7, Díaz-Pacheco Á., Guerrero-Rodríguez R., Álvarez-Carmona M.Á. et al., p. 34]; step-by-step decoding of information [8, Manyorova K.V., Manyorov R.V., p. 273], as well as other approaches.

A separate area of analysis of Telegram channels is the identification of the style of argumentation. For example, the study [9, Zuykina K.L., Morozova A.A., p. 63] reveals the connection between the scale of a socio-political event and the form of presentation of the material. It is im-

¹ In 2022, 2 billion people subscribed to Russian-language Telegram channels. URL: <https://rg.ru/2023/01/20/v-2022-godu-na-russkoiazychnye-telegram-kanaly-podpisalos-2-mlrd-chelovek.html> (accessed 13 January 2025).

portant to take into account the diversity of sources used by the authors of Telegram channels, because subscribers turn to them to get an objective and balanced view of current events [10, Willelaert T., p. 1].

The analysis of specific metrics of Telegram channels is usually carried out through the study of audience engagement levels [11, Bazlutskaya M.M., Sytnik A.N., Tsvetkova N.A., p. 48]. The Popsters and TGStat services for the social networks VK and Telegram allow measuring the level of audience engagement depending on the type of content (text, photo, video or link), the length of the post text.

The work [12, Kansaon D.P., Melo P.F., Benevenuto F., pp. 10–11] notes the underdevelopment of research on messenger ecosystems (using WhatsApp as an example). This is especially evident when it comes to content posted in so-called public groups (“publics”), identifying incentives for other users to join these groups. Another study [13, Marcos-García S., Tirado-García A., Casero-Ripollés A., pp. 205–206], based on content analysis of tourism texts in messengers, proves that the world’s largest messengers (including Telegram) process information from global social networks.

An interesting linguistic approach to the analysis of large projects is provided by a study of the mega-project “One Belt — One Road” in the information space of global messenger channels, conducted by a Chinese researcher [14, Yanli F., p. 1]. This work emphasizes the important role of independent “information generators” that shape the views and even worldviews of subscribers and readers.

Traditional quantitative analysis is the main method for studying the content generated by Telegram channels. It plays an important role, allowing researchers to classify information content, analyze and summarize the characteristics and relationships of various analysis indicators and draw conclusions about the main trends in the development of research objects [15, Fu J., Li C., Zhou C., et al., pp. 18–19]. Its main advantages include quantification of the features of information flows (in the form of a specific Telegram channel). Therefore, when characterizing Arctic Telegram channels, we will primarily rely on quantitative methods.

Methodology and methods (research algorithm)

Channel selection. In order to form the initial (extended) list of Arctic Telegram channels, we used data from the platform “Catalog of Telegram channels and chats of Russia” (TGStat.ru). Based on its information, a list of 30 channels was prepared for the corresponding information request². Further sorting was carried out through the criteria of the number of subscribers (over 1

² Initial (extended) list of Arctic Telegram channels: 1) @yakutia14news 14News; 2) @nedalniy_vostok Nedalniy Vostok [Not Far East]; 3) @sevmorput SMP [NSR]; 4) @caparctic Kapitan Arktika [Captain Arctic]; 5) @ykt2100 Yakutia 2100; 6) @sakhaday SD Novosti Yakutii [SD News of Yakutia]; 7) @pryanayayakutia Pryanaya Yakutiya [Spicy Yakutia]; 8) @akcentynorth Aktsenty Severa [Accents of the North]; 9) @prmira_news Prospect Mira; 10) @first_arctic Pervyy Arkticheskiy [First Arctic]; 11) @ysiaru YaSIA. Krupneyshee informagentstvo Yakutii [YSIA. The largest news agency of Yakutia]; 12) @z_vorchun Zapolyarnyy vorchun [Polar Grumbler]; 13) @AoMurmansk Arkticheskiy obozrevatel — Murmansk [Arctic observer — Murmansk]; 14) @arhsvoboda ArkhSvoboda [ArhFreedom]; 15) @Murmansk_insaid

thousand people), the multi-sector or single-sector nature of the channel, and its regional/federal scale.

