

Content analysis on social networks: Exploring the #Maduro hashtag

Niklander S.

The rapid growth in the use of social networks has led the generation of multiple discussions about its relation to political concerns. The idea of analyzing social networks arises from the logic of understanding them as a new form of political participation, therefore, as a new form of communication and organization of citizens. This paper focuses on the use of a research technique called Content Analysis to thematically classify the messages communicated via Twitter using the #Maduro hashtag. We particularly target the period after the elections to the constituent assembly in Venezuela, due to the political relevance for Latin America and the entire world. Interesting results are illustrated about the use of this technique to detect the visibilized and invisibilized topics related to this powerful political event. © 2017 IEEE.

content analysis

Maduro

politics

social networks

Computation theory

Content analysis

Latin America

Maduro

Political events

Political participations

politics

Rapid growth

Venezuela

Social networking (online)