



A influência das Redes Sociais nas Eleições americanas de 2016

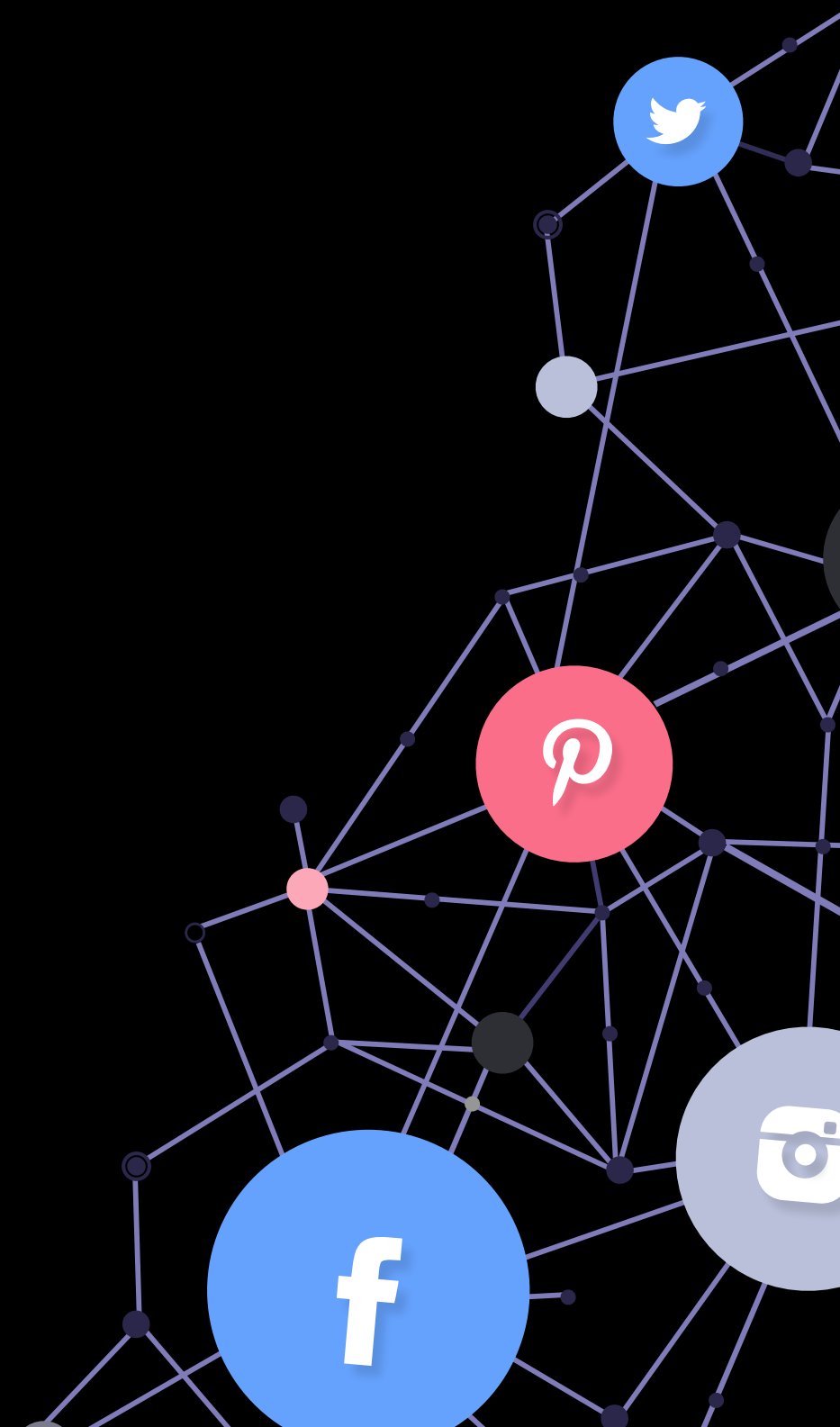
Maria Luiza Menezes Vieira- mlmv
Ullayne Fernandes Farias de Lima - uffl





