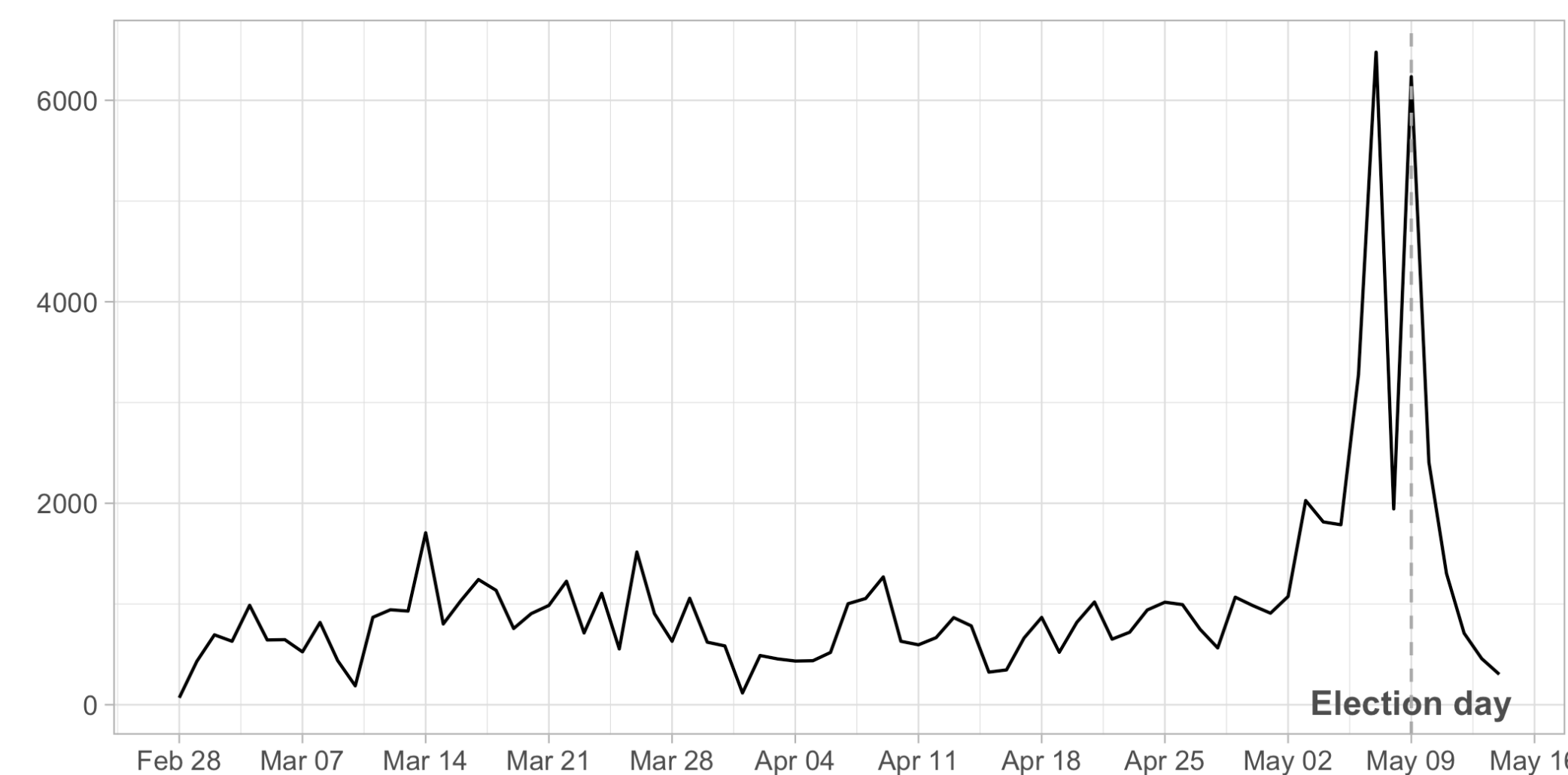


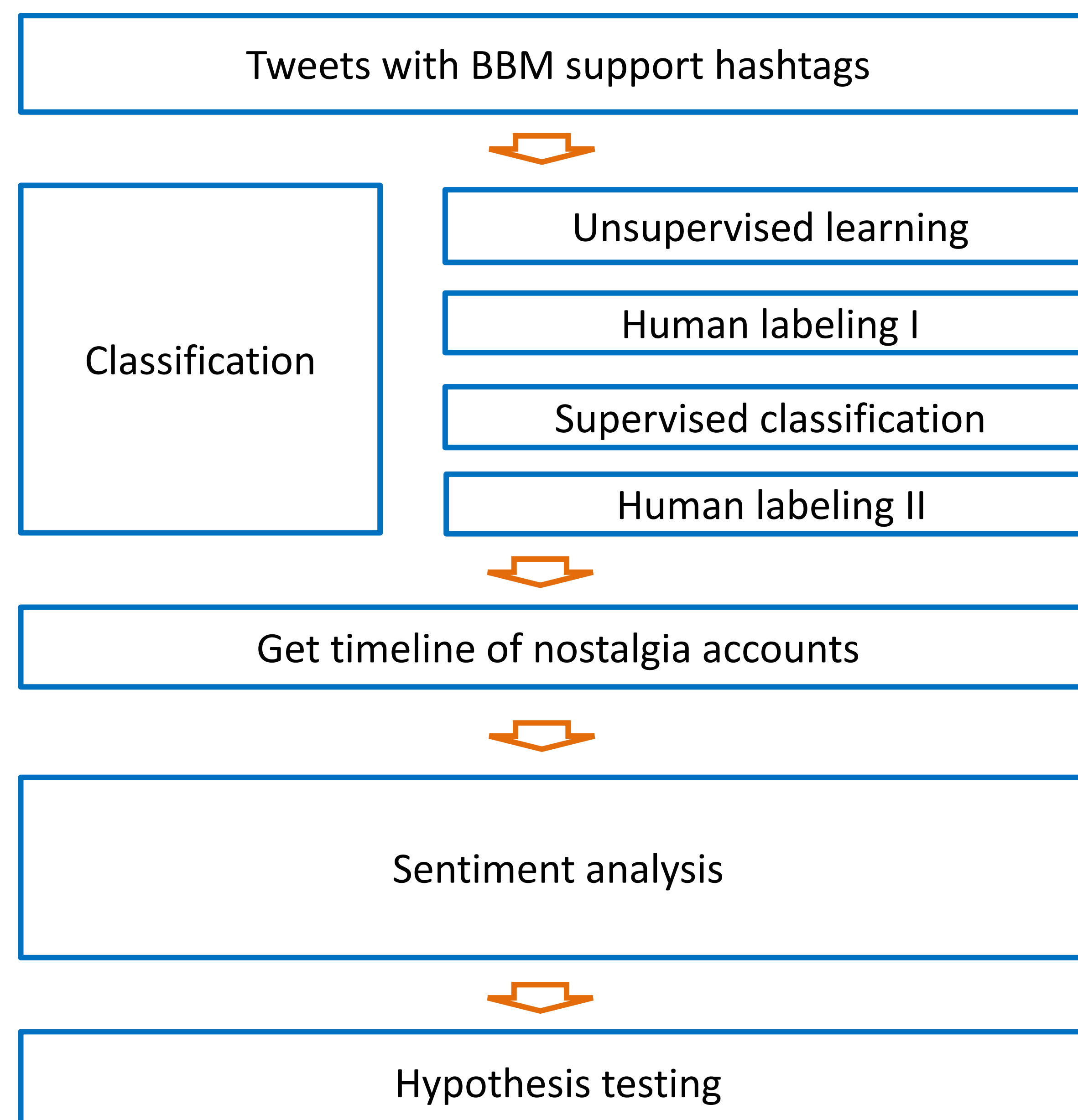
Sanghoon Kim-Leffingwell, Center for Advanced Governmental Studies, Johns Hopkins University  
Emily Sallenback, Department of Political Science, University of Illinois at Urbana-Champaign

## 01 Why do people feel nostalgic for a former dictatorship?

- And through what means is authoritarian nostalgia delivered, circulated, and accepted to and by the mass?
- Analyze Twitter posts around the Philippines presidential election in May 2022
- Collected around 60,000 tweets from February to May 2022



## 02 Methods



## 03 How is nostalgic rhetoric circulated on social media?

- We employ **topic modeling (LDA)** to classify tweets from BBM supporters.
- We further improve our classification by **combining supervised and unsupervised topic modeling**.

