



#MeToo Twitter Analysis

ECE 143 Group 19

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Alyssa Milano

 @Alyssa_Milano

Follow

If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet.

Me too.

Suggested by a friend: "If all the women who have been sexually harassed or assaulted wrote 'Me too.' as a status, we might give people a sense of the magnitude of the problem."

1:21 PM · 15 Oct 2017

23,483 Retweets 51,893 Likes

65K 23K 52K



Ellen Says #MeToo - YouTube

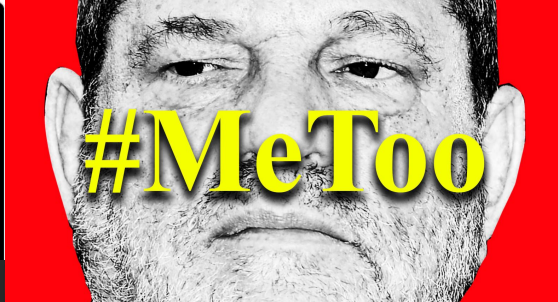
 YouTube · TheEllenShow


 entertainment

Stars Screen Binge Culture Media

So far, 2019 is proving the #MeToo fight is just beginning

By Sandra Gonzalez and Brian Lowry, CNN
 Updated 10:09 AM ET, Sat January 12, 2019



NiktheScifiChick @nanobot72 · 21 Oct 2017
 Replying to @Alyssa_Milano
 #MeToo 🙏 First time I was 6 and it happened many times with different people for decades after. But I refuse to be a victim. It's their fault.

Cats @VLM40311265 · 29 Oct 2017
 Replying to @Alyssa_Milano
 Me too!

Honey Linares @LinaresHoney · 22 Oct 2017
 Replying to @Alyssa_Milano
 #metoo 🙏, I was 15 and I have a son from that horrible day, but I love ❤️ my son 🙏 still hurts!!

Ana Hernández @anitarr · 21 Oct 2017
 Replying to @Alyssa_Milano
 Barcelona metro. Two times at different points in my life. The first one I was terrified. The second one still too young to react. #MeToo 🙏

Lorraine Price @Just_Lorraine · 11 Dec 2017
 Replying to @Alyssa_Milano
 #Metoo 🙏

((Penny)) 🍷 @pineywoozle · 1 Nov 2017
 Replying to @Alyssa_Milano @sandi_childs
 me too

((BewareBelievers)) @BewareTheBeliev · 7 Dec 2017
 Replying to @Alyssa_Milano
 #metoo 🙏

#MeToo

A movement, founded in 2006, to help survivors of sexual violence find pathways to healing



Objective

Shed light on the magnitude of the problem

- ▶ Part 1: How and why did this get so big?
- ▶ Part 2: How big did it actually get?
- ▶ Part 3: Do contents of the tweet correlate?

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Tools & Packages

Tweepy, matplotlib, pandas, nltk, plotly, string, wordcloud, collections, extract-old-tweets, bokeh

Tweepy

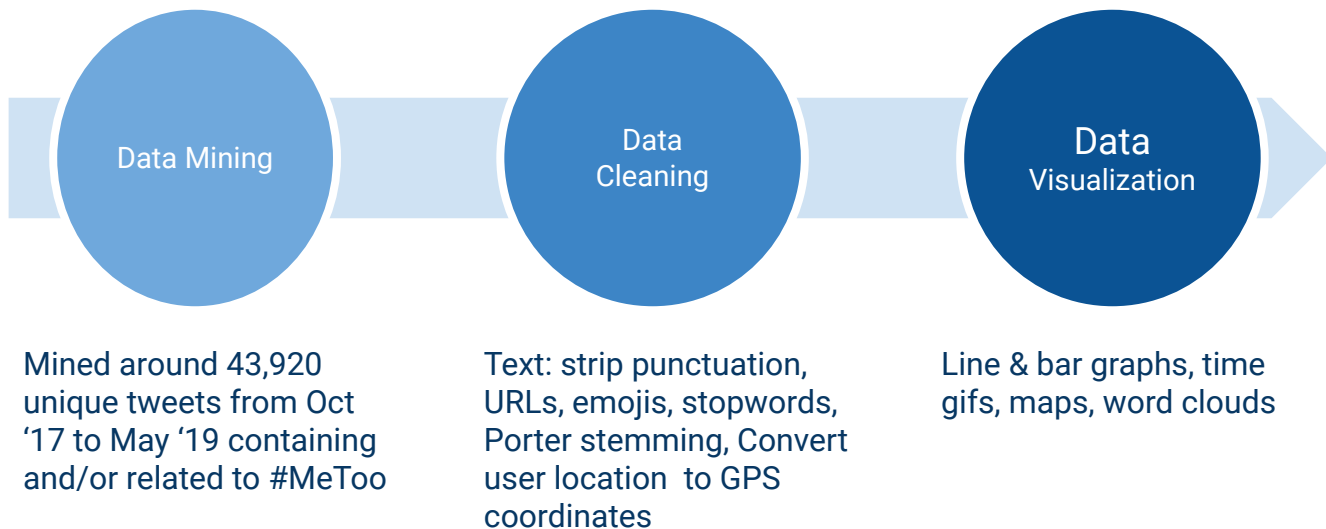
An easy-to-use Python library for accessing the Twitter API.