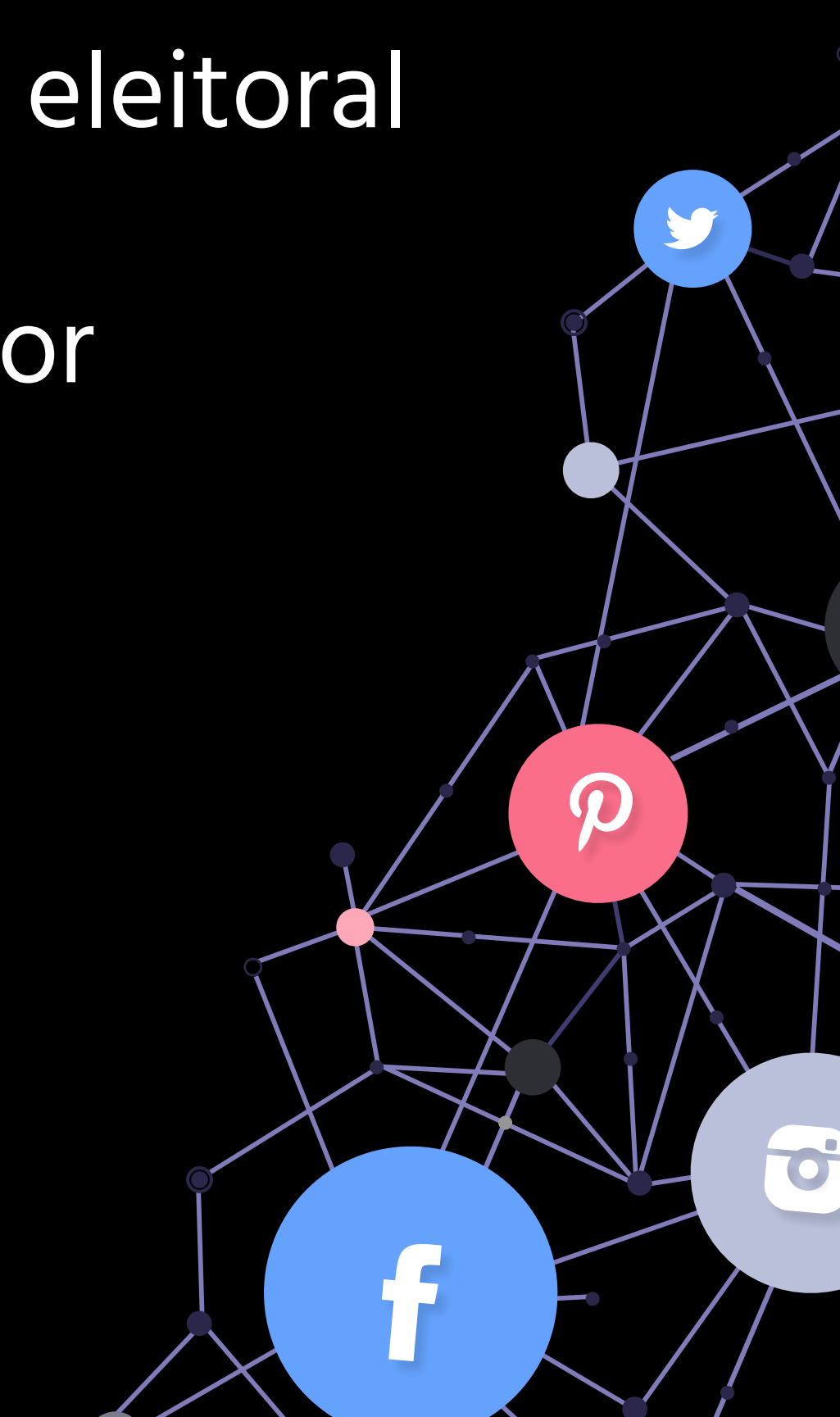
Eleições Americanas 2016

- ✓ Cambridge Analytica
- ✓ Internet Research Agency

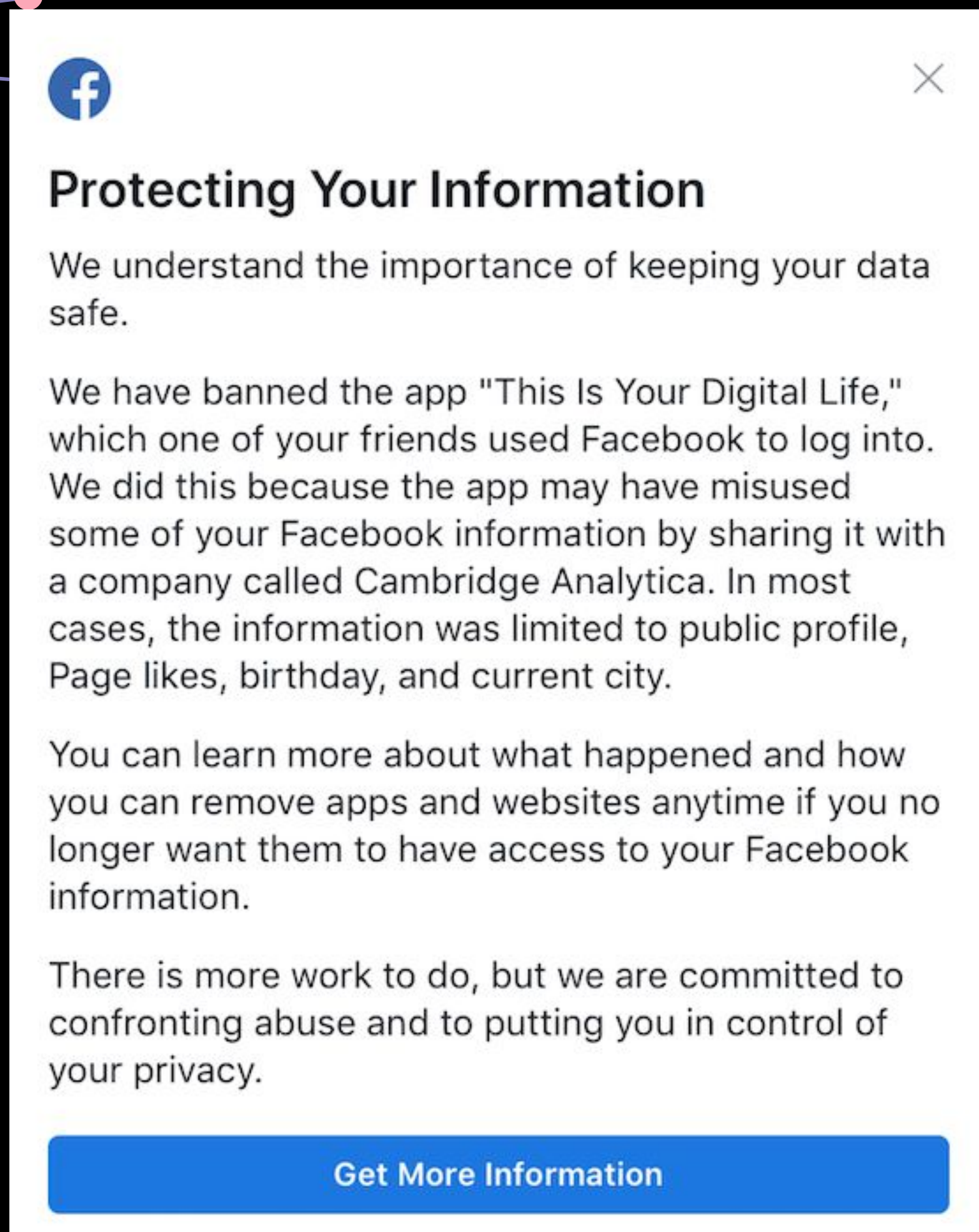




Cambridge Analytica

- ✓ Cambridge Analytica: combinava mineração e análise de dados com comunicação estratégica para processo eleitoral
 - ✓ Aleksander Kogan: cientista dos dados e pesquisador da universidade de Cambridge
 - ✓ Facebook
- 

Cambridge Analytica



"This is your digital life"



Coleta de dados sem consentimento



Atualização da Política de Privacidade



Suspensão SCL

A decorative network of social media icons in the top-left corner, including Facebook (f), Pinterest (p), and Twitter (bird), connected by a web of lines.

Cambridge Analytica



Consequências para a
academia

A decorative network of social media icons in the bottom-right corner, including Facebook (f), Pinterest (p), and Twitter (bird), connected by a web of lines.



