

Analyzing a Hashtag

A Deeper Look at the Black Lives Matter
Movement Through Twitter Data

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What Is This Topic About?



The Data



7 years

140,000 users

220,000 tweets

Libraries Used:

Twint, Nest_asyncio, Vader, Textblob, Wordcloud,
Nltk, Sklearn, CountVectorizer, Bag of Words

Sentiment Analysis

Labeled as positive sentiment

3 Tweets with the Highest Polarity Based on Text Blob:

Tweet 1:

I keep losing so many followers on my IG because I still keep active & posting about #BLM, but I can care less about the followers. I think it's important to share messages & keep educating ourself.

Tweet 2:

Why is every white person obsessed with their ancestors being from another country thinking its quirky but be mad about immigrants and #BLM

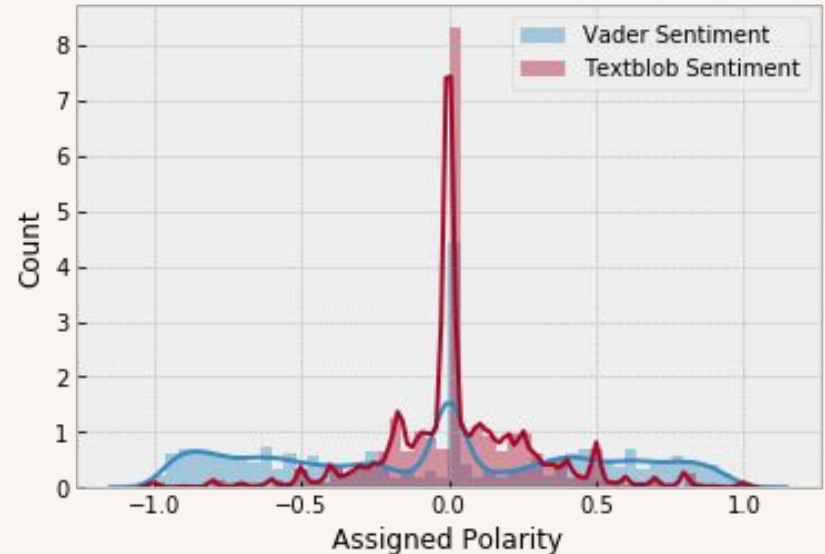
Tweet 3:

Joe: "I don't want to defund police departments. I think they need more help..."

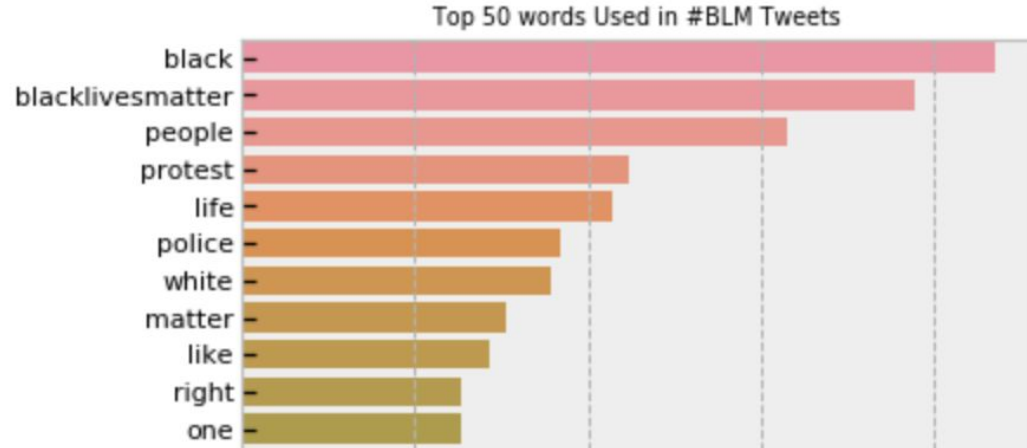
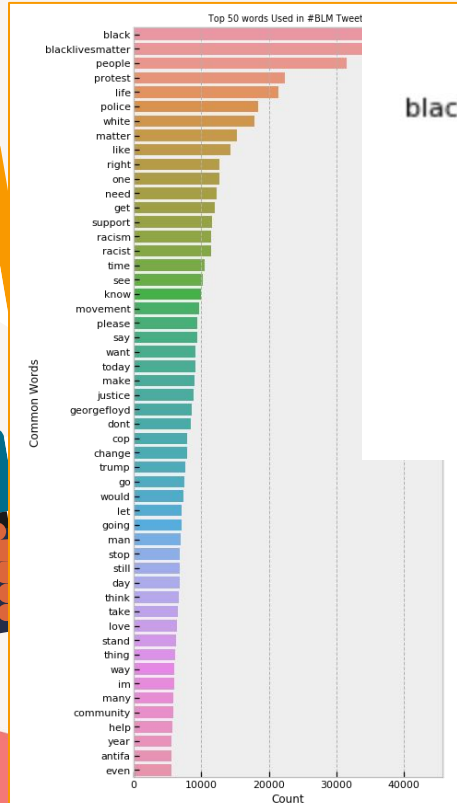
Kamala: *nods & laughs*

