



Public Salience in Twitter Brazil

An Analysis of #Eleições2014



ePOCS

Laboratory of Public Opinion,
Political Communication and Social Media,
Pontifical Catholic University of Rio de Janeiro (PUC-Rio)



ePOCS

Professor Arthur Ituassu

Social Communication Research Program (PUC-Rio)

Professor Sérgio Lifschitz

Informatics Research Program (PUC-Rio)



Our team

Rafael Pereira de Oliveira, Letícia Capone, Maria Beatriz Vaz, Felipe Murta, Roberta La Rovere, Vivian Mannheimer, Viviane Mariano, Caroline Pecoraro, Raul Pimentel



ePOCS

- Developing social media ad-hoc search mechanisms and data extractors
- Analyzing data as public opinion
- Analyzing data as political communication
- Investigating machine learning techniques for Big Data analysis



Public Salience in Twitter Brazil

An Analysis of #Eleições2014



Internet in Brazil

- 100 million users; 75% access every day
- Average time at the Web: 4h/5h; 67% seek information
- YOUNG: 65% among those 25 years old or less access everyday; 4% among those 60 years old or more
- MIDDLE/HIGH INCOME: 20% among those whose income is below R\$ 724 (US\$ 240) per month access the Web at least once in a week; 76% among those whose income is R\$ 3.620 (US\$ 1200) per month or more access the Web at least once in a week
- AND EDUCATED: 87% among graduated and post graduated Brazilians access the Internet at least once in a week
- 8% among those with the primary level or less access the Internet at least once in a week



Social Media

- 92% of the Internet users in Brazil are connected to at least one social media; 83% use Facebook; Only 5% mentioned Twitter
- TWITTER: Potential growth; Says it grew 25% in 2014
- Public social media



2014 Election

- Very tight and polarized
- 1o Turno: Dilma Rousseff (PT) 43,2m (41,59%); Aécio Neves (PSDB) 34,8m (33,55%); Marina Silva 22,1m (21,32%) etc.
- 2o Turno: Dilma Rousseff (PT) 54,5m (51,64%); Aécio Neves (PSDB) 51m (48,36%)
- PT x PSDB: 2002 (Lula x Serra), 2006 (Lula x Alckmin), 2010 (Dilma x Serra), 2014 (Dilma x Aécio)

2014 Election

Pesquisa Datafolha

Intenção de voto para presidente;
resposta estimulada e única, em %

Votos válidos



**Dilma
Rousseff**



**Aécio
Neves**

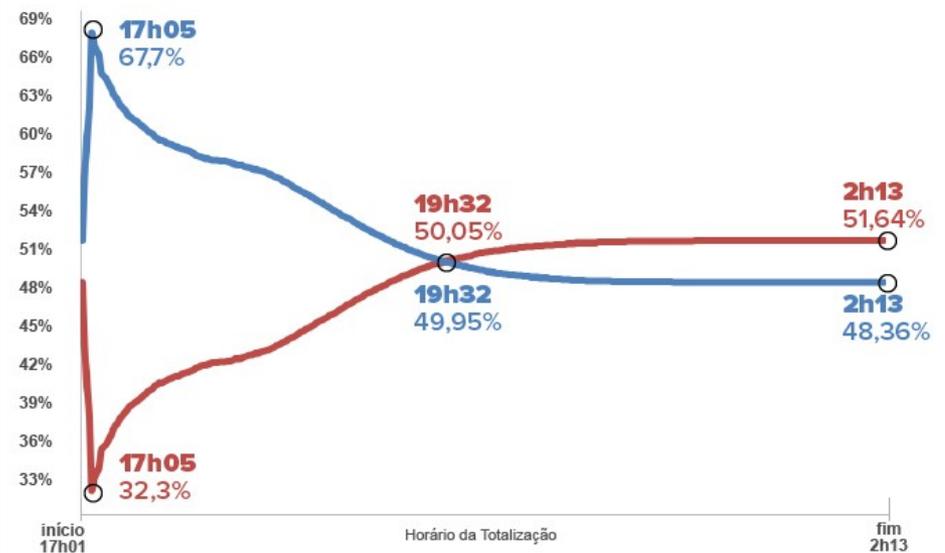
Margem de erro:
2 pontos percentuais para
mais ou para menos



