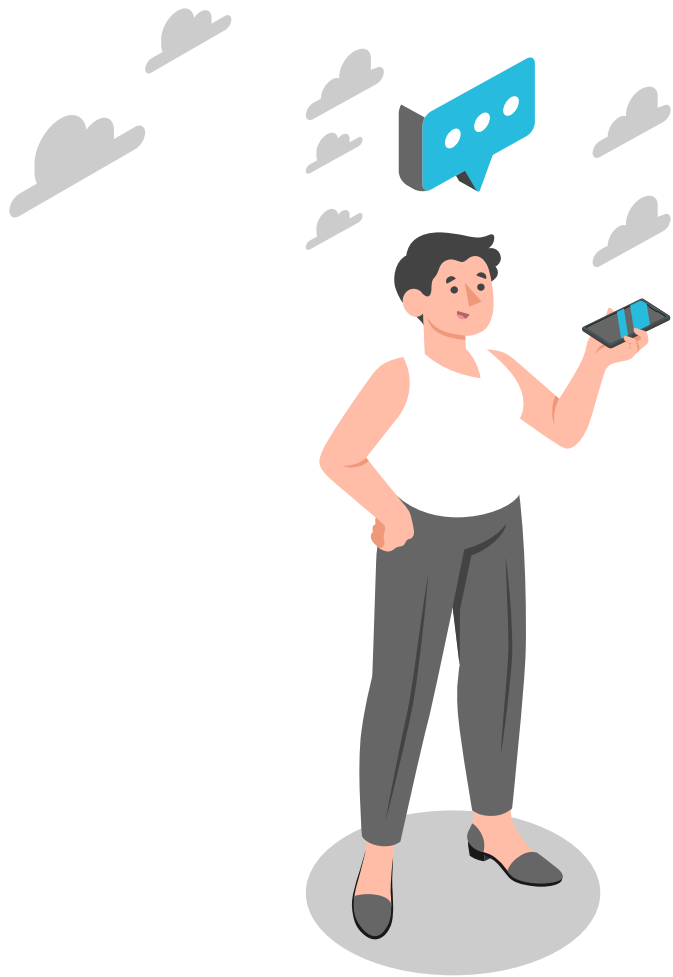


ELECTIONS IN **BRAZIL**

TEXT ANALYSIS OF INTERNATIONAL MEDIA COVERAGE



Text as Data - Fall 2022
Hertie School



01

RESEARCH QUESTION

How the **international media covered**
the Brazilian Presidential elections
in 2018 and 2022?



02

CONTEXT

BRAZIL: *HOW ELECTIONS FOR PRESIDENT WORKS?*

- **DIRECT VOTE**

Mandatory for citizens between 18 and 70 years old

- **FIRST AND SECOND ROUND**

If no candidate has more than 50% of the votes, there is a second round with only the two most voted candidates.

- **RESULTS**

Announced on the same day



Rise of far right in 2018...

