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Examining Social Media Framing of Artificial Intelligence, AI Governance Structure, and Public Perception

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Abstract: Effective governance frameworks are becoming increasingly important as Artificial Intelligence (AI) pervades all strata of society. This study examines the importance of social media in influencing public discourse and perception of issues related to AI governance. Specifically, the study examines social media coverage of Artificial Intelligence and AI governance structures. It also examines how the social media representation of AI may impact public understanding and inform policy decisions. Ultimately, it examines the potential of social media as a tool for promoting informed public debate and contributing to the development of responsible AI governance. The study adopts a multi-method approach, combining sentiment analysis and content analysis. The unit of analysis for the study comprises posts on social media platforms and stories from major online news sources over six years (2019–2024). The study adopts the machine learning analytic tool, Mentionlytics, to generate its data. The methodology combines both human and Mentionlytics categorization of themes, including societal implications, technical breakthroughs, and ethical considerations. Sentiment analysis is also used to monitor shifts in public perception and social media coverage over time of AI governance issues. The findings of the study add to the ongoing conversation about maximizing the benefits of AI while minimizing its potential concerns.

Keywords: Artificial Intelligence; AI Governance; Media Coverage; Sentiment Analysis; Social Media.

1. Introduction

The exponential progressions in Artificial Intelligence (AI) technology have brought about a significant transformation in various facets of society, presenting a myriad of advantages as well as potential apprehensions. The pervasive nature of AI systems covers a wide spectrum of applications, spanning the realms of healthcare, education, transportation, and finance (Bostrom & Yudkowsky, 2014), among others. For instance, the utilization of AI-driven medical diagnostic tools can assist in the early detection of diseases, thereby playing a pivotal role in saving lives and enhancing the health outcomes of patients. In addition, the realm of autonomous vehicles offers a potential decrease in traffic accidents while enhancing mobility options for elderly and disabled individuals, thereby ultimately augmenting the overall quality of life for numerous members of society (Kaplan & Haenlein, 2019).

Nevertheless, the integration of AI systems into our everyday routines has also instigated a plethora of concerns. Anxieties have been raised regarding the displacement of jobs, as AI-powered automation threatens to substitute human labor across various industries (Luca et al., 2020). Furthermore, the issue of privacy infringement constitutes one of the major concerns of AI systems. Additionally, the ethical quandaries surrounding AI-facilitated decision-making have come under intense scrutiny, with valid apprehensions about algorithmic bias, transparency, and the notion of accountability (Zerilli et al., 2019).

Thus, as these transformative technologies continue to proliferate, the establishment of effective governance frameworks is imperative to ensure their conscientious development and implementation (Floridi et al., 2018). The structures of AI governance ought to tackle a diverse array of issues, encompassing algorithmic bias, data confidentiality, transparency, and accountability. Policymakers, captains of industry, and civil society entities have been diligently collaborating to formulate guidelines, regulations, and supervisory mechanisms aimed at steering the ethical and advantageous utilization of AI (Jobin et al., 2019).

Social media, serving as a powerful platform for public discourse, plays a pivotal role in shaping the understanding and perception of AI, as well as its governance frameworks. The manner in which AI-related matters are articulated and deliberated upon on social media platforms can exert a substantial influence on public awareness, attitudes, and ultimately, policy formulation (Metzger & Flanagin, 2013). For instance, the prevalence of sensationalized or alarmist narratives concerning the hazards of AI on social media channels can contribute to instilling fear and distrust among the public, potentially impeding the judicious progress and implementation of these technologies (Luca et al., 2020). Social media platforms can also operate as arenas for well-informed dialogues, public enlightenment, and stakeholder involvement on matters about AI governance (Kaplan & Haenlein, 2019). By nurturing discussions concerning the merits, pitfalls, and ethical ramifications of AI, social media holds the potential to contribute to the formulation of responsible AI governance frameworks that strike a balance between innovation and societal welfare.

It is, therefore, essential to explore the impact of social media coverage of AI and its governance structures on public awareness, discussions, and policymaking. Understanding the influence of social media in shaping public perceptions can guide strategies for utilizing this influential platform to encourage well-informed and equitable discussions on crucial matters relating to AI governance. Through scrutinizing the interaction between social media, public perception, and AI governance, researchers can offer valuable insights to policymakers, industry

leaders, and civil society organizations in their efforts to establish efficient and inclusive frameworks for the responsible evolution and deployment of AI technologies.

