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Polarizing Social Media Debates

Team Social Media

Driving Democracy with Data in CEE Datathon

Vienna, 21st of April, 2018

BRACE YOURSELVES

TWEETS ARE COMING

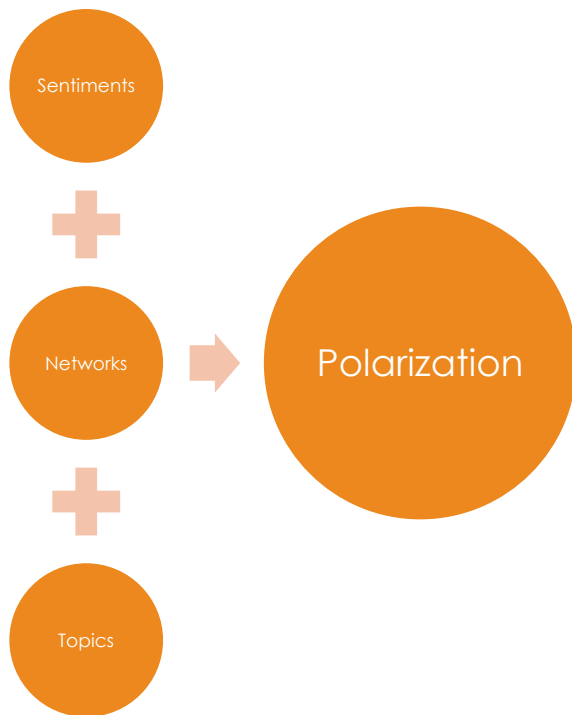
Agenda

- Elements of Polarization
- Data overview
- Topics
- Sentiments
- Polarizations & Networks

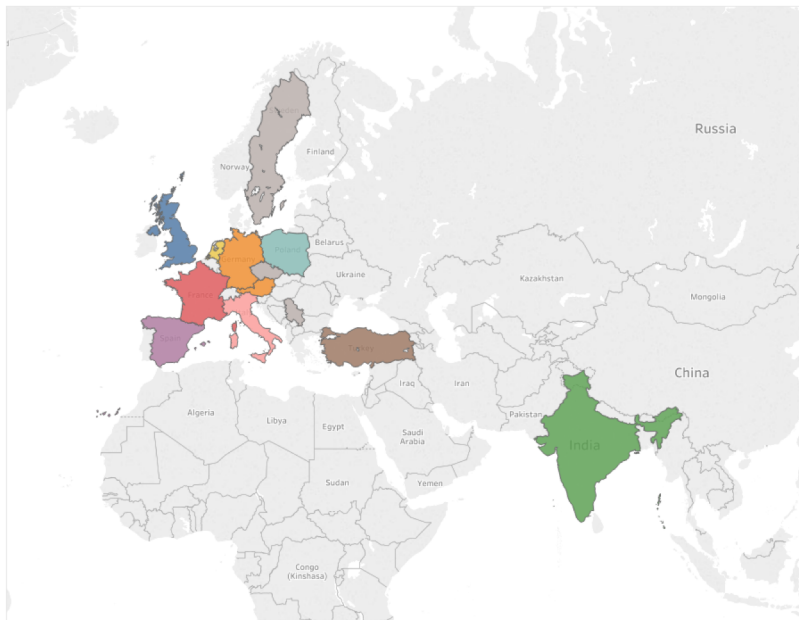


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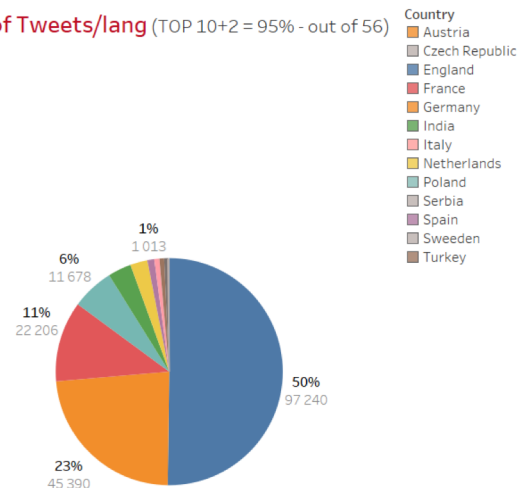
Elements of Polarization

