

ANALYZING KEBZABO AND MASRA'S TWEETS

PRESENTATION

Saleh Kebzabo, 73, is a Chadian politician and head of the political party *Union nationale pour le développement et le renouveau*. His earliest participation in Chadian presidential elections dates back to 1996. A journalist by training, Kebzabo was Minister of Foreign Affairs in 1996-1997. He has been the leading figure of the democratic opposition in Chad since 2011.

Succès Masra, 37, is the leader of *Les Transformateurs*, a political movement launched in 2018, following his resignation as an economist at the African Development Bank.

OBJECTIVES AND METHODS

The aim of this work is to analyze the tone and the words used by the two politicians in their tweets. Data were obtained through Twitter scraping. The analysis is restricted to tweets from 2018 to 2020. 703 tweets from Masra and 476 tweets from Kebzabo were used in the analysis. Retweets were excluded.

For the sentiment analysis, each tweet was given a polarity score (from the polarity score of its word components). The tweet was then classified as *positive* (polarity score > 0), *neutral* (polarity score = 0) or *negative* (polarity score < 0).

SENTIMENT ANALYSIS

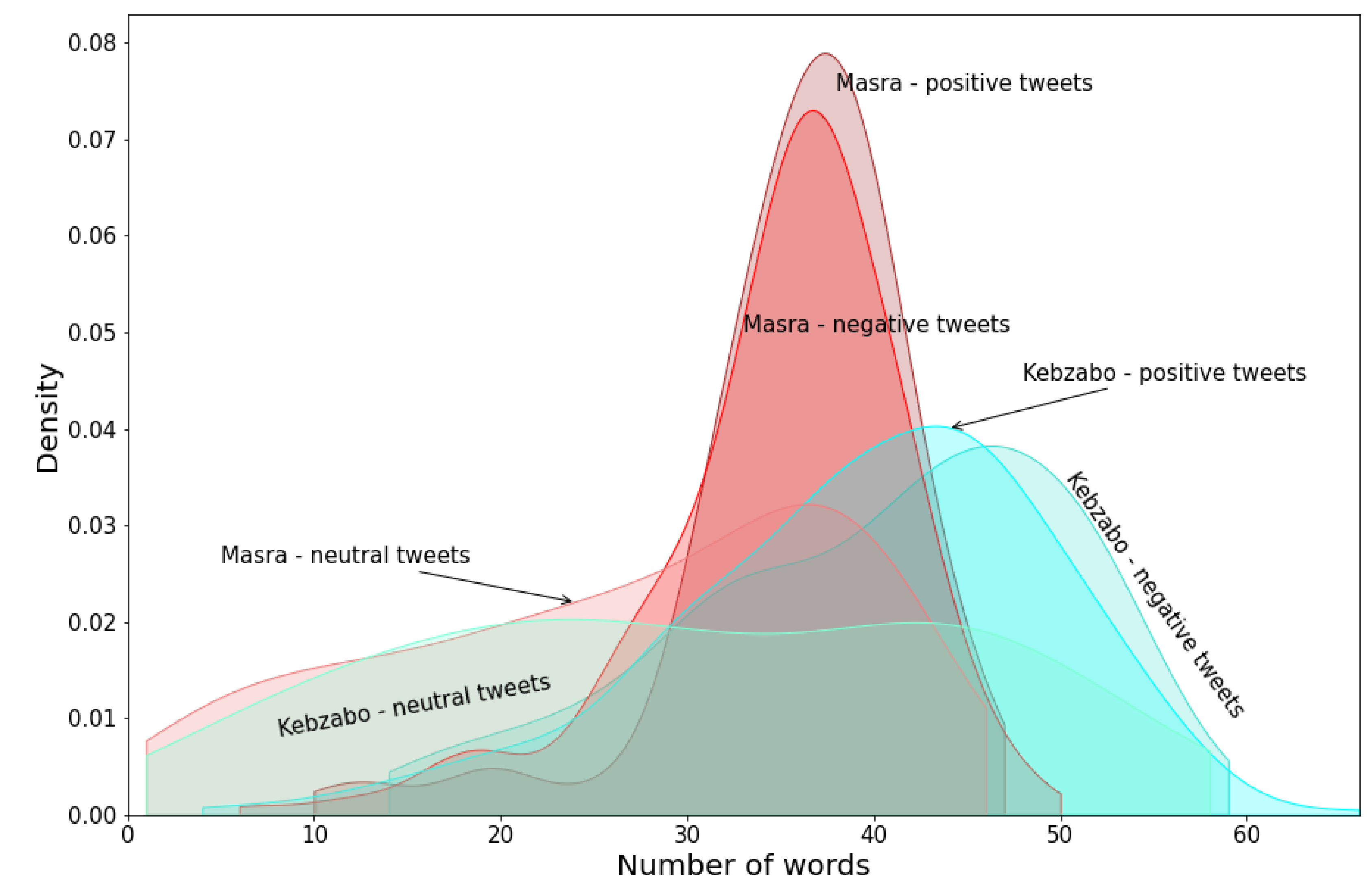


Figure 3: Distribution of the tweets according to their length

PHOTOS



Figure 1: Saleh Kebzabo



Figure 2: Succès Masra

RESULTS

Both politicians used more words in positive or negative tweets than in neutral tweets (Figure 3). Kebzabo's neutral tweets (54) are of variable length: neutral tweets of 20 words are as frequent as those of 40 words. Kebzabo uses on average 5 words more than Masra in his tweets.