2hrs later Jacob Blake was shot in the back by police. These are the results of racist crime bills, patriot act, neoliberal support of the prison industrial complex. #BLM

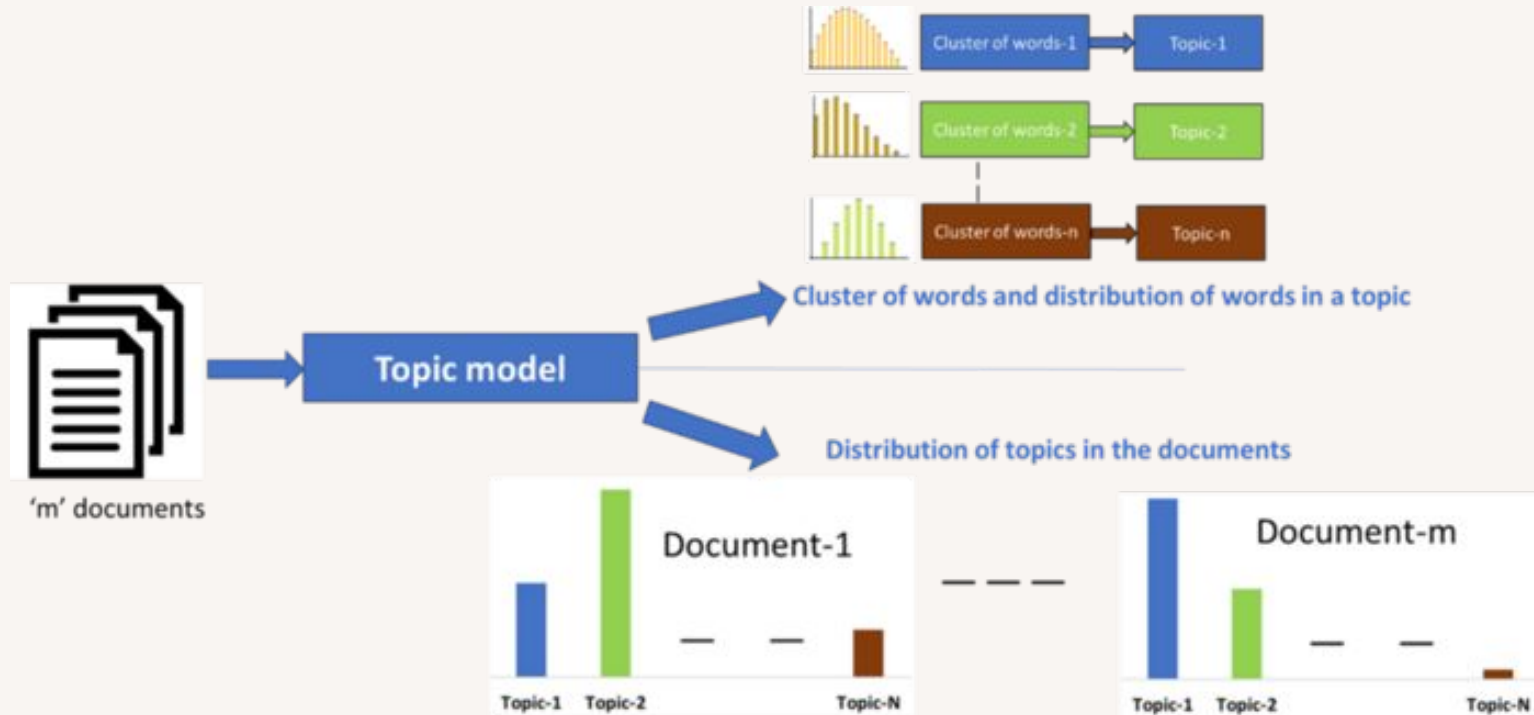
Vader and Textblob Sentiment Distributions