"WE WILL ALWAYS CARRY THE FLAME THAT WILL BURN UNTILL MARCOSES RETURN" #LetMarcosLeadAgain #BBMSARA2022

If you want to live well, prosperously and peacefully, #BringBackMarcos in Malacañang! Your own fate relies on your decisions. You know what is right and how to pick the fruit when it is full. Such are the selfish, no pack. #BBMSaraUNITEAM #BBMSARA2022

(a) Representative tweets from Topic 1

BRING BACK MARCOS  
#SouthCotabatoForUNITEAM  
#BBMIsMyPresident2022

THE ICONIC SON AND DAUGHTER OF PRESIDENT OF THE PHILIPPINES  
#BBMIsMyPresident2022 #BBMSARA2022

(b) Representative tweets from Topic 8

- Based on **supervised machine learning classification and hand-labeling**, we identify around **7.7% of nostalgia tweets**.

Figure 1. With LDA results, we identify key topics of nostalgia tweets.

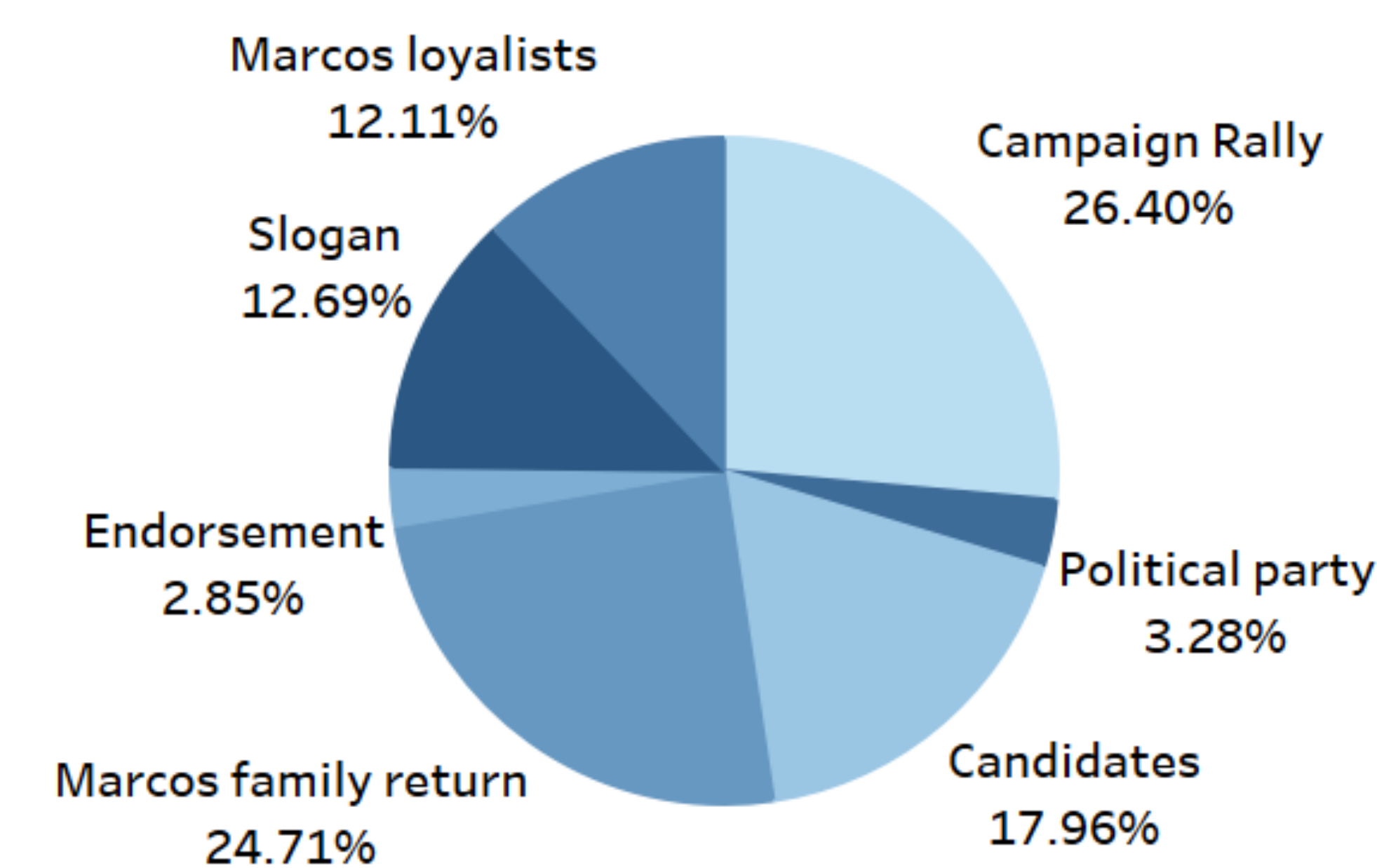
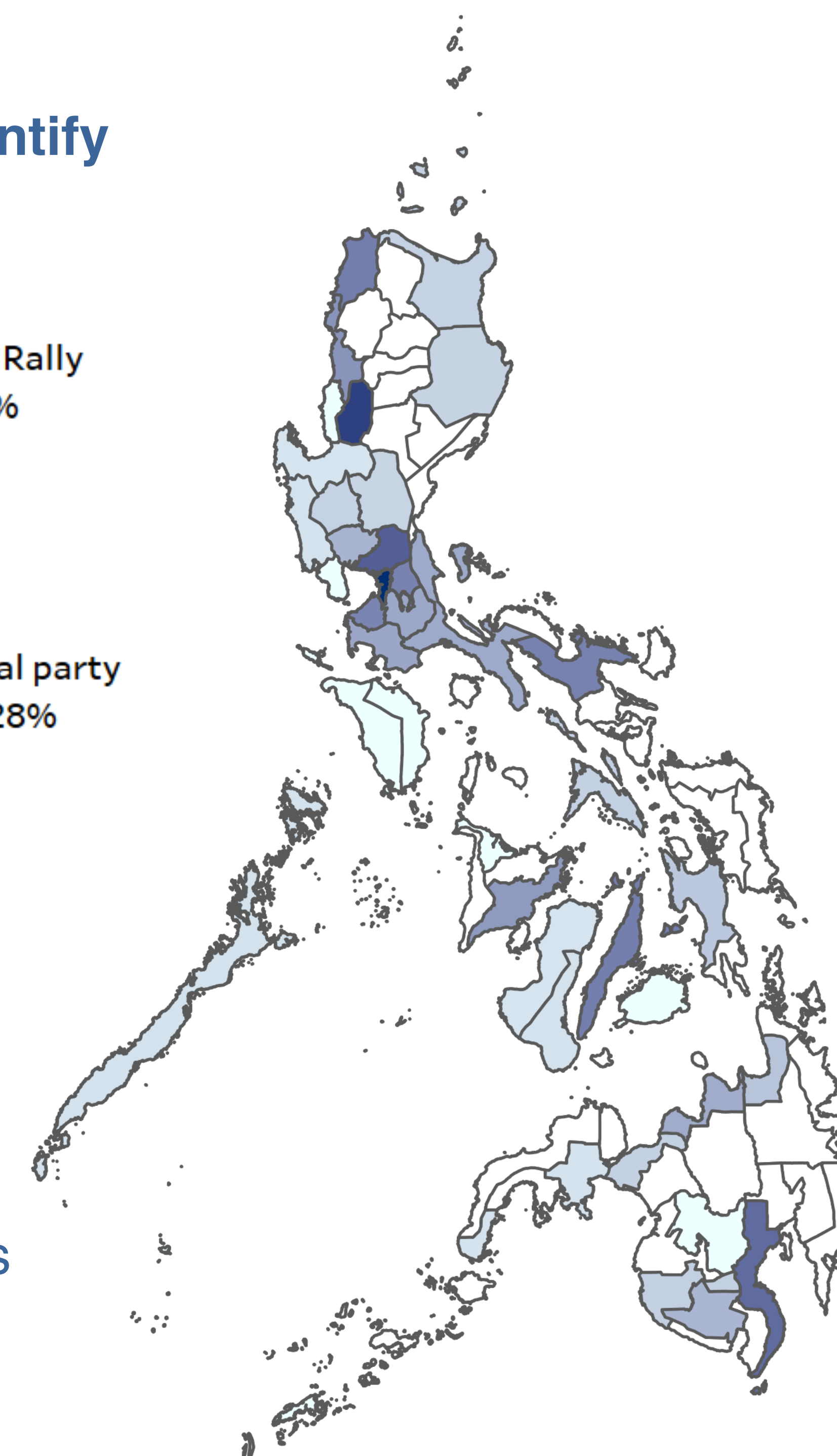