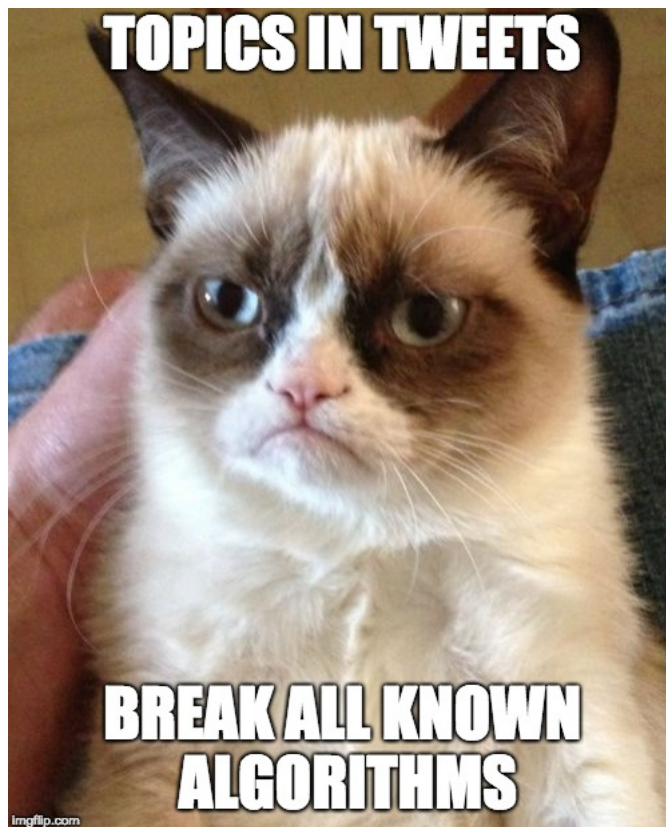


Map - TOP 10 languages/countries based on Nbr of Tweets
+ Czech Republic and Serbia



Nbr of Tweets/lang (TOP 10+2 = 95% - out of 56)





Topic Mining Tweets



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	love	angry	haha	wow	sad
topicindex					
media_problems	0.513193	0.0	0.067149	0.117685	0.0
poles_racism	0.517729	0.0	0.109534	0.126620	0.0
polish_forests	0.500705	0.0	0.035077	0.125817	0.0
ukraine_people_life	0.530284	0.0	0.039482	0.118659	0.0
women_rights	0.460219	0.0	0.040541	0.130184	0.0



Deep Learning based Sentiment Analysis



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- Recurrent neural network trained on hundreds of thousands of Facebook posts and their reactions
- Scraped from the 100 most popular pages – to avoid contextualization
- Predicts the sentiment distribution of any given text in
 - Love
 - Wow
 - Haha
 - Sad
 - Angry

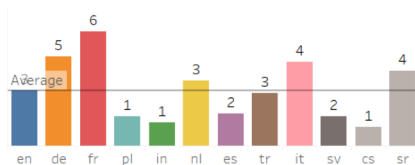
Influence of Sentiment on Popularity



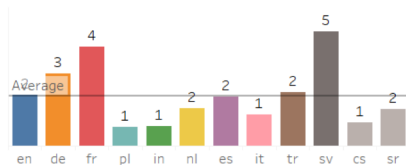
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Avrg Nbr of Retweets per Tweet based on Sentiments

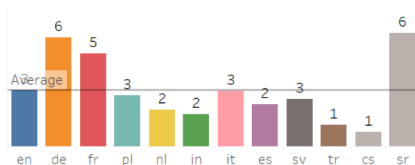
Love Sentiments



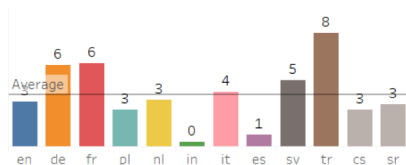
Haha Sentiment



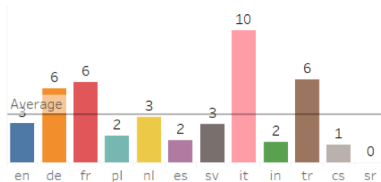
Wow Sentiment

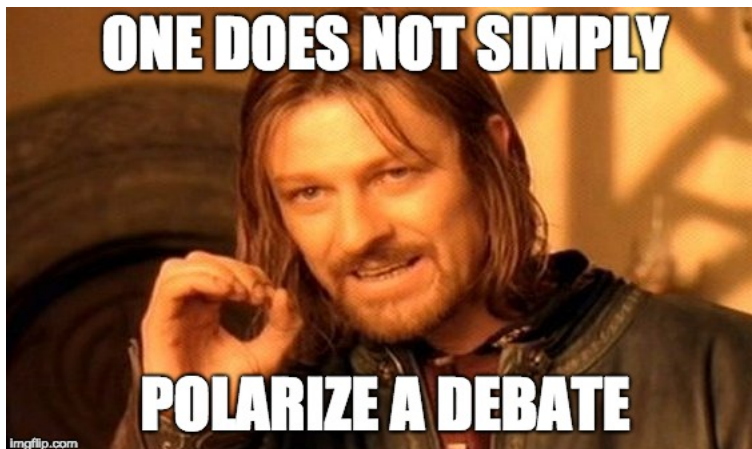


Sad Sentiment



Angry Sentiment





Polarization & Network Results





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