Selection by the number of subscribers is important to ensure that the final sample includes those Telegram channels that have significant influence and audience coverage. The federal coverage of the analytical/news agenda of the channels is a key criterion for determining how widely topics related to the Arctic are covered in line with national priorities and the economic agenda. The multi-sector criterion allows filtering out those channels that cover only local Arctic topics (e.g. regional and urban features, environmental problems of individual Arctic territories, etc.)³. The three criteria described (number of subscribers, federal coverage, multi-sectoral nature), along with the requirement to be included in the Russian Telegram channel catalog (TGStat.ru), narrowed our analysis to the four most influential Russian Arctic Telegram channels: Kapitan Arktika (Capitan Arctic), Pervy Arkticheskiy (The First Arctic), Arktika Online (Arctic Online) and SMP (NSR).

Comparison criteria. The key issue is to determine the effectiveness of the Telegram channel. It is proposed to evaluate it as a response function — reposts and mentions. Reposts show how attractive the channel's content is to other users (i.e. beyond the immediate readers), mentions demonstrate the activity on links to the channel under study. The ratio of the sum of the two indicators to the number of publications demonstrates the implementation of the most important function — providing informative material to attract the audience.

Thus, the efficiency of the Telegram channel was calculated using the following formula (1):

$$\text{Efficiency} = \frac{\text{reposts} + \text{channel mentions}}{100 \text{ publications}} (1).$$

Another parameter is the authority of the Telegram channel, calculated using formula (2):

$$\text{Authority} = \frac{\text{number of mentioning channels}}{\text{number of mentioned channels}} (2).$$

The authority of a channel can be significant when it is mentioned by a large number of other Telegram channels, regardless of whether the number of mentions remains constant or decreases. Essentially, this means that high authority is a consequence of the fact that the channel is more often mentioned by others. This indicates its expert significance.

Selection of priority topics for comparing Arctic Telegram channels with each other. As a result of the neural network, through which the authors “passed” the entire array of news reports on

Murmansk insayd [Murmansk inside]; 16) @bo_kanal VO!-kanal [VO!-channel]; 17) @dctrkomarovskiy DRUGoy Komarovskiy [Another Komarovskiy]; 18) @Naturecop KOP [COP]; 19) @nordcat Arkhangelskiy Kot [Arkhangelsk Cat]; 20) @komileaks KomiLeaks 21) @ecolog29 Ekologiya Pomorya. Severo-Zapad [Ecology of Pomorye. North-West]; 22) @nordecon Severnyy vzglyad [Northern View]; 23) @NUR24RU SOVA SKAZALA [Owl Said]; 24) @YANAO_official Yamal ofitsial'no [Official Yamal]; 25) @dedpomor Ded Pomor [Grandfather Pomor]; 26) @WhiteNightsYanao Yamal | Okrug belykh nochey [Yamal | White Nights Okrug]; 27) @Arctik_Online Arktika Onlayn [Arctic Online]; 28) @yakutiadaily Yakutia Daily; 29) @VostokToday Vostok.Today; 30) @polardozor Polyarnyy doZor [Polar doZor].

³ For example, two well-known and authoritative in the circles of experts on the socio-economic problems of the Arctic Telegram channels PORA v Arktiku [TIME to go to the Arctic] (@goarctic) and Slozhnaya Arktika [Complicated Arctic] (@arctik_complicated), which were not in the Russian catalog of Telegram channels TGStat.ru at the time of the study, did not pass the filter of our three criteria (number of subscribers, federal coverage, multi-sectoral nature).

the Russian Arctic from January 2022 to November 2024 contained in the monthly issues of the bulletin of the Institute of Regional Consulting ⁴, seven thematic lines were formed, covering almost all current areas of socio-economic policy in the Arctic.

The first group is a political block related to the main regulatory legal acts and management mechanisms that determine the strategy and priorities for the development of the Russian Arctic. It includes an overview of federal programs, state initiatives and foreign policy initiatives of Russia on the Arctic. The second group is related to the innovative development of the Arctic: the most frequently discussed topics are the introduction of advanced technologies. The third block is related to the impact of sanctions on the development of the Arctic zone of Russia. The fourth group covers the development of the NSR with related economic, raw materials and geopolitical aspects of functioning of the maritime transport infrastructure. The fifth group is the block of Russian-Chinese cooperation in the Arctic, in which China is showing growing interest. The sixth priority topic, the Arctic climate, is devoted to issues related to the dynamics of permafrost (soils) and adaptation to the consequences of environmental and climate change, and is partly linked to issues of resource development. The seventh group covers the development of Arctic cities, Arctic urbanization processes, key urban agglomerations in the Arctic zone of the Russian Federation, and the related development of human potential.