Internet Research Agency

✓ Prisão de 13 russos nacionalistas

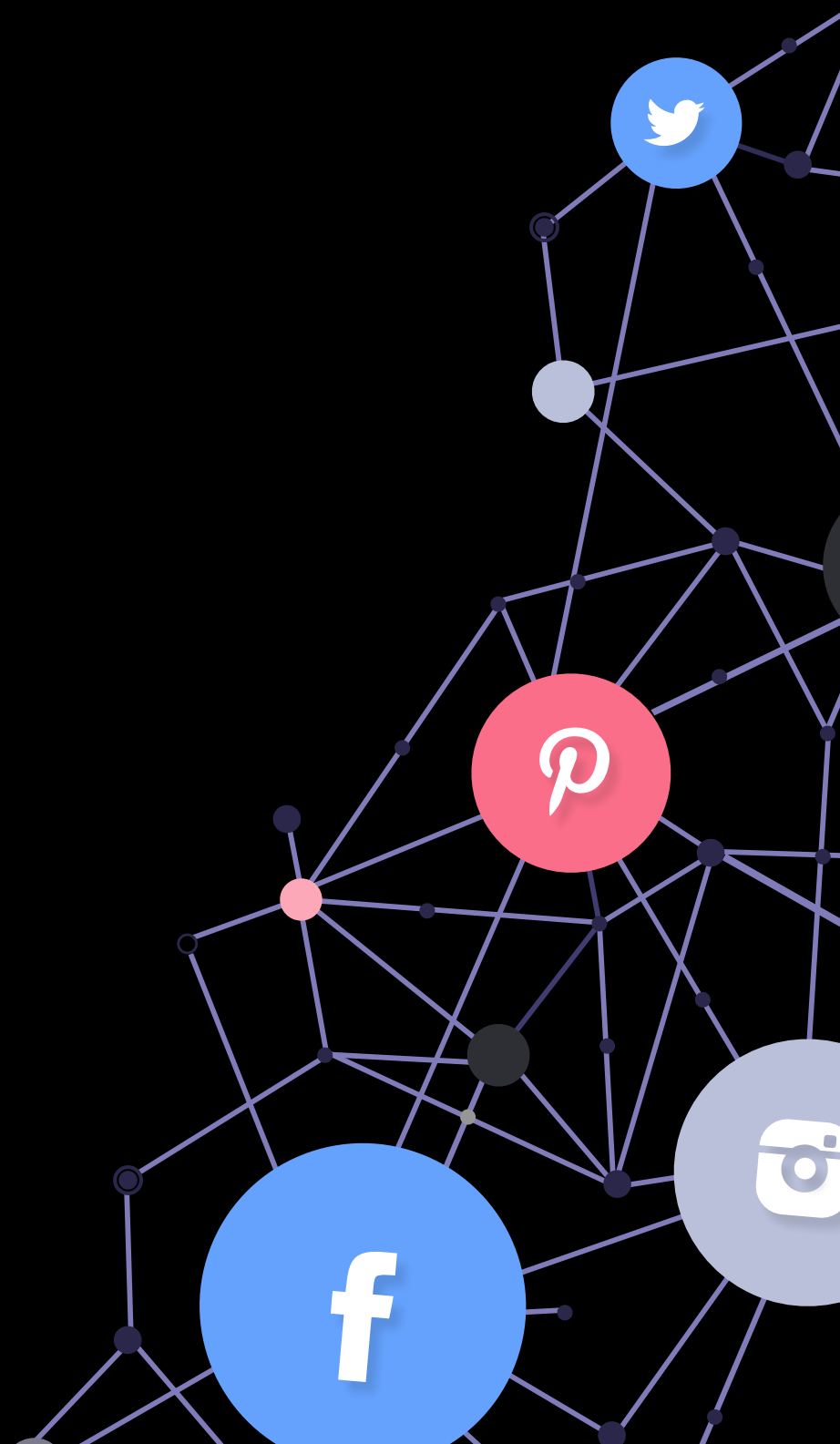
✓ Fábrica de trolls

✓ Trolls vs Bots





Internet Research Agency

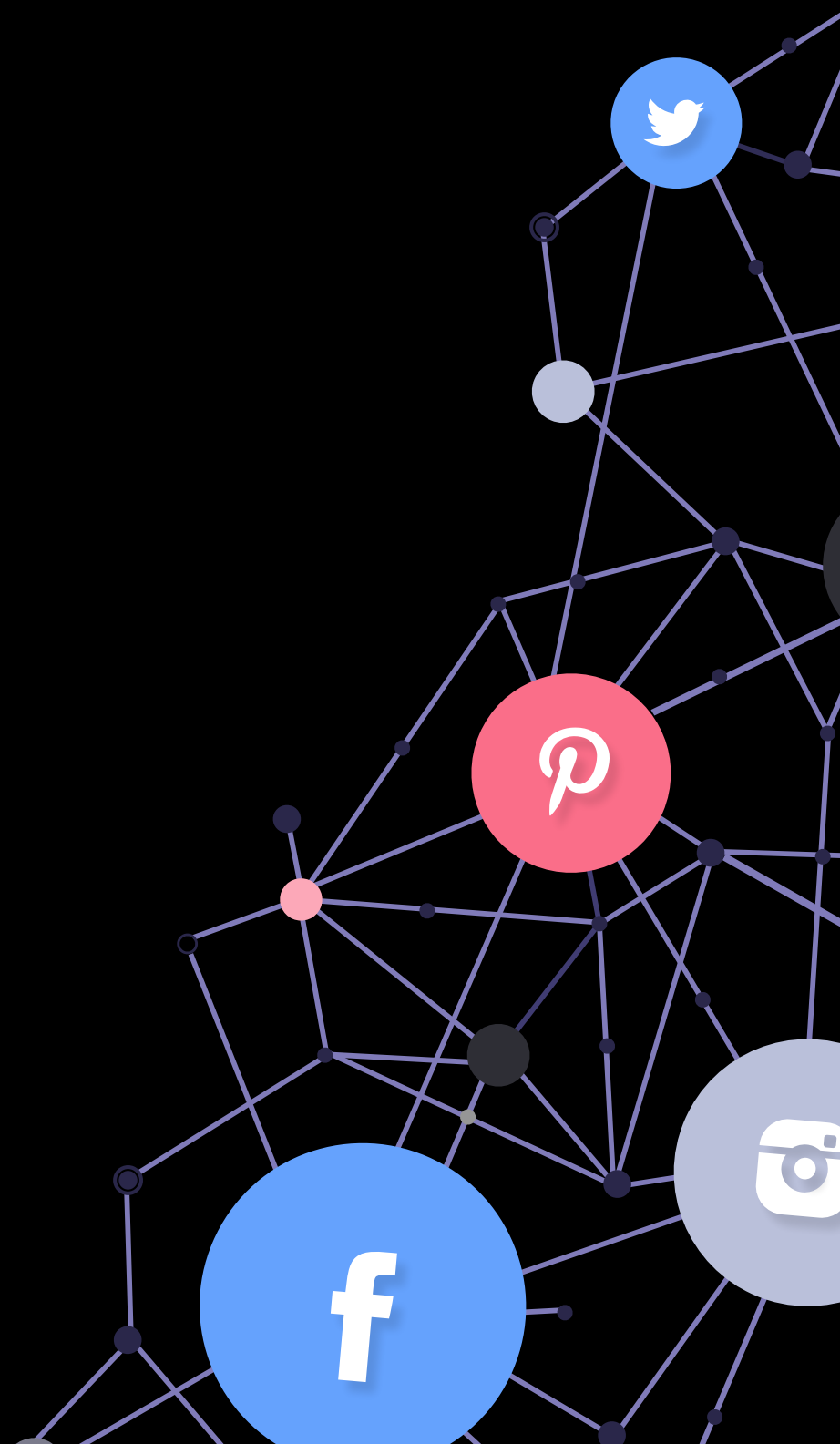
- ✓ Pesquisa da Universidade de Clemson
 - ✓ Métodos exploratórios e sequenciais, com análise quantitativa e qualitativa do comportamento
 - ✓ Analisados: hashtags, referências, links, candidato apoiado e nome de usuário
- 



