



Social Network Analysis

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Communication Strategies

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Communication Strategies

Black Lives Matter movement was born in 2013, but only in the last months it has obtained a wide spread.



This spread started especially after George Floyd's death in May, 2020. It has involved a lot of sportsmen, mainly NBA players, but also the Premier League world, on social media and in the game.



We are going to study the #BlackLivesMatter spread on Twitter from the the most followed sportsmen of these leagues.



Indeed our network is composed by 60 players (30 from NBA and 30 from Premier League).



30 NBA All-Stars: selected considering player's number of followers

Player	Account	N.F.	Player	Account	N.F.	Player	Account	N.F.
Lebron James			Chris Paul			Zach Lavine		
Stephen Curry			James Harden			Bradley Beal		
Anthony Davis			Kawhi Leonard			Joel Embiid		
Antetokounmpo			Paul George			Tobias Harris		
Damian Lillard			Trae Young			Ben Simmons		
Russell Westbrook			Andre Iguodala			Kemba Walker		
Draymond Green			Jimmy Butler			#Jayle Brown		
Karl Antony Towns			Jamal Murray			Jayson Tatum		
Donovan Mitchell			Kyrie Irving			Kyle Lowry		
Blake Griffin			Kevin Durant			Luka Doncic		



30 Premier League All-Stars: selected considering player's number of followers

Player	Account	N.F.	Player	Account	N.F.	Player	Account	N.F.
Mesut Ozil	@mesutozil1088	25.1M	Willian	@willianborges88	3.7M	Kevin De Bruyne	@DeBruyneKeyv	2.3M
Sergio Agüero	@aguerosergiokun	13.8M	Marcus Rashford	@MarcusRashford	3.5M	Virgil Van Dijk	@VirgilvDik	2.2M
Mohamed Salah	@MoSalah	13.2M	Raul Jimenez	@Raul_Jumenez9	3.4M	Trezeguet	@Trezeguet	1.9M
David De Gea	@D_DeGea	12.9M	O. Chamberlain	@Alex_OxChambo	3.2M	P.E. Aubameyang	@Aubameyang7	1.6M
David Luiz	@DavidLuiz4	8.8M	Harry Kane	@Hkane	3.0M	Leroy Sané	@LeroySane19	1.6M
Juan Mata	@juanmata8	7.9M	Lucas Moura	@LucasMoura7	3.0M	Kyle Walker	@kylewalker2	1.5M
Paul Pogba	@paulpogba	7.9M	Olivier Giroud	@_OlivierGiroud_	2.7M	A. Arnold	@TrentAA	1.5M
Pedro	@_Pedro17_	4.9M	Raheem Sterling	@sterling7	2.6M	A.Robertson	@andrewrobertso5	1.4M
Mohamed Elneny	@EINenny	4.5M	A. EIMohamady	@Elmo_27	2.6M	Alexandre Lacazette	@LacazetteAlex	1.4M
David Silva	@21LVA	4M	Riyad Mahrez	@Mahrez22	2.3M	Gabriel Jesus	@gabrieljesus9	1.1M



Questions to investigate:

1- Who is the player that shares the most number of #BlackLivesMatter?



NBA

2- Who is the most important players in USA, England and Italy?

What we want to know is the impact of these players on their followers. So, who of them is the one that has the largest number of followers who share the same hashtag.



Questions to investigate:

3- When the #BlackLivesMatter is shared?

In this case, we are talking about a semantic network.

What we want to know is which hashtags are correlated to the #BLM. For example, does #BLM is in tweets talking about:

- #justice? #NoToRacism?
- #humanrights? #solidarity? #equality?
- specific events as #GeorgeFloyd or #womenmarch?
- other topics as #politics or #ElectionDay2020?



SOCIAL NETWORK ANALYSIS

MEMBERS:

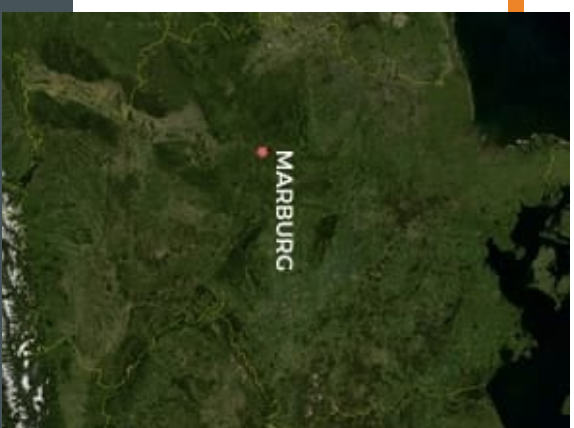
- **BORECKI DORA**
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TOPIC

Attendance lecture for
exchange students comparison
University of Marburg and
University of Padua