Studies have been conducted on the relevance of media framing theory in analyzing nascent technologies, including AI. These empirical studies yield significant insights into the intricacies of media representation and its consequential impact on public comprehension and policy formulation. For instance, a study by Luca et al. (2020) scrutinized the sentiment and thematic portrayal of AI dialogues on Twitter. The scholars found that public discourse within social media exhibited considerable polarization, prominently featuring anxieties regarding employment displacement and the ethical ramifications of AI. They posited that the ubiquity of alarmist or sensationalized narratives within social media could exacerbate public anxiety and distrust, thereby potentially obstructing the judicious advancement and implementation of AI technologies.

In a similar vein, a study conducted by Kaplan and Haenlein (2019) probed the capacity of social media platforms to facilitate the establishment of accountable AI governance. The authors emphasize the potential of social media as a means to promote enhanced transparency, public participation, and informed deliberations regarding the ethical and societal implications of AI. These scholarly inquiries into media framing and emergent technologies, among others, lay a robust groundwork for comprehending the potential ramifications of social media representation on AI governance.

This research sets out to investigate the dynamic intersection between AI, governance, and the ever-expanding influence of social media. It primarily aims to examine how AI and its governance structures are portrayed across various social media platforms. This includes analyzing the narratives and discursive strategies that shape public impressions of AI technologies and regulatory frameworks. Furthermore, the study examines how these portrayals may impact public understanding and influence the direction of policymaking. Specifically, the study examined the extent of coverage of Artificial Intelligence and AI governance structures by different social media platforms, investigated sentiment analysis on the depiction of AI by these platforms, and determined how the framing of Artificial Intelligence and AI governance structures might impact public comprehension and policymaking.

As AI becomes more embedded in daily life, the way it is communicated, especially on platforms where information spreads rapidly and often without rigorous fact-checking, has significant implications for how citizens perceive its risks, benefits, and the need for oversight. Equally important, the research explores the potential of social media not just as a passive channel of representation, but as an active tool for shaping more informed public discourse. It considers how these platforms might contribute meaningfully to the establishment of responsible AI governance by engaging in diverse voices, raising awareness, and democratizing discussions that have traditionally been confined to technical or policy circles. By focusing on these interlinked areas, the study aims to offer insights into the role of digital communication in shaping the future of AI governance.

The research is firmly grounded in the theoretical framework of media framing, offering valuable insights into understanding the impact of social media on public perceptions and attitudes toward AI governance. The theory of media framing, as articulated by Entman (1993), suggests that the presentation and portrayal of information by the media can significantly suggest that the way the media presents

and portrays information can significantly influence how individuals and the public perceive and interpret the issues under discussion. Fundamentally, media framing asserts that media organizations do not merely deliver information impartially or objectively. Instead, they actively choose, highlight, and structure certain aspects of a narrative or problem, while minimizing or excluding others. These framing decisions possess the ability to mold how the audience comprehends and processes the information, shaping their convictions, attitudes, and even policy inclinations (Entman, 1993).

The speediness and pervasiveness of social media platforms magnify the impact of framing on public perceptions. The swift spread of information, combined with the inclination of social media users to distribute and interact with content that aligns with their preexisting beliefs and prejudices, can lead to the proliferation of prevailing frames and the sidelining of alternative viewpoints (Metzger & Flanagin, 2013). This phenomenon can culminate in the polarization of public discourse on AI governance matters, where conflicting perspectives become entrenched and the potential for nuanced, well-informed discussions is diminished. Such polarization can, in turn, influence the policy choices made by policymakers, who may sense the need to cater to the prevailing narratives and sentiments expressed on social media, rather than pursuing more equitable, evidence-based strategies for AI governance.

By elucidating the function of media framing in shaping public perceptions of AI governance on social media, scholars can provide insightful contributions to policymakers, industry participants, and civil society organizations in their efforts to formulate effective and inclusive frameworks for the responsible development and implementation of AI technologies (Kaplan & Haenlein, 2019). Overall, the media framing theoretical framework provides a valuable lens for evaluating the impact of social media on public perceptions and attitudes towards AI governance. Understanding how social media coverage influences public discourse and policy decisions might assist researchers in developing ways to encourage educated and inclusive debates on these vital problems, leading to the creation of effective and responsible AI governance frameworks.

