How #MeToo Movement Became Global?

W

Runbang Tang
Department of Molecular Engineering

Zhaowen Guo
Department of Political Science

Introduction

On October 15, 2017, American actress Alyssa Milano posted a tweet urging women to speak up and out about their experiences with sexual assault or harassment using the phrase "me too." Overnight, social media erupted, as #MeToo movement took hold in every corner of the world.

This project explores the question of how #MeToo movement has achieved overwhelming success at the end of 2017. It deserves investigation in the sense that even though the civil rights activist Tarana Burke started the #MeToo movement over a decade ago, this movement didn't achieve overwhelming success till 2017.

This investigation draws upon an archive of over 390,000 tweets coded with the #MeToo hashtag in December 2017 from Twitter. The sample tweets are as below.

text	favorited	favorite	replyToSN	created	truncated
American Harem.. #MeToo https:/	FALSE	0	NA	11/29/2017 23:59	FALSE
@johnconyersjr @alfranken why	FALSE	0	johnconye	11/29/2017 23:59	FALSE
Watched Megan Kelly ask Joe Kee	FALSE	0	NA	11/29/2017 23:59	TRUE
Women have been talking about t	FALSE	0	NA	11/29/2017 23:59	FALSE
.@BetteMidler please speak to thi	FALSE	15	NA	11/29/2017 23:59	FALSE
We can't keep turning a blind eye	FALSE	0	NA	11/29/2017 23:59	FALSE
Jay 7 is saying what I've been sayi	FALSE	2	NA	11/29/2017 23:59	TRUE

Project Workflow

> Why could #MeToo movement in late 2017 be defined as a success?
- Visualizing global transmission

> How did people discuss #MeToo movement online?
- Visualizing #MeToo sentiment
- Visualizing topic popularity

Word Cloud of Tweets in December 2017

Visualizing Global Transmission

We created a world map for users to explore the spread of #MeToo movement. Specifically, the country will be highlighted on the day #MeToo was publicly addressed for the first time. The associated event and relevant link will pop up. Users can also hover around the country they are interested in to examine whether and when people in the country were involved into the #MeToo movement.

Luo Xixi, a PhD student at Beihang University poster her story on Weibo about the sexual assault she received from her supervisor Chen Xiaowu.

https://www.newyorker.cc comment/chinas-me-too-moment
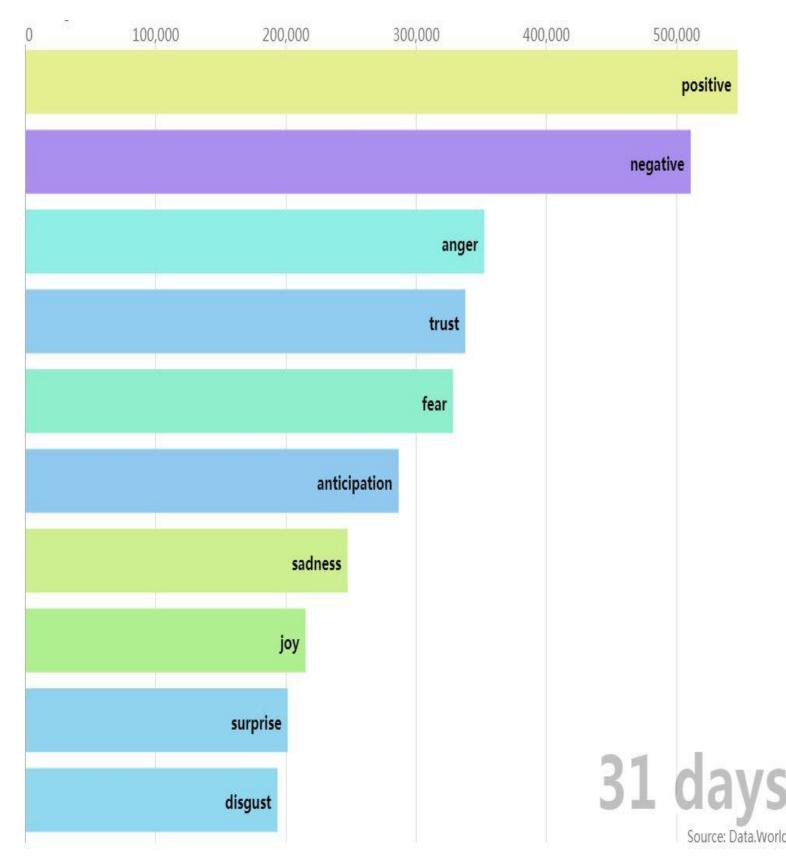
Day 18

Day
<< 18 >>
start stop

Visualizing #MeToo Sentiment

We developed algorithms to disentangle each word in the #MeToo tweets. Then we applied the NRC Emotion Lexicon to determine the tone of the content and presented the transition by bar chart race animations.

> The overall tone seems to be positive during the first month of the #MeToo movement.
> The rapid surge of the negative tone halfway implies the plausible exposure of some events or scandals.
> The feeling of anger, accompanied by trust, dominates people's sentiment.
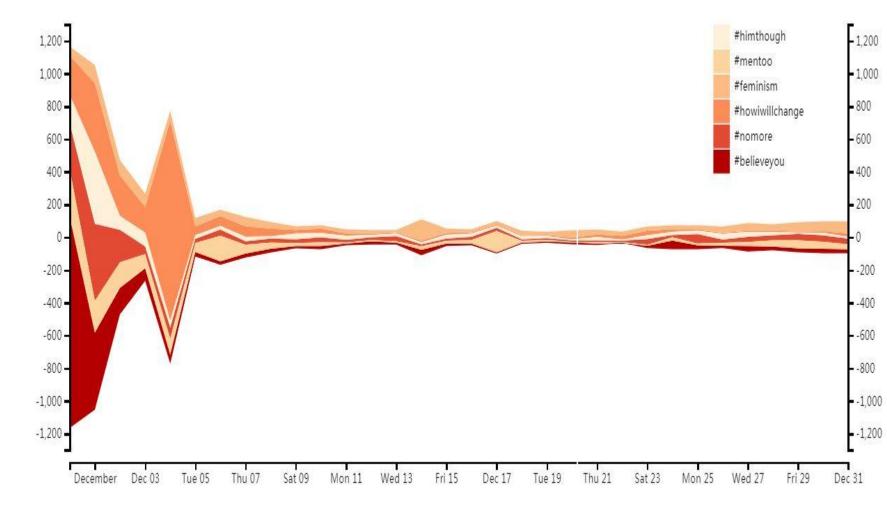
Bar Chart Race of #MeToo Sentiment

31 days

Source: Data.World

Visualizing Topic Popularity

We extracted the top six hashtags associated with #MeToo and applied the streamgraph visualization to encode the transition of topic popularity.

> #believeyou dominated online discussion right after the kick-off of #MeToo movement
> #howwillchange and #feminism spiked halfway
> #mentoo and #himthough inspired the nature of gender neutrality of #MeToo movement

Top Hashtags Associated with #MeToo

Future Work

> To visualize the demographics of individuals using the hashtag and see how different communities got involved in the discussion

> To visualize the people who were brought down by #MeToo movement and observe how this fueled or retarded the transmission