

Tell Me Who You Follow and I'll Tell You Who You Are: Bayesian Estimate of Feminist Ideology on Twitter

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A common challenge in the social sciences is to understand the political positioning of a population and its representatives. Measuring and comparing these locations can be a difficult task, requiring a wealth of always-up-to-date data from the people being surveyed, as well as a highly complex understanding of how these data are related. To address this challenge, Barberá (2015) proposes a Bayesian ideal point statistical model that measures ideology across the conservative-liberal political spectrum using latent variables. Barberá's technique uses connections made by users of the social network Twitter as the main source to understand political positions and opinions. The model proposed by Barberá is a Bayesian latent model, called Model of Ideal Points (MIP). Using the MIP, this paper analyzes a set of Brazilian influencers and citizens active on Twitter, measuring their ideological positions on feminism, with the aim of understanding more about feminist and anti-feminist groups, the relationship between them and their possible divisions. The estimates of the influencer's ideal points, indicate that there are two groups, one feminist and one anti-feminist, quite separate and with few common followings. In relation to the citizens, preliminary results indicate more moderate positions than those of public figures.

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Palavras-chave: Latent Model; Bayesian Inference; Political Science; Twitter's Data; Big-Data.

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