GOAL

Investigate attendance lecture
during Covid-19



QUESTIONS

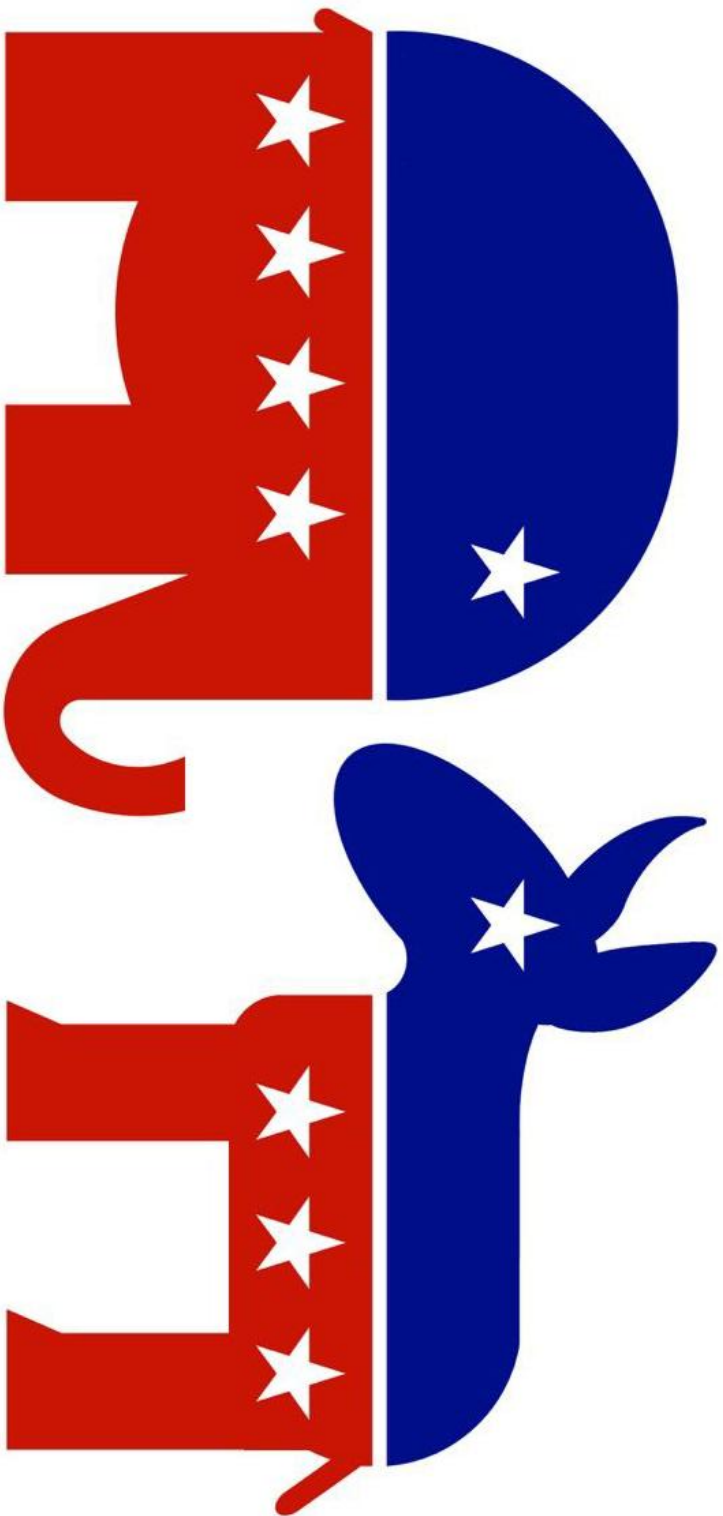
- *What is your gender?*
- *How old are you?*
- *Which country do you come from?*
- *On which department do you studying?*
- *What is the criteria according to which you choose the courses you will take and which you will not take?*
- *If you can choose, would you want to attend lectures online or in person?*
- *Do you attend lectures from your home country or from Italy/Germany (Padua/Marburg)?*
- *How do you attend lectures?*



PARTICIPANTS

- ERASMUS PADOVA 2020/2021 - ESN PADOVA (FACEBOOK GROUP)
<https://www.facebook.com/groups/esnpadovaerasmus20.21>
- IC PADOVA - ERASMUS PADOVA (FACEBOOK GROUP)
<https://www.facebook.com/icerasmuspadova>
- MARBURG INTERNATIONAL W20 (WHATSAPP GROUP)
<https://tinyurl.com/MarburgW20>
- MARBURG - INTERNATIONAL CLUB (FACEBOOK GROUP)
<https://www.facebook.com/mic.club.18/>

Differences in Republicans and Democrats'



*interactions and social networking on
Twitter*

Research question and hypotheses

Values differ between political orientations: **right-wing** people value **individualism** and **self-affirmation** above **prosociality** and **community**, which are typically **left-wing** values.

Therefore, we want to investigate if these values are reflected in politicians' **degree of interconnection** on Twitter.

We hypothesize that **Democrats will interact more than Republicans**, for example mentioning and retweeting each other and liking each others' tweets.

Schwartz's values and SVO

Right-wing (Republicans)

- *Self-affirmation*: success, power
- *Conservation*: security, conformity, tradition
- Social Value Orientation: individualism, competitiveness

Left-wing (Democrats)

- *Self-transcendence*: universalism, benevolence
- *Openness to change*: self-direction
- Social Value Orientation: pro-sociality, cooperation



HOUSE
DEMOCRATS

WHO WE ARE

WHAT WE STAND FOR

NEWSROOM

EN ESPAÑOL



WHO WE ARE



WHO WE ARE



DEMOCRATS:
community,
prosociality,
empowerment of
minorities



**Together, we are the Democratic
Party.**

We are fighting for a better, fairer, and brighter future
for every American: rolling up our sleeves,
empowering grassroots voters, and organizing
everywhere to take our country back.



House Republicans

NEWSFEED THE CONFERENCE ON THE ISSUES GET IN TOUCH

MEET HOUSE REPUBLICANS

Find Your Republican Representative:

zip code

Find

Twitter Facebook Search

Protecting Our 2nd Amendment Rights

POLICY • MAY 1, 2019

Istantanea Schermo

Twitter Facebook

REPUBLICANS: Self-affirmation, power, competitivity

House Republicans

NEWSFEED THE CONFERENCE ON THE ISSUES GET IN TOUCH

AGRICULTURE

Greg Walden
ENERGY AND COMMERCE

Kenny Marchant
ETHICS

Patrick McHenry
FINANCIAL SERVICES

Michael McCaul
FOREIGN AFFAIRS

Mike Rogers
HOMELAND SECURITY

RODNEY L. DAVIS
HOUSE ADMINISTRATION

DAVID SCHWEIKERT
JOINT ECONOMIC COMMITTEE

JIM JORDAN
JUDICIARY

ROB BISHOP
NATURAL RESOURCES

JAMES COMER
OVERSIGHT AND REFORM

EDUCATION AND LABOR

Twitter Facebook Search

House Republicans

NEWSFEED THE CONFERENCE ON THE ISSUES GET IN TOUCH

Commitment To America

LEARN MORE

Twitter Facebook Search

Get the latest from the House Republicans

Steps of the research

- Isolate a list of Dems and Reps: the leadership committee + 2 representatives per state (checking they have an active Twitter account and have used it in the last month).
- Analyze the degree of their interactions and the structure of their social networks.
- Networks: two networks of Twitter interactions between politicians.
- Nodes: the politicians' accounts.
- Links: their interactions (retweet, likes and comments).





