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Lula and Bolsonaro: Facebook Engagement Champions

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ABSTRACT

Social media have become important spaces for organizing communication between citizens, candidates for office, and parliamentary government. They can foster popular participation and give more transparency to politics, building a bridge of interaction between representatives and population, candidates and voters

INTRODUCTION

However, we know that not always democratizing potential of social media is reached. In order to give greater clarity to the electoral debate and this potential democratization of social Internet networks, this article analyzes the Internet users level of engagement with the publications of the Facebook pages of the candidates for president. Specifically, attempts to measure the ability of each candidate to mobilize engagement on your pages and how this ability has changed - or not - over the year 2018. For this analysis, engagement is the sum of likes, shares, comments and reactions. Reactions are quantified from the following options: Curti, loved, Haha, wow, sad or Grr.

NUMBER OF RESPONSES TO POSTS

Between January 1 and August 21, 2018 were collected via API FacebookGraph, data from Fanpages nine candidates for president Álvaro Dias, Daciolo Cable, Ciro Gomes, Guilherme Boulos, Geraldo Alckmin, Henrique Meirelles, Jair Bolsonaro Luiz Inacio Lula da Silva and Marina Silva. Lula was included because in that period your application had not been denied by the TSE. 5000 publications administrators of the pages were analyzed, 9.5 million shares and 29 million reactions. The following graphs show, from different metrics, engagement of Internet users to the publications pages of candidates. Figure 1 shows the data of the number of posts the reactions in the first eight months of the year. The Box Plots let you know the median of responses of each candidate pages. On the X axis candidates; Y-axis, the number of reactions. As we can see, Jair Bolsonaro is champion in the number of reactions to the publications page, followed by Lula page, with a wide advantage over third place, Marina Silva
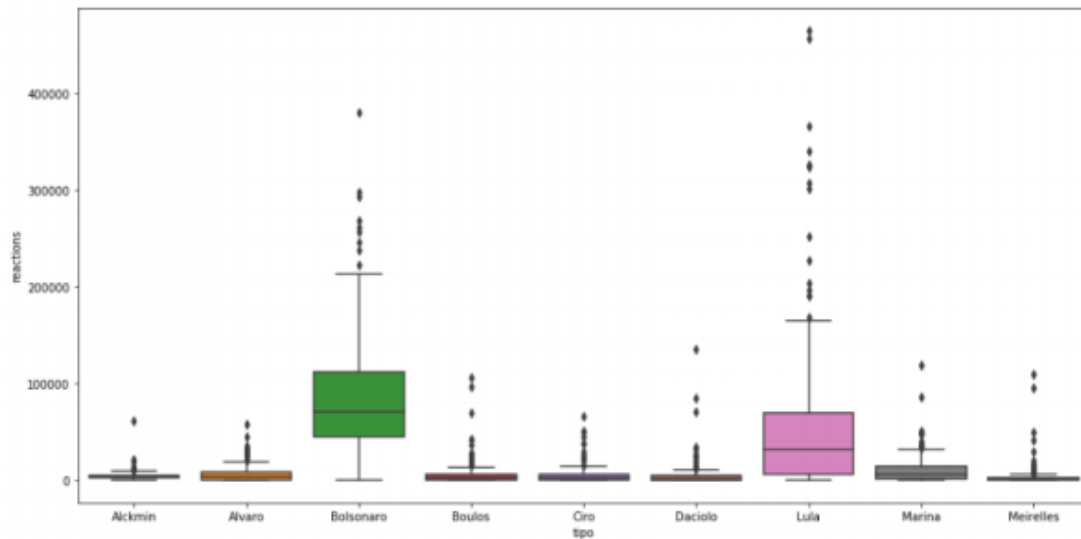

Chart 1. Number of responses to posts pages of presidential candidates on Facebook, 01/01/2018 to 21/08/2018