2018



Fernando Haddad

Jair Bolsonaro



1st round: Oct 7th

Jair Bolsonaro: 46,03%
Fernando Haddad: 29,28%

2nd round: Oct 28th

Jair Bolsonaro: 55,13%
Fernando Haddad: 44,87%

...and left come back in 2022

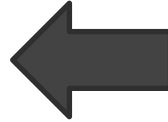
2022

1st round: Oct 2nd

Lula: 48,43%
Jair Bolsonaro: 43,20%

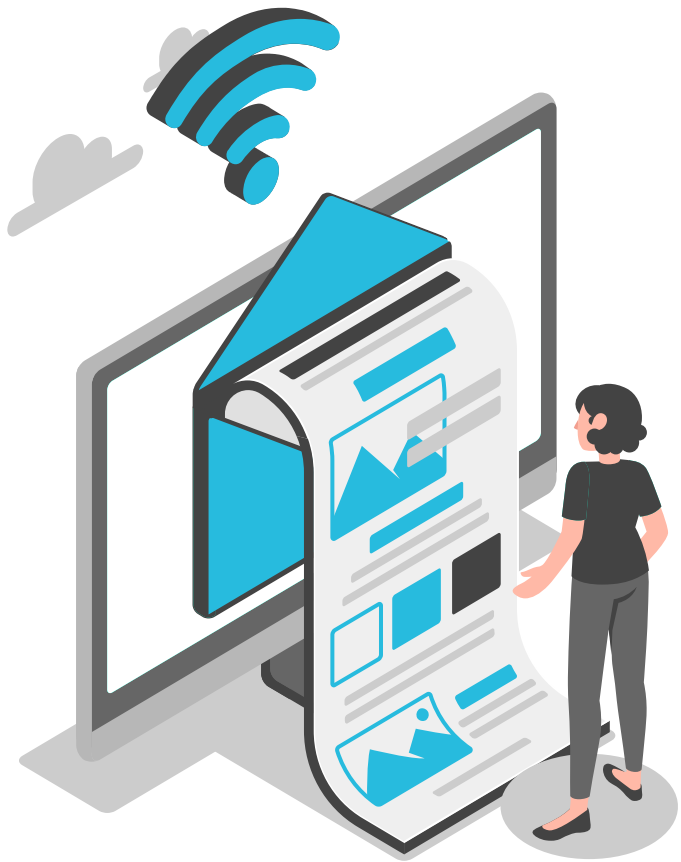
2nd round: Oct 30th

Lula: 50,90%
Jair Bolsonaro: 49,10%



Jair Bolsonaro

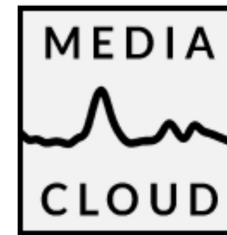
Luis Inácio Lula da Silva



03

***DATA &
METHODOLOGY***

The data collection



DATA

Headlines
Media Cloud platform

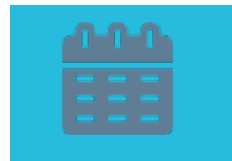


FILTERING

News webpages from
the G7 countries

LANGUAGE

English – limiting the
coverage

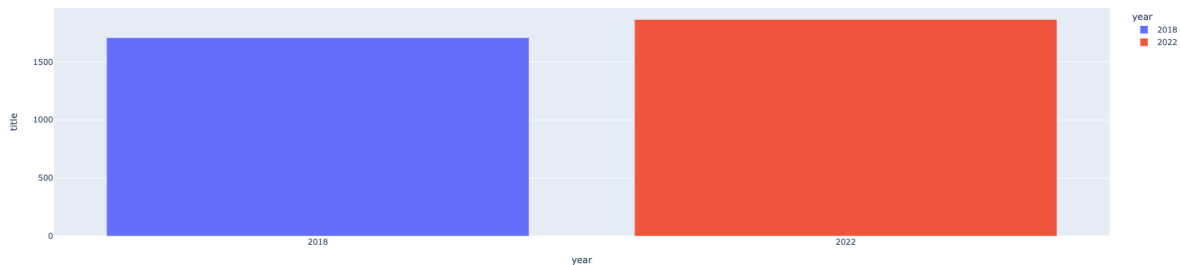


PERIOD

Between Oct 1st and
Nov 20th of 2018 and 2022

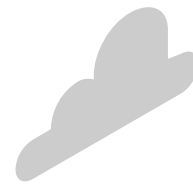
Headlines are equally distributed between years

Headlines per election year



Headlines per top media





METHODOLOGY

TOPIC MODELING

- To detect **word and phrase patterns** within the international media coverage of the Brazilian elections in 2018 and 2022.