Figure 2. Nostalgia tweets are centered around BBM-Sara strongholds



## 04 Who are likely to post nostalgia tweets?

- Will nostalgists tend to express negative evaluation on social media (Tucker 2006; Prusik and Lewicka 2016)?
- We further collected timelines of BBM supporter accounts based on topic modeling results

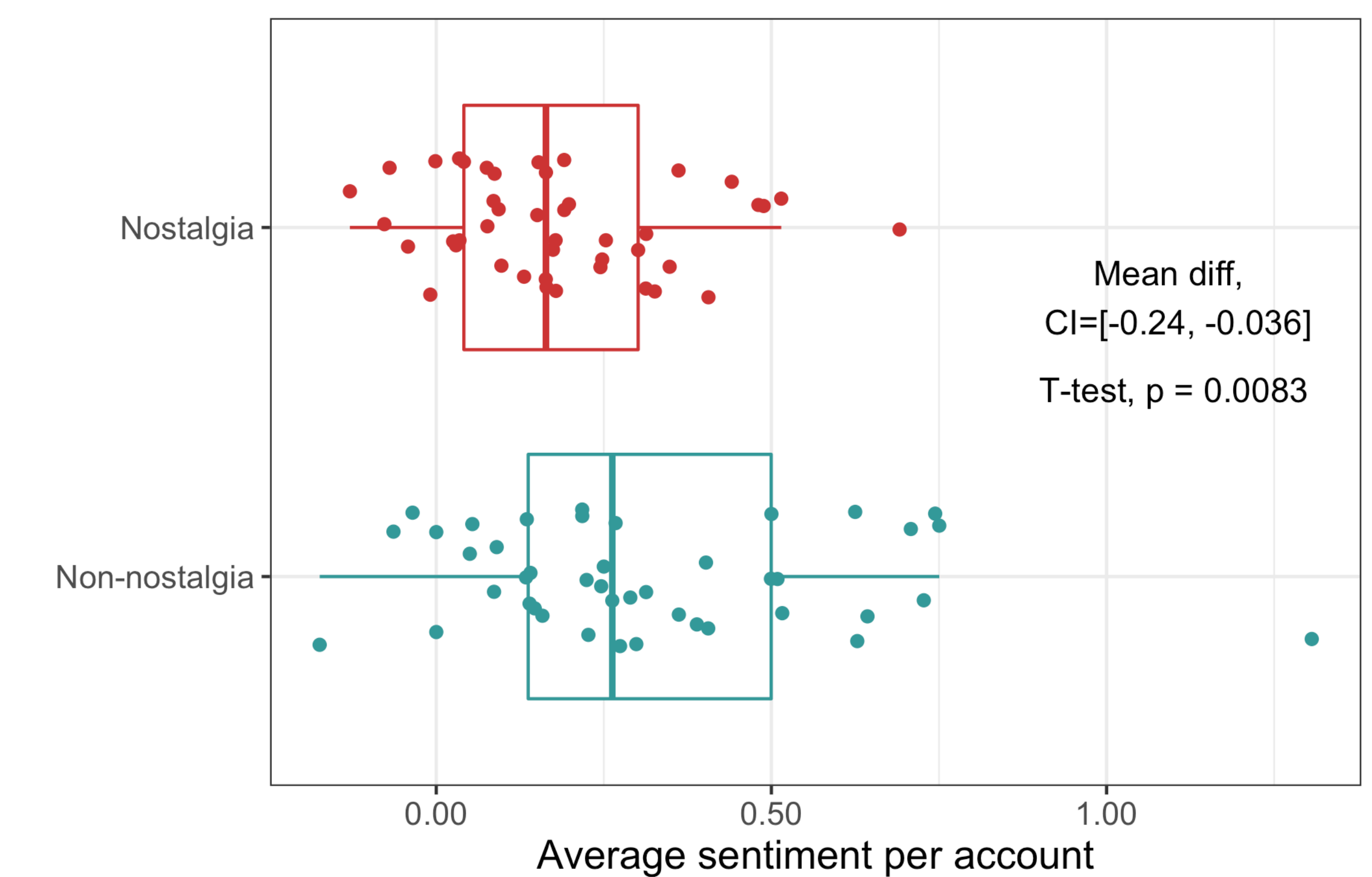


Figure 3. Sentiment analysis shows that nostalgists tend to express negative sentiment more.