The seven thematic areas identified as common to all Telegram channels made it possible to compare the features of news coverage by the channels Kapitan Arktika, SMP, Arktika Online and Pervy Arkticheskiy, and to provide an expert assessment of each channel (authorial, informational, etc.).

Results

1. *Audience dynamics and quality.* Kapitan Arktika has the longest history of publications among all four selected Telegram channels, dating back to 2017. However, the younger Telegram channels SMP (since 2019) and Pervy Arkticheskiy (since 2022) surpass it in the number of subscribers (by 1.5–3.5 times, Table 1). This reflects their more aggressive (marketing) style of information dissemination.

Table 1

Comparative characteristics of Telegram channels ⁵

Indicator / Telegram channel	Kapitan Arktika	SMP	Arktika Online	Pervy Arkticheskiy
Date of creation	30.11.2017	13.11.2019	19.07.2020	10.08.2022
Number of subscribers, people	7 093	24 472	1 874	11 048
Number of publications, units	2 239	5 798	31 132	8 509
Subscriber engagement ⁶ , %	1.30	0.43	2.33	2.82
Share of audience viewing news on	27	11	7	15

⁴ ARCTIC BULLETIN. Monitoring the socio-economic development of the Arctic zone of Russia. URL: www.regionalconsulting.org (accessed 13 January 2025).

⁵ Source: data as of 01.11.2024 (here and below).

⁶ Subscriber engagement — the proportion of readers who performed any of the actions (forwarding, commenting, reacting) — represents the ratio of the total number of reader interactions to the number of views of the publication.

the first day of release, %				
Number of active readers ⁷	5 565	9 110	324	3 091

Kapitan Arktika has the smallest number of publications among the four channels under consideration, but the number of its subscribers is 3.8 times greater than that of the publication leader — Arktika Online. Arktika Online and Pervy Arkticheskiy demonstrate the highest level of subscriber engagement — 2.33% and 2.82%, respectively, but Arktika Online is 5.8 times smaller in terms of the number of subscribers. The Kapitan Arktika channel has an average engagement rate of 1.3%, but it is absolutely unattainable in terms of the share of the audience that views the news within the first 24 hours of its appearance on the channels — 27%. This can be attributed to the author's style of running this channel — unlike the others, which are purely informational. One of the channel's drawbacks is the irregularity of its publications: their greater frequency would undoubtedly increase the interest of subscribers.

The SMP and Pervy Arkticheskiy channels also maintain high levels of subscribers covered by a single publication (i.e., the so-called “active readers”). For Arktika Online, they make up about 16% of the audience; for Kapitan Arktika, SMP and Pervy Arkticheskiy — 78%, 37% and 27%, respectively.

It is interesting to compare the characteristics of the channels in dynamics (Fig. 1).