SENTIMENT ANALYSIS

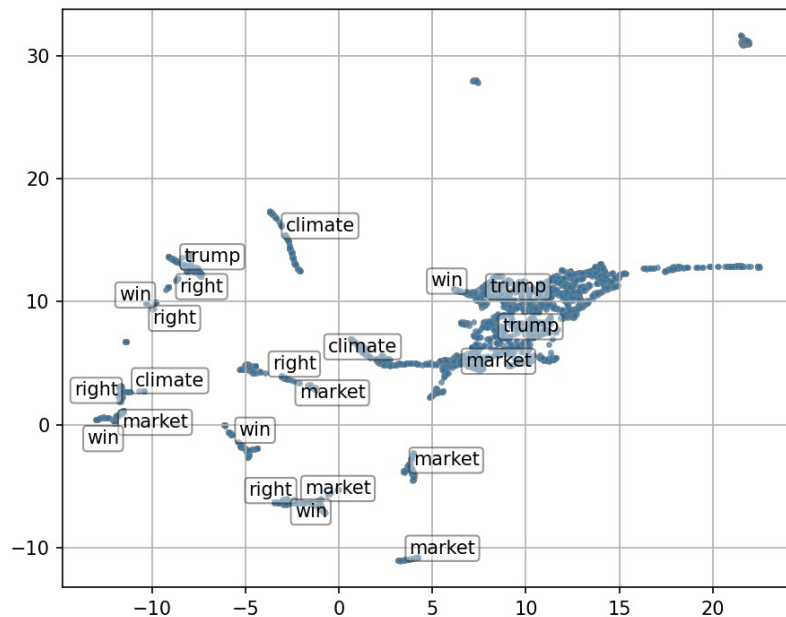
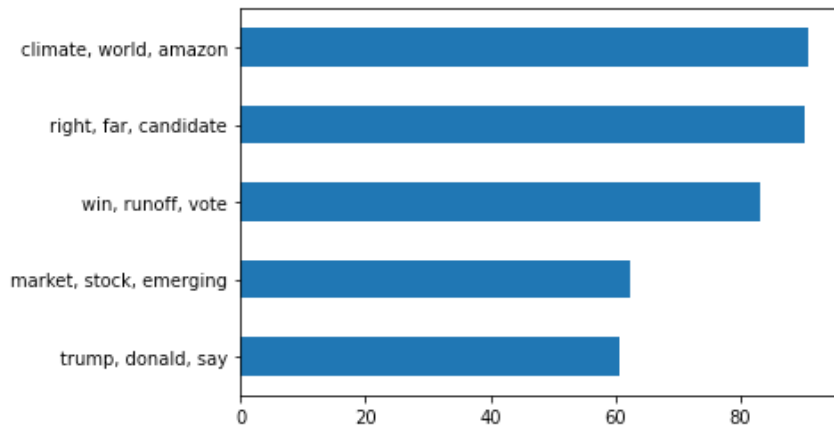
- To determine whether the coverage of the **selected media was positive or negative** for each one of the elections.