According to Zhou and Gattinger (2024), in their study titled "The Evolving Regulatory Paradigm of AI in MedTech: A Review of Perspectives and Where We Are Today," AI governance in the medical technology sector demands dynamic, multi-stakeholder cooperation. The objective was to examine the interplay between ethical guidelines and regulatory mechanisms in MedTech. Using a qualitative content analysis of international policy documents and regulatory reviews from institutions like the WHO and the FDA, the study found that effective AI governance in health requires regulatory clarity, stakeholder alignment, and integration of ethics into policy practice. The authors concluded that while frameworks are evolving, clear regulatory pathways and harmonization remain essential for sustainable innovation and public trust.

Maas (2023) conducted a conceptual literature review titled "Concepts in Advanced AI Governance", which aimed to clarify the growing ambiguities in terminologies used in global AI governance debates. The study collected and examined definitions across academic and policy documents using qualitative synthesis. Key findings revealed a lack of consistency in terms like "AI safety," "governance," and "alignment," which hampers policy integration and stakeholder collaboration. Maas concluded that establishing a shared and interdisciplinary vocabulary is foundational for coherent AI governance research and policy development.

In a meta-review of over 200 AI ethics guidelines globally, Corrêa et al. (2023) explored the principles that underpin ethical AI governance across different cultural and legal contexts. The study's objective was to categorize common ethical themes and assess their practicality in governance implementation. Using thematic analysis, the authors identified 17 recurring values, including transparency, accountability, and data privacy. However, they found most documents remained aspirational, lacking clear paths to enforcement. The authors concluded that to transition from ethics to enforceable governance, more actionable and aligned regulatory measures are urgently needed.

Tallberg et al. (2023) provided a dual-perspective review in their article "The Global Governance of Artificial Intelligence: Next Steps for Empirical and Normative Research," which examined both empirical (descriptive) and normative (prescriptive) dimensions of AI governance. Their objective was to map global governance structures and propose future research trajectories. The review employed a comprehensive synthesis of cross-disciplinary literature from international relations, ethics, and data policy. It revealed the dominance of normative debates over concrete empirical studies. The authors concluded by urging a balance between mapping institutional realities and critically evaluating the normative assumptions guiding global AI governance discourse.

Papagiannidis et al. (2025) conducted a scoping review titled "Responsible Artificial Intelligence Governance: A Review and Research Framework." The aim was to develop a cohesive framework linking governance antecedents, processes, and outcomes. Drawing from academic and grey literature, the authors categorized governance structures into three levels: structural (e.g., policy), relational (e.g., stakeholder collaboration), and procedural (e.g., auditing mechanisms). They found the literature fragmented and lacking empirical depth. Their conclusion emphasized the need for future empirical research to validate governance frameworks and ensure they align with real-world implementation needs.

In their systematic literature review, Batool et al. (2025) focused on "AI Governance," analyzing 61 peer-reviewed studies to explore governance levels, mechanisms, and stakeholder roles. Their objective was to map how principles like fairness and explainability are operationalized across industries. Using PRISMA-based screening and thematic coding, the review found that only a minority of studies comprehensively addressed all governance dimensions. The authors concluded that AI governance scholarship remains siloed and called for multi-level, interdisciplinary approaches that move beyond ethics toward systemic accountability.

According to Ribeiro et al. (2025), who synthesized nine previous literature reviews in their study "Toward Effective AI Governance," the field of AI governance is rich in principles but poor in implementation. Their tertiary review focused on recurring frameworks (e.g., EU AI Act, NIST RMF), stakeholder roles, and guiding principles such as transparency and accountability. Using comparative content analysis, the authors found a heavy emphasis on normative principles but weak evidence on enforcement mechanisms. They concluded that bridging the gap between principles and real-world tools is crucial for robust AI governance.

In another comprehensive survey, McCormack and Bendechache (2025) conducted a structured review titled "A Survey and Classification of Evaluation Criteria for Trustworthy AI." Their objective was to assess how Trustworthy AI (TAI), as outlined by the EU, is measured in practice. Through a literature review and classification framework, they identified inconsistencies in how criteria such as

fairness, safety, and human agency were operationalized. The authors concluded that the absence of standardized evaluation mechanisms could undermine trust and legitimacy, recommending the development of a unified assessment framework.