RESEARCH OBJECT

QANON

- QANON IS A FAR-RIGHT CONSPIRACY THEORY ALLEGING THAT A CABAL OF SATAN-WORSHIPPING PEDOPHILES IS RUNNING A GLOBAL CHILD SEX-TRAFFICKING RING AND PLOTTING AGAINST US PRESIDENT DONALD TRUMP, WHO IS BATTLING AGAINST THE CABAL.



WHY IS STUDYING QANON IMPORTANT?

LITTLE

- THOMAS' THESIS: "IF MEN DEFINITIONS AS REAL, THEY ARE REAL IN THEIR CONSPIRACY THEORY"
- LET'S SEE AN EXAMPLE: PIZZA GATE'S CONSPIRACY. DECEMBER, 2016, EDGAR MADDISON WELCH, A 28-YEAR-OLD MAN FROM SALISBURY, NORTH CAROLINA, ARRIVED AT COMET PING PONG AND FIRED THREE SHOTS FROM AN AR-15 STYLE RIFLE THAT STRUCK THE RESTAURANT'S WALLS, A DESK, AND A DOOR. WELCH LATER TOLD POLICE THAT HE HAD PLANNED TO "SELF-INVESTIGATE" THE CONSPIRACY THEORY.





“IF MEN DEFINE SITUATIONS AS REAL, THEY ARE REAL,
IN THEIR CONSEQUENCES” .

LET'S SEE AN EXAMPLE: PIZZA GATE'S
CONSPIRACY:

- ON DECEMBER 4, 2016, EDGAR MADDISON WELCH, ARRIVED AT COMET PING PONG AND FIRED THREE SHOTS FROM AN AR-15
- WELCH LATER TOLD POLICE THAT HE HAD PLANNED TO “SELF-INVESTIGATE” THE CONSPIRACY THEORY.

QANON HAS ACCUSED MANY LIBERAL HOLLYWOOD ACTORS, DEMOCRATIC POLITICIANS AND HIGH-RANKING OFFICIALS OF BEING MEMBERS OF THE CABAL.

SO, THE CIRCULATION ONLINE OF THIS CONSPIRACY THEORY CAN HAVE SEVERAL EFFECTS BUT WE WILL FOCUS ON THE POLITICAL ONES:

- THE DISCREDIT OF DEMOCRATIC PARTY
- THE VALORIZATION OF DONALD TRUMP'S IMAGE, AS A DEFENDER OF THE VICTIMS OF THIS CONSPIRACY.

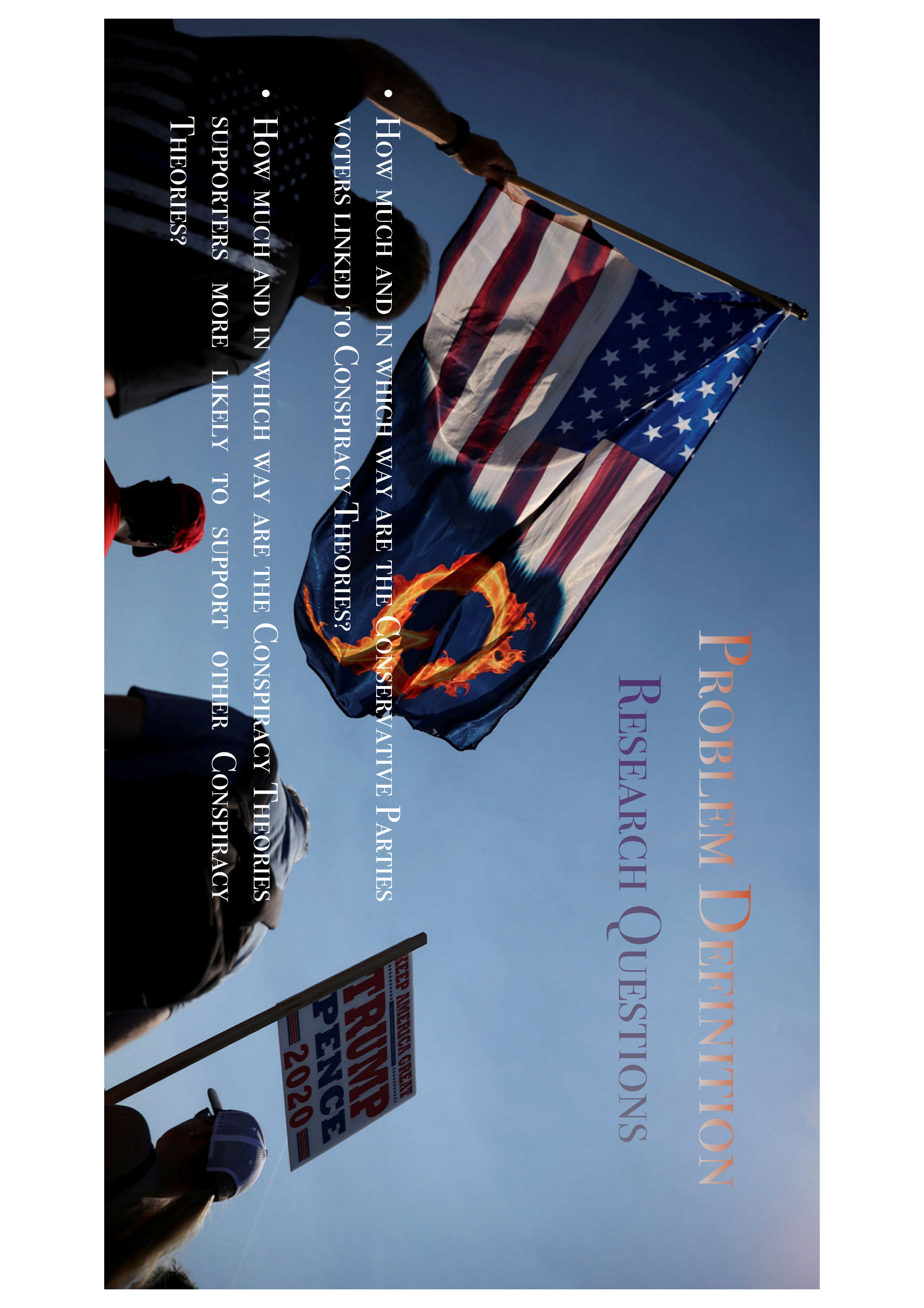
THE LANGUAGE

#WWGIWGA FOR WHERE WE GO ONE, WE GO ALL.

