

## Introduction

Combining the words British and exit, Brexit refers to the UK's decision to leave or stay in the European Union. Brexit occurred on June 23, 2016. In the Brexit referendum, "Leave" received 51.9% of the vote, or 17.4 million votes, while "Remain" received 48.1%, or 16.1 million votes, according to (Brändle, 2022). The attendance rate was 72.2%. The results were counted throughout the UK, however there are significant regional differences: 53.4 percent of English voters supported Brexit, compared to 38 percent of Scottish ballots. Different people in the UK hold different opinions about the Brexit referendum. I use #BrexitReality for this. A small scale primary research has been conducted to analysis possible results of choiosen topic.

## Aim and Research Question

### Aim:

The aim of this research project to gather information from social media platform to investigate and analyse how people use social media and share views on Brexit political movement.

### Research Questions:

- How people reacted to the Brexit referendum?
- What was the political discussion on Brexit?
- How people express about referendum?
- What was the result of Brexit referendum?

## Background of Research

After the UK's small majority voted to leave the EU, there was a leadership change and strong discussion about how to implement the verdict. Brexit politicisation resulted in 'Brexit identities' of Remainers and Leavers superseding party identities (Mora-Cantallops, 2021). This politicisation occurred despite a leadership vacuum, we argue, and we need to understand the links among EU and national scale political control that divided the society across new British-specific identities (Juan Carlos Medina Serrano, 2020). This allows us to examine the 'politics of division' as a social division driven by non-institutionalised organisations, grassroots initiatives, and ordinary citizens. A 599-page Brexit agreement known as the Withdrawal Agreement was struck on November 25, 2018, and it addresses issues such as citizen rights, divorce costs, and the Irish border. Voting began on January 15, 2019 (Hansson, 2021). By a vote of 432-202, Parliament rejected the agreement, the greatest defeat in modern history for a government.

Hansson, S., 2021. Legitimation in government social media communication: *Critical Discourse Studies*, 13(4).  
 Juan Carlos Medina Serrano, J., 2020. *Exploring Political Ad Libraries for Online Advertising Transparency: Lessons from Germany and the 2019 European Elections*. s.l., SMSociety'20: International Conference on Social Media and Society.

## Methodology

**Data Gathering:** Using #BrexitReality and TAGS v.6.1.8, I collected tweets for a week. Tweets with #BrexitReality and #Brexit, as well as individuals tweeting about their 'Brexit' experience, were included.

**Sources:** I have selected the same day tweets when Brexit referendum took place from UK users.

**Process:** I manually eliminated tweets from outside the UK to first assess the frequency of tweets within the UK.

## Results

In the result secession leave and remain both sides, advocates emphasise rights-based reasoning, and it is also noticed a majority of people are silent on Brexit as shown in figure 1. This emphasis on rights is more prominent in user comments than in major tweets on tweeter, indicating a bottom-up mobilisation of democratic concerns. There is a moderating effect of convincing, argumentative messages in the postings, reflected by reactions in the tweets. Last figure shows the replies against actual tweets.