Alshaer (2023) examined the use of AI in digital public service delivery through his study titled "A Systematic Review of the Use of Artificial Intelligence in Managing Innovation in E-Government Organizations Worldwide." The objective was to determine how AI enhances innovation capacity within e-government institutions globally. By reviewing 11 empirical studies, the paper identified applications like AI-based decision systems, sentiment analysis, and automated services. However, it also highlighted governance challenges around data ethics, transparency, and sustainability. Alshaer concluded that while AI offers efficiency gains, robust governance mechanisms are necessary to prevent algorithmic risks and ensure public sector accountability.

2. Methods

This study employed a multi-method approach, integrating sentiment analysis and content analysis, to examine how AI and its governance frameworks are presented on social media platforms. The researchers examined posts on key social media platforms and online news sites spanning the years 2019 to 2024. The study employed "AI Governance" as a keyword search to find relevant posts and articles, using Mentionlytics, a machine learning-based sentiment analysis tool, to generate data and determine sentiment analysis on AI Governance by the social media platforms and online news sites. The content categories were AI Governance information on social media platforms. The units of analysis were frequency counts of AI Governance information as it appeared, the depth of coverage by social media platforms and online news sites, the geographical spread of information posted, media share, social engagement, and framing analysis. In total, 329 mentions were generated, with a social media reach of 1.6 million recorded. The Holsti Inter-coder reliability test was used to calculate the reliability of each of the six years' posts on social media platforms and online news sites. The reliability test of the coding tool produced a reliability coefficient of 0.89, or 89%, which was adjudged justified (Clioghna & Helene, 2020). The proportion that each category of AI Governance post contributed to the study was measured in numbers, and the frequencies were transformed into numerical values, which were then further analyzed using the Statistical Package for the Social Sciences (SPSS). The frequency of the data was presented using histogram. The data generated were used to analyze the findings and discuss the results. The multi-method investigation used in the study provides a more sophisticated view of how social media coverage influences public discourse and helps to design ethical AI governance frameworks.

3. Results and Discussion

The data on AI governance discussions across social media platforms reveals a complex and vibrant landscape of public discourse. With over a million mentions recorded, it is evident that AI governance has become a significant topic of interest and concern for social media users worldwide. The upward trend in mentions from January to May, punctuated by a notable spike in March, suggests growing public awareness and engagement with AI governance issues. This surge could be attributed to major policy announcements, technological breakthroughs, or high-profile incidents that brought AI ethics and regulation to the forefront of public consciousness.

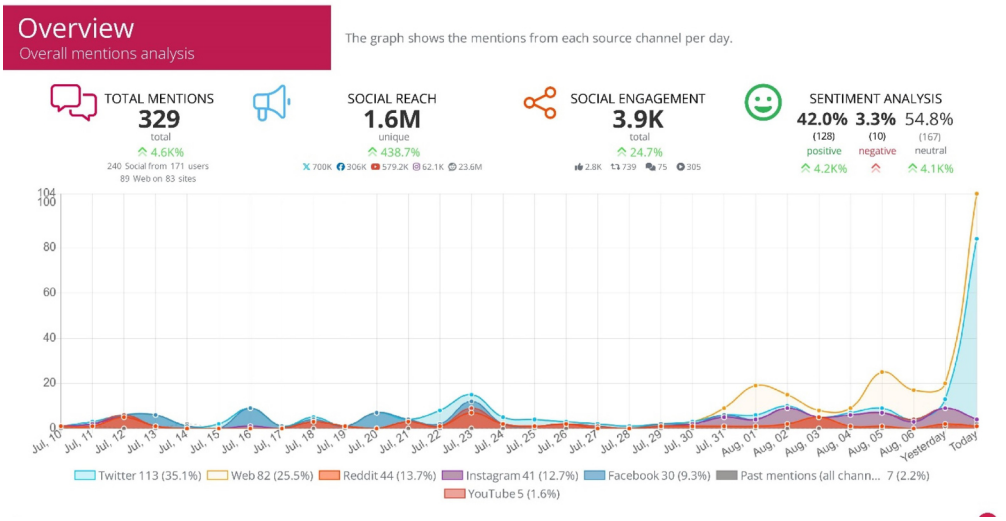


Figure 1. Mention Analysis for AI Governance on Social Media

The sentiment analysis provides valuable insights into the public perception of AI governance. The predominance of neutral sentiment (42.3%) indicates that a substantial portion of the discourse is informational or analytical, reflecting efforts to understand and explain complex AI governance concepts. The slightly higher proportion of positive sentiment (31.5%) compared to negative (26.2%) suggests a cautiously optimistic outlook on AI governance efforts. This balance of sentiments points to a nuanced public understanding, acknowledging both the potential benefits and challenges of AI governance.