- #QANONARMY
- #ANONS
- #WWGIWGA
- #THEGREATAWAKENING

WWGIWGA

KEEP AMERICA



PROBLEM DEFINITION

RESEARCH QUESTIONS

- HOW MUCH AND IN WHICH WAY ARE THE CONSERVATIVE PARTIES VOTERS LINKED TO CONSPIRACY THEORIES?
- HOW MUCH AND IN WHICH WAY ARE THE CONSPIRACY THEORIES SUPPORTERS MORE LIKELY TO SUPPORT OTHER CONSPIRACY THEORIES?

LOCATE DATA SOURCES

WHERE DO WE RESEARCH DATA?

- MAIN SOCIAL MEDIA (TWITTER, FACEBOOK, INSTAGRAM)

SEARCH DATA SOURCES

- **NODES: USERS/HASHTGS**
- **AUTHORITIES: POLITICIANS/POLITCIANS' HASHTAGS**
- **HUBS: CONSPIRACY THEORIES' PROMOTERS/CTP'S HASHTAGS**
- **LINKS: SOCIAL INTERACTIONS ON MEDIA (SHARES, RETWEETS, LIKES, HASHTAGS, TAGS)/RELEVANT HASHTAGS IN THE SAME POST**

CONTACTS

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Social Network Analysis: Progressive Taxation

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The weight of inequality

La ricchezza posseduta dalle otto persone più ricche del mondo è equivalente alla ricchezza posseduta dal 50% più povero al mondo.

La disuguaglianza economica è la causa principale della disuguaglianza sociale.

(Oxfam, 2017)



The world's richest 1% have more than twice as much wealth as 6.9 billion people.

(Oxfam, 2020)



The 22 richest men in the world have more wealth than all the women in Africa.

(Oxfam, 2020)



If you saved \$10,000 a day since the building of the pyramids in Egypt you would have one-fifth the average fortune of the 5 richest billionaires.

Oxfam (2020)

An illustration on a dark blue background showing several stylized human figures in various poses, some holding gears. The gears are of different sizes and are interconnected, symbolizing a complex system or machinery. The overall theme is related to social or economic structures.

Consequences of inequality

Reduced life expectancy.

Low educational qualifications

High crime

High proportion of teenage pregnancies

High incidence of mental health problems

Increased envy.

More social anxiety.

Less happiness and well-being

Decreased trust toward others and government

Increased intergroup conflicts

A possible solution



Progressive taxation

Articolo 53.

*"Tutti sono tenuti a
concorrere alle spese pubbliche in
ragione della loro capacità
contributiva. Il sistema tributario è
informato a criteri di progressività."*

A possible solution



Progressive taxation

1 Reduces post-tax inequality

2 Reduces pre-tax inequality by giving top earners less incentive to engage in aggressive bargaining for pay rises and wealth accumulation

3 Citizens (especially bottom 40%) are more satisfied with their lives, the more progressive the tax system is (Oishi et al., 2012, 2018)

What about...



OUR IDEA - PART 1

RESEARCH QUESTION

Understand the principle nodes that discuss about progressive taxation through a social network analysis of  reddit



Community detection = find the main argumentative centers



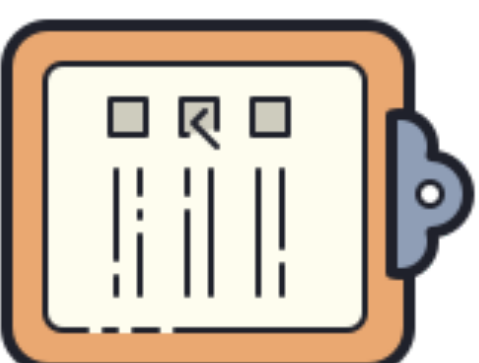
OUR IDEA - PART 2

RESEARCH QUESTION

Network Analysis on attitudes towards progressive taxation - How single items of a scale are in relation among them?



Which are the central nodes (items) in predicting attitudes towards progressive taxation?





reddit

56 Posted by u/Poggor Puglia 2 years ago

La Spagna aumenta il salario minimo e le tasse sui ricchi

libole24ore.com/it/r/no... 88% Upvoted

102 Comments Give Award Share Save Hide Report

This thread is archived
New comments cannot be posted and votes cannot be cast.

Sort by BEST

brainyitalian 20 points · 2 years ago

non l'hanno fatto: a quanto pare "vogliono" farlo, e poi non tassare al 47% chi già paga il 45% sulle somme oltre i 60k è pura follia.

"Podemos e il governo vogliono anche aumentare di due punti le tasse per i contribuenti che guadagnano più di 130.000 euro all'anno e di quattro punti per le persone che guadagnano più di 300.000 euro. Attualmente l'aliquota marginale si applica ai redditi superiori ai 60mila euro ed è fissata al 45 per cento".

Give Award Share Report Save

luck089 Emilia Romagna 14 points · 2 years ago

l'altro giorno discutevo sotto a un video di YouTube proprio questa storia del salario minimo perché volevo spiegare a un tale che fissare un salario minimo sarebbe meglio che mettere in atto il RdC, visto che le spese per lo stato sarebbero pressoché nulle, le perdite di lavoro trascurabili (se calcolato correttamente) e i datori di lavoro, che vediamo spesso postati qui su Reddit, che offrono posti senza retribuzione sarebbero obbligati a pagare per la mancata assunzione, i cui hanno bisogno. Dal

53 r/Italy · Posted by u/Non-galeno-131 7 months ago

Il ministro Provenzano: "Chi ha di più deve dare di più. La patrimoniale? Sono tante le formule per una tassazione davvero progressiva"

litempo.it/politi... 82% Upvoted

125 Comments Give Award Share Save Hide Report

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Sort by Best

filadriAnxety 51 points · 7 months ago

No, ma davvero? Chi ha delle entrate più alte dovrebbe pagare più tasse, potendosi permettere di farlo?