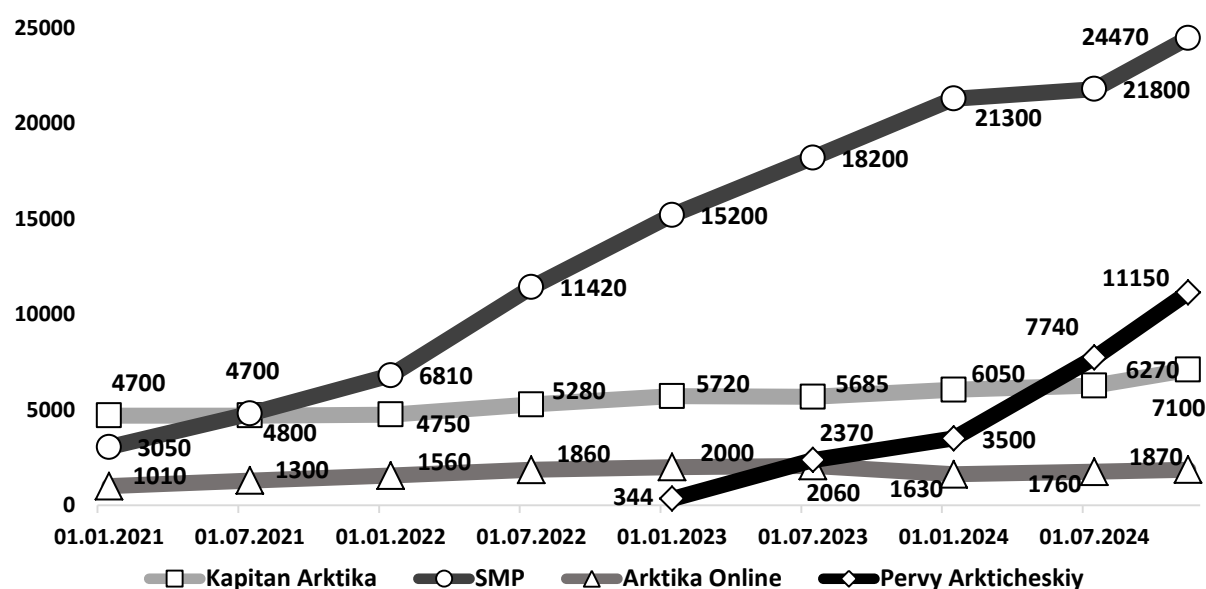


Fig. 1. Dynamics of the number of subscribers (2021–2024), people ⁸.

Moderate growth in the number of subscribers during the period under review is observed for the Kapitan Arktika and Arktika Online channels. Two other channels show almost identical rate of growth of their audience (with a two-year shift). However, the dynamics will change significantly if we look at the qualitative indicator of the number of “active readers” (Fig. 2).

⁷ Number of active readers — the number of subscribers that are reached by a single publication.

⁸ Source: compiled by the authors on the basis of TGStat.ru data.

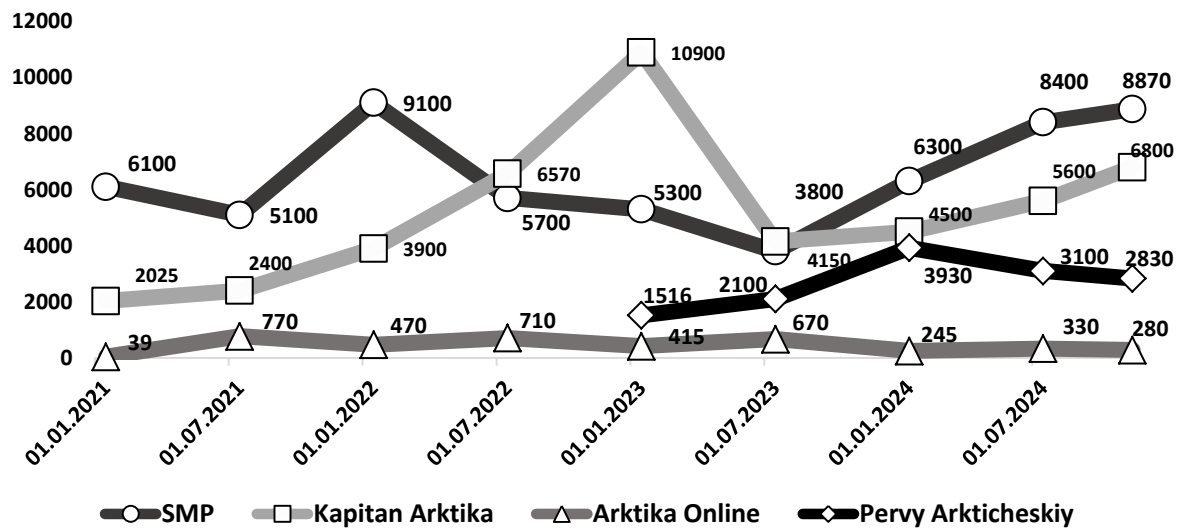


Fig. 2. Dynamics of the number of active readers, people ⁹.

Kapitan Arktika consistently holds second place. During 2023, it became the leader when the number of active readers was greater than the number of channel subscribers: i.e. messages in this Telegram channel were read by numerous “third-party” users who were not subscribers. SMP, the leader in subscriber growth, demonstrates more moderate results. The number of active readers of the channel decreased in 2022 and the first half of 2023 and had not yet returned to the figures of three years ago at the time of data collection. The situation with Pervy Arkticheskiy is characterized by a decline in interest, which demonstrates a decrease in the number of active readers throughout 2024 (although the total number of subscribers increases, as if by inertia). The Arktika Online channel saw a decrease in the number of active readers in 2024 compared to 2023, against the backdrop of a slight increase in the number of subscribers.