matplotlib

NLTK



Methodology





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Part 1: Investigating the Viral Movement

A bird's eye view of #MeToo on Twitter

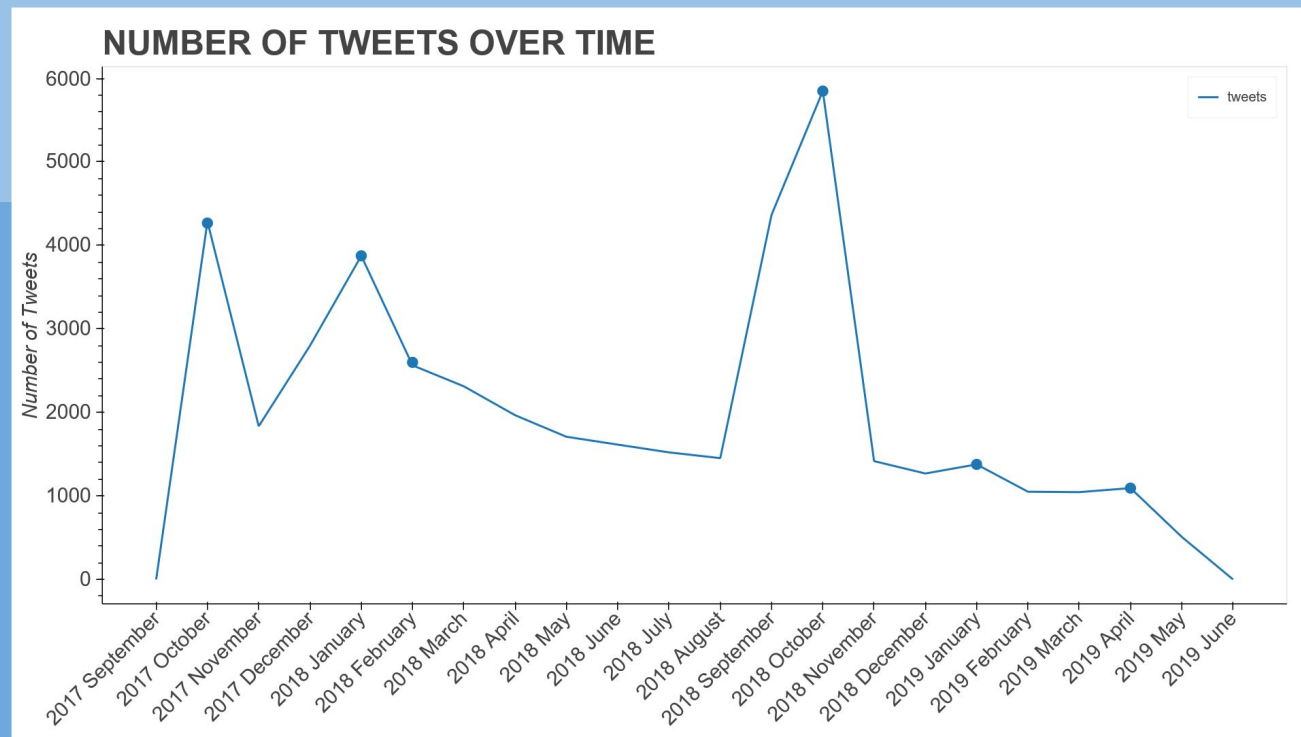
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Guiding Questions

When did this begin?

What were the tipping points?

