Good afternoon everyone.

Today im going to speak about Agenda Setting, a case of study 2019 bolivian political crisis.

But what is Agenda Setting?

Agenda Setting is a communication theory which, mainly, says that the Media: newspapers, television, etc, defines what is important for you and how you have to feel about these things.

Sadly, the world is full of conflicts… Syria, Yemen, the list has no end. To study this Agenda Setting phenomenon I’m going to analyze the bolivian political crisis.

And I want to be clear here; I want to analyze the relationship between the people’s emotions vs the emotions that Media transmits not the bolivian conflict itself.

So why Bolivia? Basically, because it is a very short and recent event. At the end of 2019, there were elections in Bolivia. Evo Morales, the president at that moment was accused of fraud, there were protests and violence arised. Police and military joined the oposition, Morales resigned and senator Jaenine Añez declared herself president.

To do this study, I analyzed the words of more than 300.000 tweets, more than 1000 newspapers’ articles and I related them with 8 emotions.

To do this, I took these texts, split them and compared its words with a dictionary. More or less, every word we use is more related with an specific emotion than with others.

After the analysis, only the top 5 most frequent emotions where considered: Anger, Trust, Fear, Joy and Anticipation. Here are the results. Blue for Twitter, red for Newspapers.

Anger increased in both News and Twitter during the crisis but people’s answer were stronger.

Trust decreased during this period. But while Newspapers quickly tried to transmit trust again, people were not so sure about the situation.

Joy, which was very high a moth before the elections decreased dramatically during the crisis. This fall started before in Twitter than in Media. People was worried. Even when the situacion stabilized, Joy never totally returned.

Anticipation, which is the feeling of excitement before things change, show that people were expecting things to happen before the elections took place. They expressed this feeling before the News.

After seeing this we can talk about some conclusions. People is much more visceral. When people feel something they feel it in a much stronger way than Media. Also, Twitter was much more faster (sometimes a week faster) than Media expressing the emotion of a situation. And, its not a surprise, but sadly the emotion that decreased the most during this crisis was the Joy.

So…Thank you very much for your attention. Do you have any questions about this topic?