Give Award Share Report Save

Azzel26 5 points · 7 months ago

Ma già è così.

Give Award Share Report Save

filadriAnxety 47 points · 7 months ago

23 r/Italy · Posted by u/BerZola Fium 1 year ago

La ricerca della tassa perfetta. 40 anni fa ci abbiamo provato tassando i ricchi fino al 70%, ma nel tempo le cose sono cambiate molto

limes.it/2019/0... 88% Upvoted

30 Comments Give Award Share Save Hide Report

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New comments cannot be posted and votes cannot be cast.

Sort by BEST

paradeo Sicily 79 points · 1 year ago · edited 1 year ago

C'è un singolo caso emblematico.

Nel 2016 il canone IRI fu messo nella bolletta della luce e nonostante il concettuale abbassamento da 113 a 10€ si registrò un aumento degli introiti da 1.700 a 2.000 miliardi (milioni dovuto alle entrate di oltre 5 milioni di evasori che si erano ritrovati costretti a pagare. L'anno successivo infine è stato possibile abbassarlo ulteriormente a 9€ mantenendo gli stessi introiti pre-2016.

Cosa ci insegna questa storia? Che ancora prima di parlare di aliquote sarebbe il caso di affrontare il problema strutturale dell'evasione italiana al 27% quando i paesi suoi competitor stanno in genere almeno 10 punti abbondanti sotto (Francia 15%, Germania 16%, UK 12%, Spagna 22%).

Personalmente se fossi al governo perderei serbamente all'evasione, piazzerei una patrimoniale su due fasce sopra uno e cinque milioni di euro (0,5 e 1%) e farei pressioni per unificare quanto più



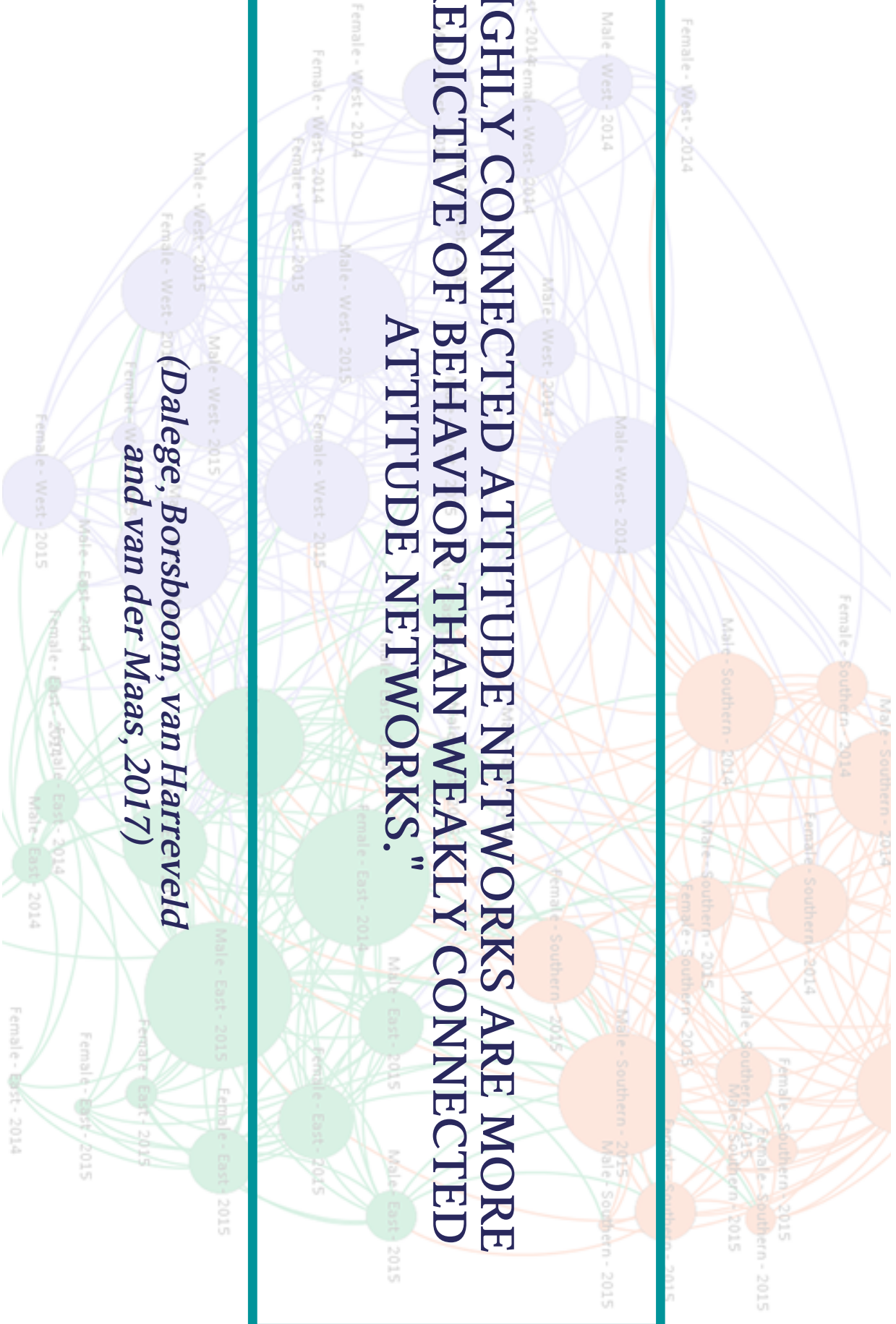
Il governo dovrebbe tassare tutti con la stessa percentuale, per garantire l'uguaglianza.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le tasse dovrebbero essere uguali per tutti, indipendentemente dalla loro ricchezza.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le persone ricche dovrebbero pagare tasse più alte rispetto al resto della popolazione, in quanto possono permetterselo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le persone ricche dovrebbero pagare più tasse rispetto alle altre, perché ne sono meno danneggiate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le persone ricche dovrebbero pagare più tasse rispetto al resto della popolazione, in quanto hanno già abbastanza denaro per soddisfare i loro bisogni.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le fasce ricche della popolazione dovrebbero essere tassate di più in quanto hanno meno bisogno di quei soldi.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le fasce ricche della popolazione dovrebbero essere tassate maggiormente per pareggiare l'attuale stato di disuguaglianza delle risorse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le persone ricche dovrebbero essere tassate di più per compensare ai vantaggi che hanno grazie al loro status.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ANALYSIS OF ATTITUDES

NODES: items

LINKS: degree of association





"HIGHLY CONNECTED ATTITUDE NETWORKS ARE MORE PREDICTIVE OF BEHAVIOR THAN WEAKLY CONNECTED ATTITUDE NETWORKS."