- Accusation against Kevin Spacey
- Accusation against Judge Kavanaugh



The #MeToo movement is event driven

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Part 2: Assessing the Social Impact

Measuring the geographical footprint of the movement

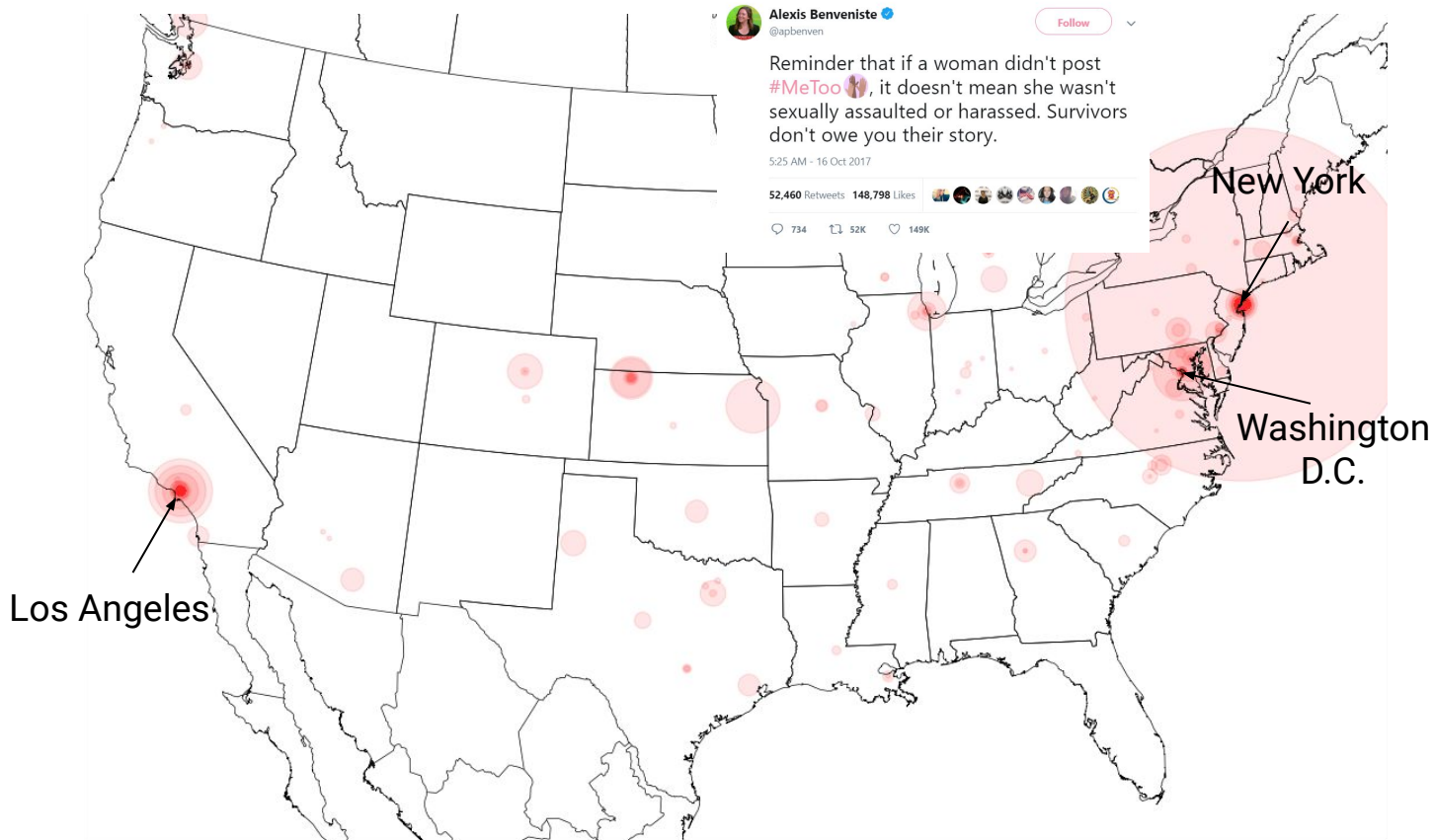
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Guiding Questions

How much impact did the movement have within the US?

- Los Angeles
- New York
- Washington D.C.