For both men, positive and negative tweets are similarly distributed. Those from Masra have peaked, bell-shape distributions (mean around 35-36 words): 74% of his (129) negative tweets and 64% of his (459) positive tweets have between 30 and 40 words.

Unsurprisingly, both politicians talk mainly about their country (Figures 4–5): *Tchad* (Chad), *Tchadien* (Chadian), *pays* (country) are among their most used words. *Doit* (should) is also frequently used.

Kebzabo frequently refers to the president by his name, *Déby*. He uses more temporal words - *année* (year), *semaine* (week), *matin* (morning) - in his communications. *Covid* is also one of Kebzabo's most frequent words (67% of Kebzabo's tweets were in 2020, compared to 30% for Masra).

Masra, whose political leitmotiv is about transforming the country, often uses *changer* (to change) and *transformer* (to transform). Other frequently used words are *Merçi* (thanks), *ensemble* (together), *justice, peuple* (people).

Masra frequently references the *République* (Republic), whereas Kebzabo refers more commonly to the *État* (state) and the *gouvernement* (government).

WORD CLOUDS



Figure 4: Kebzabo’s 20 most used words

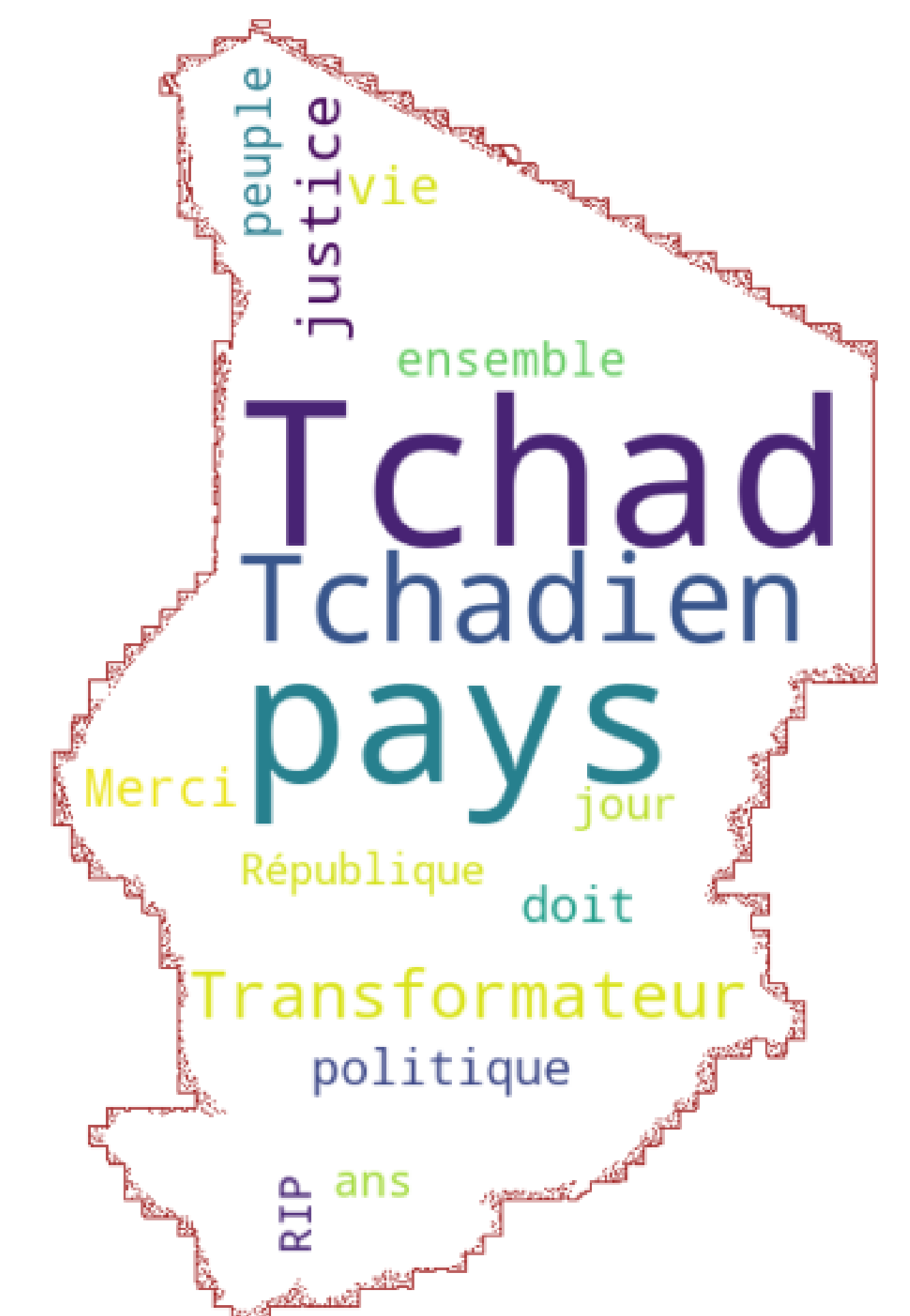


Figure 5: Masra’s 20 most used words