It is not only about Grievances - Emotional Dynamics in Social Media during the Brazilian Protests

1 Motivation

Emotions play a role during periods of protest
Previous work on protests focused mostly on negative emotions
Few studies focused on how people’s emotions and motivations change during series of protests

2 Goals

Understand how Twitter reflects emotional dynamics during the Brazilian protests
Identify how tweet content reveals triggers for bursts in protest events
Analyze the language used by Twitter users to express their emotions

3 Methods

Data Collection
Collected 42,280,539 tweets shared in Brazil in the time range of May to July 2013
Mined hashtags used during the protests using Random Walk
Labeled a subset of data manually

Protest classification
Learned an SVM and Naïve Bayes classifier
SVM achieves 98.8% Accuracy comparing to the baseline of 83.3%
Approximately 200,000 protest tweets

Sentiment classification
Learned a Naïve Bayes classifier using unigrams on 2700 tweets

4 Results

Number of Protest Tweets

Number of Authors

Sentiment Over Time

Negative Words / Hashtags
Spoliation
Attacked
Street-Sweeper
Vandalized

Positive Words / Hashtags
Splendid
Pride
#belovedcountrybrazil
We believe