2. *In terms of efficiency*, the Kapitan Arktika and SMP channels are the leaders. Arktika Online and Pervy Arkticheskiy lag far behind, which is probably due to the exclusively informational (rather than analytical) nature of these channels (Fig. 3).

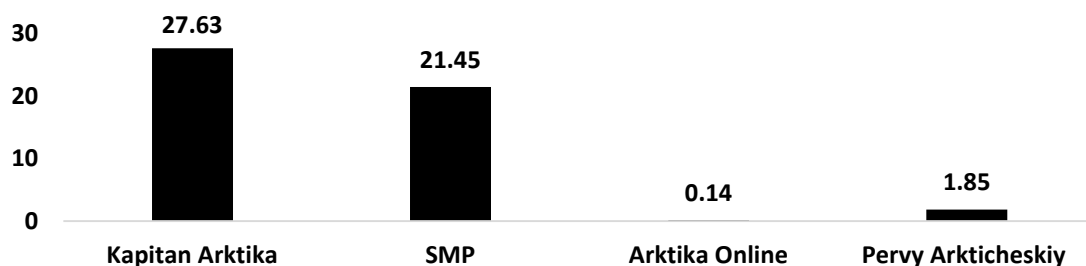
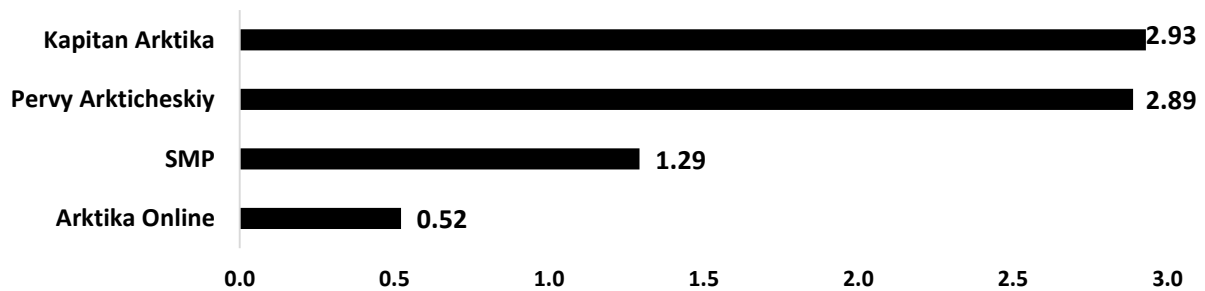


Fig. 3. Efficiency of Telegram channels ¹⁰.

In terms of authority, the channel Kapitan Arktika and the informational channel Pervy Arkticheskiy scored the same (2.9). SMP also showed a result exceeding one, which can be interpreted as a sufficient level of trust in the channel (Fig. 4).

⁹ Source: compiled by the authors on the basis of TGStat.ru data.

¹⁰ Source: compiled by the authors on the basis of TGStat.ru data.

Fig. 4. Authority index of Telegram channels¹¹.

Arktika Online scores 0.5, which indicates insufficient expert significance of the channel in the news environment. As a result of the comparison of channels, it can already be said that Kapitan Arktika has a clearly expressed authoritative expert character. Thus, our further task is to more accurately differentiate the three remaining (mainly informational) channels.

3. *Information portraits of the leading Arctic Telegram channels.* As a result of the analysis of the text corpus of each Telegram channel (by main categories), the significance and prevalence of seven key thematic areas were assessed (Table 2).