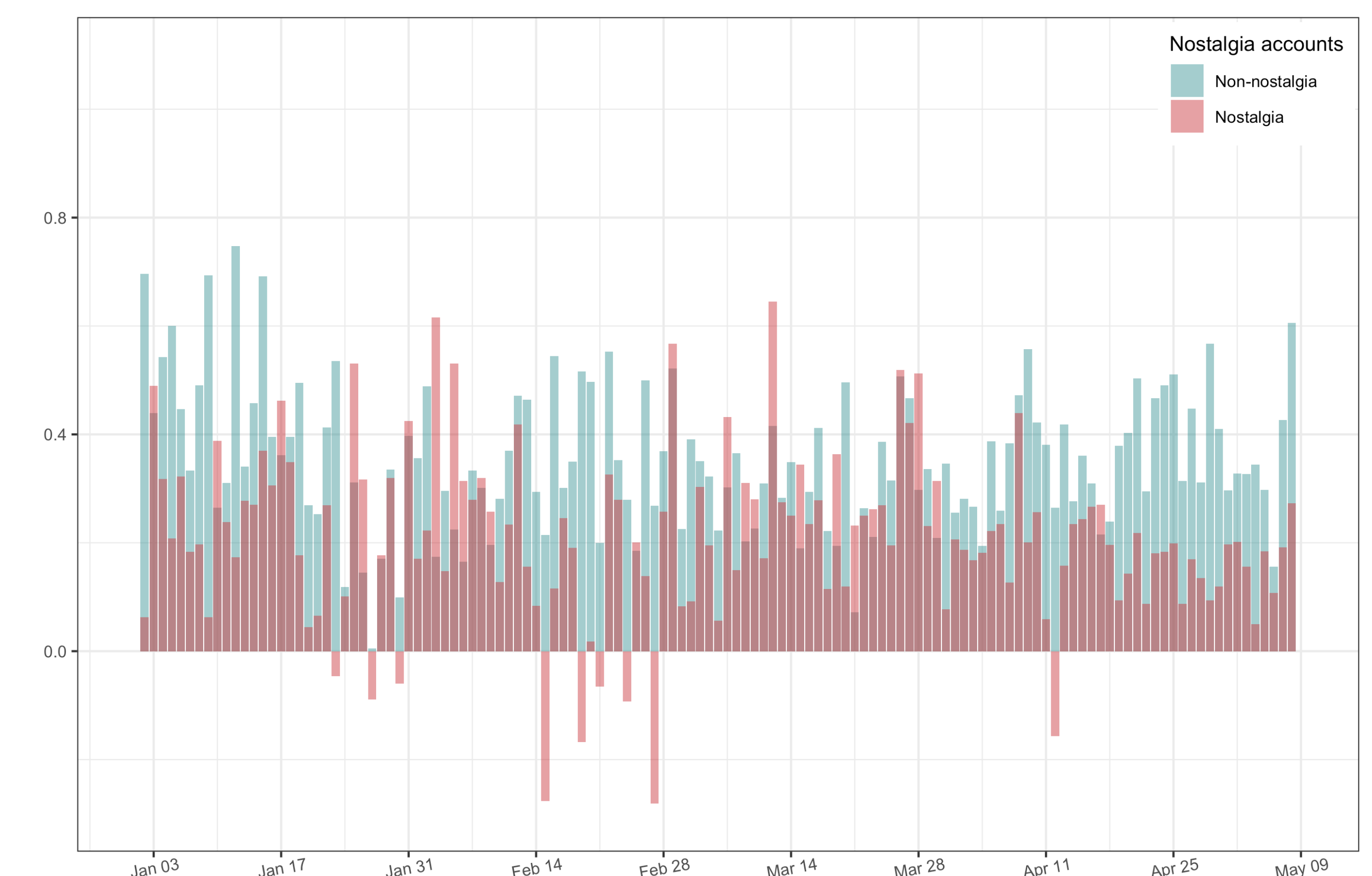


Figure 4. The pattern is repeated in daily sentiment across nostalgic and non-nostalgic supporters.