Internet Research Agency

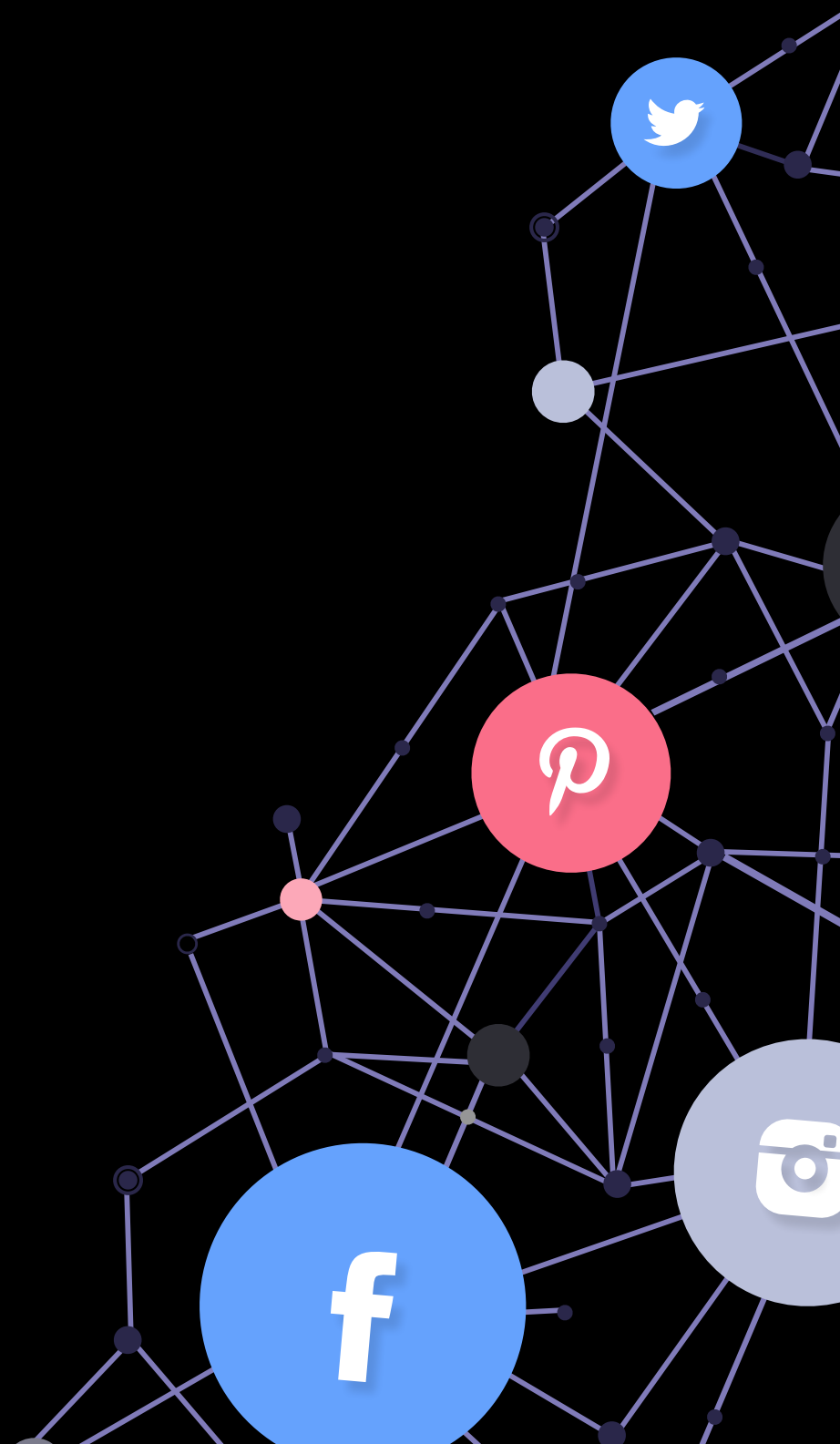
✓ Analise de 3M Tweets

✓ Perfis de Usuarios

- ✓ Troll de direita
 - ✓ Troll de esquerda
 - ✓ News Feed
 - ✓ Hashtag Gamers
 - ✓ Fearmonger
- 



Trolls de Direita

- ✓ **@LeroyLovesUSA** **#ThanksObama** We're Finally evicting Obama. Now Donald Trump will bring back jobs for the lazy ass Obamacare recipients
 - ✓ **@AmelieBalwin** No, Russia didn't elect Donald Trump, the voters did <https://t.co/ce70G9gv4h> Repeat over and over disbelievers. PRESIDENT DONALDTRUMP!!"
 - ✓ **#RedNationRasing** **#MAGA** (Make America Great Again)
- 



Trolls de Esquerda



@Blacktivists Justice is a matter of skin color in America
#BlackTwitter



@JerStoner #ClytonBodyCount if anyone else had her rap
sheet - they'd be on death now



#LGBTQ #BlackLivesMatter #MuslimBan



News Feed

- ✓ [@KansasDailyNews](#) “[#news](#) SW Kansas sheriff says he’s getting calls about welfare of some horses”.
 - ✓ [@KansasDailyNews](#) [#news](#) Barton County finds new revenue with oil well
 - ✓ [#LGBTQ](#) [#BlackLivesMatter](#) [#MuslimBan](#)
- 



HashTag Gamers

- ✓ [@DonnieLMiller](#) [#offendEveryone4Words](#) undocumented immigrants are ILLEGAL
- ✓ [@LoraGreen](#) [#ItsSoWhiteOutsideThat](#) Donald Trump thought it was a meeting of his followers.
- ✓ [@LoraGreen](#) [#WasteAMillionIn3Words](#) Donate to [#Hillary](#)