Table 2

Frequency of mentions of the main categories of key thematic areas, units¹²

Thematic areas / Number of mentions in Telegram channels	Kapitan Arktika	SMP	Arktika Online	Pervy Arkticheskii	Total
I. Normative legal acts, Arctic governance structures (federal policy in the Arctic)					
Russia and the activities of the Arctic Council countries	50	158	188	40	436
State commission for Arctic development	41	18	59	9	127
Program "Socio-economic development of the Arctic"	5	36	45	19	105
Strategy for the development of the mineral resource base until 2050	5	12	26	4	47
Main Directorate of the Northern Sea Route	0	8	23	2	33
Concept of the foreign policy of the Russian Federation	1	3	1	1	6
II. Innovations in the Arctic					
Digital services and the Internet in the Arctic	35	189	859	239	1322
Residents of the Arctic Zone	9	115	112	20	256
Artificial Intelligence in the AZRF	1	17	35	9	62
Neural network	0	8	31	12	51
III. Sanctions and development of the Arctic zone of the Russian Federation					
Sanctions	244	659	1410	235	2548
Arctic LNG 2 Project	73	206	450	103	832
Shadow Fleet (on the NSR)	4	3	44	12	63
Obskiy LNG Project	7	9	14	1	31
IV. NSR development					
Northern delivery	106	391	581	237	1315
Year-round navigation along the NSR	36	178	298	90	602
Transit cargo of the NSR, Transit	117	131	256	48	552

¹¹ Source: compiled by the authors on the basis of TGStat.ru data.

¹² Note: from the moment the channel was created until 01.11.2024. Compiled by the authors on the basis of data from telegram channels.

Commissioning of the fourth and fifth nuclear icebreakers of the 22220 series	29	37	170	55	291
Drifting expedition (station) / Ice-resistant platform	4	16	65	64	149
Project "Great Northern Sea Route"	18	4	8	1	31
V. China and the Russian Arctic					
The China Factor	319	542	1303	286	2450
New New Shipping Line (container line between China and the ports of North-West Russia)	3	10	6	7	26
VI. Arctic climate					
Permafrost monitoring	50	278	725	182	1235
Climate change	6	35	145	29	215
VII. Arctic cities					
Supporting cities/ Supporting (settlement) points	64	149	226	131	570
Master plans	20	149	215	82	466
Total by publication channels	2239	5798	31132	8509	47678

Using the ChatGPT 4.0+ neural network, an analysis of the entire text corpus of three *informational* Telegram channels was carried out for the entire study period, that is, from January 2022 to November 2024 (we singled out the *authorial* Telegram channel Kapitan Arktika into a separate category). The network provided a qualitative description of the differences in the style of each Telegram channel, i.e. the source material for formalizing the comparison of channels by main categories: subject matter, audience, presentation style, format, key emphases (Table 3).

Table 3

*Comparison of the profiles of informational Telegram channels*¹³

Criterion / channel	SMP	Arktika Online	Pervy Arkticheskiy
Subtype	Informational. Rational	Informational. Reactive-evaluative	Informational. Descriptive
Topic	Politics, economy, ecology	Ecology, social initiatives, science	Economy, tourism, military topics
Audience	Business, politicians, public figures	Broad audience	Experts and Arctic residents
Presentation style	Analytical, expert	Simple, popular	Formal, structured
Format	Ratings, analytics, infographics	Short posts, links to external resources	Digests, high-quality photos and videos
Key emphases	Governors' policies, development of NSR	Ecology, climate, social programs	Tourism, military exercises, investments

1. *SMP (NSR, Northern Sea Route)*. The channel targets a wide audience, including representatives of business and politics, as well as anyone interested in the development of the Arctic Zone of the Russian Federation. It focuses on economic and political news related to the Arctic, providing analytical content with elements of subjective opinion and ratings. In the field of politics, its priority is covering the activities of Arctic governors. In terms of economy, special attention is paid to important projects in the field of industry, infrastructure of the Northern Sea Route, raw materials development, implementation of the Northern Latitudinal Passage, and renovation of

¹³ Source: compiled by the authors.

Norilsk. The form of presentation allows classifying the channel as “rational”, i.e., balanced, objective, with minimal personal involvement of the authors in the formation of emotional assessments, emphases, and their own judgements and opinions (in contrast to Kapitana Arktika Telegram channel, which is absolutely authorial in its form of material presentation). One of the channel’s shortcomings is the monotony of the text-only format of the material provided, absence of infographics, tables and drawings.

2. *Arktika Online (Arctic Online)*. The main characteristics of this channel are related to its pronounced informational focus. This leads to a broader target audience than that of SMP. The topics cover a wide range of environmental, social and scientific aspects, and the style of presentation remains informative. There is a clear emphasis on popularization and maximum accessibility. Scientific topics are covered more sporadically. Examples of content include descriptions of a project to create new plant varieties adapted to Arctic conditions, initiatives to protect the environment, and monitoring the presence of polar bears on the islands. The form of presenting information “in pursuit of the event” allows defining the subtype of this Telegram channel as “reactive-evaluative”. One of the channel’s drawbacks is that subscribers cannot comment on posts. Feedback from readers is particularly important for this purely news-oriented channel in order to provide information that is more focused on their interests.

