



#ElDilemaSalvados, análisis de las reacciones en Twitter al programa de Jordi Évole sobre Cataluña [

2020

text (article)

Analítica

The Salvados TV show, from the spanish channel La Sexta and directed by Jordi Évole, broadcast on October 28, 2018, analyzed what happened one year earlier during the 1-O independence referendum in Catalonia with interviews with its main protagonists. This show generated a great controversy and activity in social networks. The objective of this paper is to analyze the reactions on Twitter since the announcement of the show, a few days before, until the day after it. For this purpose, a massive collection of data is used, with a total of 15.464 tweets through the hashtag #ElDilemaSalvados. These tweets were subsequently analyzed to develop a user network and text mining research using big data techniques. It is studied who are the main users that generate content, if there are organized groups of diffusion, what are the main speeches and the assignment of feelings and associated emotions. It is concluded that there are well-differentiated groups, with independent discourses facing each other without relation. In addition, a greater percentage of negative feelings is observed and that the main emotions generated by the publications are trust and fear

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