(Dalege, Borsboom, van Harreveld and van der Maas, 2017)

PRACTICAL KINDS

- Useful to pursue goals
- Correspondence with reality is not relevant

NATURAL KINDS

- Ahistorical
- Unchanging
- With intrinsic properties
- They are what they are

SOCIAL KINDS

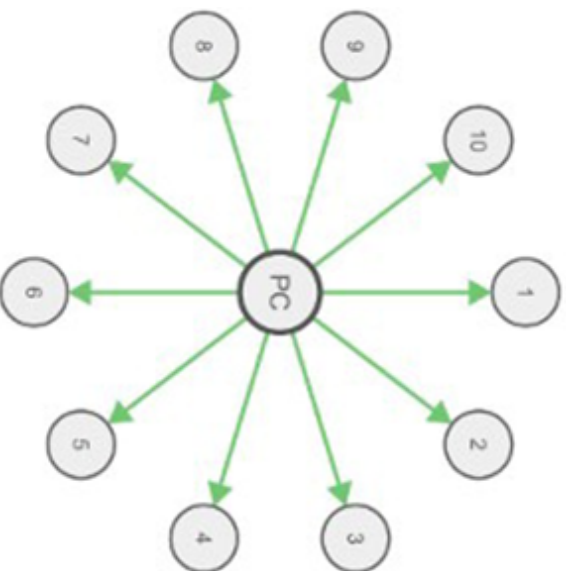
- Social construed-> socially agreed upon definitions
- Produced, not discovered
- Derived and maintained by social interactions

COMPLEX KINDS

- Homeostatic property clusters
- Probabilistic, not deterministic
- Features not arbitrary

(Fried, 2017)

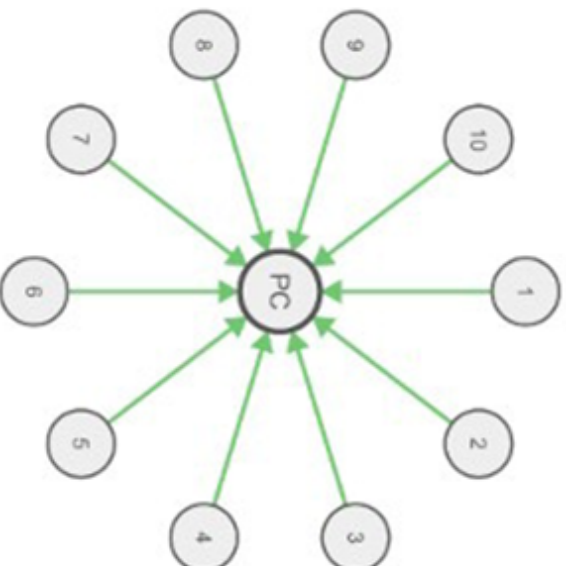
STATISTICAL MODELS AND THEIR RELATION WITH PSYCHOLOGICAL KINDS



Reflective model

The general attitude toward something is the cause of opinions, emotions, behaviors.

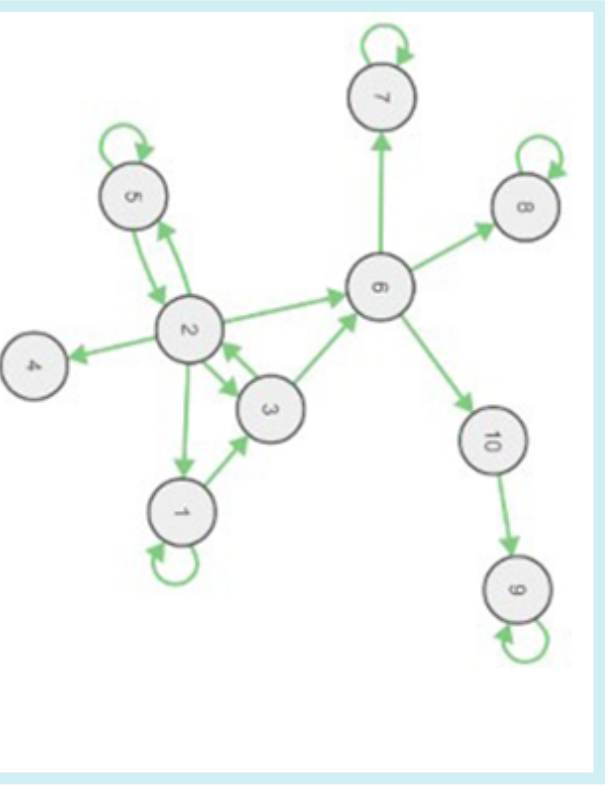
Can be used both for natural and social kinds.



Formative model

Opinions, emotions, behaviors...are the cause of a general attitude.

Generally used for practical kinds.



Network model

Attitudes are an interrelated complex system of opinions, emotions, behaviors...

Can be used for complex kinds

OUR STUDY: TAXES-RELATED ATTITUDES

First challenge: we need to build a questionnaire that measure the most relevant opinions (=nodes)

“There is no a priori reason to assume that every attitude network consists of the same nodes. It is, for example, very likely that some emotions are often experienced toward some attitude objects (e.g., anger toward presidential candidates), while they are virtually never experienced toward other attitude objects (e.g., anger toward a detergent brand).”

“To construct attitude questionnaires from a network perspective, a theory-driven approach to questionnaire construction instead of an empirically driven approach should be adopted (see Borsboom, Mellenbergh, & van Heerden, 2004)”

“researchers should strive to measure all relevant evaluative reactions because otherwise the danger arises that one measures not the whole attitude network but only parts of it.”