04

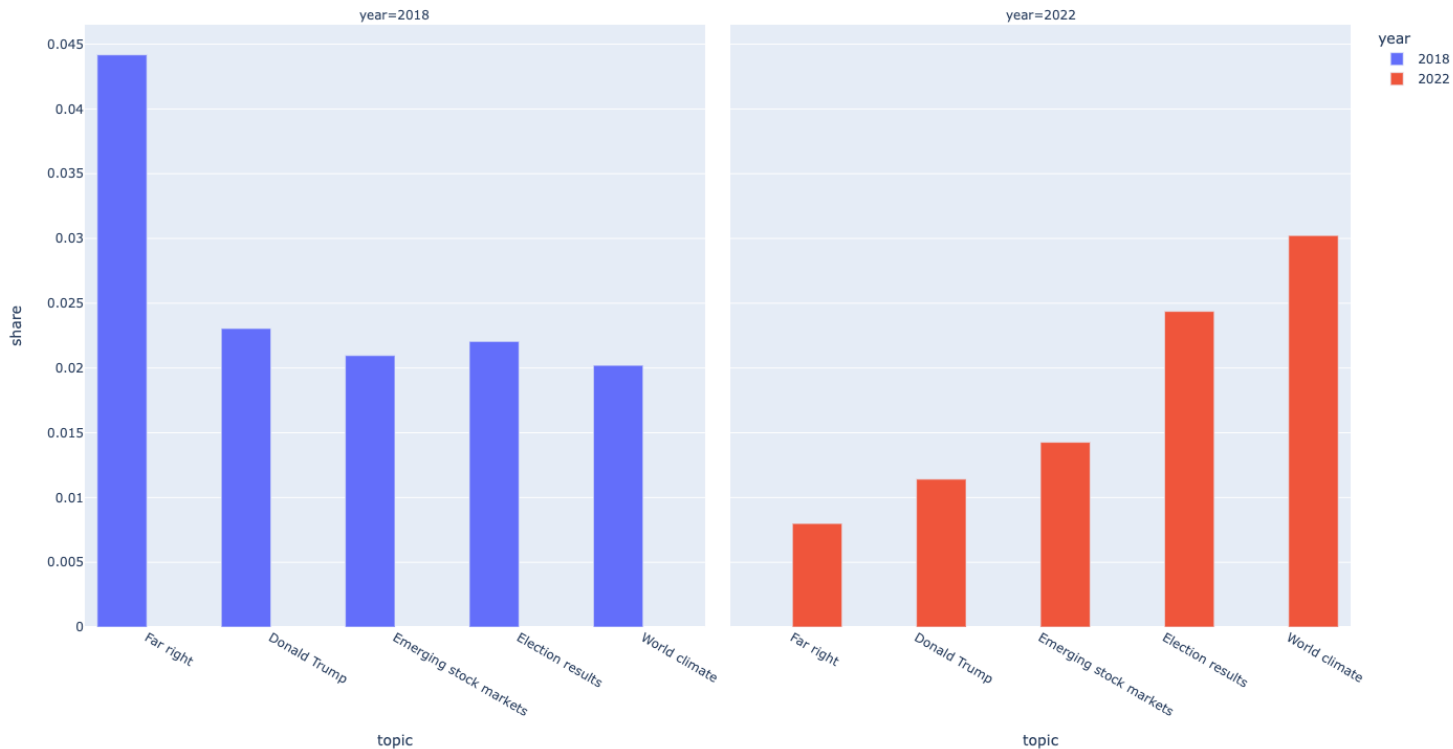
ANALYSIS & RESULTS

What the media has to say about the elections



How the main topics compare across the periods

Share of topics per election year





Strong feelings were involved in both elections

"The 'Brazilian Donald Trump' just became president in a landslide. He got there despite saying he couldn't love a gay son and that a colleague was too 'ugly' to be raped."



"'Flowering of hate': bitter election brings wave of political violence to Brazil"



'VINDICATED: Lula supporters celebrate in Autazes, Amazonas State'

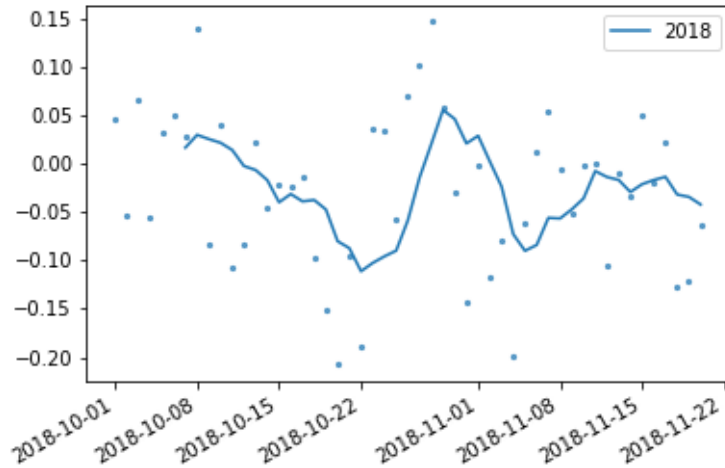


"Brazil's Comedians See Perfect Timing 'To Make People Laugh'"