Fearmonger

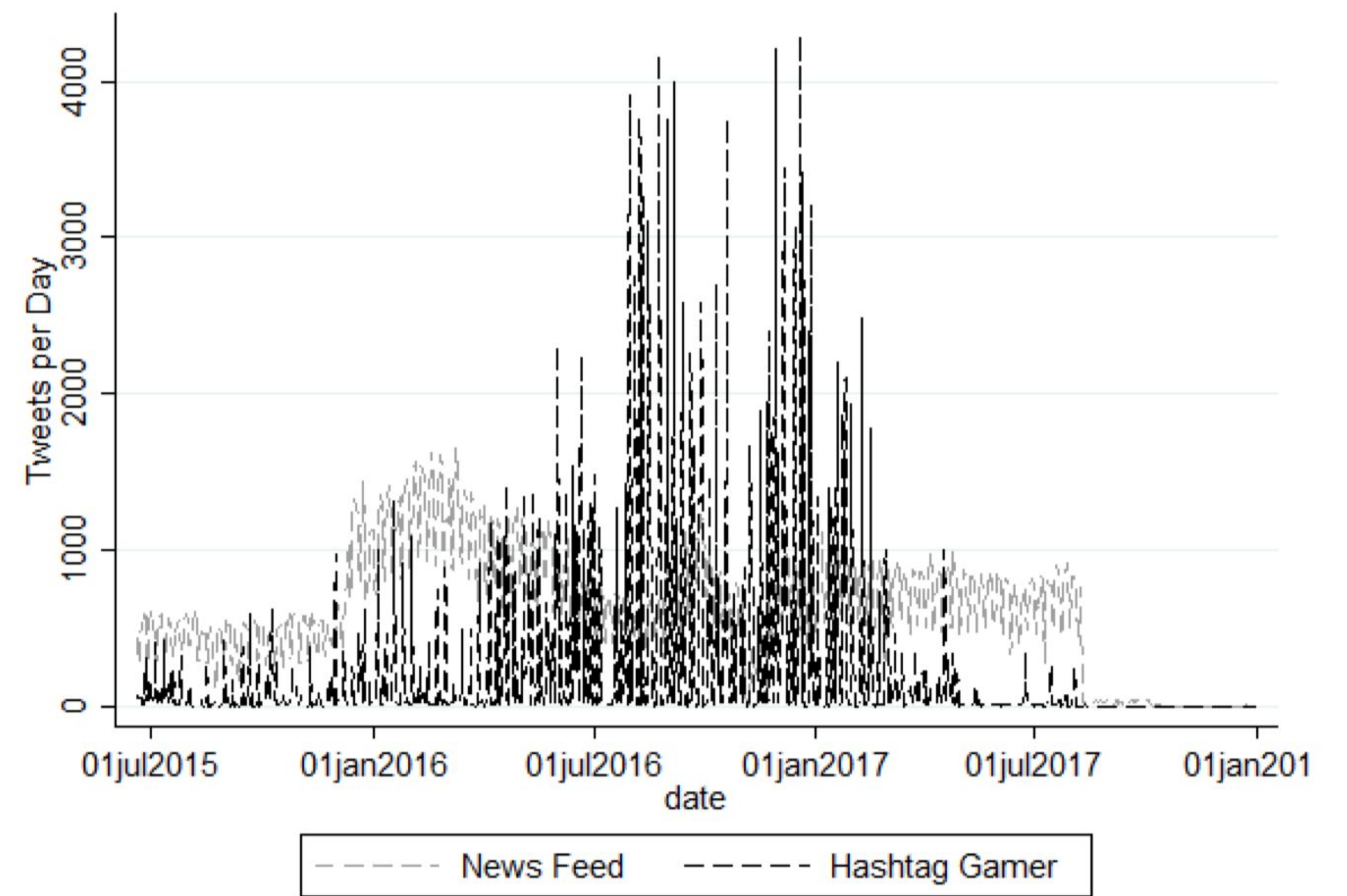
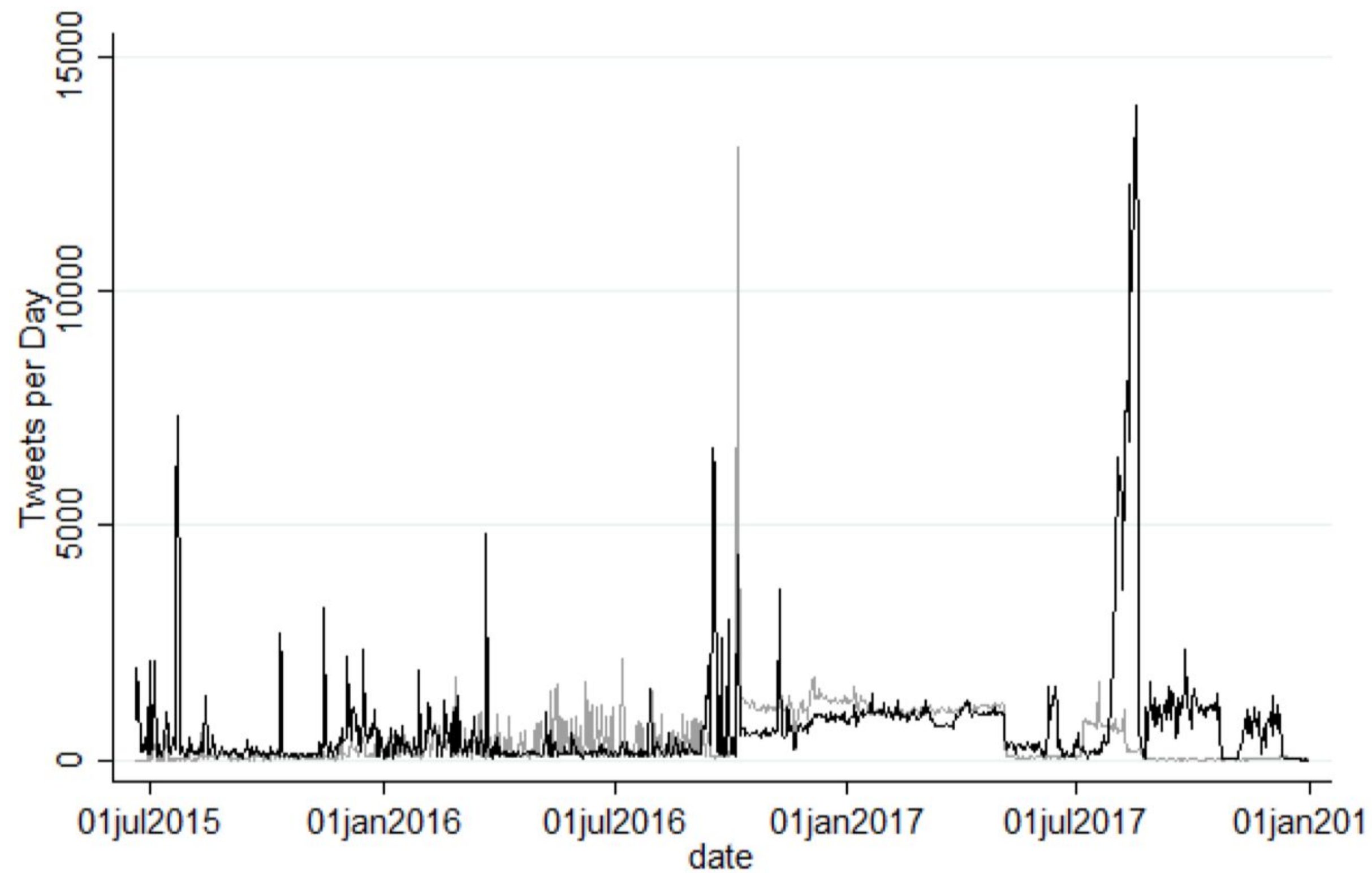