#MeToo Tweets in the United States by Retweet Count (2017-2019)

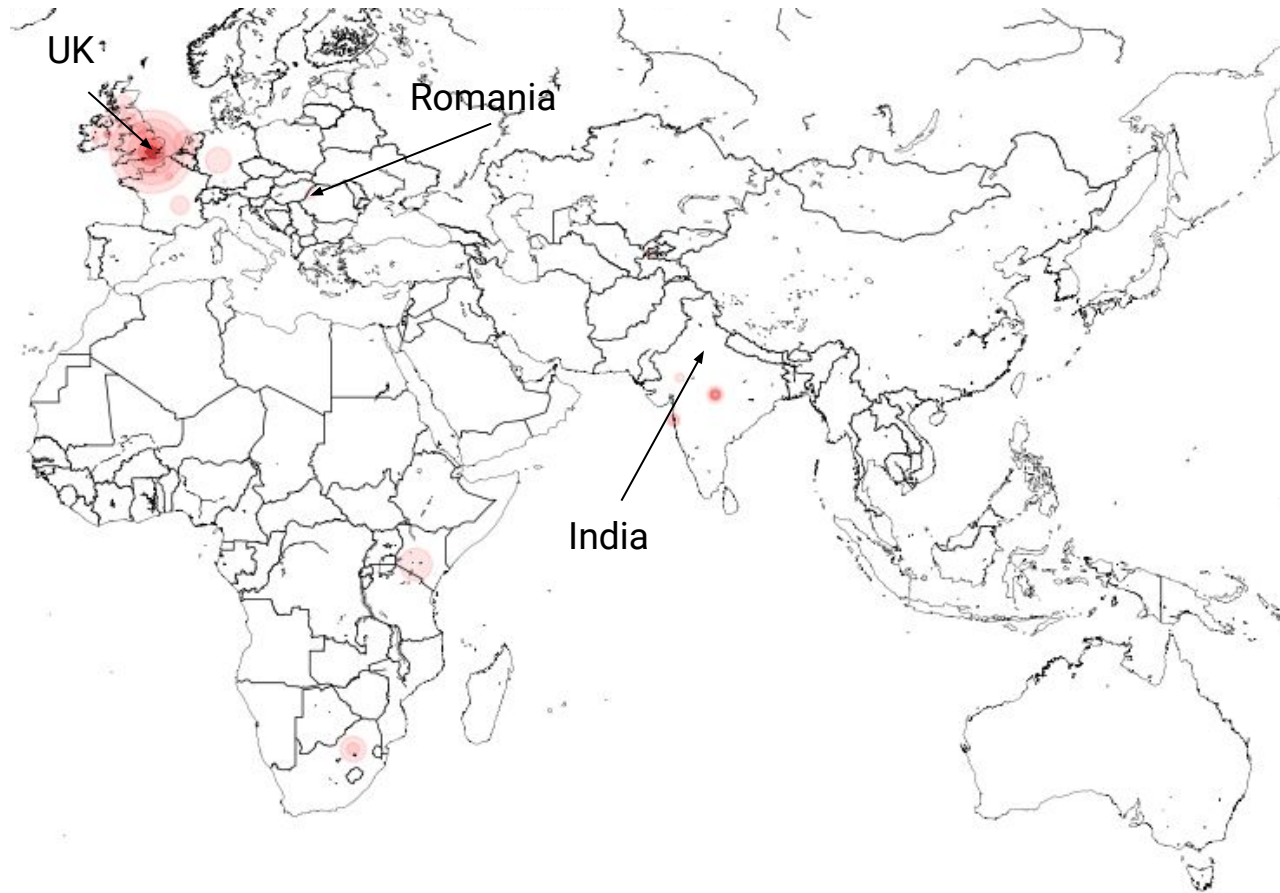


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Guiding Questions

How much impact did the movement have internationally?

#MeToo Tweets Internationally by Retweet Count (2017-2019)