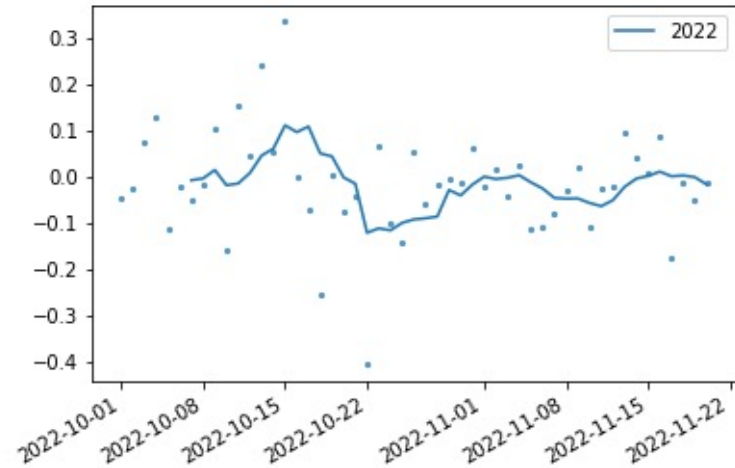


Sentiment changes day by day across the periods

2018

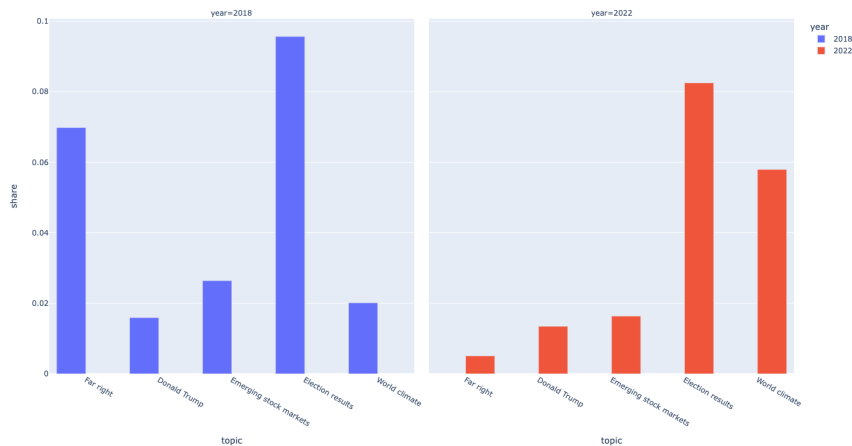


2022

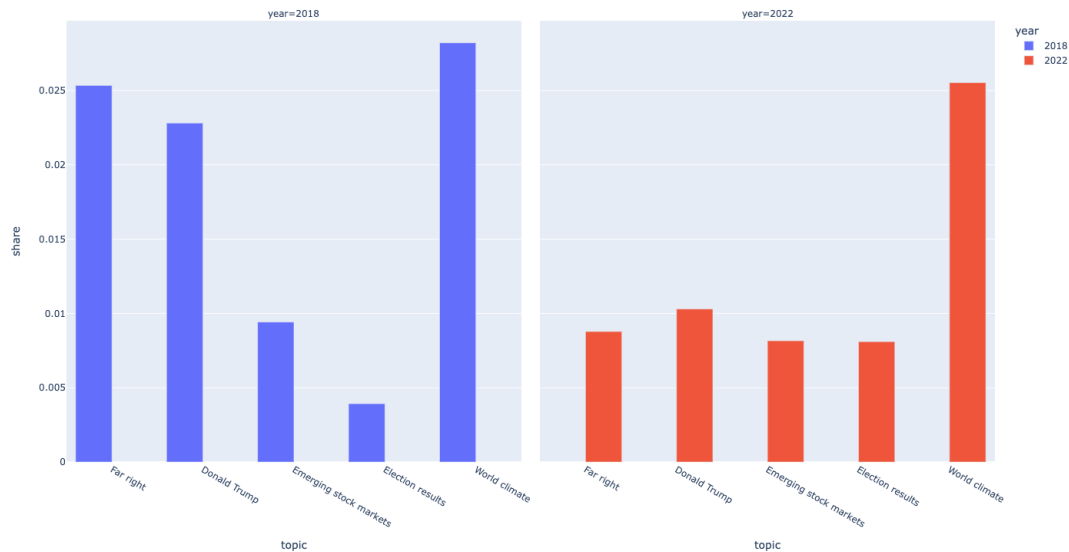


From hope to despair: higher and lower sentiments

Share of topics with higher sentiment per election year

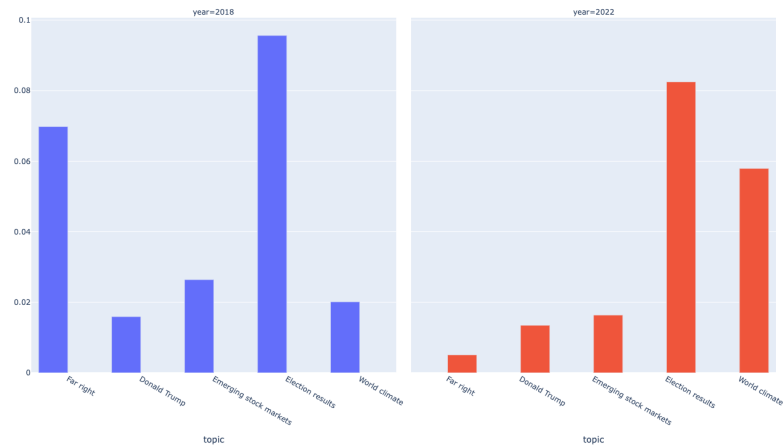


Share of topics with lower sentiment per election year

