AN UNEXPLAINED SHIFT IN DISCOURSE

FOR THE LAST THREE MONTHS THE MAINSTREAM MEDIA HAS INDOCTRINATED THE AMERICAN PUBLIC WITH THE IDEA THAT IT IS A MORAL OBLIGATION TO SHELTER IN PLACE DUE TO THE CONOID 19 CRISES. DURING THE MONTHS OF MARCH. APRIL AND MAY OF 2020. "NON-ESSENTIAL" CITIZENS WHO DIDN"T COMPLY WITH THIS DOGMA. WERE REGULARLY SHAMED ON SOCIAL MEDIA AND IN SOME CASES FINED OR EVEN ARRESTED. HOWEVER, SINCE THE GEORGE FLOYD PROTESTS BEGAN IN LATE MAY. THE SAME MAINSTREAM MEDIA WHO SPENT MONTHS STIGMATIZING THE ACT OF GATHERING IN CROWDS HAS ACTIVELY ENCOURAGED THE PROTESTERS TO GATHER IN CROWDS.A LARGE PORTION OF THE AMERICAN PUBLIC HAS INSTANTLY TRANSITIONED FROM ONE RADICAL DICTATE TO THE NEXT DESPITE THE FACT THAT THESE POLICIES OBVIOUSLY CONTRADICT EACH OTHER.WATCHING THE MAINSTREAM MEDIA COMPLETELY CHANGE THE NARRATIVE LED ME TO WONDER WHAT OTHER PLATFORMS CAN BE USED TO MANIPULATE PEOPLE EFFECTIVELY.

ARE TWITTER-BOTS AN EFFECTIVE WAY TO INFLUENCE A LARGE NUMBER OF INDIVIDUALS?

ARE THESE INDIVIDUALS EASILY INFLUENCED DUE TO FEAR OR ANGER?

DATASET

I DECIDED TO BUILD A FULLY AUTOMATED TWITTER-BOT THAT POSTS MAINSTREAM MEDIA TO TWITTER.MY THEORY WAS THAT INDIVIDUALS WHO INTERACT WITH A TWITTER-BOT WHO ONLY POSTS MAINSTREAM MEDIA CONTENT, WERE LIKELY TO EASILY CONFORM TO WHATEVER DICTATES THE MAINSTREAM MEDIA SETS OUTTHE OBVIOUS EXAMPLE BEING "SHELTER IN PLACE ON THURSDAY" THEN "PROTEST IN LARGE CROWDS ON FRIDAY."I BUILT MY OWN DATASET OF TWITTER-BOT FOLLOWERS USING THE TWEEPY API, PYTHON PANDAS AND A JUPITER NOTEBOOK.I STARTED BY COLLECTING THE USER_IDS OF ALL THE INDIVIDUALS WHO FOLLOWED MY TWITTER-BOT AND LOADING THEM INTO A DATA FRAME OBJECT.I THEN USED THESE USER_IDS TO PULL 20 TWEETS FROM EACH USER WHO HAD FOLLOWED BY TWITTER-BOT AND ADDED THEM TO MY DATA FRAME.A TWEET OBJECT CONTAINS QUITE A BIT OF INFORMATION BUT, AFTER I FILTERED OUT THE IRRELEVANT FIELDS. I WAS LEFT WITH THE DATA FOR MY NEXT COLUMN, WHICH CONTAINS ONLY THE RAW TEXT FROM THE 20 TWEETS IN LIST FORM.AT THIS POINT, MY CUSTOM BUILT DATASET WAS FULLY CONSTRUCTED AND IN THE APPROPRIATE FORM TO BEGIN THE TEXT PROCESSING THAT IS NECESSARY PRIOR TO SENTIMENT ANALYSIS.AFTER PERFORMING THE SENTIMENT ANALYSIS, I ADDED THE RESULTS TO MY DATASET.

_ison={'created_at': 'Mon Jan 07 01:20:04 +0000 2019', 'id':

1082084418888630274, 'id_str': '1082084418888630274',

coolers, veggies can surprisingly have a f...