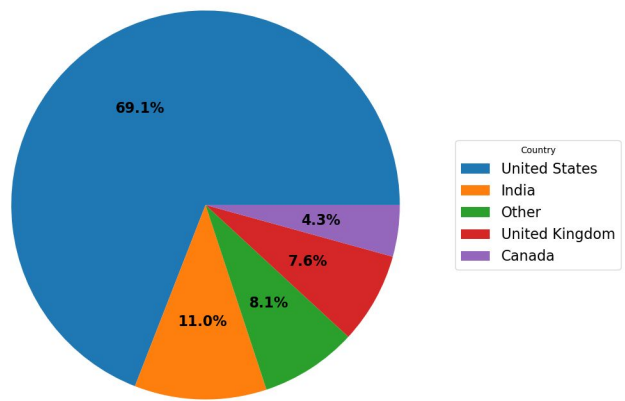


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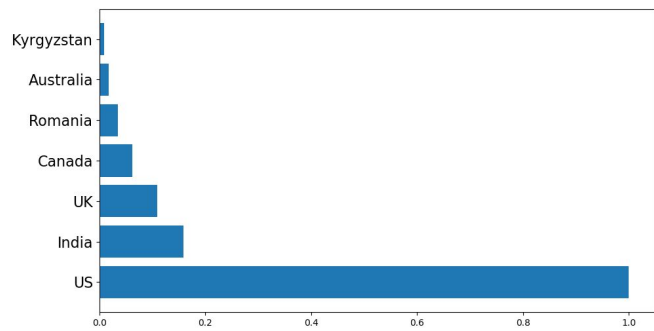
Guiding Questions

Where was #metoo used the most?

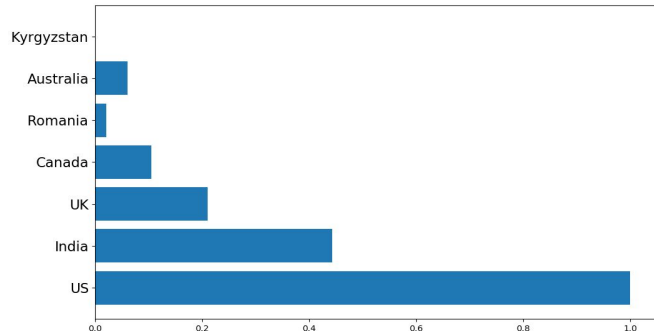
Retweets by Country



Retweets by Country*



of English Speakers by Country*



* Normalized to US



Part 3: Understanding the Content

Specific names and general sentiment

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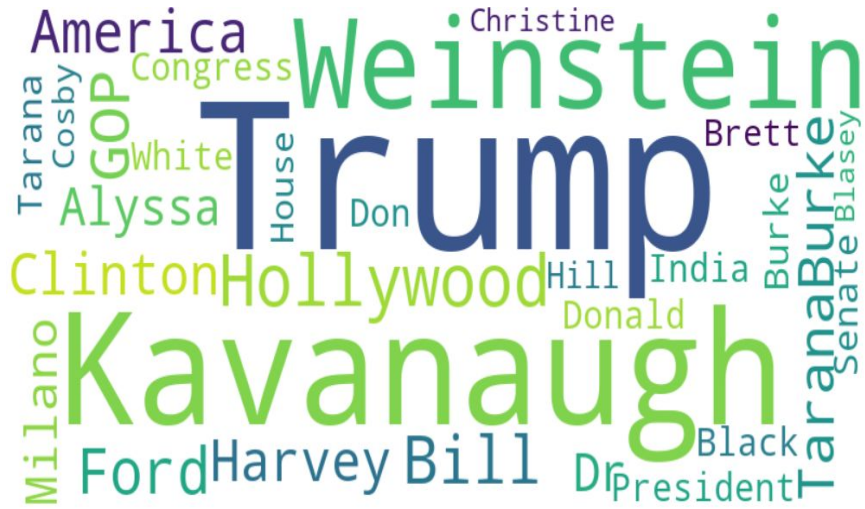
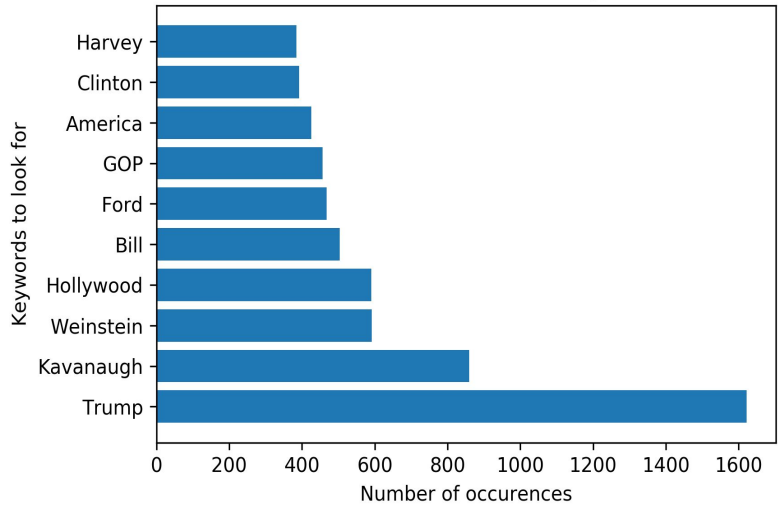
Guiding Questions

What does the content say about WHEN and WHERE?

