

# How Metaphors Impact Political Discourse:

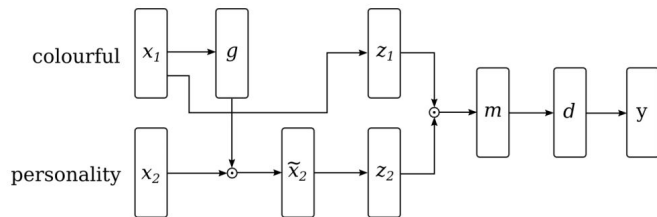
## A Large-Scale Topic-Agnostic Study Using Neural Metaphor Detection

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**Data:** 85K Facebook posts made by US politicians (Voigt et al. 2018)

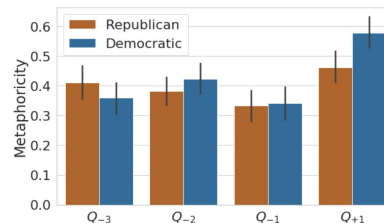
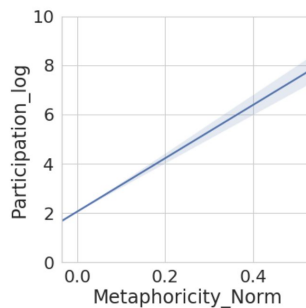
**Engagement metrics:** Propagation (shares); Participation (comments); Acceptance (likes), ...

**Metaphor Detection:** neural model (Rei et al. 2017) based on cosine similarity between word embeddings to predict whether a word pair is metaphor or literal usage



### Findings:

1. metaphor use correlates with ideological leanings depending on concurrent events



2. posts with metaphors elicit more engagement from their audience overall even after controlling for socio-political factors such as gender and party



3. metaphoricity is the indeed the reason for increased engagement of posts, comparing metaphorical vs. literal usages of 513 words across 70K posts