AÉCIO COMEÇA GANHANDO, MAS DILMA VIRA ÀS 19H32

DILMA

AÉCIO





#Eleições2014

- Great for media analysis – largely used by mainstream media
- Main hash tag related to the term “election” during the electoral period
- Hash tags constitute spaces of public conversation



#Eleições2014

- Media analysis
- Issue analysis



For two specific publics

- Aécio Neves' potential electors
- Dilma Rousseff's potential electors



Objectives

- To observe which issues are prioritized by each of the publics
- Identify which media is referred or contained in the posts of each of the publics
- Ask if different publics present different sets of media and issues in their posts



Object

- 700 tweets published with the #Eleições2014 in a daily frequency (100 per day) at the final week of the second round of the 2014 Brazilian Presidential Election, of the more than 80.000 tweets published with the hash tag during the whole second round or 20 days – October 6 to 26, 2014.
- The 100 tweets per day were collected in peak hours of Twitter in Brazil, around 9 PM every day



Methodology

- Definition of the publics
- Identification of the media
- Observation of the issues



Definition of the publics

- Content/Sentiment Analysis
- Subjective Potentialities
- Hash tags #AecioNever #DilmaMandouBem #ForaDilma #MudaBrasil #AcordaBrasil #desesperodaveja
- The user icon
- The user home Twitter page



Definition of the publics

- Posts with negative messages or which are linked to negative messages to a certain candidate, party or campaign were aligned as coming from a potential elector of the other candidate, party or campaign
- Posts with positive messages or which are linked to positive messages to a certain candidate, party or campaign were aligned as coming from a potential elector of this same candidate, party or campaign



The publics

- N=700t
- AT=666t (100%)
- AE=226t (33.9%)
- DE=284t (42.6%)
- N=156t (23.4%)



The media

- Vertical Media
- Horizontal Media



Vertical Media

- A more top-down communication flux to more general audiences
- Aims the largest audiences possible
- Globo TV, Band TV
- Folha de S. Paulo, Estado de S. Paulo, O Globo
- Veja, Carta Capital
- G1, UOL, Estadão.com, Folha.com, Globo.com, Oglbo.com, Terra, Yahoo, BOL



Horizontal Media

- Horizontal flow is observed when audiences turn to sources closer to their own social status
- Niche media aimed at specific communities
- Individuals or small groups that broadcast to specific audiences
- Folha de Maringá, Brasil de Fato, Catraca Livre, Blog 247, Blog Caixa Zero
- Blogs and social media when used by individuals, journalists or small organizations, even when replicating vertical media content (horizontal transmission)



The issues – what is the tweet about?

- Campaigns
- Polls
- Corruption
- Politicians
- Environment
- Economy
- Justice
- Political reform
- Infrastructure



Hypothesis

- H1: Most of the posts republish mainstream media content
- H2: There is a consistent amount of information being shared horizontally
- H3: Different audiences present different sets of media and issues in their posts