[@RittaTra](#) OMG, Obama and Koch bos. are trying to to steal our holidays! nice, [#USAD](#)



[@Petter_down_UP](#) woow Whut? Poisoned [#turkey](#) on Thanksgiving?! [#KochFarms](#) [#foodpoisoning](#) [#USDA](#)

IRA - Atividade



IRA - Atividade

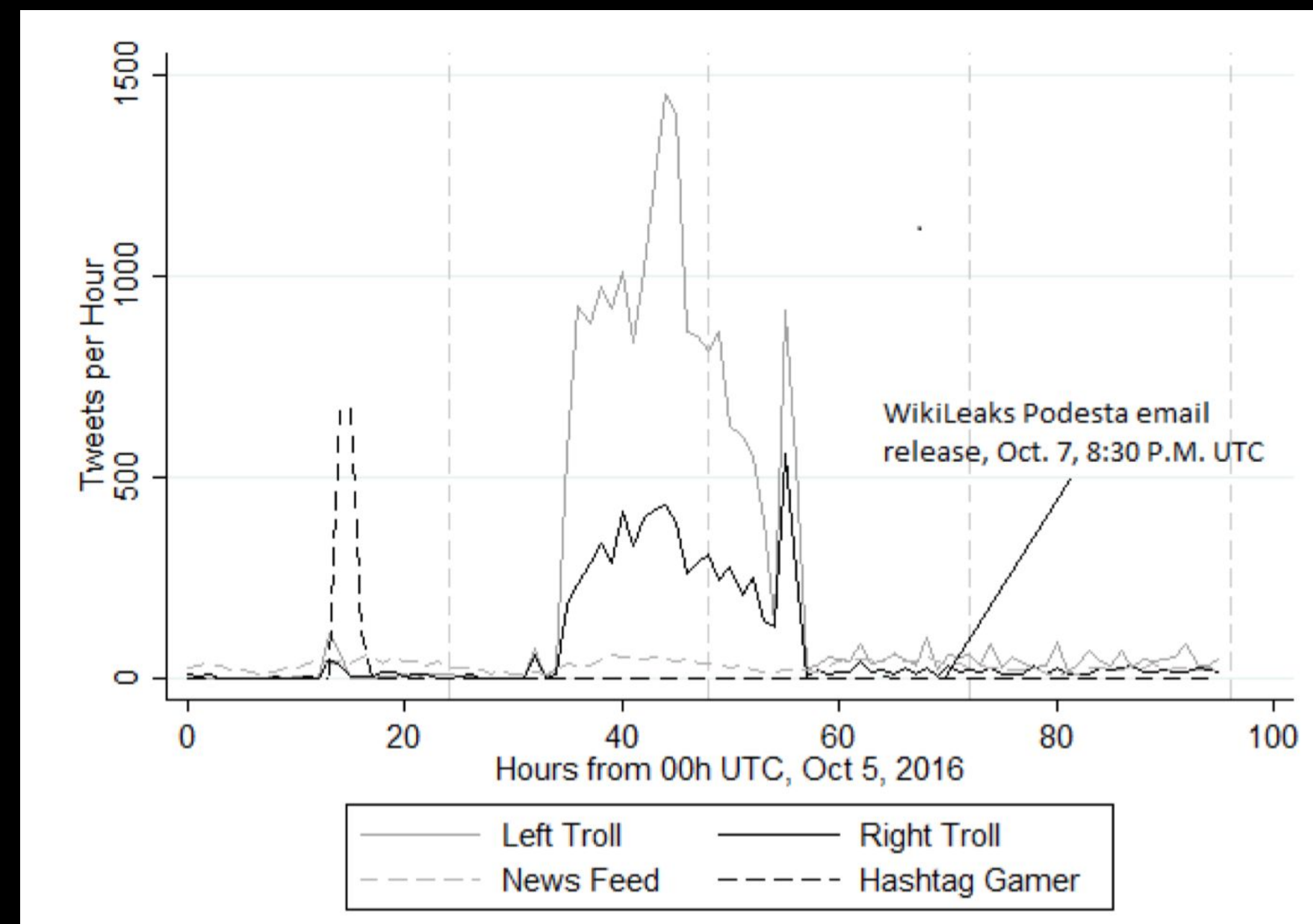
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Conclusão