LEVEL OF ENGAGEMENT IN POST

Chart 2 shows engagement data, adding amount of shares and reactions to each of the pages of publications. The higher the number of shares - X axis - and reactions - Y-axis - greater engagement on posts. Again, you can see that the Jair Bolsonaro page is with the best results, followed by Lula page. Chart 2 shows that the point outside of the curve is the Cape Daciolo that time or another, can mobilize a large number of responses and specific posts shares.
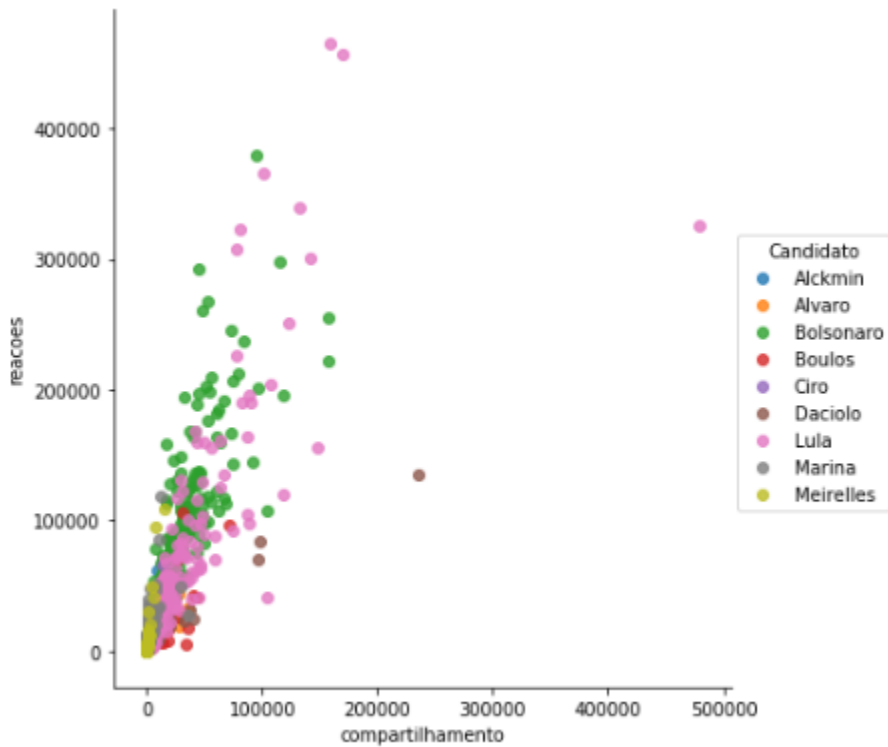

Chart 2 - Level Engagement in Post, 01/01/2018 to 21/08/2018

LEVEL OF ENGAGEMENT IN POST

Graph 3 shows the engagement data in a different way, giving even greater visibility to the asymmetries between pages. When we look from the perspective of the "Magic Quadrant", which measures the level of interaction in the publications depending on the level of sharing - X axis - and reactions - Y-axis - by post, we can observe the engagement gap of Jair Bolsonaro publications and Lula compared with the rest of the candidates (see Figure 3). While the pages of these candidates occupy the range of 6 million shares and 24 million reactions, your competitors occupy the range of 3 million shares and 12 million reactions.

Quadrant 1 - High number of share and reactions

Quadrant 2 - High number of reactions and low share

Quadrant 3 - low number of reactions and low share

Quadrant 4 - low number of reactions and high share.
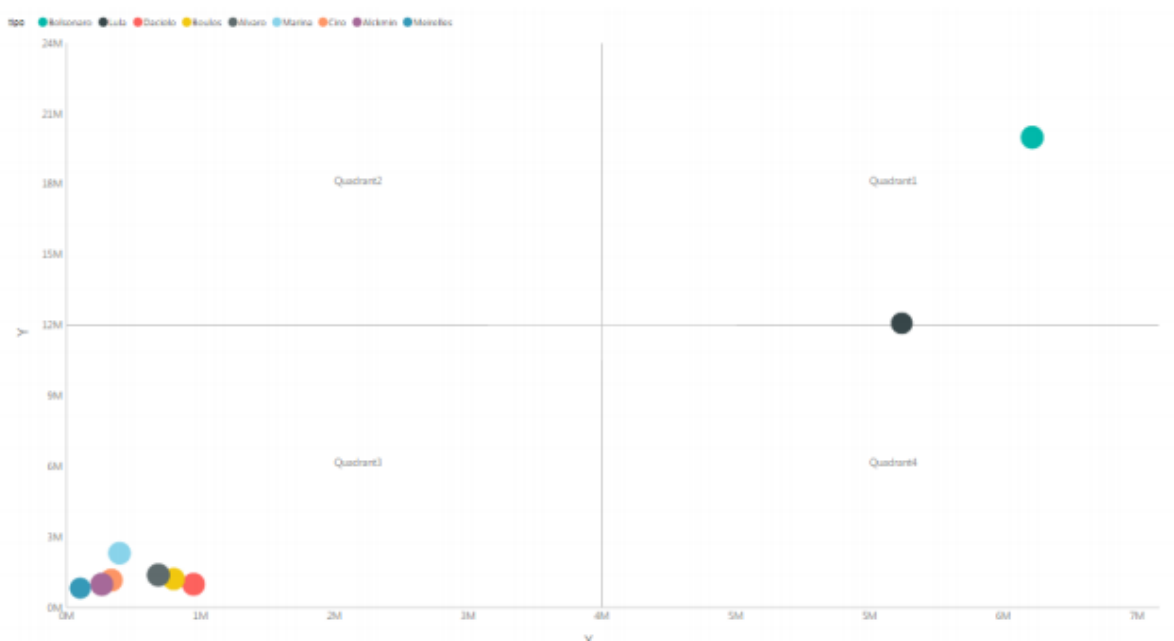
Graph 3 - Shares and Reactions Post on Facebook Official Pages of candidates for the presidency, by quarters