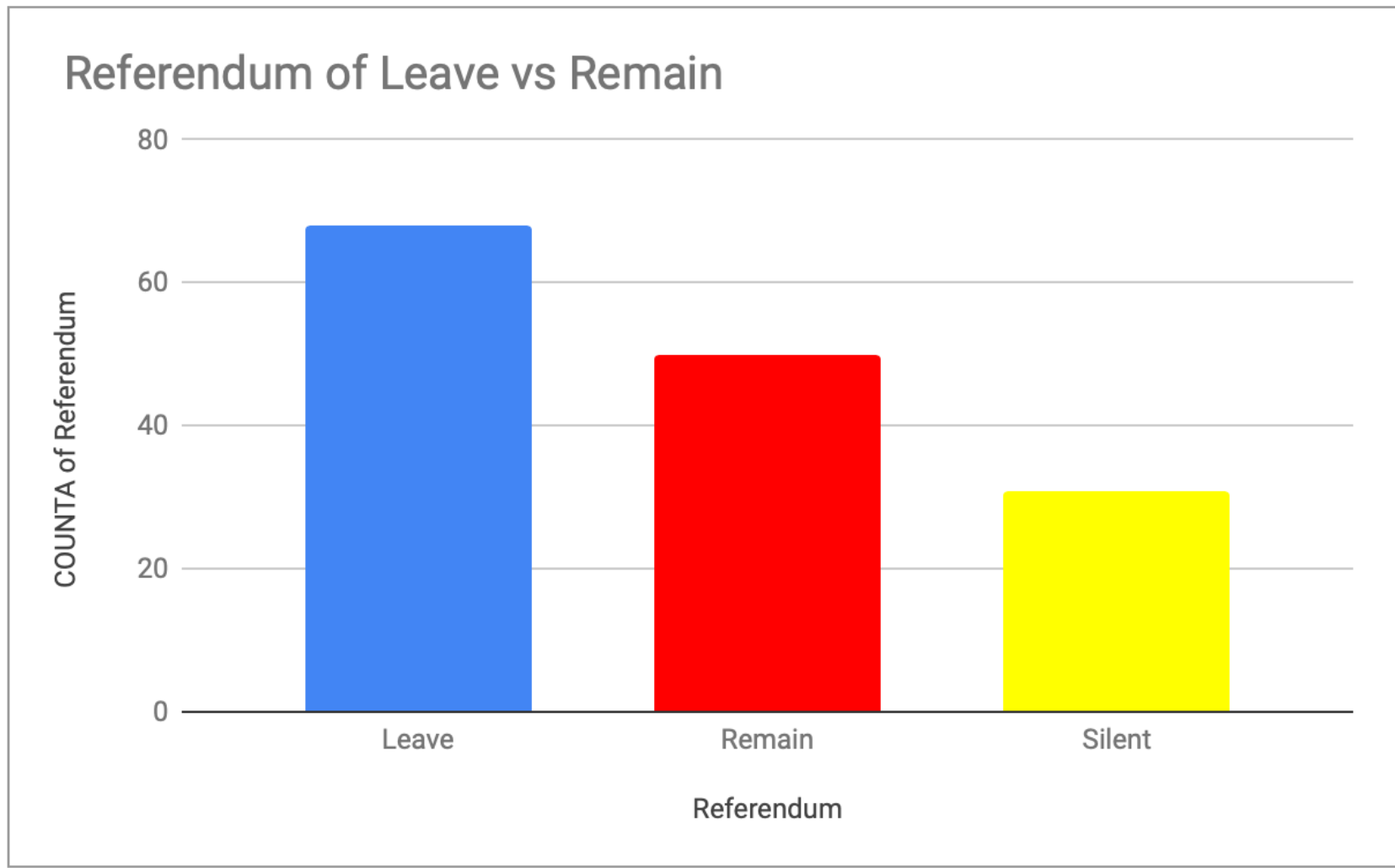


Figure.1 Leave vs Remain

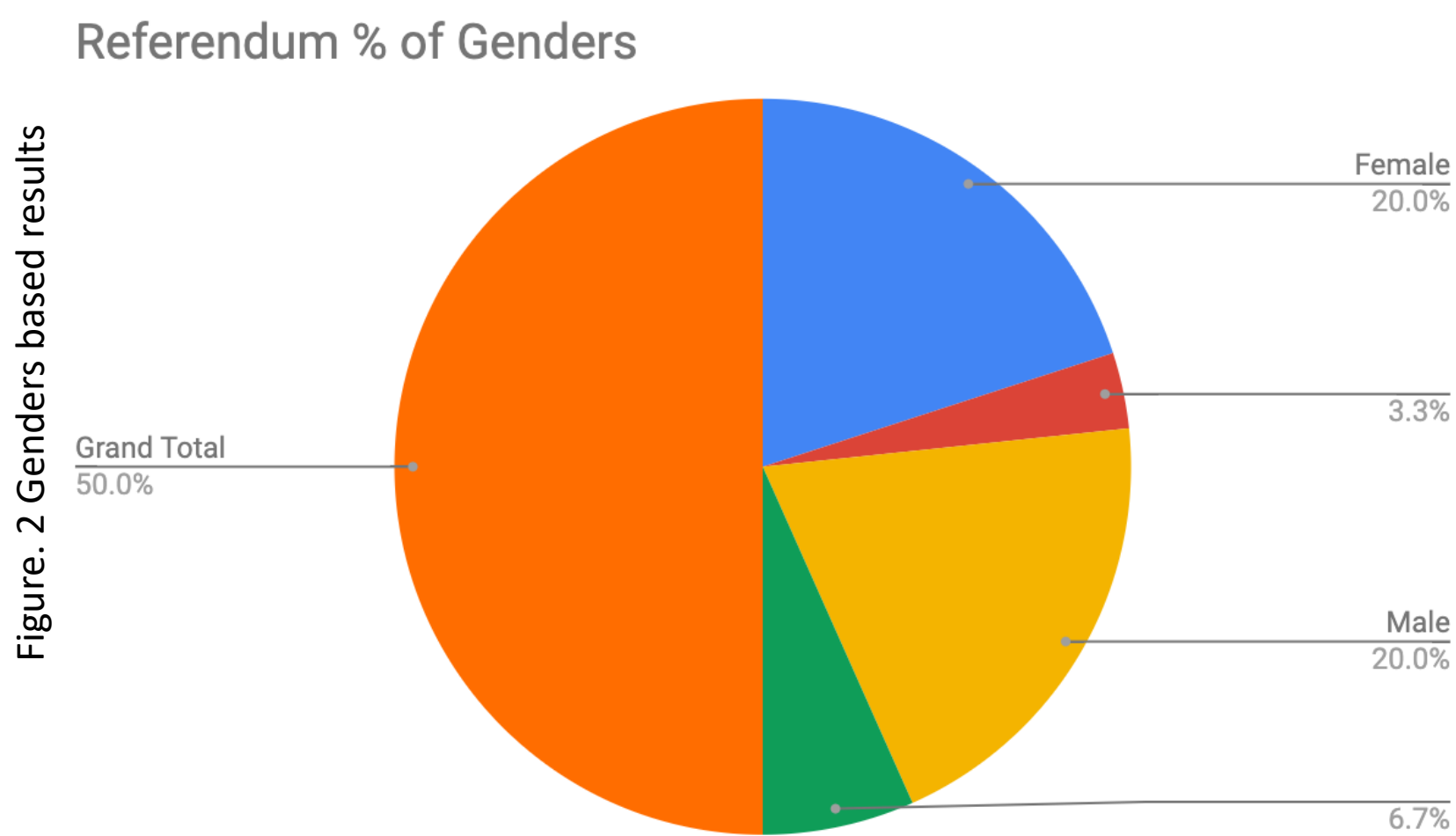


Figure. 2 Genders based results

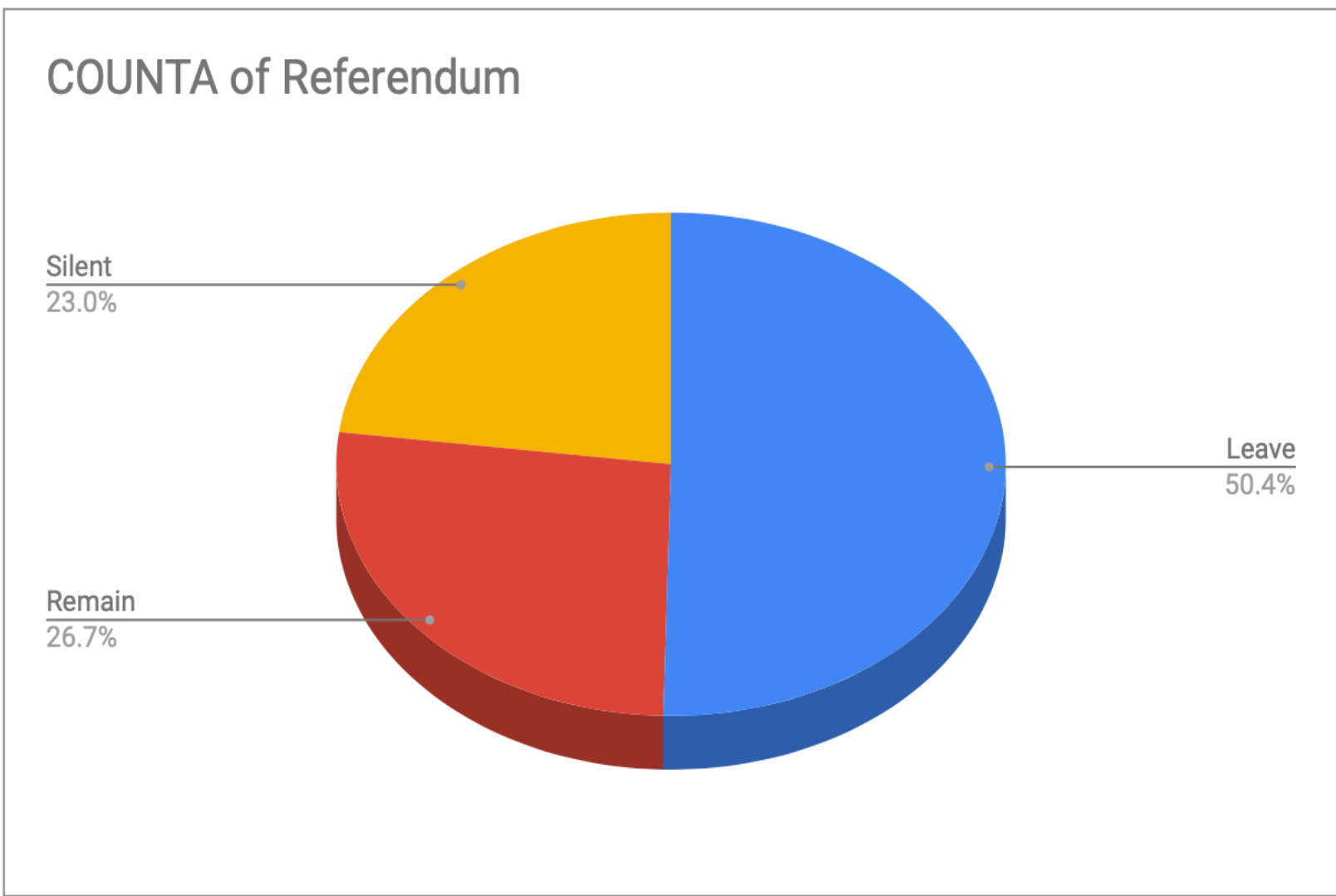


Figure.3 Referendum Result %

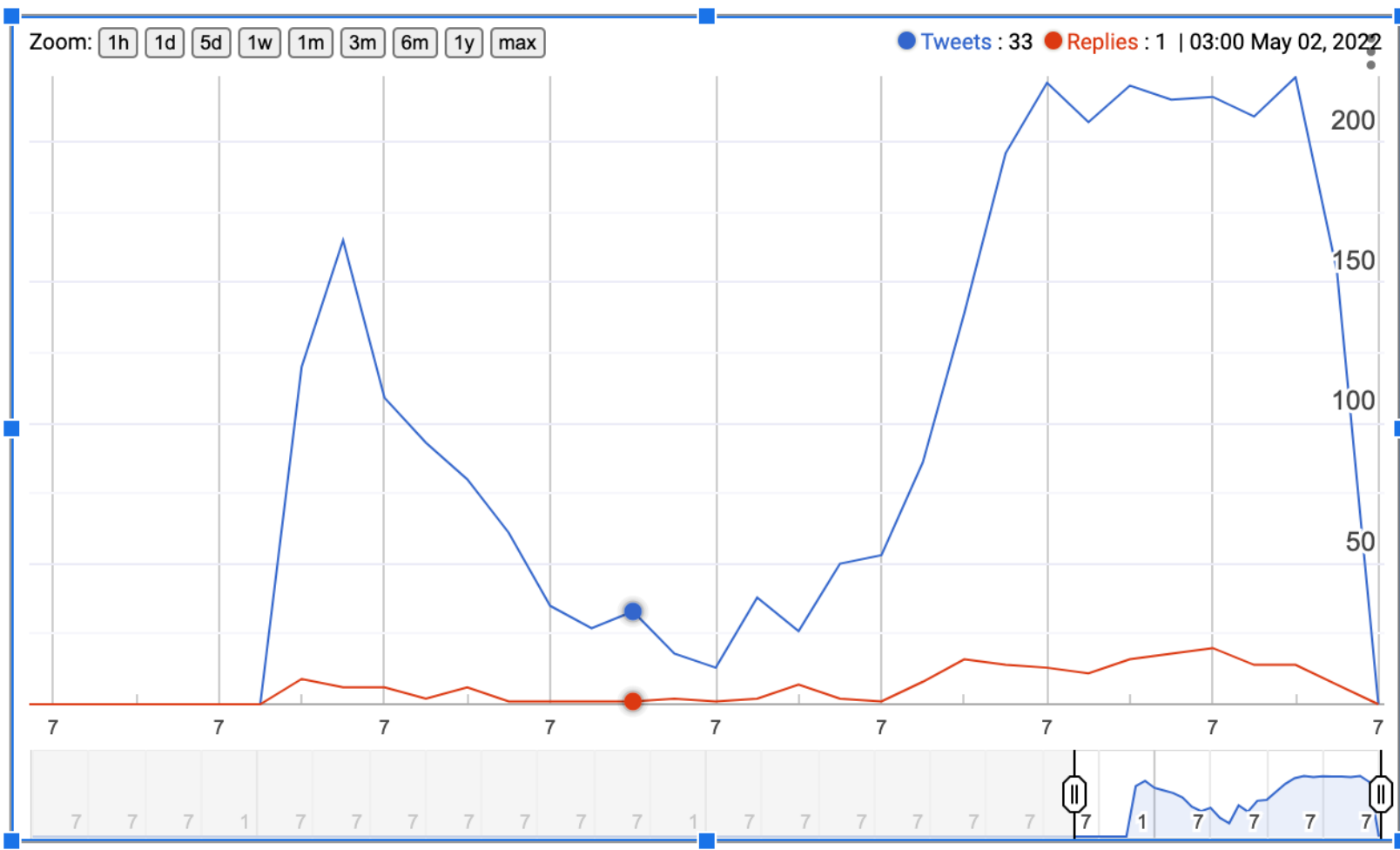


Figure.4 Replies on Trending Tweets

## Conclusion

In the immediate wake of the referendum, we uncovered indications of a social movement-driven 'politics of division' over Brexit.

Our research shows that the UK government's post-referendum Brexit communication concentrated on delivering a form of Brexit suited for the Conservative administration by rushing the EU exit negotiations and having the accompanying measures adopted in the UK Parliament.

In the end, both sides emphasise rights-based reasoning, yet a majority of the population are silent on Brexit.

## References

Brändle, V. K., 2022. Brexit as 'politics of division': social media campaigning after the referendum. *The politics of alliances. The making and breaking of social movement coalitions.*, 21(2).  
 Mora-Cantallops, M., 2021. The influence of external political events on social networks: the case of the Brexit Twitter Network. *Journal of Ambient Intelligence and Humanized Computing*, 12(2).