Influência nas eleições



Consêquências



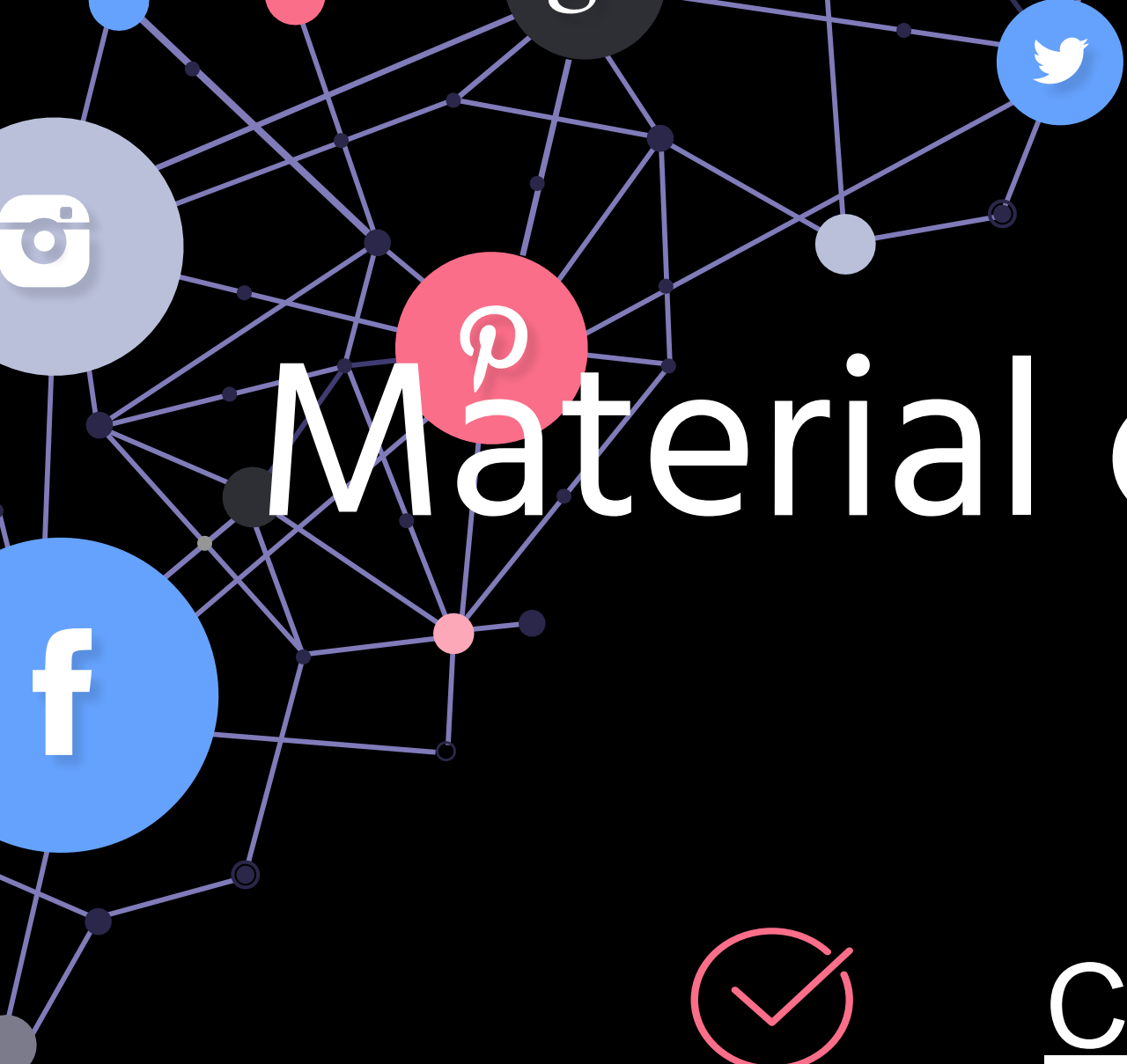
#EleNao



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Material complementar - Cenário Nacional



Carta Capital



Diário de Notícias



Folha



El País



Poder 360



Nexo