“One way to go about constructing comprehensive attitude questionnaires might be to assess, in an open-ended questionnaire, which evaluative reactions are most common for the attitude object of interest.”

(Dalege et al., 2016)

CHARACTERISTICS OF NETWORK

- 1 Sample size: depends on number of nodes and if edges will be weighted or not
- 2 Data: cross-sectional (participant is the statistical unit)




MAIN HYPOTHESIS

Central nodes will have stronger association with target decision-making behaviors than peripheral nodes

FROM A DESCRIPTIVE POINT OF VIEW

Using a network approach for measure attitudes will provide us useful insights.

- ① Community detection: tell how opinions are organized
- ② Network connectivity:
 - a. Tell if constructs should be considered as category or dimensions
 - b. Suggest how strong is the attitude
- ③ Node centrality: suggest which opinion are more relevant with change of attitudes if target of persuasive communication



**Which factors
should we
consider?**

Social mobility beliefs

Zero sum beliefs

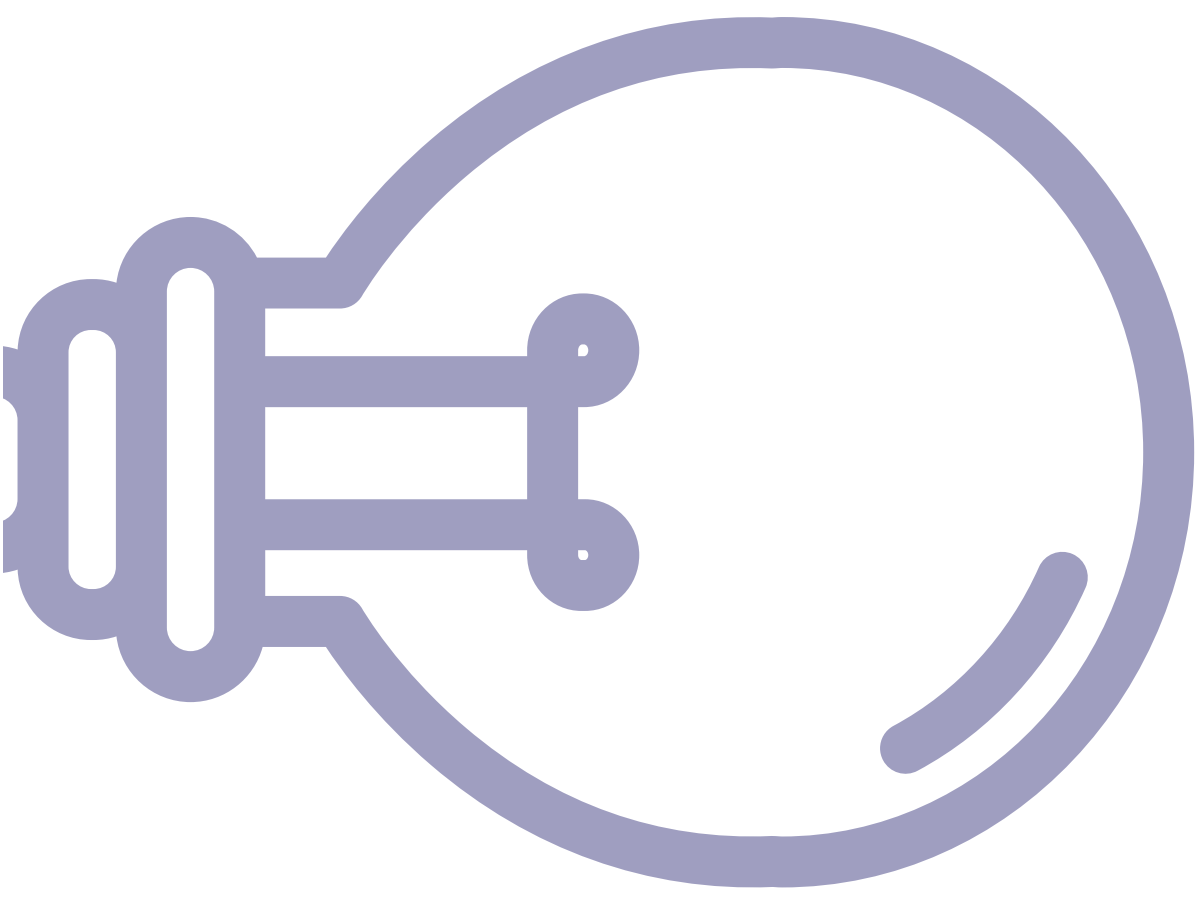
Meritocracy endorsement

Economic system justification

Trust in institutions

Questions?

I believe we should all pay
our tax with a smile. I tried -
but they wanted cash.

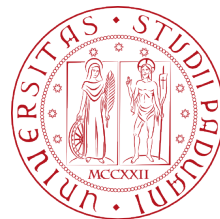


Hater gonna (make you) hate?

Hate comments on social media:
Semantic/Sentiment/Network Analysis of Textual
Corpus

Salvatore Romano

Professors: C. Suitner & T. Erseghe
Social Networks Analysis 2020



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THE DATA



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"The Hate Barometer" by



During the **European Elections** in 2019
20k politicians' posts made by candidates and
80k electors' comments
from Facebook and Twitter (official API)

"The Hate Barometer" by



During the **European Elections** in 2019
20k politicians' posts made by candidates and
80k electors' comments
from Facebook and Twitter (official API)

25 Variables Available

Politicians: Gender, political party, region
Virality: likes, shares, num. of total comments
Topic: refugees, EU politics, religion....
But **NO data** about the commenters' profiles

2 Qualitative Category

- **Target of the political campaign**
(Negative or Positive campaign)
- **Level of hate in the posts and in the comments**
(insults, hate speech...)
==>1500+ hours of manual categorization!<==