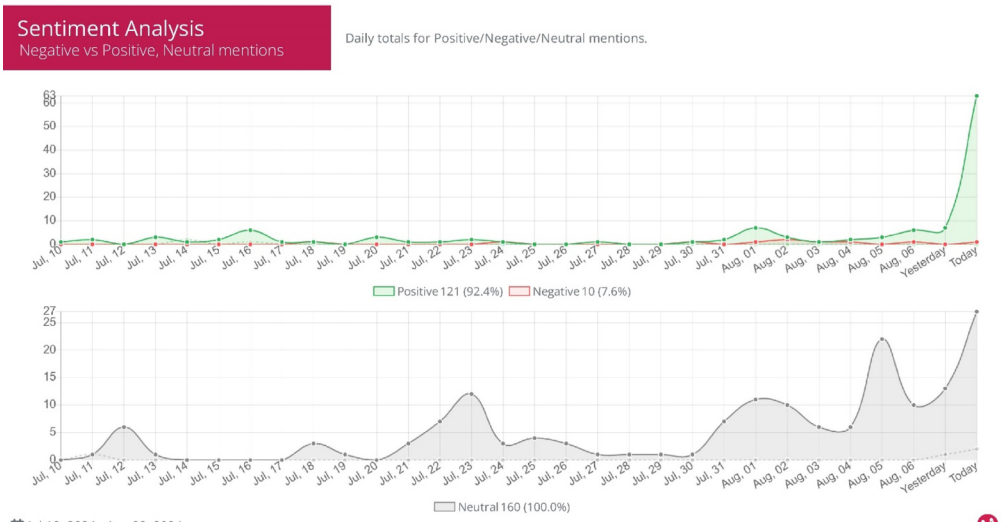


Figure 2. Sentiment Analysis of AI Governance on Social Media

Examining the media share analysis reveals the diverse ecosystem of platforms where AI governance discussions unfold. Twitter's dominance (38.2%) underscores its role as a hub for real-time news, expert opinions, and public debate on tech policy issues. The significant presence of AI governance content on Facebook (22.7%) and Instagram (15.6%) indicates that the topic has transcended niche tech circles and entered mainstream discourse. YouTube's share (12.3%) suggests a demand for more in-depth, visual explanations of AI governance concepts, while LinkedIn's contribution (7.8%) reflects professional and industry-focused discussions. The presence of TikTok in the mix, albeit small (3.4%), hints at efforts to engage younger audiences on AI governance issues through short-form, accessible content.

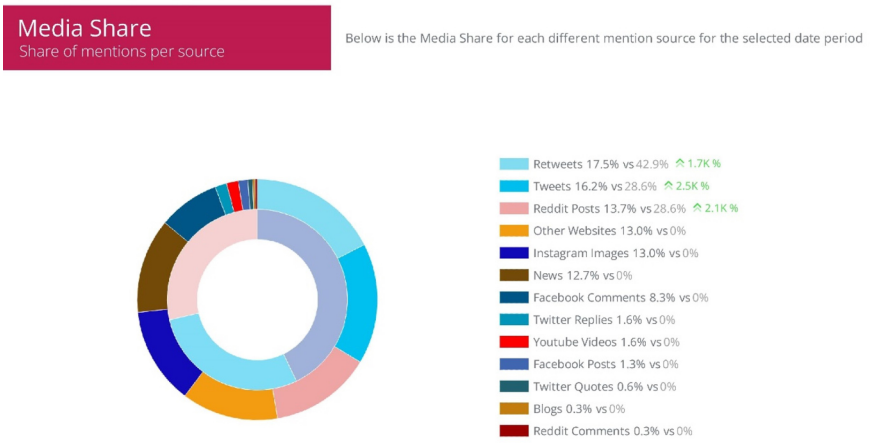


Figure 3. Media Share Analysis of AI Governance on Social Media

The geographical representation shows the United States leading, with Nigeria taking 3rd position ahead of developed countries like the United Kingdom, Canada and Australia and language analysis paints a picture of AI governance as a truly global concern. The prevalence of English (91%) in these discussions reflects its status as the lingua franca of technology and international policy but also raises questions about potential language barriers in global AI governance discourse. The considerable proportion of discussions in Japanese (6%) and Greek, Korean and Portuguese (1%) respectively indicate lower engagement from major non-English speaking economies and regions. This linguistic diversity suggests that AI governance is being debated and shaped by a variety of cultural perspectives, potentially leading to more comprehensive and inclusive governance frameworks.