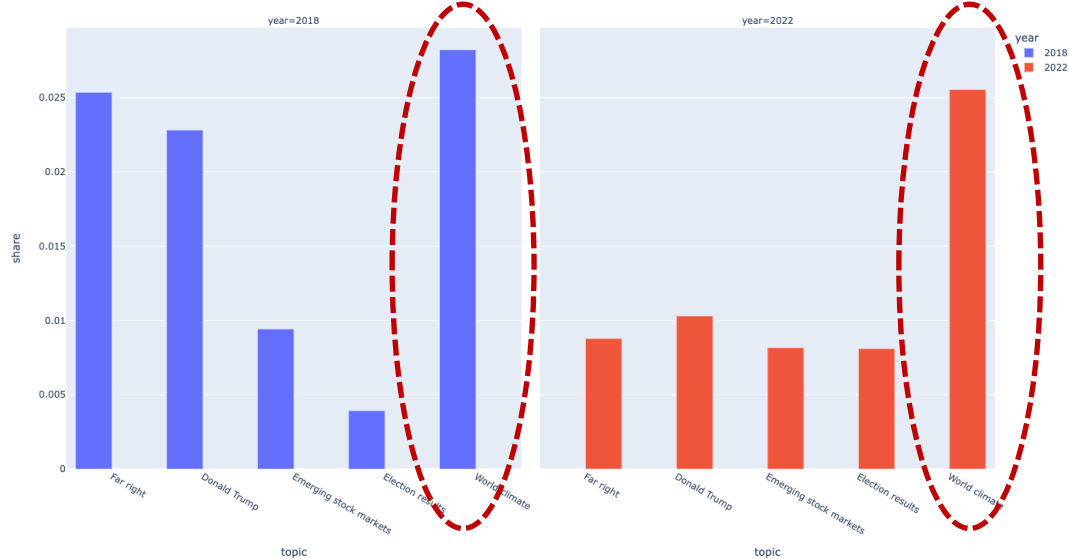


From hope to despair: higher and lower sentiments

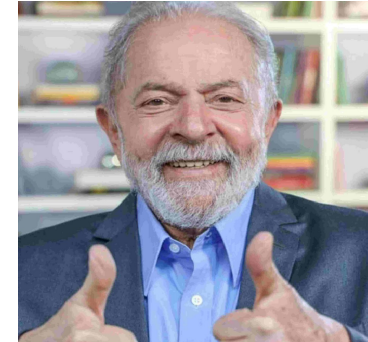
Share of topics with higher sentiment per election year

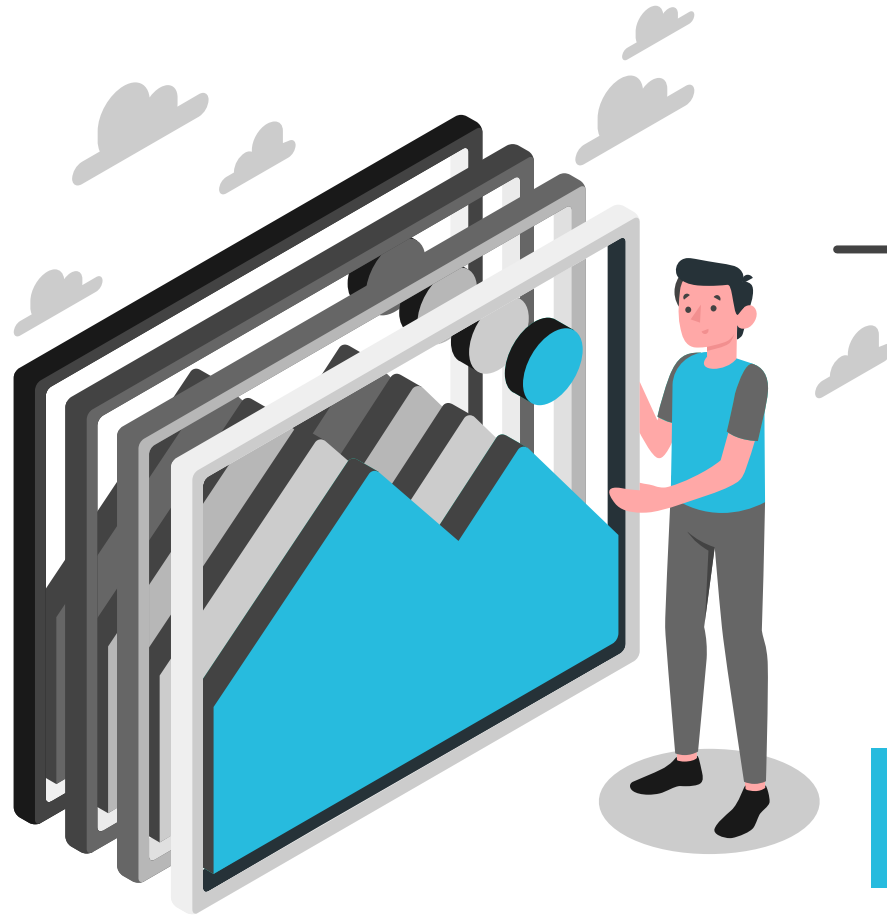


Share of topics with lower sentiment per election year



Finally, the sentiments that we waited for





THANKS!

Anna Deniz
Daniel Brito
Marco Sánchez
Priscila Pimentel