2017-18

Notice size of India; all other words are American

Most mentioned names and places



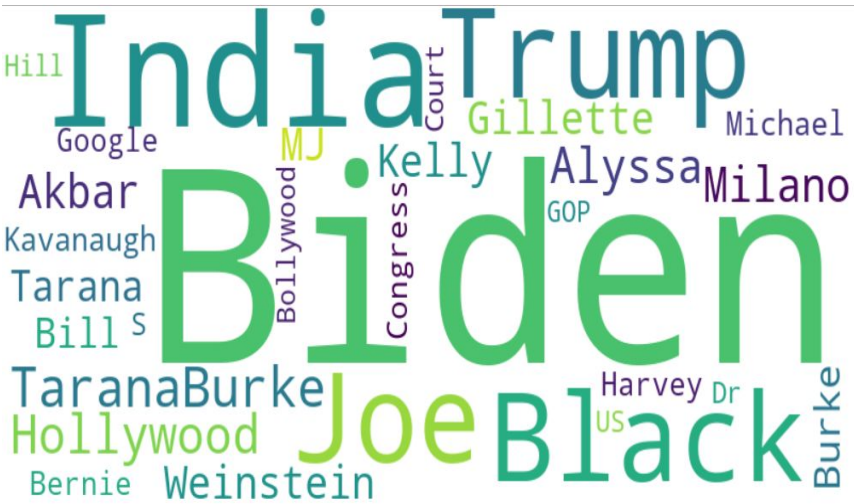
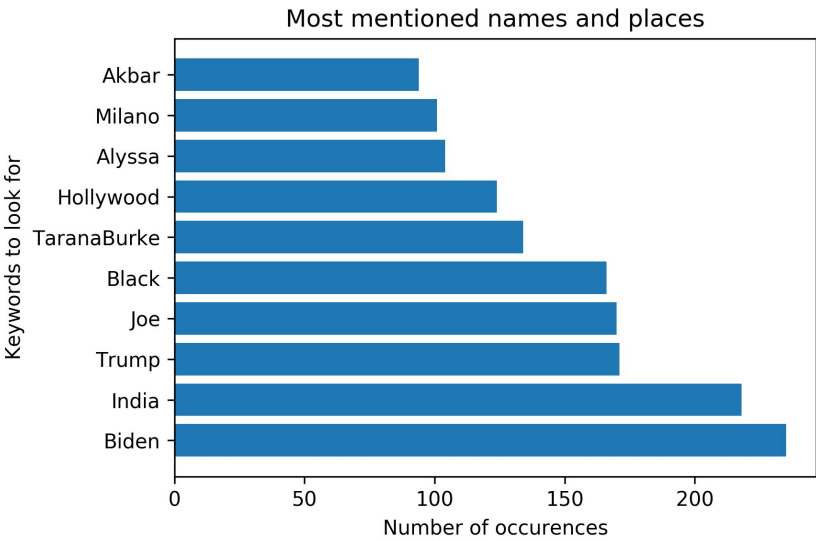
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Guiding Questions

What does the content say about WHEN and WHERE?