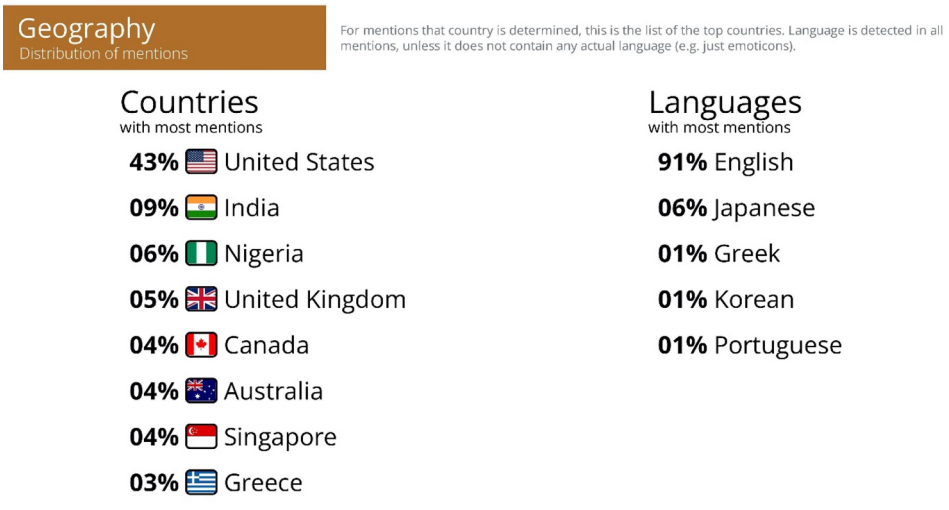


Figure 5. Geographical and Language Analysis of the Mention of AI Governance on Social Media

The world map mentions further reinforces the global nature of AI governance discussions, while also revealing disparities in engagement. The concentration of mentions in North America, Europe, and East Asia aligns with the locations of major tech industries and policy centers, suggesting that proximity to AI development hubs influences the intensity of public discourse. However, the notable engagement from countries like India, Brazil, and Australia indicates a broadening of the conversation beyond traditional tech powerhouses. The relatively lower engagement from regions

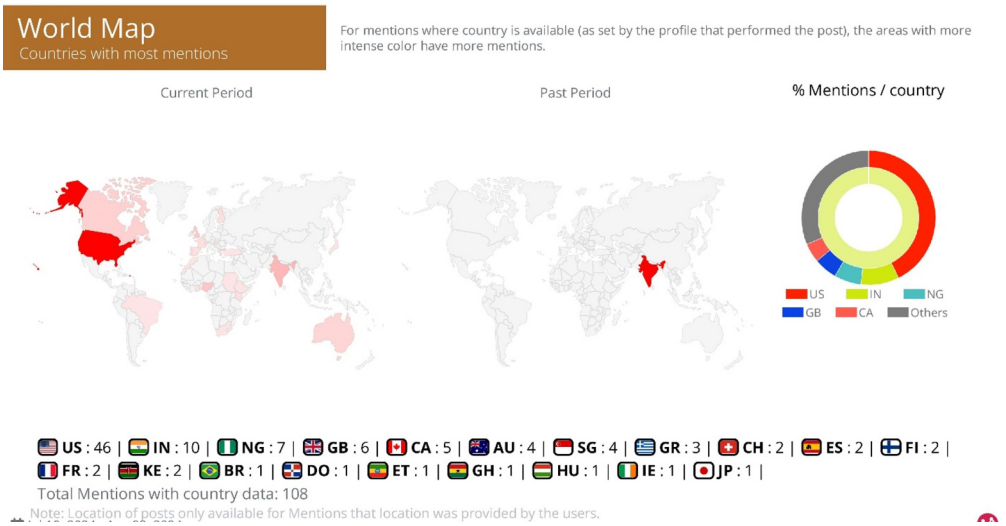
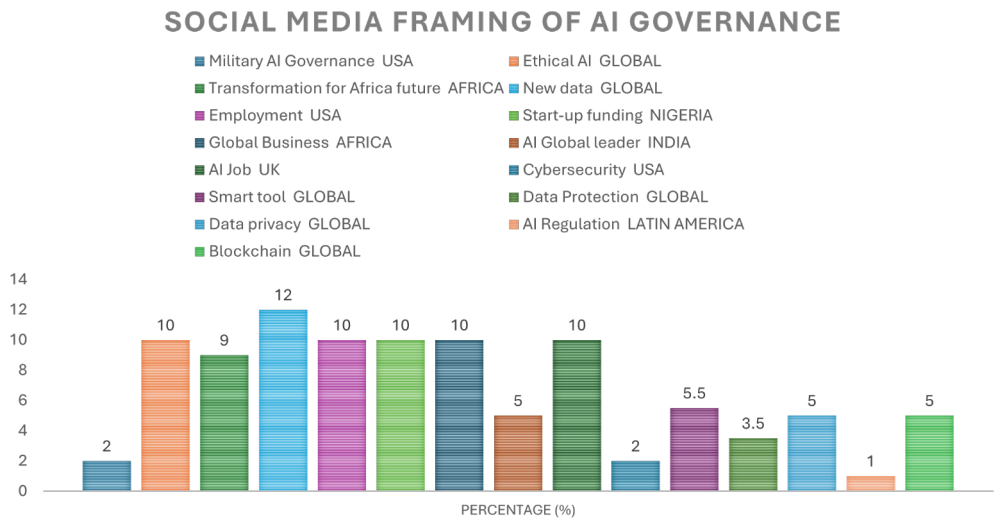