4

ENGAGEMENT PAGES OF CANDIDATES FOR PRESIDENCY

Figure 4 shows once again, clearly, the leadership of Jair Bolsonaro page, followed by Lula, the ability to generate engagement on their Facebook pages. In the Y axis shows the distribution, month by month, engagement data. The X axis shows the percentage of reactionsthe threads of the candidates in relation to the total. Interestingly, in August 2018 (until the close of data collection on 21), Lula's Fanpage had greater engagement (39.55%) than that of Jair Bolsonaro (37.19%). However, it is possible to observe that Steve has a level Bolsonaro consolidated engagement around 50%.
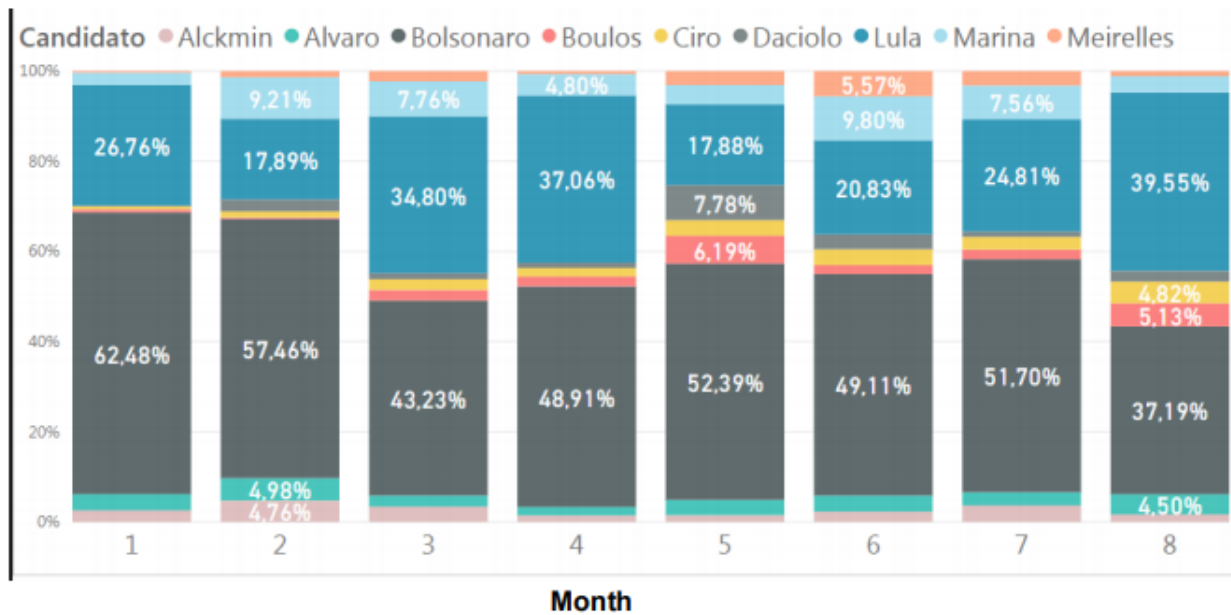
Graph 4 – Engagement Pages of Candidates for Presidency (% of total), 01/01/2018 to 08/21/2018

CONCLUSION

The data presented must be carefully analyzed as to their impact. For example, to explain the engagement capacity of Lula page you need to consider that this has had great exposure televisa media. In addition, many users will the candidate's Fanpage to criticize it, so the measured engagement can not be confused with support. Moreover, despite the relative decline in the engagement capacity of Jair Bolsonaro page, the analysis does not argue that this is a trend. We must wait to see what will happen in the coming weeks, especially from the attack on the candidate's life. Either way, the data show large differences in the ability to generate engagement by presidential candidates. If we were to divide the level of interaction in groups, we would Jair Bolsonaro and Lula in a group and all other candidates in another. Also draws attention the fact that these disparities have remained relatively stable over time.

CONTACT INFORMATION

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