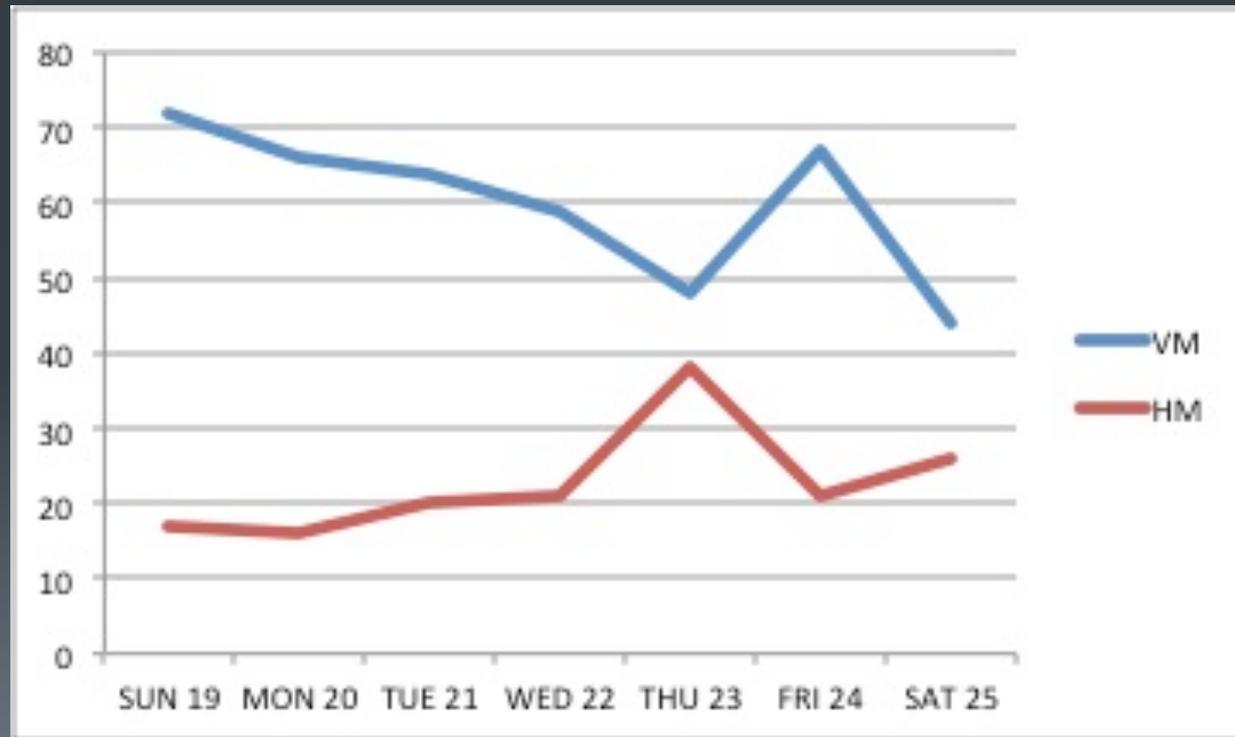


Preliminary results

VM x HM

- A virtual space marked by Vertical Media
- Mean: 60; Median: 64; s: 10,3
- Relative presence of Horizontal Media
- Mean: 23; Median: 21; s: 7,4