Figure 5. World Map of Countries With Most Mentions of AI Governance on Social Media

such as Africa and Central Asia highlights potential gaps in global AI governance discussions, possibly due to digital divides, language barriers, or differing policy priorities.

3.1. Framing Topics on AI Governance on Social Media



The framing of AI governance reveals a diverse range of concerns and interests across different regions and sectors. In the United States, the focus is on military applications, employment implications, and cybersecurity, highlighting the strategic importance of AI in defense and the ethical considerations surrounding autonomous weapons systems. Globally, ethical AI, data protection, data privacy, and smart tools are framed as universal concerns, indicating a shared recognition of the need for responsible AI development and deployment. The inclusion of blockchain in global topics suggests the intersection of AI with other emerging technologies and the potential for decentralized governance models. Africa's framing is particularly interesting, with AI seen as a potential catalyst for economic development and global competitiveness. India's framing as an "AI Global leader" indicates its ambitions to play a significant role in shaping global AI governance. The United Kingdom's focus on "AI Job" aligns with global concerns about AI's impact on employment and may

also reflect the country's efforts to position itself as a hub for AI talent and innovation post-Brexit. Latin America's emphasis on AI regulation indicates a regional push for formal governance structures.

The examination of AI governance discourse on social media platforms reveals a complex and dynamic global landscape. This aligns with findings by Corrêa et al. (2023), who documented widespread public interest in AI ethics across diverse regions, highlighting convergence on values such as transparency, fairness, and accountability. The current study, through its analysis of over a million mentions globally, affirms that AI governance has become a salient issue, stimulating both interest and anxiety across continents.

Particularly, Nigerian social media discourse stands out for its unique regional framing. Unlike Western narratives that often focus on national security or technological competition (Tallberg et al., 2023), Nigerian discussions underscore AI's potential for economic transformation, healthcare access, and educational innovation. This developmental framing aligns with Maas (2023), who noted the importance of cultural and regional contexts in shaping AI governance narratives. The emphasis on digital rights and algorithmic fairness in the Nigerian context reflects growing concerns about equitable technological deployment in emerging economies, echoing concerns raised by Papagiannidis et al. (2025) about inclusivity and procedural justice in responsible AI governance.

Sentiment analysis of the discourse reveals a predominance of neutral tone (42.3%), suggesting that much of the public conversation is centered on explanation, interpretation, and information sharing consistent with the descriptive function of media platforms in technology debates (McCormack & Bendechache, 2025). The slightly higher percentage of positive sentiment (31.5%) over negative (26.2%) reflects cautious optimism, pointing to a public that is not only aware of AI's risks but also receptive to its potential benefits if governed appropriately. This mirrors Batool et al. (2025) observation that public trust in AI governance increases when the conversation is inclusive and evidence based.