'text': 'Like your aunt Sharron when she has one too many wine

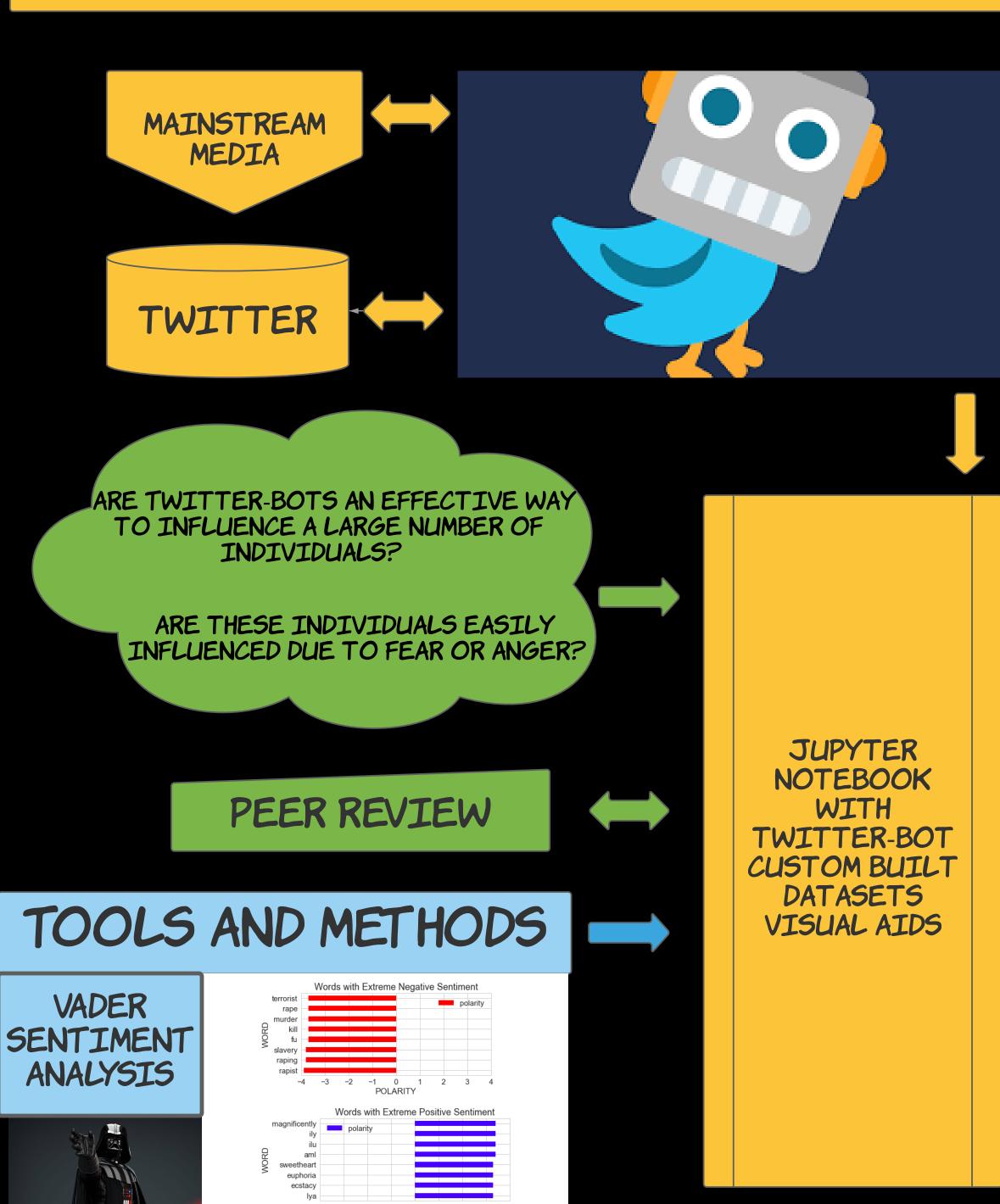
coolers, veggies can surprisingly have a fun wild side too....

something slide you pave a way for the women after you to

follow in your footsteps. () LC... https://t.co/40DxF..

https://t.co/GWbb2AwNdr, When you decide to not let

METHODOLGY



THE MOST CHALLENGING PART OF THE PROJECT WAS

BUILDING A TWITTER-BOT THAT WAS BELIEVABLE ENOUGH

BUILD MY BOT TO RUN FOR ABOUT AN HOUR A DAY AND TO

TO IDENTIFY POPULAR MAINSTREAM MEDIA POSTS AND

SENTIMENT REASONER) IS A LEXICON AND RULE-BASED

SENTIMENT ANALYSIS TOOL THAT IS SPECIFICALLY

LEXICONVADER (VALENCE AWARE DICTIONARY AND

RE-TWEET THEM.

LIBRARY.

0.358635

MAKE POSTS FROM A WIDE VARIETY OF MAINSTREAM MEDIA

I BUILT MY SENTIMENT ANALYSIS TOOL USING THE VADER

ATTUNED TO SENTIMENTS EXPRESSED IN SOCIAL MEDIA, AND WORKS WELL ON TEXTS FROM OTHER DOMAINSYOU CAN THINK

OF VADER AS A COLLECTION OF WORD/POLARITY_RATING PAIRS (SEE IMAGE).PRIOR TO SENTIMENT ANALYSIS, THE

TEXT FIELDS OF THE TWEETS WERE PROCESSED USING

STANDARD PROCEDURES AND METHODS FOUND IN THE NLTK

PYTHON PANDAS DATA FRAME OBJECTS AND THE SEABORN

LIBRARY. THE METHODS USED TO COLLECT DATA AND BUILD

MY DATASETS ARE DESCRIBED UNDER DATASETS.ALL OF THE

VISUAL AIDS USED IN THIS PROJECT WERE CREATED USING

TO PRODUCE HUNDREDS OF FOLLOWERS IN JUST A FEW DAYS.I

SOURCES AND ANCHORSTHE TRICK WAS PROGRAMING THE BOT

FINAL DATA SET AS CSV



I DON'T HAVE ANY CONCLUSIONS AT THIS POINT.

GRAPHS. CHARTS AND CONCLUSIONS GO HERE.

INERPRETATIONS OF RESULTS

VADER LEXICON (VALENCE AWARE DICTIONARY FOR ENTIMENT REASONING).

SCRAPED WEB SITE LINKS WILL GO HERE
GITHUB LINK WILL GO HERE

THE TEXT FILE CAN BE FOUND HERE: "VADER LEXICON TEXTFILE"

DIGHUM 100
THEORY & METHODS IN THE DIGITAL HUMANITIES
INTRUCTOR: DR. ADAM G. ANDERSON
DATA SCIENTIST: MATHEW BUCK
JUNE 7 2020