VM x HM

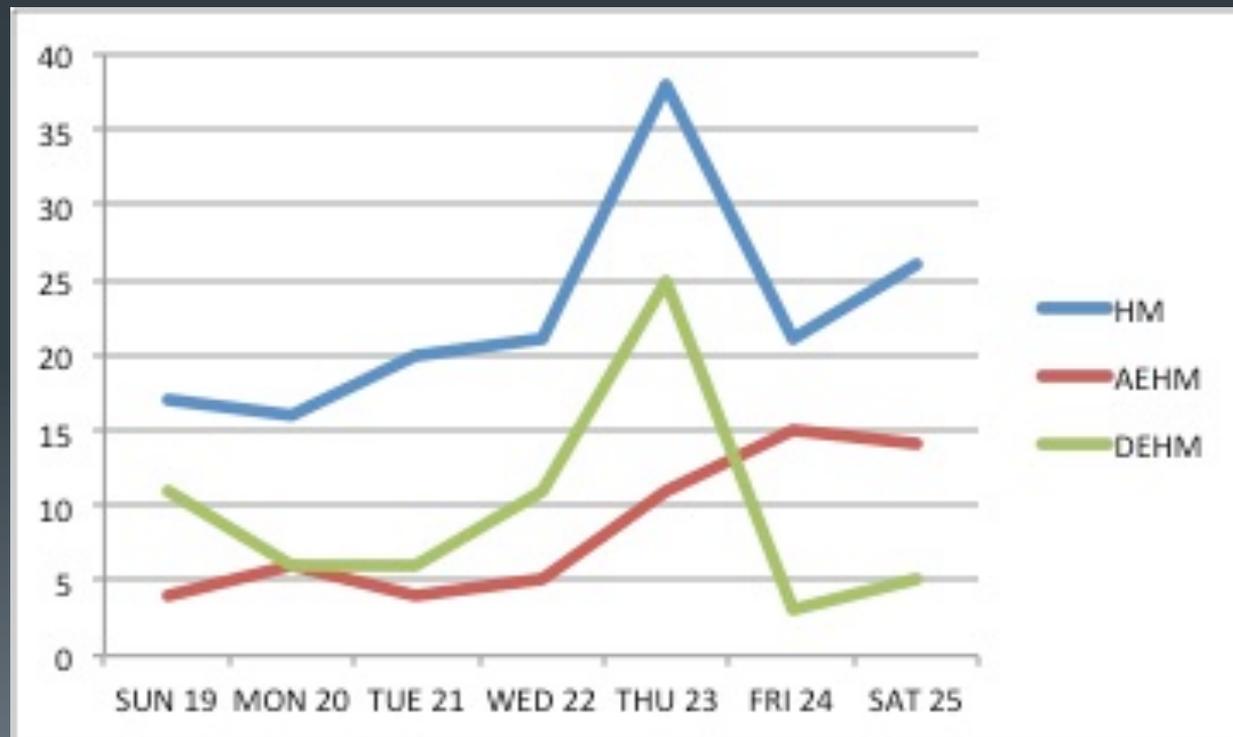




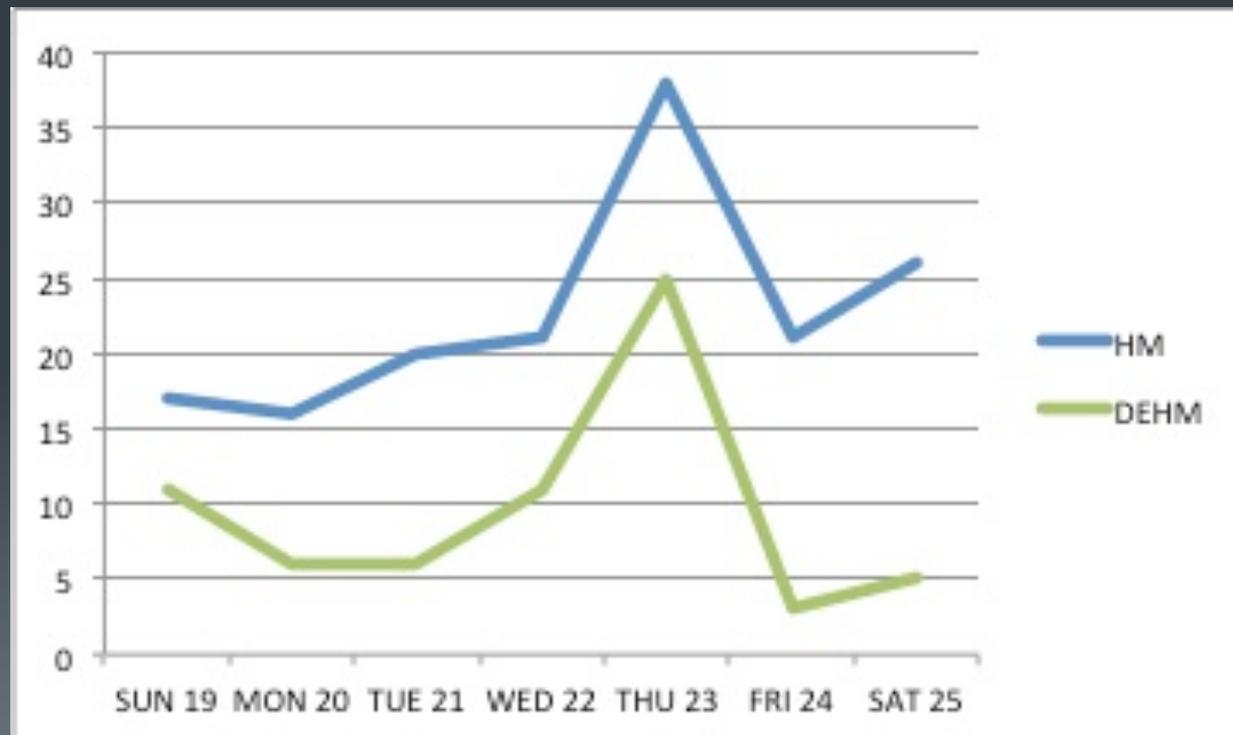
The publics and the media

- Dilma Rousseff's (incumbent's) potential electors seem to have determined more the dynamics of sharing content through Horizontal Media
- Hypothesis for further analysis