2018-19

Notice size of India, MJ Akbar, Bollywood No America; US is tiny

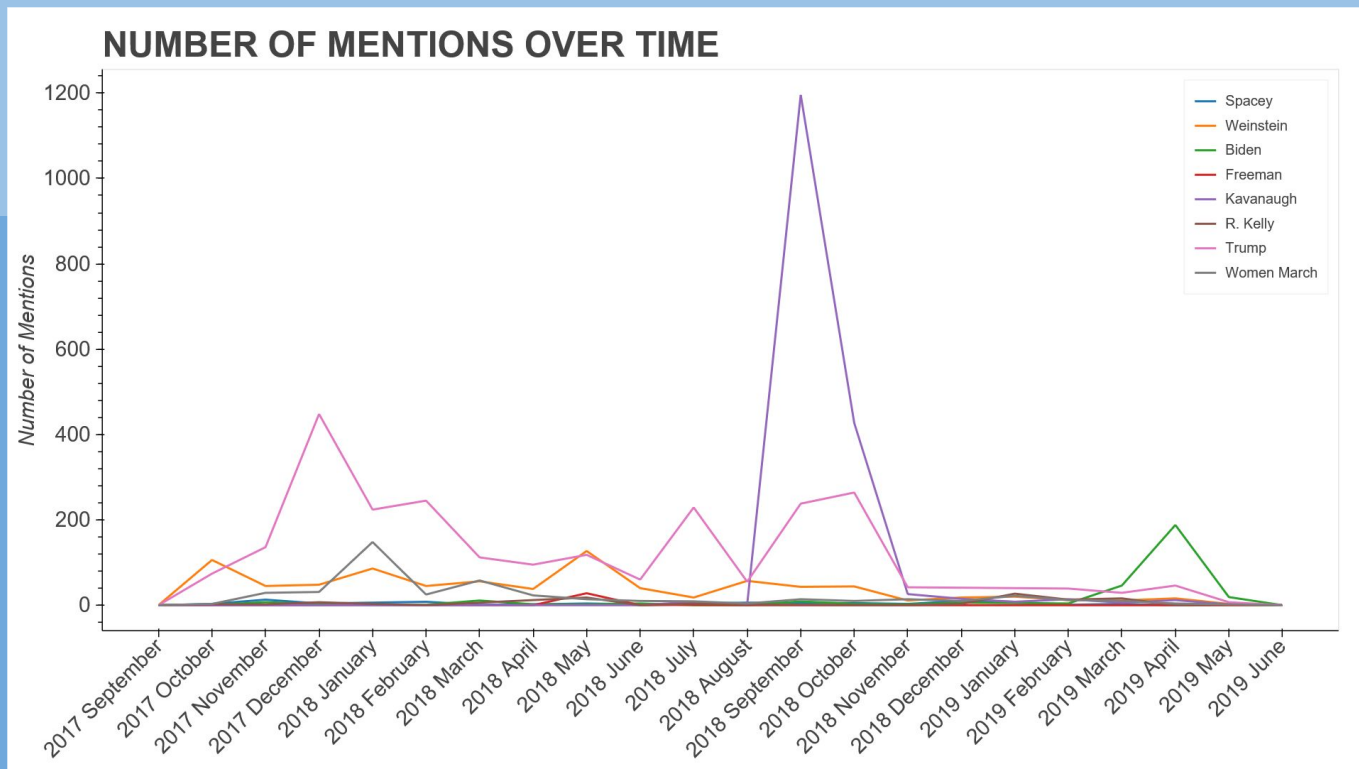


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Guiding Questions

What people/events are mentioned?

How relevant are they?



Not all events have the same effect

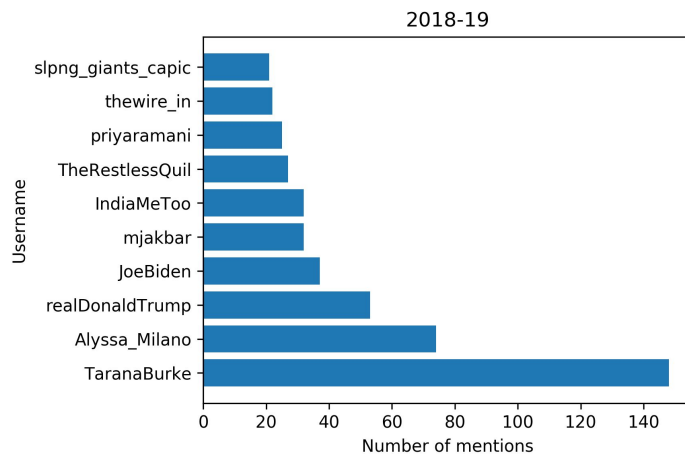
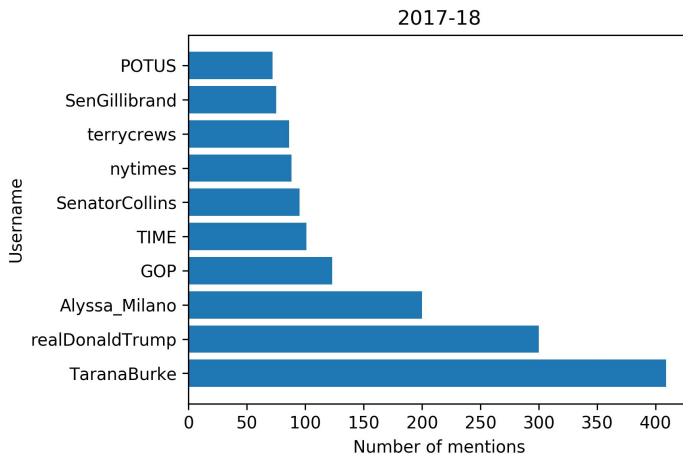
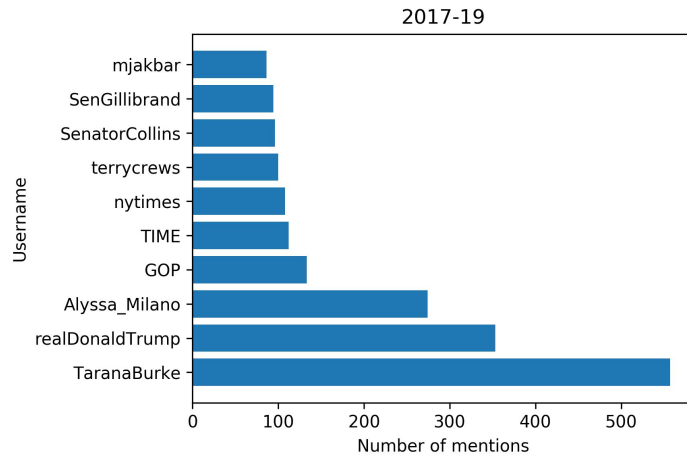
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Guiding Questions