3. *Pervy Arkticheskiy (First Arctic)*. The channel is aimed at residents of the Arctic itself, as well as at specialists studying it. The main topics are similar to those of the other channels — economic and military-strategic issues, development of Arctic tourism. The style of information presentation is stricter than that of Arktika Online: it is more official and structured. The specificity of the content is detailed information about the economy and natural resources of the Arctic. The channel regularly posts reviews of large investment projects, such as Arctic LNG 2, gold mining projects of the Chukotka Autonomous Okrug, etc. Much attention is paid to military topics: exercises of the Northern Fleet, issues of protecting Arctic islands and naval voyages of military ships. This channel is a champion of “neutrality” in the sense of a complete absence of value judgments, presentation of opinions, prioritization of news, and so on. It can be called a register of Arctic facts of varying scale and significance. Therefore, it is reasonable to characterize it as purely descriptive. The disadvantages of the channel include a complete absence of analytical materials.

Discussion

The authors are aware that their pioneering attempt to characterize the leading Arctic Telegram channels in Russia is vulnerable to expert criticism and, quite naturally, is not free of shortcomings. For example, a limitation of our approach (as indicated in preliminary discussions of the presentation in December 2024) is the inability to study and take into account in our conclusions the composition of the audience by age group, level of education, and occupation, i.e., factors that undoubtedly have a significant impact on the subject matter and style of information presentation. A future solution could be to conduct anonymous surveys in Telegram channels.

Another way is to integrate the most significant Telegram channels into larger network platforms (for example, VKontakte). In this case, the target audience coverage becomes much wider, and the subscriber audience can be studied using social network analysis methods.

The semantic aspects of the analysis are beyond the scope of this article: for example, identifying recurring emphases can help to more clearly determine what exactly the Telegram channel is focusing on: main problems, current events, trends or special topics.

It is difficult to take into account the balance between news (when the channel responds to current environmental and social crises, such as the “Pevek crisis” of delivery of fuel and food to the Chukotka Autonomous Okrug in 2021) and non-conjunctural strategic issues of Arctic development. In our analysis, which was mainly textual, the significance of graphic materials presented on the channels is reduced: posts with ratings, infographics and links to multimedia materials.

It is not entirely clear whether the Telegram channel’s high level of reposting news from other news resources should be assessed positively or negatively. On the one hand, this may indicate its close integration with the broader Arctic information field, which is apparently a good thing because it demonstrates the channel’s “non-local”, national character. The channel has a better chance of attracting additional audiences and establishing partnerships with other channels. This can facilitate access to exclusive materials and expert assessments. Combined with a quick response to current news, this increases trust in the channel. However, on the other hand, by implementing a strategy of close integration, it can quickly lose the uniqueness and originality of the expert authorial content it generates.

In our analysis, all information from Telegram channels was assumed to be true and correctly interpreted. However, in the future, it will be necessary to differentiate the content of Telegram channels and the sources they cite by the degree of reliability and validity, especially in politically sensitive issues of climate change, development of natural resources, development of Arctic cities, and the role of the NSR in international navigation, where subjective assessments often dominate.

Conclusion

Arctic Telegram channels are an independent and significant source of additional information about the processes taking place in the Arctic zone of the Russian Federation. Their fundamental difference from others is that they are quickly updated sources of information, which allows experts and specialists to get acquainted with current events and changes almost in real time.

Our differentiation of the leading Arctic Telegram channels into the authorial Kapitan Arktika and three informational ones (SMP — informational, rational; Arktika Online — informational, reactive-evaluative; Pervy Arkticheskiy — informational, descriptive) will allow current and potential subscribers to realistically assess the capabilities and limitations of each Telegram channel, and will enable the authors of Telegram channels to increase the effectiveness of their work by neutralizing shortcomings and strengthening their competitive advantages.

We should pay particular attention to the authorial Telegram channels, which in the future may outgrow their basic (informational) function and become not only providers of information and authoritative opinion of the channel's authors, but also platforms for dialogue and cooperation of various civil society structures in the interests of the socio-economic development of the Russian Arctic.

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