The publics and the media



The publics and the media

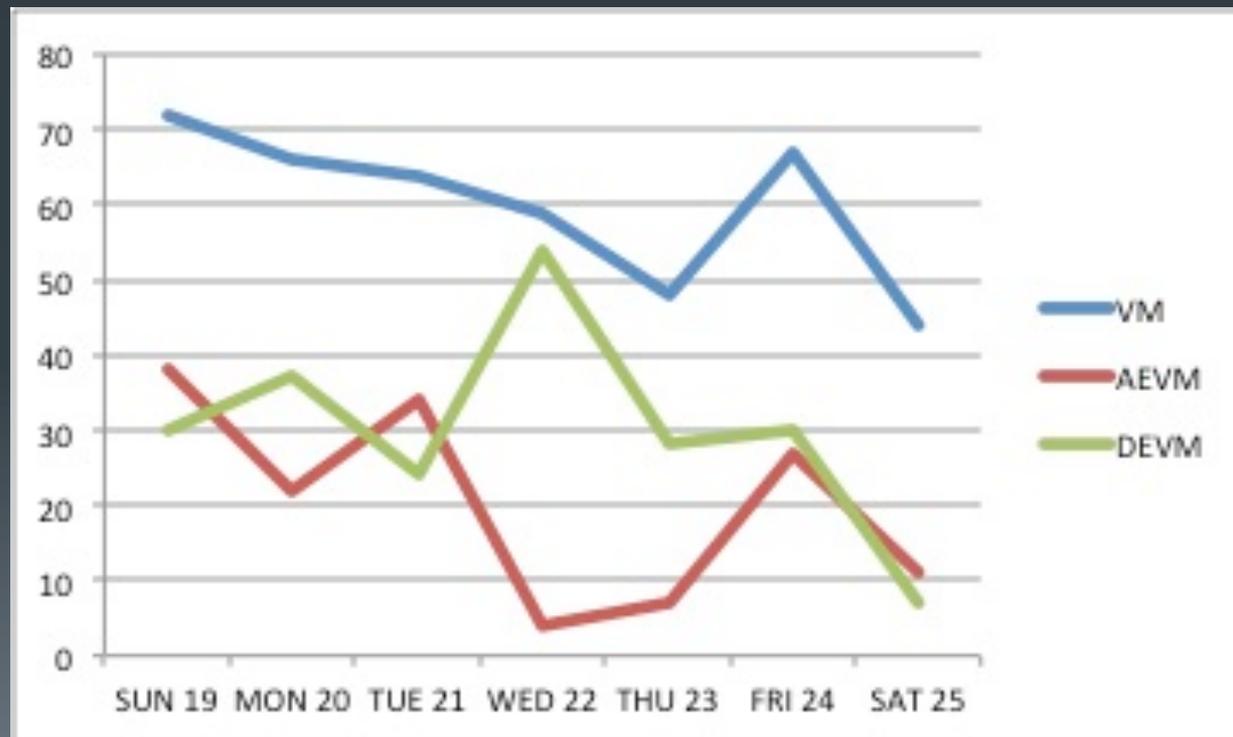




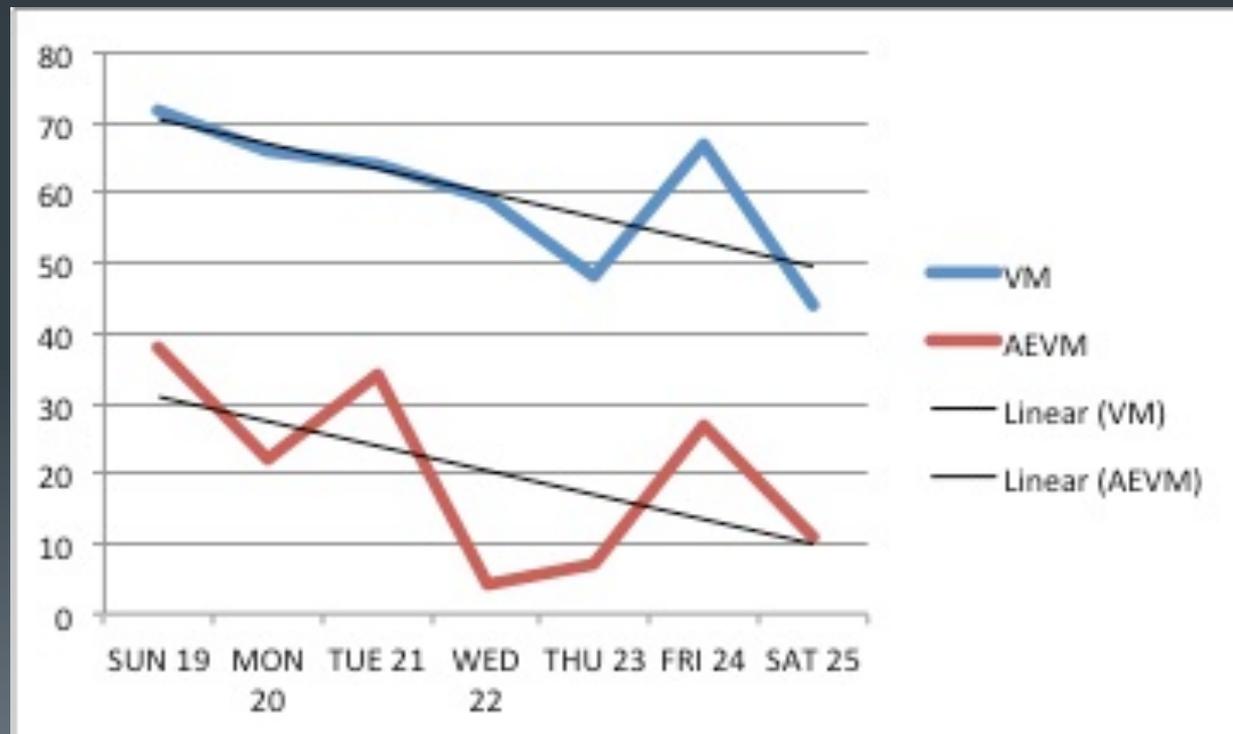
The publics and the media

- Aécio Neves' (opposition's) potential electors seem to have determined more the dynamics of sharing content through Vertical (mainstream) Media
- Hypothesis for further analysis

The publics and the media



The publics and the media





The publics and the media set

- Not a very different set of Vertical Media
- Very different set of Horizontal Media

The publics and the VM

AE	%	DE	%
G1	17.26	G1	23.24
UOL	14.60	VALOR	13.03
VALOR	9.29	UOL	7.75
O GLOBO	6.64	O DIA	7.75
FOLHA	3.98	FOLHA	5.63

The publics and the HM

AE	DE
Congresso em foco	Eleições2014
Ágora Aporética	Agência Brasil
Diário do Poder	Agência JCM
Blog O dia da Terra	Blog José Roberto de Toledo
Blog do Reinaldo Azevedo	Blog 247
Brasil Indignado	Brasil Post
Twitter de Olavo de Carvalho	



The publics and the issues

- Not very different set of issues

The publics and the issues

AE	%	DE	%
Dilma's campaign	26.99	Polls	26.06
Polls	20.80	Aécio's campaign	19.37
Support do Aécio	9.29	Cover of Veja	12.68
Corruption	7.52	Dilma's campaign	11.97
Lula	6.19	Corruption	7.75
Cover of Veja	6.19	Lack of Water in SP	3.87



Conclusions

- H1 - CONFIRMED: Most of the posts republish mainstream media content
- H2 - CONFIRMED: There is a consistent amount of information being shared "horizontally"



Conclusions

- H3 – NOT FULLY CONFIRMED
- Not very different sets of Vertical Media
- Very different sets of Horizontal Media
- Not very different sets of issues (The need for further and larger analysis)



Thank you

- Arthur Ituassu - ituassu@puc-rio.br
- Sérgio Lifschitz - sergio@inf.puc-rio.br