Who is getting “tagged” in the tweets?

Answer

Original tweets
Trump
The accused
Media houses



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Guiding Questions

What is the content itself about?

2017-19

Keywords - 2017-19

“movement” over “allegation”, “rape”

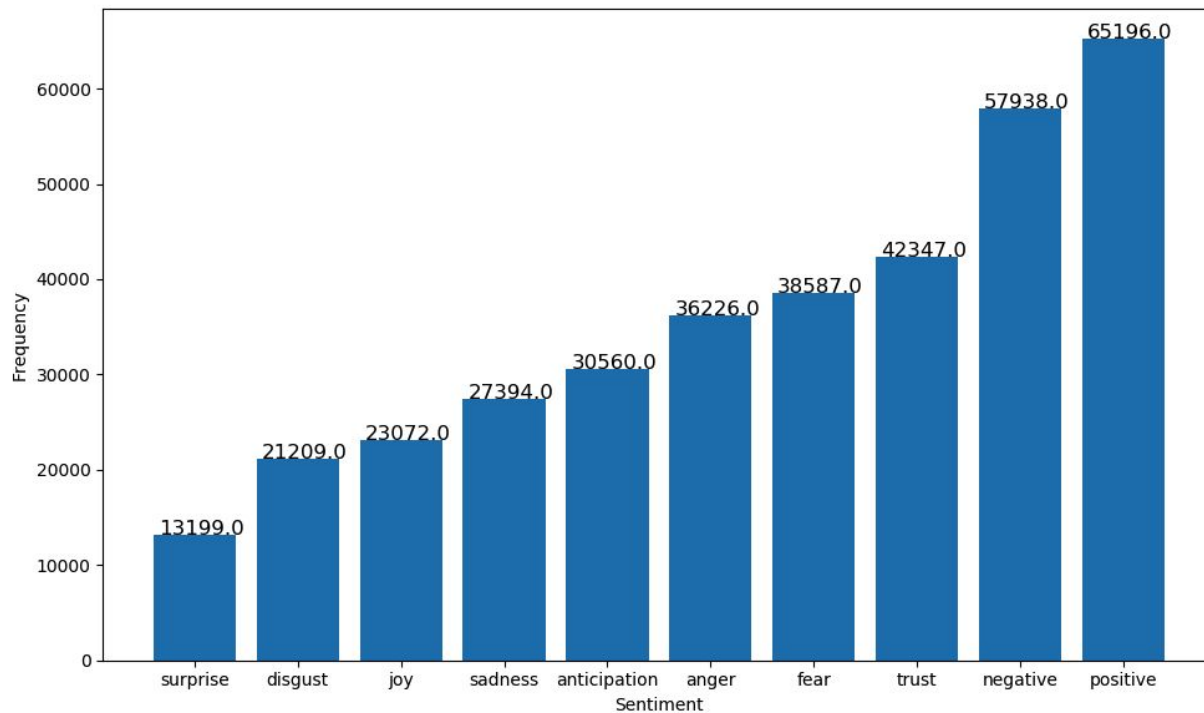
Expected negative tweets but surprising prominence of “thank”



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Guiding Questions

What are the general sentiments expressed?



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Conclusion

Our main
takeaways



- The movement is largely event driven
- Online movement not constrained by location
- Details may change but sentiment is largely positive

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