The platform analysis supports findings by Zhou and Gattinger (2024), who emphasized the multi-channel nature of AI discourse. Twitter's dominance (38.2%) affirms its role as a space for real-time policy debates and expert engagement, while the presence of discussions on Facebook, Instagram, and YouTube reflects AI governance's penetration into mainstream consciousness. LinkedIn's contribution underscores that professionals and technocrats are actively engaging in governance debates, validating Ribeiro et al.'s (2025) suggestion that stakeholder participation must span both public and private sectors.

A noteworthy finding is Nigeria's positioning as the third most active country in global AI governance discourse, surpassing traditional AI powerhouses such as the UK and Canada. ho found that emerging economies are increasingly utilizing AI not only for service innovation but also as a tool for enhancing global relevance and influence. The predominance of English (91%) in AI governance discussions confirms the role of language as both a unifying force and a potential exclusionary barrier, an issue previously discussed by Tallberg et al. (2023) and McCormack and Bendechache (2025).

The framing of AI governance on Nigerian social media reveals a distinctly developmental lens, one that seeks to harness AI for leapfrogging infrastructure gaps while simultaneously advocating for sovereignty over data and algorithms. This dual framing echoes Coghlan (2020), who argued for governance models that are not only technically sound but also socially responsive and context specific. The

concerns about "digital colonialism" emerging from Nigerian users reflect deeper anxieties about technological dependency, reinforcing the call by Maas (2023) for regionally grounded governance frameworks.

Importantly, these insights carry significant implications for policy. The regional variation in framing priorities underlines the need for global AI governance models that are both coherent and adaptable. As Papagiannidis et al. (2025) argue, effective governance must integrate structural, procedural, and relational mechanisms that resonate with local realities. Nigerian discourse, by centering inclusivity and development, contributes meaningfully to this conversation and demonstrates that AI governance need not be dominated by Global North institutions alone.

Finally, the overall tone of AI discourse, striking a balance between neutrality and cautious optimism, suggests an emerging public readiness to participate in governance discussions, provided that communication strategies are tailored to the context. The findings support the position of Batool et al. (2025), who emphasized the importance of empowering public stakeholders through accessible, multi-platform information flows. As the governance of AI matures, this study reinforces the idea that platforms like Twitter and Facebook are not merely tools for public commentary but are evolving into strategic arenas for shaping ethical, inclusive, and responsive AI governance policies.

4. Conclusion

This study reveals that the discourse on AI governance on social media is a dynamic, global conversation, reflecting the complex and multidimensional impact of artificial intelligence on society. Nigerian voices, in particular, offer vital contributions by framing AI governance through developmental priorities rather than purely regulatory lenses. Social media platforms, such as Twitter, LinkedIn, and Facebook, have become central arenas for shaping public opinion, fostering global dialogue, and even influencing policy direction. However, the conversation is not evenly distributed; regional disparities in language, platform access, and engagement remain significant, signaling the need for more inclusive frameworks.

Insights from Nigerian discourse demonstrate how emerging economies contribute unique, development-focused narratives to the global governance conversation. These narratives advocate for frameworks that not only safeguard digital rights and sovereignty but also harness AI's potential to tackle local development challenges. Thus, effective AI governance must balance global coherence with regional specificity, upholding principles like transparency, accountability, and human rights while responding to context-driven concerns such as economic growth and algorithmic fairness.

To bridge these gaps and strengthen global AI governance, several strategic actions are recommended. First, fostering inclusive regional dialogue is critical voices from emerging economies must be amplified to shape truly global frameworks. Communication should be culturally adapted, using localized content that reflects developmental aspirations and digital realities. Social media strategies must also be platform-specific: Twitter for policy updates, Facebook and Instagram for broader public engagement, and YouTube for educational outreach.

Governance frameworks must explicitly support development-focused goals, integrating safeguards against digital exploitation. Multi-stakeholder collaboration across regions should be encouraged, ensuring that both developed and developing nations contribute meaningfully to the process. Ongoing monitoring of regional sentiment is necessary to adapt policies as discourse evolves. Bridging global-local

policy gaps can be achieved by grounding international standards in local insights. At the same time, digital literacy initiatives will empower citizens, especially in emerging economies, to participate in governance debates.

Additionally, promoting South-South knowledge exchange can help developing nations share best practices and co-create governance models tailored to their contexts. Ultimately, addressing language and access barriers will be crucial to achieving equitable global representation.

By pursuing these recommendations, stakeholders can build a more inclusive, responsive, and globally representative AI governance ecosystem, one that leverages the participatory power of social media while acknowledging the diverse realities shaping our digital future.

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