Thesis RESULTS



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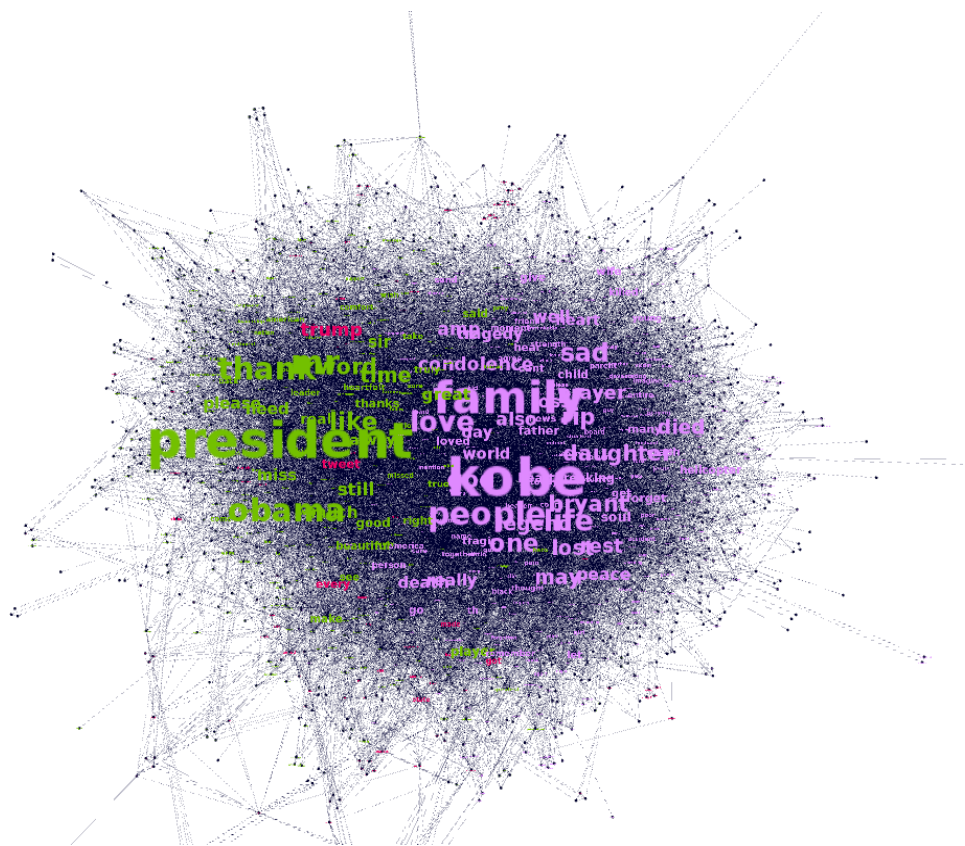
**6% of the political campaigning (attacks directed to private citizens)
generate the 55% of hate speech comments**

**6% of the political campaigning (attacks directed to private citizens)
generate the 55% of hate speech comments**

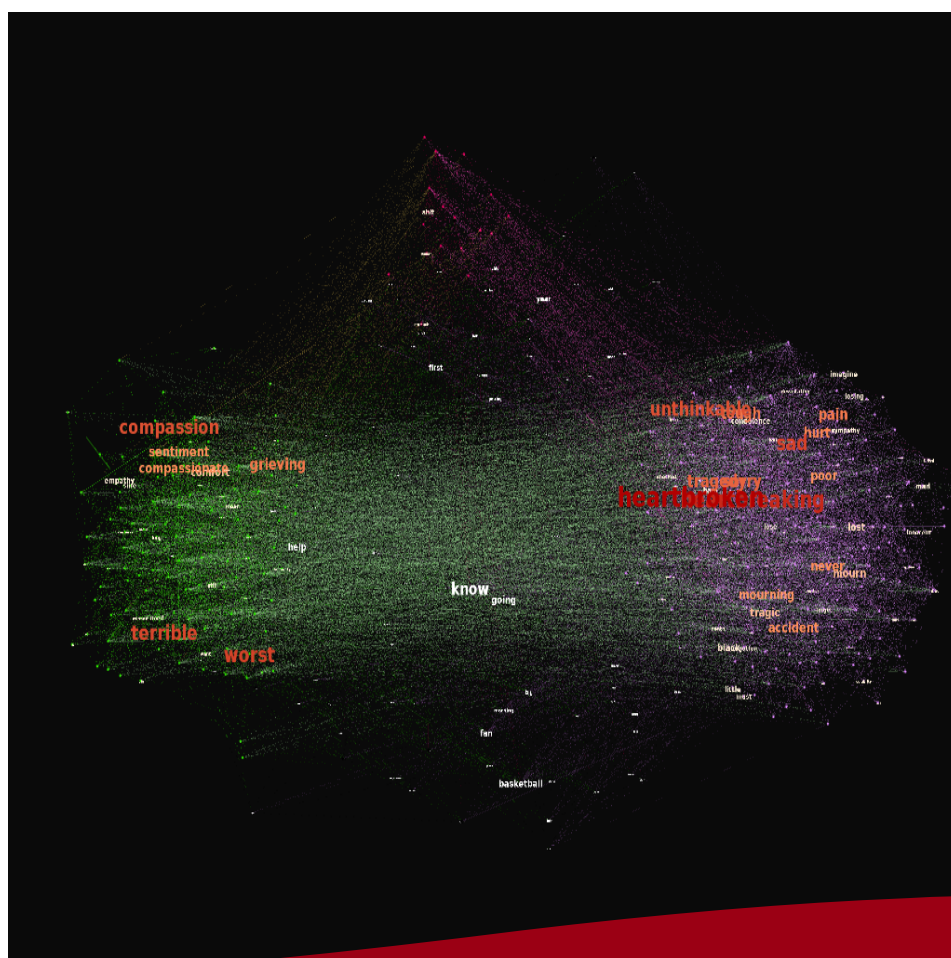
Research questions:

- Which are the contextual features able to generate more hate speech online?
- Which are the linguistic cues (words, sentiment) in politicians' posts that generate more hate?

Examples



Examples



PROS and CONS



PLUS

- we already have the data!
- possibility of future research (conference proceedings, papers publication..)
- inter(trans)disciplinary attitude

MINUS

- we will not retrieve new data (you will not learn how to use API)
- italian text corpus (should not be a problem!)
- python required



- we will use **Python** (pandas, NLTK, NetworkX, matplotlib..)
- we will use **LIWC** for sentiment analysis
- we will use **Gephi** for finals visualization
- **LaTeX** for the final report and presentation

THE DECISION



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