Top 50 Words Used



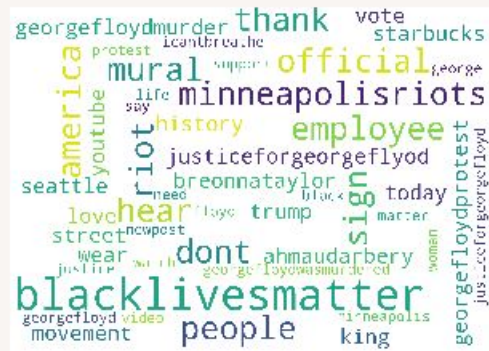
Topic Modeling



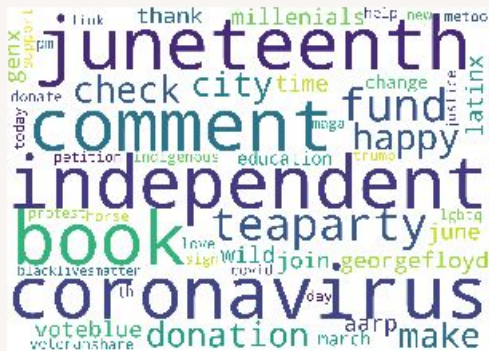
Relationships



Communities



Concerns



Politics



Key Takeaways

Expectations vs Reality

Media's use of terrorism and antifa vs the actual topics that came through

Use of Sentiment Analysis

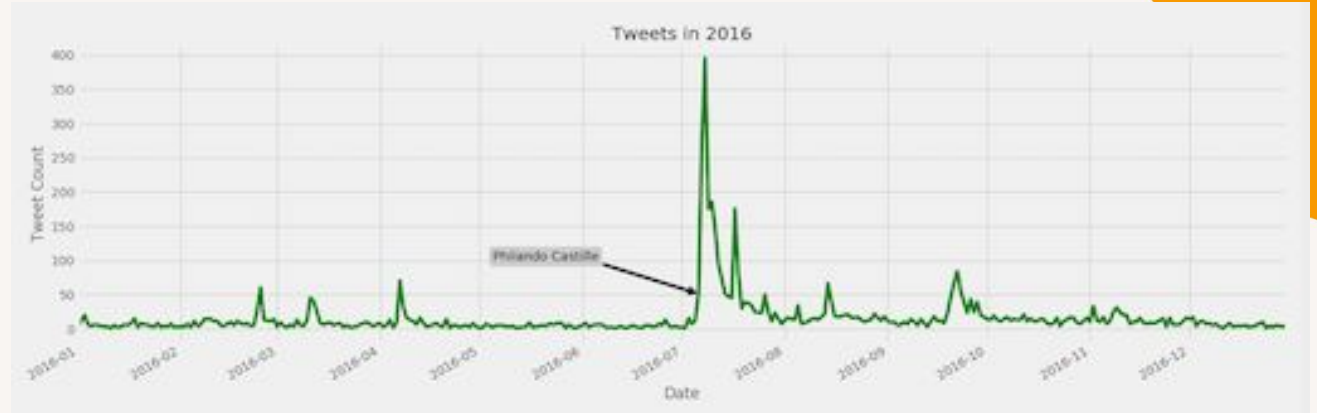
Limitations of looking only at sentiment to understand feelings towards an idea or movement



Challenges

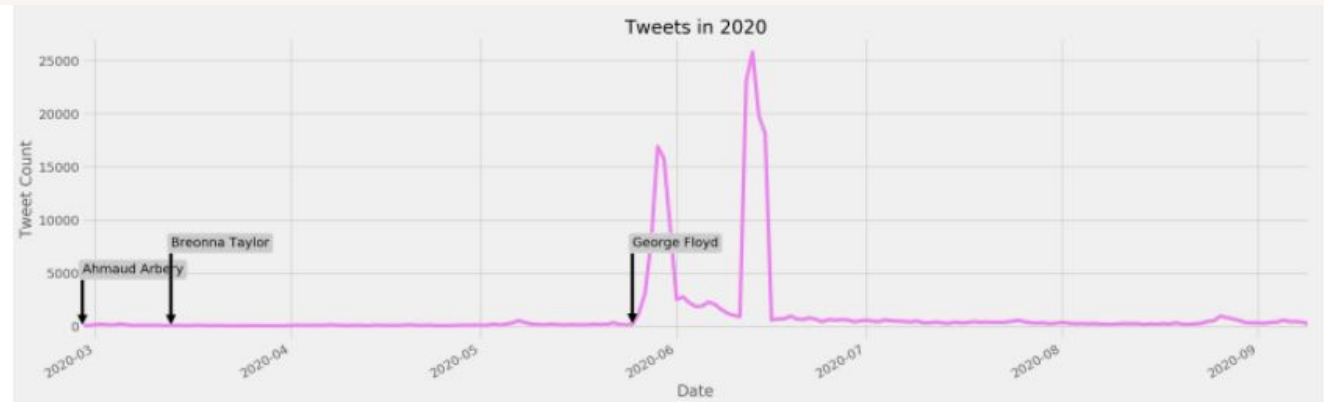
2016

Highest number of tweets using the hashtag BLM in one day: 400



2020

Highest number of tweets using the hashtag BLM in one day: over 250,000



Future Work



News Sources

Examining major news sources and the words they use when describing the BLM movement

Public Figures

Comparing how public figures talk about the BLM movement

Extremist Groups

Contrasting the words used when describing White Supremacist groups

Thanks!

Do you have any questions?



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